VISION

VIKSIT BHARAT 2047

- Paving India's Path to Growth and Development

**A Research Initiative of
Saheed Anurup Chandra Mahavidyalaya**

Dr. A. Shanker Prakash
Dr. Richa Chaurasia

VISION VIKSIT BHARAT 2047

Paving India's Path to Growth and Development

Edited by

Dr. A. Shanker Prakash

Dr. Richa Chaurasia

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Preface

India, a colossus awakening, stands at the precipice of destiny. The year 2047 beckons, a golden horizon where the dream of a developed nation gleams brighter than ever. This volume, Vision Viksit Bharat 2047, is not merely ink on paper; it's a battle cry, a roadmap etched with ambition and insight.

We live in an age of dizzying change. Technology, a double-edged sword, cuts through old paradigms while forging new realities. Education, the bedrock of progress, demands radical overhaul. Sustainability, a cosmic imperative, weaves itself into the fabric of our existence. This book is a deep dive into these turbulent waters, a searchlight illuminating the path ahead.

Our mission was clear: to dissect challenges, plant the seeds of innovation, and empower with knowledge. Every chapter is a battle won, every word a soldier in the crusade for a better India. No ivory tower aloofness here; this is a battleground where scholars, practitioners, and dreamers unite.

In our pursuit, we have engaged with a diverse range of perspectives, ensuring that the discourse is as inclusive as it is insightful. This volume represents a collective effort to understand and address the multifaceted issues facing our nation. By weaving together theoretical insights with practical solutions, we aim to provide a comprehensive guide for navigating the complexities of India's development journey.

Prof. (Dr.) Santanu Kumar Sen, a visionary architect, guided our expedition. His expertise, like a seasoned navigator, steered us through the complexities. Together, we've crafted a symphony of ideas, a chorus of voices demanding change.

This book is not an epitaph; it's a clarion call. It's a blueprint, a compass, a torchbearer. It's an invitation to join the march towards a Viksit Bharat. Let's write the next chapters together, with courage, wisdom, and an unyielding belief in India's destiny.

Are you ready to script history?

Dr. A. Shanker Prakash

Dr. Richa Chaurasia

August, 2024

Foreword

In the rapidly evolving landscape of the 21st century, India stands at a transformative crossroads. The vision of becoming a developed nation by 2047 has inspired countless discussions and strategies. It is within this dynamic context that I am honoured to introduce **"Vision Viksit Bharat 2047: Paving India's Path to Growth and Development."** This volume is a crucial resource in an era marked by rapid changes. The contributors provide a comprehensive examination of India's path to development, addressing topics like educational reforms, technological advancements, sustainable practices, and socio-economic progress. Each chapter delivers valuable insights and strategic perspectives. The significance of this book is magnified by its timeliness. As India grapples with modern governance, economic diversification, and social equity, the insights provided are imperative. The chapters delve into critical areas such as the National Education Policy (NEP) 2020, skill development, gender equality, and digital transformation in banking and payments. Each paper offers actionable recommendations and innovative solutions.

The expertise and dedication of the editors, Dr. A. Shanker Prakash, Dr. Richa Chaurasia, have been pivotal in bringing this work to fruition. Their combined insights into commerce, education, and visionary leadership have shaped this volume. Their approach ensures that this book serves as a vital resource for scholars, policymakers, and practitioners. Through meticulous curation, the editors have transformed this volume into an essential guide for navigating India's developmental trajectory.

I extend my deepest appreciation to the esteemed contributors. Their diverse backgrounds add a rich layer of depth and perspective. Their collective efforts highlight the collaborative spirit and interdisciplinary approach that underpin this work. The scholarly work enriches the discourse on India's growth and development, providing invaluable resources for policymakers, researchers, and academics. This book is more than a compilation of academic papers; it is a reflection of our shared vision for a developed India. It serves as a roadmap for navigating the challenges and harnessing the opportunities that will shape our nation's future. As the readers engage with the chapters within this volume, I trust readers will find the analysis and recommendations both enlightening and inspiring. In conclusion, "Vision Viksit Bharat 2047" stands as a significant contribution to the ongoing dialogue about India's development trajectory. It is a beacon of scholarly excellence and a testament to the collective effort of its contributors. I am confident that this work will inform and inspire future research and policy initiatives aimed at realizing the vision of a prosperous and developed Bharat.

With warm regards,

Prof.(Dr.) Santanu Kumar Sen
Principal
Saheed Anurup Chandra Mahavidyalaya

August, 2024

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Dr. A. Shanker Prakash, a distinguished academic with a Ph.D. in Market Efficiency from Banaras Hindu University, is ideally suited for the editorial role of "Vision Viksit Bharat 2047." Dr. Prakash's academic contributions include numerous publications in esteemed journals. Beyond academia, he actively participates in seminars, conferences, and faculty development programs, highlighting his commitment to advancing knowledge and education. Dr. Prakash's balanced perspective and dedication to research and teaching make him a respected figure, ensuring the book's comprehensive exploration of India's future development.

Dr. Richa Chaurasia is a distinguished academic with a proven record in education. She earned her Ph.D. in Education from the University of Allahabad, Prayagraj, where she also completed her M.Ed. and B.Ed. degrees. Currently, she serves as Assistant Professor and Head of the Department of Education at Saheed Anurup Chandra Mahavidyalaya, University of Calcutta. Her active engagement in national and international seminars, conferences, and workshops underscores her commitment to advancing educational practices. Dr. Chaurasia's expertise and passion for education make her an invaluable asset to this publication.

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Gender Equality and Women's Empowerment Human Rights in a Globalized World

Deepshikha Ganguly

Abstract: Globalization is a multidimensional miracle which has immensely influenced the entire global structure. In the recent years we see the different paradigm of globalization changing according to the worldwide transformations and demands. The progress of time always influenced and indicated towards a rapid progressive culture where the advancement of technology, communications, infrastructure and the expansion of media have deepened the trans border ties between the nations more robustly. Thus this have a huge impact on human rights in the 21st century. The relation between the globalization and the human rights is complex and multifaceted. While globalization has the potential to promote human rights by spreading awareness of human rights with NGOs and world organizations for better labor laws and speaking for the rights of individual at the same time globalization posses significant challenges that needs to be addressed. Globalization has accelerated the expansion of international human rights as well which needs special attention. In this chapter we see the challenges and show how it is imperative to find a balance that maximizes the benefits if globalization while safeguarding and advancing human rights for every individual.

Introduction:

Indian view brought the integration of human rights in globalization is evolving with time. Augmenting the different international co-operations, enhancing the role of civil society more and fostering the corporate accountability are very crucial and essential steps and tools in maintaining the balance in the society. The leverage of usage of technology in today's generation to protect and promote human rights while mitigating its potential for abuse will be crucial in this digital age. Globalization has both negative and positive side, globalization facilitates the spread of human right norms and values across boarders. Internationalorganizations, non-governmental and multinational corporations often play roles in promoting human rights. The proliferation of digital communication tools has made it easier to expose human rights abuses and abusers and mobilize global support for affected communities.

Indian View:

As India emerges as a key player in the global economy with the intersection of human rights, women empowerment focusing on gender equality and globalization takes on heightened significance. Globalization has bought both opportunities and challenges in India. On one hand, the increased trade and commerce, investments, and technological advancement have led to the economic growth and improved standards of living in both urban and rural areas of the country. In the recent past access to healthcare, sanitation problem and education specially in the remote places of the country has expanded contributing in various human development indices. Moreover India's participation in international human rights forums like United Nations raised awareness and accountability regarding human rights and made the laws more vigorous and accountable regarding the human rights issues domestically. India has also facilitated collaboration with multiple global partners on issues such as gender equality, women education, environmental stability and sustainability and significantly the rights of the marginalized communities of the country. The objective of the formation of United Nations is always to liberate people from the threats of war and human trafficking and to promote the cause of peace, equality and harmony among people and nations.

If we look into our ancient times in medieval times the ancient Hindu view of society based on the varnasrama, from the dogmatic point the supports the concept of social stratification so the idea of equality of rights also aliens there. However the ancient thinkers like Manu, Kautilya have tried to protect the human rights. These were done predominantly by imposing moral restrictions upon the activities of the rulers and providing same kind of shield to the rights of the individuals. The concept of human rights in the twenty first century is more westernized and globalised which gave certain kind of power to the western institutions giving them the authority to control and rule world by their authoritarian ways. The issues of human rights have cultivated many debates internationally and linked both the developing and developed world together. The gap between the developed and developing world their order has fostered many contradictions based on functions of the governments and their participation in the international organizations. The growth of a globalized world order has given rise to many economic institutions like World Bank and the IMF from where the investment comes and the flow of growth is maintained, the rise of multinational companies in the third world countries has highly maneuvered the human development and lifestyle. But we have to keep in mind the globalized economic institutions in today's world have very vague analysis of the world order and barely thoughtful about those who are economically vulnerable. This example can be seen in countries like Syria, Palestine and many

other countries. The majorly affected areas are like Africa where the schools are being shut down in many states of Africa as because government economize the budget, not only the people of Africa lose their jobs, majority of people living in impoverished states are facing humanitarian crisis. In the face of globalization the disparity between the classes of people has been seen and the power is in the hands of the bureaucrats as they are the one who is given the authority to take control over the people of countries. It is evident that half of the people are unaware about their rights and suffer more without even given the opportunities to take part in developmental decisions. Due to rise of GDP in various countries the per capita income is stooping down causing the society to divide in two classes the upper class and the middle class, the middle class suffer the most as an outcome of the uneven job market, healthcare facilities and education. In India it has been seen due to globalization the rise in refugees have catapulted in the recent times. In Syrian War which is an outcome of power dynamics has resulted in myriad refugees leading people to become homeless and out in danger without in financial support of hope in life. Due to refugees the neighboring countries of Syria like Turkey, Lebanon, Jordan, Egypt have borne the burnt of refugees influx which led to even more uneven economical distribution in the society. In this situation the refugees face uncountable problems like not being able to access education, less access to education and the ones without any legal status as a result mass distribution of people they are being questioned based on their physical identities and not belonging to any country ultimately termed and marked as homeless. Globalization is a magical tool for the countries for their own interaction based on the needs and economic growth and stability; that being said it increases the border policies and security issues, which leads to migration from a third world country to a first world country which is why the countries have stringent their immigration policies in order to minimize the entry of other nationalities due to the fear of terrorism and self identification and lack of uniqueness. These type of measures are often termed and justified as security concerns of a nation and which predominantly results in the criminalization and detention of the refugees. Human rights are hampered and violated in the age of globalization due to the advancement of technology and these kind of stereotyping the identity of people, which often leads to human trafficking, cyber crimes and other disastrous incidents. Moreover Globalization often limit the choices which is illicit at a moral level but this happens due to the restrictions made on the people particularly in the human rights areas and thus making it more difficult to attribute the responsibilities for human rights violations. Globalization and the link between gender roles and the basic human rights has a intertwined link with the economy of today's technologically advanced geopolitics.

Concept of Economic Globalization and Human Rights and Gender Roles:

There is another aspect which needs attention is the relation between the economic globalization and political rights is extremely biased and popular, it is that the globalized economic institutions in using their investments has failed in fostering a better democracy. The establishment of economic liberalization and glorification of the concept of globalization in the multinational institutions has been both a symptom and stimulus of globalization. This is mainly due to the pervasive distrust of the rulers and the leaders of the institutions which caused the major failure. Globalization also gives to rise to tribalism which is due to the loss of identities within the states itself, this is a major concern for many developed nations like in the United States of America which has seen many riots in the name of identity crisis and loss of democracy in different states effecting the gender identification. Another important aspects are the transnational economic corporations which takes the power from the states making it inefficient in taking any decisions and the economic institution which makes the decisions and implements it which hurts the sentiment and livelihood of the people making it impossible for the states to recover the trauma and the cost to overcome the damage is often too much which leads the nations to go bankrupt as a result of impractical decisions based on some uncertainties. This is seen as a major disguise for the empowering of gender equality for many factors which we will be talking about in this chapter later.

The Attributes of Globalization IN Economy Fixating Towards Gender Roles:

This is damaging the economic growth of a nation to see the growth, where it is not required for the people and planting corps for revenue and as an result the people are in hunger and malnourished, this phenomenon has severely effected the women and the children of that state. This is a major threat and happened in nations like Brazil and Zimbabwe. There is another way of damaging economy due to the rise of economic globalization that is apartheid regime seen in South Africa which is exploitation of the large unskilled, insecure people. Thus this is understood that the term globalization often interlinked with the insecurities of the lower class of people, the females of the society who does not possesses much of power, people living in poverty; and thus it is an extremely well planed tool which is used by the elites to justify their way of democracy and protects those who are economically rich and politically very powerful, over here it can be said that the urban elites are usually the

males of the society which again gives rise to another factor of gender inequalities which needs special attention I n this chapter.

Economic growth through the eyes of globalization can even damage all human rights by encouraging the abuses of human rights by the states and political inclination of nations such as weapons and state funded wars for political and economic means. This mainly effects women and children of states who are vulnerable and needs special care and attention in times of war and such harsh conditions. This means that globalization can improve the conditions of a nation but which eventually leads to the exploitation of human rights and economic insecurities among the people. In the field of research there has not been any concrete outcome or solution given to the relation between the economic growth and democracy in the era of globalization. It is like a paradox of empty promises, which can never be achieved in a practical interconnected world order. It has been often seen that the scholars of international relations can never within the realist and non liberal traditions always find a gap between the two the international laws and the states practices which as a result is the cause of very little impact of the human rights and human legal laws. This is the outcome of an unlawful and unhealthy political system and connected international making it more critical for the people. There are many mainstream approaches in the field of international relations which practically have no impact on the implications on the local human rights and only considered as a theoretical approach, that being said it is important to include that these approaches are never tested nor tried practically. The human rights regimes and norms are often used as a lobbying tool to put stress and pressure on the government often to improve the rights of humans.

There are various political factors here as well in the violations of human rights due to the rise of globalization which is mainly during the warfare when the states go for wars and which leads to international domestic violence which encourages the states to engage more and promote international violence and humanitarian crisis, and violence which demolishes the power of the people completely depriving their right to vote and giving the government more power to control the citizens. This is significantly observed and can be concluded by saying the international human rights globalized but international global rights does not possesses any values as it is not according to the values but based on the political agendas and economical needs of states and institutions which are being run by the elites of the society which causes civil and social biases.

Globalization and It's Contribution in the Gender Roles:

The advancement of globalization has majorly affected the gender roles in a society which needs special attention and mention, it is a contrary to the world which we have discerned during the 19th century and late 20th century. In a society where the labor laws primarily more male centric has been changing drastically with the advancement of technology in the era of globalization which is the force of more female oriented work opportunities and increased female birth rates. The labor market currently, thus it requires more female jobs in the sectors related to healthcare, information technology and specially in the sectors of teaching. The arena of teaching is mostly female centric because of the flexibility and cognitive abilities of interaction with the young minds delicately, the reason is not only technology but the level of education which has highly impacted the female population of the society in the field of science, computer science, statistics, economics which created more analytical teaching jobs at a higher level for the females of the society. Economic balance at the micro the household and macro the society level matters the most in the theoretical role which is seen in the age of technology and in the generation of artificial intelligence. At the household level the impact of globalization is seen with the women being equal of a share in the economy of the house the family income which is giving the family an upgrade in the lifestyle when the two members of the family are equally financially stable, in a family where the female counterpart is educated she is capable of educating the next generation without relying on her male counterpart. This is also a very important aspect at the macro level which is the society where we find women are getting promotional opportunities which helps women to flourish more in the political, societal and economic levels, this gives them child bearing rights, decision making rights and the power to fight for other women as well which effects the overall dynamic of the gender roles in society. The encouraging factor about the impact of globalization on gender roles is that it gives the females to participate more in movements advocating for rights, representation and opportunities for all people, all genders on a global scale, this brings a change at the political levels where it was seen in the past a hierarchical urban male oriented structure which is no longer the same. The involvement of women at the international organizations brings enormous benefits to the disadvantaged sections of women, for them in the recent past and the forthcoming women can put forward their views and speak for another women which was not the case during the early modern world. This significant shift has brought drastic positive changes in the societal norms, the cultural attitudes of the male counterpart in understand a woman more, giving equal opportunities in the

household, the economic structures also changed due to the rise of globalization more women orientated business has emerged which talks about women child birth, education and sanitary issues, there are multinational companies hiring more women brilliant minds in the sectors like research, analytical and consulting jobs which brings equality in the corporate sectors as well. However globalization as brought certain human rights challenges in the recent times, giving rise to the trend of objectification of women, advertizing and marketing industries gave rise to a whole new issue of discriminating and objectifying women, the economic disparities in the labor force industries is also an outcome of globalization which is a salient feature of globalization. Although with the spread of globalization and ascent of it throughout the world, there are places which still faces difficult in coping up with the rapid progress of human rights enhancement remaining backward due to lack of financial stability and poverty. Efforts are given and observed immensely to promote human rights as in gender equality in the age of globalization which includes a huge portion of advocating for equal pay in the corporate and labor oriented market, the representation of women in the leadership roles is important and less seen in towards world but that is progressing towards a brighter future. The policies in the age of globalization needs special attention as gender recognition is not a single homogenous phenomenon but a collection of many interlinked problems and causes which is diverse and unique. There has been cases where there as been a visible disparity in few professional and The challenge is to disseminate the knowledge beyond the lines and borders to bring gender equality in the light of globalization, irrespective of gender and orientation of an individual. Overall in the age of globalization the gender roles are multifaceted, process that requires ongoing efforts to promote inclusivity, diversity and equal opportunities for people of all genders. It is very important for every individuals, communities, governments, and organizations to continue working towards more equitable and just society for every human being. This again focuses on the implementation of policies made in the age of globalization which navigate the challenges and opportunities the comes with interconnectedness.

Some key policy areas that are significant in the structuring of gender roles of women in the human rights in the age of globalization are as follows:
1) Gender Equality Laws: Enacting and en forcing laws that guarantees equal rights for women and men, prohibit gender-based discrimination, and promote equality in every aspects of life.
2) Anti-Discrimination Policies: Implementing policies that prevent and address discrimination in working sectors, educational sectors, healthcare and multinational institutions.
3) Equal Pay and Employment Opportunities : Ensuring equal pay for equal work and promoting equal access to employment opportunities, career advancement and leadership roles,.
4) Support for Women Entrepreneurs: Providing resources, training, and funding opportunities to support women entrepreneurs and small business owners.
5) More access to women education : Guaranteeing access to women, quality of girls education must be free and reliable to women of all levels and specially women of rural areas.
6) Comprehensive healthcare services : Ensuring the opportunities and the flexibilities for better healthcare services including the reproductive healthcare facilities of women and young girl.
7) Legal protection: Enacting and enforcing laws that criminalize gender based violence, including domestic violence, sexual harassment and trafficking.
8) Representing Quotas: Implementing quotas or other measures to ensure women and girl's representation in political offices, leadership positions, and mainly the decision making bodies.
9) Capacity Building: Providing training and mentorship programs to prepare women for leadership roles and political participation.
10) Challenging the gender stereotypes: Promoting public awareness campaigns to challenge and change harmful gender stereotypes and norms in the society.

Moving forward in this chapter we see the versatility of policy making:
These policies are essential and important for creating a more equitable and inclusive society where the gender stereotypes is not practiced and women and men and every gender are given equal and just opportunities and protection from the biases of the society in certain areas. Addressing these areas requires coordinated efforts from governments, non governments, international organizations, civil society and the private sector. Globalization has immensely labor migration, with many women moving across the borders for work and education. This provides economic opportunities but also exposes them to risks such as exploitation, trafficking and abuse. Migrant women often create transnational networks and support economic and social development in their home countries, challenging the traditional gender roles and expectations. The advancement of globalization promotes the exchange of ideas and cultures which challenges the traditional

norms and promote gender quality, this impacts the human rights virtue and values at a larger scale in a global stage.

Is Technology a "malice" in the age of globalization to Human Rights?

There are not only brownie points which is in the age of globalization and its correlation with the human rights but it has t be kept in mind the significant catastrophic outcome of the promotion of digital platforms were women are disproportionately targeted by online harassment, cyber bullying and threats of violence. This is the detrimental part of the age of globalization and age of technology where the active participation of women in cyber space is judged and filled with prejudices. The outcome of this practice often seen to affect the mental health of women and very young girls. Activities of women are secretly monitored and censored which is biased and restricting their freedom of expression and access to information compared to their male counterparts. In various scenarios it is observed women labor in the digital space is underpaid and not giving fair support. This is not the end, the lower level of digital literacy in some section of women cannot go unnoticed to the mass. This hiders their ability to fully leverage technological benefits in their daily life.

Outcome of the Entire Discourse :

This chapter aims to achieve the gender equality in the age of globalization and technology is a challenge and something which needs special attention and requires concerted efforts from government, international organizations, civil society and the private sectors as well. Global cooperation and the sharing of best practices can help address cross border challenges such as human trafficking and the cyber exploitation. Globalization coupled and intertwined with the rapid changing world order which includes the international laws and norms of world changing presents a complex landscape for human rights and women roles n it, the gender roles are offered with unprecedented opportunities for empowerment, economic participation, equal wages around different sectors and the major part is the global connectivity, they also pose significant challenges that must be addressed to ensure gender equality. Another conclusive discussion should be on the advancement of artificial intelligence and globalization which is alarming and demands a proactive and inclusive approach. By addressing the inherent challenges, fostering the inclusive artificial intelligence in the age of Globalization.

Globalization with its rapid development we are moving towards a more flexible and adjustable partially equitable society. This new shift requires a collective participation of human rights, gender roles and more development of technology including artificial intelligence ensuring that it becomes a force of positive change towards gender equality and empowerment of women.

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The United Nation Human Rights and Women Empowerment in Conflict-Affected Areas

Chandrima Chakraboty

Abstract: Human rights and UN ideals are fundamentally based on gender equality. Almost all human rights treaties ban discrimination based on gender. Even though there has been significant progress achieved in ensuring women's rights across the world, millions of women and girls still face violence and discrimination, losing their equality, autonomy, and dignity, as well as their own lives. Persistent and systematic, these acts of abuse and discrimination against women and girls are ingrained in society. Additionally, there has been a resurgence of doubt and rejection of international norms pertaining to gender equality, women's human rights, and gender-based violence in recent years, despite the fact that women and girls are increasingly speaking out in favor of equality through feminist groups, among other means. Up to the Second World War, women were seen as inferior citizens. The United Nations has focused its attention on women worldwide. The UN General Assembly has attempted to improve the overall advancement of women. Conflicts also plays a major role in exploitation of women. Increased levels of gender-based violence, such as forced marriage, sexual assault, torture, and arbitrary executions of women and girls, can be brought on by conflict. Sexual violence is predominantly and increasingly directed on women and girls, even used as a military tactics. Although males and boys have also experienced sexual violence, particularly in situations involving incarceration, the victims of sexual violence are mostly women and girls. This chapter tries to address the idea of promoting gender equality, which is at the center of the core values of the United Nations. It also clarifies women's human rights, and also talks about the Universal Declaration of Human Rights and the Universality of Human Rights, which forms the basis of the entire human rights system. This chapter also discusses the ways in which women are exploited during conflicts and offers suggestions for empowerment.

