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Research Reports Index

"REACH OF GOVERNMENT SCHEMES TO FARMERS"

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Executive Summary

In this study, we discovered the impact and awareness level of farmers regarding government schemes. Farmers. do not have enough source awareness of the schemes provided by the government Subsidies announced by the government and the schemes have not been reached, majority of farmers face a hard approach and difficulty getting benefits from the State and Central Governments. This study concludes that to let every farmer know about the schemes provided by the government, it should make more efficient ways to make farmers aware of the same. The Ministry of Agriculture and Government of India welfare has introduced Pradhan Mantri Krishi Sinchai Yojana (PMKSY) to address India's key agricultural challenges in the Irrigation to every farm in the 21st Century & improve water efficiency (per drop more crop).

Introduction

The Indian government has implemented various schemes to support farmers and improve the agricultural landscape in Maharashtra. These schemes aim to enhance productivity, profitability, financial inclusion, and the overall welfare of farmers. However, the research project focuses on assessing the effectiveness of government schemes in Maharashtra aimed at supporting farmers. The objectives include analyzing the reach of existing schemes, investigating factors influencing implementation, evaluating policy impacts, identifying challenges, and proposing recommendations. The project also explores the role of technology in disseminating information, examines awareness levels among farmers, and assesses feedback and perspectives.

Background

The research project focuses on assessing the effectiveness of government schemes in Maharashtra aimed at supporting farmers. The objectives include analyzing the reach of existing schemes, investigating factors influencing implementation, evaluating policy impacts, identifying challenges, and proposing recommendations. The project also explores the role of technology in disseminating information, examines awareness levels among farmers, and assesses feedback and perspectives. The need for governmental changes, improved information dissemination, systematic processes, and ethical considerations in software management to enhance the efficacy of farmer-oriented schemes in Maharashtra. The proposed framework integrates key findings, emphasizing the importance of addressing systemic issues for optimal outcomes.

Objectives

1. To assess the effectiveness of existing government schemes in Maharashtra aimed at supporting farmers and analyze the extent of their reach among the agricultural community.

2. To investigate the factors influencing the successful implementation and utilization ofgovernment agricultural initiatives in Maharashtra,

3. To evaluate the impact of government policies on the agricultural landscape in Maharashtra

4. Identify challenges and bottlenecks hindering the optimal reach of government schemes to farmers in Maharashtra, and propose targeted recommendations for policy improvement and better implementation strategies.

5. To examine the role of technology in enhancing the dissemination of information and services related to government schemes, exploring opportunities for digital platforms to bridge gaps in communication and accessibility.

6. To understand the awareness levels and participation rates of farmers from different regions within Maharashtra

7. To understand the reach and effectiveness of government agricultural schemes.

8. To analyze the feedback and perspectives of farmers regarding their experiences withgovernment schemes

9. To explore the coordination and collaboration among various stakeholders, including government agencies, non-governmental organizations, and local bodies, in ensuring theefficient delivery of agricultural support schemes to farmers in Maharashtra.

10. Propose a framework for enhancing the outreach of government schemes to farmers in Maharashtra, integrating key findings to formulate actionable recommendations for policymakers and stakeholders involved in agricultural development.

Review of Literature

1. Title of research paper: A Study on Awareness and Impact of Government Schemes for Farmers in Coimbatore City

Name of researcher: Dr. M. Mahesh Kumar, Dr. Gnanamani

Name of journal: International Journal of Research Publication and Reviews

ISSN No.: 2582-7421

The study aimed to assess the awareness and impact of government schemes on farmers in Coimbatore city, Tamil Nadu, India. A sample of 100 farmers was selected using a convenience sampling technique. The study aimed to understand the farmers' level of satisfaction, opinions, and issues regarding agricultural government schemes. The findings revealed that farmers lack sufficient information about government schemes and often struggle to access subsidies. Many farmers face difficulties in obtaining benefits from these schemes. The study concluded that the state and central government should focus on effective ways to announce schemes at the right time and improve farmers' satisfaction with the schemes. The study concluded that farmers need to be informed about government schemes and that the government should work more efficiently to make them aware and benefit from them. The agriculture sector in India stands as a fundamental pillar of the Nation's economy and the government's commitment to prioritize the welfare of farmers.

The studies specifically focus on the awareness and impact of government schemes among farmers in Coimbatore, Tamil Nadu.

Key findings from the study are highlighted which include the survey of farmers

•A significant proportion of respondents were each from 51 to 60 and most of the farming experience was between 11 to 20 years

•Majority of 42% predominantly group food crops •72% of respondents knew about the schemes and 51% were utilizing them for 5 years

The study concludes with recommendations for improving the situation. It focuses on the need for better awareness among farmers and more efficient communication of government schemes; it also suggests that both the state and Central Government should ensure timely announcements and effective implementations of schemes to increase farmers' satisfaction and overall welfare.

2. Research paper topic -

A Study on the Impact of Schemes and Programs of the Government of India on Agriculture to Increase Productivity, profitability, Financial Inclusion, and Welfare of Farmers to Transform them into Modern Society.

The objective of this research article is to create awareness about various schemes for the productive sector of Agriculture. There are various schemes like PMKSY, PMFBY, PM-KISAN, and PMJDY, which were studied through this research. Researchers have conducted studies about the level of performance of these schemes and Programs. Through this study, they analyzed that it will be helpful for the attainment of financial inclusion.

Various financial services, subsidies, funds released, online platforms for agricultural products and so on benefits provided by the government of India were studied in this research. This research is all about theoretical concepts based on the analysis of various schemes.

This paper reveals that the Government of India introduced several agricultural schemes so that there is greater achievement of development and welfare of farmers. Most of these schemes reached their target but still, there are some agricultural schemes yet to accomplish their goals.

3. Journal Name:

International Journal of Research Publication and Reviews

A Study on Awareness Schemes for Farmers in Impact of Government Coimbatore City.

Dr M. Mahesh Kumar, D Naaman

This research paper also assesses the Satisfaction opinions regarding the agricultural government Schemes

India's agricultural sector is crucial for economic growth of development 35% of most of the respondents are from the age group of 51 – 60.

• The majority 72% of respondents are aware of the agricultural government schemes.

• 43% of most of the respondents are aware of the agricultural government Schemes.

• 44% of most of the respondents feel hard to get the schemes of the government.

• 43% of most of the respondents say maybe the schemes are announced by the government at the exact time

• The majority 63% of respondents say the government does not take proper steps to promote the schemes.

The study has found the farmers are not aware. about the government Schemes and they are struggling to access subsidies.

The Study Suggested that one state and Central Government Should improve efficiency in announcing Schemes and farmers ensure that they receive the benefits. It concludes that farmers need to be Profound of Government Schemes.

4. International Journal of Creative Research Thoughts.

A study of farmers' perception towards the benefits of agricultural schemes of the government.

Vijayan Ajith Dr. Kalai Lakshmi

Agriculture is the primary source of livelihood in India, with over 2/3rd of rural households relying on it for sustenance. The welfare and well-being of the nation's population largely depend on agricultural fortunes. The government's primary responsibility is to ensure stability in the agricultural sector and sustainability in agricultural production.

Agriculture is undergoing significant changes as it transitions from a traditional to a modern economy, a crucial step towards economic development Traditional farming practices is followed in the academic year, while organic farming focusing on the environment for food grain products", is gaining momentum in modern agriculture. The government is actively involving farmers and extension officers with due research backing to increase productivity & farmers' income by adopting frontier agriculture technologies for various crops.

The nation conceived several technology-based smart schemes to achieve 115 lakh tonnes of food grain production.

In conclusion, the Indian government is making efforts to increase crop production and farmer's income by adopting advanced agricultural technologies. However, the coverage of these schemes remains limited among farmers due to a lack of full information.

5. International journal for farm

A study of awareness and impact of government schemes for farmers

The study has found the farmers are not aware of the government schemes and they are struggling to access subsidies. The topics covered in the literature review therefore over three areas the scientific development and building of typologies exercise at all levels in terms of their potential. The study suggested that the state and central government should improve efficiency in announcing schemes and ensure that all farmers receive the benefits.

The literature review states that nationally established economics, social environmental technical and historical analysis at different geographical sales documents the diversity of agricultural systems and their place in socio-economic or economic environments to support the design of local national and regional policies to identify the beneficiaries of targeted policies and public or private and program.

6. Impact of schemes of the Government of India on Agriculture and farmers:

The foremost intent of this research article is to create awareness about various schemes for the productive sector of agriculture. Through this study, the level of performance of these agricultural schemes and programmes was analyzed which will be helpful for the attainment of financial inclusion.

Hence it is necessary to know about various schemes and their making to connect the beneficiaries. Agriculture is the basic source of food supply, production, processing, promotion, and distribution. Agricultural products contribute to the Gross Domestic Product (GDP) and generate employment in rural areas. They transform the lives of the farmers in modern society.

The government of India has introduced Minimum Support Price (MPS), MIF, PMKSY, PMFBY, e-NAM, PM-KISAN, PMJDY, PM-KUSUM, PKVY, NAMS, and MGNREGS.
The mobile app Kisan Suvidha and innovative programmes like Kisan Rail, and Krishi Udaan double the farmers' Income (DFI).

These help in transforming the village economy, coverage of irrigation, and crop insurance, and stabilizing the income.
They also ensure financial support, flow of credit and Direct Benefit transfer of subsidies and funds to beneficiaries.

Research Methodology

1. Research Design: This outlines the plan or structure of the study, such as experimental, correlational, descriptive, or exploratory.

2. Sampling: The process of selecting a subset of individuals or elements from a larger population for the study.

3. Data Collection Methods: This includes the tools and techniques used to gather information, such as surveys, interviews, observations, or experiments.

4. Data Analysis: The methods used to interpret and draw conclusions from the collected data, including statistical analysis or qualitative coding.

5. Ethical Considerations: Addressing ethical concerns related to the treatment of research participants, privacy, and potential impact.

6. Validity and Reliability: Ensuring that the research measures what it intends to measure (validity) and produces consistent results (reliability).

7. Instrumentation: Describing the tools and instruments used for data collection, such as questionnaires or measurement devices.

8. Timeframe: Specifying the period of the research, including data collection and analysis periods.

9. Data Presentation: Explaining how the results will be communicated, whether through tables, charts, graphs, or written reports.

10. Limitations and Delimitations: Identifying the boundaries and constraints of the study, including potential sources of bias or external factors that may impact the results.

Data Analysis

Reach of government schemes to farmers

The reach of government schemes in India for farmers has been aimed at addressing various aspects of agriculture, including crop insurance, financial support, technology adoption, and infrastructure development. Analyzing the reach of government schemes in India for farmers is a complex task that involves considering various factors such as geographical distribution, socio-economic conditions, and the effectiveness of implementation. The assessment of the reach of government schemes to farmers in India necessitates a comprehensive analysis of diverse parameters, encompassing geographical disparities, socio-economic intricacies, and the efficacy of implementation strategies. Leveraging available data, an in-depth examination will be conducted to evaluate the current extent of coverage, identify potential gaps, and discern the impact of these schemes on the agricultural landscape. This analysis aims to offer valuable insights into the effectiveness of government initiatives in supporting and uplifting farmers across the country.
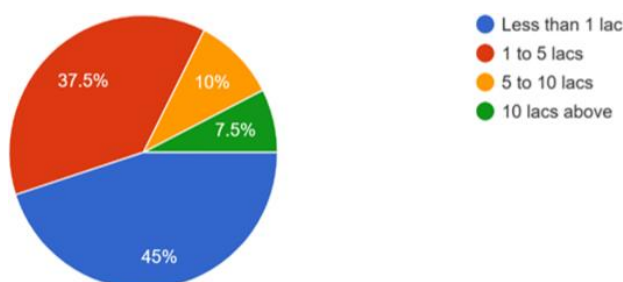
Question wise analysis

Question 1: How long have you been in the occupation of farming?
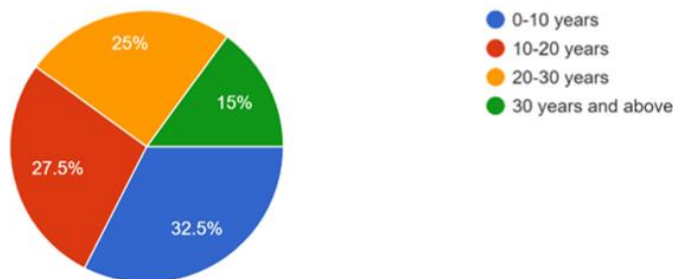
32.5% of people have an experience between 0 to 10 years. 27.5% of people have experienced between 10 to 20 years. 25% of people hold around 20 to 30 years of experience in farming. 15% of people have experience above 30 years.

Question 2: What is the annual income of the farmer?

45% of farmers have an annual income of less than 1 lakh 37.5% of farmers have an income between 1 to 5 lakhs
10% of farmers have annual income between 5 to 10 lakhs. 7.5% have more than 10 lakhs

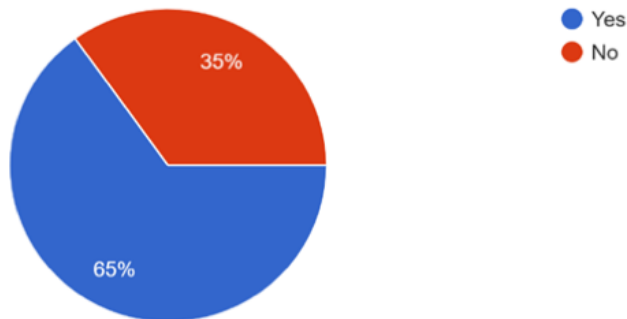Question 3: Do you think information about government schemes is easily accessible to farmers in your community?

2.5% people very few schemes 2.5% No schemes 2.5%Shetala, solar pump 2.5%Education

2.5%NA
2.5%Subsidies 2.5%Student scholarship 2.5%Crop loan 2.5%Loans
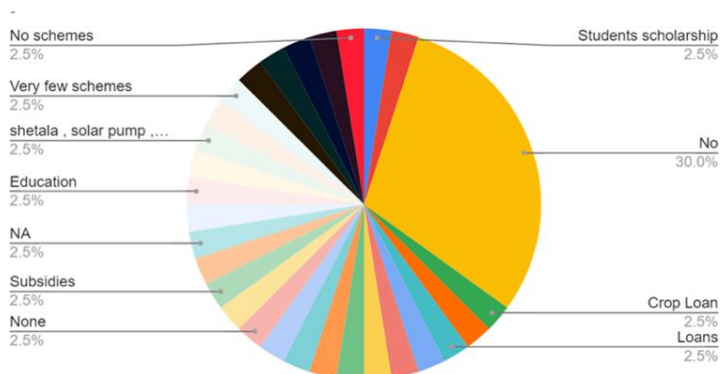
Question 4: Does the government announce the scheme at the right time?

Out of the information we gathered 65% of people are saying YES. 35% of people say NO.

Question 5: Have you ever faced challenges in accessing government schemes due to issues like documentation, language barriers or distance to government offices?
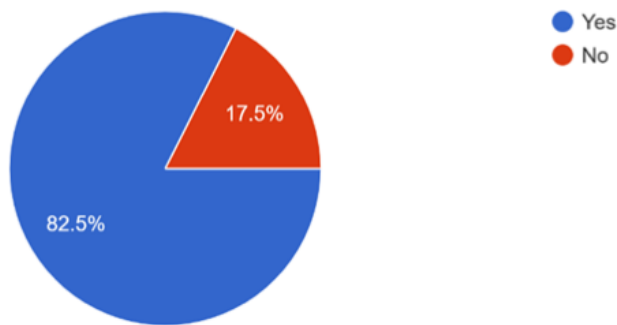
82.5% of the farmers surveyed have faced challenges in accessing government schemes.

17.5% of the farmers have not faced challenges in accessing government schemes

Question 6: Which government schemes have you benefited from?
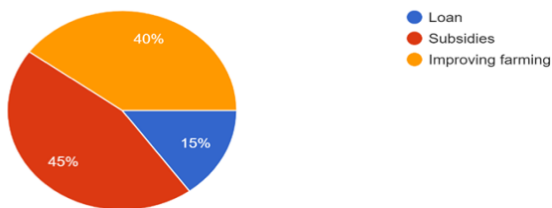
45% improving farming 40% subsidies
15% loan

Question 7: Do you think the information about government schemes is easily accessible to farmers in your community?
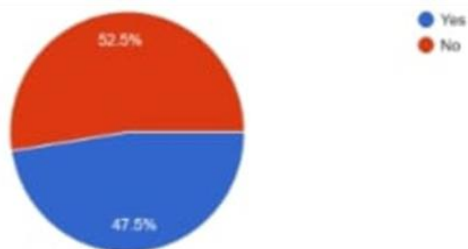
52.5%, believe that information about government schemes is easily accessible to farmers in their community. 47.5% disagree with the same.

Question 8: Are the various apps launched by government beneficiaries regarding schemes

Yes — 82.5%
No — 17.5%
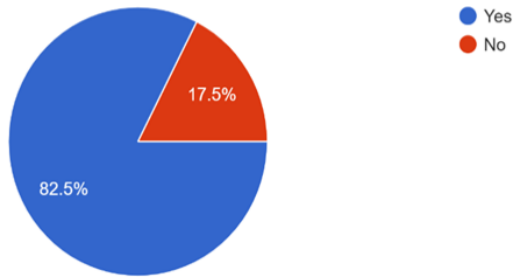
The percentage of respondents who benefited from government apps is 82.5%. 17.5% of farmers do not benefit from these apps.

Question 9. How do you come to know about various government schemes?

Government agencies
Newspaper
Social media
Community meeting
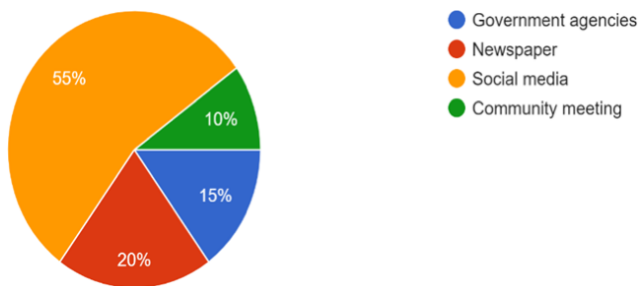
55% is for social media
20% is for Newspapers,
10% is for Community meetings 15%. From government agencies

Question 10: Do you want exposure regarding government schemes?

Yes — 67.5%
No — 32.5%
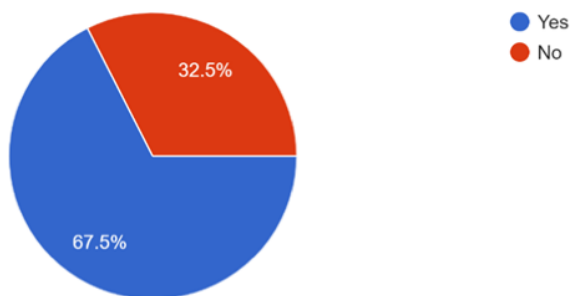
67.5% of people think that they need exposure to government schemes.

Question 11: Is the follow-up taken by the government from time to time once you have enrolled for the scheme?
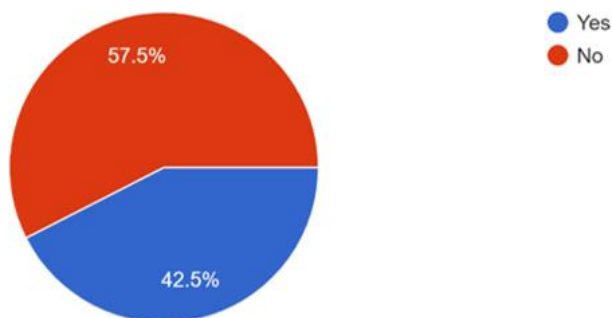
According to the data obtained as shown in the pie chart, in per cent, there are 57.5% of farmers answered NO which is denoted by red color and 42.5% of farmers answered YES which is denoted by blue color.

Question 12: How satisfied are you with the schemes of the government?

On a scale of 1 to 5 where 1 is for very less, 5 is for very satisfied and 3 is for average satisfaction

12.5% marked on a scale of 1 20.0% marked on a scale of 2
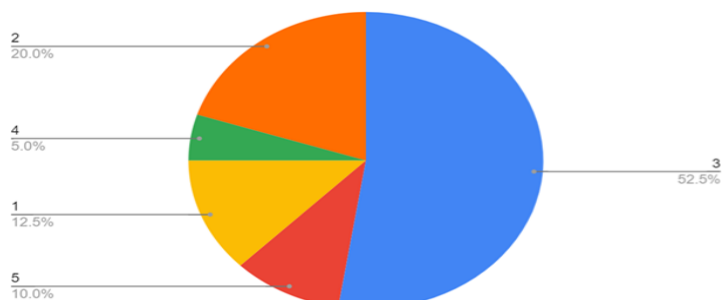
52.3% marked on Scale 3 5.0% marked on Scale 4 10.0% marked on Scale 5

Conclusion of Questionnaire

The research data indicates that most surveyed farmers have varying levels of experience in farming, with a significant portion having an annual income below 1 lakh. Awareness of government schemes appears to be limited, with only 52.5% believing that information is easily accessible in their community. Challenges in accessing schemes are prevalent, particularly related to documentation, language barriers, and distance to government offices.

While 65% of respondents feel that the government announces schemes at the right time, there is a notable 82.5% who have faced difficulties accessing schemes. The most utilized schemes include loans, subsidies, and farming-related programs. Social media emerged as the primary source of information about government schemes for 55% of respondents, followed by newspapers (20%), community meetings (10%), and government agencies (15%).

Regarding government apps, 82.5% of farmers find them beneficial, indicating a positive impact. However, 67.5% express a need for more exposure to government schemes. The follow-up by the government after scheme enrolment is lacking, with 57.5% stating they have not experienced it.

The overall satisfaction with government schemes is neutral, with a sizable portion expressing satisfaction and a minority dissatisfied. The data suggests that improvements in accessibility, awareness, and follow-up processes could enhance the effectiveness and reach of government schemes in the farming community.

Research data, conducted among farmers, highlights several key findings. Most surveyed farmers have diverse experience levels, with a significant portion having an annual income below 1 lakh. Awareness of government schemes is limited, and a substantial number of respondents face challenges in accessing these programs, citing issues such as documentation, language barriers, and distance to government offices.

While 65% believe the government announces schemes at the right time, a high percentage (82.5%) have encountered difficulties in accessing these initiatives. The most utilized schemes include loans, subsidies, and farming-related programs. Social media emerges as the primary source of information about government schemes for 55% of respondents.

Regarding government apps, 82.5% of farmers find them beneficial, but a majority (67.5%) express a need for more exposure to government schemes. Follow-up by the government after scheme enrolment is lacking, with 57.5% stating they have not experienced it.

Overall satisfaction with government schemes is neutral, with a sizable portion expressing satisfaction and a minority dissatisfied. The data suggests that improvements in accessibility, awareness, and follow-up processes could enhance the effectiveness and reach of government schemes in the farming community.

Source of data: Google form. Data was analyzed through the 40 responses obtained through the Google form.

Findings and Suggestions

1. Awareness Gap: The research highlights a notable gap in awareness among farmers regarding government schemes. Many are not fully informed about the available initiatives, leading to underutilization.
2. Regional Disparities: Findings suggest disparities in the geographical reach of schemes, with some regions benefiting more than others. Addressing this imbalance is crucial for the equitable distribution of agricultural support.
3. Access Challenges: Accessibility remains a significant hurdle, particularly in remote areas. Improving infrastructure and adopting technology can enhance the accessibility of schemes to a wider farmer base.
4. Implementation Effectiveness: The effectiveness of scheme implementation varies, impacting the overall reach. Efficient execution is critical to ensuring that the intended benefits reach the farmers on the ground.
5. Financial Inclusion: Financial aspects of the schemes, such as subsidies and credit facilities, need careful consideration. Ensuring financial inclusivity can significantly enhance the schemes' impact on farmers' economic well-being.
6. Feedback Mechanisms: Establishing robust feedback mechanisms is essential for continuous improvement. Farmers' feedback can guide policymakers in refining existing schemes and designing new ones that better address the needs of the agricultural community.

7. Capacity Building: The research underscores the importance of ongoing training and capacity-building programs for farmers. Empowering them with knowledge enhances their ability to leverage government schemes effectively.

8. Adaptation to Changing Needs: Flexibility in adapting schemes to evolving agricultural challenges is crucial. The research emphasizes the need for dynamic policies that can respond to shifting trends and demands in the farming sector.

9. Collaboration and Communication: Strengthening collaboration between government agencies, NGOs, and local communities is vital. Improved communication channels can enhance the dissemination of information and foster a more cooperative approach to agricultural development.

10. Sustainability Considerations: The long-term sustainability of government schemes is a key concern. The research suggests a need for environmentally conscious practices and policies to ensure the resilience of agriculture in the face of changing climates and market dynamics.

Suggestions

The government should take more steps to create awareness and grant the subsidy to make benefits to get loans. The government should speed up the awareness among farmers to know about all the schemes announced. The government should remind the schemes in a convenient easy mode of reach like messages, advertisements or newspapers, voice calls etc. Even illiterate farmers can operate easily if the schemes can be easily approachable.

The government needs to reduce the interference of government officials in getting benefits from the schemes. Software should select the eligible farmers and allocate schemes.
The government should instruct the officials to give correct knowledge about the schemes because most of the farmers are illiterate.

• The government should conduct monthly agricultural programmes to be aware of various schemes.

• Government schemes of claiming amounts must be directly sent to the farmer's bank account.

• The government should confirm whether the schemes are bought by farmers only or others.

Conclusion

So according to our research, we conclude that governments must make changes in their process and try to focus more on farmers' schemes. According to the study, farmers did not systematically get all the information so they must improve that thing.

Also, must make some systematic and ethical changes in software and have a lot of separate committees for software and server problems things on a high level of problem-solving. Then we will get good results from government schemes for farmers which reach them.

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- Profitability, Financial Inclusion, and Welfare of Farmers to transform them into Modern Society. International Journal of Management, Technology and Social Sciences (IJMTS),6(2),231-243. DOI: https.//doi.org/10.5281/zenodo.5765895.

- https://vikaspedia.in/schemesall/schemes-for-farmers

- https://pmfby.gov.in

"INDIA'S AGRICULTURAL EXPORT AND CHALLENGES"

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2K231034	Kamble Shruti Ravi
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2K231037	Khalate Pratiksha Baburao
2K231038	Khokrale Shraddha Sharad
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2K231047	Pachange Shatakshi Harish
2K231048	Panshikar Manali Dilip
2K231049	Paste Sejal Prakash

Executive Summary

1. The Agricultural and Processed Food Products Export Development Authority (APEDA), was established in 1986 & it has 37 years of successful journey for exporting agricultural products.

2. As per the data, India was ranked 25th in 1986. However, the ranking of India improved significantly as the country's position, moved to 10th rank in 2019 after that on 8th in 2021.

3. According to the provisional data, the exports of agricultural and food products increased to $17.43 billion from $15.07 billion.

4. In India, agricultural exporters do not even know that they can get financial support for exporting businesses.

5. Sometimes they get financial support but trading loans have high interest rates.

6. According to the data, the biggest issue that farmers are facing is the lack of infrastructure. It includes poor roads, transportation problems/facilities, etc. Farmers depend on others for a transportation facility that may increase the cost. Without proper transportation, it is going to be difficult to sell at a reasonable price.

Introduction & Background

- The agricultural sector of India has seen major growth in the last 2 years. Even in the times of COVID-19, when all sectors were closed, the agricultural sector was exempted.

- India also did not suffer from any food shortages during its period of lockdown, thereby avoiding the possibility of restricting food product exports and facilitating exports at globally competitive prices. Also, to ensure domestic food security amidst the pandemic, other major agriculture-exporting countries implemented export curbs.

- Agriculture and allied sectors are contributing about 17.5-18 per cent to the country's GDP, higher than other sectors.

- Thus, India ranks first in milk production, second in the production of fruits and vegetables, and third in fish and egg production. India also is the world's largest producer of cotton, and spices and second largest in rice and wheat production. If this continues, India can become a superpower in agriculture exports.

- But there are still certain issues in India's Agriculture sector and the farmer's suicides are an alarming and bothersome crisis.

- There are still many farmers who are not into exports just because of lack of knowledge and no support. There are various issues and problems.

- While government of India is encouraging and providing various opportunities to farmers to improve or increase our production and exports.

- There is still a need to know what the problems faced by farmers and why they are not into exports and what opportunities India has if they start exporting the surplus.

Practical Utility

This Research on India's agricultural exports and the challenges faced during exports can be highly beneficial for the farmers in several ways.

1. Farmers can gain insights into which agricultural products have a strong demand in international markets. This knowledge can help them make informed decisions about what crops to cultivate, ensuring they grow crops that are likely to fetch better prices in exports.

2. Understanding the quality standards required for international exports, as highlighted in the research, can encourage farmers to improve the quality of their produce. This can lead to better market access and higher prices for their products.

3. Farmers can be better prepared for price fluctuations and market risks by staying informed about the challenges faced in agricultural exports. They can develop strategies to mitigate these risks.

   In summary, this research serves as a valuable resource for farmers by providing them with market intelligence, quality standards and strategic guidance to improve their agricultural practices, make informed decisions and potentially increase their income through participation in international agricultural exports.

Problem Statement

1. Due to the lack of knowledge farmers are not aware of the government policies for exporting goods.

2. To export the goods Indian agriculture has high competition in global markets.

3. Due to a lack of knowledge, the documentation is complicated.

4. Due to the government restrictions farmers face problems while exporting goods.

5. Uneducated people have barriers like negotiation and language.

Research Objectives

1. To analyze the Trends in Indian Agriculture Exports: Investigate the historical data and current trends in Indian agriculture exports, including the types of agricultural products, destinations, and fluctuations over time.

2. To identify Key Export Challenges and Limitations: Examine the primary challenges and limitations faced by Indian agriculture exporters, such as trade barriers, regulatory issues, and logistical constraints.

3. To assess the Impact of Government Policies: Evaluate the role of government policies and interventions in promoting or hindering Indian agriculture exports, with a focus on trade agreements, subsidies, and export promotion schemes.

Assumptions & Hypothesis

Assumptions and hypotheses of this topic are that, due to the government policies farmers are facing challenges in exporting goods.

Literature Review

1) TITLE OF THE RESEARCH PAPER: EXPORT SCENARIO OF INDIAN AGRICULTURE

Name of researcher: Kumareswaran T, Jolia P, Maurya M, Maurya A, Abbasmandri

Name of the journal: Journal of pharmacognosy and photochemistry
ISSN NO: ~ 2653 Journal of Pharmacognosy and Phytochemistry 2019; 8(1): 2653-2656 E-ISSN: 2278-4136 P-ISSN: 2349-8234 JPP 2019; 8(1): 2653-2656 23-11-2018

Summary: Agriculture plays a vital role in the economic growth and development of the country. Agriculture contributes about 16 per cent of the total GDP of India and about 12 per cent of total exports. The share of agricultural exports of India in world agricultural exports was around 2.2 per cent in 2015-16. Nowadays India's agri-exports face certain constraints that arise from conflicting domestic policies related to production, storage, distribution, food security, pricing concerns, export value etc. In comparison to international prices, the domestic price of the products during bulk exports like sugar, wheat, rice (both basmati and non-basmati), etc. are higher, which makes our exports commercially less competitive. Despite these hurdles, India has come a long way from being a food- deficit to a food-surplus country since independence. So, the government taking several policy steps to improve the export value and export quantity of Indian agricultural products and stabilize the balance of payment of the country.

2) TITLE OF THE RESEARCH PAPER: INDIA-EUROPEAN UNION FREE TRADE AGREEMENTS: POSSIBLE THREATS TO INDIAN AGRICULTURE
Published year: 2022
Researchers: Bibek Ray Chaudhuri and Ayusha Sengupta

Summary: The literature review explores the impact of Free Trade Agreements (FTAs) on member countries and global trade. It distinguishes between trade creation (improving resource allocation and consumer welfare) and trade diversion (replacing efficient non-member imports with less efficient member imports) in FTAs, emphasizing that FTAs can have both positive and negative effects. It focuses on the potential impact of an FTA between India and the EU, particularly in the agricultural sector, and the need to identify potential threats and assess them through tariff simulations.

Various studies are referenced to illustrate the complex nature of FTAs. These include Ramesh Chand's study on removing quantitative restrictions in India, concerns about adverse effects and strategies to mitigate them. Grain's analysis of potential threats to the Indian dairy sector due to increased trade with the EU. Roy and Mathur's assessment of the effects of trade liberalization, considering Brexit's impact. Selim Raihan's analysis of welfare, macroeconomic, and trade impacts of an EU-India FTA. Navarra's estimation of the effects of a partially liberalized EU-India FTA. The review also cites studies on sector-specific impacts, such as Shanping's analysis of the

ASEAN-China FTA, Taguchi's assessment of ASEAN-plus-one FTAs, and Varma and Abhyaratne's examination of the India-Sri Lanka Free Trade Agreement.

In summary, the review emphasizes the importance of careful analysis and negotiation in FTAs due to their diverse and significant implications for various sectors and countries in the global trade landscape.

3) TITLE OF THE RESEARCH PAPER: EXPORT OF ORGANIC PRODUCTS: OPPORTUNITIES AND CHALLENGES

Name of researcher: Ummyiah HM, Sumati Narayan, Pradeep Kumar, Ambreen Nabi, Malik Ajaz and Mudasir Magray
Summary: - Abstract Organic agriculture offers trade opportunities for farmers in developing and developed countries. The market of organic products is expected to grow globally in the coming years and high growth rates over the medium term (from 10-15 to 25- 30%) are expected. The organic market expansion makes it possible for farmers to reap the benefits of trade with relatively high price premiums. However, this market is not very well known to most farmers, especially those living in the developing countries. In developing countries, it is therefore essential for major key players (e.g. NGOs, farmer organizations, traders, exporters, etc.) that promote organic farming to have up-to-date information on the available opportunities (market requirements) and trends of the organic market. Although the movement is still regarded with some skepticism, the concept of organic farming has strong marketing appeal, growth forecasts are almost all positive and it has been suggested that the 'movement' is now an 'industry.' Major domestic markets for organic products lie in metropolitan cities – Mumbai, Delhi, Kolkata, Chennai, Bangalore and Hyderabad and the export markets are Europe, America, the Middle East, Asia, Africa etc. Organic agriculture is one of the fastest-growing agribusiness sectors in the world, with double-digit annual growth in land under organic cultivation, value of organic produce and number of organic farmers.

4) TITLE OF THE RESEARCH PAPER: THE TRENDS AND CHALLENGES OF INDIA'S AGRICULTURAL LABOURERS AMID LOCKDOWN-2020

Name of the researcher - SHAJI GEORGE, DR. V. SARAVANAN

Summary - In India, the Majority of Agricultural laborers and small farmers have faced an unbearable situation concerning farming activities, scarce labor force for agricultural work, marketing of agricultural products, deterioration of demand for their agricultural products, the present fund constraints, even though re-investment in the field of agriculture work, the minimum availability of transport facilities only covered within the short distance say for example within the district, these are all surmounted problems raised due to with the sudden invent of COVID-19, as the consequences of two phases of lockdown in the 21 days and 14 days respectively.

During this period a fourth of agricultural commodities are sold out, and the remaining ¾ of agricultural production is not procured at the point of the stipulated period.

Moreover, Agricultural commodity sellers are also faced with a variety number of issues like more than 40 km travelled carrying commodity bags, the imprudence of police personnel and the result from the meagre amount of income per day. The less duration of marketing of agricultural products the early 50 per cent of products are wasted because agricultural commodities are perishable. This present paper mainly argues how to solve agricultural labor problems, the labor shortage in the agricultural economy and the marketing of agricultural commodities with enough level of income. While in the normal course of the day as well as in the present lockdown situation in India. The dominant population of the agricultural labor force would improve the standard of India's Economy at the time of lockdown, we would like to maintain the present level of Agricultural development, so we start large shops of Agricultural machinery and the manufacturing distribution and sale of fertilizers pesticides and seeds with 100 per cent subsidy manner. To protect and reduce the wastage of Agricultural produce, cold storage facilities to set up in each village in rural India. The govt. should take a keen interest in alleviating unemployment and underemployment in and unemployment in the agriculture sector. The micro-level planning is implemented to mitigate the acute shortage of labor force in the Indian Agriculture sector. Another point of the suggestion is that MGNREGA workers can also utilize farming activities in the part of Agriculture development.

5) TITLE OF THE RESEARCH PAPER – GREEN REVOLUTION: INDIAN AGRICULTURAL EXPERIENCE – A PARADIGM

Summary - The food problem became more severe after the partition of India and Pakistan in 1947, presenting a series of challenges to India's agricultural sector. Even during good harvest years, food imports remain high. A large segment of people was poor. To mitigate these problems, India adopted farming strategies under the "Green Revolution" in the mid-1960s. The application of modern farming technology, introduction of high-yielding varieties of seeds, increased use of fertilizers, development and expansion of irrigation systems, and extension of credit and educational services to farmers. These activities resulted in a drastic increase of farm products leading India to achieve self-sufficiency in food within a short period. The "Green Revolution" has contributed to Indian agriculture tremendously and transformed India from a starving nation to a food exporter. The activities that comprise the "Green Revolution" are worth emulating in the Eritrean environment. This paper explores the impact of the "Green Revolution" on Indian agricultural production to draw lessons for Eritrea to modernize its agriculture and subsequently solve its food insecurity problem. The Indian experience serves as a model for Eritrea to achieve self-sufficiency in food.

6) TITLE OF THE NEWS: STEADY RISE IN AGRICULTURAL EXPORT IN 4 YEARS: INDUSTRY BODY

Summary - Agriculture products have been a crucial component of India's products export. It has contributed to the rise of GDP. The agricultural sector's exports maintained steady growth while contributing to the overall exports of the country in the last 4 years, as per the research report of the Ph.D. Chamber of Commerce and Industry (PHDCCI). It has been seen that the total value of the top 10 agricultural commodities' exports accounted for 11.2% of total exports in India. It is $50.4 billion in FY 23. There were changes in the ratio of exports year to year.

There was a consistent increase in the exports in the last four years. However, after 2000-01 it was increasing at a decreasing rate and from 2010-11 to 2011-12 it was increasing at an increasing rate, as per the report. India's share in the world's agricultural exports increased because of this stable growth. As a result, India was at a nine-year high of 1.17% in its share of the world's agricultural exports. Also, India topped the 1% threshold consistently from 2020 frequently.

Reference – Research paper of PHD Chamber of Commerce and Industry (PHDCCI)

7) TITLE OF THE RESEARCH PAPER: ECONOMIC SECURITY INDICATORS OF AGRICULTURAL EXPORT

Authors- I.V. Polukhin, A.I. Leonidova, A. V. Tsvettsykh Publication year-2020
Publication title- Top Conference Series
Resource Type- Journals

Summary - Agro-industrial complex is an important element of economic growth in the regional economy, part of its export potential. Achieving the goals of agricultural exports requires the identification, assessment, and control of threats to its economic security using a special indicators system. To solve this problem, based on a specialists' survey of foreign economic activity in the Krasnoyarsk region, threats to the economic security of agricultural exports were identified. Export threats classification of agricultural products by stages of export organization allowed justifying the list of economic security indicators for export activities of agricultural enterprises in the Krasnoyarsk region. Their assessment and control during the organization of agricultural enterprises' exports is designed to ensure the economic security of export activities in the region. The use of the proposed indicators to assess and control threats to the economic security of agricultural exports should allow the state administration of

foreign economic activity in the region to make timely decisions to improve export incentives. The study emphasizes the critical importance of economic security indicators for the agricultural export sector, particularly within the Krasnoyarsk region. It suggests that the application of these indicators could significantly contribute to enhancing decision-making processes and improving the export incentives in the region's agricultural sector.

8) TITLE OF THE NEWS: AGRICULTURE SECTOR HAS DONE WELL, NEEDS 'REORIENTATION': ECONOMIC SURVEY

Newspaper: Business Economy
By: Express News Service
Dated: January 31, 2023 17:53 IST

Summary: -The Survey, presented by Finance Minister Nirmala Sitharaman in Lok Sabha, noted, "The Indian agriculture sector has been growing at an average annual growth rate of 4.6 per cent during the last six years. It grew by 3.0% in 2021-22 compared to 3.3 per cent in 2020-21."

9) TITLE OF THE NEWS: STATES URGED TO EASE NORMS TO BOOST DIGITAL AGRI-TRADE

Name of the newspaper: Business Standard
Name of the Reporter: Sandip Das

Date - 25.9.2023

Summary - State governments are been asked to relax the regulations and norms concerning Agri-trad, and the Union Agriculture Ministry to expand the outreach of the electronic national agriculture Market (e-NAM), which topics such as allowing traders from other states to buy and sell commodities without bank guarantee, provisioning of unified license for seamless state-wide trade access and procurement at trade gate is included. It has been observed that the facility of bank guarantee of trader buyers from the outside state has become superfluous, even though it was introduced for safety purposes, according to the saying of agriculture ministry officials. Hence the ministry has initiated for Agricultural Produce Market Committee (APMC). It is supposed to include procurement and disposal of commodities by government agencies, the inclusion of warehouses, cold storage, and silos as market yards and

provisioning of trade of inputs, machinery, and other value-added services. On the E-NAM platform, the turnover was of RS. 24717 Crore in April to August which indicated that it was a gradual shift to a digital platform for better price discovery by the farmers. This platform was launched in April 2016. But, still, since its launch only Rs. 2.79 trillion worth of trade has been recorded, which is much less than the total trade of agricultural commodities. It indicates that farmers are not very aware of the platform or due to the complex norms they are not ready to use this platform to trade in agricultural commodities. Also, the state governments have not yet taken any action concerning making this platform effective and efficient as per its usage.

10) TITLE OF THE RESEARCH PAPER: AN OVERVIEW OF EXPORT PERFORMANCE OF AGRICULTURAL PRODUCTS IN INDIA

Author(s) – Dr M. LAKSHMI Bala, K. Sudhakar Publication year – 2017

Resource Type - Journals

Summary - The performance of agricultural exports is crucial for foreign exchange earnings, crop diversification, and farm income improvement. The World Trade Organization (WTO) has significantly influenced the discussions around this topic. The challenges include adapting to a globalized world and addressing issues like intellectual property, food safety, and international financial movements. While initial concerns have eased over the two decades since the WTO's inception, new issues such as price volatility, sanitary measures, and subsidy restrictions have arisen. Changes in the agricultural sector, including shifts in research investments, contract farming and the demand for high-value crops, have led to a paradigm shift in agricultural output.

A country's competitiveness in international markets depends on factors like domestic consumption, export volume, and the ability to generate exportable surpluses, which can change over time due to macroeconomic shifts. This study examines India's agricultural export trends over the past decade and its prospects for improvement. It reveals a significant increase in the export of agricultural commodities but notes a shift in commodity composition. Notable growth has been seen in cereals, guar gum, cotton, spices, and sugar, while declines occurred in fish, fruits, coffee, and tea. High growth

rates were recorded in basmati rice, maize, chilies, coriander, mango, grapes, onion, and potato. Some commodities with high growth also exhibit high instability, posing a risk to farm income. India is losing its comparative advantage in certain plantation-based commodities to other Asian countries. To improve its export competitiveness, India must generate exportable surpluses and ensure internationally competitive prices, with a focus on enhancing crop yields and total factor productivity.

11) TITLE OF THE RESEARCH PAPER: AGRICULTURAL SECTOR: STATUS, CHALLENGES, AND ITS ROLE IN INDIAN ECONOMY.

Authors: Dr. Anil P. Dongre, Rahul Wagh

Journal Name – Journal of Commerce & Management Thought,

Volume: 7-2,

Publish Year: 2016,

Page no: 209-218.

Summary: Etal has been reported that,

1) To know the status of agriculture in India.

2) To identify the challenges and role of agriculture in the Indian economy.

3) The Indian agricultural sector accounts for 13.9% of India's gross domestic product (GDP) and employs just a little less than 54.6% of the country's workforce. The Department of Agriculture and Cooperation under the Ministry of Agriculture is the nodal organization responsible for the development of the agriculture sector in India. The purpose of the study is to understand the status of the Indian agriculture sector, various kinds of challenges, and obstacles in front of farmers, agro-industry, and governments for the development of agriculture in critical uncontrollable environments, also to know various Government initiatives, investments, policies for the development of agriculture and role of agriculture in the Indian economy.

12) TITLE OF RESEARCH PAPER: COMPETITIVENESS OF INDIAN AGRICULTURAL EXPORTS: A CONSTANT MARKET SHARE ANALYSIS

Corresponding author: K. Nirmal Ravi Kumar (Department of Agricultural Economics, Agricultural College, Bapatla, Acharya NG Ranga Agricultural University (ANGRAU), Andhra Pradesh, India)
Summary:

This article discusses India's journey in agricultural trade and its efforts to boost exports in the context of economic reforms and trade liberalization policies. India adopted the Liberalization-

Privatization-Globalization (LPG) phase in 1991 to address debt, and food shortages, and enhance agricultural exports, leveraging its comparative advantage in agricultural commodities. With the establishment of the World Trade Organization (WTO) in 1995, India aimed to benefit from multilateral trade opportunities. Over the years, India has significantly increased its agricultural exports, rising from $3.35 billion to $41.56 billion during 1990-1991 to 2020-2021. India now imports a wide range of agricultural products from 140 countries, while exporting approximately 7,500 types of products to 190 countries. This has resulted in a substantial trade surplus of $20.09 billion in the agricultural sector. India's share in global agricultural exports increased from 0.53% in 1994 to 1.71% in 2019, reflecting its growing presence in international markets. However, the article highlights the importance of maintaining export competitiveness, especially in the face of evolving international demand, changing trade barriers, and the impact of factors like the COVID-19 pandemic. The study employs the Constant Market Share Analysis (CMSA) to assess India's export performance in the past decade. It identifies that India's agricultural exports have shown growth rates for most selected commodities, except for wheat. However, India's share in global agricultural exports declined during the same period, indicating the need to enhance competitiveness in global markets. The article emphasizes the importance of India's agricultural exports and highlights the challenges and opportunities in the evolving global trade landscape. It suggests that promoting export competitiveness and exploring new markets will be crucial for India to become a major player in the world trade of agricultural commodities.

The study also acknowledges that CMSA has limitations, as it does not account for demand as an endogenous factor and does not consider exporters' roles in generating demand through innovation and product differentiation. Nevertheless, the findings call for a focus on enhancing India's position in global agricultural trade to support the nation's agricultural economy and improve farmers' incomes.

13) TITLE OF THE RESEARCH PAPER: EXPORT CHALLENGES AND STRATEGIES IN INDIAN INDUSTRY

Author: S. Shanmugasundaram, N. Panchanatham

Summary:

India faces various challenges in the export industry, including infrastructural bottlenecks, complex regulations, lack of skilled labor, and global economic fluctuations. To overcome these challenges, the country has been implementing strategies such as improving infrastructure, simplifying trade procedures, promoting digitalization, diversifying export markets, and investing in skill development.

Additionally, initiatives like Make in India, Skill India, and Goods and Services Tax (GST) reforms aim to boost the manufacturing sector and enhance India's competitiveness in the global market. The challenges faced by the Indian export industry are multifaceted. One major issue is the lack of infrastructure, such as transportation and logistics, which hampers the smooth movement of goods. Additionally, cumbersome bureaucratic procedures and red tape can lead to delays and increased costs for exporters. Fluctuating exchange rates and global economic uncertainties also pose significant challenges to Indian exporters. Inadequate access to credit and finance further constrains the ability of businesses to expand their export operations. Moreover, compliance with international quality standards and regulations demands substantial investments in technology and training. To tackle these challenges, the Indian export industry has adopted several strategies. Diversification of export products and markets helps mitigate risks associated with dependence on a single product or region. Implementing technology-driven solutions, such as digital platforms for trade facilitation and blockchain for transparent supply chains, enhances efficiency and reduces costs. Government initiatives like the Goods and Services Tax (GST) have streamlined taxation, making it easier for businesses to comply with tax regulations. Export promotion schemes, subsidies, and incentives encourage businesses to explore international markets. Collaboration between the government, industry associations, and educational institutions facilitates skill development and innovation, ensuring that the workforce is equipped to meet global demands. However, despite these strategies, the Indian export industry continues to face challenges, requiring continuous adaptation and innovation to remain competitive in the global market.

14) TITLE OF THE RESEARCH PAPER: EXPORT-IMPORT PERFORMANCE OF MAJOR AGRICULTURAL COMMODITIES IN INDIA.

Summary: Etal has been reported

1) India is also a major supplier to the international market of many agricultural commodities. 2) The share of agricultural exports to total exports is continuously rising year by year. 3) The research also explores the evolving behaviour of the allocation of each category of commodities to the overall agricultural export basket. It covers the major agricultural products/crops which, over different periods, contribute to the maximum share of total agricultural exports (2000-2019). Higher agricultural exports would mean better price realization for farmers, increased awareness regarding good agricultural practices, and consequently thrust for quality also.

Highlights: India is also a major supplier to the international market of many agricultural commodities. The share of agricultural exports to total exports is continuously rising year by year.

15) TITLE OF THE RESEARCH PAPER: A STUDY ON GROWTH AND PERFORMANCE OF INDIAN AGRO. BASED EXPORTS

Summary: Etal has been reported that,

1) India is one of the largest populated countries in the world with more than 58 percent of the people involved in agriculture. Agriculture is an income generator of the society.

2) Agro-based industries are very essential to agriculture and the sellers of agro-based products.

3) Agriculture is the primary occupation and the major economic factor of India. It provides a greater number of employment opportunities and business strategies to the society. Mostly, people from India are concerned with the agriculture sector directly and indirectly.

Not only agricultural industries, but agro-based industries are also generating agro products and it creates more employment opportunities for people like farmers, agricultural workers, industrial workers, wholesalers, retailer exporters, and others. Exports have played an important role in India's economic growth in the post-independent period. The contribution of food-based agro products and allied products to total exports has been increased gradually to make a concrete share of the GDP of the nation. India needs to produce its commodities more competitively at the global level. This paper analyses the status of agro-based food products and their export performance over the years in India.

16) TITLE OF THE RESEARCH PAPER: ARICULTRURE MARKETING REFORMS AND E-NATIONAL AGRICULTURE MARKET (E-NAM) IN INDIA.

Authors: Jaiprakash Bisen and Ranjit Kumar
Agriculture Economics Research Review Year: 2018 Page No: 167-176.

Summary: Etal has been reported that:

1) Fragmented agricultural markets make a perfect case for a unified platform like the National Agricultural Market (NAM).

2) Literature should deal with marketing reforms and policies and, literature should consider e-auctioning /e-tendering agricultural produce.

3) Efficient markets offer efficient price discovery and a level playing field for all the actors. This paper systematically reviews developments in Indian agricultural marketing and emphasizes addressing the challenges in the implementation of e-NAM to achieve the goal of doubling farmer's income; hence the challenge of poverty reduction as envisaged in SDGs. The study captures various challenges in the implementation of e-NAM in terms of the 3 I's (Infrastructure, Institution, and Information) and advocates for strengthening the back-end of the supply chain with public-private interventions; amendment in state APMC Acts to accommodate for e-tendering operations and wide publicity of benefits of e-NAM among farmers.

17) TITLE OF THE RESEARCH PAPER: EXPORT IMPORT PERFORMANCE OF MAJOR COMMODITY IN INDIA.

Summary: Recent trends in the international trade scenario and related shifts in India's foreign trade policy have had far-reaching consequences for India's general agricultural sector and for agricultural exports. The Indian product of agriculture has played an important part in the global product of agriculture. For many agricultural commodities, India used to be the key export spot. The present study established the growth and output of agricultural exports from India during the time (2000-2019). India is the top tenth exporter of agricultural products in the world. Top exports comprise sugar, beef, rice, and shrimp. Export of principal agricultural products including rice, wheat, sugar, cotton, fruits, and vegetables are 'free' whereas export of pulses (excluding chickpea) and edible vegetable oil in bulk (excluding coconut and rice bran oils) are 'restricted' to meet domestic demand. Indian agricultural exports have increased, but the proportion of agricultural exports to the country's overall exports has decreased.

The research also explores the evolving behavior of the allocation of each category of commodities to the overall agricultural export basket. It covers the major agricultural products/crops which, over different periods, contribute to the maximum share of total agricultural exports (2000- 2019). Higher agricultural exports would mean better price realization for farmers, increased awareness regarding good agricultural practices, and consequently thrust for quality also.

Highlights m India is also a major supplier to the international market of many agricultural commodities. The share of agricultural exports to total exports is continuously rising year by year.

18) TITLE OF THE RESEARCH PAPER: SUPERMARKET SUPPLY CHAINS IN HORTICULTURE IN INDIA: THE NOVEL MARKETING MODELS, EFFECTS AND POLICIES

Name of M.B: Dastagiri and T.K. Immanuelraj

Summary- The supermarket revolution has been underway in developing countries. Market research says that the larger the number of economic agents involved in marketing and lesser their income share in consumer price.' The prospective solution to this problem may be consolidation of the supply chain. However, one of the possible solutions emphasized by market research is linking supermarkets and farmers. This paper explores the ways supermarket models will integrate small and marginal farmers with the supply chain system in India.

Information on marketing models and marketing institutions which deal with fruits and vegetables in the country was analyzed.

The features and effects of different supermarkets operating for the marketing of fruits and vegetables were studied among all the channels the direct market models are the best because the producer share in the consumer rupee is 100 per cent and will eliminate middlemen. India opened post–liberalized public markets operating a direct marketing model with forward linkages for fruits and vegetables. The economic reforms also lead to the emergence of new private retail markets for fruits and vegetables with direct marketing models with backward linkages. The results reveal that private supermarkets will save farmers from transport, marketing costs and other charges and eliminate middlemen. Farmers who supply to private supermarkets have many advantages including technical guidance, market information on prices perfect weights spot payments etc. The opportunities include the development of a high-value commodities market supply chain.

RESEARCH METHODOLOGY:

Mixed Methodology -Because we found both qualitative & quantitative data.

DATA ANALYSIS:

(Question type – Closed-ended- Dichotomous question)

1. Are you a farmer? • Yes

• No
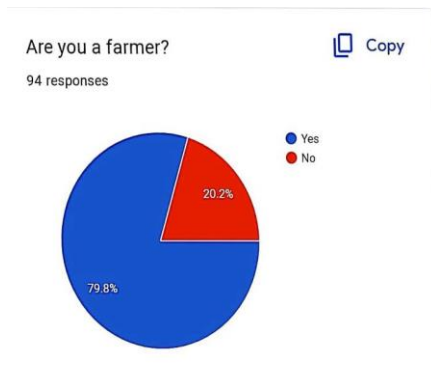
Conclusion –

We received 98 responses in total. Out of those 98 people, only 94 people responded to this question. After the analysis, we could conclude that 79.8% i.e. 75 respondents were farmers and the remaining 19 were not farmers.

(Question type – Closed-ended - Multiple choice question)

What is your role within the agricultural export industry? Farmer/Producer
Exporter/Trader
Government Official/Regulator

Conclusion-

Based on the information, the pie chart depicts the distribution of roles in various jobs. With 78% allocated to the agricultural/ producer/farmers, 8.3% attributed to exporters, and the remaining

percentage assigned to other sectors such as govt. offices, businesses, take vegetables, BSc Agri students, customers and so on..., it highlights the significant presence of agriculture and the diverse roles within it. This chart shows the importance of different job categories in contributing to the overall landscape of employment.

Most people who responded were Farmers
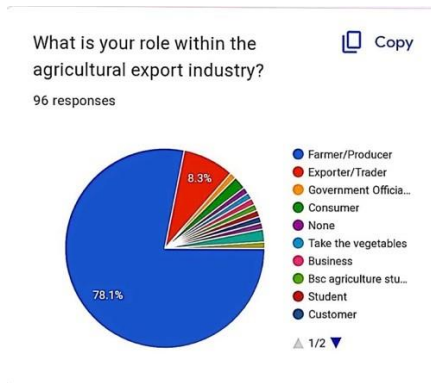
(Question type – Closed-ended - Scales)

3. How many years of experience do you have in agricultural exports? Less than 1 year1-5years

5-10 years
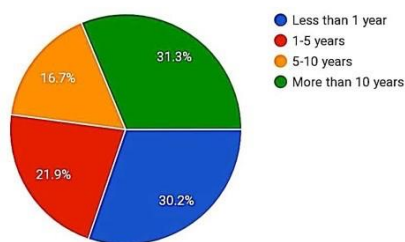
More than 10 years

We considered a group of people involved in agricultural export, 30.2% of them have less than 1 year of experience, 21.9% have 1-5 years, 16.7% have 5-10 years, and 31.3% have more than 10 years of experience. This breakdown provides an overview of the experience levels within the industry.

(Question type – Open-ended question)

4. What specific agricultural products do you export?

The agricultural products being produced and potentially exported by the given entities include a diverse range, such as sugarcane, milk, onions, soybeans, rice, wheat, potatoes, bananas, mangoes, grapes, and various other fruits, vegetables, and grains. Some entities seem to focus on specific products, while others have a broader range. Notably, there is a mix of both export-oriented and non-export-oriented agricultural activities. Additionally, the mention of products like Ayurvedic Medicines, pesticides, and pulp indicates a diverse range of agricultural-related businesses.

(Question type – Closed-ended - Multiple choice question)

5. How do you assess market demand before initiating an export?
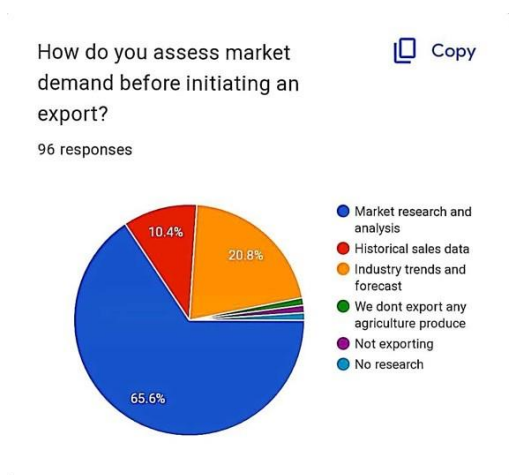
Conclusion: Export Demand Assessment-

To assess market demand before exporting, conduct thorough market research: Analyze consumer needs, competitor offerings, and economic trends. Surveys, focus groups, and online tools can help gather relevant data. Overcome challenges by adapting your product to meet local preferences, establishing strong distribution channels, and building relationships with local partners. Additionally, staying flexible and responsive to market changes is crucial for sustained success in the export business.

(Question type – Open-ended question)

6. What are the major challenges you face in exporting agricultural products?

Conclusion - Exporting agricultural products faces various challenges:

1. Market Dynamics:

- Price Volatility • Currency and Taxes • Price Differentiation

    2. Logistics and Infrastructure

- Transportation Issues • Infrastructure Gaps

    3. Market Promotion and Administration:

- Awareness and Access • Regulatory Issues

    4. Quality and Environmental Concerns:

- Maintaining Quality • Perishability

    5. Financial and Regulatory Challenges:

- Costs and Taxes • Regulatory Compliance

    6. Knowledge and Awareness:

- Lack of Knowledge • Awareness Issues

    7. Labor and Climate Issues:

- Labor Challenges • Climate Change

    8. Competition and Demand:

- Market Competition • Government Issues

    9. Miscellaneous Challenges:

- Water Issues

(Question type – Closed-ended – Multiple Choice question)

7. Are there specific logistical challenges faced in exporting agricultural products?

- • Shipping and transportation delays
- • Storage and Warehouse issues
- • Custom and documentation hurdles
- • Other:
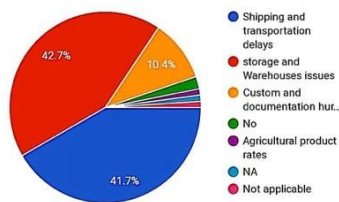
Conclusion -

Certainly, let us delve into the details of the challenges faced in exporting agricultural products based on the responses gathered:

1. Storage and Warehouse Issues (42.7%):
Lack of adequate storage facilities can lead to spoilage or damage to perishable goods. Insufficient warehouse infrastructure may cause congestion and delays in processing shipments. Proper temperature and humidity control are crucial, especially for products with specific storage requirements.

2. Shipping and Transportation Delays (41.7%):

Delays in transportation can result from logistical bottlenecks, such as congested ports or transportation routes. Inconsistent transportation schedules and unreliable services contribute to shipment delays. Adverse weather conditions and geopolitical issues may disrupt regular shipping routes, impacting the timely delivery of goods.

42

3. Customs and Documentation Hurdles (10.4%):

Stringent customs regulations and complex documentation requirements can slow down the export process. Errors or discrepancies in paperwork may lead to customs clearance delays or even rejection. Keeping abreast of changing customs policies and ensuring compliance adds an extra layer of complexity.

4. Agricultural Product Rates (Remaining Percentage):
Fluctuations in agricultural product prices can affect the profitability of exports. Market demand and supply dynamics, as well as global economic conditions, contribute to varying product rates. Understanding and adapting to market trends are crucial for navigating pricing challenges.

5. Not Applicable (Remaining Percentage):

Some respondents may not face specific challenges, possibly due to regional factors, unique product characteristics, or favorable trade conditions.

In summary, addressing these challenges requires a comprehensive approach involving improved infrastructure, streamlined logistics, enhanced documentation processes, and staying informed about market dynamics. Exporters must adapt to evolving conditions and implement strategies that mitigate risks associated with each identified challenge.

(Question type – Closed-ended -Scales)
8. To what extent do you utilize technology in your agricultural export processes?

To what extent do you utilize technology in your agricultural export processes?

96 responses

- Extensively
- Moderately
- minimally
- not at all

25%
11.5%
14.6%
49%
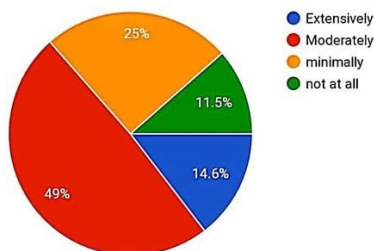
Conclusion: The conclusion drawn from this question would depend on the response provided. If the response is "Extensive," it suggests a high reliance on technology in agricultural export processes. "Moderately" indicates a moderate level of utilization, while "Minimally" suggests limited use. If the response is "Not at all," it implies that technology plays no role in the agricultural export processes. The conclusion helps gauge the degree of technological integration in the specific context of agricultural export operations.

Applying technology and technical innovations in agriculture has significantly increased efficiency and output. Agri-Tech helps farmers in various aspects of their farming operations, from increasing crop production to reducing water, fertilizer, and pesticides to improving working conditions for farm workers.

GPS Technology in Agriculture-

By using GPS data, precision agricultural technologies improve productivity while decreasing wasteful spending on inputs like seeds, fertilizer, pesticides, and fuel.

From the results of our questionnaire, the survey reveals that 25% of respondents utilize technology extensively, moderately, minimally, or not at all in their agricultural export processes.

(Question type – Closed-ended- Dichotomous question)

9. Are you satisfied with the policies and services provided by the Indian government? • No

• Yes

Conclusion–

As we can see in the above figure only 34.4% of farmers are satisfied with the policies and services provided by the Indian government and the rest 65.6% of farmers are not satisfied. Indian farmers have expressed dissatisfaction with government policies for various reasons, including concerns about fair pricing, agricultural subsidies, and the impact of reforms. Many farmers fear that liberalization measures may disadvantage them, leading to a shift from traditional support systems. Additionally, issues like water scarcity, credit availability, and inadequate infrastructure further contribute to their discontent. The complexity of the agricultural sector and the diverse needs of farmers contribute to ongoing discussions and protests regarding government initiatives.

Are you satisfied with the facilities or services provided by Indian government?
96 responses
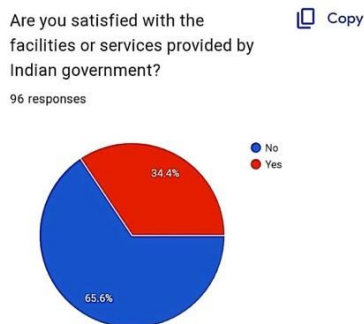
(Question type – Closed-ended - Multiple choice question)

10. What is the major hurdle in achieving better international prices for Indian agricultural exports rate

Conclusion:

From research it is came to know that,

One major hurdle in achieving better international prices for Indian agricultural exports is often related to quality standards. Meeting and maintaining international quality standards can significantly impact the competitiveness of Indian agricultural products in the global market.

Out of 100%, people gave responses below 34.4% - quality standard, 28.1% - climate change, 20.8% - trade agreements and 16.7% - currency exchange rate

What is the major hurdle in
achieving better international
prices for Indian agricultural
exports?

96 responses

● Trade agreements
● Quality standards
● Climate change
● Currency exchange
rate
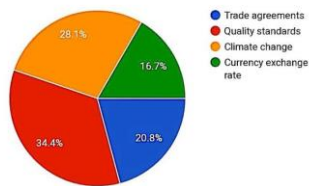
From the results of our questionnaire survey form also we can see that quality standard is the major reason for achieving better international prices for Indian agricultural exports. So, to improve Indian agricultural export quality standards we can follow the following steps:

1. Adopting Good Agricultural Practices (GAP) 2. Implementing Quality Certification

3. Investing in Infrastructure

4. Promoting Research and Development

5. Promoting Organic Farming

6. Collaboration with Private Sector

(Question type – Closed-ended - Multiple choice question)

11. What government initiative has been launched in India to enhance the export of agricultural products?

- Make in India
- Digital India
- Krishi Vigyan Kendra's
- Agricultural Export Policies

What government initiative has
been launched in India to enhance
the export of agricultural
products?

96 responses

● Make in India
● Digital India
● Krishi vigyan
Kendras
● Agricultural Export
Policies

Conclusion-

One of the key government initiatives in India to boost agricultural exports is the Agricultural Export Policy (AEP) launched in 2018. This flagship initiative aims to double agricultural exports by 2022 and focuses on various aspects of the agricultural value chain. The AEP emphasizes creating a conducive policy environment for agricultural exports, promoting value-added 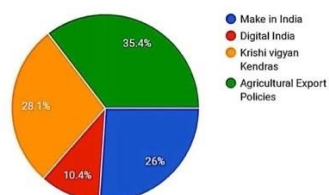exports, streamlining regulations, and improving infrastructure. It includes measures to enhance market access, provide financial assistance to exporters, and establish quality standards for agricultural products to facilitate exports, the initiative promotes the establishment of Agri-export zones, encourages organic farming, and aims to strengthen the capacity of farmers and Agri-entrepreneurs. It also involves the development of clusters for specific Agri-products to boost their global competitiveness. Furthermore, the AEP integrates technology to modernize agriculture, improve logistics, and enhance the overall efficiency of the agricultural export ecosystem. The initiative envisions partnerships between stakeholders, including farmers, traders, processors, and government agencies, to achieve its objectives.

(Question type – Closed-ended- Dichotomous question)

12. Does India face challenges in meeting global food safety and quality standards for its

agricultural exports?

• Yes • No

Conclusion -

In conclusion, the majority (82.3%) acknowledging challenges affirms that India encounters difficulties in meeting global food safety and quality standards for its agricultural exports. Various factors, such as inadequate infrastructure, regulatory complexities, and resource constraints, likely contribute to these challenges. Addressing these underlying issues is crucial for enhancing India's ability to meet international standards and ensuring the quality of its agricultural exports.

Does India face challenges in meeting global food safety and quality standards for its agricultural exports?

96 responses

- Yes
- No

82.3%

17.7%
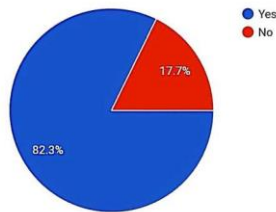
(Question type – Open-ended question) 13. Any recommendations for –

Conclusion –

The recommendations are the urgent need for comprehensive improvements in the agricultural sector. Key areas of focus include enhancing infrastructure through increased cold storage and better packing facilities, providing crucial government support with schemes to offset farmer losses, and regulating markets to stabilize prices for the benefit of both farmers and consumers. Additionally, there is a call for technological advancements such as dedicated applications or websites to connect farmers with markets. The importance of clear export policies, price stability through rate fixing, and raising awareness about export opportunities also emerge as critical factors. Furthermore, a global perspective is highlighted, emphasizing the significance of trade agreements and research for agricultural development. Lastly, ensuring the availability of quality seeds is underscored as pivotal for boosting overall agricultural productivity.

Any recommendations for

45 responses
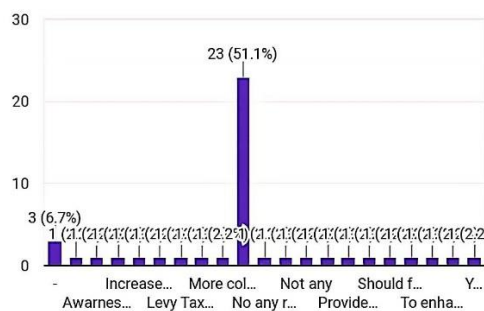
Findings & Solutions

Why farmers do not export goods and what challenges face while exporting goods?

SOLUTIONS:

1. Education and training: Providing farmers with information and training on export procedures, market requirements, and quality standards can help them navigate the complexities of international trade.

2. Market access facilitation: Governments and trade organizations can support farmers by establishing networks, trade agreements, and export promotion programs that enhance market access for agricultural products.

3. Infrastructure development: Improving transportation and logistics infrastructure can reduce the costs and time involved in exporting agricultural goods, making it more feasible for farmers.

4. Quality control and certification: Assisting farmers in meeting the stringent quality standards of importing countries through quality control measures and certification programs can enhance their export competitiveness.

5. Financial support: Offering financial assistance, such as export credits or subsidies, can help farmers overcome financial barriers and invest in export activities.

Conclusion:

Indian farmers face difficulties in selling their products abroad due to problems like limited access to markets, complicated export processes, and a lack of proper infrastructure. These challenges can be overcome by simplifying rules, improving infrastructure, and educating farmers. If we tackle these issues, Indian farmers can have more opportunities to sell their goods globally. This would not only help them but also boost the country's economy. So, the government, businesses, and farmers need to work together to make it easier for Indian agriculture to reach international markets.

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"UNDERSTANDING USER ATTITUDES TOWARDS COUNTERFEIT FMCG GOODS VS. BRANDED FMCG GOODS: IMPLICATIONS FOR CONSUMER BEHAVIOUR AND BRAND STRATEGIES IN INDIA"

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Executive Summary

Counterfeit goods are imitation or replica products that are produced and sold with the intent to deceive consumers by imitating the appearance, packaging, branding, or labelling of genuine or authentic products. These counterfeit products are typically of inferior quality and may not meet safety or quality standards established for the genuine items they imitate.

Common examples of counterfeit goods include counterfeit designer clothing and accessories, electronics, pharmaceuticals, automobile parts, luxury watches, software, and even counterfeit currency. Counterfeiting is a global issue that poses risks to consumer safety, brand reputation, and intellectual property rights. Efforts to combat counterfeit goods involve legal measures, regulatory enforcement, consumer education, and technological solutions such as product authentication technologies.

"Knockoff" and "counterfeit" are terms often used to describe products that mimic or imitate genuine or authentic items, but they have distinct differences in their meanings and implications The key difference between knockoffs and counterfeits lies in their legality and the level of deception involved. Knock-offs are legal imitations that may resemble genuine products but are not sold under the same branding. In contrast, counterfeits are illegal imitations that are intentionally designed to deceive consumers by imitating the branding, logos, and labelling of the genuine product. Counterfeits are considered fraudulent and can have serious legal consequences for those involved in their production and distribution.

Primarily this research study focuses on the Fast-moving Consumer Goods (FMCG) Market Examples: packaged goods, processed and baked foods, beverages, toiletries, fresh foods, frozen foods, dry goods, cosmetics, over-the-counter drugs, dry goods, cleaning products other consumables. Fast-moving consumer goods are items with a shelf life of under three years and are consumed rapidly.

Because fast-moving consumer goods have such a high turnover rate, the market is not only very large, it is very competitive. Some of the world's largest companies compete for market share in this industry including Coca-Cola, Unilever, Procter & Gamble, Nestlé, PepsiCo, Danone etc.

Companies like these need to focus their efforts on marketing fast-moving consumer goods to entice and attract consumers to buy their products. That is why packaging is a significant factor in the production process. The logistics and distribution systems often require secondary and tertiary packaging to maximize efficiency.

The unit pack or primary package is critical for product production and shelf life and provides information and sales incentives to consumers. The entire counterfeit goods market also focuses on the packaging part as they try to imitate the original products and create replicas to take undue advantage of the original brand's reputation.

Consumers play a crucial role in counterfeit trade and willing consumer participation is evident worldwide, especially in developing countries like India. People buy brands which are famous and popular in public to get social acceptance. Customers, who cannot afford genuine brands, generally buy counterfeits. The Price advantage of counterfeits over genuine goods also helps in maintaining continuing demand. Morality and lawfulness in consumers' minds are not strong enough to push them not to buy counterfeit goods (Cordell et al., 1996). Counterfeiting in the FMCG sector has become a global economic phenomenon considering the demand for such products. This makes the study of why consumers decide to purchase counterfeits more worthwhile.

A study of this nature is justifiable in the Indian context as it is the second fastest-growing economy in the world, after China. Together with a population of 1.25 billion people, India is designated as the second largest emerging consumer market in the world and rapid economic transformations have led to an increase in consumption. Moreover, this research is interesting to be done because India occupied the third position of nations that had the highest product counterfeiting level in Asia in 2013 (United States Customs and Border Protection, 2014). The outcomes of this study will be of immense value to marketers of genuine brands in framing appropriate strategies to market their products in this emerging FMCG market.

Introduction

Counterfeiting is a global issue that poses risks to consumer safety, brand reputation, and intellectual property rights. The problem of counterfeit goods in India has grown in scope and complexity over the years. While efforts have been made to address this issue through legislation and enforcement, it continues to pose challenges to consumer safety, brand integrity, and the economy.

Vigilance, consumer education, and coordinated efforts across various stakeholders remain essential in comba0ng the counterfeit FMCG goods problem in India

India's economic liberalization policies in the early 1990s opened the market to foreign investment and international trade. Increased trade and the influx of foreign brands made India an easy target for counterfeiters seeking to capitalize on the popularity of well-known brands.

The proliferation of digital technology and the internet provided counterfeiters with new avenues to market their products, including through e-commerce platforms. Advanced printing and packaging technologies allowed for more convincing counterfeit FMCG products.

Counterfeiting resulted in economic losses for genuine businesses and the government due to lost tax revenue. Indian authorities have taken various measures to combat counterfeiting, including strengthening intellectual property rights (IPR) protection, customs enforcement, and legal actions against counterfeiters. India has also been an active participant in international efforts to address counterfeiting and piracy.

Counterfeit goods refer to products that are imitations or replicas of genuine products, often produced with the intent to deceive consumers into believing they are purchasing authentic items. These goods infringe on intellectual property rights, including trademarks, patents, and copyrights, as they mimic the appearance, design, or brand identity of established products. Counterfeit goods can range from fashion items and electronics to pharmaceuticals, and they are typically sold under the pretense of being genuine, leading consumers to unknowingly purchase substandard or potentially unsafe products.

Branded goods, on the other hand, are products that bear distinctive marks, symbols, or names associated with a specific brand. Brands represent a promise of quality, consistency, and a unique identity. Established brands invest in building and maintaining a positive reputation, often based on a history of delivering high-quality products, adhering to ethical practices, and cultivating a strong brand image. Branded goods convey a sense of authenticity, and consumers often choose these products based on the trust and familiarity associated with the brand, expecting a certain level of quality and reliability.

As India witnesses a surge in the consumption of FMCG goods, the dichotomy between choosing counterfeit products and sticking with trusted brands emerges as a pivotal aspect of consumer decision-making. At the heart of this decision lies the delicate balance between perceived quality, affordability, trust, and societal influences. This exploration aims to unravel these facets and shed light on the far-reaching consequences for brands operating in this vibrant and diverse consumer landscape.

In the dynamic landscape of India's Fast-Moving Consumer Goods (FMCG) market, the consumer's choice between counterfeit and branded products reflects a complex interplay of various factors. This nuanced decision-making process holds profound implications for consumer behavior and necessitates adaptive brand strategies. This exploration delves into understanding the intricate web of attitudes that consumers harbor toward counterfeit FMCG goods as opposed to their branded counterparts and how these attitudes shape both consumer behavior and the strategies employed by FMCG brands in the Indian market.

The initial thread in this tapestry is the consumer's perception of product quality. Branded FMCG goods often carry the weight of established quality standards, built over years of consistent performance. On the flip side, counterfeit goods may offer a seemingly more affordable alternative but often raise concerns about compromised quality and safety. Understanding how these perceptions influence consumer attitudes is fundamental for brands aiming to position themselves as the epitome of reliability in the eyes of the Indian consumer.

Moreover, the price sensitivity prevalent in the Indian market cannot be overlooked. Counterfeit FMCG goods often entice consumers with lower price points, tapping into the cost-conscious nature of a significant portion of the population. Examining how these pricing dynamics shape consumer preferences becomes crucial for brands seeking to strike a balance between affordability and maintaining the perceived value of their genuine products.

Beyond the economic considerations, the trust consumers place in a brand plays a pivotal role. Established FMCG brands build trust through a combination of consistent quality, ethical practices, and positive brand experiences. Counterfeit goods, lacking this history, pose a challenge to this trust paradigm. Consequently, exploring strategies to reinforce and communicate trust becomes imperative for brands navigating the Indian FMCG landscape.

In this exploration, we will also delve into the legal and ethical dimensions surrounding counterfeit FMCG goods. Beyond economic implications, the purchase of counterfeit products often involves ethical considerations related to legality, intellectual property, and societal values. Understanding how these considerations influence consumer attitudes provides brands with insights into crafting messages that not only discourage counterfeit purchases but also position the brand as an ethical choice.

As we unravel the layers of consumer behavior and brand strategies in the context of counterfeit and branded FMCG goods in India, it becomes evident that a nuanced understanding of these attitudes is essential. From the cultural nuances that shape choices to the role of consumer education in fostering awareness, this exploration seeks to provide a comprehensive overview that serves as a foundation for effective brand strategies in the complex and evolving Indian FMCG market.

Background

The proliferation of counterfeit goods in India presents a multifaceted challenge that undermines consumer safety, threatens brand integrity, and hampers economic growth. Despite legislation and enforcement measures, the problem persists, necessitating a comprehensive examination of the root causes, mechanisms, and consequences of counterfeit goods within the Indian market. This research seeks to address the following key issues: Consumer Vulnerability, E-commerce and Digital Platforms, Enforcement Gaps, Economic Impact, Health and Safety Concerns, Technological Advancements, Consumer Education

Cost: People tend to save money by buying goods that are of low-cost irrespective of the quality of goods. Keeping that in mind, many times, people tend to buy the duplicate once, only for their low prices as a result the sales of original goods fall and counterfeit goods rise.

In the Indian context, the market for Fast Moving Consumer Goods (FMCG) is characterized by a diverse consumer base with varying income levels, cultural backgrounds, and purchasing power. The prevalence of counterfeit FMCG goods adds a layer of complexity to this landscape. Consumers often gravitate towards counterfeit products due to lower price points, attempting to balance budget constraints.

Symbol and logo: Counterfeit Fast Moving Consumer Goods (FMCG) refer to imitation products that replicate the appearance of well-known brands but are produced and distributed without proper authorization. This issue is prevalent in India. where the market for FMCG goods is substantial Every brand has its logos and symbols which distinguish it from other brands. Some people alter the logos in such a way that it resembles the original brand. These practices confuse the consumers and they end up buying counterfeit ones.

Similar prices with lower quality goods: Apart from the above-mentioned point, some duplicate brand sell their goods at the same price as the original does which leads to confusion among consumers.

Factors influencing consumer attitudes toward counterfeit FMCG goods include economic considerations, perceived quality, and accessibility. Price sensitivity plays a pivotal role, as consumers may opt for counterfeits to meet their budget constraints. Perceptions of quality also contribute, with some consumers if counterfeit goods offer similar performance to branded products

Health risk: Branded products are famous for their good quality and safety but due to the duplicity of products, consumers became more vulnerable to health problems as the quality of goods is not good due to its low input cost which may lead to various illnesses.

Understanding consumer attitudes toward counterfeit FMCG goods versus branded ones is crucial for comprehending consumer behaviour and shaping effective brand strategies. Counterfeiting poses significant challenges for both consumers and legitimate brands.

Consumers may unknowingly purchase substandard or unsafe products, leading to health risks and dissatisfaction. Legitimate brands, on the other hand, suffer from reputational damage and financial losses due to lost sales and brand dilution.
Considering these pressing issues, this research project aims to provide a comprehensive analysis of the counterfeit goods problem in India, offering insights and recommendations to inform policy measures, industry practices, and consumer behaviour to mitigate the impact of counterfeit goods on Indian society and the economy.

Furthermore, the study likely investigates the implications of these attitudes on broader consumer behaviour. This could include aspects such as the impact on overall market dynamics, potential risks associated with counterfeit products, and the challenges faced by brands in maintaining consumer trust.

From a strategic perspective, the research may shed light on effective brand strategies in navigating this landscape. This could involve considerations such as communication strategies to build and reinforce trust, the role of pricing in influencing consumer choices, and potential avenues for collaboration between government agencies and businesses to combat counterfeit products.

This research delves into the complex realm of consumer behaviour within the Indian market, specifically focusing on attitudes towards two categories of fast-moving consumer goods (FMCG): counterfeit products and branded goods. Understanding how consumers perceive and interact with these distinct types of products is crucial for both businesses and policymakers.

- Consumer Attitudes: The study likely examines the attitudes consumers hold toward counterfeit FMCG goods compared to branded counterparts. This could involve exploring factors such as perceived quality, trust, and value for money in the context of purchasing decisions.

- Trust Dynamics: Given the prevalence of counterfeit products, trust becomes a central theme. Research may investigate how trust is established or eroded concerning both counterfeit and branded FMCG goods. Insights into consumer trust can offer valuable information for companies aiming to build and maintain a positive brand image.

- Impact on Consumer Behaviour: The research explores how these attitudes influence consumer behaviour. It may investigate aspects like purchase decisions, brand loyalty, and the willingness to pay a premium for branded products. Understanding this behaviour can guide companies in crafting effective marketing and pricing strategies.

- Implications for Brand Strategies: The study likely draws implications for businesses operating in the FMCG sector. Insights gained may inform brand strategies, helping companies tailor their approaches to the unique demands and expectations of Indian consumers. This could involve developing anti-counterfeiting measures, enhancing product differentiation, or implementing targeted marketing campaigns.

- Market Landscape in India: Given the focus on India, the research may consider the unique characteristics of the Indian market, such as cultural influences, socio-economic factors, and regional variations. These factors play a significant role in shaping consumer preferences and can influence the success of different brand strategies.

In conclusion, comprehending the intricate interplay of economic, perceptual, and accessibility factors is crucial for brands aiming to formulate effective strategies in the Indian FMCG market. Addressing these complexities can help establish brand loyalty, protect consumer well-being, and combat the challenges posed by counterfeit goods.

Research Objectives

1. To assess the prevalence and sources of duplicate products in the market.
2. To determine the extent of duplicate products in various consumer markets.
3. To identify the primary sources and channels through which duplicate products enter the market.
4. To understand the motivations and factors contributing to the production and distribution of duplicate products.
5. To evaluate the quality, purity, and safety of duplicate products.
6. To examine the potential health risks associated with consuming duplicate products.
7. To investigate reported cases of adverse health effects linked to the consumption of duplicate products.
8. To analyze consumer perceptions and behaviour regarding the safety of duplicate products.
9. To explore consumer awareness and decision-making regarding duplicate and original products.
10. To investigate factors influencing consumers' choices between duplicate and original products.
11. To examine the impact of pricing, branding, and marketing on consumer preferences.
12. To develop recommendations and strategies for mitigating the impact of duplicate products on public health.
13. To propose strategies to enhance consumer education and awareness about duplicate products.

Literature Review

1.

Title: A Study of Counterfeit Brands, Consumer Attitude, and Initiatives to Stop Counterfeiting in India

Name of Researcher: Ashok Kumar Patel and Anurag Singh

Name of the Journal: AD VALOREM - Journal of Law: Volume 5

ISSN No: 2348-5485

Year of Publication: April - June 2018

2.

Title: An Empirical Study on Consumers' Buying Intentions of Counterfeit Products in India

Name of Researcher: Saurabh Verma, Rajender Kumar, and Sunil Kumar Yadav

Name of the Journal: Journal of Intellectual Property Rights Vol 23

Year of Publication:8 February 2019

3.

Title: Consumers' Attitude and Purchase Intention towards Counterfeit Products: Empirical Evidence from Uttarakhand State

Name of Researcher: Devkant Kala and D.S. Chaubey

Name of the Journal: Amity Business Review Vol. 18, No. 1

Year of Publication: January - June, 2017

4.

Title: Counterfeit products pros and cons in Indian Market –A review of Literature

Name of Researcher: Dr. B S Kudachimath, Mr. Ameet V Kulkarni

Name of the Journal: International Journal for Research in Engineering Application & Management (IJREAM)

ISSN No: 2454-9150

Year of Publication: JULY 2021

5.

Title: Combating Counterfeiting and Grey Market - A Challenge for Indian Corporates

Name of Researcher: Mr Arvinder Singh and Mr. Anurag Kashyap

Name of the Journal: KPMG

Year of Publication: December 22, 2008

6.

Title: The Role of Spurious Products in Rural Retailing-A Study

Name of Researcher: S. Sathyanarayana

Name of the Journal: BHAVAN'S INTERNATIONAL JOURNAL OF BUSINESS

ISSN No: 0974-0082

Year of Publication: (2014) 10-18

7.

Title: Strategies to counter spurious products concerning FMCG in the Rural market

Name of Researcher: Pushyamitra Joshi

Name of the Journal

Year of Publication: 2012

8.

Title: Buying Behaviour of Consumers Towards Counterfeit Products

Name of Researcher: Simranjit Singh and Sonia Bajwa

Name of the Journal: International Journal of Engineering Sciences and Research Technology

ISSN No: 2277-9655

Year of Publication: August 2017

9.

Title: Counterfeit Products: A Serious Problem of Rural Market

Name of Researcher: Ranu Kumar

Name of the Journal: International Journal of Research in Commerce and Management

ISSN No: 0976-2183

Year of Publication: 2017

10.

Title: Purchase Intention of Counterfeit Products: The role of subjective norm

Name of Researcher: Santi Budiman and Tony Wijaya

Name of the Journal: International Journal of Marketing Studies; Vol. 6, No. 2

ISSN No: 1918-7203

Year of Publication: 2014

11.

Title: Influence of Customers' Attitude on Purchase of Counterfeit Products in Himachal Pradesh, India

Name of Researcher: Ravi Kumar, Rakesh Shukla, and Kuldeep Rojhe

Name of the Journal: International Research Journal of Marketing and Economics

ISSN No: 2349-0314

Year of Publication: 2016

12.

Title: AN EMPIRICAL STUDY ON THE CONSUMER BEHAVIOUR TOWARDS
COUNTERFEIT PRODUCTS

Name of Researcher Dr. Preeti Singh
Name of the Journal: Journal of Emerging Technologies and Innovative Research
ISSN No: 2349-5162
Year of Publication: 2019

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Title: Why fake products? Ignorance and availability
Name of Researcher: Dr. Indra Meghrajani
Name of the Journal: Indian Journal of Research, Volume 1, Issue 9,
Year of Publication: September 2012

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Title: USERS ATTITUDE TOWARDS COUNTERFEIT (DUPLICATE) PRODUCTS OVER
BRANDED PRODUCTS -AN ANALYTICAL STUDY
Name of Researcher: Dr. S. Geetha 1 & P. Hemarajeswari2
Name of the Journal: International Journal of Research and Analytical Reviews
ISSN No: 2349-5138
Year of Publication: January 11, 2019
15

Title: Factors influencing consumers intention to buy counterfeit products
Name of Researcher: Mat humita Mukherjee Basu
Name of the Journal: Global Journal of Management and Business Research
ISSN No: 2249-4588
Year of Publication: 2015

Research Methodology

• **Research Approach:**

The research employs a mixed-methods approach, combining quantitative surveys and qualitative interviews to gain comprehensive insights into user attitudes towards counterfeit and branded goods in India.

• Research Population and Sampling:

The target population for this study is the diverse landscape of Indian consumers. To ensure a representative sample, we employ a purposive sampling method, reaching across various demographics, income levels, and geographic regions primarily within Pune city. This inclusivity aims to capture the rich diversity of consumer perspectives.

• Data Collection:

• Surveys: Online surveys form the backbone of our quantitative data collection. Administered to a large and diverse sample, the survey questionnaire is designed with a mix of closed-ended and open-ended questions. These questions cover a spectrum of topics including purchase preferences, price sensitivity, brand loyalty, perceived quality, and awareness of counterfeit risks.

• Survey Questions:

Questions covered topics such as purchase preferences, price sensitivity, brand loyalty, perceived quality, and awareness of counterfeit risks.

• Interviews:

Complementing the surveys are qualitative interviews. A smaller, purposefully selected subset of survey respondents participate in semi-structured interviews.

These interviews provide an opportunity for participants to delve into their experiences, motivations, and attitudes towards counterfeit and branded goods in greater detail

• Data Analysis:

• Survey Data: Quantitative survey data will be analyzed. Descriptive statistics, such as

  percentages, are used to summarize survey responses.

• Interview Data

Interpretation of interview findings will provide a deeper understanding of user attitudes.

• Research Timeline:

The research will span a carefully structured timeline of 6-8 weeks. This timeframe accommodates the intricacies of data collection, analysis, and reporting, ensuring a robust and thorough exploration of the subject matter.