Keywords: United Nations, Gender equality, Universal Declaration of Human Rights, and Women empowerment.

Introduction:

Following World War I, a few developed nations concentrated on the vulnerable circumstances faced by women. The majority of women in Asia and Africa live in extreme poverty and lack literacy. Article 1 of The Universal Declaration of Human Rights says that every human being has inherent freedom, equality, and rights from birth. They ought to behave in a brotherly manner towards one another as they are gifted with reason and conscience. Every human being has the right to human rights, which provide them the freedom to live a secure, honorable life of their choosing. Human rights include freedom from compulsion by governments, organizations, or other people; rights to social services; rights to leisure and relaxation; and rights to a quality education, even at the most basic level. All persons, men, women, and children, are entitled to human rights, regardless of their caste, faith, religion, or geographic location. Nevertheless, women are frequently deprived of their fundamental rights. There are several obstacles standing in the way of gender equality. Gender stereotypes that perpetuate violence against women, societal and cultural perspectives, and laws and practices that discriminate are all significant causes. Women all around the world endure situations of scarcity and continual anxiety.

The woman is God's greatest creation but they are frequently positioned at the receiving end of the social hierarchy. A recently added term to the lexicon of gender literature is women empowerment. There are two major meanings for the phrase: generic and specific. Broadly speaking, it means giving women the freedoms and opportunities they were denied in order to enable them to become self-sufficient. Women and girls make up half of the world's population and half of its potential as well. In addition to being a basic human right, gender equality is necessary for peaceful society, the realization of all people's potential, and sustainable development. Furthermore, research has demonstrated that empowering women increases economic growth and productivity. UN Secretary-General António Guterres said that gender equality and the empowerment of women and girls are the greatest human rights challenges our world is facing today.

United Nations and Gender Equality:

Human rights and UN ideals are fundamentally based on gender equality. Women's human rights have long been an issue for the UN, and in recent decades, significant strides have been achieved in protecting women's rights globally. But there are still significant inequalities, and women's lives are dynamic, with new forms of discrimination against them appearing on a regular basis. In addition, certain groups of women experience prejudice because of their age, social situation, education, marital status, ethnicity, nationality, religion, health, and disability, among other reasons. When creating policies and strategies to address discrimination against women, all overlapping types of discrimination must be taken into consideration.

The UN's founding charter established the organization's support for women's rights. One of the objectives of the UN stated in its Charter's Article 1 is to accomplish global cooperation in the promotion and encouragement of respect for fundamental freedoms and human rights for all people, regardless of their gender, ethnicity, language, or religion. The Economic and Social Council established the UN's Commission on the Status of Women in the organization's first year of existence as the primary global policymaking body solely focused on the advancement of women and gender equality. Ensuring the word "gender-neutral" in the draft of the Universal Declaration of Human Rights was one of its early successes.

The inaugural World Conference on Women was held in Mexico City in 1975 after the General Assembly proclaimed 1975 to be International Women's Year, as the global feminist movement gained steam in the 1970s. It then established a Voluntary Fund for Decade and, at the Conference's request, proclaimed 1976–1985 the UN Decade for Women. The Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW), also referred to as an International Bill of Rights for Women, was approved by the General Assembly in 1979. The Convention clearly defines discrimination against women in its thirty sections and lays forth a plan for national action to put an end to it. The Convention, the first human rights convention to uphold women's reproductive rights, focuses on culture and tradition as significant factors influencing gender roles and family dynamics. In 1980, Copenhagen hosted the Second World Conference on Women, which took place five years after the Mexico City conference. The ensuing Programme of Action demanded improved national policies to guarantee women's property ownership and management, as well as advancements in women's rights concerning inheritance, child custody, and nationality loss.The World Conference on the Review and Evaluation of the UN Decade for Women Equality, Development, and Peace was held in Nairobi in 1985.Convening at a moment when the campaign for gender equality had at last achieved genuine international acceptance, 15,000 non-governmental organisation (NGO) delegates took part in a concurrent NGO Forum. Many referred to the occasion as "the birth of global feminism." The Nairobi Forward-looking Strategies to the Year 2000 were established by the 157 participating states when it became apparent that the objectives of the Mexico City Conference had not been sufficiently achieved. The declaration that all concerns are women's issues set a new precedent.

The Beijing Declaration of 1995 serves as a guide for action aimed at empowering women. It continues to be the most extensive worldwide policy framework for gender equality that is currently in existence. The United Nations called the Fourth World Conference on Women, which resulted in the Beijing Declaration. During this summit, a detailed plan to achieve worldwide legal equality was agreed upon by all parties involved. The Beijing Platform for Action was the name of the scheme. Twelve important areas of concern are addressed in the Beijing Platform for Action.

They are listed in the following order:

1. Poverty
2. Education and Practice
3. Armed conflict
4. Decision-making
5. Authority within institutional frameworks
6. Human rights
7. Media
8. Environment
9. Child Girl
10. Health
11. Violence and
12. Economy

The Beijing Declaration resulted in reinvigorated global action for the women's movement, as well as an increase in political will and visibility. Above all, it brought more insight into how to attain equality and empowerment.

The primary international intergovernmental organization devoted only to advancing women's empowerment and gender equality is the Commission on the Status of Women (CSW). One of the main UN bodies, the Economic and Social Council (ECOSOC), houses the Commission on the Status of Women (CSW or UNCSW), a functional commission. CSW has been referred to as the UN body that supports women's empowerment and gender equality. The CSW plays a key role in advancing women's rights, capturing the realities of women's lives throughout the globe, and establishing international norms for gender equality and women's empowerment. The following are the Commission's priorities for the years 2021–2024:

1. The complete and effective involvement of women in public life, including decision-making; the eradication of violence as a means of attaining gender equality and the empowerment of all women and girls.

2. In the framework of policies and activities aimed at reducing disaster risk, climate change, and environmental degradation, achieving gender equality and the empowerment of all women and girls.

3. Innovation, technical advancement, and digital-age learning to empower all women and girls and achieve gender equality.

4. Addressing poverty and bolstering institutions and finance from a gender perspective in order to expedite the attainment of gender equality and the empowerment of all women and girls.

The 2030 Agenda for Sustainable Development explicitly lists gender equality as one of its goals, and it goes on to say that the empowerment of women and gender equality are prerequisites for achieving all other objectives. The Universal Declaration of Human Rights, which states in its opening paragraphs that equal rights are the "foundation of freedom, justice, and peace"—for the entire world—is cited in all such pledges.

Inspite of several measures, there is still a persistent disparity between men and women's access to opportunities and decisionmaking authority in our society. Women have the right to live free from violence, fear, and want in a dignified manner. A further requirement for promoting development and lowering poverty is gender equality. Women who are empowered enhance the wellbeing and efficiency of whole communities and societies, as well as the prospects for the next generation. Gender equality is still unmet even though there is compelling data showing how important it is for women to be empowered in order to reduce poverty, advance development, and take on the world's most pressing issues.

Universal Declaration of Human Rights :

The Universal Declaration of Human Rights (UDHR) is a key text in the history of human rights. The International Declaration of Human Rights was the original name of the Universal Declaration of Human Rights. Unmistakably, the goal of the first international accord to ratify the Universal Declaration of Human Rights was to establish legal equality for men and women. But achieving this goal was still a long way ahead. The rights and liberties of every human being are enshrined in the Universal Declaration of Human Rights (UDHR), an international declaration that was approved by the UN General Assembly. Drafted by a UN committee under Eleanor Roosevelt's direction, it was approved as Resolution 217 by the General Assembly on December 10, 1948, at its third session held at the Palais de Chaillot in Paris, France. On December 10, 1948, in Paris, the United Nations General Assembly passed resolution 217 A (III), formally declaring the Declaration, which had been authored by delegates from a globe with diverse legal and cultural foundations, as a shared yardstick of achievement for all people and states. It lays out the principles of universal protection for fundamental human rights for the first time. The Universal Declaration of Human Rights (UDHR) has been interpreted into over 500 languages since its enactment in 1948, making it the most translated document globally. It has also served as an inspiration for the constitutions of several recently independent States and emerging democracies. The International Bill of Human Rights is made up of the UDHR, the International Covenant on Civil and Political Rights, the International Covenant on Economic, Social, and Cultural Rights, and their respective Optional Protocols.

Economic social and cultural rights of 1976 saw the implementation of the International Covenant on Economic, Social, and Cultural Rights. The 18-member Committee on Economic, Social, and Cultural Rights oversees how the States parties to the Covenant are carrying out their obligations under it. In 2013, its Optional Protocol came into effect. Among the human rights that the Covenant aims to uphold and defend are: the right to fair and comfortable working circumstances; the right to social security; the right to a decent wage and the best possible quality of physical and mental health; the right to an education; and the right to take advantage of advancements in science and culture.

The First Optional Protocol of the International Covenant on Civil and Political Rights became operative in 1976, and the

Second Optional Protocol followed suit in 1991. The application of this international treaty and its optional protocols is overseen by the Human Rights Committee. Freedom of movement, equality before the law, the presumption of innocence, a fair trial, freedom of thought, conscience, and religion, freedom of opinion and expression, peaceful assembly, freedom of association, involvement in public affairs and elections, and protection of minority rights are all covered under the Covenant. It forbids the following: arbitrary death penalty; torture; cruel, inhuman, or humiliating treatment or punishment; forced labour and slavery; arbitrary arrest or incarceration; arbitrary invasion of privacy; war propaganda; discrimination; and hate of religion.

Universality of Human Rights :

One of the most significant ideas enshrined in international law throughout the 20th century is the universality of human rights. It is the main concept of the Universal Declaration of Human Rights and the cornerstone of the system of human rights as a whole. Its true origins may be traced back to John Locke's natural rights in the seventeenth century.

States have emphasized the universality and indivisibility of human rights several times since the Universal Declaration was adopted. Women's human rights are an integral aspect of universal human rights, as was explicitly acknowledged in the Vienna World Conference and has since been reiterated, most notably at the Fourth World Conference on Women. When States have attempted to use cultural justifications to defend the infringement of women's rights, the topic of universality has frequently come up. Cultural practices that sustain domestic abuse against women are still very important. It also highlights behaviours like female genital mutilation, witch hunts, and alleged honour killings of women that have been carried out under the pretence of belonging to a specific culture.

In order to achieve the elimination of prejudices and customs that are based on the idea that one gender is inferior to the other or that there are stereotypes about what roles men and women should play, states are required by the Convention on the Elimination of All Forms of Discrimination Against Women to take appropriate action to change gender-specific social and cultural norms of behavior.

Women Exploitation During Conflicts :

Women suffers the most during the times of conflict. They suffer torture, wounds, disabilities, and death. They face social and economic disruption as well as being the target of weaponry. They are more susceptible to illnesses, such as HIV/AIDS and sexually transmitted infections (STDs).An increasing corpus of research suggests that women and girls' social vulnerability may worsen the long-term effects of armed conflict (ICRC 2001; UNIFEM 2002). Women and girls suffer tremendously during and after armed conflict, and they are frequently left vulnerable to more abuse and violence. Sexual and gender-based violence, including but not limited to rape, forced marriage, forced pregnancy, forced abortion, torture, human trafficking, sexual slavery, and the deliberate dissemination of sexually transmitted diseases, such as HIV/AIDS, are essential tools of war in many of the wars of our day. Women are forced into slavery and are the victims of genocide. Girls and women are particularly targeted since they are frequently seen as the enemy's cultural ambassadors and progenitors. Due to their bonds and obligations as mothers, which make them more susceptible to maltreatment, women are exploited. Regretfully, the conversation surrounding gender equality and sustainable development has not given enough attention to the problem of gender-based violence in conflicts. Sexual assault in conflict areas has frequently been seen as an unavoidable consequence of warfare, and those who commit acts of violence are rarely held accountable. In Ethiopia, the weak attempt of human rights organizations and the United Nations have mostly failed. China, Russia, Ukraine, and most significantly, the United Arab Emirates, are easy sources of weaponry for the Ethiopian government, which has no regard for the suffering of people and is bent on using force to end the crisis in Tigray.

The worldwide objective of gender equality, Sustainable Development Goals, which calls for eradicating violence against women and girls in public and private sectors, including trafficking and sexual and other forms of exploitation, is called into doubt by the Ethiopian crisis. If nations don't want to be strong against sexual assault in crisis areas, can violence against women ever end? Gender equality is an elusive aim if respect for a country's territorial integrity and non-interference in internal concerns take precedence above the need to denounce the use of sexual assault as a weapon of war. When it comes to the widespread abuse of women and girls and the use of sexual assault as a weapon in war, a world that has vowed to accomplish the Sustainable Development Goals (SDGs) cannot stay silent.

Empowering Women in Conflict- Affected States :

Around 1.5 billion people on the planet reside in violent and conflict-ridden countries. Gender concerns in fragile and conflictaffected situations (henceforth FCS) are especially important because of the different requirements, coping strategies, and challenges that women experience. Conflicts and catastrophes disproportionately affect women and girls. However, women's rights are violated globally due to a lack of strict implementation of the legislation.

Here are some points about empowering women in conflict affected areas. They are as follows:

1. Education: To guarantee that women and girls have access to high-quality education, including life skills development, literacy programmes, and vocational training, in order to improve their chances of being economically independent and moving up the social ladder.

2. Creating Awareness: To increase public knowledge of the needs and rights of women and girls living in conflict areas, as well as to advocate for gender-responsive policies and social change on a local, national, and worldwide scale.

3. Financial Independence: Higher degrees of financial inclusion are connected with better supportive frameworks. When it comes to breaking down gender stereotypes, this is one of the most important elements to consider especially in conflict areas as women there are considered as a weaponry, so it is very much important to make them financially independent so that they are not left in the fate of others.

4. Strengthening Legal frameworks: Enacting laws and policies that combat violence against women is essential for ensuring their safety and wellbeing, particularly in precarious and conflict-affected environments. To improve the safeguards in place to protect women and girls in conflict areas, such as early warning systems, safe space creation, and the elimination of gender-based violence. Therefore, it is imperative that decision-makers and the global community act to address this intricate and diverse problem with a thorough and well-coordinated response, taking into account the distinctive characteristics of and distinctions between fragile and conflict-affected nations.

5. Securing stability: In order to promote social cohesion and reduce conflict, it is imperative to put in place supportive structures that guarantee the fair and uniform application of the law. Laws that uphold the rights of all people, including women, when they are put into effect not only lessen complaints but also lessen the chance that social unrest would turn violent or destabilize the community. Societies may create a foundation of security and inclusion and pave the path for long-term peace and prosperity by placing a high priority on the equal administration of the law.

6. Ensuring normative changes: Women have traditionally been associated with the private sphere, whereas men have been associated with leadership responsibilities, public office, and military service. Perceptions of what a woman can and cannot accomplish are also altered by changes in the division of labor; when

women fill these positions, it demonstrates to society as a whole that they are capable of doing jobs just as well as men.

7   Post-conflict female empowerment: Women taking part in conflict resolutions and other matters relating to postconflict measurements can empower women. Women have historically not been allowed to participate in negotiations, although there may be chances outside of the formal channels through lobbying, media campaigns, reconciliation rituals, and regional consultations.

Conclusion:

In addition to being a basic human right, gender equality is also a precondition for a society that is affluent, peaceful, and sustainable. Although there has been improvement in recent years, gender equality will not be achieved by 2030 if current trends continue.Due to international agreements, there has been a significant decline in child marriage and female genital mutilation, two areas where gender equality has improvedand women now make up a larger percentage of the political sphere than they have ever held. However, the dream of a society where all women and girls experience complete gender equality and where all societal, legal, and financial constraints on their empowerment are eliminated still lies unrealized.Furthermore, in addition to gender-based discrimination, many women, including transgender, gender variant, and intersex women, experience compounded kinds of discrimination because of their age, colour, ethnicity, disability, or socioeconomic situation.In order to guarantee that women, girls, men, boys, and individuals with different gender identities can fully enjoy their human rights, it is first necessary to have a thorough understanding of the social structures, power dynamics, social norms, and stereotyping that shape not only the political and legal systems but also the economy, social dynamics, family life, and community life.

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Gender Equality in Workplace

Pragya saha, Arpita Das, Priyobrato Das, Debasmita Seth & Arjama Halder

Abstract: We argue that one reason for this is that the complexity of the concept of gender equality has received insufficient attention. Gender equality needs to be conceptualized in a manner which goes beyond perceiving it as mere -sameness of distribution . It needs to include notions of gender equity and thus to allow for distinguishing between gender difference and gender inequality. We sketch three dimensions of gender equality related to employment, financial resources, and family work, which incorporate this understanding, the ability to maintain a household, Agency and the capability to choose, Gender equity in household and care work. Gender equality, besides being a fundamental human right, is essential to achieve peaceful societies, with full human potential and sustainable development. Moreover, it has been shown that empowering women spurs productivity and economic growth. Keywords: Gender, Equality, workplace, workload

Introduction :

1. Definition- Gender refers to the roles, behaviors, activities, expectation and social norms associated with being male or female.
2. Social construct- Gender is a social construct meaning it is shaped by cultural and societal influences rather than strictly biological factors.
3. Gender identity- This is an individual's personal sense of their own gender, which may or may not align with their biological sex. Examples: include identifying as male and female.
4. Gender roles- This are the expectations and behaviors society considers appropriate for man and women.
5. Gender expression- This is how an individual presents their gender to the world through clothing behavior and personal appearance. For instance, someone might express their gender through traditionally masculine, feminine styles.
6. Gender norms- These are societal rules and standards that dictate how individuals of a particular gender are expected to behave. For example: the expectation of women should be nurturing and men should be strong.

Importance :

Gender diversity within a company's leadership and workforce can lead to diverse perspectives, more creative problem solving, and efficiencies in your business. It can also contribute to a greater understanding of different clients perspectives. concrete steps you can take to improve gender diversity in your leadership and workforce include :

1. Using inclusive language in job ads, assessment criteria, and interview questions.
2. Creating a pipeline of future women leaders through training, networking, and mentorship.
3. Setting target for women on the board and in management.
4. Employing clear policies and practices, such as:
- Anti –discrimination.
- Anti –harassment.
- Equal pay.
- Parental leave.
- Flexible work or child care.
- Standardized performance review.

Some more importances are as followed:

1. Fairness – Gender equality ensures that people have equal acess to opportunities, resources, and career advancement, regardless of their gender identity.
2. Employee well-being- When employees feel that their gender is not a barrier to opportunities; they are more likely to be satisfied with their jobs and committed to their work.
3. Innovation- Gender diverse teams have been shown to outperform homogeneous teams. Companies with a gender diverse workforce can also access a wider talent pool, which can help fosters innovation and creativity.
4. Business performance- Gender balanced companies are more likely to have higher productivity, increase innovation and improved financial performance. They may also be better able to understand and meet the needs of their diverse customer base.

Benefits:

1. Improved productivity- Gender balanced workplaces can be more cohesive and productive, with a wider range of perspectives and ideas that can lead to better achievements.
2. Increased innovation- Gender equal workplaces can improve collaboration, creativity, and innovation.
3. Better employee satisfaction- When employees feel safe and valued, they are more likely to contribute positively to the organization's success.
4. Improved reputation- Business that promotes gender equality can build a great reputation with the outside world.
5. Different perspectives-Having a mix of genders in your teams means you benefit from the different points of view and approaches that come from different life experiences.
6. A better reflection of your customers-Customers comes from all walks of life. The more the make-up of your organization reflects your customers, the more likely it is that you'll communicate effectively with them.

Maintaining gender equality in the workplace has several advantages, such as:

1. Good corporate culture: A pleasant work environment is one in which all employees are treated equally and feel appreciated and valued, regardless of their gender. Your employees may become more aware of the skills and abilities that their coworkers possess as a result of this gender-diverse workplace culture. Respect may be fostered by acknowledging and valuing these distinctions.
2. Increased innovation and creativity: Gender diversity in the workplace may foster more cooperation and creativity since it brings a variety of abilities, strengths, and skills to the table. Businesses frequently discover that variety in gender spurs creativity.
3. Improved reputation: You may cultivate a stellar business reputation by consciously advocating for gender equality in the workplace. Similar-minded individuals will want to work for you. Contented workers contribute to a good and effective work environment.
4. Better dispute resolution: Effective communication is a critical component of success for workers. Gender differences in communication are normal; some people like to discuss issues directly, while others try to mediate conflicts. Resolving conflicts in a work setting that incorporates all of these communication methods is easier.

Gender Inequality:

Gender inequality is the social phenomenon in which people are not treated equally on the basis of <u>GENDER</u>. This inequality can be caused by gender discrimination or <u>SEXISIM</u>. The treatment may arise from distinctions regarding biology, psychology, or cultural norms prevalent in the society. Some of these distinctions are empirically grounded, while others appear to be social constructs. While current policies around the world cause inequality among individuals, it is women who are most affected. Gender inequality weakens women in many areas such as health, education, and business life. Studies show the different experiences of genders across many domains including education, life expectancy, personality, interests, family life, careers, and political affiliation. Gender inequality is experienced differently across different cultures.

The following actions may be taken to encourage gender parity in the workplace:

1. Promote greater diversity in hiring: Examine your job descriptions and see whether your criteria may be changed to attract a wider range of candidates. For instance, think about whether 10 years of experience would be sufficient if the post now demands 15 years of experience. It is also possible to assess if individuals with different kinds of experiences or education may be qualified for employment at the senior level. Additionally, you should consider carefully the terminology you employ in your job advertisements. Words like "dominant" and "assertive," for instance, may draw more males than women.
2. Additionally, you should make sure that your remuneration policies are equitable and that you use employee departure interviews to gather candid input from staff members regarding their thoughts on gender equality in the workplace.
3. Examine the legislation pertaining to equal pay: Examine state and federal legislation pertaining to fair pay. Equal compensation for equal labor, which includes the same abilities, responsibilities, working circumstances, and effort, is mandated by several regulations for businesses. You may identify any areas where your company needs to improve in terms of paying equal labor, and you can include a policy for equal pay in your code of conduct.

4. Take into account upgrading your instruction: Examine the lessons you learned about gender inequality and discrimination. Examine your present training programs to see whether they provide enough information and detail to have an effect. Making annual required training on gender disparity is an additional choice. In this manner, your staff will be more aware of the material and able to act on it with more ease.