• Ethical Considerations:

Informed consent, a cornerstone of ethical research, will be obtained from all participants. They will be provided with comprehensive information about the study before deciding to participate.

Participant privacy and anonymity are paramount. Rigorous measures will be implemented to safeguard the identity and personal information of participants.

The research adheres strictly to ethical guidelines, obtaining necessary approvals from relevant ethical review boards to ensure the highest standards of ethical conduct.

• Reporting and Dissemination:

The culmination of our research efforts will be a detailed and comprehensive report. This report will not only present the findings but also discuss their implications for consumer behaviour and brand strategies in the Indian market.

Dissemination of the research findings will occur through diverse channels, including academic journals, conferences, and industry publications. This multi-pronged approach ensures that the insights gained from this study reach a broad audience, contributing to both academic discourse and practical industry knowledge.

Data Analysis

Demographics:

Age: Most respondents fall into the 18-24 age group (82.6%), followed by under 18 (13%).

Gender: The survey had more female respondents (79.1%) than male respondents (20.9%).

Location: Most respondents are from urban areas (59.1%), followed by rural (22.6%),suburban (9.6%), and "urban" (presumably a typo for urban) (9.6%).

Your Age
116 responses

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55 and above
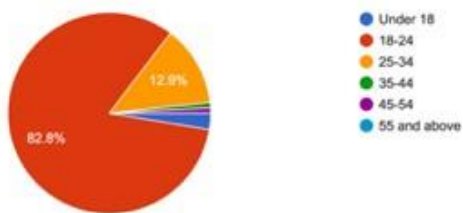
Gender
116 responses

- Male
- Female

Location
116 responses

- Urban
- Rular
- Suburban
- Urben
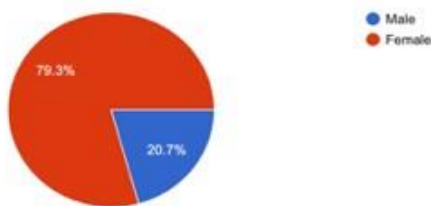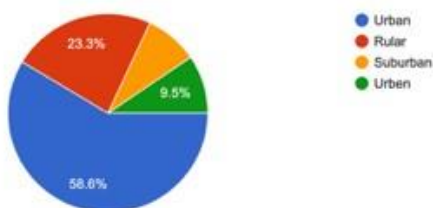
Awareness of Duplicate Products:

71.3% of respondents have heard of or seen duplicate products (food & beverages, cosmetics, medicines, and cleaning products).

64

Explorative Question Q 2) Have you ever heard or seen Duplicate Products (Food & Beverages, Cosmetics, Medicines and Cleaning Products)?
116 responses
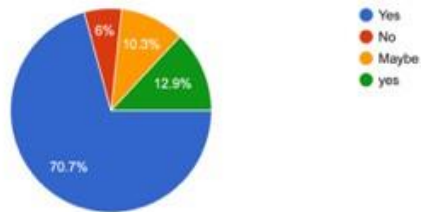
Experience with Duplicate Products:

40% of respondents have experienced adverse health effects after using duplicate products.

Desprictive Question Q 5)Have you ever experienced any adverse health effects after using duplicate products?
116 responses
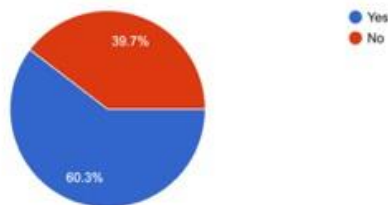
Ability to Distinguish Between Duplicate and Original Products:

43.1 % of respondents are very confident or confident in their ability to distinguish between duplicate and original products based on packaging and labelling.

Q 6)How confident are you in your ability to distinguish between duplicate and original products based on packaging and labeling?
116 responses
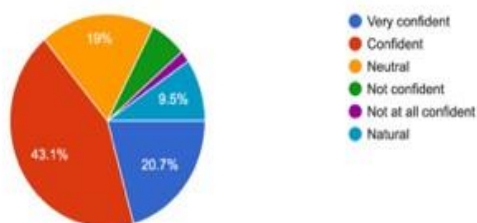
Influence of Price on Purchase Decisions:

61.8% of respondents indicated that the price difference between duplicate and original products sometimes, often, or always affects their purchasing decisions.

Q 7) Does the price difference between duplicate and original products affect your choice when making a purchase?

116 responses

- Always
- Often
- Sometimes
- Rarely

41.4% 20.7% 11.2% 26.7%
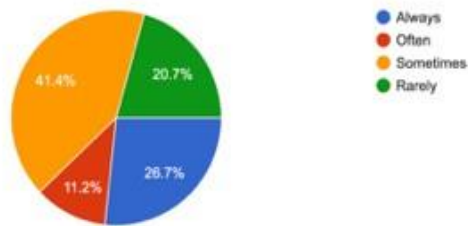
Government Regulation:

53.1 % of respondents do not strongly agree that there is sufficient government regulation and enforcement against the sale of duplicate products

Q 8) Do you think there is sufficient government regulation and enforcement against the sale of duplicate products?

116 responses

- Strongly Agree
- Natural
- Disagree
- Strongly disagree

35.3% 6% 18.1% 40.5%
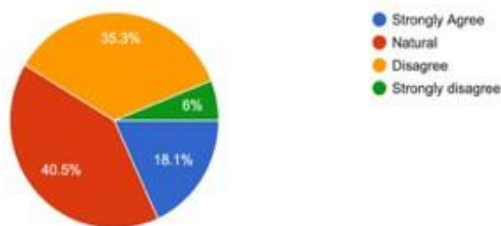
Sources of Information:

The primary sources of information about the safety and authenticity of products for respondents are product reviews (49.6%) and family and friends (18.3%)

Findings

Some respondents shared concerns about the harmful impact of duplicate products on health, while others expressed the need for stricter regulations and greater consumer awareness.

It is clear from the survey that there is a significant level of awareness and concern about counterfeit or duplicate products and their potential health risks.

Respondents are divided on their confidence in distinguishing between genuine and duplicate products, and many believe that price differences influence their choices.

There is also a call for stronger government regulations and more consumer education to combat this issue.

Suggestions

- Online Reviews and Ratings: Analyze consumer reviews on popular e-commerce platforms to identify patterns of dissatisfaction or suspicion regarding counterfeit products.

- Social Media Monitoring: Explore social media platforms for user discussions, complaints, or warnings about counterfeit products. Pay attention to hashtags, mentions, and user-generated content.

- Consumer Forums and Blogs: Investigate consumer forums and blogs where individuals share experiences with products. Look for discussions related to counterfeit concerns.

- Survey and Questionnaires: Design surveys or questionnaires to gather insights directly from consumers about their perceptions, experiences, or suspicions related to counterfeit products.

- Collaborate with Consumer Protection Agencies: Work with consumer protection organizations or government agencies to access data, reports, or complaints related to counterfeit goods.

- Retailer and Reseller Feedback: Contact retailers and authorized resellers to gather information on common issues faced by consumers, such as receiving counterfeit goods.

- In-Store Observations: Conduct in-person observations at retail locations to identify signs of counterfeit products or to gather feedback from consumers who may have encountered such issues.

- Analysis of Return Trends: Examine return trends within the industry or specific retailers to identify if there is an unusually high rate of returns due to consumers receiving counterfeit items.

- Supply Chain Investigations: Trace the supply chain of products to identify potential points of entry for counterfeit goods. Collaborate with manufacturers, distributors, and retailers to gather relevant information.

Respondents suggested various measures to reduce health risks associated with duplicate products, such as stronger regulations, public awareness, government bans, and consumer education.

Conclusion

In conclusion, this research on understanding user attitudes towards counterfeit FMCG goods versus branded goods in India addresses a critical issue with far-reaching implications. Counterfeiting poses risks to consumer safety, brand reputation, and the economy. The study's objectives span assessing consumer attitudes, exploring influencing factors, analyzing purchase behavior, and evaluating economic impacts.

The research design incorporates a mixed-methods approach, utilizing surveys and interviews to capture both quantitative and qualitative insights from Indian consumers. The study delves into factors such as price sensitivity, brand loyalty, and perceived authenticity that influence consumers' choices between counterfeit and branded FMCG goods.

The practical utility of the research extends to raising awareness about health and safety risks associated with counterfeit products, aiding companies in implementing anti-counterfeiting measures, informing regulatory agencies of more stringent regulations, and supporting consumer education campaigns.

Overall, this research provides a comprehensive analysis of the counterfeit goods problem in India, offering insights and recommendations to guide policy measures, industry practices, and consumer behavior, ultimately contributing to the mitigation of the impact of counterfeit goods on Indian society and the economy.

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"UNWRAPPING THE CHALLENGE: PLASTIC USAGE IN FOOD STALLS & SUSTAINABLE ALTERNATIVES"

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Shrutika Kulkarni	2K231166
Ruchika Kulve	2K231167
Kalyani More	2K231168
Vahida Mulla	2K231169
Raksha Nindane	2K231170
Pratiksha Ombale	2K231171
Rutuja Oza	2K231172
Nandini Palimkar	2K231173
Arti Patil	2K231174
Vidula Patwardhan	2K231175
Nandini Pawar	2K231176
Sakshi Rajgond	2K231177
Neha Raut	2K231178
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Executive Summary

The pervasive reliance on plastic in food stalls presents a pressing environmental challenge. This report delves into the multi-faceted issue of plastic usage in the food industry and explores sustainable alternatives. Key concerns encompass the overuse increased of single- use plastic, leading to increased waste generation and environmental harm. Additionally, there are valid worries about food safety, long-term health risk associated with plastic in food packaging.

To address these challenges, the report emphasizes the importance of investigating & implementing cost-effective, practical, & environmentally friendly alternatives to single-use for plastics. It highlights the need for innovative solutions to reduce plastic in food stalls, promoting environmental stewardship & enhancing the overall sustainability of the food industry.

Introduction & Background

In restaurants stalls, roadside vendors used mostly plastic for packaging and food serving. For example, in tea shop, thin plastic bag used for packaging but it is bad for our health because the trace amount plastic mixed with tea even it is transported for short distance. Whenever hot food or liquid is packed in a plastic bag there is an exchange of toxic chemicals into the food. Those chemicals include styrene and biphenyl and may lead to cancer, heart diseases and other reproductive problems.

Doctors of government hospital said that plastic bags are not only harmful to the environment but also to people. There are various chemicals disseminated from plastic bags like polyvinyl chloride, polyethylene and polystyrene and consuming food or a hot drink from plastic packets leads to various complications in human body.

Most plastics do not biodegrade. Instead, they break down into ever smaller pieces called "micro plastics" that are carried by the wind and water and deposited in the environment, spreading plastic pollution to all corners of the world, in marine water body, to soil on the farms where our food is grown. We know that animals and humans are ingesting micro plastic particles, via the food we eat and the water we drink, but we do not yet know all the side effects.

The production of plastic products consumes vast amounts of fossil fuels and other resources, contributing to resource scarcity and greenhouse gas emissions. Managing plastic waste, including clean-up and disposal, places a significant economic burden on local authorities and communities.

Objectives & Scope of Study

Assessing the use of plastic in food stalls - It involves the understanding the extent to which plastic is used in food stalls for packing and serving purpose, as well as its implications on environment. Exploring the sustainable alternatives - The objective is to identify and evaluate eco - friendly alternatives of plastic in food stalls. Single used plastic used for packaging and serving in food stalls may cause challenges for sustainability.

By delving into this topic, one will be able to shed light on the environmental consequences of plastic use in food stalls and propose practically sustainable alternatives that can mitigate these effects.

Assumptions:

1. There is growing awareness of plastic among consumers about the negative impacts of plastic use in the food industry.
2. Sustainable alternatives to plastic packaging are available but may face adoption challenges.

Hypothesis:

1. Implementing sustainable packaging alternatives in food stalls will reduce plastic waste.
2. Consumer preferences for eco-friendly food vendors will drive demand for sustainable packaging.

Practical Utility:

- Material Research: Investigating eco-friendly packaging materials like biodegradable plastics, paper, or plant-based alternatives to replace single-use plastics.
- Cost Analysis: Assessing the economic feasibility of sustainable alternatives to determine if they are viable for small food businesses.
- Consumer Education: Raising awareness among food stall owners and consumers about the environmental consequences of plastic use and the benefits of sustainable options.
- Regulation Compliance: Ensuring that food stalls adhere to local regulations and policies related to plastic use and waste management.
- Waste Reduction: Implementing waste reduction strategies, such as recycling and composting, to minimize the environmental footprint of food stalls.

- Collaboration: Collaborating with suppliers to source sustainable packaging materials and supporting local initiatives focused on reducing plastic waste.

- Innovation: Encouraging innovation in food packaging through research and development of new, sustainable solutions.

By addressing these practical aspects, we can work towards a more sustainable future for food stalls and reduce their contribution to plastic pollution.

Review of Literature

1. Name of the Topic: Protocol: Plastics in the food system: Human health, usage, and environmental impacts

Name of researchers: Joe Yates, Megan Deeney, Sunectha Kadiyala

Name of the journal: The Lancet Planetary Health (2017), Microplastics and Human Health: An urgent problem.

ISSN NO 52542 - 5196

Literature Review:

Awareness and research of the impacts of our reliance on plastics has increased dramatically over the last 20 years and emanates from different fields of technology, health science and public health research. Due to rapid increases in research and the diversity of the fields, the evidence for the impact of food system plastic aids piecemeal. An accurate understanding of the current state of research across these fields focusing specifically on the impact of plastics used within the food system will highlight areas for future research that can lead to evidence-based, targeted action and greater accountability among food system actors. Important literature reviews exist that look at the impact of plastics in food system, ecosystem, and human health. These reviews are crucial for evaluating knowledge on the impacts of plastics within specific outcome areas, however plastic is considered generally and emanates from different industry sources.

Our scoping review will contribute to providing an evidence-base for sustainable food system policies by delivering a broad picture of existing evidence pertaining to the impacts beneficial, harmful, and null- of plastics used in the food system on human health, individual and household food security and economics as well as the environment.

2. Title of the Topic: Do customers really! want to reduce plastic usage? Exploring the determinants of plastic avoidance in food related Consumption decisions.

Name of the researcher: Alessia Cavaliere, Silvia Pigliafreddo, Elisa De Marchi, Alessandro Barterle.
Literature Review:

The mass production and use of plastics over the past decades is now posing a threat to the environment due to increasing pollution. The increasing production and use of plastic materials, their applications in various industries, and the environmental challenges posed by plastic waste. It also highlights the European Union's efforts to address the plastic issue through policy measures. The research uses a structural equation modeling approach to explore how concerns about plastics, knowledge about their environmental Impact, and the importance customers place on third party commitments affect their avoidance of plastic objects while shopping for food.

The key points from hypothesis: -

1) Introduction & pro -environmental behaviour (PEB): Consumer decisions to avoid plastic objects are consider a form of pro-environmental behaviour (Pe8). Aimed at limiting the environmental impact of human activities.

2) Factors influencing PEBS Previous research has explored the reasons why people engage or do not engage in PEB" S. Consumers Concerns about the environmental and health Impacts of plastic usage play a significant role.

3) Hypothesis development: -

a) [H1]: Consumers with higher plastic- related concerns are more likely to avoid purchasing single-use plastic.

b) [H2-1]: consumers with higher subjective knowledge about plastic-related issues positively influences plastic-related concern.

c) [H2-2] subjective knowledge about plastic-related issues.

d) (H3] Importance attributed to the commitment of third parties in addressing plastic-related environmental impacts.

The validity of the constructs was assed using composite reliability, and mediation analysis was conducted to explore indirect relationships across the latent constructs. These findings indicate the consumer concern about the environmental and health impacts of plastic Contamination is a significant factor in influencing their decisions. The study acknowledged some limitations. Such as potential biases in self-reported data, & head for a more representative sample in terms of age distribution. It suggests that future efforts to reduce plastic usage should focus on increasing awareness. Knowledge and collective commitment to address the environmental & health impact of plastic. The importance attached to the commitment of third-parties| for tackling the plastic issue only indirectly affect Consumer behaviors regarding plastic avoidance.

3. Name of Research: Unwrapping the challenge plastic use in food stall and alternative effect of plastic

Name of Research Journal: Using plastic bag and its damaging impact on environment.

Name at Researchers: Abdul Jalil, Md Nannu Mian, Muhammad Khaliar Rahman

ISSN NO-2164-4063

Year of publication August 19, 2018

Literature review-

In this research researches says that thousands of plastic factories" are producing tons of plastic bags which are population used by the people for shopping, buying ready to eat ford product, because of its ease cheapness and convenience of use but hazardous negative impact is never highlighted. This research work in tact focuses on the national policy analysis case studies environmental degradation and sustainable development issue about the use of Random Plastic Bags for shopping purpose and fresh or healthy environment and increase in food stall. This process a timely legal intervention by the respective government of different countries to stop the production and dominate use of 849 plastic bag.

Additional problem created by blockage of drain due to water home discarded plastic bags which have ultimately used at the fixed stall which caused serve flash flood in major urban and suburban areas entailing innumerable financial suffering. Emission of carbon dioxide has increased by 2 percentages from 1990 to 2006 but me emission gases to their resident sector has increased to 24 percentage.

4. Name of Research-"Unwrapping the challenge plastic use in food stalls & alternatives."

Name of Research Journal- "A Study on the Effects of Plastic Ban on Take Away Food Outlets"

Name of Researchers: Dr. Kiran M. Shende, Dr. Anuradha V. Karmarkar, Ms. Mansi H. Pande

Year of Publication: 2020

Literature Review-

In this article the author says that there are lot of plastic that cannot be recycled & the most common is multi-layered plastic (MLP) packaging, used for chips, biscuits, chocolates, etc. Plastic waste generated in India is 26,000 tons per day, which is a massive and threatening figure. This research deals with the plastics and their impacts socially, economically, and health-wise and the efforts taken by the UN to control the usage of several kinds of plastics and a brief discussion about the 2019s single use plastic ban in Tamil Nadu.

The goals of this paper were to analyze post-consumer plastic recycling technological and market aspects and to identify difficulties and benefits involved with this activity. They have suggested on their study that post- consumer plastic recycling can be sustainable development tool which help to solve the problems of solid waste. "Post-consumer recycling was a technological trend that recovers the economic value from objects discarded by consumers (e.g. bottles and packaging). Experts have estimated that annual waste generation in India will increase to 165 million tons by 2030. This means that around 66,000 hectares of land is needed to set up a landfill site which is 10 meters high and can hold up to 20 years" waste. That is almost 90% of Bangalore's area. If we do not change our waste practices now then we will soon be buried in our own muck.

5. Name of the Topic: Food packaging and its environmental impact

Name of researcher: Kenneth S. Marsh, Betty Bugsu

Name of the Journal: Food Technology (April, 2007)

Literature Review:

The article emphasizes the crucial role of food processing and packaging in maintaining safety of the United States food supply. Packaging serves to protect food from processing to consumption, after which it must be disposed of responsibly. The challenge lies in finding a balance between food protection, energy/material costs, environmental concerns, and regulatory requirements. While there is a misconception that packaging constitutes a significant portion of municipal solid waste (MSW), it accounts for only around 31%. Non- packaging items like newsprint and office materials generate more waste. However, due to the ubiquity of food consumption, food packaging contributes significantly to MSW. It comprises nearly two-third of total packaging waste by volume and approximately 50% by weight. The article highlights that understanding the relationship between food packaging and waste disposal is crucial for addressing environmental impacts. It introduces the sustainable cradle-to-cradle concept, aiming to recover materials and energy with zero impact on future generations, as a potential solution. The article provides an overview of solid waste management guidelines, waste disposal methods, and relevant legislation.

6. Name of Research: unwrapping the challenge plastic use in food stall and alternative effect of plastic

Name of Research Journal: Plastic Waste at food packaging industries management Name

of the Researchers: Mrs. Prabha Singh, Dr. Lily Trivedi

ISSN No.: 1896-9391

Year of Publication: March 2021

Literature Review:

Plastic is omnipresent, its inarguably the backbone of globalization. Due to fabrication of aspired shape and specification suited for potential customers, there is a growing demand in packaging, agriculture, automobiles and biomedical. They are essential to the modern age due to growth in information technology and smart packaging system. Rapid population growth, urbanization, combined with industrial growth has together led to critical waste management issues around the world. More often than once, concurrent development in economic prosperity and industrialization conflict with environmental concerns.

According to US Environmental Protection Agency, since the 1960s use of plastic has grown substantially, and resultantly, the portion of plastic waste has also increased from 1% of the total municipal solid waste stream to approximately 13%. According to a report by the United Nations Environment Program, approximately 400 million tons single-use plastic (SUP) waste is generated.

7. Name of the Topic: Protocol - Plastics in the food system: Human health, usages & environmental impacts.

Title of the Research Paper: Ditch that plastic: Here is a list of some sustainable alternative

Name of Researcher: Ankur Biplav

Name of the Journal - Financial Express [July 2, 2023]

Literature Review:

This annual observation aims to raise awareness plastic bags about the detrimental impact of the plastic bags on the environment & encourage people to adapt to mare sustainable alternative. Plastic bags were invented by a Swedish engineer Sten Gustaf Thulin in 1959. As per an interview of his son, Raoul Thulin published in a British newspaper, The Independent, claimed that the plastic bags were invented to save the planet. In this review we look at a few sustainable alternatives to plastic.

8. Name of the topic: A study on hot food in plastic container

Name of researcher: Dr. Sudatta Banerjee, Dr. Debdip Khan

ISSN No: 2582-5208

Year of publication: 7-July-2020

We are globalized and more concern about our comfort, so instead of cooking at home we prefer outside food. But mostly food is delivered in plastic container. We are unknowingly consuming the food without having the knowledge of toxic effect of that food. Everyday millions of people from different countries are consuming hot food in plastic container which is made by polyvinyl chloride, polyethylene and polystyrene which can cause even cancer. The paper highlights the deliberate mistakes of us regarding plastic which is man-made chemical compound which releases dioxin which can cause cancer.

Plastic container contains BPA, DEHA (plasticizer), polypropylene, polystyrene, cellulose ethers, polyethylene which have disorganized polymer chains. When those chains get touched with hot food the weak bonds between the polymer chains break and release huge free. radicals. As we know that different food items have get different temperature during different types of cooking and different polymers have different glass transition temperature which can easily break the bond of polymers and releases free radicals depending upon the types of food. Free radicals' contribution to the aetiology of many chronic diseases of reproductive and cardiovascular system, cataract and lastly cancer. We must draw the Government's attention in formation of rules regarding the service of hot food. More of all we all must come one step forward in generating awareness regarding buying and selling hot food in plastic container.

9. Title of topic: Plastic food packaging alternatives for food stalls need development

This literature review discusses the efforts of UBC researchers to address the demand for sustainable packaging materials considering the impending bans on single-use plastics.

The researchers from UBC's Faculty of Forestry, Faculty of Applied Science, and Bioproducts Institute conducted a comprehensive review focusing on packaging used for disposable food packaging, which constitutes a significant portion of global plastic use.

Over 40% of industrial packaging is allocated to food wrapping, with 40% of this packaging being plastic, making it a major contributor to plastic waste.

The researchers explored the potential of moulded pulp fibers as an alternative to plastic for food packaging. These fibers can be sourced from recycled fibers, wood, and non-wood fibers and are commonly used in products like egg and fruit trays, horticultural trays, and industrial packaging. The review highlights a significant challenge with bio plastics, which are considered environmentally friendly but often non-biodegradable. Around half of all bio plastics produced do not biodegrade, and the biodegradable ones require specific processing conditions. Despite production advancements, challenges persist in the molded pulp food container industry, as concluded by the research team.

The study suggests that both bio plastics and fiber-based food packaging face hurdles in terms of production, supply chain issues, and recycling. To improve market competitiveness for these materials, the researchers recommend implementing more comprehensive municipal waste programs, proactive government policies, and enhancing current composting and recycling pathways. They also advocate for further evaluation of molded pulp food container biodegradability and product development using different fiber mixes and non-toxic performance additives.

This literature review sheds light on the efforts of UBC researchers to find sustainable and eco-friendly alternatives to plastic food packaging, emphasizing the potential of molded pulp fibers while also recognizing the challenges facing bio plastics. It calls for a holistic approach involving policy changes and technological advancements to promote more sustainable packaging solutions.

10. Title of Research: Disposable Plastic Food Container and its Impact on Health

Name of Researcher: Izhar Husain, Dr. Arif Habib Hanga

Name of the Journal: The Journal of Energy and Environment Science ISSN No.: 4382 1729
Year of Publication: 05 April 2015, Available Online 17 July 2015
Literature Review:

Disposable plastic food container is single use container made from various type of plastic such as polyethene and polypropylene long-time use of disposable plastic food container can release harmful chemicals into food or beverages they hold. Bisphenal A(BPA) and phthalates are common examples. These chemicals can disrupt hormone balance and have been effect on various health issues like reproductive problems and increases the risk of cancer. This research also recommended some measure to avoid adverse effects associated with usage of such food containers. High temperature can cause plastic to breakdown leading to chemical migration into food. It is safer to use glass or microware safe container for heating food. There is also environmental impact of disposal of these items contribute to plastic pollution also harming ecosystem and affecting human health also indirectly through food chain.

11. Title of the Research paper: The Adoption and Impact of Reusable Containers in Food Stalls

Name of the Research journal: The science of the total environment.

Name of the Researcher: Sabina Du Rietz Dahlström, Anna Kremel

Year of Publication: 2023

Literature Review:

The food sector has been targeted as a potential site for the implementation of circular economy strategies. Food packaging has caused concern due to its high production volume, short usage time, and problems related to waste management and littering. Circular economy strategies could potentially address these concerns if there is consumer acceptance and participation in circular systems. The present review seeks to inform future studies of the need for further research in this area by reviewing current knowledge of consumer behavior in relation to circular food packaging. When doing so, the study finds that studies have primarily focused on recycling, foremost in the European and American setting. However, less is known about consumers and circular packaging in developing countries. While reuse strategies were more prevalent in studies from the 1970-1980s, the review finds that such initiatives are yet again researched, which is promising given their generally favorable environmental footprint.

12. Title of Research paper: "A study on the effects of plastic ban on take away food outlets."

Name of Researcher - Dr. Kiran M. Shende, Anuradha Karmarkar, Ms. Mansi H Pande

Name of the Journal: Mukt Shabd Journal.

ISSN No: - 2347-3150

Year of publication: 2020

Literature Review:

Annual waste generation in India will increase to 165 million tons by 2030. This means that around 66.000 hectares. of land is needed to set up a landfill site which is 10 meters high and can hold up to 20 years' waste. That is almost 90% of Bangalore's area If we do not change our waste practices now then we will soon be buried in our own muck.

Plastic has created a great challenge for the plastic user and businesses which relied on the use of plastic to a great relevant However, people always find a way out for all the challenging situations and so these restaurant owners also have opted for alternatives available for plastic A few of them use of paper bags clothes bags, clay pots, alumni, steel, wooden container etc. This paper however focuses mainly on import of this plastic ban on QSRs the having taken away facilities and home deliveries as this segment of industry is totally dependent on their options on a day-to-day basis for delivery of food items to customers.

Research Methodology

1. <u>PRIMARY RESEARCH</u>:

- This is one of the most integral parts of study. To carry out this research study the insights of the objectives will be studied. The impact of plastic use and other alternative substitutes will be identified and floated in the form of a questionnaire. This feedback from various targeted respondents will be collected with the help of the survey questionnaire. It will be circulated amongst mixed samples of various small food outlet dealers, take away outlets and home delivery services. This survey will specifically carry out to evaluate and fulfil the set objectives for the study.

Type of Research –

- A descriptive form of research will be used to study the various other alternatives apart from plastic and how they can be adopted by the take away outlets for deliveries. This also includes surveys and fact-finding enquiries in different manner.

Methods of Data Collection -

Primary data – will be collected from the mixed sample of various take away outlets, Primary data will be collected through survey in the following ways:

1. Personal Interviews: The answer will seek to a set of pre-conceived questions through personal interviews and the data will collect in a structured way.

2. Questionnaires: Considering the Reviews, and the additional inputs, one questionnaire will be prepared and distributed to various respondents.

- For e.g., (Questions to be asked to food stall owners)

  1. What types of plastic packaging materials do you use in your food stall? (Plastic bags, containers, utensils etc.)

  2. How often do you use plastic packaging for your food products?

  3. Have you implemented any plastic reduction initiatives in your food stall, such as using biodegradable or reusable packaging?

Questions for consumers–

1. How often do you visit food stalls or street vendors for meals or snacks?

How often do you visit food stalls or street vendors for meals or snacks?
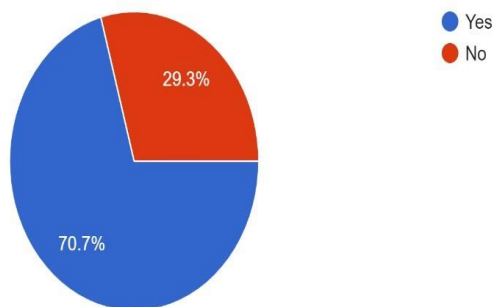58 responses

- Daily
- Weekly
- Monthly
- Never
- Rarely
- Sometimes
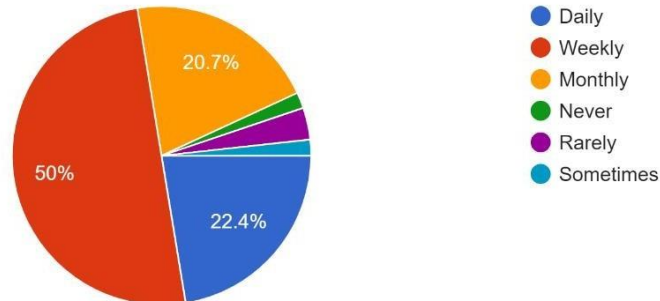
2. Do you usually receive your food orders in plastic containers or packaging at stalls?

Do you usually receive your food orders in plastic containers or Packaging at food stalls?
58 responses

- Yes
- No

We conducted an online survey through Google form, in which we received results which shows increasing usage of plastic in food stalls.

*SURVEYS FOR VENDORS WILL BE CONDUCTED IN AN INTERVIEW FORM, WHERE AS FOR THE CONSUMER IT WILL BE CONDUCTED IN AN ONLINE FORM (GOOGLE FORM) *

- By observation: The data will be collected by observing the non-verbal behaviour to understand dynamic behavioral process – We plan to add points like
  a. Types of Plastic Usage
  b. Quantity of plastic
  c. Disposable vs. Reusable
  d. Waste disposal
  e. Customer and Vendor Behaviour/Attitude towards plastic use
  f. Frequency of plastic use
  g. Plastic Alternatives
  h. Storage and handling

2. SECONDARY RESEARCH

- Secondary research is also known as DESK RESEARCH. The existing data is summarized and arranged to increase the overall efficacy of the research. This method involves collecting data from research papers, govt docs, books, articles, internet etc.
- In secondary research, we rely on research papers, books, and articles as our secondary sources of information and references.

RESEARCH METHODOLOGY

The study will use a mixed-methods approach, combining quantitative and qualitative data collection methods.

Quantitative data collection -

• A survey of food stall vendors will be conducted to collect data on the types and quantities of plastic used in their stalls, as well as their awareness and attitudes towards plastic pollution and waste reduction.

• A waste audit will be conducted at a selected number of food stalls to assess the types and quantities of plastic waste generated.

Qualitative data collection:

• Focus group discussions will be conducted with food stall vendors, customers, and other stakeholders to explore their perceptions of the challenges and opportunities for reducing plastic use in food stalls.

• Case studies will be conducted with food stalls that have successfully implemented sustainable alternatives to plastic use.

QUESTIONNAIRE DESIGN

- Questionnaire is a specific tool or instrument for collecting the data. Designing questionnaire means creating valid and reliable questions that address your research objectives, placing them in a useful order and selecting an appropriate method for administrations.

There are two types of questionnaire design –

1. Open ended questions –

- Open ended questions allow and encourage respondents to answer in open – text format, answer based on their complete knowledge, feeling, and understanding
- These questions help you see things from a customer's perspective as you get feedback in their own words.

For e.g., how do you feel about food stalls that offer reusable or returnable containers in exchange for a deposit?

2. Closed ended questions –

- Closed ended questions are narrow in focus and usually answered with a single word or pick from limited multiple-choice options.

We are looking forward to conduct a primary survey for street vendors and consumers and observations to reach the conclusion of our research.

Data Analysis

1. Demographics:

- 70.7% of respondents are students, while 15.5% are employees.

Occupation
58 responses
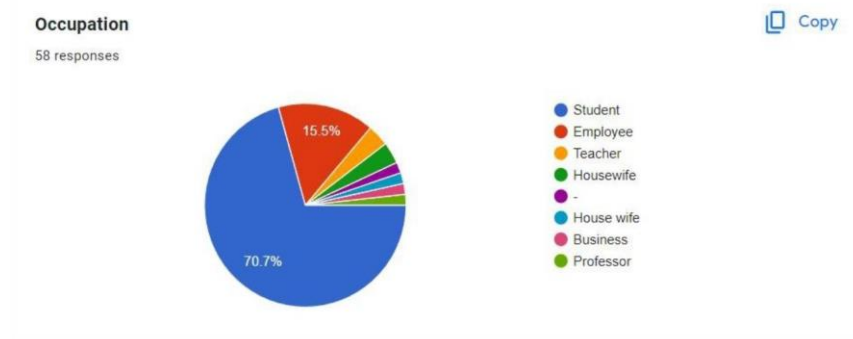
2. Frequency of Visiting Food Stalls:

- 48.3% visit food stalls weekly, 23.3% monthly, and 21.7% daily.

1.How often do you visit food stalls or street vendors for meals or snacks?
60 responses
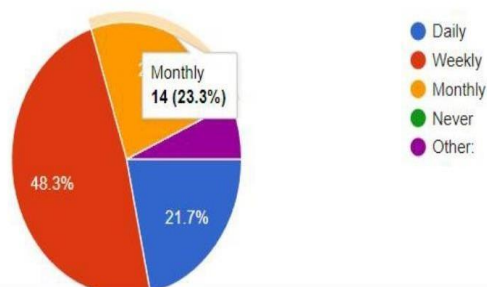
3. Packaging Material:

   - 81.7% receive food orders in plastic containers, while 18.3% do not.

2. Do you usually receive your food orders in plastic containers or Packaging at food stalls?

60 responses

Legend:
- ● Yes
- ● No

18.3%
81.7%
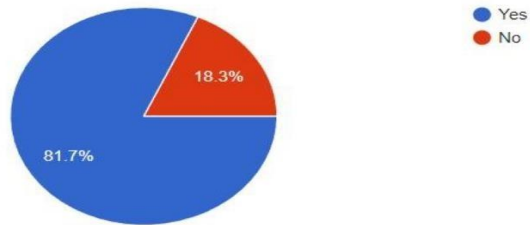
4. Awareness of Recycling Programs:

   - 58.3% are familiar with recycling programs, while 41.7% are not.

3.Are you familiar with recycling programs or plastic waste reduction initiatives in your area related to food stalls?

60 responses

Legend:
- ● Yes
- ● No

41.7%
58.3%
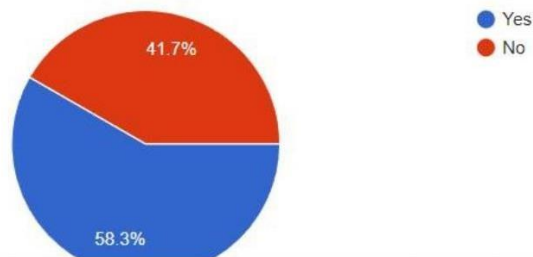
Preference for Eco-friendly Packaging:

5. Would you prefer food stalls to use eco-friendly or biodegradable packaging at food stalls?

59 responses
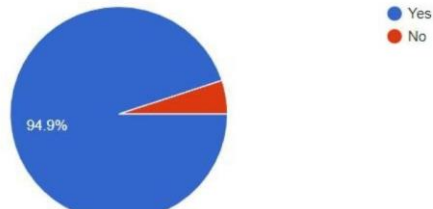
- 94.9% prefer food stalls to use eco-friendly or biodegradable packaging.

5. Information Display at Food Stalls:

- 95% think food stalls should be required to display information about their packaging materials and whether they are eco-friendly.

6. Should food stalls be required to display information about their packaging materials and whether they are eco-friendly

60 responses
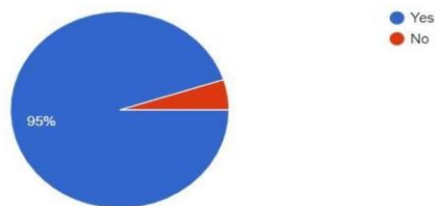
6. Importance of Eco-friendly Options:

   - On a scale of 1-5, 52.5% rate 5, indicating it is important for food stalls to offer environmentally friendly packaging options.

9. On a scale of 1 to 5, how important is it for you that food stalls offer environmentally friendly packaging options?

59 responses
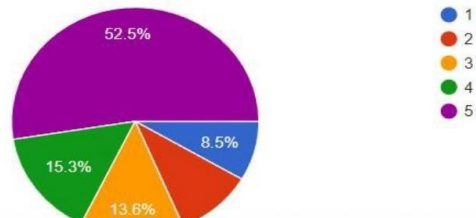
7. Willingness to Pay More for Eco-friendly Packaging:

   - 42.4% are ready to pay a slightly higher price for food with eco-friendly packaging.

10. Would you willing to pay a slightly higher price for food if it comes with eco-friendly packaging?

59 responses
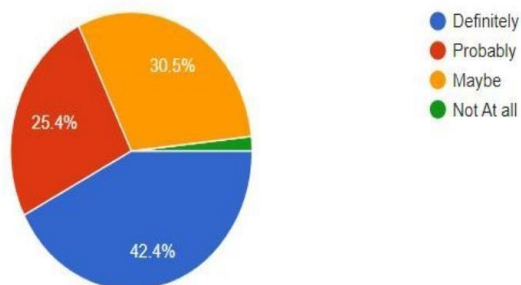
Findings & Suggestions

Findings:

1. Frequency of Food Stall Visits:

   - People visit food stalls on a weekly basis.

2. High Plastic Usage:

   - Plastic usage at food stalls is at its maximum.

3. Awareness of Recycling Programs:

   - A significant percentage of people are aware of recycling programs for plastic use at food stalls.

4. Support for Regulation:

   - The public believes in the implementation of regulations to reduce plastic usage in food stalls.

5. Preference for Eco-friendly Packaging:

   - Consumers express a desire to use eco-friendly or biodegradable packaging at food stalls.

6. Interest in Packaging Details:

   - Consumers are interested in knowing the packaging details accompanying the products they purchase at food stalls.

7. Support for Sustainable Practices:

   - People are willing to patronize food stalls that actively reduce plastic usage and promote sustainable practices.

8. Importance of Environmental Packaging:

   - For 50% of respondents, it is crucial that food stalls offer environmentally friendly packaging.

9. Concerns about Cost:

   - Some individuals are unsure about paying more for sustainable alternatives in eco-friendly packaging.

10. Personal Efforts to Reduce Plastic Waste:

   - Many individuals take personal steps to reduce their own plastic waste when purchasing food from food stalls.

11. Concerns about Plastic Use:

- Consumers express concern about the prevalent use of plastic in food stalls.

Suggestions:

1. Promotion of Sustainable Packaging Materials:

   - Encourage the use of sustainable alternatives to plastic, such as moulded pulp fibers, for food packaging.

   - Advocate for the development and adoption of eco-friendly materials that align with upcoming bans on single-use plastics.

2. Government Intervention and Regulation:

   - Call for government regulations to control the production and usage of plastic bags, considering their detrimental impact on the environment.

   - Propose rules regarding the service of hot food in plastic containers, emphasizing the potential health risks associated with certain plastic types.

3. Public Awareness and Behavioral Change:

   - Promote awareness among consumers about the environmental consequences of plastic use, encouraging a shift towards more sustainable practices.

   - Highlight the toxic effects of certain plastics, especially when used for hot food, to drive behavioral change in consumption patterns.

4. Comprehensive Waste Management Programs:

   - Advocate for the implementation of comprehensive municipal waste programs to address challenges in recycling and disposal.

   - Emphasize the need for proactive government policies to enhance waste management infrastructure.

5. Technological Advancements in Recycling:

   - Encourage research and development in recycling technologies, especially for challenging materials like multi-layered plastic (MLP).

   - Support initiatives that explore post-consumer plastic recycling as a sustainable development tool.

6. Holistic Approaches to Bio plastics:

   - Recognize challenges with bio plastics, emphasizing the importance of assessing their biodegradability under various conditions.

   - Call for improvements in the production, supply chain, and recycling processes of bio plastics to enhance their market competitiveness.

7. Collaboration and Interdisciplinary Research:

   - Promote collaborative efforts between researchers, industry stakeholders, and government bodies to address plastic-related challenges comprehensively.

   - Encourage interdisciplinary research to understand the impacts of plastic across various fields, fostering evidence-based decision-making.

8. Policy Changes and Government Support:

   - Advocate for policy changes that support the development and adoption of sustainable packaging solutions.

   - Call for proactive government policies that incentivize the use of eco-friendly materials and discourage the reliance on harmful plastics.

These suggestions aim to address the environmental, health, and sustainability challenges associated with plastic use in various contexts, providing a foundation for more responsible and eco-friendly practices.

Conclusion

This research holds paramount significance in tackling the pressing issue of plastic pollution in food stalls. By comprehensively assessing plastic usage and its environmental side effects, we gain crucial insights into a major source of waste. Moreover, exploring sustainable alternatives addresses the urgent need for eco-friendly packaging and serving options. This research not only raises awareness about the environmental consequences but also shows the way for actionable solutions, guiding the food industry towards a more sustainable future. Ultimately, it represents a vital step towards reducing plastic waste, safeguarding the environment, and fostering responsible consumption practices. This research would likely involve a comprehensive analysis of plastic usage patterns in food stalls, types, quantities, and disposal methods. It would also entail an in-depth exploration of existing sustainable alternatives, considering factors like materials, cost-effectiveness, and feasibility of implementation. The research may involve field studies, surveys, and collaboration with food stall owners.

This research is helpful to different groups of stakeholders. Food stall owners can implement sustainable practices, while policymakers can draw on findings to shape regulations and waste management system and consumers can make informed choices.

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Executive Summary

This research delves into the pivotal role of professional counsellors in the lives of college students, addressing multifaceted needs during this transformative phase. College represents a crucial period marked by academic challenges, personal growth, and emotional development. Professional counsellors emerge as indispensable pillars, offering vital support in various domains.

In the realm of mental health and emotional well-being, counsellors provide essential assistance by addressing heightened stress, anxiety, and depression among college students. Through individual and group therapy sessions, early intervention becomes a cornerstone for improved emotional well-being, enabling students to thrive both academically and personally.

Academic success is intricately linked to the guidance provided to students. The expertise and proper guidance help students cultivate effective study habits, time management skills, and stress reduction techniques. This support not only enhances academic performance but also fosters persistence which in turn contributes to an increase in graduation rates.

College, a time of self-discovery, finds professional counsellors playing a crucial role in facilitating personal growth and development. Providing a confidential space, counsellors empower students to explore their identities, values, and life goals, contributing significantly to their overall growth.

In times of crisis, counsellors are trained to respond effectively, addressing issues such as substance abuse, trauma, or suicidal ideation. Their timely interventions and referrals act as life-saving measures for students in distress.

This research concludes by emphasizing the pivotal role of professional counsellors in college student life. From mental health care to academic guidance and personal development, their support services prove instrumental in helping students navigate the challenges of higher education, contributing significantly to their academic and personal growth without facing discrimination, bias, and prejudice.

Recognizing the significance of professional counselling and investing in counselling programs are essential for promoting the well-being and success of college students.

Introduction

College counsellors serve as guides, offering academic and emotional support to help students navigate the complexities of higher education. This background encompasses the changing landscape of education, the increasing focus on mental health, and the pivotal role counsellors play in fostering a positive and conducive learning environment. It underscores the importance of addressing not only academic concerns but also the holistic well-being

• Mental health and Emotional well-being.

Mental health and emotional well-being are integral components of a person's overall health. They encompass emotional resilience, self-awareness, and the ability to cope with life's challenges. Maintaining a positive mental state contributes to better decision-making, relationships, and overall quality of life. This topic delves into the importance of prioritizing mental health, exploring strategies for fostering emotional well-being and recognizing the interconnectedness between mental and physical health.

• Academic success.

Achieving academic success involves a combination of effective study habits, time management, and a supportive learning environment. This topic explores strategies for academic excellence, emphasizing the significance of setting goals, staying organized, seeking help when needed, and balancing academic commitments with personal well-being. By examining the key factors that contribute to success in education, individuals can cultivate habits that foster continuous learning and achievement throughout their academic journey.

• Personal growth and success.

personal growth and development are lifelong processes that involve self-discovery, learning, and evolving as individuals. This topic explores the various dimensions of personal growth, including self-reflection, goal setting, and embracing challenges as opportunities for development. By understanding one's strengths and areas for improvement, individuals can cultivate resilience, adaptability, and growth College counsellors play a crucial role in guiding students through their academic journey, offering support and advice on various aspects of college life. From academic planning to personal development, mindset. This discussion delves into the transformative journey of personal development, highlighting its significance in enhancing life satisfaction and achieving one's full potential.

• Crisis intervention and support.

Crisis intervention and support are vital components of mental health care, offering immediate assistance to individuals facing acute emotional or psychological distress. This topic delves into the strategies and approaches employed during crises, emphasizing the importance of empathy, active listening, and providing a safe space for individuals to express their feelings. Whether dealing with personal crises, trauma, or emergencies, effective intervention and ongoing support play critical roles in helping individuals navigate challenges and promoting resilience in the face of adversity.

• Diversity and Inclusion.

Diversity and inclusion are essential elements for fostering a vibrant and equitable society. This topic explores the value of embracing diversity in various contexts and acknowledging differences in culture, background, and perspectives. Inclusion goes beyond representation, emphasizing creating environments where all individuals feel respected, heard, and valued. By discussing the benefits of diversity and strategies for promoting inclusion, this conversation aims to contribute to building more supportive communities and workplaces that celebrate the richness of human experiences.

• Conclusion.

In conclusion, the topics of counsellors' roles in college student life, mental health and emotional well-being, academic success, personal growth and development, crisis intervention and support, and diversity and inclusion collectively highlight the multifaceted aspects of holistic well-being. By recognizing the interconnected nature of these elements, individuals and communities can work towards creating environments that nurture both personal and collective flourishing. Embracing these principles fosters resilience, empathy, and a foundation for a more inclusive and supportive society.

Background

The background of the role of counsellors in college student life involves understanding the evolving needs and challenges faced by students during their academic journey. College counsellors serve as guides, offering academic and emotional support to help students navigate the complexities of higher education. This background encompasses the changing landscape of education, the increasing focus on mental health, and the pivotal role counsellors play in fostering a positive and conducive learning environment. It underscores the importance of addressing not only academic concerns but also the holistic well-being of students to enhance their overall college experience.

• Rising Mental Health Concerns.

The increasing awareness of mental health issues has led to a rise in counselling services. It is a positive trend, emphasizing the importance of seeking support. However, it also highlights the need for continued efforts in making mental health services accessible and reducing the stigma surrounding counselling

• Academic performance.

The increasing awareness of mental health issues has led to a rise in counselling services. It is a positive trend, emphasizing the importance of seeking support. However, it also highlights the need for continued efforts in making mental health services accessible and reducing the stigma surrounding counselling.

• Personal Growth and Identity Exploration.

Counselling often plays a significant role in personal growth and identity exploration. It provides a supportive space to explore one's values, beliefs, and goals, fostering self-discovery and a deeper understanding of oneself. This process can contribute to enhanced self-esteem and a clearer sense of identity.

• Diversity and Inclusion.

In counselling, a commitment to diversity and inclusion is crucial. It involves recognizing and respecting the unique experiences and backgrounds of individuals. Culturally competent counselling considers diverse perspectives, ensuring that therapy is sensitive to various identities, backgrounds, and belief systems. This approach promotes a more inclusive and effective therapeutic environment.

Objectives and scope of the study

The primary objective of having counsellors in students' lives is to provide multifaceted support that nurtures their emotional, social, and academic well-being. These professionals

serve as trusted allies, offering a safe and confidential space for students to address diverse challenges they encounter during their educational journey.

Emotionally, counsellors aim to foster mental health by helping students manage stress, anxiety, and other psychological issues. They provide coping strategies, encourage self-reflection, and offer guidance to navigate personal hurdles, fostering resilience and emotional intelligence.

Socially, counsellors facilitate healthy relationships and aid in conflict resolution, empowering students to develop communication skills, empathy, and a sense of belonging within their communities. This support helps students navigate peer pressure, bullying, and social dynamics.

Academically, counsellors assist in setting realistic goals, refining study habits, and identifying learning strategies tailored to individual needs. They play a vital role in addressing educational challenges, guiding students through academic decisions, and supporting their aspirations for future careers or further education.

Ultimately, the overarching objective is to empower students to lead fulfilling lives by equipping them with the tools, skills, and support necessary to overcome obstacles, thrive academically, and cultivate robust emotional and social well-being.

The scope of counsellors in students' lives is comprehensive, encompassing various facets of personal, academic, and social development. They provide crucial support in addressing emotional well-being, assisting with academic challenges, and navigating social interactions.

Counsellors offer a safe space for students to discuss and manage their emotions, stress, anxiety, depression, or other mental health concerns. They provide guidance, coping strategies, and interventions to enhance students' resilience and emotional intelligence.

Counsellors assist in academic planning, goal-setting, and study skills development. They help students understand their learning styles, manage time effectively, and overcome obstacles that hinder their educational progress. Additionally, they offer guidance on career exploration, college admissions, and future vocational pathways.

Counsellors aid in developing interpersonal skills, conflict resolution strategies, and building healthy relationships. They address issues related to peer pressure, bullying, and social adjustment, and assist in fostering a positive school environment conducive to healthy social interactions.

Furthermore, counsellors collaborate with educators, parents, and other professionals to provide comprehensive support tailored to individual student needs. They conduct workshops, group sessions, and individual counselling to equip students with essential life skills, coping mechanisms, and decision-making abilities. The scope of a counsellor in a student's life is extensive, aiming to promote well-rounded development by addressing emotional, academic, and social aspects crucial for their growth and success.

Review of literature

1. Article- 2nd May 2021

   Title: - Journal of school-based Counselling policy and evaluation.

   Author: - Sam Steen, Qi Shi, Jennifer Melfie.

   Review of literature:

This article examines group counselling interventions that school counsellors carry out to enhance academic achievement. This review looked at whether a group handbook or protocol was used, the number of group meetings and the students' and group leaders' demographic data Over the years, there has been intermittent research on the topic of outcomes of academic achievement. The findings of this meta-analysis supported the national policy of using structured treatment manuals to facilitate some groups in schools.

Conclusion: - This review looks at 12 group counselling therapies for forgetting and measures their effects on academic performance. Studies that employed thorough testing were found. This review also looked at additional elements that might have affected how successful these group therapies were.

2. Book
   Book Name: - Career Development & Counselling.

   Author: - STEVEN D BROWN, ROBERT W. LENT.

Title: - A study of the Influence of career Counselling perception on employment competencies of Design students in central Taiwan.

Many advanced nations have recently outsourced their lower-skilled manufacturing jobs to other nations because of which employment opportunities for the younger generation have been declining in advanced nations and have been slowly deprived. It has gotten harder for the student, which is crucial to her further development. This study found a positive correlation between career counselling and vocational self-concept, a positive correlation between vocational self-concept and employment competencies, and a positive correlation between career counselling and employment imperative.

3. Article- 8 Sep 2020

Title: - The importance of guidance and counselling in a student's life

Author: - Chaitali Sahu

Review of literature: -

This book will aid in the formulation and implementation of career-related decisions. assisting clients making career decisions is likely the most prevalent perception of a career counsellor.

4. Title: -The role of guidance and counselling in enhancing student discipline in secondary schools in the Koibatek District.

The study's goal was to investigate how guidance and counselling can improve students' behaviour in secondary schools in the Koibatek District. Alfred Adler (1998) provided the study's direction. 2694 students were included in the study's population, along with 23 schools, 23 principals, 73 school counsellors, and 927 teachers; from this group, 8 school counsellors and 8 schools were chosen using purposive sampling. There is sufficient evidence to show that when the administration enforces rules and regulations on students, it results in indiscipline in the classroom.

A good counselling program will aid clients in incorporating priceless teachings into their daily lives. A few of the advantages have been listed. that Students receive from efficient counselling 14 as students do. proper instruction on how to handle psychological issues that could negatively affect their academic performance The pupils were advised on how to handle certain situations that they frequently encounter at school. It discusses the Indian educational system and how it is produced. Students are under pressure, and because of these types of systems, they tend to become less creative.

6. Author - Bentley University
Title: - Why career counselling is essential for college students 19 Jan, 2017

Review of Literature: -

Because of society's pressure and peer expectations when it comes to choosing an " acceptable profession," it has become a norm in today's competitive and Throat environment that students often harbor guilt for pursuing their interests. Career counselling can be a tool which can be very effective in allowing students to realize their true potential and find work that aligns with their natural inclinations. once a career choice is made by a student, a counsellor can be of invaluable help.
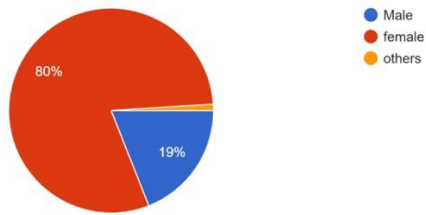
Research Methodology

In conducting this research on the role of professional counsellors in the lives of college students, a well-defined research methodology was employed to gather insightful data. The study involved the collection of information from 100 participants representing diverse age groups and various colleges. To gauge their perceptions, experiences, and opinions on the role of counsellors in their academic lives, a structured questionnaire consisting of 10 questions was administered. The questions aimed to elicit responses that would provide a comprehensive understanding of the impact of counselling services on students' well-being and academic success.

To ensure a broad and representative sample, participants were selected from different age brackets and diverse colleges. The data collection process involved reaching out to participants and conducting interviews or surveys, depending on their preferences. The research employed a Likert scale, a commonly used measurement tool that assesses respondents' attitudes or opinions on a particular topic. The Likert scale used in this study asked participants to rate their agreement or disagreement with statements regarding the effectiveness and relevance of counselling services in their academic journey. The scale ranged from strongly agree to strongly disagree, providing a nuanced and quantifiable measure of participants' perspectives. This research methodology allowed for a thorough exploration of the perceptions of college students regarding the role of professional counsellors in their academic lives. The combination of a diverse sample, targeted questions, and the Likert scale provided a robust framework for analyzing and interpreting the data.
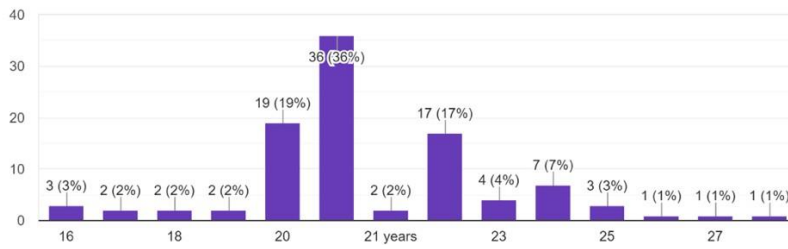
Data Analysis

The data from the series of questions provides a comprehensive overview of attitudes and perceptions towards professional counselling. Across the various inquiries, a consistent theme emerges, indicating a generally positive outlook on the role of counselling in different aspects of life. Respondents express favorable sentiments regarding the potential benefits of counselling, such as its impact on academic performance, communication skills, and stress reduction. The majority agreement on these aspects suggests a widespread belief in the efficacy of counselling services. However, there are notable pockets of uncertainty and diverse experiences, particularly in responses related to the availability of counselling services and their impact on academic and personal development. These variations underscore the individualized nature of counselling experiences and highlight opportunities for further exploration to better understand and address the specific needs and perceptions of those seeking counselling services. Overall, the data reflects a nuanced landscape where positive attitudes coexist with areas of ambiguity, emphasizing the importance of tailoring counselling approaches to individual preferences and concerns.

Gender
100 responses

- Male
- female
- others

80%
19%

AGE
100 responses

3 (3%) 2 (2%) 2 (2%) 2 (2%) 19 (19%) 36 (36%) 2 (2%) 17 (17%) 4 (4%) 7 (7%) 3 (3%) 1 (1%) 1 (1%) 1 (1%)

16   18   20   21 years   23   25   27

EDUCATION
100 responses

- HSC
- Bachelor
- Master

34%
54%
12%
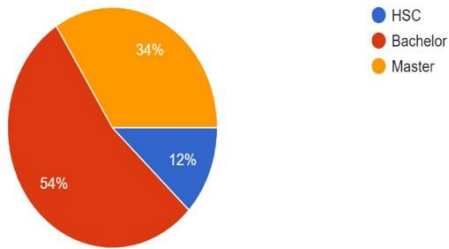
Limited availability of counseling services has hindered my access
100 responses

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

33%
9%
51%

104
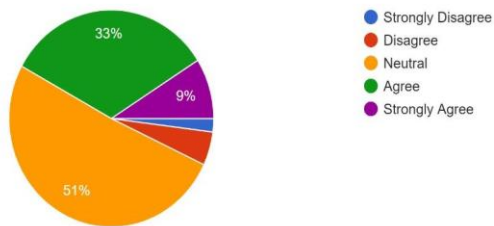
Analysis:

The data reveals a mixed response regarding the impact of limited access to counselling services on individual access. While 33% agree and 9% strongly agree that limited access has hindered their ability to seek counselling, a significant portion, 51%, express neutrality on the matter. This suggests a divergence in experiences and perceptions, with a notable segment remaining undecided or potentially unaffected by the limitations. The variations in responses underline the complexity of the issue, indicating that for some individuals, access challenges pose a hindrance to utilizing counselling services, while others may not perceive the same impact. Further exploration could shed light on the specific reasons behind the neutral stance.

Counseling can be helpful in addressing issues related to substance abuse(if applicable)
100 responses
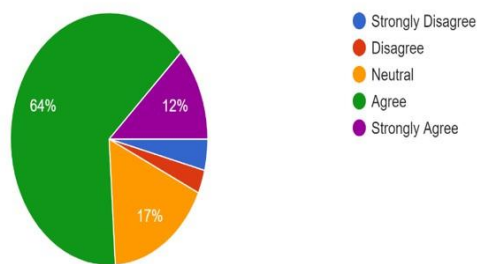
- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Analysis:

The data indicates a positive perception of counsellors creating a safe and welcoming environment for students of all backgrounds and identities, with 64% agreeing and an additional 17% strongly agreeing. However, 15% express a neutral stance, suggesting a minority with an undecided view on the inclusivity of counselling environments. Overall, the majority agreement underscores the perceived role of counsellors in fostering a supportive atmosphere for students with diverse backgrounds and identities.

Professional counselors contribute to the improvement of college students academic performance
100 responses

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly Agree
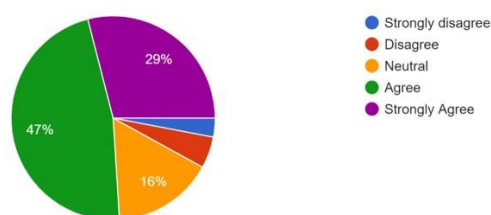
Analysis:

The data reveals a positive perception of professional counsellors contributing to the improvement of college students' academic performance, with 47% agreeing and an additional 29% strongly agreeing. However, 16% express a neutral stance, indicating a minority with an undecided view on the impact of professional counsellors in enhancing academic outcomes. The majority agreement suggests a recognized role for counsellors in supporting students academically, though some remain undecided.

I can develop better communication skills through counseling
100 responses

- Yes
- No
- Maybe

65%
34%

Analysis:

The data reflects a positive inclination towards the belief that counselling can enhance communication skills, with a significant 65% responding affirmatively. An additional 34% express uncertainty, stating "maybe." This suggests a considerable portion of individuals acknowledge the potential impact of counselling on communication but are not entirely committed to the idea. Further exploration could delve into the reasons behind the uncertainty, providing insights into the perceived effectiveness of counselling in fostering improved communication skills.

Counselors create a safe and welcoming environment for students of all backgrounds and identities.
100 responses

- Strongly disagree
- Disagree
- Neutral
- agree
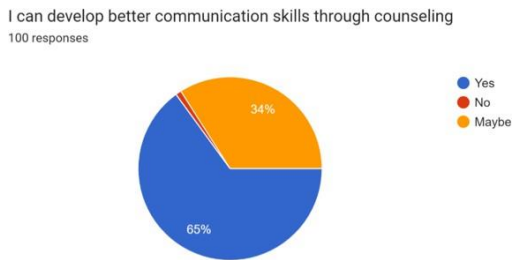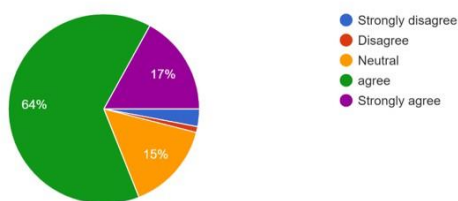- Strongly agree

64%
17%
15%

Analysis:

The data indicates a positive perception of counsellors creating a safe and welcoming environment for students of all backgrounds and identities, with 64% agreeing and an additional 17% strongly agreeing. However, 15% express a neutral stance, suggesting a minority with an undecided view on the inclusivity of counselling environments. Overall, the majority agreement underscores the perceived role of counsellors in fostering a supportive atmosphere for students with diverse backgrounds and identities.

Have you ever gone through professional counseling in your life?
100 responses

- Yes
- No
- Maybe

42%
16%
42%
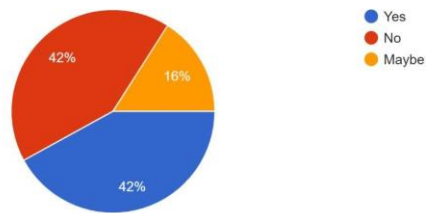
Analysis:

The data indicates diverse experiences with professional counselling, with 42% responding affirmatively, 42% stating they have not undergone counselling, and 16% expressing uncertainty with "maybe." This suggests a relatively balanced distribution of individuals who have sought professional counselling, those who have not, and a smaller segment with an undecided stance. Understanding the reasons behind each response could provide valuable insights into perceptions and attitudes toward professional counselling.

If yes, has it impacted on your academic growth?
100 responses

- Yes
- No
- Maybe

29%
23%
48%
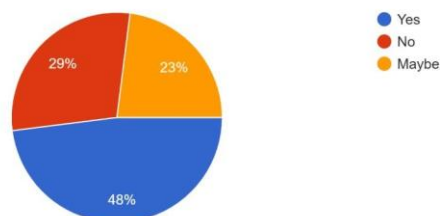
Analysis:

The data suggests that among those who have undergone professional counselling, a substantial 48% believe it has positively impacted their academic career growth. Meanwhile, 29% indicate no perceived impact and 23% express uncertainty with a "maybe" response. The majority positive response underscores a perceived connection between professional counselling and academic career advancement. The variations in responses highlight the individualized nature of counselling experiences and their influence on academic trajectories. Further exploration into the specific aspects of counselling contributing to perceived impact.

Professional counselors actively promote diversity and inclusion within the college community.
100 responses

- Strongly disagree
- Neutral
- Agree
- Strongly agree
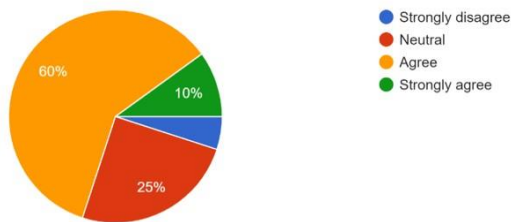
Analysis:

The data indicates a positive perception of professional counsellors actively promoting diversity and inclusion within the college community, with 60% agreeing and an additional 10% strongly agreeing. However, a notable 25% express a neutral stance, suggesting a segment with an undecided view on the role of counsellors in fostering diversity and inclusion. Overall, the majority agreement emphasizes the perceived positive impact of professional counsellors in promoting diversity within the college setting.

Professional counselors plays crucial role in students life
100 responses

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly Agree
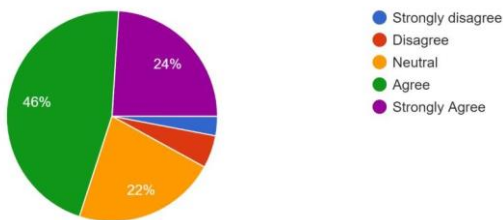
Analysis:

The data underscores a positive perception of the importance of professional counsellors in students' lives, with 46% agreeing and an additional 24% strongly agreeing. This substantial combined percentage signifies a widespread recognition of the crucial role that professional counsellors play in supporting students. However, it is notable that 22% express a neutral stance, indicating a segment with an undecided view on the significance of counsellors in student life. Further exploration could delve into the reasons behind this neutrality to better understand potential factors influencing individual perceptions.

109

Counseling can be effective in reducing stress levels
100 responses
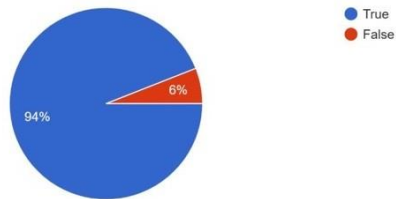
Analysis:

The overwhelming response of 94% affirming the belief that counselling is effective in reducing stress levels indicates a strong consensus on the perceived efficacy of counselling for stress management. The 6% who view this statement as false represent a small minority. This high level of agreement underscores a widely held belief in the effectiveness of counselling as a valuable resource for addressing and alleviating stress. Further exploration could delve into specific reasons behind both positive and negative perceptions, offering valuable insights into individual attitudes toward counselling for stress reduction.

Findings and suggestions

1. Helping with Studies:
    - Role: Assist students in studying better, managing time, and setting academic goals.
    - Suggestions: Have workshops on study skills, time management, and stress relief. Share resources for planning and setting goals.

2. Career Guidance:
    - Role: Guide students to finding careers and planning for life after college.
    - Suggestions: Provide career tests, workshops on building resumes, and practice interviews. Set up events for networking and job fairs.

3. Personal Growth:
    - Role: Support students in understanding themselves, being resilient, and handling emotions.
    - Suggestions: Offer one-on-one sessions for personal challenges. Have group sessions on stress, self-esteem, and relationships.

4. Mental Health Help:
    - Role: Address mental health issues and teach ways to cope with stress, anxiety, and depression.
    - Suggestions: Offer private counselling, help during crises, and run campaigns to raise awareness. Work closely with health services.

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5. Handling Emergencies:
   - Role: Be there for immediate support during emergencies or tough times.
   - Suggestions: Make plans for emergencies, train for crises, and ensure counsellors are available when needed.

6. Celebrating Diversity:
   - Role: Encourage an inclusive atmosphere, understanding the challenges of students from different backgrounds.
   - Suggestions: Arrange diversity training, create safe spaces for conversations, and support groups for underrepresented students.

7. Connecting with the Community:
   - Role: Engage with the campus to let students know about counselling and reduce stigma around mental health.
   - Suggestions: Host events, partner with student groups, and use social media to share information.

8. Learning Workshops:
   - Role: Teach about mental health, stress management, and good communication.
   - Suggestions: Run workshops on life skills, coping strategies, and maintaining overall well-being.

9. Teamwork with Campus Services:
   - Role: Work closely with other campus services for complete student support.
   - Suggestions: Regularly meet with other departments, plan joint events, and share information to provide comprehensive help.

10. Using Technology:
   - Role: Use technology to make counselling more accessible and effective.
   - Suggestions: Explore online counselling options, create resources online, and use tech for communication and outreach.

Conclusion

Professional counsellors in a college setting play a multifaceted role in supporting students holistically. By addressing academic, personal, and mental health needs, counsellors contribute significantly to the overall well-being and success of college students. Ongoing professional development, collaboration with other campus services, and adapting to the evolving needs of students are essential components of effective counselling in a college environment.

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"POST MBA CAREER PATH: CHOOSING BETWEEN ENTREPRENEURSHIP & TRADITIONAL EMPLOYMENT"
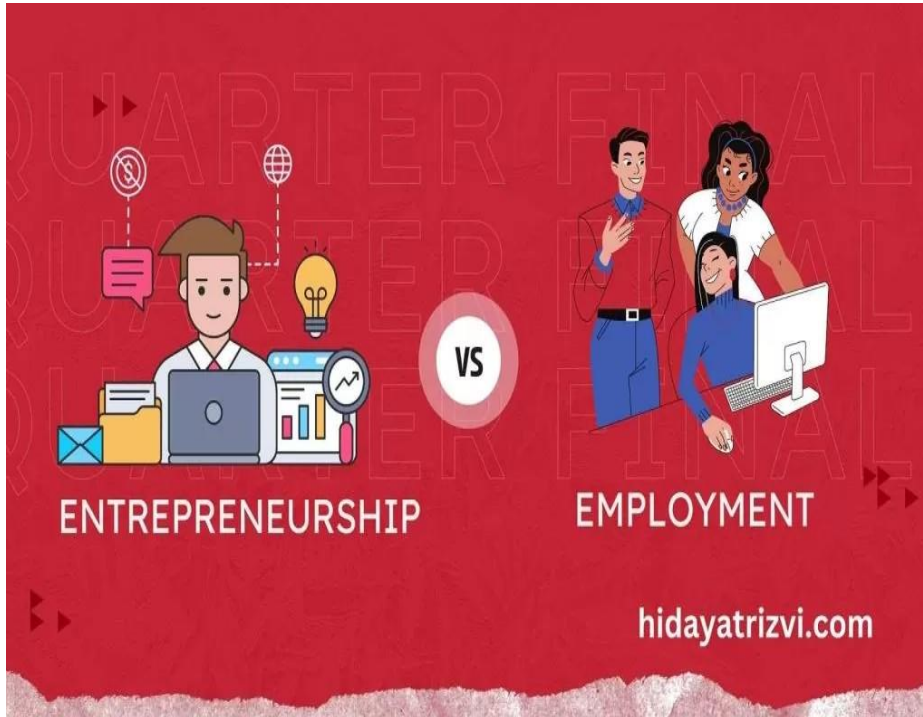
Name	Roll No
Toshvi Kishor Dhumale	2K231017
Smital Sunil Dound	2K231018
Vaishnavi Santosh Farkade	2K231019
Vaishnavi Suhas Gaikwad	2K231020
Nupur Rajesh Jadhav	2K231022
Shraddha Devram Jadhav	2K231023
Vaishnavi Dhananjay Jadhav	2K231025
Pooja Purushottam Jambagi	2K231026
Prajakta Tanaji Jarande	2K231027
Mansi Shashikant Joshi	2K231028
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Executive Summary:

Choosing a career path is one of the most significant decisions you will ever make. A successful career that you enjoy pursuing will have a positive impact on every aspect of your life. But do we consider every possibility before deciding? For a variety of reasons, most people will change careers multiple times in their lifetime. However, it is crucial to consider every aspect of a career while deciding, such as financial security, job security, and the employment market in India.

Many people who are looking to start a new profession or are just entering the workforce for the first time may overlook the topic of whether they would want to work for themselves as an entrepreneur or as an Employee. Because they only considered a job as an option, most people find it difficult to distinguish between the two. We are frequently urged to land a fantastic job, and many of us do not consider starting our own business and employing ourselves.

Understanding the distinction between an employment mindset and a business mindset. It is essential to determine which path would be most beneficial for you personally and how both might fit your goals and personality as an employee or business owner.

An entrepreneur is technically defined as someone who "starts a business." An entrepreneur is someone who establishes a new organization, or a business or takes over an existing organization with the goal of revitalizing it. Whereas the term of employment consists of a person who is/are willing and able to work and do management-related activities for themselves or others. A person who is hired to services for a company to provide on a regular basis in exchange for compensation and who does not provide these services as part of an independent business.

Upon completing an MBA, graduates are confronted with a pivotal decision that significantly shapes their professional trajectory: the choice between entrepreneurship and traditional employment. The contemporary business landscape, marked by dynamism and evolving opportunities, demands a judicious evaluation of individual skills, aspirations, and risk tolerance to make an informed decision aligned with long-term goals.

Key Considerations:

One crucial dimension to weigh is the interplay between risk and reward. Entrepreneurship, characterized by its potential for substantial returns, demands resilience in navigating uncertainties and operational challenges. Conversely, traditional employment offers stability in income and a predictable career path but may yield comparatively limited financial rewards.

The second consideration involves assessing one's skill set and passion. Entrepreneurship necessitates a diverse set of skills, including leadership and adaptability, coupled with a profound commitment to the business idea. Traditional employment, in contrast, often involves specializationand success through expertise within established structures.

Autonomy versus structure is a third critical factor. Entrepreneurship provides the freedom to shapeone's vision but requires a high degree of self-discipline.
Traditional employment operates within established frameworks, offering stability, albeit with a more defined role and limited autonomy.

Financial stability emerges as the fourth consideration. Entrepreneurial ventures may require time to establish financial security, involving initial investments and potential periods of low profitability. Traditional employment, on the other hand, provides a steady income, benefits, and job security, contributing to more immediate financial stability.

The fifth dimension to contemplate is the balance between innovation and impact. Entrepreneurship offers the opportunity to create innovative solutions and make a substantial impact on industries or communities. Traditional employment involves contributing within existing frameworks, with potential innovation confined to one's role or department.

In navigating the crossroads of entrepreneurship and traditional employment post- MBA, a comprehensive decision-making process is essential. This process should involve a thorough self-assessment, consideration of personal values, and a realistic evaluation of associated risks and rewards. While entrepreneurship beckons with autonomy and potential high returns, traditional employment provides stability and a structured career path. The ultimate decision hinges on individual preferences, risk tolerance, and the alignment of career aspirations with personal values and goals. Careful consideration at this juncture ensures a path that is not only professionally fulfilling but also conducive to long-term success.

Introduction and Background

In the ever-evolving landscape of business and management, the pursuit of a Master's in Business Administration (MBA) signifies a commitment to professional growth and leadership. Upon the completion of this advanced degree, graduates are confronted with a pivotal juncture that significantly shapes their future endeavors – the decision between embarking on the entrepreneurial path or opting for traditional employment.

The contemporary business environment is characterized by unprecedented dynamism, disruptive technologies, and rapidly changing market dynamics. Against this backdrop, the decision-making process for MBA graduates is multifaceted, requiring a nuanced understanding of personal strengths, preferences, and the intricacies of potential career trajectories.

Historically, the conventional career trajectory post-MBA involved climbing the corporate ladder within established organizations. However, the rise of entrepreneurial ventures, facilitated by technological advancements and a shifting global economy, has introduced a compelling alternative. This shift underscores the need for MBA graduates to navigate a complex decision-making landscape, balancing the allure of entrepreneurship with the security and structure of traditional employment.

Key Considerations:

1. **Introduction to the Decision-Making Dilemma:**

- The decision between entrepreneurship and traditional employment post-MBA is a critical juncture that demands careful consideration. It involves assessing personal and professional goals against the backdrop of a dynamic and ever-changing business landscape.

2. **Changing Dynamics of Post-MBA Careers:**

- The historical trajectory of MBA graduates climbing the corporate ladder is now complemented by the increasing appeal and viability of entrepreneurship. Factors such as technological advancements, globalization, and the gig economy have reshaped the landscape, offering diverse avenues for post-MBA careers.

3. Personal and Professional Development:

- MBA programs are designed to cultivate a broad skill set, from strategic thinking and leadership to financial acumen. As graduates transition to the next phase of their careers, aligning these skills with personal aspirations becomes imperative in making a choice that optimally leverages their capabilities.

4. Industry Trends and Economic Realities:

- Entrepreneurship, while promising autonomy and innovation, is also associated with higher risks and uncertainties. Traditional employment, on the other hand, provides stability but may limit the scope for individual creativity. Assessing industry trends and economic realities becomes crucial in making an informed decision.

Objectives and Scope of the Study:

This study aims to explore the nuanced decision-making process that MBA graduates navigate when choosing between entrepreneurship and traditional employment. The primary objective is to identify and analyze the key factors influencing this decision, with a particular focus on personal values, risk tolerance, and career aspirations. By delving into the evolving landscape of post-MBA careers, the study will investigate historical trends and assess the impact of technological advancements, globalization, and economic changes on the attractiveness of entrepreneurial ventures versus traditional employment.

Additionally, the study seeks to evaluate the skill set developed during MBA programs and how these skills align with the requirements of both entrepreneurship and traditional employment. Understanding the economic realities and industry trends is crucial, and the research will delve into the economic factors influencing the success of entrepreneurial ventures and the stability of traditional employment. This includes a thorough analysis of industry trends, providing insights into both short-term considerations and long-term perspectives.

In terms of scope, the study will adopt a global perspective, considering variations in entrepreneurial ecosystems, economic conditions, and employment landscapes across different regions. Temporally, it will encompass a retrospective analysis of historical trends and a contemporary assessment of the current business

environment. The primary audience for this study includes recent MBA graduates, career counsellors, and academic institutions, offering strategic insights and recommendations to optimize career choices based on individual profiles, industry trends, and economic considerations.

In the realm of business research, this study aims to delve deep into the critical decision-making process that MBA graduates undertake as they stand at the crossroads of entrepreneurship and traditional employment. The focus on personal values, risk tolerance, and career aspirations is designed to provide a nuanced understanding of the individual factors influencing this pivotal choice. By investigating historical trends and the contemporary landscape of post-MBA careers, the research seeks to uncover the impact of technological advancements, globalization, and economic shifts, thereby contributing valuable insights for businesses navigating the complexities of talent acquisition and retention.

An essential facet of the study involves evaluating the skill set cultivated during MBA programs, shedding light on how these skills align with the demands of both entrepreneurial ventures and traditional employment. This not only informs academic institutions about the effectiveness of their programs but also provides businesses with valuable insights into the potential strengths and capabilities of MBA graduates entering the workforce.

The economic lens of the research examines the factors influencing the success of entrepreneurial ventures and the stability of traditional employment. Understanding these economic realities is integral for businesses seeking to optimize their strategies in a rapidly changing market. Moreover, the analysis of industry trends, encompassing both short-term considerations and long-term perspectives, equips businesses with actionable intelligence for adapting to evolving market dynamics and staying ahead in competitive landscapes.

The global scope of the study recognizes the diverse entrepreneurial ecosystems, economic conditions, and employment landscapes across regions. This international perspective is particularly relevant for businesses with a global footprint or aspirations, offering insights into how regional variations impact career choices for MBA graduates.

In conclusion, the outcomes of this research hold significance for businesses, offering strategic insights into talent management, organizational adaptability, and workforce planning. The study's recommendations are poised to benefit businesses by providing a comprehensive understanding of the decision-making factors for MBA graduates, ultimately aiding in the formulation of effective recruitment and retention strategies in a dynamic business environment.

Review of Literature:

Entrepreneurship Education and MBA Programs

MBA programs have increasingly recognized the importance of entrepreneurship education in shaping the career choices of graduates. Entrepreneurship courses within MBA curricula provide students with a foundation in entrepreneurial thinking and the practical skills required for venture creation (Kuratko, 2005). These programs often incorporate experiential learning opportunities, such as business plan competitions and incubators, which enable students to apply theoretical knowledge in real-world settings (Fiet, 2001). Such education fosters an entrepreneurial mindset and equips graduates with the tools to identify and seize entrepreneurial opportunities. Consequently, it is not uncommon for MBA graduates to transition from the traditional corporate path to entrepreneurship upon program completion.

Risk Aversion and Career Choices

One critical factor that influences the decision between entrepreneurship and employment for MBA graduates is their inherent risk tolerance. Research has consistently shown that individuals who are more risk-averse tend to prefer the security of traditional employment (Shaver & Scott, 1991). MBA graduates with lower appetite for risk may be hesitant to embark on entrepreneurial ventures, given the inherent uncertainties, financial challenges, and potential for failure associated with entrepreneurship (Brockhaus, 1980). On the other hand, those with a higher tolerance for risk may view entrepreneurship as an exciting opportunity for personal and financial growth.

Financial Considerations and Entrepreneurship

Financial considerations often loom large in the minds of MBA graduates when deciding between entrepreneurship and employment. The financial stability and potential for earning a stable income associated with traditional employment can be enticing (Yousafzai et al., 2015). Graduates may weigh the immediate financial rewards of a salaried job against the potentially longer path to profitability and income that often accompanies entrepreneurship (Gompers et al., 2010). The availability of startup capital, access to funding sources, and personal financial situations further complicate this decision-making process (Van Garderen et al., 2008).

Skills Acquired Through MBA Programs

MBA programs are renowned for equipping graduates with a diverse skill set that is highly applicable to both entrepreneurship and traditional employment. Skills such as strategic thinking, financial management, leadership, and marketing are integral components of MBA curricula (Dollinger, 2003). These skills are not only valued by employers but are also instrumental for entrepreneurial success (Jayawarna et al., 2013). Graduates often find themselves at a crossroads, leveraging their acquired skills to drive innovation within established organizations or applying them to create and manage their entrepreneurial ventures.

Economic Conditions and Entrepreneurship Trends

Economic conditions play a pivotal role in shaping the career choices of MBA graduates. Research suggests that during economic downturns, there is a tendency for MBA graduates to lean toward the security and stability of traditional employment (DeTienne & Chandler, 2004). Conversely, during periods of economic prosperity and a favorable entrepreneurial climate, the allure of entrepreneurship as a means of wealth creation and impact becomes more prominent (Acs et al., 2008). This dynamic relationship between economic conditions and career choices highlights the importance of external factors in the decision-making process.

The Role of Mentorship and Networking

The influence of mentorship and networking cannot be understated in the career choices of MBA graduates. Mentorship relationships with successful entrepreneurs or industry leaders can significantly impact the decision to pursue entrepreneurship (Hallen et al., 2014). Similarly, access to robust alumni networks and entrepreneurship support systems within MBA programs can provide graduates with the necessary resources, guidance, and confidence to embark on entrepreneurial journeys (Brush et al., 2002). These support structures serve as critical factors thatshape the paths taken by MBA graduates after program completion

Employment versus Entrepreneurship: Choosing the Right Path:

As per research paper by Dr. Rajshekhar Basavapattan ("Employment versus Entrepreneurship: Choosing the Right Path," ISSN No. 2320-2882), one question that may get ignored by many people looking to start a new career, or simply entering the job market for the first time, is whether they want to be an entrepreneur or an employee. In fact, most people struggle with the difference between the two because they only saw employment as the choice that was available for them. But many times, we do not think about creating our own employment by becoming an entrepreneur. Knowing the difference between employment and business mind-set is crucial to understanding which option would work better for you as an individual, and how being an employee or a business owner can suit your own personality and goals.

The personality approach to business student's career aspirations:

"Organizational Employment versus Entrepreneurship: The personality approach to business student's career aspirations" written by Maria Jarlstrom. According to this paper, among the students, the entrepreneurial types should be encouraged to select an entrepreneurial career. Courses suggesting business ideas could be useful as well as challenging teaching methods for these enterprising entrepreneurial types. A supportive infrastructure needs to be developed to increase academic Entrepreneurship. At the university level, an entrance examination could also be more appropriate to attract students with NP preferences. Academic entrepreneurship can grow only if there are potential entrepreneurs among the students.

Research Methodology:

1. Research Design: The study will adopt a mixed-methods research design, combining qualitative and quantitative approaches. Qualitative methods, such as in-depth interviews and case studies, will be employed to gain insights into the personal experiences and decision-making processes of MBA graduates. Quantitative methods, including surveys and statistical analysis, will be utilized to gather broader trends and patterns across a larger sample.

2. Population and Sample: The population of interest includes recent MBA graduates who have navigated the decision between entrepreneurship and traditional employment. A stratified sampling approach will be employed to ensure representation across various demographics, industries, and geographic locations. The sample size will be determined based on statistical power considerations and the complexity of the analysis.

3. Data Collection: Qualitative data will be collected through in-depth interviews with MBA graduates, exploring their motivations, challenges, and the factors influencing their career choices. Additionally, case studies of selected individuals will provide rich, context-specific insights. Quantitative data will be gathered through structured surveys distributed to a larger sample of MBA graduates, focusing on variables such as personal values, risk tolerance, and skill assessments.

4. Variables and Measurements: Variables will include demographic information, educational background, career aspirations, perceived skills acquired during the MBA, and factors influencing the choice between entrepreneurship and traditional employment. Likert scales and open-ended questions will be used for qualitative data, while quantitative data will be analyzed using statistical measures such as regression analysis and correlation.

5. Data Analysis: Qualitative data will be thematically analyzed to identify patterns and themes, allowing for a deep understanding of individual experiences. Quantitative data will undergo statistical analysis, including descriptive statistics and inferential tests, to identify significant relationships and correlations between variables. Integration of both sets of data will provide acomprehensive understanding of the research questions.

6. Ethical Considerations: The study will adhere to ethical guidelines, ensuring informed consent, confidentiality, and the right to withdraw from the study without consequences. Participants' privacy will be protected, and data will be anonymized during analysis. The research will also undergo ethical review by relevant institutional review boards.

7. Limitations: Potential limitations include self-reporting biases in survey responses, the generalizability of findings given the diverse nature of MBA programs, and the dynamic nature of career choices. Efforts will be made to address these limitations through robust sampling techniques, triangulation of data, and acknowledging the contextual nature of the study.

8. Significance of the Study: The research aims to contribute valuable insights for MBA graduates, academic institutions, and businesses by providing a nuanced understanding of the factors influencing the choice between entrepreneurship and traditional employment. The mixed-methods approach will allow for a comprehensive exploration of individual experiences and broader trends, offering practical implications for career counselling, curriculum development, and talent management strategies.

DATA ANALYSIS:

Q.1) After completing your MBA, what is your career path?
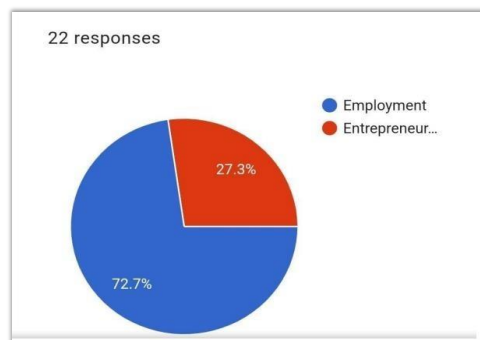
22 responses

Analysis: We have received a total of 22 responses, among which 72.7 % people will prefer Employment and 27.3% people will prefer Entrepreneurship after pursuing an MBA. Nowadays, it has been seen that most people prefer Employment as it has more Job security and less responsibility as compared to Entrepreneurship.

Q.2) Are you planning to start your own business immediately after or after some time of graduation?
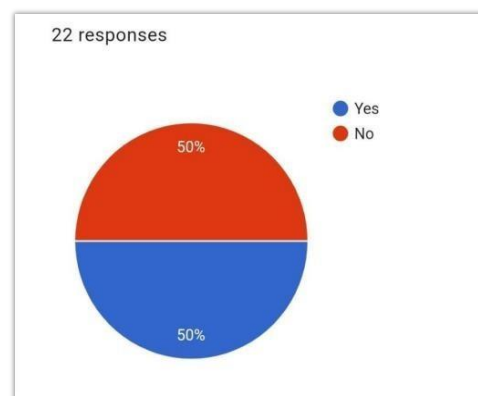
22 responses

Analysis: We have received total 22 responses; equal votes have been received for this Questions. Starting a business immediately or after sometime of graduation requires skills.

School or Colleges teaches you how to do school college, not how to run a business. Unless you have deliberately acquired skills, you will have some serious learning to do.

Q.3) What factors influenced your decision to pursue employment?

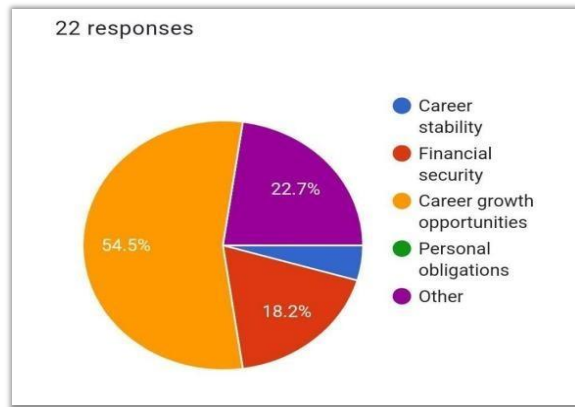Analysis: We have received total 22 responses, among which highest percentage i.e., 54.5% people have chosen Career growth opportunities, 22.7% people prefer other, 18.2% people prefer financial security and 4.6% people prefer option as career stability. All these factors are subjected to every individual's personal choice.

Q.4) What factors influenced your decision to pursue entrepreneurship?
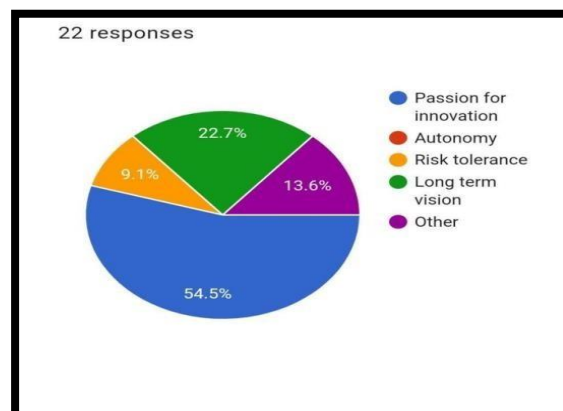
Analysis: We have received total 22 responses, in which 54.5 % prefer passion for innovation,22.7% prefer long term vision, 13.6% prefer other and 9.1% prefer risk tolerance. All those factors are mostly preferred for pursuing Entrepreneurship.