5. Review pay secrecy practices: Pay secrecy policies have the potential to be unlawful and to cause disparities in the gender pay gap. Employee awareness of gender disparities in the workplace might increase with the amount of compensation discussion. Think about making wage information public. Ensuring that pay equity for women and men is a top concern may be achieved by keeping track of and disclosing compensation information to staff members. Pay brackets detailing the general qualifications and wage ranges for each position are published by certain firms.

6. Encourage a work-life balance: The difficulties of working while raising a family may prevent parents from achieving their professional aspirations. Some employers provide parental leave to both moms and fathers in an effort to reduce stress for working parents. When deciding if they want to work for a firm, a lot of people also consider workplace flexibility. For parents who want flexibility to manage a work while raising children, this option is particularly intriguing.

7. Foster an environment of tolerance: Encourage an environment where workers feel valued for their abilities and output. Regardless of a team member's gender or origin, get to know them personally. This can increase your respect for diversity and foster a friendly, inclusive workplace.

How It Effects on Workplace :

Across the board, a number of industries are stratified across the genders. This is the result of a variety of factors. These include differences in education choices, preferred job and industry, work experience, number of hours worked, and breaks in employment (such as for bearing and raising children). Men also typically go into higher paid and higher risk jobs when compared to women. These factors result in 60% to 75% difference between men's and women's average aggregate wages or salaries, depending on the source. Various explanations for the remaining 25% to 40% have been suggested, including women's lower willingness and ability to negotiate salary and sexual discrimination. According to the European Commission direct discrimination only explains a small part of gender wage differences. According to the International Labor Organization, women continue to be paid around 20% less than males worldwide.

Women spend years building a bridge to career success. But before they can cross it, they are faced with the ugly troll underneath and the impossible riddle.

How to Promote Gender Equality:
- Challenges stereotypes- Address gender stereotypes in society and families, and reject resist and chauvinist attitudes.
- Support women- Help women successed, empower women and girls, and get women into power.
- Share responsibilities- Divide household chores and child care equally, and take paternity leave.
- Create safe spaces- Stand up against harassment and watch for science of domestic violence.
- Promote education- Make education gender sensitive and raise the aspirations of girls and their parents.
- Support businesses- encourage financial inclusion and support women-owned businesses.
- Stay informed- find the charity that supports gender equality and stay informed about issues.

Gender Equality and Diversity:

Gender Equality in the workplace means equal treatment and access of employees regardless of gender to recruitment, promotion and training activities along with mentoring and decision-making bodies. Diversity within a workplace encompasses race, gender, ethnic groups, age, education, religion, sexual orientation, political beliefs, mental and physical conditions, as well as other distinct attributes and qualities among people.

Gender Equality and Diversity relevant to business:

For businesses, ensuring gender equality and a diverse workforce leads to positive effects across an organization. To do this successfully, a concerted effort from business owners and leaders needs to be made to break down historic and cultural barriers including unconscious biases. Multiple studies have highlighted that providing an equal seat at the decision-making table for both women and men and guarantying those resources

are equitably distributed among a diverse workforce is a key element of success for a thriving business' continuity, development and resilience. Businesses throughout the world face the challenge of attracting and retaining the best possible teams of employees. Furthermore, for organizations, having a mixed teams mean they benefit from different points of view and methodologies that come from unique life experiences. An array of perspectives typically sparks creativity and drives innovation.

It is now increasingly recognized that:

- Promoting gender equality brings direct benefits in terms of improved productivity, increased growth and innovation, greater career development potential, diversity of views and stability for the company.
- Indirect benefits from gender equality and diversity include creativity, sense of fairness and ownership as well as increased employee's wellbeing and mental health.
- A successful, diverse team builds a strong reputation for the company.
- Businesses are enriched operationally and financially with the unique contributions made by different individuals.
- Successful workplace diversity is increasingly viewed as a critical part of organizational performance, and is an indicator of business leadership performance.
- Fostering workplaces that respect and include differences increases employee morale and productivity.

Conclusion :

In conclusion, achieving gender equality in the workplace is not only a moral imperative, but it is also essential for creating a more equitable and just society. The project "Gender Equality in the Workplace: Assessing Barriers and Implementing Inclusive Policies" aims to identify the key barriers to gender equality in the workplace and propose evidence-based recommendations for implementing inclusive policies and practices that support women in the workplace. Through a comprehensive analysis of the current state of gender equality in the workplace, the project has identified key barriers, including discrimination, unconscious bias, lack of access to leadership positions, and inadequate family-friendly policies. The project has also proposed a set of inclusive policies and practices that address these barriers and support the advancement of women in the workplace.

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Gender Equality and Women's Empowerment Human Rights in a Globalized World

Sanjib Kumar Haldar

Abstract: In a globalized world, the pursuit of gender equality and women's empowerment has become a cornerstone of human rights advocacy. This abstract examines the multifaceted dimensions of gender equality and the empowerment of women within the context of globalization. As economies and societies become increasingly interconnected, traditional gender roles are being challenged, creating new opportunities and obstacles for women worldwide.

Globalization has facilitated the spread of ideas and norms related to gender equality, enabling movements to gain traction and influence across borders. International treaties and organizations, such as the United Nations' Sustainable Development Goals (SDGs), have prioritized gender equality, providing frameworks and benchmarks for progress. However, the benefits of globalization are not uniformly distributed, often exacerbating existing inequalities. Women in developing countries, for example, may face heightened vulnerabilities due to economic exploitation, limited access to education and healthcare, and entrenched cultural norms.

This paper explores how globalization affects women's rights in diverse contexts, emphasizing both positive outcomes and persistent challenges. It delves into the role of international organizations, nongovernmental organizations (NGOs), and grassroots movements in advancing women's rights. The discussion includes case studies illustrating successful strategies for promoting gender equality, such as legal reforms, educational initiatives, and economic empowerment programs.

Moreover, the paper addresses the intersectionality of gender with other social categories, including race, class, and ethnicity, to highlight the complex layers of discrimination that women face. It underscores the importance of inclusive and context-specific approaches to policy-making and advocacy. While globalization presents significant opportunities for advancing gender equality and women's empowerment, it also necessitates vigilant and adaptive strategies to address the unique challenges that arise. Ensuring that the benefits of globalization extend to all women requires sustained commitment from the global community to uphold and promote human rights for women in every corner of the world.

Keywords: Gender Equality, Women's Empowerment, Globalization, Human Rights, Intersectionality

Introduction:

In an era characterized by rapid globalization, the pursuit of gender equality and women's empowerment stands as a pivotal aspect of human rights advocacy. Globalization, defined as the increasing interconnectedness and interdependence of the world's markets and businesses, has profoundly influenced social, economic, and political landscapes. This interconnectedness offers both unprecedented opportunities and significant challenges for advancing gender equality. As societies evolve and traditional barriers are dismantled, it is essential to understand how globalization impacts women's rights and their empowerment globally.

Gender equality, as a fundamental human right, is essential for the development of peaceful societies, the full realization of human potential, and sustainable development. It encompasses the equal rights, responsibilities, and opportunities for individuals of all genders. Women's empowerment, a critical component of gender equality, involves increasing the capacity of women to make life choices and transforming those choices into desired actions and outcomes. It is a multifaceted concept, including economic, political, social, and cultural dimensions. The empowerment of women and girls is not only a goal in itself but also a crucial driver of economic growth, social cohesion, and political stability.

Globalization has facilitated the exchange of ideas and norms related to gender equality across borders. International frameworks such as the United Nations' Sustainable Development Goals (SDGs) have established gender equality as a global priority. Specifically, SDG 5 aims to achieve gender equality and empower all women and girls by 2030. This goal underscores the global commitment to addressing issues such as violence against women, access to education and healthcare, economic participation, and political representation. Furthermore, international conventions such as the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) provide a comprehensive framework for the promotion of women's rights.

Despite these advancements, globalization has also exacerbated existing inequalities. The benefits of globalization are unevenly distributed, often deepening the socioeconomic divides within and between countries. Women in developing nations, for instance, are particularly vulnerable to economic exploitation, inadequate healthcare, and limited educational opportunities. Cultural norms and gender stereotypes further compound these challenges, making it difficult for women to fully participate in the global economy. Additionally, the rise of transnational corporations and global supply chains has led to Labor practices that disproportionately affect women, such as low wages, poor working conditions, and lack of Labor rights.

Addressing these issues requires a multifaceted approach. International organizations, non-governmental organizations (NGOs), and grassroots movements play a crucial role in advocating for women's rights and implementing programs that promote gender equality. Legal reforms aimed at eliminating discriminatory laws, policies, and practices are essential.

Educational initiatives that focus on increasing access to quality education for girls and women can significantly contribute to their empowerment. Economic empowerment programs, such as microfinance

initiatives, vocational training, and entrepreneurship support, are also critical in enhancing women's economic independence and reducing poverty.

Moreover, it is important to adopt an intersectional approach to gender equality and women's empowerment. Intersectionality acknowledges that women's experiences are shaped by multiple, intersecting factors, including race, ethnicity, class, and sexual orientation. This perspective highlights the complexity of discrimination and the need for inclusive policies that address the diverse realities of women's lives. Intersectional approaches ensure that the most marginalized women, who often face compounded forms of discrimination, are not left behind.

Globalization presents both opportunities and challenges for gender equality and women's empowerment. While it has facilitated the spread of progressive ideas and international commitments, it has also highlighted and, in some cases, intensified existing inequalities. Achieving gender equality and empowering women in a globalized world necessitates a sustained, collective effort from the international community. By addressing the unique challenges posed by globalization and adopting inclusive, intersectional strategies, we can work towards a future where all women can exercise their rights and realize their full potential.

Literature Review:

Gender equality and women's empowerment are fundamental human rights issues that have been profoundly impacted by globalization. The literature on this topic reflects a complex interplay of factors, highlighting both advancements and persistent challenges in achieving these goals in a globalized world.

Globalization has facilitated the dissemination of feminist ideas and international norms promoting gender equality. It has expanded educational opportunities for girls and women, improved access to healthcare services, and provided economic opportunities through global markets and technological advancements (Schultz, 2002; World Bank, 2012). These advancements have contributed to increased economic independence and political participation among women in many parts of the world (Moghadam, 2005; Norris & Inglehart, 2003).

However, alongside these opportunities, globalization has also brought about significant challenges. Economic globalization has led to the feminization of low-wage, precarious work in global supply chains, where women often face exploitative working conditions and limited labor rights (Pearson, 2007). The persistence of the gender pay gap and occupational segregation underscores the uneven progress in achieving economic parity (Kabeer, 1999).

Moreover, cultural and social norms continue to restrict women's autonomy and hinder their full participation in society and decision-making processes (United Nations Development Programme, 2019). Traditional patriarchal structures, compounded by intersectional discrimination based on race, ethnicity, class, and other identities, further exacerbate inequalities (Crenshaw, 1989; Sassen, 2002).

Grassroots movements and transnational advocacy networks have emerged as crucial actors in advancing women's rights globally (Keck & Sikkink, 1998). These networks mobilize local and global resources to influence policies and promote genderresponsive development strategies (Chant & Sweetman, 2012). However, their effectiveness often depends on political will and the capacity of local governments to implement gender-sensitive policies (Cornwall, 2016).

While globalization has created pathways for progress in gender equality and women's empowerment, it has also revealed and reinforced persistent inequalities. Addressing these challenges requires comprehensive strategies that encompass legal reforms, economic empowerment initiatives, educational interventions, cultural transformations, and international cooperation. By adopting a holistic approach and prioritizing the needs of marginalized women, the global community can strive towards a future where all women enjoy equal rights, opportunities, and dignity in a globalized world.

Summary:

Globalization has significantly influenced gender equality and women's empowerment, presenting both opportunities and challenges. On the positive side, globalization has facilitated the spread of progressive norms, expanded educational and economic opportunities, and enhanced international cooperation. Women now have greater access to global markets, technologies, and political participation, contributing to their economic independence and societal influence.

However, globalization has also exacerbated existing gender inequalities. Women often face economic exploitation, precarious employment, and a persistent gender pay gap. Educational and health disparities remain significant, particularly in rural and underserved areas. Cultural and social norms continue to hinder women's political engagement and leadership, while intersectional discrimination affects marginalized women, including migrants.

Strengthening legal frameworks and ensuring effective enforcement can provide a solid foundation for gender equality. Promoting economic empowerment through access to financial services, vocational training, and supportive workplace policies is crucial. Enhancing access to quality education and reproductive health

services, challenging cultural norms, and fostering international cooperation are essential for sustainable progress.

By addressing these challenges with comprehensive, contextspecific strategies, the global community can work towards a future where all women can exercise their rights, contribute to their communities, and achieve their full potential, ensuring equitable benefits from globalization.

Challenges to Gender Equality and Women's Empowerment Human Rights in a Globalized World:

Globalization has ushered in significant opportunities for gender equality and women's empowerment. However, it has also introduced numerous challenges that complicate the realization of these human rights. This section delves into the various obstacles that continue to impede progress in achieving gender equality and empowering women globally.

Economic Inequality and Exploitation
1. Precarious Employment: Women often occupy low-wage, insecure jobs in informal sectors or export-oriented industries where Labor rights are poorly enforced. These positions lack job security, benefits, and safe working conditions, exacerbating economic vulnerability.
2. Gender Pay Gap: Despite advancements, women globally continue to earn less than men for equivalent work. The gender pay gap persists due to discrimination, occupational segregation, and undervaluation of work typically performed by women.
3. Limited Access to Financial Resources: Women frequently have less access to financial services such as credit, loans, and savings, limiting their economic independence and ability to invest in education or entrepreneurial ventures.
   Educational Disparities
1. Access to Education: While globalization has increased educational opportunities, significant disparities remain. Girls in rural areas, conflict zones, and low-income families often face barriers to accessing quality education due to cultural norms, early marriage, and lack of infrastructure.
2. Quality of Education: Even when girls attend school, the quality of education can be subpar, with inadequate facilities, poorly trained teachers, and curricula that reinforce gender stereotypes, limiting their future prospects.
   Health Inequities
1. Reproductive Health: Women's access to reproductive health services is often limited, particularly in developing countries. This includes access to contraception, maternal healthcare, and safe abortion services. Health inequities are exacerbated by cultural taboos and restrictive policies.
2. Gender-Based Violence: Globalization has not eradicated gender-based violence, which remains a pervasive issue. Women face domestic violence, sexual harassment, and trafficking, often with inadequate legal protection and support services.
   Political and Social Barriers
1. Underrepresentation in Politics: Women remain underrepresented in political decision-making processes. Cultural norms, discriminatory practices, and lack of support structures hinder women's political participation and leadership.
2. Cultural and Social Norms: Deep-rooted patriarchal norms and gender stereotypes continue to perpetuate discrimination against women. These cultural barriers restrict women's autonomy and reinforce unequal power dynamics.
   Intersectionality and Multiple Discrimination
1. Intersectional Discrimination: Women experience discrimination not only based on gender but also on race, ethnicity, class, sexual orientation, and disability. Intersectionality complicates efforts to achieve gender equality, as marginalized women face compounded forms of discrimination and exclusion.
2. Migrant Women: Migrant women are particularly vulnerable to exploitation and abuse, both in their home countries and destination countries. They often work in low-paid, unregulated sectors and face legal and social barriers to protection and integration.
   Impact of Globalization on Traditional Roles
1. Economic Restructuring: Economic restructuring due to globalization can lead to job losses in sectors where women are predominantly employed. This can increase economic insecurity and dependence on informal or precarious employment.
2. Cultural Displacement: Globalization can lead to the erosion of traditional cultures and community support systems, leaving women more vulnerable in the absence of established safety nets.
   Legal and Policy Gaps
1. Inadequate Legal Frameworks: In many countries, legal frameworks do not adequately protect women's rights. Laws against gender-based violence, discrimination, and exploitation are often weak or poorly enforced.

2. Policy Implementation: Even where strong policies exist, implementation is often inconsistent. Corruption, lack of resources, and political will hinder effective enforcement and realization of women's rights.
   Technological Barriers
1. Digital Divide: Women, especially in developing countries, often have less access to digital technologies and the internet. This digital divide limits their ability to benefit from educational and economic opportunities offered by globalization.
2. Cyber Violence: Women are increasingly facing online harassment and abuse, which can deter them from participating in digital spaces and availing themselves of opportunities provided by the digital economy.
   While globalization has created pathways for progress, it has also highlighted and, in some cases, exacerbated existing gender inequalities. Addressing these challenges requires a multifaceted approach that includes strengthening legal protections, enhancing educational and economic opportunities, and promoting cultural shifts towards gender equality. International cooperation, robust policy frameworks, and grassroots advocacy are essential to overcoming these obstacles and ensuring that the benefits of globalization are equitably shared, empowering all women to realize their full potential.

Overcoming Barriers to Gender Equality and Women's Empowerment Human Rights in a Globalized World:

To advance gender equality and women's empowerment in a globalized world, it is essential to address and overcome the barriers that impede progress. This requires a multifaceted approach involving legal reforms, educational initiatives, economic strategies, social and cultural transformation, and international cooperation. Here are key strategies for overcoming these barriers:

Legal and Policy Reforms
1. Strengthening Legal Frameworks: Enact and enforce comprehensive laws that protect women's rights and promote gender equality. This includes laws against gender-based violence, discrimination, and economic exploitation. Legal frameworks should also ensure equal pay, maternity leave, and childcare support.
2. Implementing Gender-Responsive Policies: Develop and implement policies that specifically address the needs and challenges faced by women. This includes genderresponsive budgeting, which allocates resources to programs that benefit women and girls, and policies that promote women's participation in political and economic spheres.
3. Ensuring Effective Enforcement: Strengthen institutions responsible for enforcing gender equality laws and policies. This involves training law enforcement and judicial personnel on gender sensitivity and creating accountability mechanisms to ensure compliance with legal standards.
   Economic Empowerment
1. Promoting Women's Access to Financial Services: Expand access to credit, savings, and insurance for women, particularly in underserved regions. Microfinance programs can empower women entrepreneurs, while financial literacy programs can help women manage their finances effectively.
2. Supporting Women in the Workforce: Implement workplace policies that promote gender equality, such as flexible working hours, parental leave, and antidiscrimination measures. Encourage companies to adopt gender diversity practices and create supportive environments for women.
3. Investing in Vocational Training and Entrepreneurship: Provide vocational training and skill development programs tailored to women. Support women entrepreneurs through mentorship, networking opportunities, and access to markets and technology.
   Education and Health
1. Improving Access to Quality Education: Invest in education infrastructure, especially in rural and underserved areas. Provide scholarships and incentives for girls to attend school and complete their education. Ensure that curricula promote gender equality and do not reinforce stereotypes.
2. Enhancing Reproductive Health Services: Increase access to reproductive health services, including family planning, maternal healthcare, and safe abortion services. Provide comprehensive sex education to empower women and girls to make informed decisions about their health.
3. Addressing Gender-Based Violence: Establish and support services for survivors of gender-based violence, including shelters, legal assistance, and counselling. Conduct public awareness campaigns to challenge cultural norms that perpetuate violence against women.
   Political and Social Empowerment
1. Promoting Women's Political Participation: Encourage and support women's participation in politics through training, mentorship, and funding. Implement quotas or other measures to ensure women are represented in political decision-making bodies.

2. Challenging Cultural Norms and Stereotypes: Conduct public awareness and education campaigns to change societal attitudes towards gender roles and stereotypes. Engage men and boys as allies in promoting gender equality and challenging patriarchal norms.
3. Supporting Grassroots Movements and NGOs: Empower grassroots organizations and NGOs that advocate for women's rights. Provide funding and capacity-building support to these organizations to enhance their impact.

Intersectional Approaches

1. Addressing Intersectional Discrimination: Develop policies and programs that consider the intersecting identities of women, such as race, ethnicity, class, and sexual orientation. Ensure that initiatives are inclusive and address the specific needs of marginalized women.
2. Protecting Migrant Women: Implement protections for migrant women against exploitation and abuse. Provide legal aid, safe working conditions, and social services to support their integration and well-being.

Technological Advancement

1. Bridging the Digital Divide: Invest in digital infrastructure and training to ensure women have access to the internet and digital technologies. Promote digital literacy programs that enable women to benefit from online education, employment, and entrepreneurial opportunities.
2. Combating Cyber Violence: Develop and enforce laws and policies to protect women from online harassment and abuse. Provide support and resources for women to report cyber violence and seek justice.

International Cooperation

1. Strengthening International Agreements: Support and reinforce international agreements and conventions that promote gender equality, such as CEDAW and the Beijing Platform for Action. Encourage countries to ratify and implement these agreements.
2. Promoting Global Advocacy: Foster international advocacy networks that share best practices, resources, and strategies for promoting gender equality. Collaborate with global organizations, such as the UN and NGOs, to amplify efforts and create a unified front against gender inequality.

Overcoming the barriers to gender equality and women's empowerment in a globalized world requires a holistic and coordinated approach. By strengthening legal frameworks, promoting economic and educational opportunities, challenging cultural norms, and leveraging international cooperation, we can create an environment where all women have the opportunity to realize their full potential. Sustained commitment and action from governments, civil society, and the international community are crucial to achieving these goals and ensuring that the benefits of globalization are equitably shared.

Conclusion:

In a globalized world, achieving gender equality and women's empowerment remains a critical human rights challenge. While globalization has created new opportunities for women by facilitating the spread of progressive norms, expanding educational and economic possibilities, and fostering international cooperation, it has also introduced significant challenges that complicate the realization of these goals. Economic exploitation, educational disparities, health inequities, political underrepresentation, cultural barriers, and intersectional discrimination persist as formidable obstacles.

Overcoming these barriers necessitates a multifaceted approach. Strengthening legal frameworks and ensuring effective enforcement can provide a solid foundation for gender equality. Economic empowerment through access to financial services, vocational training, and supportive workplace policies can enhance women's independence and economic security. Improving access to quality education and reproductive health services is essential for women's overall well-being and empowerment. Additionally, promoting women's political participation and challenging cultural norms are crucial for achieving lasting social change.

An intersectional approach is vital to address the diverse and compounded forms of discrimination faced by marginalized women, including migrant women. Bridging the digital divide and protecting women from cyber violence are also critical in leveraging technological advancements for gender equality. International cooperation and the reinforcement of global agreements, alongside strong grassroots movements and NGOs, play a key role in driving progress and ensuring accountability.

The path to gender equality and women's empowerment in a globalized world is complex and requires sustained commitment from all sectors of society. By addressing the unique challenges posed by globalization and implementing inclusive, contextspecific strategies, we can work towards a future where all women can exercise their rights, contribute to their communities, and achieve their full potential. This collective effort is essential not only for the advancement of women but also for the creation of a just, equitable, and prosperous global society.

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Women in Decision Making: The Issue of Empowerment and the Road Ahead

Prof. Nimai Poddar

Abstract: Despite advancements in gender equality, women remain underrepresented in decision-making positions globally, hindering their ability to shape policies, programs, and practices that affect their lives. This paper examines the persistent gender gap in leadership and decision-making, highlighting the systemic barriers, biases, and social norms that perpetuate women's exclusion. It argues that women's empowerment is crucial for achieving sustainable development, promoting gender equality, and enhancing the quality of decisionmaking.