Q.5) To what extend did the current job market condition impact your decision to pursueemployment?
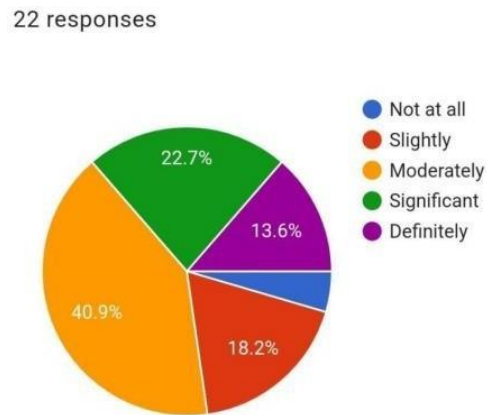
22 responses

Analysis: We have received total 22 responses, 40.9% votes for Moderately, 22.7% votes for Significant, 18.2% for Slightly, 13.6 votes for Definitely and4.6% votes for Not at all to the current job market conditions impacting the decision to pursue employment.

Q.6) What is the primary focus of career in employment after earning an MBA?

22 responses
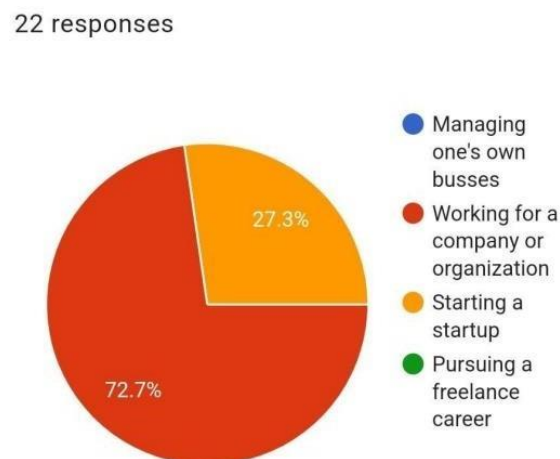
Analysis: After completing the MBA program, 27.3% students prefer entrepreneurship as their career path whereas 72.2% students choose to work inorganization. As working under an organization provides to work with less responsibility and more exposure to learning new things.

Q.7) Which of the following best describes the main advantage of a career in employmentafter an MBA?

22 responses
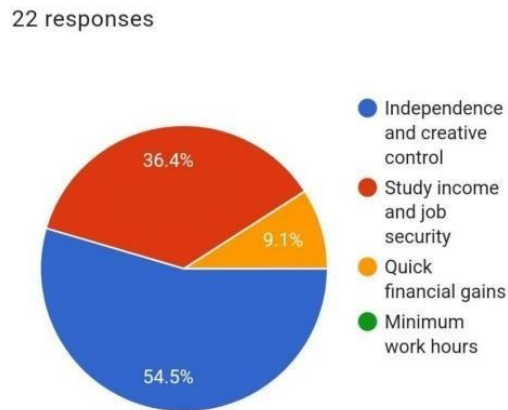
Analysis: After completing the MBA program, advantages of employment preferred by people are 36.4% student prefer study income and job security, 9.1% student prefer quick financial gain ,54.5% student prefer independent and creative control.

Q.8) What is the primary advantage of choosing entrepreneurship as a career path with anMBA?

22 responses
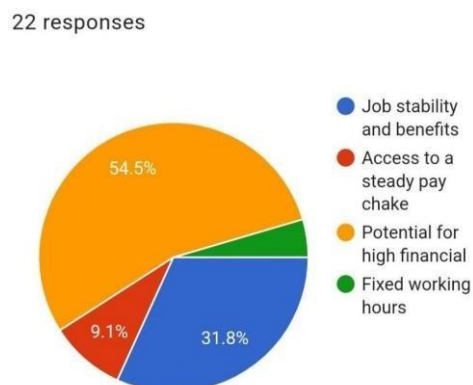
Analysis: After completing the MBA program, the primary advantage choosing an entrepreneurship as career path 54.5% potential for high financial, 9.1% access to steady pay check, 31.8% job stability and benefit.

Q.9) Which of the following is a common challenge in entrepreneurship for MBA graduate?

22 responses

- Limited control over decision-making
- Lack of opportunity for personal...
- Financial uncertainty and risk
- Guaranteed success and profits

Analysis: After completing the MBA program common challenges faced entrepreneurship are 54.5% financial uncertainty and risk, 13.6% guaranteed success and profit, 13.6% limited control over decision making, 18.2% lack of opportunity for personal.

Q.10) Which type of MBA program might be more suitable for someone interested in entrepreneurship?

22 responses

- General MBA
- MBA in finance
- MBA in entrepreneur...
- MBA in human resources
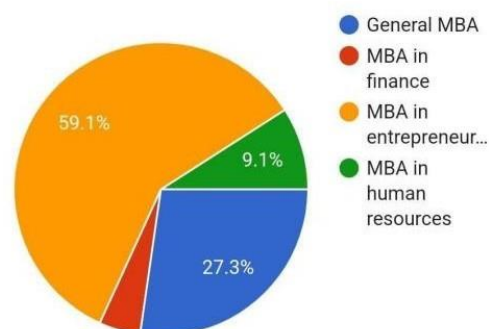
Analysis: After completing the MBA program, for someone who is interested in entrepreneurship the suitable programs are 59.1% MBA in entrepreneurship, 9.1% MBA In human resources, 27.3% general MBA and 9.1% MBA In finance.

Q.11) What skill set is highly valuable for a career in employment after an MBA?

22 responses
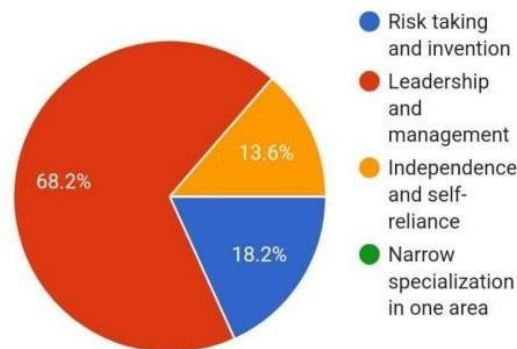
Analysis: After completing the MBA program highly valued a skill for an employment 60.2%leadership and management,13.6 % independence and self-reliance, 18.2%risk taking and invention.

To understand the preference of MBA graduates the primary data and secondary is used. The secondary data is collected through various research papers, articles, and journals available on the internet whereas the primary data is collected through questionnaire methods.

Primary Data Analysis

To understand the views of students we collected the responses of MBA students studying in first year for better understanding of their choices. The following analysis will help to understand the percentage and factors prioritized by MBA graduates while making career decisions.

Secondary data analysis

It provided the factors affecting students' choices regarding their career paths. Also, the pros and cons of be classified as follows

- Flexibility: Entrepreneurs have more control over their schedule and can work on their own terms. They can set their own hours, prioritize their work as they see fit, and make decisions about when and where they work.

- Unlimited Income Potential: The income potential in entrepreneurship is generally higher than in employment, as there is no ceiling on earnings. Entrepreneurs can earn as much as they want based on the success of their business.

- Creativity and Innovation: Entrepreneurs have the freedom to be creative and innovative in their work. They can bring new ideas to market and make an impact in their industry.

- Autonomy: Entrepreneurs are their own bosses and have complete control over their business. They have the freedom to make decisions about the direction, strategy, and operations of their business without having to consult with others.

- Job Satisfaction: Many entrepreneurs find high levels of job satisfaction in the sense of ownership and accomplishment that comes from starting and growing a business.

- Potential for Growth: Entrepreneurs have the potential for unlimited growth as their businesses succeed. They can expand their operations, hire more employees, and grow their companies in ways that may not be possible in employment.

Of course, entrepreneurship also comes with its own set of challenges, including a high level of risk, longer hours, and uncertainty. However, for those who are willing to take on these challenges, the rewards can be significant.

The main reasons behind choosing employment as career over entrepreneurship can be classified as follows:

Job Security: Employees have a greater degree of job security than entrepreneurs, as they are not solely responsible for the success or failure of their work. They can rely on a stable income and a guaranteed salary, even in uncertain economic times.

Predictable Income: In employment, the income is usually more stable and predictable than in entrepreneurship. Employees receive a regular salary and benefits, which can make it easier to plan for their future and support themselves and their families.

Work-Life Balance: Employees may have a better work-life balance than entrepreneurs, who often must sacrifice personal time to build their businesses. In employment, there is a set schedule and employees may have more control over their personal time.

Professional Development: Employment can offer opportunities for professional development,training, and growth. Employees can build their skills and knowledge, and work their way up the career ladder.

Health and Retirement Benefits: Many employers offer health insurance and retirement benefits to their employees, which can provide financial security and peace of mind.

Support: Employees have the support of their employer and colleagues, which can make their work more enjoyable and fulfilling. They can rely on their employer to provide resources and support, and they can work together with their colleagues to achieve their goals.

The students are more motivated towards employment over entrepreneurship because of the challenges faced in the way of starting own business venture. These challenges can be classified as follows:

Challenges in becoming entrepreneurs:

- High Risk: Starting and running a business is inherently risky. Entrepreneurs face the possibility of failure, and they are solely responsible for the success or failure of their venture.

- Financial Instability: The income of an entrepreneur can be uncertain and volatile, especially in the early stages of a business. This can make it difficult for entrepreneurs to plan for their future and support themselves and their families.

- Long Hours: Entrepreneurs often must work long hours, especially in the early stages of their businesses. They may have to sacrifice personal time and work weekends and holidays to ensure their business is successful.

- Lack of Job Security: Employment-quo employment provides a degree of job security that is not present in entrepreneurship. Entrepreneurs can face financial difficulties, market changes, and other challenges that can impact their businesses and their personalfinances.

- Responsibility: Entrepreneurs are responsible for all aspects of their businesses, including finances, marketing, and operations. This can be a heavy burden, especially for those who are new to entrepreneurship.

- Difficulty in Raising Capital: Raising capital can be difficult for entrepreneurs, especially in the early stages of their businesses. This can limit their ability to grow and expand their operations.

But after considering the current situations in the economy the choosing employment as career may be challenging as well because of the following factors:

- Limited Income Potential: In employment, there is often a ceiling on earnings and limited opportunities for income growth. Employees may not be able to increase their earning potential as much as they would like, especially if they are in a competitive industry.

- Lack of Autonomy: Employees often have limited control over their work and may have to conform to their employer's policies and procedures. They may not have the freedom to make decisions and take risks in the same way that entrepreneurs do.

- Boredom and Lack of Fulfilment: Some employees may experience boredom and lack of fulfilment in their work, especially if they feel that their contributions are not valued orthat their work is not aligned with their passions and interests.

- Inflexibility: Employees may have limited control over their schedules and may have to work set hours, regardless of personal circumstances. This can make it difficult for employees to balance their work and personal life.

- Limited Opportunities for Growth: In employment, there may be limited opportunities for growth and advancement, especially in companies that have strict hierarchies and promote from within.

- Dependence on Employer: Employees are dependent on their employer for their livelihood, and they may be vulnerable to layoffs, downsizing, or other changes in their company. This can create financial insecurity and uncertainty.

After analyzing the data, we understand the factors affecting the decision of choosing entrepreneurship or employment is affected by factors such as psychology of students, family background, personality, risk taking ability.

Findings and suggestions

The research has illuminated a multifaceted array of findings regarding the decision-making processes of MBA graduates as they choose between entrepreneurship and traditional employment. The study uncovered diverse motivations steering these career choices, revealing a spectrum ranging from a desire for autonomy and innovation in entrepreneurship to the security and structured progression offered by traditional employment. This diversity underscores the complexity of decision-making, necessitating a personalized approach to cater to the varied aspirations of MBA graduates.

Educational background, particularly the skills honed during MBA programs, emerged as a crucial factor influencing these career decisions. While graduates acknowledged the versatility of their skill set, there was a nuanced variance in the perceived relevance of these skills to entrepreneurship versus traditional employment. This insight suggests an opportunity for academic institutions to refine their curricula, ensuring they remain agile and aligned with the evolving needs of graduates entering distinct career paths.

Economic conditions and industry trends played a pivotal role in shaping career choices, with graduates carefully considering market stability and job prospects. Economic uncertainties were identified as a deterrent for some towards entrepreneurship, emphasizing the need for graduates to develop adaptable career plans that respond to external conditions. This finding suggests that career counselling services should equip graduates with strategies for navigating economic fluctuations.

Personal values and risk tolerance emerged as critical influencers in the decision-making process. Entrepreneurially inclined individuals often cited a desire for social impact and personal fulfilment as key motivators. Varying levels of risk tolerance among graduates underscore the importance of considering these factors in career counselling sessions, tailoring advice to accommodate different comfort levels with uncertainty and risk.

The study also delved into gender and diversity dynamics, revealing both challenges and strengths. While some participants highlighted unique obstacles faced by underrepresented groups, instances were also identified where diversity was perceived as a strength, particularly in entrepreneurial ventures striving for innovation. This highlights the importance of fostering inclusive environments and providing targeted support for underrepresented groups in business.

Suggestions:

Building on these findings, several key suggestions emerge to better support MBA graduates in their post-academic career decisions. Firstly, academic institutions should continuously assess and adapt their curricula to ensure the relevance and applicability of skills taught in MBA programs to both entrepreneurial and traditional employment contexts. This adaptability ensures graduates feel adequately equipped for the diverse career paths they may pursue.

Secondly, career counselling services should consider the dynamic economic landscape and provide graduates with strategies for navigating uncertainties. This includes fostering resilience, encouraging continuous learning, and instilling an entrepreneurial mindset even within the context of traditional employment.

Moreover, recognizing the varying risk tolerances among graduates, career counsellors should tailor their guidance accordingly. Providing a spectrum of strategies for managing risk and uncertainty can empower graduates to make informed decisions aligned with their individual comfort levels.

Lastly, businesses should prioritize creating inclusive environments that acknowledge and address the challenges faced by underrepresented groups. Diverse teams, particularly in entrepreneurial ventures, can be leveraged as a competitive advantage. Companies should implement targeted programs to support the professional development and advancement of individuals from diverse backgrounds.

In summary, these suggestions aim to enhance the support system available to MBA graduates, acknowledging the complexity of their decision-making processes and promoting a more inclusive and adaptable approach to career development.

Conclusion

In conclusion, our research delves into the critical decision-making process faced by MBA graduates in India as they navigate between traditional employment and entrepreneurship. By employing a combination of qualitative and quantitative research methods, including surveys and interviews with recent MBA graduates, we aim to unravel the intricacies of their preferences, motivations, and challenges.

As India's business landscape undergoes a paradigm shift with a surge in startups and entrepreneurial ventures, the once- dominant focus of MBA programs on corporate roles are evolving. The government's initiatives, such as the "Startup India" campaign, have added a new dimension to career choices for MBA graduates.

Our study methodically explores several key factors shaping the decision- making process of MBA graduates. These factors encompass the influence of educational background, personal aspirations, risk tolerance, financial considerations, and prevailing market conditions. While traditional employment offers the allure of stability, career progression, and financial security, entrepreneurship entices with promises of autonomy, creativity, and potentially substantial rewards.

The insights gained from this research aim to empower MBA graduates in making well-informed career decisions aligned with their goals. Furthermore, this understanding holds significance for educational institutions adapting their curricula, policymakers shaping initiatives, and graduates navigating the dynamic landscape of career choices in contemporary India.

Recognizing that this research is not only relevant to individual career decisions but also holds broader implications, our findings aim to empower MBA graduates in making well-informed choices aligned with their unique career goals. Moreover, this understanding holds significance for educational institutions adjusting their curricula to meet evolving demands, policymakers crafting initiatives to support entrepreneurship, and graduates navigating the dynamic landscape of career choices in contemporary India's business environment.

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"CIGARETTE SMOKING AND DRINKING BEHAVIOUR OF MIGRANT ADOLESCENTS AND RESIDENTIAL YOUNG ADULTS"

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Executive Summary

This executive summary provides an overview of a study conducted to examine the cigarette smoking and drinking behaviour of migrant adolescents and young adults. Migration is a significant phenomenon in India, with Pune being a major destination for migrants from rural areas. This study found that a significant portion of migrant adolescents and young adults engage in cigarette smoking and drinking. In this we, found Several factors were identified as contributors to smoking and drinking behaviour among migrants. These factors included stress, peer pressure, socioeconomic status, and cultural norms. This study is an exploratory research approach to investigate the patterns of daily smoking and drinking among migrant adolescents and young adults with a focus on identifying the frequency of risk factors.

Risky health behaviour has been found among migrants in many other settings. The purpose of this research was to determine whether migrant adolescents and young adults in the city of Pune are to engage in cigarette smoking and drinking health risk behaviour, to identify factors associated with this behaviour, and to suggest interventions to reduce this health risk behaviour among the study population. Smoking behaviour is also strongly influenced by other social factors, including accessibility and cost. Many young people who move to Pune for work, college and other education, classes etc. smoke cigarettes and drink alcohol. This behaviour is more common among boys than girls. The prevalence of cigarette smoking and alcohol drinking is high among adolescents and young adults and is more common among migrants who came from rural areas of other provinces than non-migrants in the city.

This summary provides insights into the research of cigarette smoking and drinking behaviour of migrant adolescents and young adults. Migrant adolescents often face unique stress related to migration, which can influence their smoking and drinking behaviour. Also, social, and economic factors i.e. discrimination, language barriers, social media can also contribute to higher rates of smoking and drinking among migrants' youth. Effective preventive measures should be taken to reduce the increasing addiction related to the same. Additionally, addressing the social determinants of smoking and drinking behaviour among migrant youth should be a priority. Continuous data collection and research are essential to understand the evolving trends in smoking and drinking behaviour. Through this research, we will be able to collect data regarding the same and will help to spread awareness among young adults. Cigarette smoking and drinking behaviour are prevalent among migrant adolescents and young adults in Pune. Addressing these issues requires a comprehensive approach that encompasses preventive interventions, community engagement, and policy measures.

By promoting healthier lifestyles and providing support services, we can empower migrant adolescents and young adults to make informed choices that protect their long-term health and well-being. These behaviours are associated with a range of negative health and social consequences. Interventions are needed to reduce this behaviour among this population. This study aimed to investigate the prevalence of cigarette smoking and drinking behaviour among migrant adolescents and young adults in Pune.

Introduction

Our study focuses on how young people who move to a new place deal with smoking and drinking. Moving to a new area is more than just changing locations; it involves adjusting to new cultures, social norms, and surroundings. For these young folks, adapting to their new home comes with its own set of challenges.

When teenagers and young adults move, they face problems like stress from adapting to a new culture, struggles with language, and sometimes even discrimination. They must find a balance between their original cultural background and the new lifestyle they encounter.

We know that different groups of people who move might have different rates of smoking and drinking compared to those who did not move. Some might smoke or drink more due to the stress of adjusting, while others might do it less because of protective factors from their own culture.

Our research wants to dig deep into this complex situation. We want to understand why these young people start or stop smoking and drinking when they move. By figuring this out, we hope to help in creating plans and support systems that consider the challenges faced by these individuals, aiming not only to improve their health habits but also their overall well-being.

Background

The exploration into the cigarette smoking and drinking behaviour among migrant adolescents and young adults delves into the intricate tapestry of human migration—a journey that goes beyond geographical relocation, encompassing a rich interplay of cultural, social, and environmental elements that significantly mold health behaviour. This research recognizes that migration is not merely a physical transition but a transformative experience with profound implications for the individuals undergoing this process.

Migrant adolescents and young adults, as they traverse the path of adapting to a new society, encounter a spectrum of challenges that define their transitional journey. These challenges include not only the pragmatic aspects of adjusting to new cultural norms and overcoming language barriers but also the emotional weight of potential discrimination. This phase of adaptation becomes a nuanced navigation, requiring individuals to straddle between the cultural norms ingrained in their heritage and the evolving expectations of their adopted environment.

The existing body of research hints at the diversity in rates of cigarette smoking and alcohol consumption within different migrant groups when compared to the broader population. This diversity prompts thought-provoking inquiries into the influence of cultural backgrounds on health behaviour. Some groups may exhibit heightened rates, possibly influenced by the stresses associated with acculturation, while others might display lower rates due to protective factors inherent in their cultural heritage.

The intricacies of smoking and drinking behaviour necessitate a comprehensive understanding—one that appreciates the intricacies of the migrant experience. Our research endeavors to unravel the layers of this complexity, aiming to unearth the factors that shape the smoking and drinking habits of migrant adolescents and young adults. By doing so, we aspire to contribute insights that transcend mere statistical trends, providing a holistic comprehension of the cultural, social, and individual dynamics influencing health behaviour within this specific demographic.

In the pursuit of knowledge, our research seeks to bridge gaps in understanding and generate evidence that informs targeted interventions and support systems. By acknowledging and comprehending the unique challenges faced by migrant individuals during their transitional journey, we aim to contribute to the development of strategies that not only address the health behaviour in question but also foster the overall well-being of this distinctive population. This research recognizes the richness and complexity of the migrant experience, aiming to shed light on a topic that holds implications for public health, social integration, and the overall welfare of migrant adolescents and young adults.

Our research takes a deep dive into how young people handle smoking and drinking when they move to a new place. Moving is not just about changing locations—it is a big deal involving different cultures, new rules, and a whole new environment. For these young folks, adapting to their new home comes with a bunch of challenges.

Teenagers and young adults face issues like stress from adjusting to a new culture, struggles with the language, and sometimes even facing unfair treatment. They are basically trying to find a balance between the way they grew up and the new lifestyle they bump into.

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What is interesting is that different groups of people who move might have different habits of smoking and drinking compared to those who stay put. Some might smoke or drink more because moving is stressful, while others might do it less because their own culture protects them.

Our research is like digging deep into this complicated situation. We want to understand why these young people start or stop smoking and drinking when they move. By figuring this out, we hope to help create plans and support systems that think about the challenges these individuals face. Our goal is not just to improve their health habits but also to make sure they are doing okay in general. We are exploring a topic that has a big impact on the health and well-being of young people moving to new places.

Objectives

Scope

- Factors influencing: Poverty, lack of education and unemployment, and a stressful environment can also increase the risk. Environmental risk factors are the characteristics in a person's surroundings that increase their likelihood of becoming addicted to drugs such as community, family, school, and friends. Investigate the social, economic, and psychological factors influencing initiation and sustained use of alcohol and cigarettes in both age groups.

- Health Implications: Smoking tobacco exposes the body to harmful chemicals that damage the lungs, heart, and blood vessels, leading to respiratory diseases, cardiovascular issues, and cancers. Examine the physical and mental health consequences associated with alcohol and cigarette consumption, providing a comprehensive overview of short-term and long-term effects.

- Comparative Analysis: Compare and contrast patterns of use, highlighting differences and similarities between adults and adolescents, including variations in consumption frequency and intensity.

- Demographic Trends: Analyze how demographic factors such as age, gender, ethnicity, and socioeconomic status contribute to variations in alcohol and cigarette consumption patterns.

- Behavioral Patterns: Investigate behavioral aspects, including co-occurrence of alcohol and cigarette use, binge drinking, and trends in initiation and cessation among both age groups.

- Policy Landscape: Assess existing policies related to alcohol and cigarette regulation

and their impact on consumption trends among adults and adolescents.

- Intervention Strategies: Evaluate the effectiveness of current intervention strategies aimed at reducing alcohol and cigarette consumption, proposing potential improvements or innovative approaches. Investigate the influence of cultural and social factors on alcohol and cigarette consumption, recognizing the role of societal norms and values. Initiatives should focus on highlighting health risks, addiction concerns, and providing resources for those seeking support to quit

- Public Awareness and Education: Explore the role of public awareness campaigns and educational initiatives in influencing perceptions and behaviour related to alcohol and cigarette use Investigate the influence of cultural and social factors on alcohol and cigarettes consumption, recognizing the role of societal norms and values.

- Future Implications and Recommendations: Discuss the potential future trajectory of alcohol and cigarette consumption trends, offering evidence-based recommendations for policy development and intervention strategies. Investigate the influence of cultural au social factors on alcohol and cigarette consumption, recognizing the role of societal norms and values.

Objectives

- Exploratory Analysis: Exploratory analysis is like digging into information to find cool stuff. It is like looking at a bunch of data about smoking and drinking among students to see what interesting things we can discover. We use charts and graphs to make sense of the info and figure out what might be causing certain behaviour. It is the first step in understanding the story behind the numbers.

- Cultural Adaptation and Resilience: Cultural adaptation is like making things work for everyone from different backgrounds so that everyone feels at home. Resilience means staying strong even when things get tough. So, it is about being cool with our differences and staying strong through ups and downs.

- Peer Education Programs: If you are referring to developing a peer education program using student language, it involves tailoring communication to be relatable and easily understood by adolescents. This may include using colloquial expressions, interactive methods like role-playing, and incorporating relevant examples from their daily lives. The goal is to ensure that the educational content resonates with the students, making it more effective in conveying the intended messages about the risks of smoking and drinking.

- Gender Difference: Gender difference means looking at how guys and girls might do things like smoking or drinking in different ways. It is like checking if there are patterns or if one group does more of something than the other. It helps us understand what everyone is doing and figure out how to help everyone stay healthy.

- Long Term Health Implications: Long-term health implications of cigarette smoking and drinking among adolescents, especially migrants, may include an increased risk of respiratory issues, cardiovascular diseases, addiction, mental health disorders, and impaired cognitive function. Understanding these consequences is crucial for developing preventive measures and support systems to mitigate health risks in the long run.

- Mental Health Association: The association between cigarette smoking and drinking behaviour among adolescents, including migrants, and mental health is significant. Substance use can contribute to mental health disorders such as anxiety and depression. Understanding this link is vital for developing comprehensive interventions that address both substance use and mental health issues to promote overall well-being in this population.

Review of Literature

- An article from 'Sage Journal' depicts a survey from 2016-17 which shows the use of alcohol consumption and Cigarette Smoking among the youth in India. Smoking & Drinking alcohol has a serious public health concern affecting the youth. From the article, we get to know that there were 13329 respondents, in which 44.9% were Male and 55.1% were Females were consuming Alcohol. Over all 11.9 % of respondents consumed alcohol. Especially Alcohol Consumption was significantly higher among respondents aged 20-24 years old, who were migrants and were unmarried or from another rural area. The odds of consuming Alcohol were significantly lower among Females, literate individuals and those who were unemployed, students or homemakers. Consumption of Alcohol during adolescence and early childhood has profound public health implications. From the Article, we can see that consuming alcohol have a lot of psychosocial and health effects especially on Youth.

- Another Article from 'Centre's for Disease Control & Prevention' focuses on Smoking Behaviour among Youth. Firstly, it has mentioned about the health effects Smoking can cause such as:
  – Addiction of Nicotine
  – Reduced Lung Function
  – Reduced lung growth
  – Early Cardiovascular Damage

- The chemicals from cigarette smoking can damage the human body regardless of age. Today, about half of all children between ages 11-15 are exposed to cigarette smoke regularly either at home or in restaurants, clubs, etc. According to the article, 5.6 million children alive today will ultimately die early from Smoking if we do not do more to reduce current smoking rates.

- An article from 'National Library of Medicine' provides access to scientific literature. And this article mainly focuses on Westernization and Alcohol Consumption, Smoking among young people in Delhi, India. The study was taken because many youngsters, especially in 8th and 10th grade students (in private and Government Schools) are more tend to consume alcohol because they think that it makes them look cool and due to 'Western influences. A total of 4483 students survey was conducted and out of these 4403 students were consuming alcohol and smoking. Underage drinking is a behaviour which attracts many adolescents. In addition, many youths have easy access to alcohol maybe through family members (finding it at home) or from friends' houses. Alcohol consumption in adolescence has many effects on the brain function. The main motive of teenagers drinking and smoking is basically from 'Peer Pressure' which is to drink from other teenagers and that's why young students/people begin to experiment with alcohol. Schools should provide sessions or presentations in which more knowledge about the effects of alcoholism and smoking should be delivered to the students.

- "Concurrent Drinking and Smoking among College students" article by 'National Library of Medicine' focuses about how commonly cigarette smoking and drinking takes place among young people which can result in a high risk for developing alcohol and nicotine use disorders. The examination of students was carried in which it was specifically focused in which students reporting drinking without smoking.

Situational contexts included environmental setting, whether s/he was alone or with others. Results indicated that students drank more while smoking and smoked three times as many cigarettes on average. Being at a party or a pub with others was associated with increased odds of smoking while drinking alcohol. Smoking Cigarette is highly associated with alcohol use in Young Adults, especially those attending colleges, begin to experiment with smoking. According to the study, college student's smokers drink significantly more per occasion and thus have significantly more alcohol-related health issues. The survey says that 51.4% drank alcohol and smoked at the same time a few times per week and 44.4% drank and smoked at the same time at least once per week. Through the current study, students were significantly more liking to smoke more cigarettes when they are drinking and drink more alcohol per occasion when they were smoking. Additionally, being at a bar is associated with increased odds of smoking while drinking, particularly among daily smokers. Students are more likely to smoke while drinking. Furthermore, for individuals who smoke while drinking it is important to determine the situations in which they are more likely to smoke while drinking.

- Legal Service India's article of Smoking in Public place indicates the harmful effects of smoking in public and the effect on passive smokers. A Resolution was passed by WHO (World Health Organization) to urge the members to ensure that effective protection is provided to non-smokers from involuntary exposure & also to protect children and young people from being addicted to smoking. The Parliament of India passed an act namely Cigarettes and Other Tabacco Products to prohibit the advertisement of and provide regulation of trade and production, supply and distribution of cigarettes and other tobacco products. As per the data available with National Crime Bureau, in year 2018 a total of 35,196 offences have been reported violating the Environmental Law and out of this total 23517 offences were under the Cigarettes and Other Tobacco Products. It becomes imperative for a citizen to not smoke in public places for the sake of protecting our environment and another is to make a good example of member of the society.

- Smoking and Heavy drinking patterns in Rural, Urban, and rural-to-urban migrants by 'BMC Public Health,' analyzed data from 988 participants: 200 rural dwellers and 199 urban dwellers & 589 migrants. Compared with migrants, smoking was higher in the urban group but lower in the rural group. According to their survey, smoking incidence was similar between migrant and rural groups but is higher in the urban group. (urban> migrant> rural)

It is mentioned in the article that smoking is the cause of approximately 6 million deaths per year, development of different cancers as well as cardiovascular and respiratory diseases.

- On the other hand, alcohol consumption is associated with more than 200 diseases and accidents, which causes 5.1% of the global burden of diseases.

- Rural-to-urban migrants are thought to increase the consumption of alcohol and cigarettes after migration, firstly as they migrate from low to high and secondly, they often suffer from high levels of stress and poor mental health.

- The effectiveness and effects of alcohol regulation: evidence from India. According to the article, men who are legally allowed to drink are substantially more likely to consume alcohol and due to which there is a chance of more violence against their partners, suggesting a causal channel between alcohol consumption and domestic violence. High rates of alcoholism are correlated with adverse outcomes at individual & social levels. For example, increased rates of mortality, injuries, motor vehicle accidents and criminal activities as well. A few states prohibit alcohol consumption but in other states, the minimum legal drinking age is 18-25 years old. In addition, high-profile cases of drunken driving, murders, and violence against women in India have recently received attention with the popular narrative focusing on alcohol consumption and the need for policy interventions. Their data confirms that a large fraction of men under the legal drinking age consume alcohol. It is demonstrated that husbands who are legally allowed to drink are both substantially more likely to consume alcohol and commit domestic violence against their partners.

RESEARCH PAPER 1st

Cigarette smoke and adverse health effects: An overview of research trends and future needs the adverse effects of cigarette smoke on human health are widely recognized. This research paper identified the main agent in chronic obstructive pulmonary disease and lung cancer, known as human carcinogen. While the risks to human health from active smoking are accepted, evidence supporting the risk of involuntary exposure to the environment smoking has accumulated in recent years. It was found that it is the main source of toxicant exposure by inhalation in nonsmokers. Smoking is regarded as the risk factor for development of lung cancer, cardiovascular disease and altered lung functions in passive smokers.

In general, children exposed to ETS (environment tobacco smoke) show deterioration of lung function, more days of restricted activity, more pulmonary infections, more days in bed, more absences from schools and colleges and more hospitalization than children living in nonsmoking areas. Through this research it was found that passive smoking is also implicated in increasing atherosclerosis in individuals 15 to 65 years of age. Children exposed to ETS are at higher risk of developing cardiovascular disorders. Quantitative risk estimates were obtained by measuring the intimal – medical thickness of the carotid artery in a large longitudinal atherosclerosis risk study of 10,914 individuals. Increases of 50% ,25%, and 20% were shown over nonsmokers in current, ex and passive smokers, respectively. These investigators also identified a significant dose- response relationship between the intensity of smoke –exposure and risk of CAD in passive smokers. The National Institutes of Health database of all R01 research grant awards was searched for titles and abstracts containing the words 'cigarette smoke' from 1985 to 1998. Thus, the need for basic experimental research in the field of smoking-associated diseases and the mechanisms through which smoke causes various diseases remain as important as they ever were. Various biochemical and molecular assays will need to be applied to screen nonsmoker and smoker populations for a variety of health risks. Analysis of the results from such studies will help identify the main interacting factors for various health risks and define relationships among various epidemiological parameters. Through this research it was found that there are several genes that clearly influence the development of smoke related diseases. This research was done by Sibu P Saha (MD MBA FICA), Deepak K Bhalla (PHD) Thomas F Whayne (Jr, MD PHD FICA) and GG Gairola (PhD)

Research Paper 2nd

Smoking on the rise among young adults: implications for research and policy by PM Lantz This paper investigates hypothesis regarding the cause in young adult smoking, compares trends in smoking among young adults with trends in the use of other substances, and considers the implications for youth smoking control and research and policy. During this research, it also appears that there have been real changes in smoking patterns among young adults. Time series analyses of national data suggests that the recent observed increase in smoking among young adults is primarily an artefact of the almost simultaneous increase in smoking among high school students. The industry views the transition from smoking the first cigarette to becoming a confirmed pack-a-day smoker as a series of stages that extend may extend to age 25, and it has developed marketing strategies not only to encourage initial experimentation (often as teens), but also to carry new smokers through each stage of this process.

Industry marketers encourage solidification of smoking habits and increases in cigarette consumption by focusing on key transition moments when young adults adopt new behaviour, such as entering new workplaces, school, military, and especially leisure and social activities. These companies study young adults' attitudes, social groups, values, aspirations, role models and activities and infiltrate both their physical and social environments.

Research Paper 3rd

Alcohol consumption and binge drinking in adolescents: comparison of different migration backgrounds and rural vs urban residence – a representative study by – Carolin Donath, Dirk Baier, Cristian Pfeiffer, Stefan Bleich & Thomas Hille Macher

According to this research binge drinking is a constant problem behaviour in adolescents across the world. The aim of the study was investigation of alcohol consumption patterns with respect to a) urban-rural differences and b) differences according to migration background. Results of this research were –

Lifetime prevalence for alcohol consumption differs significantly between rural (93.7%) and urban areas (86.6% large cities, 89.1% smaller cities) with a higher prevalence in rural areas. They concluded that binge drinking is a common behaviour, because adolescents with rural residence have fewer alternatives for engaging in interesting leisure activities than adolescents living in cities. This might be one reason for the more problematic consumption patterns there. Often the drinking behaviour is associated with certain cultural or seasonal events like yearend, spontaneous drinking parties on public places. According to the research, excessive alcohol consumption is not limited to one or two events per year but is regular leisure time activity for many adolescents and university students. During this research, the adolescents were asked a) if they had consumed alcohol in last 30 days and if yes, b) on how many days they had consumed 5 or more standard alcoholic drinks in a row. The answer categories were a) yes/no and b) not on one day, on one day, on two days … on 20 days or more. Data concerning residence was obtained through the sampling method and did not need to be included in the questionnaire. Questions concerning substance consumption beyond lifetime use were only analyzed for adolescents with positive lifetime prevalence. A sensitive analysis was carried out to disentangle the rural-urban differences from the different proportions of adolescents with migration backgrounds living there.

Research Paper 4th

The effect of smoke free homes on adult smoking behaviour – By Alice L Mills, Karen Messer, Elizabeth A Gilpin, John P Pierce

Smoke free homes are known to reduce exposure to harmful second-hand smoke. This research suggested that these homes may also positively affect smoking behaviour among smokers. This research literature review included database (PubMed) and manual searches of related articles and reference lists of English studies publishes from 1st Jan 1990 to 16 Nov 2008. The output or the results of the research was they identified 16 cross-sectional and 7 longitudinal studies of population- level association of smoke free homes with adult smoking behaviour. Both longitudinal and cross- sectional studies showed that smokers who had or new newly implemented smoke free homes were significantly more likely to make a quit attempt and to be abstinent, after controlling for confounding factors. In longitudinal studies those who continue to smoke had a modest, but significant, decrease in cigarette consumption at follow up. They concluded that there is strong and consistent population- level evidence that a smoke free home is associated with increased smoking cessation and decreased cigarette consumption in adult smokers.

Research Paper 5th

Evaluation of Risk factors associated with initiation and changes in habits related to smoking among migrant Indian medical students in Armenia. By Kushagra Mahansaria

The main objective of this research was to find to differences in risk factors leading to smoking among medical students in India and Indian medical students in Armenia. Results of this research where Smokers in Armenia were at a higher odd of having at least 2 smoker friends, having to female friends, and never missing family compared to non-smokers in Armenia. Smokers in India were at a higher odd of having at least two smoker friends, having smoker father, consuming alcohol, and never missing family. Smokers in Armenia were more likely to have higher monthly income and less likely to want to stop smoking now compared to smokers in India.

Research Paper 6th

Factors influencing alcohol and tobacco addiction among patients attending a de-addiction center, South India by Poornima Prabhu, Raju Srinivas, Kashi Vishwanathan, Abhilash Raavi. The aim of this research was to assess the factors influencing alcohol and tobacco addiction and their impact on personal, family, and social life among patients attending the Spandana Nursing Home and De-addiction Centre, Bangalore. To create awareness among the community regarding causes, impact and ill-effects of alcohol and tobacco addiction. They used a questionnaire to collect information pertaining to different aspects like family influences, parental prompts, peer pressure, age factor, financial constraints, occupation and career problems, and relation with family members and friends, which influenced the participants to initiate the use of tobacco and alcohol. Results were a majority of 41.5% were influenced by peer pressure, 4.55% due to family problems, 8% due to financial drawbacks, 7% were stress& job related ,6% under family problems and peer pressure, 3.5% stated a feeling of loneliness and insecurity ,2% because they were unable to cope with challenges and 2% were influenced by elders in the family with similar habits. They concluded that several potential mechanisms promote the combined use of alcohol and nicotine.

Research Paper 7th

The influence of peer pressure on drinking in Indian Youth: A mixed-methods study By-
Anoushka Thakkar, Vasundhara Deb

The present study aims to investigate one such problem that is gaining major research traction among youth-alcohol-related behaviour, with emphasis on the role of peer pressure and self-efficacy. This mixed-methods study explores the role of peer pressure on drinking behaviour in Indian youth between the ages of 15-24 years, as well as the function of their self-efficacy or regulatory beliefs to resist peer pressure when it comes to drinking. The need for
validation from specific people is very high in most youngsters and this is what causes them too often give into what we know as "peer pressure." People start smoking, drinking, or using drugs at a very young age because they get influenced by their peers to do so.
 The support and approval from one's peer group can benefit an individual's social and emotional well-being.

However, peers are more likely to exert pressure that directs their friends towards risky or undesirable behaviour. Results found from this research were - A total of 58 individuals between the ages 15-24 years volunteered to participate in this study. Two questionnaires were deleted since the respondents exceeded the target age selected for this study. After dropping the invalid responses, a total of 56 participant responses were used for the analysis (96%). Researchers concluded that alcohol consumption was found to be prevalent among most adolescents in the study. Individuals with higher peer pressure were found to be more prone to drink frequently. The influence of peer pressure on alcohol use was mediated by the participants' self-efficacy and regulatory beliefs towards resisting pressures.

- 'Harmful effects of cigarette smoking & alcohol consumption' book, which is written by Pankaj Chauhan, specifying about the harmful effects associated with cigarette smoking and alcohol consumption. It is mentioned that the World Health Organization (WHO) predicts that deaths from tobacco and consumption of alcohol may exceed 1.5 million annually by 2020, which is a very huge number. WHO also estimated a prevalence of tobacco consumption, 65% and 33%, respectively among men and women, as it was conducted on small scale studies conducted in different parts of India. In this book, various health issues which includes lung cancer, heart diseases, and respiratory disorders. It also increases the risk of stroke and contributes to premature aging. On the other hand, the author mentioned about how consumption of alcohol is exceeding and that can affect directly on the liver, one can get addiction which is not easy to overcome, also there will be an increased risk of accidents, and cardiovascular problems. Hence, excessive consumption of alcohol can damage the liver, pancreas, and brain. The author also mentioned that alcohol can disrupt our sleep patterns and contribute to nutritional deficiencies. He also mentioned that pregnant women should avoid smoking or drinking as there are high chances of preterm birth or low birth weight. By concluding, the author mentioned that long term consumption of alcohol will have severe effects on a human body which contribute to mental health disorders and affects sociality (social problems) which will have an impact on the person's relationships and overall quality of life. One can find/ buy this book from Amazon.

- A book by Dr. Anila Chandy 'The Pocket Doctor- medical tips for common illness' includes how much alcohol can you drink? So according to her, if you drink alcohol occasionally and in small amounts, then it is not harmful to the body. She has mentioned that her patients who drink alcohol once a month or even less frequently they do not seem

to have any alcohol related issues while those who take strong dose of alcohol like whisky or brandy twice or more in month or more frequently has a lot more issues such as triglycerides and low HDL cholesterol. She mentioned that the ability of everyone differs or varies from person to person. In the book, elevation in liver enzymes and later cirrhosis occurs in 10% of those who take large amount of alcohol for a minimum of 10 years. As mentioned by the doctor, alcohol has other potential to damage other organs such as the heart, the nerves, the brain. Unfortunately, the safe limit of alcohol for preventing these has not been determined. According to Dr. Anila, when alcohol consumption affects memory, coordination, peripheral nerves, the liver, and the bone marrow, it is better to avoid it altogether. Hence, it is always better not to take any form of alcohol daily. A suggestion from the doctor which is mentioned in the book is if you are addicted to consuming alcohol is better if you change the type of alcohol from strong alcohol to mild versions like beer and wine. Then the number of ounces drunk per day can be reduced slowly and stopped. The doctor has also mentioned that while reducing the intake of alcohol, if the patient has any symptoms of craving or withdrawal, chlordiazepoxide is a good medicine to help cope with the problem.

- 'Cigarettes, Nicotine & Health- a biobehavioral approach' written by Lynn Kozlowski, Janet Brigham, and Jack Henning field. This book mentions us about severe problems caused by smoking and how we can reduce its health problem. This book is more accessible for students in drugs and health psychology courses, as well as for psychologists, nurses, and health promotion researchers. It presents about the harmful chemical 'nicotine' which is a dangerous and highly addictive chemical. This book comprehensively summarizes the adverse effects of nicotine, smoking, and tobacco on human health. 'Biobehavioral approach' basically means to relate to or involve the interaction of behaviour and biological processes. So, this book provides a broad perspective from diverse social and psychological behaviour, history, medicine, and public health policy; this all gets included under biobehavioral approach.

As smoking is the world's most pressing public health problem, this book provides a lot of insights about the harmful chemicals present in a cigarette, the problems it has on the human body and how to get de-addicted to smoking behaviour.

Research Methodology

This research aims to investigate cigarette smoking and drinking behaviour among migrant adolescents and young adults.

- Objective: To understand the cigarette smoking and drinking behaviour of migrant adolescents and residential young adults in Pune.
- Sampling: The survey targeted individuals aged 15-26 in Pune, with a diverse representation from different localities.
- Data Collection: Online surveys were distributed to gather responses. The sample size of 59 responses provides insights but may not be fully representative.
- Variables: Age, locality, smoking and drinking habits, initiation age, influence from peers, feeling left out, reasons for smoking, expenditure on smoking/drinking, and contemplation of quitting.
- Analysis: Statistical tools can be used to analyze the relationships between variables and draw conclusions about the smoking and drinking behaviour of the surveyed population.
- Limitations: The study relies on self-reported data, which may be subject to biases. The sample size is relatively small, limiting generalizability.

This research aims to shed light on the behavioral patterns and influences related to smoking and drinking among the specified demographic in Pune.

1. The survey inquired about knowing migrated students who started smoking or drinking after moving to a new city.
2. Respondents were asked if they feel pressure to smoke or drink by peers or colleagues in their current environment.
3. The survey explored whether respondents ever felt left out at social gatherings due to not smoking or drinking.
4. Reasons for starting smoking were investigated in question 10.
5. Financial aspects were probed in question 11, asking if respondents ever thought about the money spent on drinking and smoking.
6. The survey concluded by asking if respondents ever considered quitting smoking or

drinking.

The research methodology employed in investigating the cigarette smoking and drinking behaviour of migrant adolescents and residential young adults in Pune is designed to comprehensively capture the nuances of these behaviour within a specific demographic.

To begin with, the sampling strategy involved targeting individuals aged 15-26, as this age range encompasses both adolescents and young adults. The survey was distributed online, utilizing platforms accessible to the target population in Pune. The aim was to ensure diverse representation, considering various localities within Pune, with 61% of respondents located in the city, 11.9% in Pimpri-Chinchwad, and 27.1% in other areas. This diversified sampling approach contributes to a more nuanced understanding of smoking and drinking behaviour among migrants and residential individuals in Pune.

The data collection process cantered around a structured questionnaire that delves into multiple aspects of smoking and drinking behaviour. Questions covered initiation ages for smoking and drinking, influencing factors from peers or colleagues, feelings of social exclusion, reasons behind starting these habits, financial considerations, and contemplation of quitting. By gathering responses to these detailed questions, the research aims to uncover the motivations, societal influences, and personal reflections associated with cigarette smoking and alcohol consumption among the target demographic.

In terms of analysis, the collected data will undergo statistical scrutiny to establish correlations and patterns within the responses. Techniques such as regression analysis and chi-square tests may be applied to discern relationships between variables. It is important to acknowledge the study's limitations, including potential biases associated with self-reported data and the relatively modest sample size. Despite these constraints, the research methodology offers valuable insights into the complex interplay of factors influencing smoking and drinking behaviour among migrant adolescents and residential young adults in Pune, contributing to a more informed understanding of these health-related phenomena.

Data Analysis

1 . Which age group you belong to ?
60 responses
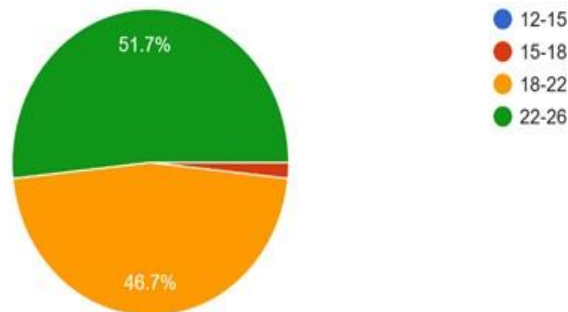
In the presented pie chart, the data is segmented into four age groups: 12 to 15, 15 to 18, 18 to 22, and 22 to 26. The percentages associated with each age group denote the proportion of individuals who participated by filling out the Google Form. It is noteworthy that we received a total of 63 responses.

The highest percentage, accounting for 51.7%, is observed in the age group of 22 to 26-year-olds. Following closely,

The second-highest percentage is 46.7%, representing respondents in the age group of 18 to 22 years old.

Notably, the least percentage, totaling 1.6%, is attributed to the age group of 15 to 18 years old. It is important to highlight that no responses were obtained from the age group of 15 to 18, resulting in a 0% percentage for this category.

2. Gender
60 responses
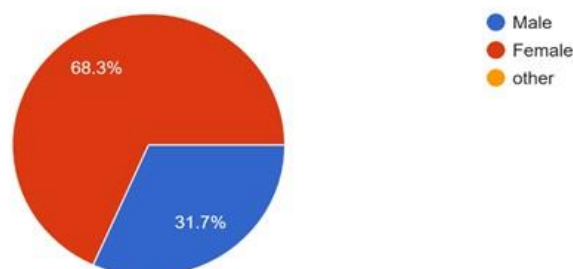
In the provided pie chart, we obtained a total of 63 responses from our survey conducted through Google Form. The data reveals that the highest percentage is attributed to females, constituting 68.3%, which means to a total of 41 female respondents out of the 60 participants who completed

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the form.

In contrast, the male percentage is lower at 31.7%, indicating that a total of 19 males participated in the survey.

The category 'Other' recorded a percentage of 0%. It is important to acknowledge that the zero percentage in this gender category is likely due to the small sample size, making it challenging to draw meaningful conclusions.

3. At which locality in Pune you are currently located at
59 responses


- Pune
- Pimpri-Chinchwad
- Other
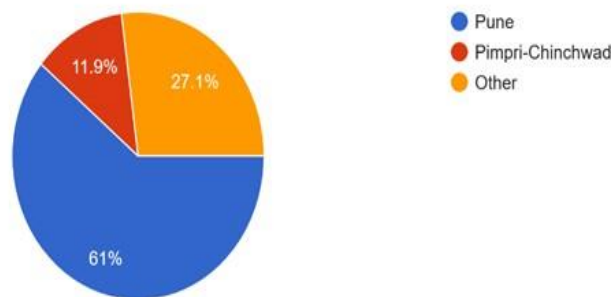
In the survey conducted via Google Form, we received a total of 59 responses to the question regarding the current location within Pune. Most respondents, constituting 61%, are currently located within Pune.

About 27.1% of respondents indicated being in areas other than Pune. This category likely includes individuals residing in neighboring cities or regions.

The third-highest percentage, at 11.9%, is attributed to individuals currently located in Pimpri Chinchwad. It is important to note that while Pimpri Chinchwad falls within the Pune metropolitan area, it operates as a separate locality, contributing to the varied distribution of responses.

4. Do you smoke or consume alcohol ?
60 responses

- sometimes
- occasionally
- rarely
- never
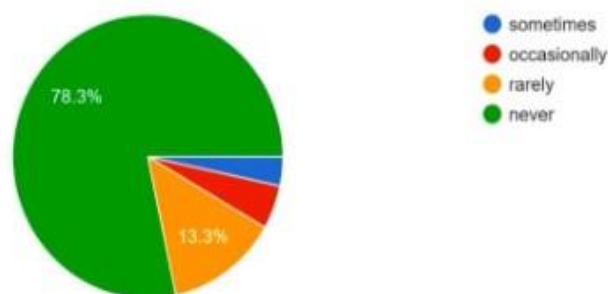
As we can see in the given pie chart, we got a total of 63 responses. The highest percentage is 78.3% individuals who never smoke cigarettes or consume alcohol, which is a good thing. As we know today very few people are taking care of their physical selves.

And the second highest percentage is 13.3% individuals who smoke cigarettes or drink alcohol rarely. These people smoke cigarettes or drink alcohol infrequently or almost never, we can say that they have it once or twice in a year.

The third one is 4.9% who smoke cigarettes and drink alcohol occasionally, which means when there is any occasion or party or if they are celebrating their victory only that time they consume with their family or alone also. This happens slightly more often than rarely.

And the least is 3.5% individuals smoke cigarettes or drink alcohol sometimes, it little same as occasionally but not regularly, it implies a level of unpredictability, and the event does not happen every time or very frequently.

5. When did you started smoking ?
10 responses
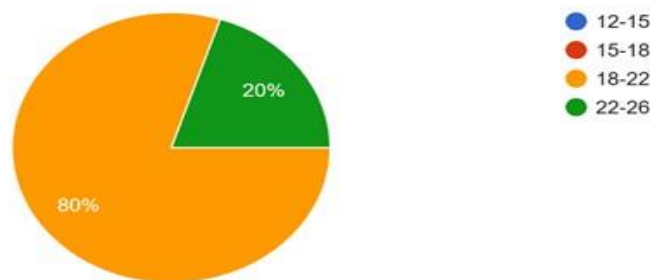
As depicted in the provided pie chart, the highest percentage, accounting for 80%, corresponds to individuals aged 18 to 22 who report cigarette consumption. The observed trend in this age group can be attributed to factors such as a lack of maturity, where individuals may prioritize social appearances over health considerations. Influence by surrounding and the desire to impress friends and peers are common reasons contributing to the initiation of smoking during this stage of life.

Moving to the age group of 22 to 26, a 20% prevalence of smoking is noted. This phase represents adulthood, marked by increased family responsibilities and occupational stress. The initiation of smoking during this period may be associated with individuals seeking a coping mechanism to manage stressors in their personal and professional lives.

Conversely, the age group of 12 to 18 registers 0%, indicating no reported instances of smoking. This age range typically corresponds to the teenage years, a critical period marked by academic engagement. The absence of reported smoking in this age group is a positive sign, suggesting a

lower inclination towards engaging in such habits among individuals during their school years.

6. When did you started drinking ?
13 responses

Legend:
- 12-15
- 15-18
- 18-22
- 22-26

23.1%
15.4%
61.5%
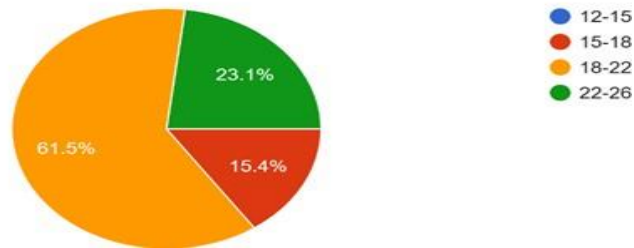
In the provided pie chart, we got total 13 responses. The question which was asked to people was "when did you started drinking?" So, the highest percentage is 61.5% who have started drinking alcohol at 18 to 22 years old. And now a days there is lots of individuals who addicted to these habits in very early age the reason behind is like they do not understand the disadvantages of these habits in long run, they are enjoying right now they do not even see any effect on their physical and mental health after their 20s or 30s they are facing problems. And the second reason we have observed is, if you have a glass of drink in your hand you look so cool, and they just want to impress people which is not right mentality. As they are youth, they need more focus on their personal development instead of these things.

The second one is 23.1% individuals who have started drinking alcohol in their early 20s, 22 to 26 years old. The reason we have observed is that individuals might have stress due to lots of family responsibilities and occupational stress at this age. And there is one more reason we have seen and heard; they feel left out from the conversation if they do not drink in the group, so because of this they start drinking alcohol. Honestly, we do not keep such type of mindset, be openminded.

The third one is to 15 to 18 years old individuals, which is 15.4% individuals who had started drinking in their teenage. As we have said in the first paragraph is same applies here also. And this age group is very small to get in such type of habits, they should stay away from this.

And the last is 12 to 15 years old, here 0% individuals. Which is a good sign.

**7. Do you know any migrated students who after moving to any city started consuming alcohol or smoking ?**
58 responses

Legend:
- yes
- no

43.1%
56.9%
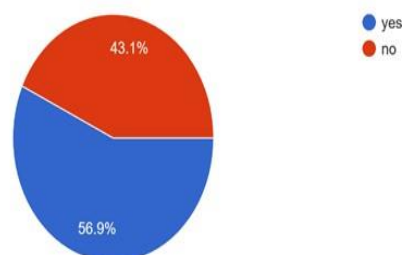
According to the given pie chart we got 58 responses from people, the highest percentage is 56.9% of people say "YES" they have seen migrated students consume alcohol and smoking cigarettes after moving to any city. Staying away from their home and consuming alcohol and cigarettes is easy for them, they do not have any fear and restrictions because no one is here to see what they are doing.

And 43.1% of people say "NO" they do not know any migrated students who after moving to any city started consuming alcohol or smoking.

8. Do you feel pressure to smoke/drink from your peers or colleagues in you current environment ?
58 responses
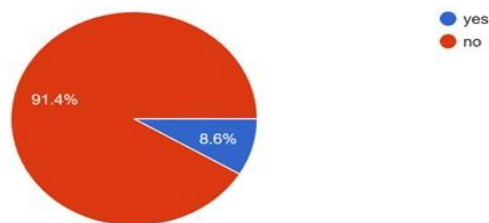
As we can see in the provided pie chart, we got total 58 responses. The question we have asked was "Do you feel pressure to smoke/drink from your peers or colleagues in your current environment?" The highest percentage is 91.4%, who say "NO," which is good sign

And the second one is 8.6% individuals say "YES," and this happen sometimes, like in a group of people having conversation and they have glass of drink in their hands and if a person do not drink, they feel little uncomfortable and left out, and unfortunately to fit in the group or in environment they also start smoking/drinking.

9. Have you ever felt left out at social gatherings due to not smoking/drinking ?
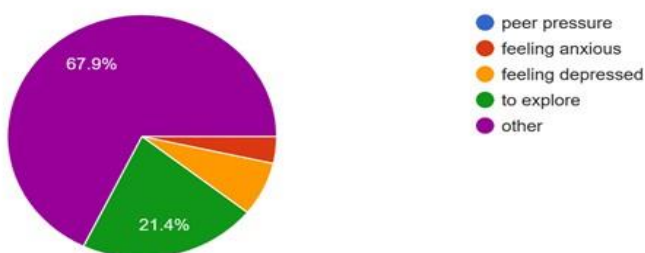58 responses
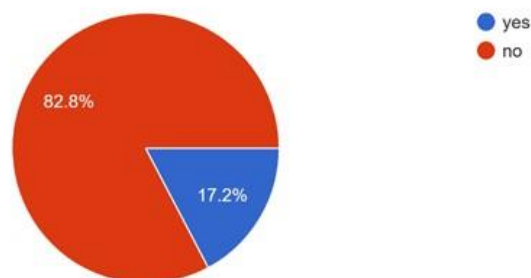
As provided pie chart, we had asked question which was "Have you ever felt left out at social gathering due to not smoking/drinking?" so got a total of 58 responses. So, the highest percentage

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is 82.8%, who say "NO" they do not feel left out at social gatherings due to not smoking/drinking.

And 17.2% individuals say "YES," they have faced these problems like felling left out at social gathering due to not consuming alcohol/cigarette.

10. What are the reasons because of which you started smoking ?
28 responses

As shown in the given pie chart we have got a total of 28 responses to this question. As question was asked that "What are the reasons because of which you started smoking?" So, the highest percentage 67.9% individuals say "Other."

And the second highest percentage is 21.4%, here people said they just want to explore these things, that is why they have started smoking cigarette.

7.13% individuals said they have started smoking because of feeling depressed. This is a very big issue that some young adult has face in their initial stage of adulthood. Depression is a complex mental health condition that can be caused by a variety of factors, including faulty mood regulation by the brain, genetic vulnerability, and stressful life events. It is important to note that depression is a serious condition that requires professional help.

The least percentage is 3.56%, these individuals say they felt anxious so because of this they started smoking. And 0% individuals which means no one have started smoking because of peer pressure.

11. Have you ever thought out how much money you spent on drinking & smoking ?
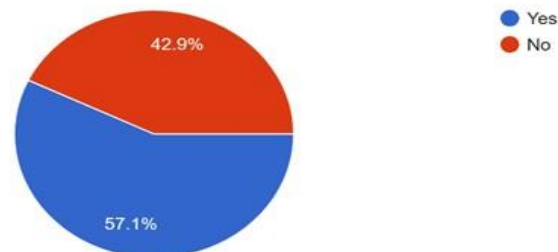33 responses
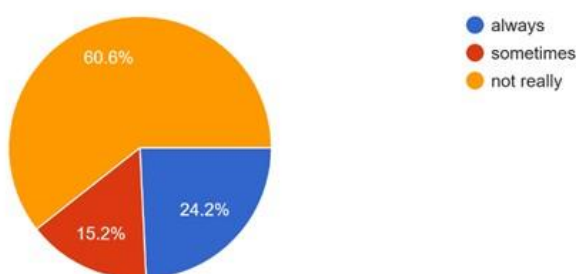
Only 24.2% individuals are always thought about how much money they were spent on drinking

and smoking.

15.2% individuals think sometime about spending money. While 60.6% of individuals do not really think about spending money on smoking and drinking.

12. Have you ever thought to quite smoking/ drinking ?
28 responses

Only 57.1% individuals are thinking about quitting smoking and drinking. On other hand 42.9% of individuals do not really think about quitting.

Findings and Suggestions

Findings

Acculturation Stress: - The process of adapting to a new culture can be stressful. Migrants may experience acculturation stress, which are may cause to the adoption of unhealthy habits and start smoking and drinking.

Economic Factors: - If there is not much money or it is hard to find a job, it can be stressful. Some people might use smoking or drinking to deal with all this situation

Family Dynamics: - If your family are not act and talking to you is important or if your family does not support you or does not talk to you much, it might make you more likely to start smoking or drinking.

Educational Background: - Differences in educational systems between the home country and the host country can contribute to stress. This difference might stress you out, and some students use to start smoking or drinking with the pressure.

Media Influence: -The sense or Act of smoking and drinking in movies, TV shows, and social media can influence behaviour. Sometimes, students might think it is cool or normal because they see it in the media. and they start smoking and drinking.

Personal Beliefs and Attitudes: - What you personally think about smoking and drinking is matters more. Your ideas might come from your culture or your own experiences. That is also the reason for smoking and drinking.

Cultural Identity: - It can be hard to hold that who you are in a new place. Some people start

smoking or drinking because they think it is part of their culture.

Peer pressure of Culture: - Celebratory events or social gatherings among peer pressure involve smoking and drinking. Migrants might participate in this behaviour during social occasions, considering it a cultural norm.

Media Glamorization: - Media portrayal that not only influences perceptions but can also glamorize smoking and drinking. Exposure to such representations or Act may contribute to the belief that these behaviour are socially acceptable, and young adults also migrant adolescents start smoking and drinking.

Suggestions

Understanding the factors influencing cigarette smoking and drinking behaviour among migrant adolescents and young adults is crucial. Consider exploring cultural influences, peer dynamics, acculturation stress, and access to support services in your research. Additionally, examining how this behaviour may vary across different stages of migration could provide valuable insights.

Culture sensitivity: - Respect culture norms and values incorporating them into educational material and campaigns.

Access to resource: - Ensure that mental health and additional support services are accessible and culturally competent. Provide information on available resources such as hotlines, counselling services and support group.

Peer support: - Establish peer support network to create a sense of belonging and discourage unhealthy behaviour. Encourage positive peer influence by highlighting stories of individuals who have successfully overcome substance use challenges.

Support Services: - Evaluate the availability and utilization of support services for migrants. Investigate whether access to mental health and addiction support influences smoking and drinking patterns.

Educational Initiatives: - Implement educational programs targeting migrant adolescents to raise awareness about the risks associated with smoking and drinking. Tailor these programs to be culturally sensitive and relevant.

Family Dynamics: Study the role of family structures in migrant communities. Understand how family support or lack thereof may contribute to or deter cigarette smoking and alcohol consumption.

Policy Implications: - Consider the impact of existing policies on smoking and drinking behaviour. Assess whether there are specific policies that may need adjustment to better address the needs of migrant adolescents and young adults.

Conclusion

Cigarette smoking and drinking exposes the body to harmful chemicals that damage heart smoking causes so many problems it is one of the Leading preventable causes of deaths globally and it's the cause of Over 8 million deaths annually, 1.2million of which are non-smokers who Die due to smoke smoking it is major cause of cardiac disease such as Heart attack drinking n smoking increases the risk of blood clots, exposure Of adults to smoke has immediate adverse effects on the cardiac system And smoking is bad addiction and as soon we can get rid of smoking it's better For our health. Most important is Cigarette smoking n drinking is a dependence, which causes an addiction that is difficult to break the habit. Drinking too much Also damage kidneys by raising blood pressure and cancer of mouth, throat, Voice box, and rectum. Underage drinking us a huge problem and poses significant Risks for children and teens. There is no solution to totally stop teens from drinking it is Only common sense that we need to target the problem where it often begins in our home First. As we all know today's generation 85% drinkers n smokers are young adults, so Education involving parents and the community can play a major big role with reducing Alcohol experimentation. Exposure smoking to nicotine can lasting effects on adolescent Brain development, it also causes children and teens to be short of breath and to have less Stamina both can affect athletic performance and other physically active and mental and physical health also. Tobacco use has been conclusively linked to numerous health problems, including cancer. Smokeless tobacco, cigarettes, and pipes are not healthy alternatives to smoking cigarettes. Second-hand smoke is also highly dangerous and can cause cancer in nonsmokers. Therefore, it is crucial to protect yourself and practice refusal skills to say no to tobacco, as well as avoid second hand smoke.

Cigarette smoking by youth and young adults has immediate adverse health consequences, including addiction, and accelerates the development of chronic diseases throughout their lives. Prevention efforts must target both adolescents and young adults because almost all individuals who become daily smokers initiate cigarette use by the age of 18, with 88% starting by this age and 99% by 26 years old.

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"IS THERE ANY CONNECTION BETWEEN LISTENING TO MUSIC AND RELEASING STRESS"

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Executive Summary

This research proposal aims to investigate the connection between listening to music and the release of stress. Stress has become a prevalent issue in modern society, affecting individuals' mental and physical well-being. Music is often regarded as a potential tool for stress relief, but the specific mechanisms and effectiveness of this relationship remain unclear.

Our research project seeks to address this gap in knowledge by conducting a comprehensive study. We will explore the types of music that are most effective in alleviating stress, the physiological and psychological mechanisms involved, and the practical implications for individuals and society.

The importance of this research lies in its potential to offer evidence-based strategies for stress management. If music is found to be a reliable stress-relief method, it could have far-reaching benefits for improving mental health and well-being. Additionally, understanding the connection between music and stress may inform therapeutic interventions and wellness programs.

This proposal outlines the research objectives, methodology, literature review, budget considerations, and expected outcomes of the study. By investigating the relationship between music and stress relief, we aim to contribute valuable insights to the field of psychology and well-being, ultimately improving the quality of life for individuals facing stress-related challenges.

Introduction & Background

Music listening has been suggested to beneficially impact health via stress reducing effects. However, the existing literature presents itself with a limited number of investigations and with discrepancies in the reported findings that may result from mythological shortcomings.

It was the aim of the current study to address the gap in the knowledge and overcome previous shortcomings by thoroughly examining musical effect across automatic, cognitive, and emotional domains of the human stress response.

Music therapy a well-established field employs music as a therapeutic tool to address various psychological and emotional issues, including stress.

However, while many people claim that music helps them to relax and reduce stress, the scientificunderstanding of a phenomenon is still evolving.

The question remains about the type of music that is most effective, the underlying mechanism at play and individual references that may influence the relationship between music and stress.

Objectives

- To determine the effectiveness of music in stress reduction,

- To identify the types of music most effective for stress,

- To investigate individual variability,

- To provide practical recommendations,

- To assess potential limitations and risks,

- To inform health and inform the wellness practices,

Review of Literature

1. Literature Name: Alzheimer's Association

Topic: Music affecting the memory of Alzheimer's patients.

Patients with Alzheimer disease does not have the ability to remember facts of details but they do have the ability to remember long term things. Simply by hearing their favorite Song can evoke a memory, of an important life event or person listening certain song may bring up different emotions. A music therapy intervention was done on 17 Alzheimer patients of 11 had shown less agitation after music therapy (Witzke, 2008).

2. Literature Name: Mamta Sharma, Tanmeeb Jagde Tanme (2011)

Topic: Use of Music Therapy for enhancing academically stressed adolescent's self-esteem. The study aims to evaluate the efficiency of music therapy in enhancing the self-esteem of academically stressed adolescents school form of the self-esteem inventory & academic stress scales of the Bisht Batter of stress scale wore wed to identity so adolescents with low self-esteem of high-academic stress. Music there was given for a period of 15 days. After invention, self-esteem Inventory was administered again to see the effects of Music therapy.

3. Literature Name: Geretsegger et al. (2014)

Topic: Music therapy is an effective clinical intervention for a varied medical condition which are profoundly supported by strong scientific evidence and their significance for enhancement of stress relief. The five conditions for which music therapy has guided masked up by good scientific evidence are dementia, autism, sleep quality, depression, and infant development. Dementia is the loss of cognitive function. This condition is rapidly becoming a huge challenge as well as leading cause of morbidity of the 21st century, especially in the western world. Music therapy has shown capability of reducing agitated or aggressive behaviour improved cooperation with day-to-day activities such as bathing. Improved mood reduces symptoms of dementia.

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Research Methodology

1. To examine the correlation

Investigate if there is a statistically significant correlation between the frequency of music listening and perceived stress levels.

2. To identify music preferences

Determine if specific genres or types of music are more effective in eliciting stress reduction compared to others.

3. To explore individual variations

Investigate individual differences, such as age, gender, and personality traits, to understand how they may influence the relationship between music listening and stress relief.

4. To assess temporal effects

Explore whether the duration of music exposure has a differential impact on stress reduction, examining short-term vs. long-term effects.

5. To investigate contextual factors

Examine how the environment or context in which individuals listen to music contributes to stress relief, considering factors like location and concurrent activities.

6. To analyze psychological mechanisms

Investigate potential psychological mechanisms underlying the stress-reducing effects of music, such as mood regulation, distraction, or physiological responses.

7. To understand perceived impact

Explore participants' subjective experiences and perceptions regarding how listening to music affects their overall well-being and stress management.

8. To assess cross-cultural differences

Investigate if there are variations in the relationship between music and stress across different cultural backgrounds.

9. To examine potential moderators

Identify any moderating variables that might influence the strength or direction of the relationship, such as pre-existing mental health conditions or musical expertise.

10. To provide practical recommendations:

Develop practical recommendations based on the findings to guide individuals, healthcare professionals, or educators in using music as a stress management tool.

11. To explore long-term effects:

Investigate whether consistent engagement with music over an extended period has enduring effects on stress reduction.

12. To contribute to scientific knowledge:

Contribute to the existing body of scientific knowledge on the relationship between music listening and stress release, advancing our understanding in this field.

Data Analysis

Research Design

To investigate the connection between listening music and the release of stress we will employee mixed method research design that integrates both quantitative and qualitative approaches this comprehensive approach will allow us to gather or rich and multifaceted understanding of the topic.

1. Participants:

The study will involve a diverse sample of participants including individuals from different age group, cultural background, and stress level. Participants will be recruited through various channels including online survey community organization and health care settings. A sufficient sample size will be ensured to achieve statistical power and representativeness.

2. Data Collection:

Quantitative phase participant will complete standardized stress assessment scale both before and after musical listening intervention the music listening intervention will involve participant selecting music based on their preference from a provided list of genres, followed by structured listening session.

3. Data Analysis:

Quantitative analysis - pre and post investigation stress assessment scores will be analyze using statistical techniques such as pet test to determine the effectiveness of music in stress reduction correlation analysis will be performed to explore the relationship between music preferences, stress level and psychological changes.

4. Ethical Considerations:

Inform consent will be obtained from all participants will have the option to withdraw from the study at any point without consequence confidently and anonymity will be ensured in the data

collection and reporting.

Data Analysis

1. Descriptive Statistics:

Calculate means, standard deviations, and other relevant descriptive statistics for stress levels in both music and control groups.

2. Inferential Statistics:

Conduct statistical tests (e.g., t-tests or analysis of variance) to compare stress levels between the music and control groups.

3. Correlational Analysis

Explore correlations between specific music characteristics (tempo, genre, etc.) and stress reduction.

4. Regression Analysis:

Conduct regression analysis to examine the predictive relationship between the type of music and stress relief.
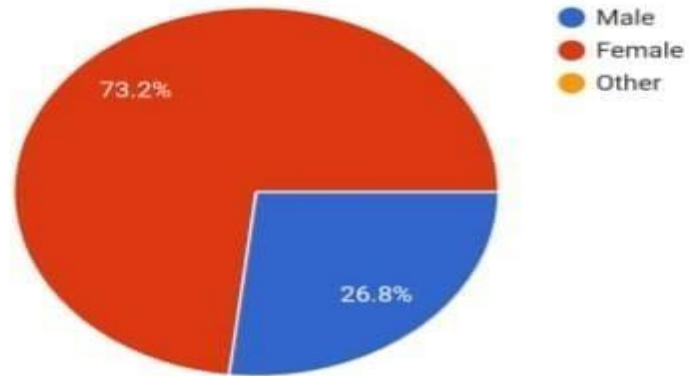
5. Subgroup Analysis:

Explore whether certain demographic factors (age, gender, musical preferences) influence the effectiveness of music in stress reduction.

What is your age?
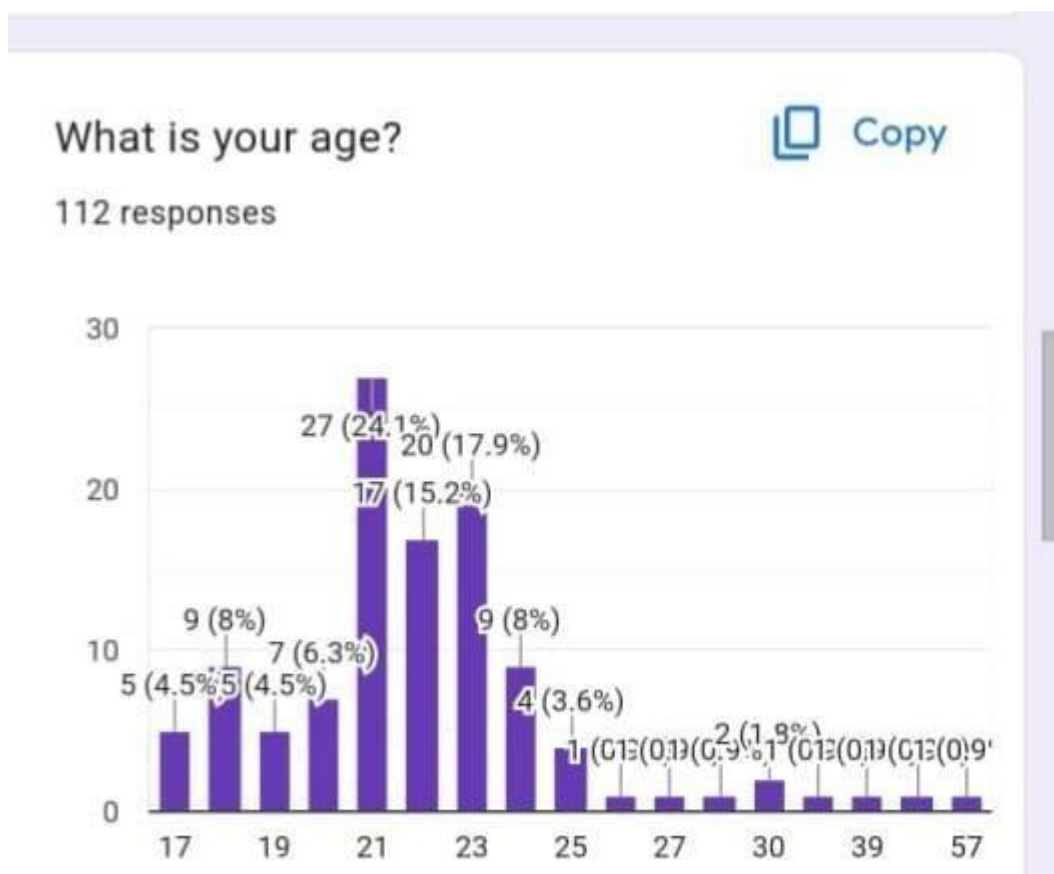
112 responses

Gender

112 responses

- Male
- Female
- Other

73.2%

26.8%

Do you listen to music to relief stress?

112 responses

- Yes
- No

95.5%

How long do you typically listen to music when seeking stress relief?

□ Copy

112 responses

- less than 15 min
- 15-30 mins
- 30 mins-1 hour
- more than 1 hour

29.5%
12.5%
17%
41.1%
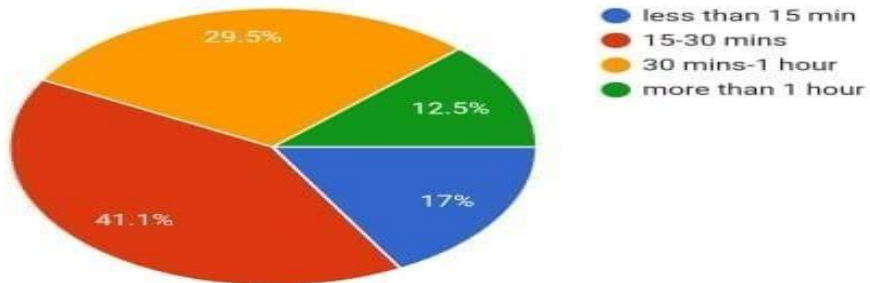
Listening to music make you feel more relaxed and less stressed!

□ Copy

112 responses

- Strongly agree
- Agree
- Disagree
- Strongly Disagree

55.4%
42.9%
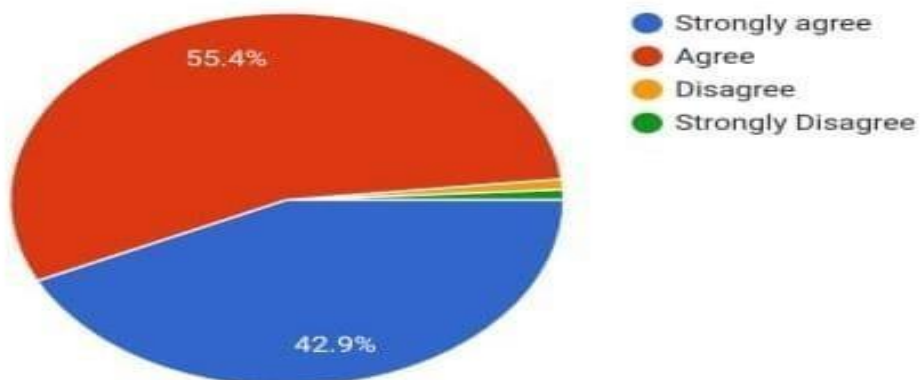
What genre of music do you find most effective in reducing stress?

112 responses

Genre	Responses
Classical	59 (52.7%)
Jazz	12 (10.7%)
Pop	21 (18.8%)
Rock	23 (20.5%)
Other	60 (53.6%)
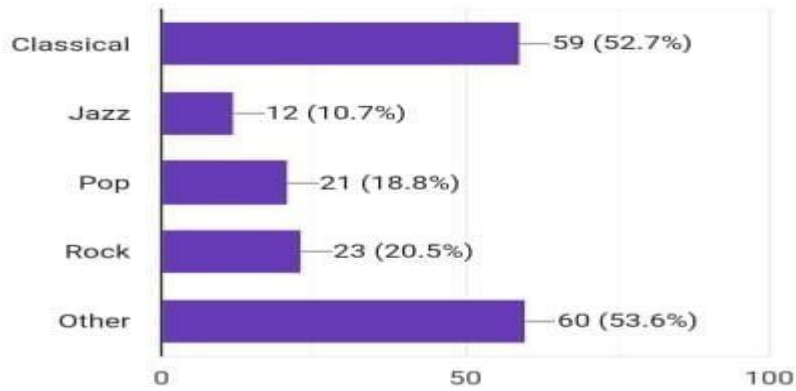
Copy

Have you ever attended a live music event as a means of stress relief?

112 responses

- Yes — 34.8%
- No — 65.2%

Copy

Which factor can influence effectiveness of music in releasing stress?

112 responses

- ● Volume of the music
- ● Complexity of the lyrics
- ● Individual preference and taste
- ● Number of instruments in the composition

39.3%
14.3%
42.9%
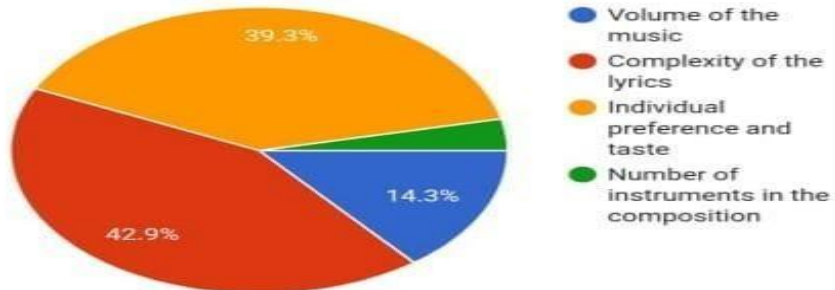
How would you rate the importance of music in your overall stress management strategy?

112 responses

- ● Not important
- ● Somewhat important
- ● Important
- ● Very important

48.2%
19.6%
5.4%
26.8%
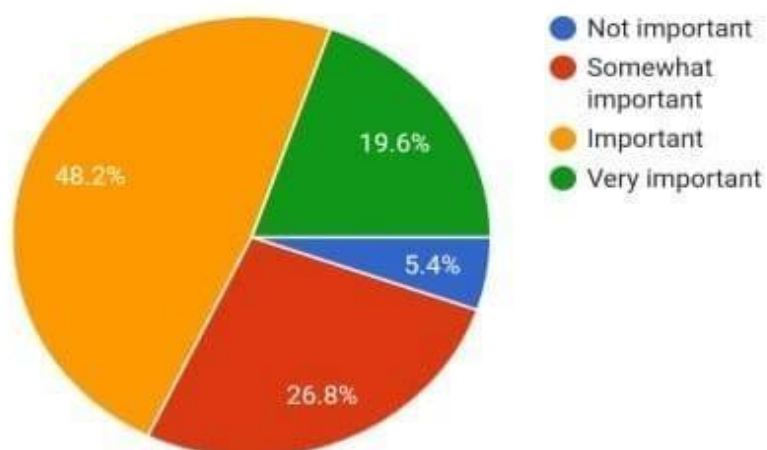
Have you ever used specific playlist for stress relief?

112 responses

- ● Yes
- ● No

30.4%

69.6%

Does the tempo or beat of the music you listen to for stress relief make a difference in its effectiveness?

112 responses

- ● Yes
- ● No
- ● Not sure

22.3%

72.3%

183

Findings & Suggestions

The findings suggest that listening to music can be an effective strategy for stress relief. The connection between music and stress reduction lies in its ability to impact emotions, mood, and physiological responses. The diverse ways in which music can influence individuals, such as providing a calming effect, serving as a distraction, facilitating emotional expression, and affecting physiological markers, highlight its versatility as a tool for 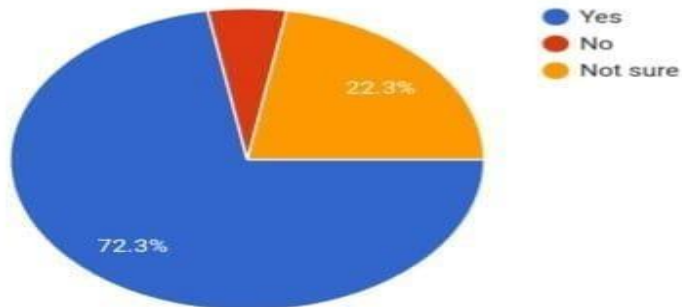promoting mental well-being. The subjective nature of musical preferences underlines the importance of individual exploration to identify the most effective forms of music for stress relief. Overall, the evidence supports the notion that incorporating music into daily life can contribute positively to stress management.

Conclusion

In conclusion, there is a strong and well-documented connection between listening to music and stress relief. Music can influence our emotions, mood, and physiological responses, providing a powerful tool for relaxation and coping with stress. Whether through calming melodies, emotional expression, distraction, or physiological effects, music can play a positive role in promoting mental well-being. Individuals may find it beneficial to explore different genres and styles of music to discover what works best for them in managing and reducing stress.

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"FROM CINEMA TO COUCH- ANALYSIS OF OTT VS THEATRE AUDIENCE"

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Nikita Takalkar	2K231189
Snehal Temgire	2K231190
Samriddhi Thakar	2K231191
Ishwari Vispute	2K231192
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Executive Summary

Over the past decade, Over-The-Top (OTT) platforms have experienced a meteoric rise, transforming the entertainment landscape. These digital streaming services, such as Netflix, Hulu, and Amazon Prime, offer on-demand access to a vast array of content, challenging the traditional dominance of the theatre industry. As audiences increasingly embrace the convenience of streaming from the comfort of their homes, the theatrical experience faces new challenges in retaining its cultural significance and economic viability. The dynamic interplay between OTT platforms, and traditional theatres continues to shape the future of entertainment consumption. OTT refers to the delivery of video content over the internet, allowing viewers to access it on demand, without requiring a traditional cable or satellite TV subscription. On the other hand, theatres provide a physical venue for people to watch movies on a big screen.

Today 74% of the respondents opt to watch a movie in the theatre for the immersive larger screen and high audio quality experience. 40% of respondents almost always opt for premium screens like IMAX, 4DX, Director's Cut, Insignia, and so on. 92% of respondents who have experienced an immersive format in premium theatre experiences make that choice based on certain factors such as blockbuster movies, big-budget films with impressive visuals and effects, Action movies, Sci-Fi and Fantasy movies, or movies in 3D, 4D formats.

The debate between OTT (Over-The-Top) streaming services and traditional movie theatres revolves around personal preferences. Supporters of OTT appreciate the convenience and comfort of home viewing, while theatre enthusiasts value the immersive experience and cinematic ambiance. Factors like cost, content availability, and individual priorities influence the choice between the two. The preference between OTT and theatres is subjective and depends on individual priorities. Some prefer the convenience and comfort of OTT for home viewing, while others enjoy the immersive experience and ambiance of theatres. It ultimately comes down to personal taste, convenience, and the overall viewing experience one desires.

Introduction

The research on OTT vs Theatre aims to understand consumer behaviour, preferences, and market trends concerning entertainment consumption. It aims to analyze the impact of OTT services (like Netflix, Amazon Prime Video, and Disney+ Hot star) on traditional movie theatres, exploring factors like viewership habits, content preferences, revenue generation, and the changing landscape of the entertainment industry due to the rise of streaming services. These studies examine audience demographics, economic implications, technological advancements, and the overall influence of each platform on the other in shaping the future of the entertainment

sector.

Nowadays, OTT platforms are attracting most internet users. In recent years, OTT has raised the bar for the entertainment industry and performed extremely well. During COVID-19, when all the movie theatres were shut, most of the people moved towards the OTT platforms. Flexibility and the quality of the content are the key reasons why these online platforms impress people. The increasing popularity of online platforms has sparked the discussion of OTT vs Theatre. OTT, until 2021, did not have any regulatory authority to censor inappropriate things streaming on online platforms. And that's why OTT platforms have become so popular because they present things at an extreme level that is accepted by the audience.

OTT stands for "Over the Top," which refers to delivering content using online services. Content creators use the popular streaming channels of the web to serve their work. There are many popular OTT platforms available. Some of them are Amazon Prime, Netflix, and YouTube. OTT is not new. We have been using them for more than a decade now, but during the time of COVID-19, this industry witnessed a great deal of user attraction. Not only in video streaming but some audio streaming platforms like Saavan and Spotify have also performed better in the last couple of years.

There are many benefits to OTT and Theatre. If we talk about the OTT platforms being cheaper than the theatres. The average cost of a monthly subscription to the OTT platform is around Rs.149 to Rs.199 in India. The cost of a single ticket in multiplex starts at Rs.249/- in small cities. So, people find OTT more cost-effective and beneficial.

Content is the king, and that is the universal truth. In the past few years, OTT has pulled off content that is relatable, extreme, and entertaining. On the other hand, Bollywood is still making the same kind of old movies or bad copies of original content.

Talking about theatre, in recent times, a few movies like RRR and KGF2 have shown why the theatre is better than the OTT platforms. There are certain films that you can only enjoy in theatres. Theatre gives you a different and immersive experience, which cannot be possible on the OTT. A big screen, amazing sound quality, and an atmosphere that only you can feel in the theatre.

The theatre has a regulating authority censor board that checks whether the content of the movie is watchable or not. If not, then they cut the offensive scenes. On the other hand, OTT content creators use abusive language and nudity and glorify crimes that can hurt the sentiments of others. Like last year, the web series Tandav faced criticism for its content related to Lord Shiva. Moreover, 3D and 5D movies are the future of entertainment, and enjoying them at home is not interesting. So, that will always be the plus point for cinemas in Theatre vs OTT fights.

Theatres were closed for almost two years during the COVID-19 period.

But that is not the only reason why people started loving the OTT platform. The OTT platforms have set a high benchmark for cinemas. People do not want the same romantic drama shown in cinema over VFX fighting scenes; they want something real. OTT can pull off that requirement quite easily. Therefore, while doing this research, we will understand the different aspects of Theatre VS OTT and people's preferences.

Background

The surge in OTT platform popularity, particularly during the COVID-19 pandemic, reflects a shift in consumer preferences toward flexible, high-quality content. However, concerns about regulatory oversight and offensive content have sparked debates comparing OTT to traditional theatres. It is a dynamic landscape with evolving implications for the entertainment industry.

Many internet users are drawn to OTT platforms. OTT platforms have improved the entertainment industry in recent years. Most people turn to OTT platforms. OTT platforms in covid-19 pandemic, during this period all theatres were closed. The Internet platforms attract the individual more, because of their flexibility and high-quality content. The debates of OTT platforms. Before 2021, OTT did not have rules to stop offensive content, it became popular because it offered unrestricted content that attracted all audiences.

Before the COVID-19 pandemic, traditional theatres were the primary venue for cinematic releases, offering a communal viewing experience. OTT (over-the-top) platforms, on the other hand, had been steadily gaining traction as online streaming services, providing users with the flexibility to watch content at their convenience. The competition between these two modes of entertainment was already unfolding, driven by factors such as convenience, cost, and the diversity of content available. The pandemic, however, accelerated the shift towards OTT platforms as lockdowns and restrictions temporarily closed theatres, prompting a surge in online streaming consumption.

The availability of the internet which is cheaper mobile data is causing a major shift in the way content is being consumed. It has grown as a convenient and easy option for people. Moreover, one can watch their favorite movie and shows from the comfort of their homes. The content is also more accessible to viewers, with many platforms offering subtitles and dubbing. Options to cater to a global audience. The emergence of new OTT platforms is giving tough competition to traditional theatres.