The issue of women participation in every walk of life is one of the main social and economic agenda pursued everywhere in the world. Women, when economically and politically empowered and take on leadership roles, it helps for development of the community as a whole. In the present scenario women representation in the decision making process in various levels of governmental bodies and in professional level are very poor. The UNO in their Sustainable Development Goal-5 has laid stress to "Achieve Gender Equality and Empower all Women and Girls". But the recent report of World Economic Forum-2024 on huge gender gap forces us to think and to give importance on the question of women empowerment.

The paper concludes by outlining a road map for accelerating women's empowerment and promoting gender parity in decision-making. It emphasizes the need for a multi-stakeholder approach, involving governments, civil society, and individuals, to address the structural and cultural obstacles that prevent women from realizing their full potential. By prioritizing women's empowerment and inclusive decision-making, we can unlock the transformative potential of gender equality and create a more just, equitable, and sustainable future for all.

Keywords: equality, decision making, empowerment, sustainability, gender gap.

Introduction :

Participation in decision making or to play a pivotal role in the process is one of the key tool for empowerment of an individual irrespective of gender. But in representative politics achieving gender parity is not only very important to uphold social justice and women's rights but it is an important condition of effective democracy and good governance which strengthens and enhances the democratic system. It is very crucial to involve women in all levels of political roles, not only because women constitute half of the population, but a balanced participation irrespective of gender in political and public decision making is also very much required for full enjoyment of human rights and social justice. It is also viewed as a necessary condition for the better functioning of a democratic society. Equal participation of men and women in political and public decision-making also leads to better and more efficient policy making with redefined political priorities and the fixing of new issues on the political agenda. It creates a level playing field in political empowerment which in turn lead to opening more opportunities for women.

In the contemporary technological age, access to it is extremely important for anyone's educational and economic success. Women empowerment specifically means empowering women in such a way so that women can get access and power in decision making whether it is at the domestic level or national level. The freedom to take decisions on their own is essential in order to bring advancement in the political, social and economical aspects of society. In past, Women have been deprived of basic rights for centuries, now and it has been changed in the present time. For having the ability to create any change, the participation of every woman and man of the nation is extremely important and the need of the hour.

But the fact is, women are under-represented throughout the world in various fields of decision-making positions. It is needless to say that the issue of women's empowerment starts at home. The educated working women have the advantage of more rights and privileges than those who are not. But, these uneducated and unemployed women, though, perform various roles in their family, they are not given due importance to join or associate themselves in the decision-making process in the family. The well being of the members of the family and also the all-round development of the members of the family are the major concerns of both men and women. But in most cases, while decisions are made on various issues, for example, on the size of the family, controlling of family purse, savings, preparation of family budget, future of the children, women are not considered as an important partner of the decision making process. In the field of political decision making at various level, there are laws regarding women reservation. The government has already passed laws for equality and reservation of women in many areas but it has to ensure that these laws are being followed appropriately. Women Reservation Bill though become an act recently, but it has not been implemented in the Loksabha Elections held recently in the country.

In the index of women empowerment, India's position is slightly elevated with a women in position of head of the State but number of women in national legislature or in the union cabinet India's position is not only poor in comparison with other countries but in comparison with its past also. In 17th Loksabha only ten women in the position of union minister and women were only in

17% of the total seats in the parliament. In the present Loksabha the number of women is 4 less (74) in comparison with the last (78), which was the highest since independence. The present union council of ministers consists of only 7 women out of 72.

No one can deny the fact that more representation of women in the judicial system will enable the women community to seek justice and enforce their rights through the courts. Attaining equality, in terms of representation at all levels of the judiciary should be the objective, not only because it is just for women, but because it is to make sure a more just rule of law. Women judges also live their lives as women, with all the social and cultural values and obligations of the society. So, women judges are more likely to bring those first hand experiences to their judicial actions, experiences that incline toward a more inclusive and compassionate or empathetic perspective.

But, the Judicial data pertaining to the year 2022 in the country also showed the grim picture of presence of women in Supreme Court of India. Out of the total 34 judges sitting in the office, only 3 are women. In high courts also, only 13% of the judges are women. This small representation of women in Judicial decisionmaking process of the country compels us to think about the need of the hour for bringing out changes in institutional, social and behavioral field by sensitizing the whole population regarding inclusion of women in every sector. This poor representation of women in judicial systems is a worldwide phenomenon.

This huge gender gap in the top level of decision making body in India is somehow much better in lower levels under local self- governments. However, it happened when in 1990s through the 73rd and 74th amendments, 33 per cent reservation for women in rural and urban local bodies was mandatory. Since then, there has been a noticeable change in women's representation in local administration. It is a very positive move that twenty states have made provision of 50% reservation for women in Panchayati Raj Institutions. It is also very noteworthy here that as on date, in the three tire local self governments there are more than 1 million women as elected representatives from various fields of socioeconomic background and they become part of the political decision-making process. There are many issues regarding actual participation of women in the act of decision making. The coinage of the term "Pradhan Pati" in may occasion is not an exaggeration, rather than reflection of the reality. The husband and in some cases the near male relatives of the De Jure head of the Gram Panchayat (Pradhan) act as a De Facto head. But gradually with this presence in decision making body make the women folk more confident and active in their role. It has been shown that in All Women Panchayats, women are much better than men in many areas, such as decision making, conflict resolution, economic empowerment, reducing corruption, reducing violence against women and dalits, participating in rural development etc.

It is also evident in the field of economic participation- in a survey report published in the Economic Times showed Women's workforce representation in managerial and decision making roles (senior manager/GM and above) in India has declined from 39% in FY21 to 34% in FY24, according to data from over 300 midmarket businesses ($50 million to $1 bln) put together by professional services firm Grant Thornton Bharat. Globally, however, women's representation in senior management have increased marginally from 31% in FY21 to 33% in FY24, shows the data.

Satya Jha, Chief Business Officer at Grant Thornton Bharat, said: "India Inc needs to work towards achieving parity by taking actionable steps and following a well-defined strategy." The survey findings suggest that working practices play a crucial role in shaping the representation of women in senior management positions and emphasizes the role of flexible work models to retain women in the workforce.

The United Nations and its Sustainable Development Goals (SDGs):

Since its creation 70 years ago, the UN has achieved important results in advancing gender equality, from the establishment of the Commission on the Status of Women - the main global intergovernmental body exclusively dedicated to the promotion of gender equality and the empowerment of women - through the adoption of various landmark agreements such as the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) and the Beijing Declaration and Platform for Action.

In the global arena the gender gap in various stages of decision making process shows not a better picture. The 2011 UN General Assembly resolution on women's political participation also reiterated that "women in every part of the world continue to be largely marginalized from the political sphere, often as a result of discriminatory laws, practices, attitudes and gender stereotypes, low levels of education, lack of access to health care, and the disproportionate effect of poverty on women."

Gender inequalities are still deep-rooted in every society. Women suffer from lack of access to decent work and face occupational segregation and gender wage gaps. In many situations, they are denied access to basic education and health care and are victims of violence and discrimination. They are underrepresented in political and economic decision-making processes. With the aim of better addressing these challenges and to identify a single recognized driver to lead and coordinate UN activities on gender equality issues, UN Women was established in 2010. In this respect, on the occasion of the General Debate of the 66th Session of the General Assembly held in September 2011, United Nations Secretary-General Ban Ki-Moon highlighted in his Report "We the Peoples", that the crucial role of gender equality as driver of development progress and recognizing that the potential of women had not been fully realized, owing to, among other things, persistent social, economic and political inequalities.

As the High-level Political Forum on Sustainable Development, the Central UN Platform adopted various measures for the followup and review of the 2030 Agenda for Sustainable Development at the United Nations

Sustainable Development Summit on 25 September 2015. Through the proposed Sustainable Development Goal 5, which reads "Achieve Gender Equality and Empower all Women and Girls" they seek to realize the human rights of all and to achieve gender equality and the empowerment of all women and girls.

The SDG-5: the Sub Goals
The objectives of the UNO in addressing the gender gap is clear enough in the following sub goals:

5.1 End all forms of discrimination against all women and girls everywhere.

5.2 Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation.

5.3 Eliminate all harmful practices, such as child, early and forced marriage and female genital mutilation.

5.4 Recognize and value unpaid care and domestic work through the provision of public services, infrastructure and social protection policies and the promotion of shared responsibility within the household and the family as nationally appropriate.

5.5 Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life.

5.6 Ensure universal access to sexual and reproductive health and reproductive rights as agreed in accordance with the Programme of Action of the International Conference on Population and Development and the Beijing Platform for Action and the outcome documents of their review conferences.

5.7 Undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance and natural resources, in accordance with national laws.

5.8 Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women.

5.9 Adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels.

In spite of fixing of such specific goals and prescribing programme of actions for improving women's status in various levels and also for the improvement of position in the decision making process the situation has not been changed much. This has been evident from the following report on Global Gender Gap Index recently published by the World Economic Forum.

The Global Gender Gap Report 2024 and the overall world scenario:

The Global Gender Gap Report, published by the World Economic Forum (WEF) in 2024 shows the gender gap score is 68.5%, which indicates that 31.5% of the gap remains unaddressed. This is below 1% improvement from 2023 and if this continues at this rate, it will take 134 years to reach full global gender parity. It is very important to note that the largest gender gaps remain in Political Empowerment (77.5% unaddressed) and Economic Participation & Opportunity (39.5% unaddressed).

The 2024 Global Gender Gap Index also shows that while no country has achieved full gender parity, 97% of the economies included in this edition have closed more than 60% of their gap, compared to 85% in 2006.European economies occupy seven spots out of the global top 10. In addition to Iceland (93.5%), these include Finland (2nd, 87.5%), Norway (3rd, 87.5%), Sweden (5th, 81.6%), Germany (7th, 81%), Ireland (9th, 80.2%) and Spain (10th, 79.7%). India closed 64.1 per cent of its gender gap in 2024, ranking the third lowest in the region, only ahead of Maldives and Pakistan. Despite doing relatively well in the political empowerment parameter (65th) as compared to the other three indices, India's overall rank is 129th, marginally lower than last year (127). India has slipped two places in the global rankings to 129th in 2024 from 127th in 2023 out of 146 countries. Within South Asia, India ranked fifth after Bangladesh, Nepal, Sri Lanka, and Bhutan.

As shown by this year's index results, the scale and speed of progress are deeply insufficient to achieve gender equality by 2030 SDG target. In different sections also the report shows a large gender gap. Particularly, the women representation in workforce and in leadership position 2024 data shows that it remains below men's across nearly every industry and economy. The women accounting for 42% of the global workforce and 31.7% of senior leaders but the top-level positions remain narrowly accessible for women. While women are close to occupying nearly half of entrylevel positions, they fall short of representing just one-quarter of executive- level managers.

The report also shows the picture regarding Leadership representation in government. The largest global population in history is set to vote in 2024, in more than 60 national elections which include major economies such as Bangladesh, Brazil, India, Indonesia, Mexico, Pakistan and the United States. Over the past 50 years, nearly half (47.2%) of economies tracked by the Global Gender Gap Index have had at least one woman in top political office. Though, Gender parity in parliamentary representation reached a record high of 33% in 2024, nearly doubling since 2006 (18.8%) but this overall gender gap or gender inequality very negatively affects the Sustainable Development Goal set to achieve by 2030.

Conclusion:

This under representation of women in decision-making positions is a persistent obstacle to achieving gender equality and sustainable development. Despite progress in recent years, women continue to face significant barriers to empowerment, including gender bias, limited access to education and resources, and societal norms that perpetuate male dominance. As the issue of women's empowerment starts at home, men should initiate taking up responsibility and should relieve women of the household duties the society expects them to do. Realization of the need for women empowerment is very much essential. If there is a change in the household then slowly society changes and with that, the government too will have to create stricter laws for the same. To address these challenges, it is essential to implement policies and initiatives that promote gender parity in leadership positions, support women's participation in politics and the economy, and challenge harmful gender stereotypes.

The road ahead requires a multifaceted approach that involves governments, civil society, and individuals working together to create a more inclusive and equitable society. By empowering women to take on leadership roles and participate in decisionmaking processes, we can harness their unique perspectives, skills, and experiences to drive positive change and create a more just and sustainable world. Ultimately, the empowerment of women is not only a moral imperative, but a necessary step towards achieving the Sustainable Development Goals and building a brighter future for all.

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A Study on Digital Payments and Banking Trends: India's Banking Sector Transformation and Impact on Economy

Rajdeep Pathak & Raja Pathak

Abstract: This chapter examines the significant role that the banking sector and digital payments play in India's economic growth. Over the past decade, India has experienced rapid economic expansion, supported by advancements in banking services and a shift towards digital transactions. This study aims to explore various aspects of the banking sector, including trends in digital payments, the credit limit offered by banks, deposit behaviours, and how these factors vary across different population groups. We begin by analyzing the recent trends in usage of digital payment systems, followed by how it has impacted the trends in overall transaction volume and value across banks in the nation. Further, we study the trends in credit limit provided by banks, and the distribution of credit limit over different states, population groups, and sectors. We also look at the deposit trends state-wise, region-wise, and population group-wise. The same studies are done (district-wise) for the state of West Bengal, to study the overall growth in the banking sector of the state. We make a one-year-ahead forecast for the amount of transactions through mobile banking using gradient boosted trees, to gain some insights into future trends.

1. Introduction

The Government of India has launched Digital India to provide services to the citizens through the Internet, and develop nationwide internet connectivity. It is a significant initiative contributing to the vision of Viksit Bharat 2047, aiming for a developed and self-reliant India by the 100th anniversary of its independence. Digital India has transformed how financial transactions take place in India through the introduction and promotion of digital payment systems – making it faster and more accessible to a broader population. A greater number of transactions imply more flow of money across the system, which in-turn implies a good health of the economy. The banking sector plays a significant role in the economy by providing funds to businesses and organizations, thereby expanding the overall infrastructure and services in the country. As the past paves the way to the future, we analyze the past trends in usage of payment systems and banking services to gain important insights.

The rest of the paper is structured as follows. In section 2, we discuss about the datasets used for the analysis, and some terminologies. Section 3 involves discussion around trends and seasonal patterns in various digital payment systems. Section 4 delves into trends in and distribution of credit limit by banks across different states, population groups, and so on. Section 5 talks about the distribution and trend of deposit amount in the country. Finally, section 6 deals with mobile banking statistics and forecast of transaction amount for 2024-25.

2. Data & Terminologies :

2.1. The Data

The datasets used for analysis in this paper are collected from India Data Portal (India Data Portal, 2024) developed by the Bharti Institute of Public Policy (BIPP), Indian School of Business (ISB). The following datasets were obtained from the Economy sector of IDP.

- RBI Daily Digital Payments
- Credit by Scheduled Commercial Banks
- Population-Group Wise Deposits
- Mobile Banking Statistics

The original sources of the data, most of which is the Reserve Bank of India (RBI), are mentioned in the respective data webpages.

2.2. Terminologies

- Transaction Volume: The total number of transactions processed from, to, or through a service provider or system, during a particular time period.
- Transaction Amount/Value: The total amount of money involved in the transactions. Transaction values in this paper have units ranging from thousand crores to lakh crores in INR.
- Stationary Time Series: A time series in which the statistical properties like mean, variance, and autocorrelation structure are constant over time.
- Heteroskedasticity: A time series is said to be heteroskedastic if its variance changes over time. Heteroskedastic time series are volatile in nature because of the non-constant variance.
- Augmented Dickey Fuller (ADF) Test: A hypothesis test to test for stationarity of a time series, with the null hypothesis being that the time series is non-stationary. This test fails to account for the heteroskedasticity, if present, in the time series. A p-value less than 0.01 indicates that the time series is stationary (with 99% confidence).

3. **Digital Payments: Trends in the Recent Years :**

India has witnessed a surge in the transaction volume and value through digital payment systems in the last few years due to various factors. The demonetization by the Government of India in 2016 lead to a demotion of usage of cash in transactions, thereby promoting cashless transactions (K.C. Balaji, 2017). The usage of digital payment systems was fueled by the launch of Reliance Jio in 2016, when Internet became cheaper and accessible to a broader population in India (Tanya Daga, 2018). The Unified Payments Interface (UPI) was also launched by the National Payments Corporation of India (NPCI) in the same year, creating a ripple effect to encourage the citizens to take a leap towards a "cashless economy." Further, during 2020, the fear of transmission of Covid19 through physical contact with cash and surfaces led to an increased preference for contact-less payments (Harikumar Pallathadka, 2022).

The following are a few popular digital payment systems that we investigate in this section.

- Unified Payments Interface (UPI): Launched in 2016 by the NPCI, UPI is an instant payment system that facilitates inter-bank peer-to-peer and person-to-merchant transactions.
- National Electronic Fund Transfer (NEFT): Started in November 2005, NEFT is an inter-bank/inter-branch fund transfer system maintained by the RBI. NEFT transactions are processed in batches, so they are not real-time.
- Immediate Payments Service (IMPS): Founded in 2010, IMPS by NPCI is an instant payment inter-bank electronic funds transfer system in India.
- Real-Time Gross Settlement (RTGS): RTGS is a secure system for transfer of money or securities from one bank to another on a 'real time' and 'gross basis.' RTGS minimizes the risk for financial institutions when handling high-value transfers.
- National Electronic Toll Collection (NETC): NETC FASTag by NPCI enables making electronic payments at NETC-enabled toll plaza on the highways without stopping at the toll (for long), using RFID technology.
- Bharat Bill Payment System (BBPS): Founded in 2013 and owned by NPCI, BBPS is a unified platform in India that allows customers to pay bills through a wide network of agents affiliated with registered members known as Agent Institutions. Bharat BillPay supports multiple payment methods, including internet banking, credit/debit cards, UPI, and so on.
- Aadhaar Enabled Payment System (AePS): AePS is another NPCI product that helps to initiate a transaction through unique identification number (UID) at PoS (Point of Service/Micro ATM). It was introduced to fast-track financial inclusion in the country, and is more popular in rural areas.

We mainly focus on the recent trends in usage of the payment systems mentioned above, after the boom in their usage caused by the Covid-19 pandemic (Harikumar Pallathadka, 2022).

3.1. Trends in Transaction Volume and Value

Figure 1 shows the trends in daily and monthly volume of UPI transactions from June 2020 to April 2024. There is clearly an overall increasing trend: the number of UPI transactions has seen a growth of 91.15% from 2021 to 2022 and 58.85% from 2022 to 2023 (Table 1).

Figure 2 shows the trends in daily and monthly value of UPI transactions over the same time-period. The amount transacted using UPI increased by 75.96% from 2021 to 2022 and by 45.20% from 2022 to 2023 (Table 2). Daily transaction values of over Rs. 80,000 crores were recorded in the first quarter of 2024.
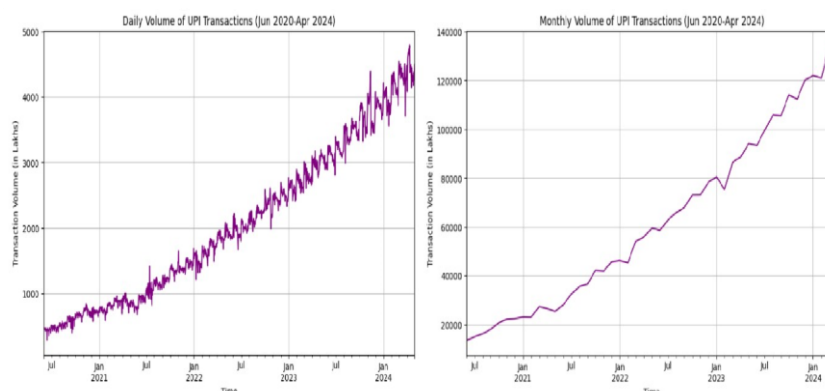
Figure 1: Daily and Monthly Volume of UPI Transactions
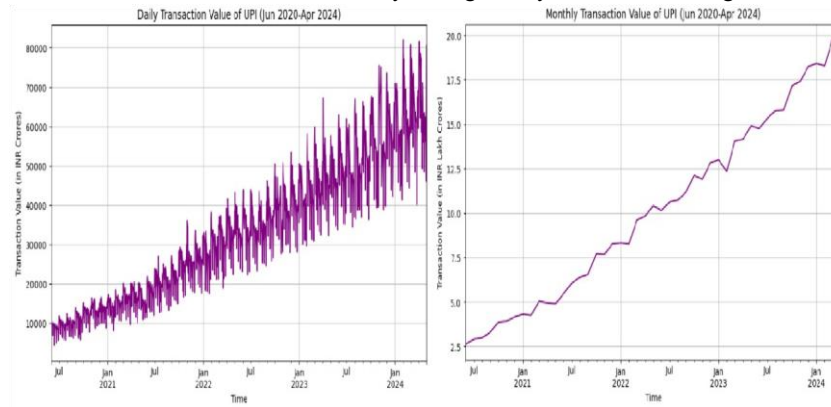
Figure 2: Daily and Monthly Value of UPI Transactions

Figure 3 shows the monthly transaction volume of NEFT, IMPS, NETC, BBPS, and RTGS. Table 1 lists their yearly growth rate of transaction volume from 2021 to 2023.
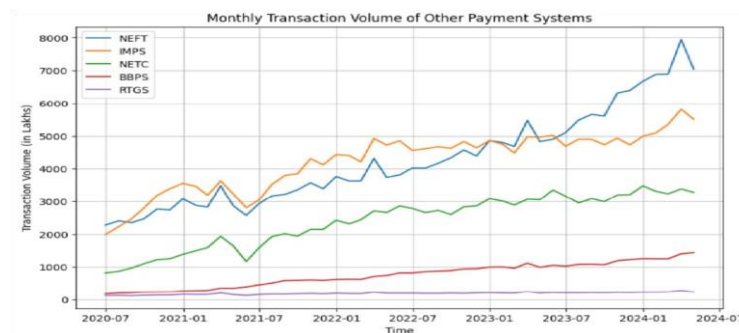
Figure 3: Monthly Transaction Volume of Other Payment Systems

	UPI	NEFT	IMPS	NETC	BBPS	RTGS
2021-2022	91.15%	30.18%	28.79%	47.73%	75.25%	18.02%
2022-2023	58.85%	33.13%	3.82%	15.27%	32.46%	10.18%

Table 1: Yearly Growth Rate of Digital Payment Systems (Transaction Volume)

Figure 4 shows the monthly transaction value of NEFT vs IMPS and NETC vs BBPS. The amount transacted through NEFT has crossed Rs. 40 lakh crores in 2024, whereas that of IMPS maxed at Rs. 6.3 lakh crores in March 2024. There is an increasing trend in the amount transacted using BBPS. Table 2 lists the yearly growth rate of transaction value through these payment systems from 2021 to 2023.
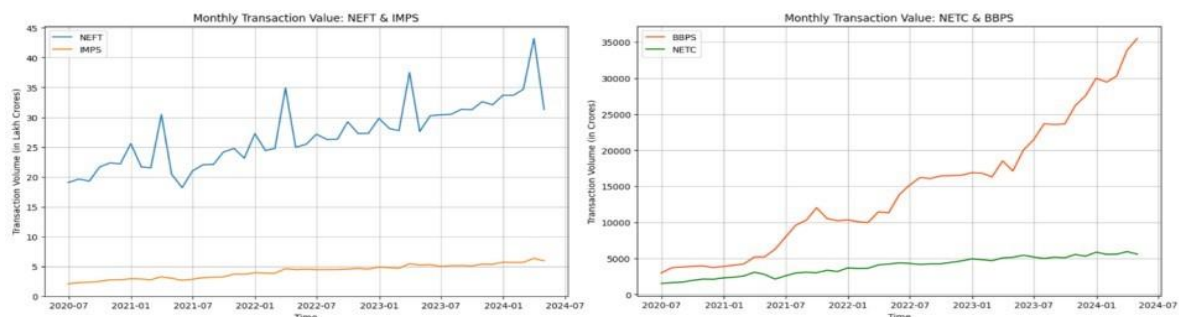
Figure 4: Monthly Transaction Value of NEFT, IMPS, NETC, and BBPS

	UPI	NEFT	IMPS	NETC	BBPS	RTGS

2021-2022	75.96%	18.49%	39.14%	46.29%	77.75%	15.91%
2022-2023	45.20%	13.78%	16.75%	22.36%	55.38%	13.65%

Table 2: Yearly Growth Rate in Digital Payment Systems (Transaction Value)

Figure 5 and figure 6 shows total transaction value and volume (respectively) from June 2020 to April 2024, made through the different payment systems.

Over Rs. 5,560 lakh crores have been transacted using RTGS in the given time-period, which is the highest among all being compared. However, the volume of RTGS transactions is the lowest. This supports the fact that RTGS is used mostly for highvalue fund transfers by a relatively small percentage of the population. UPI stands the highest in terms of transaction volume, with over 29,420 crore transactions from June 2020 to April 2024.

Figure 7 depicts that the transaction value and volume of AePS over the last 4 years do not have an overall increasing trend. The AePS transaction value saw an increase of 34.1% from 2021 to 2022, but a drop of 18.62% from 2022 to 2023. The transaction volume shows a similar pattern, with 14.33% increase from 2021 to 2022, and 26.6% decrease from 2022 to 2023.
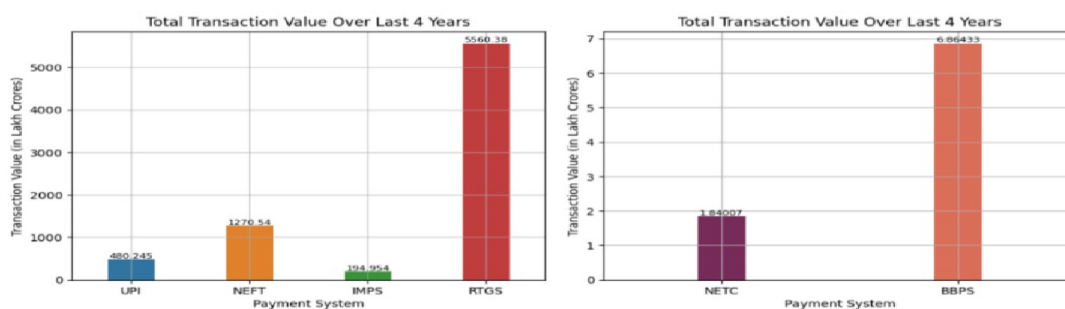
Figure 5: Total Transaction Value of Different Payment Systems
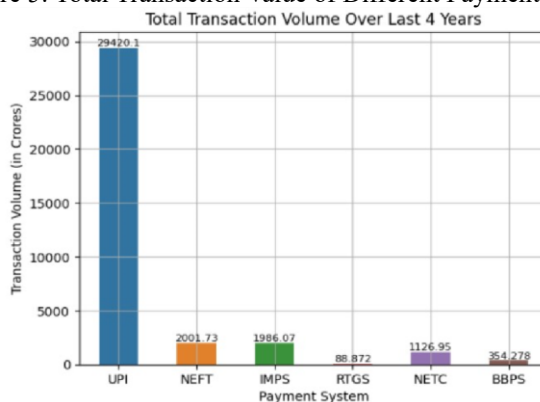
Figure 6: Total Transaction Volume of Different Payment Systems
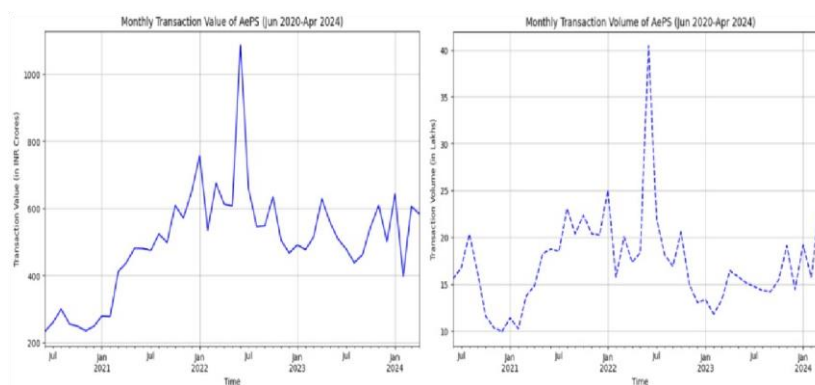
Figure 7: Transaction Value and Volume of AePS

3.2. Seasonality in Usage of Digital Payment Systems

Seasonality of a time series data is any fluctuation or pattern that occurs regularly after a particular time-period. In this subsection, we talk about some interesting seasonal behaviours in the usage of the digital payment systems.

1) UPI

The value of UPI transactions (Figure 8) is booming near every month end, and sometimes near the beginning of the next month. This might be due to mass bill-payment or salary-credits near the end of the month done via UPI. The transaction value has an overall increasing trend over the year(s), and the series (2021-23) is hence non-stationary, as confirmed by the ADF test (p-value = 0.94). (See section 2.2).
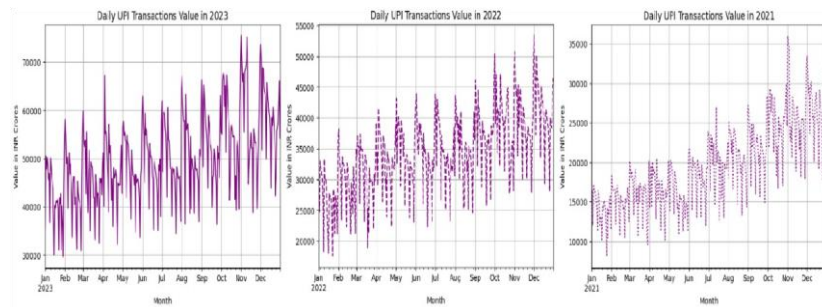
Figure 8: Year-Wise Daily UPI Transactions Value (2021-2023)

2) NEFT

The value of NEFT transactions (Figure 9) boom near every month end, one of the possible reasons being transfer of employee salaries using NEFT. Its peak occurs yearly near the end of April. The daily NEFT transaction value time series (2021-23) is stationary, except for its heteroskedasticity. Running an ADF test for the time series gives a p-value of 0.00029, and hence the null hypothesis (that the time series is non-stationary) can be rejected at a level of significance 0.01 (99% confidence).
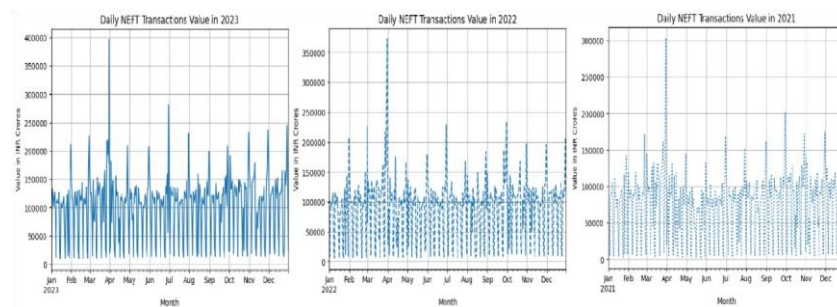
Figure 9: Year-Wise Daily NEFT Transactions Value (2021-2023)

3) IMPS

The seasonal patterns in IMPS transaction value are similar to that of NEFT, with booms near every month end, and the yearly peak during the end of April each year (with an exception of 2021, where the yearly peak occurred in the end of November) (Figure 10).
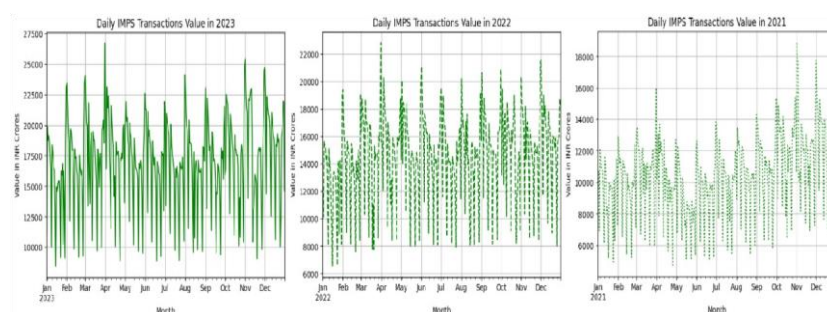
Figure 10: Year-Wise Daily IMPS Transactions Value

4) NETC

A rather interesting pattern is observed in NETC transactions. The NETC transaction value drops on Holi and Diwali every year (Figure 11). This indicates that people prefer to stay home with their families rather than go out in their cars during these two festivals. The NETC transactions saw an unusual drop during March-May 2021, when India was hit with the second wave of Covid-19. This suggests that less number of people were on the roads in car duringthepandemic.
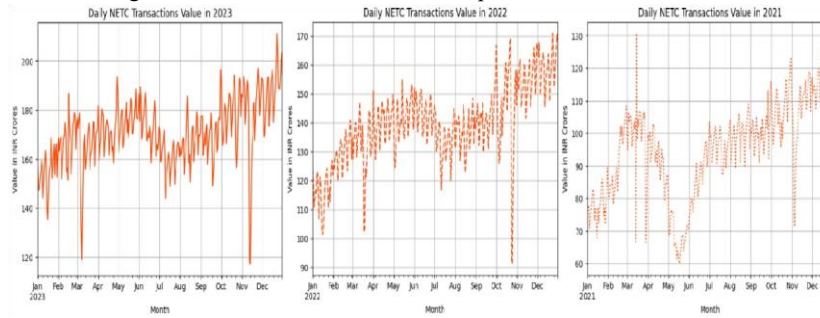
Figure 11: Year-Wise Daily NETC Transactions Value

4) BBPS

The BBPS transaction value (Figure 12) booms mostly near the middle of every month. This indicates that people tend to pay their bills (using BBPS) mid-month, or after the first week of the month. It shows a slight upward trend, suggesting that people are increasingly starting to use BBPS for bill payments.
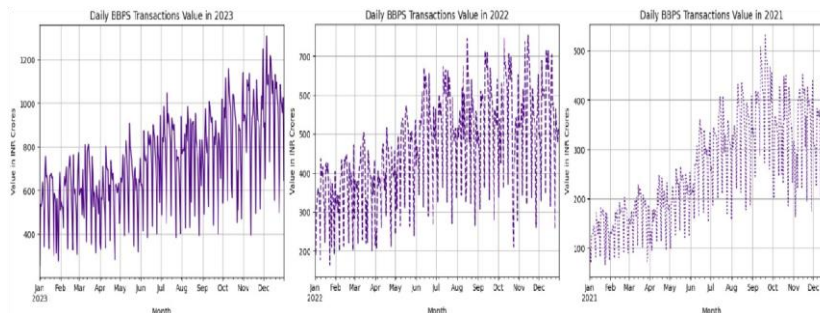
Figure 12: Year-Wise Daily BBPS Transactions Value (2021-2023)

4. Credit Limit by Scheduled Commercial Banks

Scheduled commercial banks include public sector banks, private sector banks, foreign banks, regional rural banks, small finance banks, and others. Credit limit is the maximum amount a bank can loan out to customers or to fund businesses. It has a considerable impact on the overall economy (Banu, 2013), as more credit limit denotes people can borrow and spend more. This creates more demand, which the businesses can meet, again due to increased funds. The distribution of credit limit in India is different across different states, sectors, and population groups.

Over the past decade, the total credit limit provided by banks has shown an upward trend (Figure 13: On the left, representing all banks aggregated across India; on the right, representing all banks aggregated across West Bengal). This is a good sign for the economy, due to the above discussion. Additionally, the amount outstanding to banks (the borrowed sum that must be repaid) remains significantly below the total credit limit.
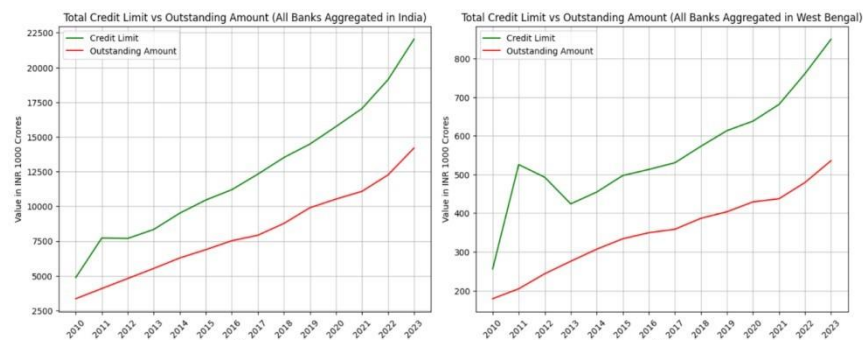
Figure 13: Total Credit Limit vs Outstanding Amount - All Banks in India (Left), All Banks in West Bengal (Right)

Figure 14 shows the distribution of credit limit (and outstanding amount) across each state and union territory of India. We take the mean of credit limit and outstanding amount from 2019 to 2023 for creating the plots in figures 14-18. Maharashtra has the highest credit limit (over Rs. 44 lakh crores), followed by Delhi (over Rs. 21 lakh crores) and Tamil Nadu (over Rs. 15 lakh crores). West Bengal is ranked 8th in terms of credit limit (over Rs. 7 lakh crores). Higher credit limit implies higher borrowing power in the state, and hence larger overall growth in economy.
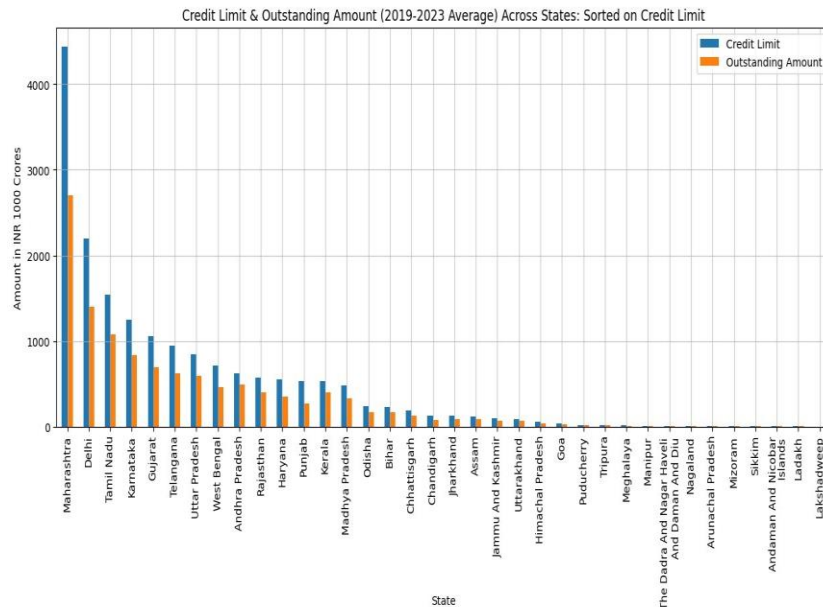
Figure 14: Distribution of Credit Limit Across States and UTs of India

In the distribution of credit limit across occupation groups, the industry sector ranks first, followed by personal loans, trade, agriculture, and finance (Figure 15).

Across population groups, the credit limit is the highest for the metropolitan population (over Rs. 107 lakh crores), followed by urban, semi-urban, and rural (Figure 16).
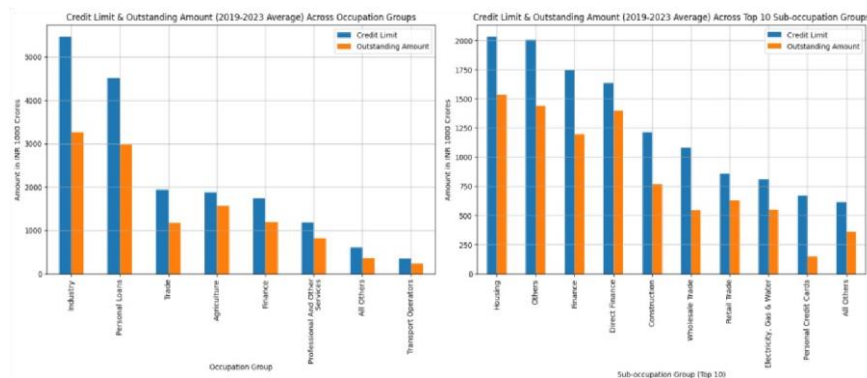
Figure 15: Distribution of Credit Limit Across Occupation Groups (Left) and Top 10 Sub-occupation Groups (Right)
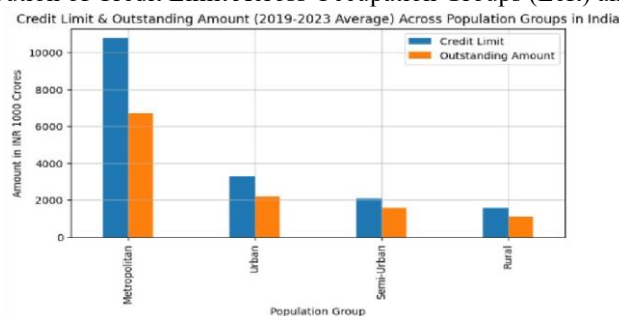
Figure 16: Distribution of Credit Limit Across Population Groups

Finally, the public sector banks provide the highest credit limit (over Rs. 93 lakh crores), followed by private sector banks and foreign banks (Figure 17).
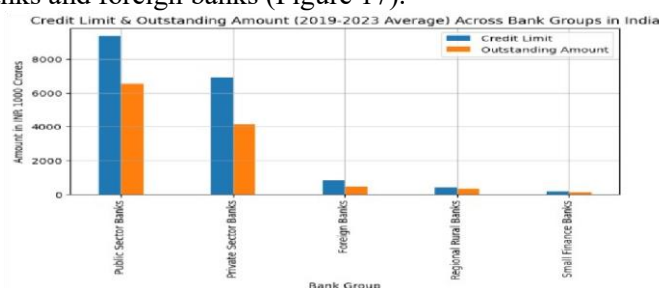
Figure 17: Distribution of Credit Limit Across Bank Groups

In West Bengal, Kolkata bags the highest credit limit (over Rs. 4.5 lakh crores), followed by North 24 Parganas and Paschim Bardhaman (Figure 18).
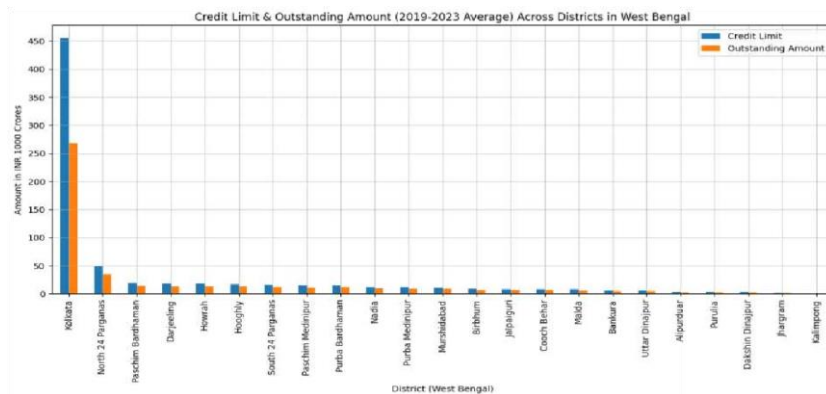
Figure 18: Distribution of Credit Limit Across Districts in West Bengal

5. Deposit Amount: Distribution and Trend

A higher deposit volume in banks signifies a larger pool of funds available for them. This boosts the banks' capacity for lending, investment, and funding businesses and startups, which in turn bolsters the economy. Additionally, customers benefit from earning interest on their principal deposit amount. In the last couple of years, the amount of deposits (savings, term, and demand deposits) held by the banks have seen an upward trend (Figure 19). It has increased by 8.73% from 2019 to 2020, 12.4% from 2020 to 2021, and 10.13% from 2021 to 2022.
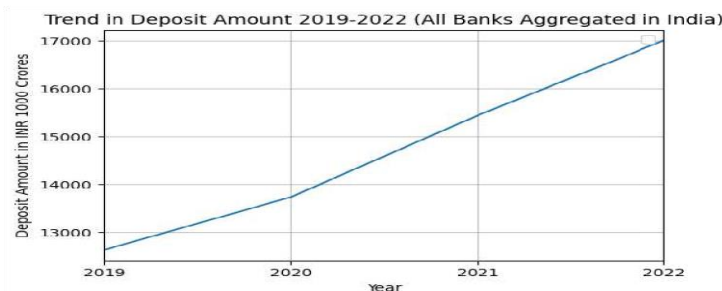
Figure 19: Trend in Deposit Amount Held by Banks of India (2019-22)

Figure 20 shows the state-wise distribution of deposit amounts, averaged over 2019 to 2022 (this methodology has been followed for figures 20-22). Maharashtra has seen the highest deposit amount (over Rs. 24 lakh crores), followed by Delhi (over Rs. 10.6 lakh crores) and Uttar Pradesh (over Rs. 9.7 lakh crores).
Figure 21 shows region-wise deposit amounts (left) and population-group wise deposit amounts (right).

The western region of India ranks first, with deposits amounting over Rs. 31 lakh crores. The north-eastern region has the lowest deposit amount, worth over Rs. 2.1 lakh crores. Over Rs. 60 lakh crores were deposited to banks in the metropolitan areas, followed by urban (over Rs. 25 lakh crores), semi-urban (over Rs. 19 lakh crores), and rural (over Rs. 12.6 lakh crores).