Objectives

1. To analyze the changing preferences and behaviour of the audience.
2. To find out if the OTT is the future of cinema.
3. To analyze whether the movie theatre industry is benefiting or not because of the OTT platforms.
4. To analyze the consumer's perception of a movie theatre after OTT emerged in the market.
5. To find the average time people spend on OTT platforms.
6. To analyze how satisfied people are with both OTT and theatres.

Scope

OTT means (Over the Top) provides a wide range of content over the internet. This platform allows people to watch movies, serials, and web series at their convenience at any time and any place. But, to watch a movie in a theatre, one needs to go to a specific location. However, due to COVID-19, there was a tremendous rise in OTT platforms as the theatres were completely shut. OTT platforms gained prominence during that period as they offered a wide variety of content accessible at the viewer's convenience. This shift was influenced by factors like changing viewer habits, diverse content choices, and the convenience of streaming services.

This study will allow us to better understand the future of the OTT industry and the movie industry. This study aims to shed light on the extent of OTT systems and the level of consumer usage.

In India, the scope of Over-the-Top (OTT) platforms and traditional theatres differs significantly. OTT platforms have gained prominence, as they offer a wide variety of content accessible at the viewer's convenience. This shift is influenced by factors like changing viewer habits, diverse content choices, and the convenience of streaming services.

This study will also help us understand how OTT systems eventually displaced traditional movie theatre business models. It will help us understand how OTT has organically grown and gradually incorporated other forms of entertainment. Additionally makes it possible to understand how customers feel about OTT experiences compared to theatrical ones.

Therefore, to study the impact of OTT on theatre the research is conducted. To analyze the impact, we collected the data from 148 people between the age group of 18 to 30. It was found that 49% of people prefer OTT and 14.3% of people prefer theatre. Hence, the population is leaning towards using the OTT platform. The research was conducted for approximately 2 months starting from September to November. The main aim was to analyze the pre- and post-COVID-19 trends and their impact of OTT on the theatre.

India is the second-biggest viewer of online content streaming worldwide. And this number is increasing day by day. The growing popularity of OTT platforms can be seen as they provide TV shows, movies, web series, documentaries, etc. at affordable prices. While some of these are paid, others are free. The streaming partners have also rolled out OTT channels leading to an increase in its viewership. Because of these factors, OTT became a quick hit and is enjoyed by all people from Gen Z, Millennials to older generations. Both OTT and theatres coexist, providing viewers with diverse options. The scope for each depends on factors like content preferences, accessibility, and the evolving landscape of the entertainment industry in India.

Literature Review

Dr. Ajay Kumar Singh and Dr. Kuldeep Siwach (2021) conducted research on "OTT PLATFORMS VIEWERSHIP: AN ALTERNATIVE TO MOVIE THEATRES" to find out the impact of OTT. They found that with changing technology, our media habits have changed quickly. Since the lockdown, screen time has amplified enormously. For the public, OTT has become a go-to platform for entertainment. As per Google Trends Report, OTT platforms like Netflix and Disney+ Hot star were the most searched platforms since March 1, 2020. At present, the OTT user base in India is controlled by Disney+ Hot star, Netflix, and Amazon Prime.

Many people are falling for these platforms as they provide documentaries, interviews, podcasts, special interest content, history, and web series. It is projected that India will have 500+ million online video consumers by 2023 and the number is likely to go beyond with the availability of the internet at a cheap price and change in consumer preferences from normal phones to smartphones. OTT has posed a risk to theatre and questions revolving around the same are being asked.

Recently, Netflix announced a mobile and tablet plan for just Rs.199 per month making it affordable to all users. The pricing strategy has been implemented in such a way that all people irrespective of their income can choose the plans that suits them the most. Moreover, most of the OTT platforms provide a 30-day free trial to all its consumers and later charge them a fee. In this way, the consumers get used to watching series, and movies on such platforms and get hooked to them which ultimately leads to them taking the subscriptions of the OTT platform.

Dr. Mrinal Chatterjee and Sambit Pal conducted research on the topic "GLOBALIZATION PROPELLED TECHNOLOGY OFTEN ENDS UP IN ITS MICRO LOCALIZATION: CINEMA VIEWING IN THE TIME OF OTT" to comprehend a detailed study on how OTT (Over the Top) platforms are taking over the Cinema World. They discovered that, lately there has been a lot of change in the use of technology which has caused a drastic change.

The growing use of smartphones, Tablets, availability of cheap internet, and smart TVs changed the entire landscape of Indian cinemas, from watching the first movie Raja Harishchandra in black and white on a huge screen setup in small ' Tambos' to moving into movie theatres to Multiplex to PVR and now stepping into a completely new approach of watching movies at our home in our comfort zone and with the advantage of being able to watch it from any screen, even from our mobile shows the advancement in the field of entertainment. The research paper also evaluates that most of the people who prefer OTT over Theatres fall in the age group of 18-35, which is 64% of the Indian population according to Times of India. Back then Amazon had just started its business in 2011 and Netflix was a DVD-by-mail rental service company, which is the biggest platform for streaming film and television. Indians have the mentality of preferring anything that involves the word "BIG" in it. The pricing range, content quality, comfort of watching anywhere, and the cheap availability of data was the game changer for OTT platforms! Let us take a gist over the real-life experience of a film director who preferred OTT over Theatre.

The Times of India Report (2020) highlights the challenges faced by the theatre owners of the Belagavi district due to the release of OTT platforms. They grouch that the Trilingual culture in Belagavi had made the business booming for theatres with each of them earning around. Rs 15-20 lakh every month. However, the lockdown has brought the shows to a grinding halt, and theatre owners are on their knees. The owners feel the new platform can change the collective movie-viewing habit. The OTT has affordable rates and content that includes what interests' today's generation. It has no limitations and boundaries for the content but theatre has limitations set.

A good example of this is the newly released movie OMG2. Many scenes were deleted from the movie for theatre release and now the director wants to release it on OTT with uncut scenes so people can enjoy the real conviction of the movie. We can see the shift in preferences over the period. Not only the common man but also the people working in the entertainment industry are going for OTT platforms more.

OTT has become the new sun rising in the galaxy of media for the struggling actors in India. The OTT platforms not only provide movies but also TV shows, News, Sports, and series which have created a vast scope for the upcoming talent in the entertainment industry. Before OTT was launched, the new actors had to go through a lot of hassle for even being selected in an Ad. The struggle of auditioning more than 100 times and not getting the work you deserve became quite depressing for the new generation of actors, but OTT became their savior. Many struggling actors were able to present their talent directly to the masses with the help of OTT and gained quite of popularity with their work. It not only helped the young talent but also became a ray of hope for retired Actors who were famous in their time but were replaced by new people.

The main acceleration of the OTT platforms began in 2020 when the global pandemic had a profound impact on the whole world including the entertainment industry. The audience was forced to stay at home, which automatically led them to change their choices and the people got comfortable with OTT platforms more than the theatres. This automatically changed the market pattern of people buying tickets for watching movies in theatres and hence it caused theatres to face significant challenges for their survival in the industry. The impact of this sudden growth of digital platforms will be imprinted on the theatres for a very long time. OTT is a growing platform and according to many research teams and market and future analysis, OTT will always keep growing, innovating, and creating something new every time which raises the question: Will theatres still be able to compete with the rapidly growing technology of Digital Media?

MS. Saritha S.R. and Mr. Apollos Bhaskar have researched the topic of "TRENDS IN THE ENTERTAINMENT INDUSTRY: A SHIFT TO OTT PLATFORM." The research papers indicates a significant shift in consumer behaviour during and post-COVID-19, with a mix of preferences for theatres and OTT platforms. OTT platforms, due to content variety, language accessibility, genre diversity, and affordability, have become preferred, potentially shaping future entertainment trends. While traditional mediums like cinema may not cease to exist, they face challenges in content diversity and on-demand convenience compared to OTT platforms,

unlike more resilient forms of media like radio and TV networks.

The experience of watching movies in theatres and binge-watching on OTT platforms differs significantly. While OTT offers widespread accessibility, it poses a risk of addiction, especially among youngsters. In contrast, theatres contribute to local job opportunities, highlighting the unique advantages and drawbacks of both platforms. Ultimately, despite the convenience of OTT, theatres remain irreplaceable.

The likelihood of young people becoming addicted to binge-watching content on OTT Platforms is high. Several local career opportunities are offered by theatres to a variety of people. To impact on revenue in movies is not much as it depends on the movies if the movie is rated high the show gets house full on any platform and as per many surveys done, even after the pandemic people

prefer theatres more, so the revenue aspect is predicted to not be affected much.

In the digital era, film viewing extends beyond cinemas to include platforms like televisions, laptops, mobile phones, tablets, and other devices. Viewers now have diverse options to enjoy films, making it a more accessible and flexible experience.

The increasing popularity of OTT channels among urban populations suggests a growing dominance over traditional entertainment sources. The trend indicates that people now prefer online streaming for its convenience and cost-effectiveness, with cinema attendance dependent on the appeal of upcoming movies. This shift highlights a changing landscape in consumer entertainment choices.

As mentioned, (Chatterjee & Pal, 2020). Consumers tend to prefer OTT material not just due to progression in technology but also because of socio-economic and behavioral shifts influenced by globalization, as per this investigation into the behaviour of the consumer regarding OTT content and television and film consumption considering technological advances. This is through their analysis and evaluation in the paper named 'Globalization propelled technology often ends up in its micro- localization: Cinema viewing in the time of OTT'.

Sundaravel and Elangovan's 2020 research on the emergence and future of Over-the-Top (OTT) video services in India highlights the significance of real-time video as a prominent mode of content consumption. The study notes that even the smallest OTT tiers are attracting global investors, indicating their growing impact on the market.

Hot star dominates India's OTT market with the largest number of free subscribers, while Xiaomi leads in smartphones among OTT users.

Jio is the prominent system administrator, followed by Airtel and Vodafone-Idea. Hindi and English are the primary languages for OTT content. A study highlights Hot star, Netflix, and Jio as key players, with Amazon having a smaller audience share. Indian viewers largely prefer the freemium model, spending up to two hours daily on OTT platforms, mainly at night.

Indian audiences show a strong preference for web series on over-the-top (OTT) platforms, with a particular focus on content produced in Hindi. Movies come next in popularity, especially when exclusive to these platforms. The trend indicates a significant shift in viewing habits towards digital content in India.

The research conducted by Varghese & Chinnaih in 2021 suggests that people predominantly watch content on OTT platforms, with nearly half of respondents anticipating a disruption to the

cinema industry. Motivating factors include a diverse content range and convenient access. However, viewers still prefer cinemas for the unique atmosphere, artistic experience, and superior audiovisual qualities offered by OTT productions. Gaustad's 2019 article on Norwegian trends highlights the impact of digitization on home video consumption, revealing a shift in preference from high-margin platforms to low-margin ones. The competition between movies and drama series, along with the tendency of international content to outperform local content, signifies the evolving landscape of the film industry outside traditional cinemas.

A research paper written by Nagendra Mani Tripathi titled "OTT VS THEATRE: ANTICIPATING TRENDS POST PANDEMIC" has highlighted the trends of OTT vs Theatre. The paper states that the coming of cell phones and web transfer speed has supported a more extensive inclusion of cell phones and the web in India. Web utilization is for various purposes, but one viewpoint it has worked with well is online video real-time. The OTT (Beyond preposterous) stages for films and television series streaming have developed dramatically over the past a portion of 10 years because of the above reasons. Notwithstanding, the impact of these stages is just seen in the cinema and films during the COVID-19 pandemic.

T Harita and Dr. Vijaykumari Joshi conducted research on- "STUDY ON THE FORTHCOMING REVOLUTION OF ENTERTAINMENT SERVICE: OVER THE TOP (OTT)." Han et al. (2020) investigated factors influencing the willingness to pay among OTT service users. Findings highlighted that perceived usefulness, playfulness, and cost impact user satisfaction, with perceived usefulness and satisfaction being key predictors of willingness to pay. The study elucidated a pathway for understanding and predicting the intentions of paid users

in the OTT service domain.

The study by Gupta et al. (2021) utilizes Partial Least Squares Structural Equation Modelling (PLS-SEM) to investigate the influence of customer engagement (CE) and quality of service experience (QOSE) on users' willingness to continue and subscribe (WCS) to streaming services. The research explores the indirect roles of satisfaction and habit in shaping these connections, especially in the context of the global pandemic. The findings suggest opportunities for Over-The-Top (OTT) platform providers to leverage perceived changes to their advantage.

Shon et al. (2021) conducted a research paper analyzing the influence of global Over-The-Top (OTT) platforms, focusing on the effects of YouTube and Netflix launches on the local video industry. The study explores efficiency variations in production and distribution sectors through stochastic frontier analysis and meta-frontier analysis.

The 2021 Gupta research paper explores the factors influencing Indian consumers to transition from TV to web series, addressing the future of OTT services in India. Despite predating the lockdown, the study's results remain unaffected, serving marketers by fostering connections with consumers and promoting OTT services.

The study conducted by Awasya et al. in 2021 delves into the impact of emerging trends, particularly the surge in OTT video streaming during lockdown, on the collective watching experience in India. The research evaluates the changing attitudes of Indian audiences towards cinema halls from various perspectives, highlighting shifts in the overall viewing experience. The paper concludes by contextualizing the substantial rise in OTT viewership during lockdown and its consequential influence on the collective watching experience, offering recommendations based on their findings.

Research Design

A. Qualitative Analysis:
1. In-depth interviews- Engage with participants for a detailed discussion about their experiences. Explore nuances, emotional connections, and the sensory aspects of watching movies/shows in the theatre vs at home.
2. Ethnographic Research- Observe and record actual behaviour, habits, and reactions of viewers in both settings. Understand the context, environment, and social dynamics impacting their experiences.
3. Content Analysis- Analyze reviews, comments, and discussions on social media

platforms, forums, or review websites. This helps in understanding public sentiment and identifying recurring themes or preferences.

B. Additional Considerations:

1. Comparative Analysis: Compare technical aspects like screen quality, screen size, resolution, etc. between home setups and theatre systems

2. Economic Analysis: Study the economic impact of OTT platforms on traditional cinemas, including revenue shifts market trends, and consumer spending patterns.

3. Longitudinal Studies: conduct studies over an extended period to track changes in viewing behaviour preferences, and technological advancements that might influence these experiences.

4. Cultural and sociological perspective: Explore how cultural differences or social factors impact preferences for either mode of viewing.

5. Ethical Considerations: Ensure participant privacy and ethical guidelines in data collection and analysis.

C: Considerations:

1. Technology and tools: Employ advanced tools for data collection, analysis, and visualization.

2. Industry Trends: Stay updated on the evolving landscape of OTT and cinema trends to contextualize findings.

3. Limitations: Acknowledge limitations such as sample biases, geographical constraints, or access to accurate data from OTT platforms.

D: Additional Factors:

1. Pandemic Impact: investigate the influence of the COVID-19 pandemic on viewership behaviour and preferences.

2. Content Analysis: analyze the type of content (movies, series, documentaries) preferred on each platform.

3. Cost and Convenience: Explore factors like cost effectiveness, convenience, and accessibility influencing viewer's choices.

Data Analysis

As per the questionnaire, questions were asked to people of different age groups to understand the analysis of OTT vs Theatre audience. The findings are summarized below.

Q1. Preference for watching movies.
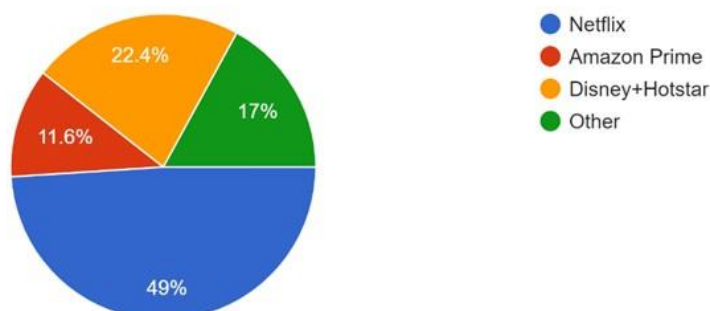
What do you prefer for watching movies?
147 responses
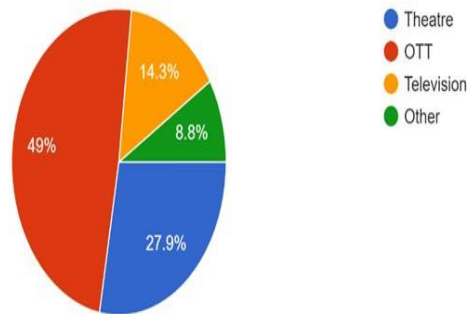
Analysis:

According to the above survey, it was found that 49% of people prefer OTT for watching movies 27.9% of people prefer Theatre for watching movies followed by 14.3% people prefer Television and the remaining 8.8% prefer other options.

Q2. Go to the OTT platform?

What is your go to OTT platform?
147 responses

Analysis:

According to the above survey, it was found that 49% of people prefer Netflix making it the go-to platform for most of the users and 22.4% of people prefer Disney+ Hotstar. 11.6% of people prefer Amazon Prime and 17% people prefer other platforms.

Q3. Changes in preferences before and after COVID-19 in terms of watching a movie.

Has your preference changed before & after Covid-19 in terms of watching movie?
147 responses
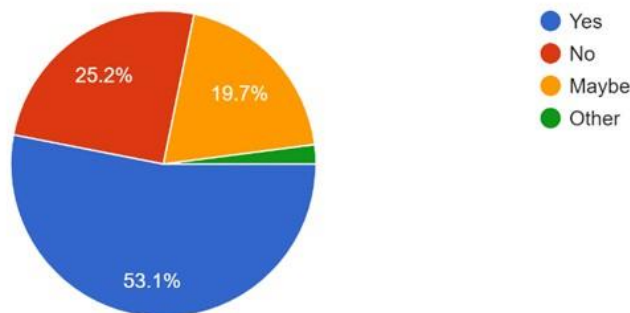
Analysis:

According to the above survey, it was found that 53.1% of people had changed their preference in terms of watching movies. 25.2% of people have not changed their preferences. And 19.7% of people think they might change their preferences. And the remaining people prefer the other options.

Q4. Frequency of watching OTT to Theatre

What is your frequency of watching OTT to Theatre?
147 responses

- Daily
- Weekly
- Monthly
- Other
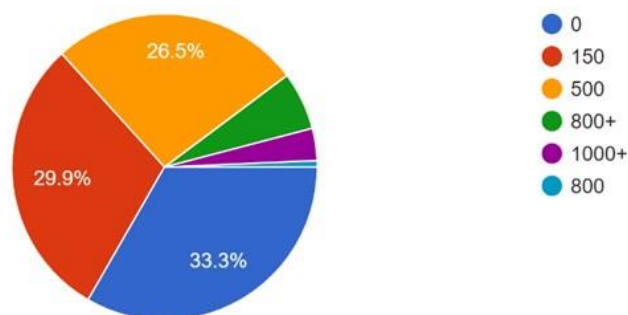
43.5%
15.6%
12.9%
27.9%
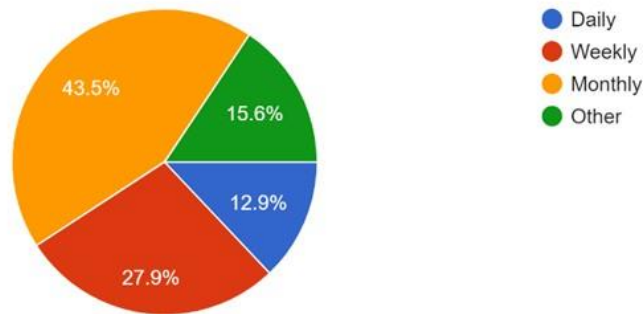
Analysis:

According to the above survey, it was found that 43.5% of people watch OTT every month, and 27.9% of people watch OTT every week. And 12.9% of people watch OTT daily.

Q5. Amount spent on the subscription of OTT services?

How much amount you spend on subscription of OTT services?
147 responses

- 0
- 150
- 500
- 800+
- 1000+
- 800

26.5%
29.9%
33.3%

Analysis:

According to the above survey, it was found that 33.3% of people spend 800 rupees on subscriptions to OTT services. 29.9% of people spend 150 rupees, 26.5% of people spend 500 rupees, and 7.3% of people spend 800+ or 1000+ rupees on a subscription to OTT services. The

remaining people do not pay any subscription amount.

Q6. Study on the changed consumer behaviour.

How has the rise of OTT platforms affected your movie watching behaviour?
147 responses
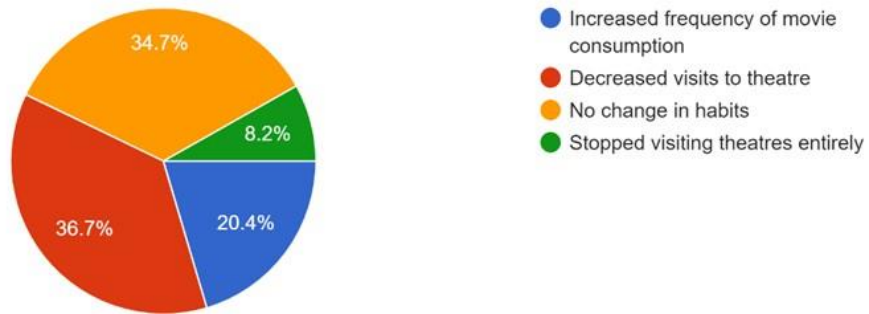
Analysis:

According to the above survey, it was found that 36.7% of person's visit to the theatre has decreased. There is no change in 34.7% of people in terms of watching movies. About 20.4% of people's frequency of watching movies has risen due to OTT. And only 8.2% of people have stopped visiting theatres entirely.

Q7. Main reasons for choosing OTT

If you use OTT, what are the main reasons you prefer OTT over theatre?
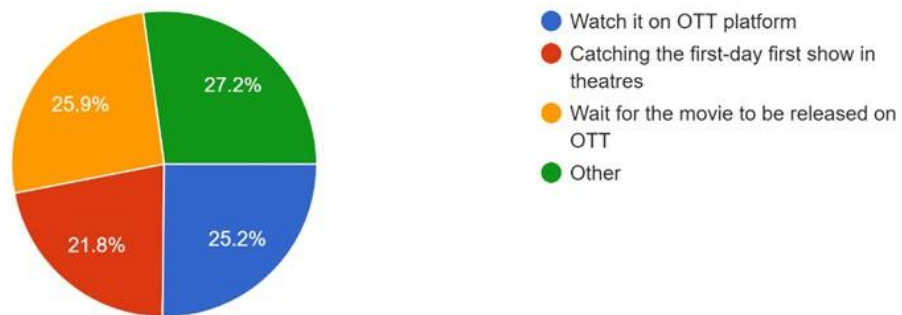147 responses
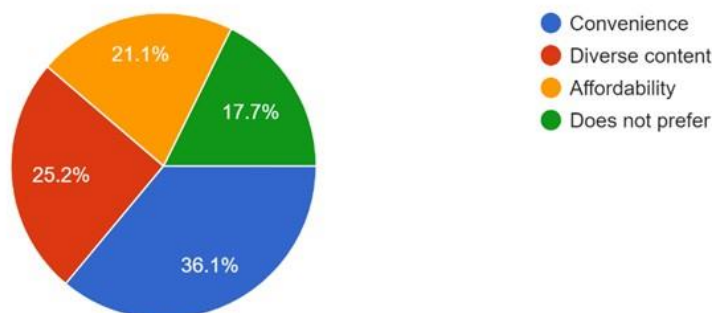
Analysis:

According to the above survey, it was found that 36.1% of people prefer OTT because of its convenience. 25.2% of people prefer OTT as it provides diverse content. About 21.1% of people

prefer OTT due to its affordability. And the remaining 17.7% of people do not prefer OTT over theatre.

Q8. Preferred mode of watching newly released movie

What is your preferred mode of watching newly released movie?
147 responses

- Watch it on OTT platform
- Catching the first-day first show in theatres
- Wait for the movie to be released on OTT
- Other

Analysis:

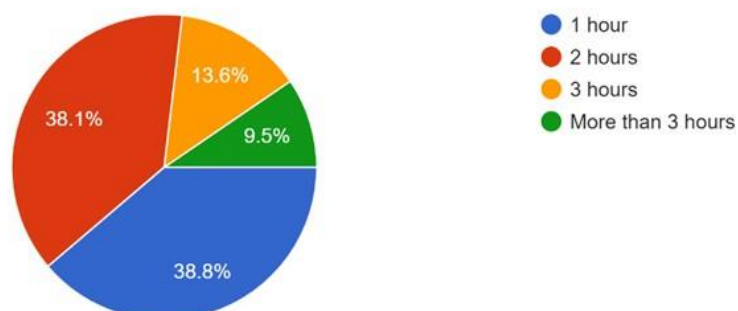According to the survey, it was found that 27.2% of people prefer other modes for watching newly released movies. 25.9% of people like waiting for the movie to be released on the OTT platform. And the remaining 21.8% of people like to catch the first-day first show in theatres.

Q9. Time spent on OTT

How much time do you spend on watching OTT?
147 responses

- 1 hour
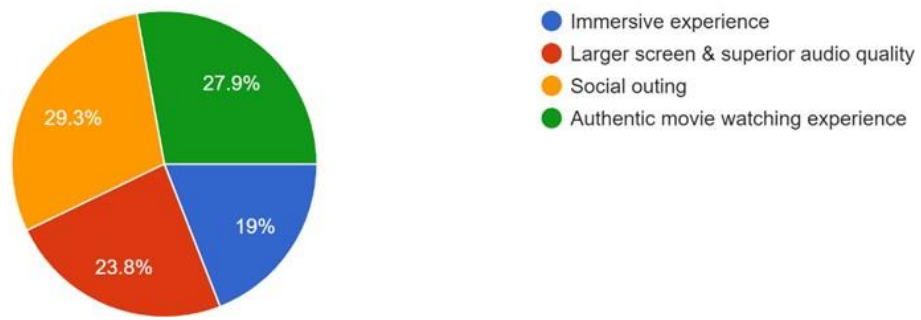- 2 hours
- 3 hours
- More than 3 hours

Analysis:

According to the survey, it was found that, 38.8% of people spend 1 hour watching OTT. 38.1% of people spend 2 hours watching OTT. About 13.6% of people spend 3 hours watching OTT. And the remaining 9.5% of people like to spend more than 3 hours watching OTT.

Q10.Reasons for choosing Theatre over OTT

Which factor is the main reason for choosing theatres over OTT?
147 responses

- ● Immersive experience
- ● Larger screen & superior audio quality
- ● Social outing
- ● Authentic movie watching experience

Analysis:

According to the survey, it was found that 29.3% of people think social outing is the main factor in choosing theatres over OTT. 27.9% of people think an authentic movie-watching experience is the main reason for choosing theatres over OTT. About 23.8% of people think they like larger screens and superior audio quality for that reason they choose theatres over OTT. The remaining 19% of people think that the immersive experience is the main reason for choosing theatres over OTT.

Q11.Improvements theatres can make to bring audiences back

What improvements could theatres make to bring back the audience?
147 responses

- Lower ticket prices
- More comfortable seating arrangements
- Improved snack and beverage options
- Combo offers
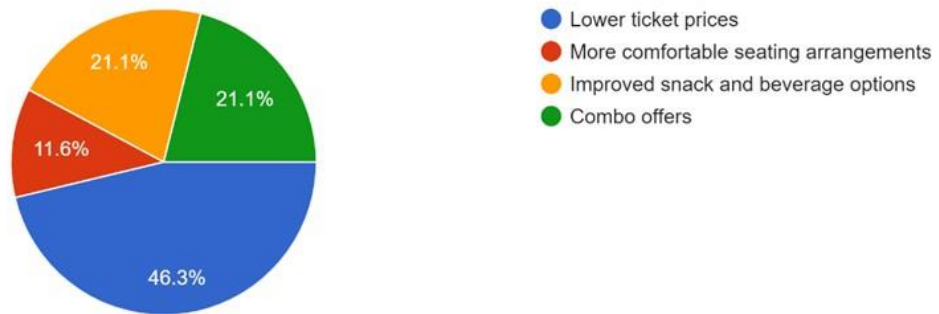
Analysis:

According to the survey, it was found that 46.3% of people think lower ticket prices can help theatres bring back the audience. 21.1% of people think more comfortable seating arrangements can help theatres bring back the audience. About 21.1% of people think improved snack and beverage options can help theatres bring back the audience. And the remaining 11.6% of people think combo offers can help theatres to bring back the audience.

Q12. Can OTT replace Theatre

Do you believe the growing popularity of OTT platforms will eventually replace the traditional theatre experience?
147 responses

- Yes
- No
- Maybe
- Can't say
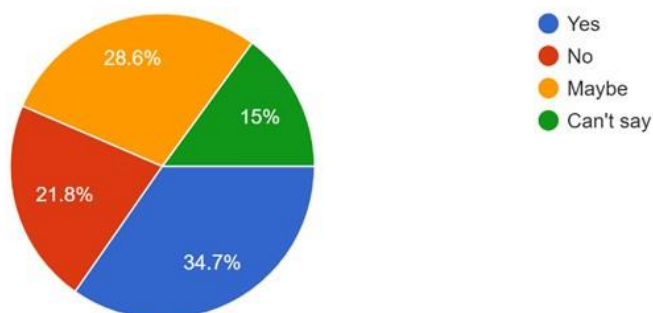
Analysis:

According to the survey, it was found that 34.7% of people believe the popularity of OTT platforms will eventually replace the traditional theatre experience. 28.6% of people believe OTT will eventually replace the traditional theatre experience. About 21.8% of people think OTT will not replace the traditional theatre experience. And 15% of people think they cannot say whether the popularity of OTT platforms will eventually replace the traditional theatre experience or not.

Findings of the project:

Rise of Home Entertainment:
The project's discoveries make it clear that people are leaning more toward watching stuff on OTT platforms than going to traditional theatres. This change is happening because it is way easier and more accessible to use OTT services, especially with the whole COVID-19 situation pushing us to enjoy things at home.

OTT's Time Advantage:
When it comes to how long you can enjoy something, then OTT wins. A web series usually lasts 7-9 hours, which is way longer than your typical 2–3-hour movie. So, if you want more details and a deeper story, OTT is the way to go.

Super Easy Watching:
Platforms like Netflix, Amazon Prime, and Disney+ are just super convenient. Here you get to watch things at your speed, you can pause them whenever you need to, and have a huge collection of shows and movies right at your fingertips—all from your cozy spot at home.

Loads of Different Stuff:
OTT platforms do not just stick to one thing. They have got everything like—movies, TV shows, documentaries, and those cool web series things. This is the platform where there is something for everyone, no matter what you are into.

Saves Your Money:
Paying for OTT platforms each month is often cheaper than buying tickets for every time you

want to see a movie at the theatre. They even have deals for families and combo packages that

save you more money.

No Limits, Worldwide Access:

You can use these platforms anywhere in the world. Only on one ID no. People can access it at one time. It does not matter where you are—they can even change the shows and movies to fit the language of wherever you are. It is like entertainment without borders.

Like Your Personal Entertainment Guru:

These platforms are like having a friend who knows exactly what you like. They use clever tricks to suggest things based on what you have watched before, making your experience more enjoyable.

Smart Info, Cool Shows:

These platforms know a lot about what you like. They collect information on what people enjoy watching and use that to make more stuff that you and others will probably love. It is like they are learning from us to give us more of what we want.

Suggestions

User-Friendly Interface: Make sure the OTT platforms have a simple and easy-to-use interface, so users of all ages can enjoy their favorite shows without confusion.

Affordable Subscriptions: Keep subscription costs reasonable to attract more users, making it an affordable and attractive option compared to traditional theatres.

Diverse Content Categories: Continue offering a wide variety of content, including movies, shows, documentaries, and more, to cater to different tastes and preferences.

Family-friendly Features: Implement family packages or kid-friendly content to make OTT platforms a go-to choose for families, considering diverse age groups.

Improving Theatre Experience: Encourage theatres to enhance the overall experience by offering comfortable seating, better snack options, and perhaps even combo deals to attract audiences.

Safety Measures: Assure users that theatres are taking strict safety measures, especially post-COVID, to create a secure environment for moviegoers.

Global Accessibility: Emphasize the global accessibility of OTT platforms, highlighting the ability to access content from anywhere in the world, breaking geographical barriers.

Personalized Recommendations: Enhance the recommendation algorithms to provide more accurate and personalized suggestions based on user preferences, creating a more engaging experience.

Value for Money: Showcase the cost-effectiveness of OTT subscriptions compared to traditional theatres, emphasizing the potential savings for regular viewers.

Continuous Innovation: Keep evolving with technological advancements, ensuring that OTT platforms stay ahead of the curve and continue to offer a cutting-edge entertainment experience.

Conclusion

The data suggests a dynamic shift towards digital platforms, particularly OTT, influenced by factors like convenience and diverse content. The COVID-19 pandemic has accelerated this trend, impacting viewing habits. Theatres still hold appeal, emphasizing the importance of unique experiences. To thrive, the industry should consider adopting pricing models and enhancing amenities. Overall, the entertainment landscape is evolving, with OTT platforms playing a significant role, though the traditional cinematic experience remains relevant for a substantial portion of the audience.

In conclusion, the research highlights a significant shift in consumer behaviour favoring OTT platforms over cinemas. Predicting the future trend leveraging, OTT platforms are poised to lead the movie and entertainment sector, strengths in content variety, language options, genre diversity, and affordable convenience. While cinemas may face challenges, they are unlikely to become obsolete, drawing strength from decent coverage, akin to TV networks. Yet, adapting to current consumer trends poses a tougher challenge for cinemas in the face of the growing influence of OTT platforms. OTT platforms deliver convenience, allowing viewers to access a vast library of content from the comfort of their homes. On the other hand, theatres offer a communal experience, fostering a sense of shared emotions and reactions among the audience.

While OTT provides accessibility and convenience, it lacks the immersive and collective atmosphere that theatres offer. Theatrical experiences create a unique ambiance, enhancing storytelling through shared reactions and a larger-than-life screen

We examined the audience's shifting preferences and behaviour considering our findings. 49% of respondents said they preferred the OTT platform. 53.1% of participants said that they no longer like to watch films after Covid-19. Our investigation revealed that the film business benefits from the OTT platform.

Lastly, we might state that cinemas may close in the future because of OTT.

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"INTEREST OF YOUTH IN FULFILLING THEIR VOTING RIGHTS"

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7	Rutuja Bodkhe	2k231007
8	Devyani Borse	2k231008
9	Yuga Bulakh	2k231009
10	Sai Burgute	2k231010
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Executive Summary

Elections, considered the flagship to the emergence of a new government and a new era is a platform replete with exuberance and vibrancy in all forms. No election is complete without its voters who form the backbone behind the success of democracy. Democracy means elections and free and fair elections mean democracy. The present study is a focus on economic determinants of voter turnout in India since 1991 till date (2019 elections). Economics of voting is a study that encompasses analysis of both economists and political scientists to study the economic forces influencing political outcome of the country. In this study, relevant forces determining voter turnout and their impact on political outcomes have been emphasized upon. The data are collected across regions and is characterized using panel regression. Economic factors influencing voter turnout are explored using pooled regression and fixed effect model. Results suggest that as India goes to vote, factors such as income employment influence turnout. Literacy (GER) and urban voter turnout do not influence voter turnout. Lack of efficient governance, bureaucratic loopholes, corruption, large-scale migration, and others are some of the potent causes of low turnout. India is one of the most populated countries in the world. Election Commission conducts elections every 5 years. India has nearly 912 million voters. It is unfortunate that the voting percentage is nearly 60-65% all over India. This low voter turnout becomes a great matter of concern, there arose a need to study the reasons behind the said issue and put forth the measures that can be taken to overcome the situation. India is one of the most populated countries in the world. Election Commission conducts elections every 5 years. India has nearly 912 million voters. It is unfortunate that the voting percentage is nearly 60-65% all over India. This low voter turnout becomes a great matter of concern, there arose a need to study the reasons behind the said issue and put forth the measures that can be taken to overcome the situation.

Introduction & Background

We all know that India is a democratic country. Today, India has the largest number of youths. A youth group is a class that consists of people from 14 years to 40 years of age.
Today India has the largest number of people of this age group in the country. This is a class that is most powerful physically and mentally. Those who make every effort for the development of the country and their families. The backbone of India is the youth. The youth play the main role to make the country. The future of any country becomes beautiful by the youth of the country.

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But today Indian youth has become selfish, he does not think about the progress of the country but only thinks about himself.

They are getting enough employment opportunities, but sadly, no matter how much the youth of today have been educated, they are forgetting their rights and responsibilities towards the country and family day by day.

Today the youth of India want to touch the heights but they are forgetting that they are cutting its own roots to touch those heights. The youth of India is ready for a new youth revolution. Sadly, some are stopping them. The youth of India settle abroad rather than contribute to India. Today's youth have been made only and target oriented. This means that the parents of today do not want their son or daughter to contribute to the social work of the country in addition to their work, because the present-day environment is something like this. It has become such that everyone is only engaged in making their own future.

Today in the politics of India, only the elderly are dominated and only a few young people are in politics. One of the reasons for this is that the political atmosphere in India is deteriorating day by day and true politicians have been replaced by people greedy for power and wealth.

In politics, the feeling of patriotism has been replaced by familism, casteism and sect. The way the tales of corruption of politicians are coming out every day, indifference towards politics is increasing among the youth of the country.

Now in India's politics, leaders like Subhash Chandra Bose, Shaheed Bhagat Singh, Chandrasekhar Azad, and Lokmanya Tilak are no more today. Who can communicate a new revolution in the mind of the youth with his senses and enthusiasm? But sadly, after independence, these leaders who cannot protect themselves properly, will they teach the young people about patriotism or revolution?

This is the reason why the youth of India are not looking at this country as their own and are looking for their home in other countries. They want to get away from the political power here. So, they think many times before taking any concrete step. Even a youth who votes in India does not trust his / her chosen candidate. The youth will have to expand their thinking beyond communalism and politics. The youth will have to move forward in this matter. And in any such emotion, you must make decisions by thinking rather than drifting.

The youth of India is sensible. This is a good and positive thing which is a big thing for a country like India.

There are other things like unemployment, bribes to get a place in government jobs, these are also reasons to take young people away from the country. That is why we must guide our youth from time to time. So that they can identify right and wrong and can help in taking their country forward and on the path of progress.

Objectives of the study

Research objectives

- To analyze the factors influencing the low voter turnout among youth.
- To identify the barriers preventing youth from actively participating in the voting process.
- To explore the role of education, social media, and peer influence in shaping youth attitudes towards voting.

Scope of the study

➢ Research Objective:

The primary objective of this study is to investigate the level of awareness and knowledge among Indian youth regarding the concept of voting and the functioning of the Election Commission of India.

➢ Target Population:

The study will focus on Indian youth aged 18-30 years as the primary target population. This age group is particularly significant as they are eligible to vote and have the potential to shape the political landscape of the country.

➢ Geographical Context:

The research will be conducted within the geographical boundaries of India. The study can be narrowed down to specific regions or cities to allow for a more comprehensive understanding of the regional variations in youth awareness.

➢ Methodology:

The study will employ a combination of quantitative and qualitative research methods. Surveys or questionnaires can be administered to collect quantitative data about youth awareness levels, while interviews or focus group discussions can provide qualitative insights into the reasons behind their awareness or lack thereof.

➢ Variables:

The study will examine various variables that may influence awareness levels, such as educational background, socio-economic status, urban or rural upbringing, and exposure to media or social networks.

> Limitations:

It is important to acknowledge the limitations of the study. These may include time constraints, sample size limitations, potential biases in data collection, and participants' willingness to disclose their true levels of awareness.

Review of Literature

INTRODUCTION

Political participation generally refers to engagement with traditional mechanisms in the Indian political system, such as voting in elections and joining political organizations. Voting is the most vital aspect of participation as it gives to citizens of India the right to choose their leaders, who are expected to represent their concern and voices at appropriate level in government. The future of India depends on the active involvement of its youth in politics

BODY

The journal named 'YOUTH PARTICIPATION IN 16TH LOKSABHA: AN ANALYSIS discusses the synthesis of youth and politics, highlighting the qualities of energy, hope, revolutionary ideas, and a brighter future associated with the youth in the political context. Swami Vivekananda's metaphorical description of youth emphasizes their strength and resilience. The definition of youth, for the purpose of the study, is considered both in terms of quality-based attributes and age, with a focus on their participation in the political process as voters and political representatives.

Former UN Secretary General Ban Ki-moon's opinion underscores the need to actively involve youth in policies and decision-making. It traces historical instances of youth driving revolutionary changes in various domains, citing examples from ancient India to modern revolutionaries like Bhagat Singh and Netaji Subhash Chandra Bose.

Highlighting India's youth demographic, constituting 65% of the population below 35, the passage emphasizes their potential in propelling India to superpower status. Former President A.P.J. Abdul Kalam's view on empowering youth is referenced, stressing the importance of human resources over mineral wealth, exemplified by Japan's development.

Looking at the Political Participation of the young generation in India is a contradiction to the older generation. The older generation seems to be very punctual regarding their responsibilities as a citizen of India. While the younger generation needs to be more aware about politics. Many researchers analyze the awareness and participation of voters before an election and what will they do to make them active partners in the democratic system of India.

Factors such as the right to vote, media coverage, political interest and political discussion have an impact on voters.

Addressing low youth participation in Indian politics, the text calls for a shift in negative perceptions and highlights the importance of active engagement. It critiques the current state of student politics, emphasizing the need for principled and inclusive campus politics.

It also reports a limited impact of political awareness on voter's participation in election activities. In the last Lok Sabha election, around 15 crore first-time youth voters made a significant impact, reflecting the demographic reality that 65% of India's population is under 35. However, analysts suggest that youth should initially engage in social service before entering mainstream politics, emphasizing the role of civil society and organizations in guiding them.

In the pursuit of fortifying its democratic foundations, India must harness the potential of its youth by prioritizing and augmenting their involvement in politics and democratic processes. This urgency stems from a recent report by Maharashtra's chief electoral officer, revealing that a mere 0.6% of the state's population in the 18-19 age groups has registered as voters, despite constituting 4.5% of the total population. This disconcerting trend mirrors the broader issue of voter apathy in urban areas, where local elections witness notably lower turnout than at state and national levels.

The National Youth Policy of 2014 acknowledges the need for greater youth participation in politics, emphasizing the lack of coordinated efforts to promote engagement in political and governance spheres. A critical void in Indian politics is underscored by the dichotomy of a 'young country' led by 'old leaders.' Despite vibrant student political activities in colleges and universities, there exists a dearth of systematic procedures and mentorship to transition student leaders into legislative roles.

Current statistics depict a stark contrast from the early year's post-independence, with only 12% of elected Members of Parliament below 40 years in the 17th Lok Sabha (2019-2024), compared to 26% in the first parliament. While political parties fervently highlight youth-centric programs during elections, the subsequent lack of attention to crucial issues such as education and employment post-election underscores the inability of young voters to consolidate their demands within the electoral framework.

Our young citizens should never be apathetic to Voting in elections. They should remember Harold Laski's dictum that eternal vigilance is the price of Liberty. Our young voters should take utmost care to exercise their franchise in the best interests of the nation.

The Election Commission is sincerely trying to get more citizens to participate in the Democratic process. Educational institutions, NGOs and the corporate sector has also pitched in to encourage our young citizens to vote. Political leaders of all hues should play an active Role in inspiring young minds to vote. But, now, their deeds do not inspire our Youth. Why is it that most of the seats reserved for Leaders of political parties remained vacant at Vigyan Bhavan, New Delhi, where the main Function of National Voters Day, 2012, was held on 25th January, 2012? One of the aims of the Function was to bridge the distance between political parties and the youth, especially first time Voters. But, thanks to the absence of political Leaders, the effort of the Election Commission did not bear fruit. We do hope that our political Leaders will realize the Importance of National Voters' Day and help the Election Commission to politically socialize the new generation of Indians.

Political participation is a central concern in the study of mass politics and democracy. The importance of active citizen participation in politics for the building of strong democracy has been the focal point of much debate amongst scholars, civil society organizations and government institutions across the world. Although perceived changes in political participation. Patterns amongst young people in recent years have attracted much academic research in democratic countries, especially in Europe, North and South America this remains an understudied area in India. As active political participation plays a vital role in the improvement of the quality of democracy, this gap needs to be addressed empirically as well as theoretically. Through political participation people can voice their needs, concerns, and problems to democratic institutions.

As pointed by many Indian scholars the situation in India stands III contrast to the experiences of western democracies (Yadav, 2000, Ahuja, 2006, Mishra 1986, Alam2004). They argue that the pattern of political participation in India, including voting behaviour differs crucially from the Western democratic experience. There are only small drop voter turnouts, especially among youth and people from lower socio-economic status and Indian youth demonstrate a relatively greater degree of political socialization and involvement, especially when we consider the conventional forms of political participation such as elections. Further, far from shunning politics, youth in Indians are also turning to more direct methods such as volunteering and protest. However, there is little understanding of whether and how and why these have happened, despite extensive media converge of youth role in politics, like the case of Anna Hazare's Lokpal anti-corruption movement. Despite these differences between Western and Indian conditions, there are similar theoretical, conceptual, and methodological challenges shared by scholars.