The distribution of deposit amount across districts of West Bengal is shown in figure 22. Again, the capital city tops the list with deposits worth over Rs. 2.7 lakh crores, followed by 24 Paraganas North and Paschim Bardhaman.

6. Mobile Banking Statistics and Forecast of Total Transaction Amount in 2024-25 :

This section deals with the statistics of transaction volume, value, and number of active customers in banks across India with regards to mobile banking. The data is sourced from the RBI (Reserve Bank of India, 2024) monthly mobile banking statistics. It is not explicitly stated in the source, which payment systems are included in these statistics. However, it is clear that UPI is excluded, as the transaction volume and value of UPI alone exceeds the combined monthly mobile banking transaction amount across all banks. Hereon, total transaction amount and transaction volume refers to transactions pertaining to mobile banking.
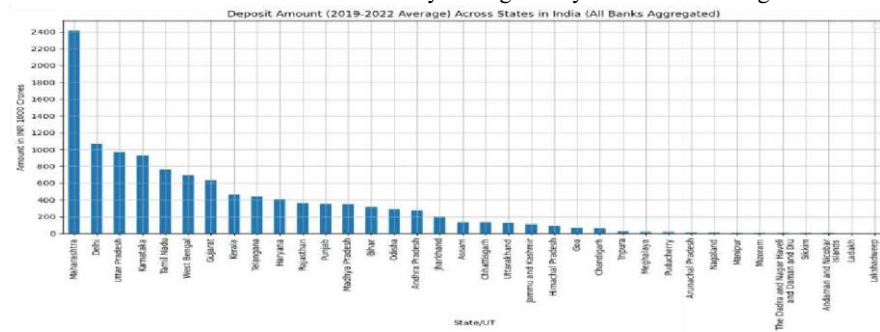
Figure 20: Distribution of Deposit Amount Across States and UTs in India
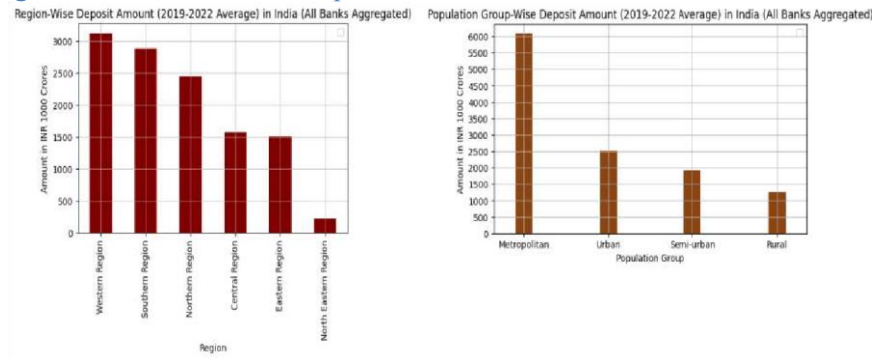
Figure 21: Distribution of Deposit Amount: Region Wise (Left) and Population Group-Wise (Right)
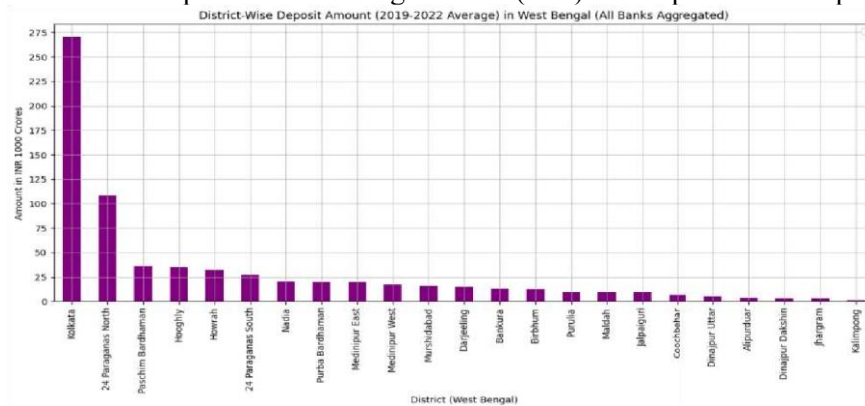
Figure 22: Distribution of Deposit Amount Across Districts in West Bengal

A Study on Digital Payments and Banking Trends: India's Banking

6.1. Mobile Banking Statistics

The top 20 banks based on average amount of transactions (over 2019 to 2023) is given in figure 23. State Bank of India (SBI) tops the list with a transaction value of over Rs. 33 thousand crores, followed by HDFC (over Rs. 18.5 thousand crores) and ICICI (over Rs. 16.8 thousand crores).
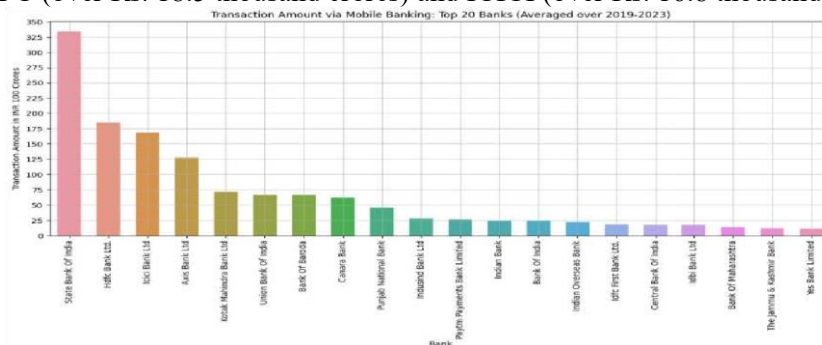
Figure 23: Top 20 Banks Based on Transaction Amount via Mobile Banking (Averaged over 2019-2023)

Figure 24 shows the top 20 banks based on the number of active customers in 2023. SBI bags the top spot again with over 130 crore active customers, followed by Union Bank of India (over 22 crores), HDFC (over 20 crores) and ICICI (over 18.4 crores).
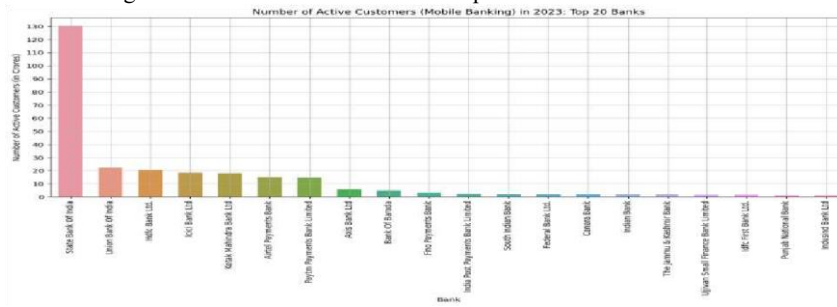
Figure 24: Top 20 Banks Based on Number of Active Customers (Mobile Banking) in 2023

The trend in total amount (value) of transactions across all banks aggregated in India is shown in figure 25. It has increased exponentially by a whopping 130% from 2018 to 2019. The increase from 2020 to 2021 was 79%, that from 2021 to 2022 was 49%, and finally the year 2022 to 2023 saw a 39.3% increase in the transaction value, which marks the growing flow of money across the economy.
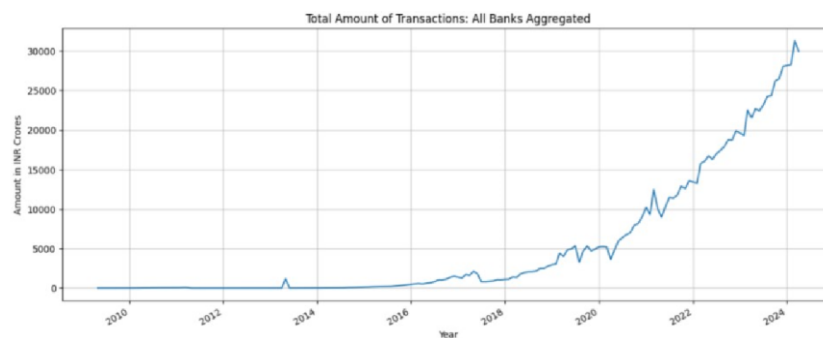
Figure 25: Trend in Total Amount of Transactions (Mobile Banking, All Banks Aggregated)

6.2. Forecasting the Transaction Value for Mobile Banking (2024-25) Using Gradient Boosted Trees

We now proceed to forecast the total transaction amount through mobile banking for 2024-25, which will provide us some basic insights into India's future economic growth. The time series of total transaction value (figure 25) clearly has an increasing trend, and hence is not stationary (as also concluded by the ADF test, in Table 3). Hence, we do not fit GB-tree directly with the time series, since non-stationary time series often gives spurious forecasts (J Van Greunen, 2014). One way to handle stationarity is by differencing the time series. Here, we consider the monthly growth rate in transaction amount for fitting the GB-Tree algorithm. The monthly growth rate (in %) for the current month is given by:

$$Growth\ Rate = \frac{Amt.\ of\ Transactions - Amt.\ of\ Transactions}{Amt.\ of\ Transactions} \times 100$$

The time series of monthly growth rate is stationary (except for the heteroskedasticity), as we may conclude from the ADF test at level of significance 0.01 in Table 3.

Time Series	ADF Test Statistic	p-Value
Amount of Transactions (Original)	5.125	1.0
Monthly Growth Rate	-13.396	4.67×10^{-25}

Table 3: ADF Test Results

There are 177 data points in total (monthly growth rate from June 2009 to April 2024). The last 12 values (May 2023-April 2024) are held out as test set for evaluation, and the rest of the data is used to fit the GB-Tree algorithm. A tree with 3000 estimators, and maximum depth 10 is trained. The model is evaluated in two ways using the following error metrics:

- Root Mean Squared Error (RMSE)
- Mean Absolute Error (MAE)
- Mean Absolute Percentage Error (MAPE)

First, we employ the model to predict the growth rate for the months in the test set (from May 2023 to April 2024). We then compare these predicted values with the actual values (Figure 26, left) and calculate the RMSE and MAE (Table 4). Subsequently, the predicted growth rates for the test set are converted back into transaction amounts and compared with the actual transaction amounts for that period (Figure 26, right). The RMSE, MAE, and MAPE for this evaluation are calculated and presented in Table 4.
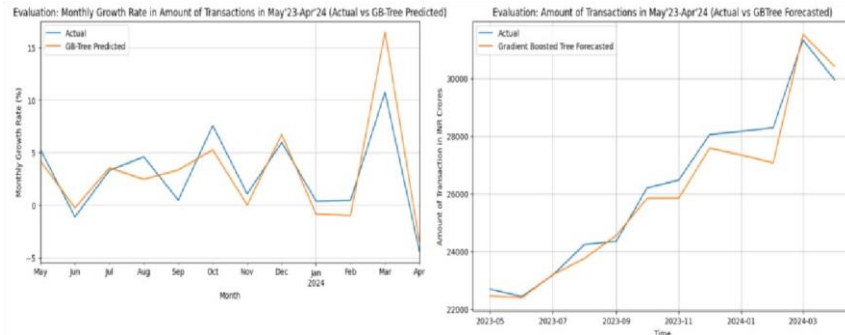
Figure 26: Model Evaluation (Left: Monthly Growth Rate, Right: Transaction Amount)

Data	RMSE (Units)	MAE (Units)	MAPE
Monthly growth rate	2.217 (%)	1.718 (%)	-
Transaction Amount	538.942 (crores)	426.967 (crores)	1.574%

Table 4: Model Evaluation: Errors

The MAPE value can be used to interpret the goodness of the forecast. The obtained MAPE of 1.57% (less than 10%) indicates an excellent forecast (Lewis, 1982). We hence proceed to train the GB-Tree with all 177 data points, make a 12-month-ahead forecast of the transaction amount (all Indian banks aggregated), and present it in Table 5 and Figure 27.

Month	Forecasted Transaction Amount (in INR Crores)
May 2024	31,514.896484
June 2024	31,162.869141
July 2024	32,189.310547
August 2024	33,664.941406
September 2024	33,824.605469
October 2024	36,385.289062
November 2024	36,770.093750
December 2024	38,961.304688
January 2025	39,111.613281
February 2025	39,289.621094
March 2025	43,510.992188
April 2025	41,668.824219
May 2025	43,866.714844

Table 5: Forecasted Transaction Amount in Rs. Crores (May 2024-May 2025) for Mobile Banking
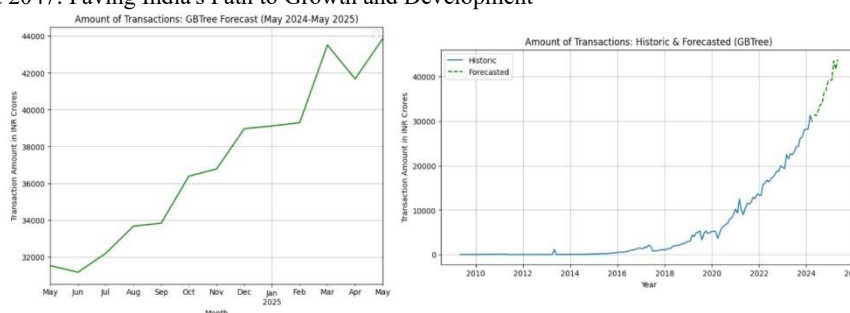
Figure 27: GB-Tree Forecast for Total Transaction Amount via Mobile Banking (May 2024-May 2025)

The model predicts and increasing trend in the total transaction amount via mobile banking for the next year. The monthly transaction amount is expected to cross over Rs. 43,800 crores in May 2025, and the total amount from May 2024 to May 2025 is expected cross Rs. 4.8 lakh crores.

7. Conclusion

Maharashtra is the richest state in India (Times of India, 2024) with a GSDP (Gross State Domestic Product) of over Rs. 31 trillion. This is also evident with the state seeing the highest credit limit as well as deposit amount (sections 4 and 5). Over the past decade, the banking sector has experienced an exponential rise in the transaction amount and volume with the use of digital payments. This heightened circulation of money is a positive indicator for the economy, suggesting that the Indian economy has been experiencing substantial growth. Furthermore, the projected increase in mobile banking transaction amount (section 6) indicates that the banking sector is poised for continued growth in the coming years. The National Payments Corporation of India (NPCI) is expected to roll out new products to the market in the future, aiming for more reliable, faster, and more secure payment methods.

However, digital payment systems in India are increasingly vulnerable to fraud, with a rising number of fraudulent activities being reported. In response, the government and NPCI are actively launching initiatives to educate the public on how to protect themselves from these scams and enhance overall security in digital transactions.

It is important to acknowledge that the analysis presented in this chapter does not necessarily reflect an improvement in the overall well-being of the Indian population. Like GDP, growth in the banking sector, while indicative of economic progress, does not measure the overall living standards (Amit Kapoor, 2019). India faces considerable challenges and opportunities in enhancing the quality of life for its citizens. Only by addressing these challenges can the country make significant progress towards the mission of Viksit Bharat 2047.

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Impact of Intellectual Capital on Financial Performance in Indian Banking Sector
Samapti Chatterjee

Abstract: The present study attempts to examine the impact of intellectual capital (IC) on financial performance of firms based on the performance of 12 Indian banking companies that comprised the CNX Banking index of the National Stock Exchange during 2022-23. It seeks to examine the impact of IC represented by the Value-Added Intellectual Coefficient (VAIC) on corporate financial performance measured by return on assets, earnings per share, and return on equity.
In this study, VAIC[TM] is considered a key valuation model for measuring the IC performance of Indian banking companies. capital employed, human capital, and structural capital are used as components of intellectual capital, and return on assets (ROA), return on equity (ROE), and Earnings Per Share (EPS) are used as indicators of financial performance. The banks are ranked based on these indicators in descending order. Pearson correlation coefficient is computed for testing the relation between various performance measures and IC and its components.
The analysis shows that VAIC[TM] has a positive relation with all factors. VAIC[TM] is significantly related with ROE. Results show that improvement in structural capital efficiency increases ROE and ROA while human capital efficiency improves EPS.
Among the selected banks, Bank of Baroda and ICICI Bank ltd appears to be the most IC-efficient banking company in India measured in terms of VAIC™ respectively. The analysis shows that the high performing and low performing banks significantly differ in terms of average performance as measured by the three financial performance measures. This indicates that the intellectual capital significantly affects the financial performance of the selected banks.

Keywords: Intellectual capital, VAIC[TM], financial performance, Indian Banking companies.

INTRODUCTION:

In today's knowledge-based economy which is characterised by technological advances, the role of IC (Stewart, 2001; Sanchez Limon et al., 2021). is paramount. According to a survey conducted by Price Waterhouse Coopers, among the ten most important types of information from investor's point of view, five may be considered as "intangibles". These are market growth, quality/experience of the management team, market size and market share. Many researchers (Sarrocco, 2004, Steward, 1998, Suciu, 2008) also have shown that tangible assets are no longer the only or in many cases, the major source of economic value of a business enterprise. Hence, in view of this shift of emphasis from tangibles to intangibles to a countable extent, information provided by the existing accounting and reporting procedures is considered to be inadequate (Ecclesetal 2001; Eccles and Mavrinac, 1995, Widiatmoko et al., 2020).

In the context of knowledge-based economy, the role of service sector is considered to be extremely important. Various researchers have sought to investigate this issue. According to Faris Nasif ALShubiri (2011), Anwar Salem Musibah (2013), Wan Sulaiman et. al. (2013) the performance of banking sector of any country may be regarded as an important indicator of development of the country and it determines the success of various projects in both industrially developed and developing countries. It plays a vital role in maintaining the motion of the economy and enhancing its development process. To enhance its competitive capabilities and sustain its position as a leading financial sector in the world, based on the resource-based theory (RBT), banks rely on a number of different resources and capabilities in addition to financial resources and tangible assets (Salvi, Vitolla, Raimo, et al. (2020).
Impact of Intellectual Capital on Financial Performance in Indian Banking…
Those different resources and capabilities include company's fame, culture, and human capital (Edvinsson & Malone, 1997). These resources and capabilities, according to them, are important, rare, inimitable and non-substitutable and can generate a sustainable competitive advantage.

It is not only academically engaging but also has implications for managers and decision-makers to comprehend how intellectual capital shapes corporate value (De Frutos-Belizón et al., 2019a). Increased productivity, enhanced reputation, greater innovation, and improved strategic posture can all result from effective intellectual capital management. Businesses that understand this and take advantage of their intellectual capital can therefore acquire a competitive advantage and generate value for its stakeholders, including shareholders (Marr and Schiuma 2001; Marr et al, 2004 a; Kaplan & Norton, 2004; Schiuma 2011; Sears, 2021). Over 80% of a company's worth, according to Gupta et al.
(2020), comes from intangible assets like inventions.

Given such significance in emerging economies, it becomes very essential to understand whether IC is being beneficially used by specific sectors to seek their advantages in creating value over a period of time. However, very little research works have been conducted to evaluate the implications of intellectual capital for certain industries in the context of Indian economy.

Keeping this in mind, therefore, purpose of this study has been kept confined to the evaluation of the relationship between the intellectual capital capability and the financial performance of selected Indian commercial banks. More specifically, the study seeks to examine the impact of IC as measured by the VAIC[TM], and the value added on return on assets, earnings per share and return on equity of the sample companies. In order to accomplish the above-mentioned objective of the study has been designed as under:

Literature review is presented in section 2 and section 3 deals with the data and methodology while section 4 is devoted to analyse the findings of the study, concluding remarks are presented in section 5.

LITERATURE REVIEW :

As an organisational knowledge cannot be owned or controlled by the firm, intellectual capital is not considered as an asset as per the definition of asset given by Accounting Standard Committee. In fact, the expenditures made to acquire intellectual capital are considered as expenses. But still it is seen if the market is efficient, investors will place higher value for firms having greater intellectual capital (Firer & Williams, 2003; Riahi- Belkaoui, 2003).

THE INFLUENCEOF INTELLECTUAL CAPITAL UPON FINANCIAL PERFORMANCE :

Researchers around the globe have been trying to explore the extent of influence of IC on the corporate financial performance. Many of them have identified it as the key driver of entrepreneurial success (Brennan 2001; Ordonez de Pablos 2002; Bozzolan et al.2003; Abeysekera and Guthrie 2004, 2005). Among intangible assets, intellectual capital plays a major role in determining corporate value (So & Ratnatunga, 2020). An organization's knowledge, skills, and intangible assets, such as its staff members' experience, creative processes, patents, reputation as a brand, and clientele, are all included in its intellectual capital (Sanchez Limon et al., 2021). It is acknowledged that intellectual capital is a valuable resource that, more so than financial and physical capital, improves organizational effectiveness, efficiency, productivity, and capacity for innovation (Pulic1999; Najibullah 2005; Chung-Fah Huang et al. 2007).

VAIC –A VALUATION MODEL:

In the knowledge-based economy, VAIC™ is considered as a "universal indicator showing companies value creation abilities and representing a measure for business efficiency (Pulic, 1998, p. 9). Instead of directly measuring the value of firm's intellectual capital, 'Value Added Intellectual Coefficient (VAICTM)' proposed by Pulic (2000a, 2000b) seeks to measure the efficiency of firm's intellectual capital in generating value. The major components of VAICTM can be viewed from a firm's resource base – physical capital, human capital, and structural capital and accordingly, intellectual capital efficiency is decomposed in to Human Capital Efficiency (HCE), Structural Capital Efficiency (SCE) and Capital Employed Efficiency (CEE). Theoretically speaking, a higher VAICTM should be coupled with higher amount of value creation by the firm. VAICTM is being increasingly used in business (Pulic, 2000b) and academics of various countries like Austria, Australia, China, Japan, Malaysia, U.S.A, U.K, India and Pakistan etc. (Ahangar 2011; Maditinos et al. 2011; Abdul Aziz, Shawqi and Nick 2010, Diez, Ochoa, Preito and Santidrian 2010;Laing, Dunn and Lucas 2010 ; Ahiauzu and Ntayi 2010; Joshi, Cahill and Sidhu 2010; Zeghal and Maaloul 2010; Chan, 2009a; El-Bannany 2008; Kamath 2008;Cabrita and Bontis 2008; Makki,Lodhi and Rahman 2008; Pew et al. 2007; Yalama& Coskun, 2007; Shiu, 2006,Mohiuddin,Najibullah and Shahid 2006;Goh 2005; Kujansivu and Lonnqvist 2005; Mavridis 2005;Goo and Tseng 2005; Mavridis 2004; Firer & Williams, 2003; Riahi-Belkauui 2003; Williams,2001;Bontis et al. 2000). It allows comparison and future predictability in respect of the companies' IC performance (Chu, et al., 2011). In their studies, Firer and Williams (2003), Smriti and Das (2018), Waqar et al. (2020) also identified several advantages of using VAIC.

DATA AND METHODOLOGY :

An empirical study has been conducted to examine the association between IC efficiency given by VAIC™ and financial performance of selected Indian commercial banks. Data, methodology and findings of the study are presented in the following few paragraphs.

Data: Data base consists of 12 banking companies included in the CNX Banking index of NSE constitute the sample. Annual reports of the selected banks have been used to collect the required data. Names of the selected banks can be found in table-1.

Research methodology: VAIC™ are computed using the following formula as shown in table 1:

The three major components of firm resources; Capital Employed, Human Capital, and Structural Capital are by definition, represented by the following (Pulic, A,2000, Pulic, A,2000a).

- HC = Human Capital=personal cost (Salaries and Wages), considered as an investment=Exp. On employee.
- CA= Capital employed (both physical and financial capital).
- SC= Structural Capital= VA–HC
     By definition, the three components of VAIC are calculated as follows:
- HCE =VA/HC (Human Capital Efficiency).
- CEE= VA/CA (Capital Employed Efficiency).
- SCE=SC/VA (Structural Capital Efficiency).

$$VAIC™ = HCE + CEE + SCE$$

Where: CEE is an indicator of value-added efficiency of capital employed; HCE is an indicator of value-added efficiency of human capital; and SCE is an indicator of value-added efficiency of structure capital

The value of three performance measures i.e. Return on Equity (ROE), Return on Assets (ROA), and Earning Per Share (EPS) are obtained from the annual reports of respective banks. Descriptive statistics of studied variables viz mean, standard deviation, minimum and maximum values are calculated as show in in Table 2.

A bar chart is prepared based on the computed value of HCE, SCE, CEE and efficiency of the banks in terms of the components of VAIC is depicted in figure-1. For testing the association between various financial performance measures with the IC efficiency of banks correlations are computed and reported in Table 4.

In order to examine the impact of IC efficiency measures on financial performance variables t-test is conducted. The banks are divided in two groups based on their values of VAIC^{TM} namely high performer and low performers. Those having VAIC^{TM} above mean are categories as high performer while those having VAIC^{TM} below mean are defined as low performer. The t-test for the financial performance measures viz EPS, ROE and ROA is conducted between the two groups. The VAIC^{TM} has a statistically significant relationship with financial performance measures if the t-value is statistically significance. A similar exercise undertaken to examine the relation between VA and financial performance measures.

In order to accomplish the objective of this study i.e.to measure the IC performance of selected Indian Banks and its impact on their respective financial performance following hypothesis are tested:

H1a: There is a positive relation between VAIC™ and financial performance (EPS, ROE and ROI) of selected Indian Banks.

H1b: There is a positive relation between Value Added (VA) and financial performance (EPS, ROE and ROI) of Banks.

H1c: There is a positive between Human Capital Efficiency (HCE), Structural Capital Efficiency (SEC) and Capital Employed Efficiency (CEE) with financial performance (EPS, ROE and ROI) of the selected Banks.

RESULTS AND INTERPRRETATION :

All selected financial performance indicators of banks along with the calculated efficiency indicators and value addition are reported in table-1.

Ranking of the banks has been made on the basis of VAIC™ and reported in table 2.The company having highest value is ranked 1, the next highest is ranked as 2,and so on.

Table1: Calculation of different performance measures

	ROE (%)	ROA (%)	EPS	OPERATING INCOME(CR)	OPERATING EXPENSES(CR)	HCE	CEE	SCE	VAIC
AU Small Finance	15.4	1.8	21.9	5459.0	3440.0	1.13	0.18	0.11	1.42
HDFC Bank Ltd.	17.4	2.07	79.3	204666.1	158517.4	2.31	0.16	0.57	3.03
ICICI Bank Ltd	17.28	2.16	45.8	82012.0	32873.0	4.07	0.24	0.75	5.07
Axis Bank Ltd.	8.47	0.8	71.4	59447.0	27398.0	3.64	0.26	0.73	4.63
Bandhan Bank Ltd	11.8	1.6	13.6	1837.3	1617.9	0.81	0.11	-0.24	0.68
Bank Of Baroda	18.34	1.03	27.3	51381.6	24518.3	2.01	2.73	0.50	5.25
IDFC First Bank	0.75	1.13	4.0	27195.1	24710.2	0.58	0.10	-0.72	-0.04
IndusInd Bank Ltd	15.26	1.9	95.3	4453.4	3714.5	2.44	0.14	0.59	3.16
Punjab National	3.94	0.18	2.3	9728.7	9477.9	0.17	0.03	-4.91	-4.71
State Bank of India	19.43	0.96	56.3	36871.9	31848.6	0.88	0.02	-0.14	0.75
Federal Bank Ltd	15.02	1.28	14.3	9562.2	4767.8	1.96	0.02	0.49	2.48
Kotak Mahindra	14.36	2.62	75	28635.0	13787.0	2.69	0.13	0.63	3.45

Table2: Descriptive statistics for all study variables

	Mean	Standard Deviation	Minimum	Maximum
ROE(%)	13.1	5.9	0.75	19.4
ROA(%)	1.5	0.69	0.18	2.6
EPS	42.2	32.5	2.3	95.3
OPERATING INCOME(CR)	43437.4	56652.6	1837.3	204666.1
OPERATING EXPENSES(CR)	28055.9	42715.2	1617.9	158517.4
HCE	1.9	1.2	0.17	4.1
CEE	0.3	0.76	0.02	2.7
SCE	-0.1	1.6	-4.9	0.75
VAIC	2.1	2.8	-4.7	5.2

Descriptive statistics of studied variables for testing hypotheses are shown in table 2. As we observe average of VAIC is equal to 2.1. The VAIC i.e. value added of intellectual capital comprises of three components: capital employed efficiency, human capital efficiency and structural capital efficiency. The average value and standard deviation of human employed efficiency are 0.3 and1.2 respectively. The ROE which shows management power in obtaining earnings according to resources which have from equity has an average value of 13.1. The Average of ROA is 1.5. it shows management power in gaining income from assets present in firm

Average of EPS is 42.2

Table 3: Ranking based on VAIC™

Banking Companies	VAIC	VAIC™ (Ranking)
AU Small Finance Bank Ltd	1.42	8
HDFC Bank Ltd.	3.03	6
ICICI Bank Ltd	5.07	2
Axis Bank Ltd.	4.63	3
Bandhan Bank Ltd	0.68	10
Bank Of Baroda	5.25	1
IDFC First Bank Ltd	-0.04	11
IndusInd Bank Ltd	3.16	5
Punjab National Bank	-4.71	12
State Bank of India	0.75	9
Federal Bank Ltd	2.48	7
Kotak Mahindra Bank Ltd	3.45	4

Figure1 brings out the performance of the banks in terms of the components of VAIC™ namely HCE, SCE and CEE. The diagrammatic presentation depicts that HCE is positive for all banks. All the selected banks show positive CEE. However, SCE is found to be negative to a considerable extent in three incidences. HCE ranges between 4.075 (ICICI) and 0.169(PNB). Similarly, while SCE ranges between 0.755 (ICICI) and -4.907(PNB). CEE varies between a high value of 2.735 (BOB) and a low value of 0.112 (BB). Among the selected banks, Bandhan Bank Ltd (BB) appears to have performed very badly in terms of CEE. Whereas in terms of SCE and HCE, Punjab National Bank (PNB) performs worst. Another important thing to note is that among the selected banks, ICICI bank has performed consistently well in terms of all components of IC efficiency. Bank of Baroda (BOB), however, appears to have performed consistently well in terms of CCE. It may be recalled that the following BOB bank has occupied the first position in terms of VAIC. Thus, BOB's top position in respect of VAIC, probably, has been made possible by the very high degree of CEE compared to all other banks. Also, it may be noted that except the rank l in terms of VAIC TM, the subsequent three ranks have been greatly

influenced by the ranks as per HCE and SCE values. This may be considered valid evidence of the role of human capital efficiency and structural capital efficiency on the financial performance of the firm. However, CSE components don't have such a significant contribution to the corporate financial performance.

Fig 1: Performance using Components of VAIC
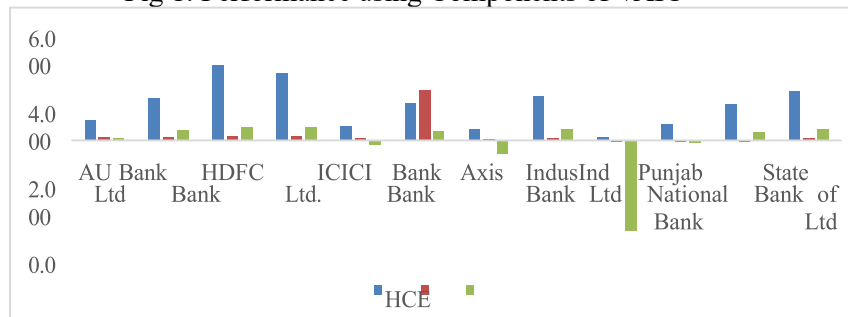
Table 4. Efficiency of the banks in terms of the components of VAIC™

	AU Small Finance Bank Ltd (AUB)	HDFC Bank Ltd. (HB)	ICICI Bank Ltd (ICB)	Axis Bank Ltd. (AB)	Bandhan Bank Ltd (BB)	Bank Of Baroda (BBB)	IDFC First Bank Ltd (IDFC)	IndusInd Bank Ltd (IB)	Punjab National Bank (PNB)	SBIN (SBI)	Federal Bank Ltd (FB)	Kotak Mahindra Bank Ltd (KMB)
HCE	1.126	2.305	4.075 (1)	3.643 (2)	0.808	2.012	0.581	2.438	0.169 (MIN)	0.877	1.96	2.69 (3)
SCE	0.112	0.566	0.755 (1)	0.726 (2)	-0.237	0.503	-0.722	0.590	-4.907 (MIN)	-0.141	0.49	0.63 (3)
CEE	0.184	0.159	0.245 (3)	0.256 (2)	0.112 (MIN)	2.735 (1)	0.096	0.135	0.025	0.015	0.02	0.13

Figures in the parenthesis indicate ranks.

TABLE -5: Correlation

	ROE	ROA	EPS	Operating	Operating	HCE	CEE	SCE	VAIC
ROE	1								
ROA	0.489	1							
EPS	0.468	0.507	1						
Operating	0.298	0.272	0.429	1					
Operating	0.241	0.226	0.390	0.970*	1				
HCE	0.393	0.484	0.635**	0.401	0.204	1			
CEE	0.289	-0.154	-0.099	0.082	-0.005	0.108	1		

SCE	0.606**	0.647**	0.538	0.277	0.187	0.653	0.179	1	
VAIC^{TM}	0.596*	0.538	0.557	0.356	0.194	0.842	0.423	0.904**	1

* Implies significant within 5% while ** denotes significant within 10%

Based on VAIC™, Bank of Baroda (VAIC™ =5.25) appears to be the most efficient bank which is followed by ICICI Bank Ltd. (VAIC™ =5.07) and Axis Bank Ltd. (VAIC™ =4.63). The least efficient banking company is Punjab National Bank (VAIC™ =4.71). While in terms of VAIC^{TM} Bank of Baroda (BOB) claims to be the most efficient banking company in India ICICI Bank Ltd is seen to occupy the first position. A cursory look into table 2 reveals that the private sector banks, on the whole, have performed better than their counter parts in the public sector.

The above table tries to explore whether VAIC^{TM}, HCE, SCE and CEE have positive association with financial performance of banking companies or not. It is seen that VAIC^{TM} has a positive association with all factors. VAIC^{TM} is significantly associated with ROE. Among the components of VAIC^{TM} SCE is significantly associated with ROE and ROA while HCE is significantly associated with EPS only.

Table 6: T-test for VAIC^{TM}

Groups	ROE	ROA	EPS
Group 1 (High Scoring)	15.16	1.69	58.33
Group 2 (Low Scoring)	10.26	1.13	19.61
Combined	13.12	1.46	42.20
Difference	4.90	0.56	38.72
t-value	1.51**	1.46**	2.46*

* Implies significant within 5% while ** denotes significant within 10%

Table 6 shows the result of t-test for ROA, ROE and EPS to examine the impact of IC efficiency measures on financial performance. The table shows the average value of high scoring, low scoring groups and combined groups. The difference in average value and the corresponding t-value along with its significance level is also given. The t-value is statistically significant within 5% for EPS and within 10% for ROE and ROA. This implies that the high scoring and low scoring banks significantly differ in terms of average performance as measured by the three financial performance measures. Thus, the intellectual capital as measured by the VAIC^{TM} significantly affects the financial performance of the selected banks.

CONCLUSION:

The present study attempts to examine the impact of intellectual capital (IC) on financial performance of firms based on the performance of 12 Indian banking companies that comprised the CNX Banking index of the National Stock Exchange during 2022-23. It seeks to examine the impact of IC represented by the ValueAdded Intellectual Coefficient (VAIC) on corporate financial performance measured by return on assets, earnings per share, and return on equity.

The analysis shows that VAIC^{TM} has a positive relation with all factors. VAIC^{TM} is significantly related with ROE. Following Pulic (1999), IC efficiency has been decomposed into three components namely, capital employed efficiency, human capital efficiency and structural capital efficiency. Return of assets (ROA), return of equity (ROE) and earnings per share (EPS) indexes are used as indicators of financial performance. More investment in efficient human resources means more Human Capital Efficiency (HCE) which means better financial performance and more investment in structural capital and physical capital also represents better financial performance of banking companies. Results shows that SCE is significantly related with ROE and ROA while HCE is significantly related with EPS only. However, CEE doesn't have such an association. Thus, improvement in structural capital efficiency increases ROE and ROA while human capital efficiency improves EPS.

Among the selected banks, Bank of Baroda appears to be the most IC-efficient banking company in India measured in terms of VAIC™. The analysis shows that the high performing and low performing banks

significantly differ in terms of average performance as measured by the three financial performance measures. This indicates that the intellectual capital significantly affects the financial performance of the selected banks.

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Analyzing the Influence of Promotional Strategies on Consumers with Reference to Hospitality Services

Dr. Anil Kalotra & Dr. A. Shanker Prakash

Abstract: The consumer's decision making process is influenced by promotional strategies of an organization. The promotional strategies plays a significant role in enhancing profitability of organization as well as in consumers' satisfaction. The paper analyzed the analysis of level of influence of promotional strategies and tools on respondent's decision making while they avail hospitality services.

The paper contains a thorough review of studies related to the influence of promotional strategies in hospitality sector. The article is complimented by theory of Valence which was given by Tybout and Sternthal in 1983. The theory is based on the investigation of influence of psychological stimuli those led to the enhancement effects. This theory predicts and highlight how factors of promotion can elevate the product evaluation by consumers. The literature review led to the findings of significant gap, which has given a basis to the researcher to formulate the research problems and related hypothesis. Very few studies investigated the influence of promotional strategies on the basis of gender, in hospitality industry. Henceforth researcher investigated this gap. A suitable research and sampling design was formulated to carry the research. Research was carried out in Delhi and population taken for study consists of all people of fifteen years and above. The study was carried out on the basis of gender. Questionnaires were used as sampling tools which were designed with the help of experts and were pretested. SPSS was used for data analysis and right statistical tools were used. All the promotional tools were analyzed and the findings revealed that 44.33% of respondents (male) were influenced by the promotional strategies of hospitality industry, but on the other hand 45.36% of respondents (female) were influenced by these strategies. In totality 89.69% of respondents came out to be influenced by promotional strategies in hospitality industry. The research further found the extent of influence of all the promotional tools on male and female gender. The research will help organizations to take decision while choosing a particular promotional tool and will help in understanding difference in between the perceptions of male and female gender towards promotional strategies of hospitality industry.

Keywords: Promotional, Strategies, Influence, significant, perception, hospitality, respondents, services

Introduction :

A very long time has been devoted for development of tourism and hospitality industry. There is a fierce competition in tourism industry throughout the world and this cut throat competition has pressurised the hospitality players to attract and retain more and more tourists. Innovative marketing strategies are being deployed to attract the tourists and promotional strategies are the main components which has been used by the top hospitality and tourism players (Hasan 2015). Promotional mix includes all the elements of promotion, those are directed to the prospective hospitality services buyers. Promotional mix includes the elements like advertising, personal selling, publicity, direct marketing and sales promotion. These elements are integrated to attract and retain the users of hospitality services (Bozok, 2009). Hospitality players should be careful while choosing these elements and should use the appropriate one suiting to consumers in a particular situation. Advertising is paid communication to promote the hospitality products and it plays an important role while promoting hospitality and tourism products. The other promotional element which plays an important role in hospitality is sales promotion. This element uses the tools like coupons, displays and free trials to promote their services. Sales promotional activities plays an important role in achieving objectives like attracting new tourists and retaining existing one. In hospitality services marketing, publicity and public relations plays an important role, managers' uses these elements to enhance their revenues. Press conferences, newspaper editorials are very well used by managers to enhance their profitability and brand image. The next important promotional tool used by hospitality industry is direct marketing, where marketer directly approach the consumers and don't involve any intermediary. This tool of promotion has been very effective in past and is growing with time. This is the internet which helped direct marketing grow. This element has reduced the cost of services, saved the time and made hospitality consumers experience pleasant and personal. Direct marketing being used by hospitality marketers included tools like direct mail, catalogue marketing, kiosk marketing and face to face selling. In recent time direct marketing and public relations has played an important role in increasing the revenue and brand image of key hospitality players.

Literature Review:

The scope of literature available on the investigated topic allows for interpreting the level of research in the designated field. The contemporary tendency of economic globalization sets forward a variety of challenges for businesses, especially those dealing directly with consumers (Erixon, 2018). Such entities are forced to formulate their competitive advantages through the application of creative decision-making, non-standard leadership, and effective marketing strategies (Amadeo, 2019). However, the concepts of hospitality and marketing "are the result of a collection of distinct cultural praxes that are largely excluded by traditional marketing approaches" (Tresidder, 2015, p. 710). Thus, the relationship between these two concepts is more complicated than in any other industry. The idea behind high-quality hospitality would be different for consumers with diverse cultural, historical, and social backgrounds (Nedelea, Korstanje, and George, 2016).

Therefore, the research of the culture-specific and country- oriented marketing strategies is crucial for the development of the hospitality industry in general, and hotels in particular. The literature on hospitality business presents a significant number of marketing strategies that are aimed at the identification of the most productive ways of increasing profitability, customer satisfaction, and share in the market. In the United Kingdom, the hospitality industry represents an essential component of the economy, with total turnover reaching £98 billion in 2017 (Cotton 2019). The hotel industry has the greatest influence on the industry's prosperity. With London being the hub for tourism, business conventions, and other major events, the industry is continuously growing and changing to fit the demands of the market (Department for Business, Energy & Industrial Strategy, 2019). Apart from London, the overall rates of hotel occupancy in the UK have been increasing, from 66% in 2009 to 76% in 2015 (Cotton 2019). It is forecasted that demand will continue to rise because of inbound tourism, domestic holidays, and other events. Due to the expected rise in hotel occupancy, marketing strategies within the hospitality industry have never been as important for the UK. Several types of marketing for hospitality and tourism have been implemented to attract clients to UK hotels (Leue, Jung, and Knowles, 2013). The first example of the marketing strategy implemented in the UK is direct mail marketing (Kindervater, 2019). This method implies sending printed leaflets and other pieces of advertisement through the mail. Another example is email marketing, which is a similar strategy; however, all advertisements are being distributed through digital mail. When discussing the UK context, the current marketing efforts have been greatly challenged by Brexit (Riley, 2019). The withdrawal from the European Union presents some uncertainty for the industry as there is a significant inflow of tourists from Europe to the country every year. This means that hotels may have to change their marketing efforts by offering more affordable and accessible services to which customers will be attracted. Price differentiation is the most common marketing effort that UK hotels and restaurants usually implement. Advertising is one of the most effective marketing strategies that demonstrate its potential in the age of electronic advancement. Indeed, the majority of organizations within the hospitality industry utilize technologies and online platforms as the basis for their advertisement (Nizam, and Supaat, 2018). Segmentation is also impacted by information technologies and the application of digital marketing strategies (Jain and Yadav, 2017). The hotel performance significantly depends on the effectiveness of the application of the review of customer's feedback, maintaining the online presence of the entity, and other manifestations of digital marketing (Pelsmackera, van Tilburg and Holthof, 2018). Brand management is an industry-wide trend, with both hotels and restaurants working on creating an image that would be attractive to potential customers. As mentioned by Kwun (2012), brand management in the hospitality industry makes it possible for companies to gain a competitive advantage because of the ability to create an identity of a brand that would be differentiated from core competitors. This means that brands should be recognizable to the general audience (Kucherenko, 2017). Brand recognition ensures that customers understand the value positioning of the brand and are aware of what an organization has to offer (Troilo, 2015). The hospitality industry has currently entered a new stage of branding efforts targeted at increasing technology use for searching hotel and restaurant locations (Buttle and Maklan, 2019). Brand image should be even more recognizable when it comes to the use of digital media because of the high competition from such platforms as Airbnb (Bearne, 2018).

Gaps Found in Literature Review:
After reviewing the literature which was done extensively, it was found that out of all studies related to "Influence of promotional strategies on consumer decision making in hospitality industry" , majority of studies were carried out in foreign nations like United Kingdom, United States, China, Malaysia and Ireland and very few in India. It was further observed that no study in India has been done which has analysed the promotional strategies influence, on consumers' decision with respect to gender. This gap has motivated researcher to take this problem for research.
Objective of Research Paper:
   "Analysis of Promotional Strategies Influence, on Consumers Decision Making in Hospitality Industry"
Formulation of Hypothesis:
   H1: Promotional strategies influences the consumers decision to avail Hospitality services
   Proposed Research Model: The following model has been used to carry the research
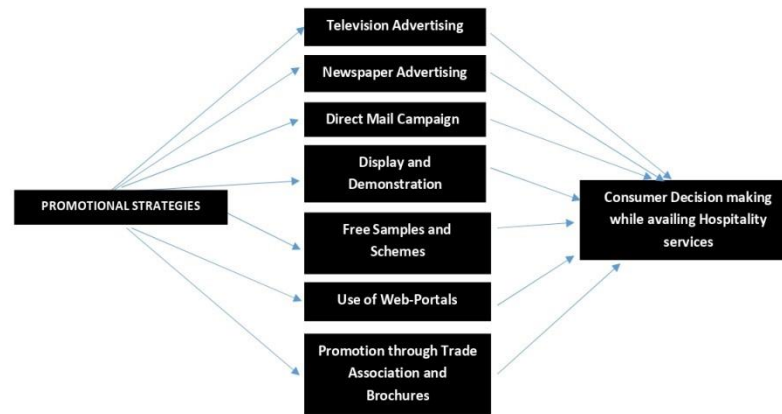
Description of research methodology used:

Research design: Descriptive

Area of Study: Delhi

Population: 10260000 (approx.) (Souces- Statatical abstract of India)

Sample size: at 95% and confidence interval of 4: 1067 (Male-533, Female-534)

Sampling Technique: Convenience Sampling

Data collection tools: Structured questionnaires were used to collect data. Before drafting the questions, researcher carefully understood the objective and then designed the questions for questionnaire. Before inducing the questionnaire to respondents, it was pretested for correctness and consistency.