The Election Commission of India (ECI) specifically identifies young voters as those in the age bracket of 18-25, while political representatives in the legislature are considered youth in the age bracket of 18-40. The study centers on the 16th Lok Sabha elections in 2014, examining the political participation of youth as voters and their numerical representation in the Lok Sabha. The election period from April 7 to May 12, 2014, saw approximately 554 million voters in India choosing 543 candidates for the Lok Sabha.

The voter turnout in the 2014 elections, as per Table 2, reached a historic high of 66.4%, surpassing previous records. The Election Commission notes an increase in the number of eligible voters from 71.7 crore in 2009 to 81.5 crore in 2014, with a notable rise in the youth demographic. The ECI initiated the Systematic Voters Education and Electoral Participation (SVEEP) program to enhance youth participation, instructing collaboration with educational institutions to engage new voters aged 18-19. The program utilized various campus activities and involved youth organizations such as NSS and NCC to promote greater awareness.

Challenges such as terrorism, Naxalism, and drug addiction affecting youth are discussed, calling for guidance and positive engagement. The passage challenges societal perceptions, encouraging youth to explore diverse employment opportunities beyond government jobs. It advocates for education reforms, skill development, and improved research sectors to harness the youth's potential fully.

The recent surge of youth participation in politics has reshaped traditional political dynamics, with loyalty proving transient across parties. Today's youth view political involvement as a platform, driven by momentary inspirations from diverse figures, challenging the static allegiance seen in previous generations. Despite India's large, diverse youth population, political engagement remains crucial for societal progress. Calls for a retirement age in politics, mandatory educational qualifications, and a clean image demonstrate the evolving expectations from political leaders. The youth's potential for positive change extends beyond politics, encompassing social issues like racism and crime prevention, areas where their influence can reshape societal attitudes.

However, the challenge lies in addressing youth illiteracy, particularly in rural areas, and ensuring equitable development. The marginalized regions require focused attention to uplift standards of living, with the youth playing a pivotal role in education, healthcare, and overall progress.

As India aspires to become a global power, the active involvement of educated and motivated youth is essential. Their participation should extend to decision-making processes, aligning with Swami Vivekananda's vision of youth as the real strength of a nation.

The responsibility to guide them in national service and development falls on society, government, and parents collectively.

In India, including state and central election, conducted every five years under a universal adult franchise. It addresses question related to who can participate in election and why voting is essential. It is also lowering the voting age from 21 to 18, acknowledging the political awareness of today's youth.

Research signifies that of voting as a means for individuals to participate in decision-making processes that impact daily life. It discussed the importance of electing representatives who shape policies affecting various aspects like health, education, and infrastructure. Furthermore, it delves into the initiatives, such as pre-election voter awareness campaigns and the Election Commission's efforts, particularly the Voter Education Channel, aimed at encouraging participation and informing voters about the electoral process and NOTA (None of the above) option. The Supreme Court's directive on implementing the NOTA option in Electronic Voting Machines (EVMs) is highlighted, along with the objective of providing a choice for dissatisfied voters without compromising their confidentiality. The transition from ballot papers to EVMs, the significance of banners and signs to guide voters, local access services, multi-language materials, media awareness, and specific measures targeting youth and women in election education. It highlights the need for political institutions to develop theoretical models to understand and address the declining representation under dynamic conditions. It suggests that absenteeism during voting may not be detrimental, as non-voters and voters often have similar preferences.

However, under-representation can result in the loss of minority group opinions, such as the youth who play a significant role in the nation's future. The text also mentions the cross effect of ruling in Indian national-level elections and the reservation policies implemented by the government to address the exclusion of certain communities. These policies establish rewards and punishments for certain actions, making them more durable.

In India, the enrolment process poses a challenge for urban residents, particularly the middle and upper class. Chile also faces institutional barriers for the upper class and youth who frequently migrate. The article highlights a weak social bias in favor of the privileged class in India, as active participation is observed more among the poor. In Anglo-Saxon nations, the youth tend to have "Progressive Individualist" values, which hinder their engagement in collective action for social and political issues. The presence of dynastic succession further complicates the democratic process in various Asian countries. The profitability of implementing measures that restrict youth representation often benefits the elites, who strive for political domination and

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economic gains.

Paradoxically, a greater democratic advantage can lead to increased elite domination. The article also mentions the Polya urn process, a mathematical concept that can be applied to politics. Overall, the article explores factors that contribute to low youth representation in electoral politics.

Overall, the information analyzed from these datasets provides insights into the demographics and characteristics of Indian MPs, allowing for a better understanding of the country's political landscape.

This article argues that when institutions lack the power to change the rules, the youth can use layering strategies to attach new regulations to existing ones, which can bring about substantial change in the core institution. The shift towards institutional and ideational analysis in political science during the 1990s is also discussed. The article suggests that the idea of seniority as merit in Indian society may contribute to the under-representation of the youth in politics. It emphasizes the need for sustainable collective action and a change in democratic discourse and practice to address this issue. The article concludes by stating that the youth should have a greater role in decision-making bodies, particularly in electoral politics, to better address their needs.

Challenges in Current Political Landscape:

The youth's involvement in politics has primarily been informal, with concerns about corruption, nepotism, caste politics, and a lack of accountability deterring them. Many potential leaders opt to settle abroad, avoiding a career in politics.

Potential of Young Leaders:

Young leaders bring energy and enthusiasm, offering a fresh perspective on contemporary issues. Their active participation is crucial for shaping policies that align with the interests and problems faced by the modern generation.

Expanding Youth Participation:

Beyond voting, there is a need to expand youth participation in politics through reservations in political parties and parliament. Striking the right balance between experienced politicians and young talent can alter public perception and restore faith in the political system.

Building a Better Future:

To build a prosperous future for India, the youth must take charge now. The current dominance of politicians above 50 years of age in chief positions calls for a change in the system. Mentorship and guidance are essential to empower young individuals and elevate their political appreciation.

Challenges Faced by Today's Youth:

Current challenges, such as the delay in reaching adulthood milestones, hinder the political involvement of today's youth. However, studies suggest that the issue lies more in where youth

participate than in their willingness to engage.

In another research paper, the theoretical framework includes the concept of alienation, where feelings of powerlessness and meaninglessness may impact political engagement. The paper emphasizes the need to consider the socio-economic and cultural context in India, challenging Western-centric perspectives on declining political participation. It also discusses the role of political information and media in shaping political knowledge and participation among young voters. The paper suggests that dissatisfaction with life, distrust of others, and a sense of powerlessness decrease political participation, while perceptions of choice and control increase interest and engagement. The discussion extends to the challenges within the Indian political system, emphasizing the importance of critical thinking skills and institutional reforms to foster political engagement among young voters. In conclusion, the success of the Indian democratic political process is seen as contingent on the ability to involve and engage the new generation of voters. The paper underscores the need for institutional changes and critical consciousness among citizens, especially the youth, to enhance political participation and contribute to a vibrant democratic system in India. As voters we have the right to demand from our elected officials to answer for their behaviour. For example, in Thailand one candidate in the Thai's elections was buying votes with Viagra. Vote buying in Thailand has, as reported many times, a common practice during electoral times, normally using cash to purchase votes from the population. This controversy led to outcry from several political figures in Thailand, denouncing the unethical and dangerous practice this candidate was undertaking, since this medication is sold only by prescription, thus it was assumed that the pills were purchased taking advantage of the easy ways of accessing this medication through an online pharmacy. At the time this article was written there was no word on the measures taken by the Thai government or its authorities. But it is expected for international organizations to step in the election and have measure on an international level. In this study the researcher wants to know the awareness of Voting from the students of B.Ed. and M.Ed. College. Therefore, the researcher prepared a Questionnaire to collect the data. The sample was selected randomly for data assortment. T-test were applied in favor of analyzed the data. Null Hypothesis created to find out the significant different at 0.01 and 0.05 level of significant.

Conclusion

In conclusion, the low participation of youth in the electoral process appears to be a foreseeable outcome within the current political landscape. To address this, India must establish comprehensive strategies, including mentorship programs and systemic pathways, to empower its youth and bridge the existing gap between their aspirations and political representation. By doing so, India can unlock the full potential of its youth, ensuring a more robust and inclusive democratic future.

Nurturing the youth's potential involves instilling values, ensuring proper education, and addressing societal issues collectively. Swami Vivekananda's timeless ideas underscore the importance of character building, compassion, and striving for the upliftment of the less privileged. As India navigates its path forward, acknowledging the youth's role in nation-building is crucial for sustained growth and prosperity.

The future of Indian politics relies on encouraging the active involvement of the youth. Reforms, mentorship, and opportunities for participation will ensure that the young generation becomes the backbone of a progressive and inclusive India. The future depends on the active involvement of its youth in politics. This study explores the current state of youth participation in Indian politics, emphasizing the need for a more formal and dynamic engagement to drive positive change.

Research Methodology

Research Design

Type of Research:
The type of research conducted would be Multiple-Cross Sectional type of Conclusive Research as data would be collected from various samples to serve the purpose.

Sampling Frame:
Sampling frame here would be the youth from the age group of 18 to 29 years of age. This will include:

Population for the research is the targeted age group of youngsters from 18 to 29 years.

Sr. No.	Unit	Approx.
1	Students	2700
2	Working people	2300
	Total	5000

Sampling Method:

Simple Random Sampling Method. Sample will be collected randomly from the participating population.

Sampling Size:

The data is categorical data. From 2 strata's it will be collected. Hence, the Cochran's sample size formula for categorical data will be used.

Data Collection:

Secondary Data:

Number of research papers and articles related to youth participations in Indian Elections, Pre-election awareness of voters in India, Role of youth in Indian Politics.

Primary Data:

Primary Data will be collected with the help of Questionnaire.

Parameters of Study:

Expectations of the youngsters from the Election Commission and Government.

Statistical Techniques Used:

The collected primary data will be statistically processed, classified, and tabulated using the appropriate methods. The various scales are used for the study like nominal, ordinal, likert scale.

Scaling Technique:

Likert scale. It is useful to measure respondent's attitude to a statement or question.

Period of Study:

From November 2023 to May 2024.

Presentation of Data:

For interpretation of data, simple bar diagrams and graphs will be used. For comparison and analytical study, tabular presentations will be used.

Data Analysis

We had conducted the survey through google forms to understand the interest of youth in fulfilling their voting duties focusing mainly on the 18 to 30 age group. We had received 88 responses and still counting on. The collected data can be of combination of qualitative and quantitative Analysis. Here we used the qualitative method to understanding people's belief, experience, attitude, behavior, and interactions. And Quantitative analysis focuses on qualifying the collection and analysis of the data it is formed from a deductive approach where emphasis is placed on the testing of theory, shaped by empiricist and positivist philosophies.

Data can be analyzed by quantitative and qualitative method.

Following responses are as per the survey conducted through the google form, the results obtained are as follows:
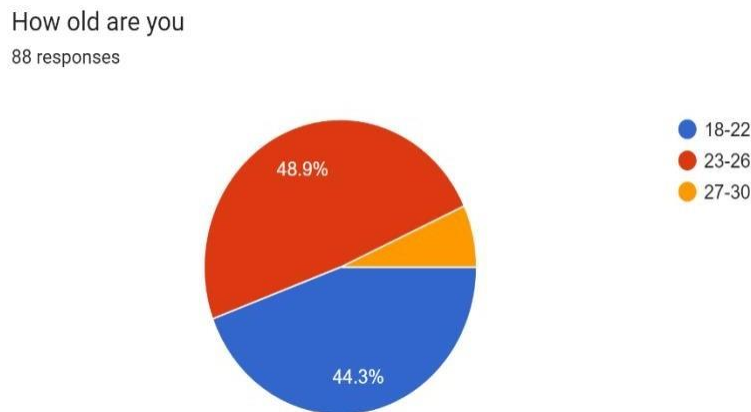
How old are you
88 responses

Fig. 1: Age

From the responses obtained, the above figure shows that 44.3% of respondents were from the 18-22 age group, 48.9% respondents from 23-26 years of age group and 6.8% from 27-30 years age group.
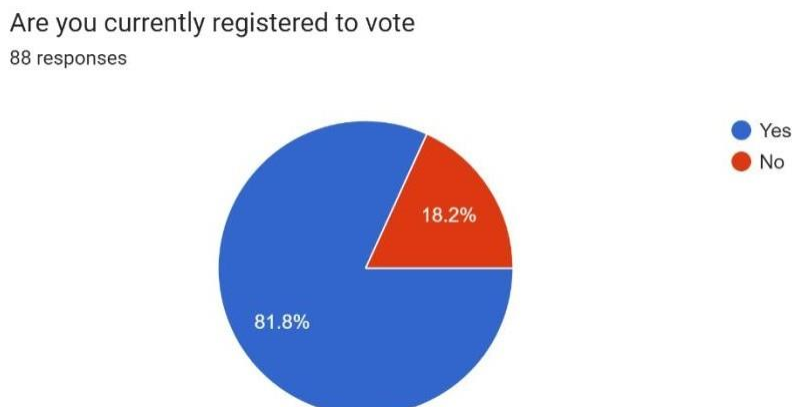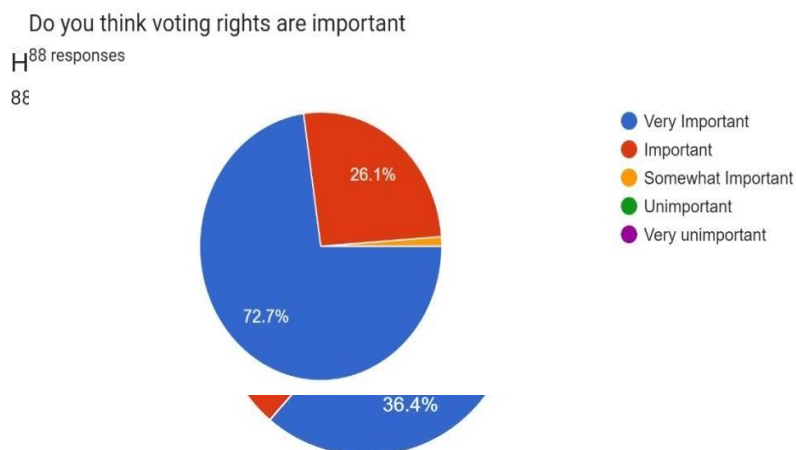
Are you currently registered to vote
88 responses

Fig 2: Current registration

The figure shows that 81.8% respondents are registered to vote whereas

Do you think voting rights are important

88

- Very Important
- Important
- Somewhat Important
- Unimportant
- Very unimportant

26.1%

72.7%

36.4%

18.2% are yet to register.

Fig. 3: Voting done before

The figure shows that only 36.4% people have voted in an election earlier

How often do you talk/discuss politics with others
88 responses

- Frequently
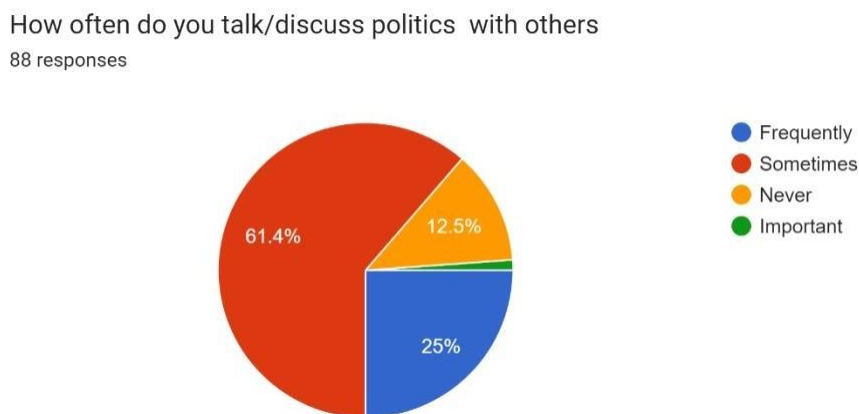- Sometimes
- Never
- Important

61.4%   12.5%

25%

Fig. 4: Discussion with others

Fig. 4 shows that 12.5% people do not discuss about politics with others and 61.4% of the publicis still in hesitation. 25% people are free to discuss about politics with others
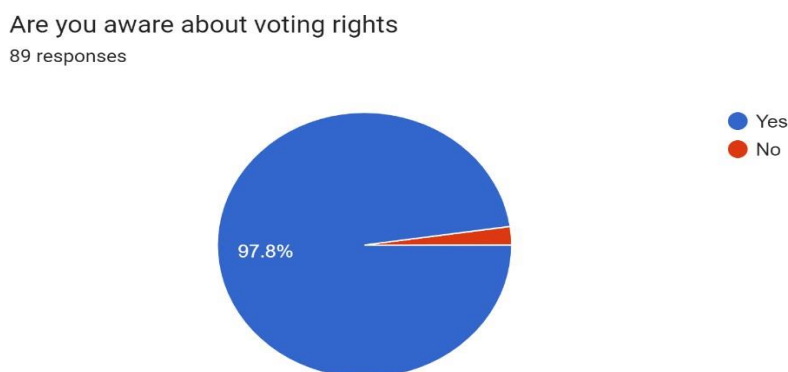
Are you aware about voting rights
89 responses

- Yes
- No

97.8%

Fig. 5: Voting rights awareness

As we can see, there are still 2.3% of people who are unaware of their voting rights. This shows

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thatawareness is needed regarding the voting rights of the individual.

In this figure it is shown that how important the voting rights are.

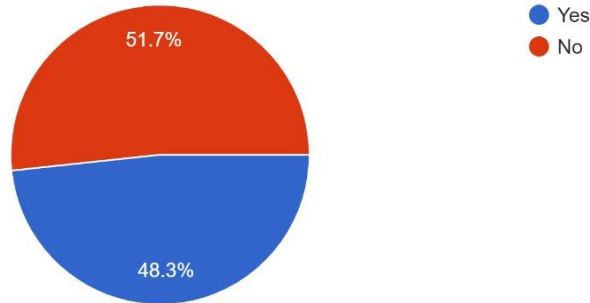**Did your peers influence your decision to vote**
89 responses

Figure no 6: Influence of peers

Fig. 7 shows that the voting decisions of 48.9% people are influenced by their peers. They can be gullible and their votes can be turned if influenced.

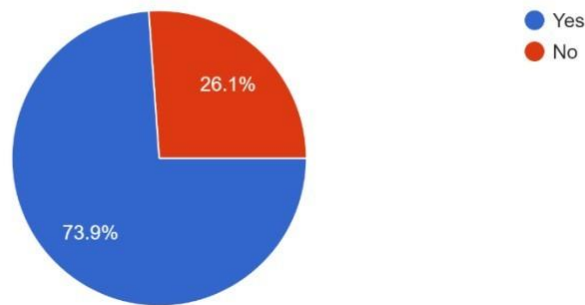**Have you ever encouraged others to participate in the election process by voting**
88 responses

Figure no 7 Encouragement to others

73.9% people encourage others to participate in the voting process but the ultimate turnout can beincreased if the rest 26.1% people also encourage others for the participation.

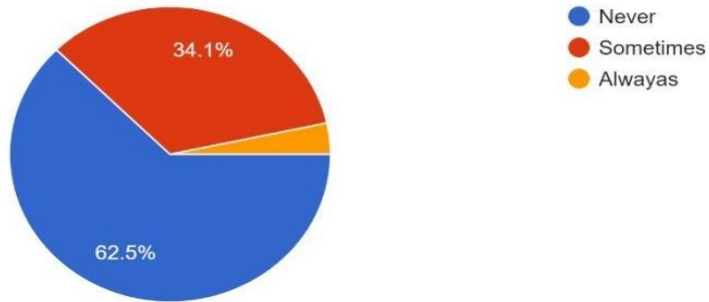Do you feel social pressure to participate in election
88 responses

Fig. 8: Social Pressure to participate

As per the figure, 34.1% people sometimes feel pressurized whereas 3.4% of people are always pressurized to participate in the elections. This can be either because of the leader over there orany other reason.

Do you find the voting process convenient and accessible
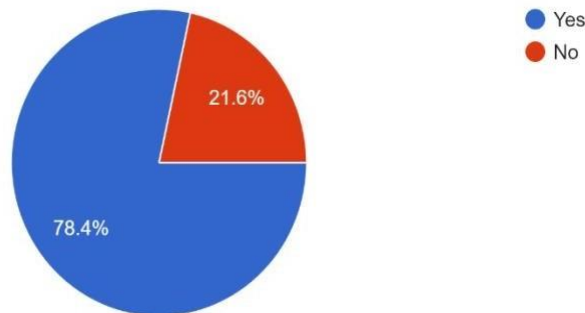88 responses

Fig. 9: Conveniency and Accessibility

21.6% people find the voting process inconvenient and inaccessible. If the opinions of these people taken in consideration, the voter turnout may increase

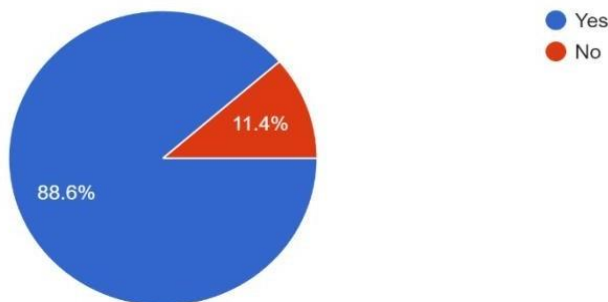Do you find voting instructions easy to understand
88 responses

Fig. 10: Voting instructions understandability

Do you believe the elections conducted were fair and without bias
88 responses
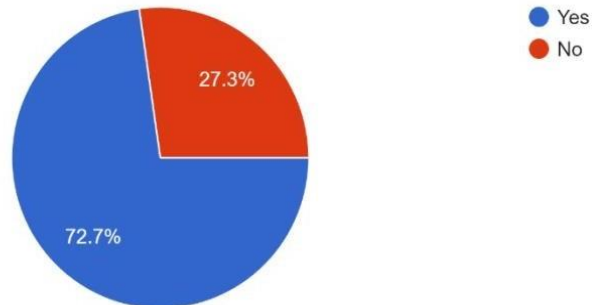
Fig. 11: Fair and unbiased elections

As per the responses, 27.3% people think that the elections conducted are unfair and biased. If they keep on feeling this way, their interest might get hamper in the participation ofthe voting process.

What do you believe can be done to increase voter turnout among young people
88 responses

Fig. 12: Ways for improvement

According to the responses, the voter turnout can be increased if awareness of these topic is done through youth focused campaigns as we have most of the youth in our country. Followed by enabling mobile voting, civil education, and online engagement.

Findings & Suggestions

FINDINGS:

- About 81.8% are registered to vote, while 18.2% are not

- A majority, 63.3%, have not voted in election, whereas 36.4% population have participated in the election in the election, process
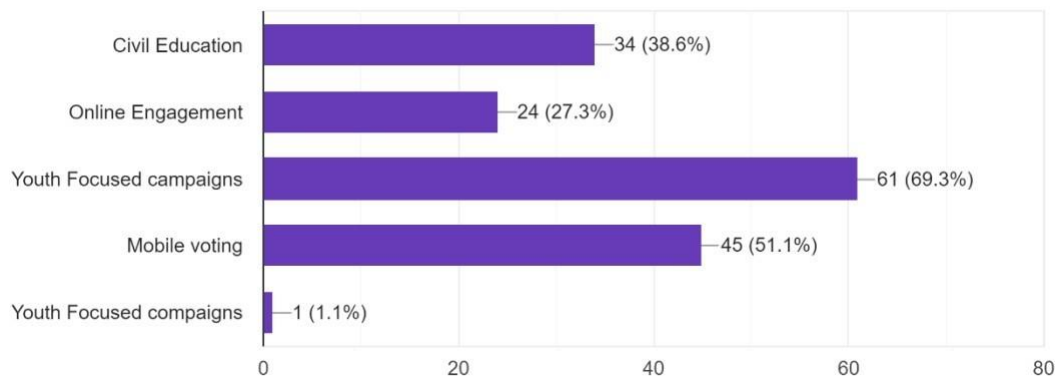
- Approximately 25% discuss politics frequently, 61.4% engage sometimes while 12.5% never discuss about politics with others

- About 97.7% are aware about voting rights are aware about voting rights

- A majority of 72.7% population thinks voting rights are important

- The decision to vote was influenced by peers are 48.9% of respondents while 51% claimed their voting choice was not influenced by peer opinions

- Approximately 66.5% respondents did not feel any social pressure to participate in election, while 31% respondents felt pressure sometimes.

Conclusion

The case study aimed to analyze the level of interest and participation of Indian youth aged 18-30 years in the electoral process. The research found that while most young people understand the importance of voting rights, the actual voter turnout remains low.

Some key findings indicate that only 36.4% of respondents had participated in elections previously. Peer influence seems to play a major role, with close to 50% youth reporting that friends and peers impacted their decision to vote. Over 60% of youth also feel hesitant to openly discuss politics.

At the same time, a significant number of youths find the voting process inconvenient and inaccessible. Issues like unfair and biased elections also erode interest among the youth. Targeted awareness campaigns, mobile voting provisions, online engagement platforms and civil education can help substantially boost participation as per the recommendations of young citizens themselves. In conclusion, there is tremendous scope to nurture India's young demographic and enable their enthusiastic participation in the electoral process. Concerted efforts by the Election Commission, government bodies, educational institutions and civil society organizations are the need of the hour to help inform, excite, and empower youth voters across all demographics. The future of the world's largest democracy lies in how well it leverages the passion and energy of its young citizens.

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"SOCIAL MEDIA ADDICTION"

Name	Roll No
Mrunmayee Pravin Brahme	2K231076
Shruti Vishwanath Amande	2K231086
Bhavana Suresh Bamhane	2K231070
Komal Nandkishor Chandak	2K231077
Akanksha Vikas Desai	2K231082
Vaishnavi Raju Bansod	2K231071
Sharayu Pravin Bhore	2K231073
Tanaya Mukund	2K231080
Vaishnavi Vivek Anarse	2K231069
Kamakshi Bisne	2K231074
Dipali Chaudhari	2K231078
Pranjal Chaudhari	2K231079
Sanskruti Dedge	2K231081
Shivani Barge	2K231072
Sonali Bonde	2K231075
Samruddhi Achari	2K231067

Executive Summary

Social media use is one of the online activities of choice in late childhood and early adolescence incurring significant psychosocial benefits (i.e. emotional support and community building, self-expression) but also negative impacts.

Excessive recreational screen time has been associated with serious physical conditions (i.e. obesity, diabetes), co-occurring psychosocial problems and a decrease in well-being.

Research over the last few years has consistently shown that a small minority of adolescents can experience negative physical (i.e. sleep deficits, poor dietary habits) social (i.e. loneliness, hostility) and psychological (i.e. anxiety, depression) consequences because of excessive and problematic social media use.

Problematic social media use has also been found to have a negative association with academic achievement and is increasingly associated with cognitive impairment, with symptoms of distraction, procrastination, and attention deficit hyperactivity disorder (ADHD).

There is a growing scientific evidence base to suggest excessive social networking site (SNS) use in both adolescence and emerging adulthood may lead to symptoms traditionally associated with substance-related addictions and behavioral addictions, such as gambling addiction.

Common factors that are associated with problematic and addictive SNS are personality factors, such as neuroticism and extraversion, as well as psychological states, such as FoMO (i.e., the fear of missing out) and nomophobia (i.e., 'no mobile phone phobia').

FOMO may contribute to SNS addiction because individuals who worry about being unable to connect to their networks may develop impulsive checking habits that over time may develop into a potential behavioral addictive problem. FOMO appears to be a significant predictor or possible component of potential SNS addiction. Research seems to suggest younger generations (and particularly adolescents) may be more at risk for developing addictive symptoms because of their SNS use.

Introduction

The study focuses on the impact of social media on youth. Technology and innovation are regarded to be the very prime importance for human life, and we must know how to handle It accordingly. It is vital to teach young people about the use of social media to Enhance in their careers and self-improvement. Technology has managed to secure within our body, human brain and even emotions.

How does social media effect youth? Stated that social media, like a coin, have a beneficial and negative effect on young people. It encourages youth to succeed and pull them down, but youngsters need to be alert. Youth communicate with many individuals and support themselves in their professions. Social media lets youth share their views with others.

Social media promotes deceptive posts, messaging, photographs that give rise to conflicts in between them. Such posts are deteriorating the affiliations and relations between nations. As youngsters are immature, they are becoming victims of cyberbullying. This impacts young people mental and physical health and may also leads to depression and self-harm. Because there is a lack of confidentiality and security on the social media platforms, it is possible that a third party would misuse sensitive information. Studies have found that children and teenagers benefit from improving Communication, social linkages, and technological skills. Social media is really a significant aspect in this world. In general, social media is described like any interactive medium or application which enables people to communicate digitally and could be differentiated from conventional media (e.g., television) that users can both access and produce content. Within this broad description, social media can include websites (e.g., Facebook, WhatsApp, Snapchat, Instagram), instant messaging apps, mobile gaming tools, YouTube, and more.

Low self-esteem refers to unwelcome and negative

Thoughts and feelings about one's beauty that tend to rise in our younger generation. Social networking promotes the concept of a perfect body, as it can be connected to nearly all channels of mass media. Anything from height, weight, body size and body form has become a nuanced aspect of this ideal, usually women are ordinary.

The goals in these perfect body images and ads. Much of the videos show thin breathing and bone suction, which causes the viewer to have poor weight and often to have a body with protruding

collarbones, spines, and ribs, which is also the primary cause of anorexia.

collarbones, spines, and ribs, which is also the primary cause of anorexia.

Whereas an optimistic trend can often be seen on social media, which is a fitspiration that encourages a person to have a safe and fit body Two cross-section studies of US and German school students, showed that researchers who spent as much time on Facebook's social media site were more often to support.

Starting to feel envy or fearing like others on their social media platform were good than they have been. "FOMO"- "Fear of Missing Out" was described as a pervasive apprehension that others may have profitable reviews of which one is absent "and has been associated with multiplied strain associated with Facebook use.

A systematic overview of research observed that use of social media turned into related to body photo issues and disordered consuming. In a randomized examine, girl individuals suggested greater bad temper after simply 10 mins of Perusing their Facebook profile in contrast to those who have visited the personality-neutral website exploitation.

In addition, participants who were over-evaluated appeared to make an escalated decision to improve the look of their face, hair, or skin after spending time on Facebook, compared to those who were surfing the control website. An observational look found that spending quite a few hours a week on the use of electronic media was inversely correlated with self-reported satisfaction, life pleasure and self-esteem while time is spent on off-screen sports (in-character social relationships, recreational activities, or exercise, traditional.

Background

Social media is a double-edged sword. It provides us with lots of information, communication facilities, and many other benefits in work, education, and even leisure time. The aim of this study: To assess social media addiction among adolescents and its relationship to sleep quality and life satisfaction.

Objectives

Some objectives for a research paper on social media addiction among youth include:

• Understanding the impact of social media

• Identifying the positive and negative impacts of social media

• Understanding the signs and symptoms of social media dependency

• Examining the level of social media addiction

• Understanding the relationship between social media dependency and mental fitness

Some other objectives

• Assessing health problems related to social media usage

• Assessing the prevalence of selfitis and ringxiety

Literature Review

Title of Research Paper: Addiction of youth towards social media

Name of Journal.: International Journal of Humanities Education and social sciences (IJHESS) ISSN No- E-ISSN No. 2808-1765

Year of Publication: August 2023

This report aims at the positive and negative effects of social media. Addiction of social media is very harmful. This research paper describes the social media usage pattern among teenagers and youth. Social media are beneficial as well as dangerous for teenagers.

The main theme of social media is to connected to the world. When addiction starts then the productivity of teenagers decreases to a minimum extent. One more result also comes out that it is not practically proven that social media affects the life of teenagers. University students are likely to get addicted to social media use because of their influencing atmosphere. The effects of social media hinder the path of success. Since youth are immature, they are vulnerable to cyberbullying. This harms the mental health of youth. Since the social networking sites lack security there is to risk that personal information will be misused by anyone. Face to face engagement is decreasing due to social networking. It promotes social misinformation and rumors. Social media is used by criminals to commit crimes. It promotes dangerous and life threatening amateur medical advice.

Social Media Addiction Study about the impact of addicting social media on different life dimension's purpose of this paper is to investigate the impact of addictive social media use on various dimensions of life, such as personal relationships. The methodology of the paper involves a semi-fixed structure distributed among a stratified sample of individuals. The findings indicate that people are active users of social media, but the level of addiction varies from one person to another. The study shows a significant positive relationship between social media usage and different dimensions of life. The practical implications of these findings emphasize the importance of studying the effects of social media on life dimensions to enhance the quality of life and address harmful habits through related campaigns. Additionally, businesses looking to improve brand loyalty can leverage these findings in their marketing campaigns. In summary, this research highlights the impact of social media addiction on various aspects of life and suggests strategies for improvement.

Title Of Research Paper: Social media addiction among high school students.

Year Of Publication - October - December ,2019

In this hi-tech, screen -filled modern world, students are not using social media sites only at home on a computer; they are also using these sites via their cell phones. Hence, the study aims to measure the prevalence of social media addiction on 231 High School students (102 males and 129 females) in Tirupur and Namakkal Districts, Tamil Nadu, India. It is found that social media addiction is moderate in Majority (52%) of the overall sample. Low social media addiction is seen in 40%of the sample. Gender, type of school and type of family have not significantly influenced social media addiction. Majority of the sample use social media for 1 or 2 hours per day and 24% of the sample. Spend more than 2 hours daily. Majority of the students (52%) use their mobile for sending messages to their friends and relatives.33% of the sample use it for accessing social media. 35% of the sample use Facebook as the common social media platform. The samples have reported to use social media sites frequently and for more hours in a day. In this hi-tech, pre-Armageddon, screen-filled modern world, social media is all pervasive. It has sucked us in. It is the new God. We are now it is slave (Newman,2018). Checking and scrolling through social media has become an increasingly popular activity over the last decade. (Hilliard,2019) Having near- constant mobile access provides opportunities for access to the Internet from any location, anonymous communication, instant sharing of information, and quick ways to take and share photos. Students are not using social media sites only at home on a computer, they are also using these sites via their cell phones.

Title of Paper-- Impact of social media on students' academic performance.

ISSN NO -- 3640-7969

YEAR OF PUBLICATION -- Nov 2022

The fun element of social media sites always helps students to relate to peers and teachers to gain knowledge. Social media also enhances the communication between teachers and students as this are no ambiguity and miscommunication from social media which eventually improves the academic performance of the students. social media is used for educational purposes, it may improve academic performance, but some associated challenges also come along with it (Rithika & Selvaraj, 2013). If social media is incorporated into academics, students try to also use it for non-academic discussions. The primary reason for such distraction is its design as it is designed to be a social networking tool. the usage of social media in academics has more disadvantages than advantages. Social media severely impacts the academic performance of a student. The addiction to social media is found more among the students of higher studies which ruins the academic excellence of an individual. Among the social media users, Facebook users' academic performance was worse than the nonusers or users of any other social media network.

Title of the Research Paper: - The Causes, Effects, and Interventions of Social Media Addiction.

Name of the Researcher: - Yiji, Shuoyu Liu, HemuXu, Borui Zhang

Name of the Journal: - Journal of Education Humanities and Social Sciences ISSN No: -2771-2907

Year of Publication: - May 2015

Review of Paper: -

Social media addiction (SMA) has become a more serious problem for people when they are engaging in their social life with parents, siblings, and friends. In this paper research review is to go over previous studies that focused on the potential factors that cause SMA and how these factors make people vulnerable to such addiction. The review also summarizes the effective treatments for SMA, comparing their advantages and disadvantages: Through the review, neuroticism is proved to contribute to the high level of SMA, and the level of well-being is also responsible for the negative correlation with SMA Several effective therapies are effective in treating addiction.

Title of Research Paper: A study on positive and negative effects of social media on society.

Author: Waseem Akram, R Kumar ISSN No.: 2347-2693

Name of Journal: International Journal of Computer sciences and engineering

Year of Publication: 30- Oct -2017

Review of Literature:

Social media is a platform for public around the world to discuss their issues and opinion. In this research paper they mean different aspect of social media addiction either it is positive or negative. Social media is a term used to describe the interaction between group or individuals in which they produce, share, and sometimes exchange ideas, images, videos, and many more over the internet and in virtual communities. Children are growing up surrounded by mobile device and interactive social networking sites such as Twitter, my space and Facebook, Orkut, Instagram which has made the social media a vital aspect of their life and they getting addicted to social media. Are you and team are builder of nation and in this era, they are grown up as part of net generation. They can easily use the latest technology in various form, including Smartphone, mp3 players, digital cameras video games, iPad, electronic readers, and personal computers. Social media has its both positive and negative effect. This research paper is based on secondary data collected from the online courses and from the Google search engine we also use some data gathering tools for gathering information about the uses of social media in general.

Title of Research paper: A qualitative study on the reason for social media addiction.

This study aimed to determine the causes of social media addiction and define individuals as social media addicts. 25 university students who| perceived themselves as social media addicts were selected for the study. The research found that participants' reasons for using social media included lack of friends, social necessity of social media, feeling of fulfilment, fear of missing out, and intertwining of social media and daily life. Social media addiction has a beginning and a continuity phase, with individuals in the beginning phase using social media for reasons such as finding friends, lack of socialization, and monotony of life. In the continuity stage, individuals use social media for fulfilling a duty and protecting social relations. The need to socialize was a significant factor for addiction, with male participants more interested in acquiring new friends and female participants more interested in communicating with their real-life friends. Social media addiction is an impulsive-compulsive spectrum disorder that involves social media usage.

Title of research paper: Young users' social media addiction

Name of Researcher: Al-Samarraie, Bello, K-A, Alzahrani, (2 more authors)

Literature review –

Although the literature defined Internet addiction as the excessive use of the Internet that brings about negative consequences (Błachnio et al., 2019), Demirtepe-Saygili (2020) defined social media addiction as "a subtype of internet addiction, including the behavior of checking and updating". This could be related to obsessive behavior that may turn into a habit and eventually affect the wellbeing and overall quality of life (Savci &Aysan, 2017). As such, addiction in the context of this study can be defined as the excessive preoccupation with social media (e.g., Instagram, Facebook, Snapchat, and Twitter) that brings negative impacts for young users. This includes young users' constant checking of their social media accounts for updates, likes,

comments, and friend requests.

Bano et al. (2019) revealed the benefits of social bonding and social capital to the wellbeing of young users through social media. Other previous studies (e.g., Baccarella et al., 2018; Chang et al., 2019; O'Reilly et al., 2018) have addressed the adverse effects of social media on adolescents and young people. This includes teenagers and young adults who are generally naïve in nature, having limited experience with the real world (Chou et al., 2019). Brailovskaia et al. (2020) categorized young people as the age group vulnerable to narcissistic behavior. The authors revealed the connection between narcissism and Facebook addiction, resulting in health-threatening behaviors like anxiety. They also revealed the affordable social media sites provide for the young users, creating a virtual space where they can shape a virtual identity to promote their self- esteem and satisfaction. In addition to anxiety, other symptoms related to users' Information Technology & People use of social media were cited by many researchers. These include; flow and salient (Primack et al., 2017), depression (Brailovskaia et al., 2020; O'Keeffe &Clarke Pearson, 2011; Primack et al., 2017), tolerance and tension (D'Souza, 2019b; Shane Simpson et al., 2018), low self-esteem (Atroszko et al., 2018; Hawi & Samaha, 2017). Moreover, other previous studies have focused on security and privacy issues related to young social media users. For example, some previous studies (e.g., Choi & Sung, 2018; Chou et al., 2019) expressed concern about the population of underage users on social media regarding their low knowledge about self-regulation towards disclosing and sharing personal information on social media. Young users get attention and support from their virtual followers through platform functions like 'comments and likes.' However, this would raise their self-esteem and satisfaction and could negatively trigger tension, depression, or anxiety when they come across negative feedback. Gabriel (2014) and Ingram et al. (2019) brought to light the attitude of "sexting" and "selfies" among young people through social media, primarily with mobile technology. Addictive simulated games of gambling among underage social media users, which could result in obsessive and addictive behaviors, have also been addressed in the literature (Hawi et al., 2018; King et al., 2014). In addition, daily time spent on social media applications has been attributed to increasing social media addiction among users (Chung et al., 2019; Hou et al., 2019). Based on these observations, itcan be said that social media addiction requires continuous research.

Title of the research paper: Factors affecting social media addiction.

Year of Publication: June 2021

Literature review:

Issues like fixation of online life and web-based life and the effect of online life on Indian youth and attempted to focus on how to defeat this dependence. Male Social Networking Sites game addicts involved leisure activities, being aloof, disinterested, and excited by successfully conquering artificial or fake money and achievement as a sense of accomplishment. Self-esteem insignificantly predicted addictive behavior towards the use of social media. The prevalence of Facebook Addiction was 39.7%. Females tend to use smartphones more often than males. Addictive behaviors towards the use of social media also most significantly correlated with behavior levels.

Social media addiction - It is impact, mediation, and intervention.

Authors- Yubo Hou, Dan Xiang, Tanglin Jiang, Lily Song and Qi Wang. ISSN- 1802-7962 Copyright - 2019 cyberpsychology: Journal of psychological research on cyberspace.

This research examined the relations between social media addiction to college students' mental health and academic performance. In Study 1, the survey method was used with a sample of (N=232) college students and it was found that social media addiction was negatively associated with students' mental health and academic performance. The relation between social media and addiction and mental health was related with self-esteem. In Study 2, it was developed and tested a two-stage self-help intervention program. A sample of (N=38) college students met together. Results showed the intervention was effective in reducing social media addiction.

Research trends in social media addiction and problematic social media use:

Despite their increasing ubiquity in people's lives and incredible advantages in instantly interacting with others, social media's impact on subjective well-being is a source of concern worldwide and calls for up-to-date investigations of the role social media plays in mental health. Much research has discovered how habitual social media use may lead to addiction and negatively affect adolescents' school performance, social behavior, and interpersonal relationships. The present study was conducted to review the extant literature in the domain of social media and analyze global research productivity during 2013–2022.Studies were performed on undergraduate students between the ages of 19–25 on the use of two social media platforms: Facebook and Instagram. Limitations as well as research directions for future studies are also discussed.

Research Methodology

Checking and scrolling through social media has become an increasingly popular activity over the last decade. Although most of the peoples' use of social media is non-problematic, there is a small percentage of users that become addicted to social networking sites and engage in excessive or compulsive use. In fact, psychologists estimate that as many as 5 to 10% of Americans meet the criteria for social media addiction today. Social media addiction is a behavioral addiction that is characterized as being overly concerned about social media, driven by an uncontrollable urge to log on to or use social media, and devoting so much time and effort to social media that it impairs other important life areas.

Addictive social media use will look much like any other substance use disorder and may include mood modification (i.e., engagement in social media leads to a favorable change in emotional states), salience (i.e., behavioral, cognitive, and emotional preoccupation with social media), tolerance (i.e., ever-increasing use of social media over time), withdrawal symptoms (i.e., experiencing unpleasant physical and emotional symptoms when social media use is restricted or stopped), conflict (i.e., interpersonal problems ensue because of social media usage), and relapse (i.e., addicted individuals quickly revert back to their excessive social media usage after an abstinence period).

The phenomena of social media addiction can be largely attributed to the dopamine-inducing social environments that social networking sites provide. Social media platforms such as Facebook, Snapchat, and Instagram produce the same neural circuitry that is caused by gambling and recreational drugs to keep consumers using their products as much as possible. Studies have shown that the constant stream of retweets, likes, and shares from these sites cause the brain's reward area to trigger the same kind of chemical reaction seen with drugs like Cocaine. In fact, neuroscientists have compared social media interaction to a syringe of dopamine being injected straight into the system.

Data Analysis

Here is some information about social media addiction and youth:

• Statistics

In 2023, 40% of Americans aged 18–22 reported being addicted to social media. In India, 61% of urban parents of children aged 9–17 reported that their children spend at least three hours a day on social media.

• Symptoms

Symptoms of social media addiction include:

• Checking social media compulsively

• Spending long periods of time on social media

• Spending less time on offline activities

• Mood changes, especially when not on social media

• Withdrawal symptoms

• Conflict due to social media use

- Negative effects

Social media can lead to social isolation, which can cause physical, emotional, mental, and psychological issues. This can lead to depression, anxiety, and other problems

Findings & Suggestions

These factors drive a person to continue with the excessive use of social media to clear out unpleasant feelings. The effects of social media addiction include anxiety or depression, increased isolation, decreased physical activity, low self-esteem, and poor work or school performance.

Conclusion

Social media can be a useful tool for staying connected, but it can also be addictive and harmful. Social media addiction can have negative consequences for young people, including:

- Mental health: Depression, anxiety, and poor body image

- Social skills: Negative impacts on family and deterioration of family relationships

- School performance: Negative consequences for school performance.

- Interpersonal relationships: Negative impacts on social behaviour and interpersonal relationships.
- Other risks: Sexting, social media stalking, cyber-bullying, privacy breaches, and improper use of technology.

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