Data Analysis Tools: SPSS was used to analyse the data and the statistical tools like analysis of frequency, central tendency measurement, chi square, and measurement of internal consistency were used.

Data Analysis:

1.1: Promotional Strategies influence, on decision making of hospitality consumers

Being a competitive industry, there is a big role of promotional strategies in hospitality industry, industry uses promotional tools like newspapers, magazines, televisions, billboards etc., but now industry had adapted modern promotional tools like "Search engine optimization" and "Search engine marketing". Besides it industry is heavily banking on "Social media marketing". As depicted in table and figure no.1.1, data analysis revealed that 44.33% male respondents accepted that promotional strategies have given an impact to their decision making while they availed services of hospitality industry. On the other hand, 45.36%of female respondents included in the survey denied for such a claim. About 90% of respondents in totality agreed that promotional strategies have influenced their decision making, while using hospitality services.

Table 1.1: Analysis of respondents on the basis of influence of promotional strategies

Figure in parentheses denotes percentages. (Source-Data compiled through questionnaires)

Gender	Male	Female	Total
Promotional strategies influences the decision to avail Hospitality services	473 (44.32)	484 (45.37)	957 (89.69)
Promotional strategies do not influences the decision to avail Hospitality services	60 (5.63)	50 (4.68)	110 (10.31)
Total	533 (49.94)	534 (50.06)	1067
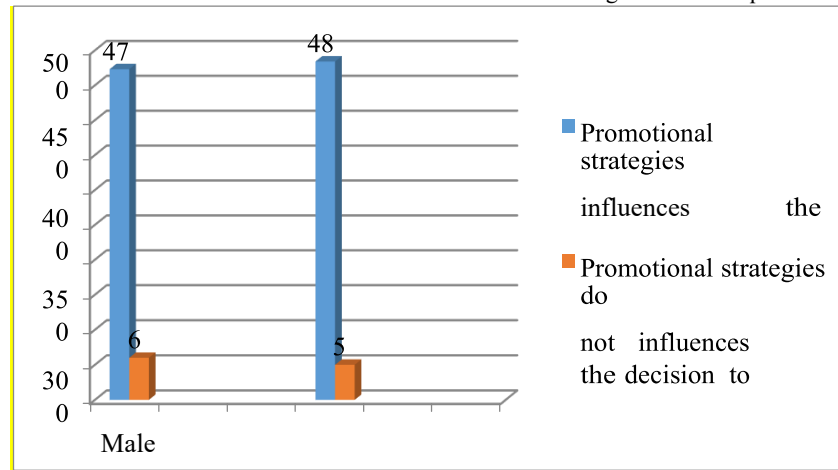
Figure 1.1. Analysis of respondents on the basis of influence of Promotional Strategies (Source-Data compiled through questionnaires)

1.2. Analysis of degree of influence of promotional strategies on respondent's decision making.

1. T.V. Advertising is an important mode of promotion: The data in both of the genders came out to be platykurtic and negatively skewed. The data analysis in table 1.2 advocated that both of the genders agreed that Television advertising has significantly influenced their decision making. The findings are further proved by calculated mean value of 3.68, and 4.18, significance value of .000 and chi-square values of 413.96 and 815.33 for male and female gender respectively.

2. Newspaper advertising is an important mode of promotion: The data in male and female gender came out to be platykurtic and leptokurtic respectively, and negatively skewed. The data analysis in table 1.2 advocated that both of the genders agreed that newspaper advertising has significantly influenced their decision making. The findings are further validated by calculated mean value of 3.39, and 3.75, significance value of .000 and chi-square values of 413.97 and 815.32 for male and female gender respectively.

3. Direct mail campaign is an important mode of marketing: The data in both of the genders came out to be platykurtic and negatively skewed. The data analysis in table 1.2 advocated that both of the genders agreed that direct mail campaign has significantly influenced their decision making. The findings are further proved by calculated mean value of 2.90, and
3.04, significance value of .000 and chi-square values of
196.13 and 439.72 for male and female gender respectively.

4. Display and demonstration is an important mode of promotion: The data in both of the genders came out to be platykurtic and negatively skewed. The data analysis in table 1.2 advocated that both of the genders agreed that Display and demonstration has significantly influenced their decision making. The findings are further advocated by calculated mean value of 3.27, and 3.51, significance value of .000 and chi-square values of 196.12 and 439.73 for male and female gender respectively.

5. Free samples and schemes are an important mode of promotion: The data in both of the genders came out to be platykurtic and negatively skewed. In case of female gender and positively skewed in case of male gender. The data analysis in table 1.2 advocated that both of the genders agreed that free samples and schemes has significantly influenced their decision making. The findings are further proved by calculated mean value of 3.41, and 3.75, significance value of .000 and chi-square values of 386.71 and 506.69 for male and female gender respectively.

6. Use of web -portal are an important element of promotional strategies: The data in both of the genders came out to be platykurtic and negatively skewed in case of male gender but positively skewed in case of female gender. The data analysis in table 1.2 advocated that both of the genders agreed that web-portals has significantly influenced their decision making. The findings are further proved by calculated mean value of 3.19, and 3.84, significance value of .000 and chisquare values of 386.71 and 506.69 for male and female gender respectively.

Promotions through trade associations and brochures are important elements of promotional strategies: The data in both of the genders came out to be platykurtic and positively skewed. In case of female gender and negatively skewed in case of male gender. The data analysis in table 1.2 showed that both of the genders agreed that Promotions through trade associations and brochures has significantly influenced their decision making. The findings are further proved by calculated mean value of 3.18, and 3.69, significance value of .000 and chi-square values of 229.29 and 317.10 for male and female gender respectively.

Strategies	Gender	To a very large extent	To Large extent	Not at all	To Some extent	To a very small extent	N	Mean	S.D	Skewness	Kurtosis	Ch. sq.	P value
T.V. advertising is an important mode of marketing.	Male	228 (42.8)	161 (30.2)	19 (3.6)	50 (9.4)	21 (3.9)	533	3.68	1.64	-1.185	.096	413.97	.000
	Female	318 (59.6)	130 (24.3)	13 (2.4)	33 (6.2)	18 (3.4)	534	4.18	1.34	-1.855	2.54	815.32	.000
Newspaper advertising is an important mode of marketing	Male	86 (16.1)	281 (52.7)	33 (6.2)	77 (14.4)	2 (0.4)	533	3.39	1.4	-1.203	.514	550.99	.000
	Female	83 (15.5)	355 (66.5)	20 (3.7)	54 (6.2)	00 (0.0)	534	3.75	1.09	-1.859	3.703	746.09	.000
Direct mail campaign is an effective promotional tool	Male	53 (9.9)	179 (33.6)	93 (17.4)	134 (25.1)	20 (3.8)	533	2.90	1.42	-.541	.520	196.12	.000
	Female	42 (7.9)	220 (41.2)	51 (9.6)	182 (34.1)	17 (3.2)	534	3.04	1.25	-.441	-.547	439.73	.000
Display and demonstration is an effective promotional campaign	Male	152 (28.5)	154 (28.9)	45 (8.4)	110 (20.6)	18 (3.4)	533	3.28	1.61	-.683	.667	189.53	.000
	Female	158 (29.6)	165 (30.9)	76 (14.2)	86 (16.1)	27 (5.1)	534	3.51	1.40	-.792	-.229	214.02	.000
Free samples and schemes are effective are effective promotional tools	Male	112 (21.0)	244 (45.8)	46 (8.6)	67 (12.6)	10 (1.9)	533	3.41	1.49	-1.107	.245	386.71	.000
	Female	158 (29.6)	165 (30.9)	76 (14.2)	86 (16.1)	27 (5.1)	534	3.75	1.24	1.355	1.509	506.69	.000

Use of web portals is an important promotional strategy	Male	140 (26.3)	154 (28.3)	25 (4.7)	153 (28.7)	7 (1.3)	533	3.19	1.59	-.554	.789	258.53	.000
	Female	148 (27.7)	254 (47.6)	38 (7.1)	65 (12.2)	7 (1.3)	534	3.84	1.38	1.191	.557	443.03	.000
Industry promotes its services through trade association n brochures	Male	100 (18.8)	207 (38.8)	52 (9.8)	92 (17.3)	28 (5.3)	533	3.18	1.55	-.743	.540	229.29	.000
	Female	183 (34.3)	182 (34.1)	57 (10.7)	71 (13.3)	19 (3.6)	534	3.69	1.37	1.062	.365	317.10	.000

Findings:

Data analysis revealed that most of the respondents (90%) are influenced by the promotional strategies of hospitality industry. Comparing the means (degree of influence) further found that "television advertising" remained as the tool with highest affectivity in case of both the genders. But after comparing the means it was found that female gender was more influenced than male with a mean value of 4.18 which was 3.68 in case of male respondents. The next important promotional tool is the "web portals" in female gender (mean-3.84) and free samples and schemes in case of male gender (mean-3.41). Further it was found that "Newspaper advertising" has influenced both the genders but here also, the degree of influence was more in female gender (3.75) then male-gender which has a value of 3.39. "Free samples and schemes" for female (mean-3.75) and "Display and demonstrations" (3.28) for male, is the next important promotional strategies. On the other hand "Direct mail campaign" comes out to be the weakest strategy in case of both the gender with a mean value of 2.9 and 3.04 for male and female gender respectively.

Recommendations:

Data analysis revealed that "T.V. advertising", "Free sample distribution", Newspaper advertising, "Display and demonstration" and "Use of websites" were the top promotional strategies which influenced the consumer decision making in Hospitality industry. Henceforth while formulating the promotional strategies organizations must consider the degree of influence of all strategies in mind while going for a specific strategy. Besides this hospitality organizations must also keep in mind the target audience gender, because the degree of influence of every media tool varies as per the gender. Therefore organizations should consider the extent of influence of these strategies with respect to gender for a better output.

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An Efficient Machine Learning based technique to Detect the Phishing Domain

Suparna Karmakar, Suparna Biswas, Trishita Ghosh, Ankur Singh, Prince Kumar & Priyanshu Mishra

Abstract: The availability of multiple services such as online banking, entertainment, education, software downloading, and social media has accelerated the web's evaluation in recent times. We are going to implement a machine learning model to detect phishing and malicious websites URLs. This paper surveys the features used for detection and detection techniques using machine learning. Phishing is the technique of taking users credentials and sensitive data like username, passwords, and online banking transaction from users by mimicking as a genuine website. In phishing, the user is provided with a similar user interface which is identical to the legitimate one but with malicious code to extract and send user credentials to phishers and trapped by the phishers. Phishing attacks can lead to huge financial losses for customers of banking and financial services. The traditional approach to phishing detection has been to either to use a blacklist of known phishing links or heuristically evaluate the attributes in a suspected phishing page to detect the presence of malicious coders. The heuristic function relies on trial and error to define the threshold which is used to classify malicious links from benign ones. The drawback of this approach is poor accuracy and low adaptability to new phishing links. We plan to use machine learning to overcome these drawbacks by implementing some classification algorithm and comparing the performance of these algorithms on our dataset. We will test algorithm such as Decision Trees, Random Forest, and Gradient boosting classifier on a dataset of phishing links by evaluating each algorithm's accuracy rate.

1. Introduction :

India, Library. Phishing attacks continue to pose a significant threat to individuals, organizations, and online platforms. These malicious attempts aim to deceive unsuspecting users into revealing sensitive information, such as login credentials or financial details, by masquerading as trustworthy entities. One prevalent technique employed by cybercriminals is the creation of phishing domains that mimic legitimate websites, making it challenging for users to differentiate between authentic and fraudulent websites.

Fortunately, the advancements in machine learning techniques have provided a powerful toolset for combating phishing attacks. Machine learning models can analyze vast amounts of data and learn patterns that distinguish legitimate domains from phishing domains. By leveraging these models, security professionals and organizations can develop robust phishing domain detection systems to identify and mitigate such threats effectively.

In this paper, we explore the use of machine learning models in phishing domain detection. We delve into the key challenges associated with identifying phishing domains and discuss how machine learning algorithms can help overcome these obstacles. We will also explore various features and datasets that can be utilized to train effective models and evaluate their performance.

Additionally, we will discuss different machine learning algorithms commonly employed in phishing domain detection, such as decision trees, random forests, support vector machines, and neural networks. We will explore their strengths and weaknesses and highlight their suitability for detecting phishing domains based on specific characteristics and patterns. Moreover, we will examine the importance of feature engineering in the context of phishing domain detection. Extracting meaningful features from domain attributes plays a vital role in training accurate machine learning models. We will discuss various features, including domain name analysis, registration information, SSL certificate details, and content analysis, which can aid in distinguishing phishing domains from legitimate ones.

Lastly, we will address the evolving nature of phishing attacks and the need for continuous model adaptation and updating. Phishing techniques constantly evolve, requiring machine learning models to adapt and stay up-to-date to effectively detect new and sophisticated phishing domains. We will explore strategies for model retraining and discuss the integration of real-time data feeds to ensure the timeliness and accuracy of phishing domain detection systems.

In conclusion, the combination of machine learning algorithms and domain analysis techniques offers a promising approach to combat the growing threat of phishing attacks. By leveraging the power of these models, organizations can enhance their security measures and protect users from falling victim to fraudulent schemes. The following sections will delve deeper into the intricacies of phishing domain detection using machine learning, providing insights and recommendations for building effective and efficient detection systems.

2. Related work:

Phishing detection can be approached using two main methods: the blacklist approach and heuristic evaluation of the source code. The blacklist approach involves maintaining a publicly accessible list of reported phishing sites to minimize the number of victims. However, its drawback lies in the need to first detect and report a new phishing site. As phishing attacks become more sophisticated, detecting them becomes increasingly challenging.

The alternative approach is to analyze the source code of suspected phishing web pages, identifying common attributes associated with phishing sites. This method offers the advantage of potentially detecting new phishing attacks shortly after their launch. However, due to the ever-evolving nature of phishing attacks, identifying new attack patterns has become more difficult.

Traditionally, heuristic evaluation of web page source code involved tallying identified phishing attributes and setting thresholds through trial and error. Pages surpassing these thresholds were considered phishing sites. Nevertheless, the use of hardcoded thresholds presents a challenge for the system to effectively adapt to emerging attack patterns. To address this, machine learning is employed to train the system in phishing attack detection and facilitate learning from data when new attack patterns emerge. Numerous studies in recent years have focused on employing machine learning algorithms for phishing detection, providing ample literature on the subject.

In a study conducted by Chandrasekaran et al. [1], a method was presented to classify phishing emails by analyzing their structural properties, including style markers and the structure of the subject line. The researchers utilized Simulated Annealing for feature selection and Information Gain to rank the features in terms of their relevance. The dataset consisted of 100 phishing emails and 100 legitimate emails. Support Vector Machines (SVM) were then employed to classify the emails as either phishing or legitimate based on the selected features, achieving an accuracy of 95%.

In a study conducted by Ludl et al. [2], the J48 decision tree algorithm was employed to classify phishing websites using only HTML and URL information. The dataset used in the study consisted of 4,149 safe pages and 680 phishing pages. The results of the experiment showed an accuracy of 83.09%. However, approaches that solely rely on HTML Document Object Model (DOM) and URL-based features have shown limited success due to the ability of attackers to manipulate these elements.

In their research, Kulkarni et al. proposed a machine learning approach for detecting phishing attacks [3]. The method utilized a dataset consisting of 1,353 URLs of safe websites that could potentially be classified as phishing sites. In our study, we employed various classifiers, including decision tree, Naive Bayes classifier, support vector machine (SVM), and neural network. The results revealed that these classifiers achieved an accuracy of 90% in categorizing real-world websites.

In their study, Fette et al. developed a technique called PILFER for classifying URLs to identify phishing attacks [4]. They introduced ten features specifically designed to detect deceptive methods employed for fraudulent purposes. The dataset used in the study consisted of approximately 860 phishing emails and 6,950 non-phishing emails. The classification algorithm employed in their application was a Support Vector Machine (SVM). Through 10-fold cross-validation, they trained and evaluated the classifier, achieving an accuracy of 92%. The authors argued that the PILFER approach outperformed the widely used spam filter, Spam Assassin, based on its success rate. However, there are concerns regarding the study's limited dataset and relatively low success rate.

In their study, Chiew et al. employed various machine learning techniques to detect phishing websites using data from the Machine Learning Repository (UCI) [5]. The study utilized a dataset consisting of 5,000 URLs sourced from Phish Tank, Open Phish, Alexa, and Common Crawl archives. The Random Forest algorithm was employed, achieving an accuracy of 94.6% in classifying the URLs as phishing or legitimate.

3. Proposed Work:

Our proposal aims to leverage machine learning to address the limitations associated with traditional approaches to phishing detection. The abundance of available data on phishing attack patterns makes this problem particularly suitable for applying machine learning solutions. The underlying concept involves employing machine learning algorithms on a dataset of phishing pages to develop a model capable of real-time classification, distinguishing between phishing and legitimate web pages. To implement our project, we have developed an interactive and responsive website that serves as the platform for all users. This website is designed using HTML, CSS, and JavaScript. HTML forms the foundation of the website's structure, while CSS is utilized to enhance its visual appeal and user-friendliness. It is important to ensure that the website caters to users of all backgrounds and remains easy to navigate, enabling even novice users to benefit from its features.

When selecting the machine learning algorithm for our product, we must consider three key constraints. First, the accuracy of the trained model should be high to ensure reliable results for end users. Second, the algorithm should enable real-time classification with minimal execution time and computational resources. Third, minimizing false positives and false negatives is crucial in phishing detection. We need to ensure that users are not misled into believing that a phishing website is legitimate. Thus, these three constraints guide our selection of the phishing detection classifier. For implementing the machine learning algorithms, we have utilized the Scikit-learn tool and imported various Python modules from its index. The dataset is divided into an 80:20 ratio, with the training set used for model training and the testing set employed to evaluate classifier performance. We assess the performance of classifiers by calculating accuracy scores, false negatives, recall, and precision. Each step and its utilization are outlined in dedicated sections to facilitate easy comprehension and explanation. A. Flowchart:

Below image describes how we have made the training model. First dataset in csv format is fetch and divided the dataset in 80:20 split of training and testing respectively. This is best split as far as we tested in various splits like 90:10 or 70:30 but 80:20 gives adequate accuracy and precision as compared to other splits. After processing the dataset we test and train it against 30 various feature sets described briefly in features used section and different machine learning model will use these outputs to train and test and make a model based on the learning. we will now use this generalized model to test the URL whether the URL is legitimate or not.
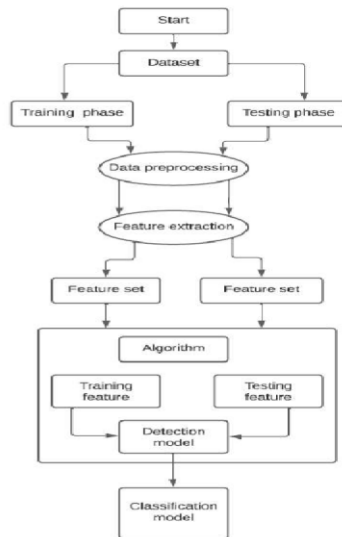
Figure 1. Flowchart of moddel

B. System Design:

The below image shows the architecture of our trained classification model. Basically, it takes a single URL from the user, Extracts the URL's features and then makes a prediction based on them whether the given URL is malicious or not. The prediction of the classifier model is high based upon the features of the given URL like its length, Integer count, IP address presence in domain etc.

Figure II. system design of website C. Machine Learning Models Used:

We have used 3 different ML models for decision tree, random forest and gradient boosting classifier.

i.
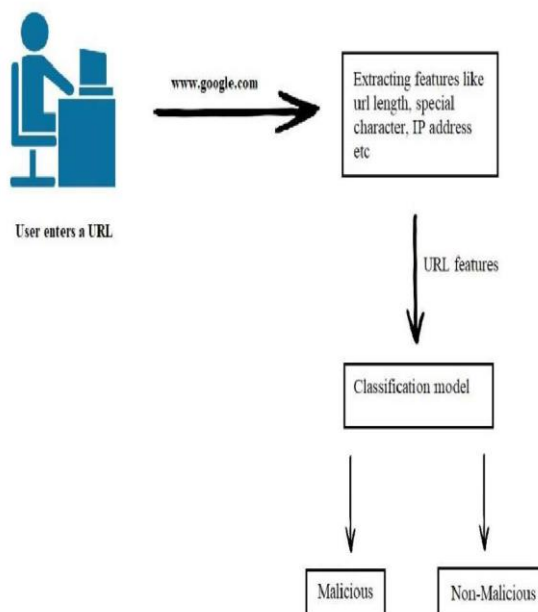
it

Decision Tree:

A decision tree is a popular machine learning algorithm commonly used in various domains, including cybersecurity, to classify and predict outcomes based on a set of input features. In the context of phishing domain detection, decision trees can be an effective tool for identifying potentially malicious websites. Decision trees work by creating a hierarchical structure of decision nodes and leaf nodes. Each decision node represents a feature or attribute, while each leaf node represents a class label or the final decision. The algorithm learns by recursively partitioning the data based on the values of different features until reaches a point where it can confidently classify the instances.

Once every features from dataset are determined, a decision tree model is trained on a labeled dataset, where each instance is labeled as either a phishing domain or a legitimate one. The decision tree algorithm uses this data to learn the decision boundaries and create a tree structure that can classify new, unseen instances. During the prediction phase, a given URL is passed through the decision tree. At each decision node, the algorithm evaluates the corresponding feature and follows the appropriate branch based on the feature's value. This process continues until the algorithm reaches a leaf node, where it assigns the URL with a class label, indicating whether it is likely to be a phishing domain or not.

Experiment result of DECISION TREE

Evaluation on set	Accuracy	F1 score	Recall	Precision
Training	0.991	0.992	0.991	0.993
Testing	0.960	0.964	0.964	0.964
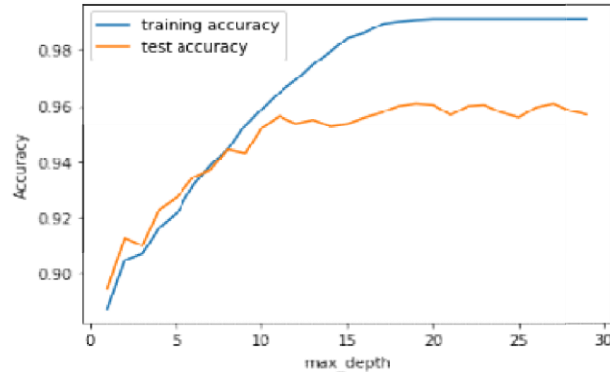
Figure III. Training and testing accuracy graph of decision tree ii. Random Forest:

Random Forest is a powerful ensemble learning method that combines multiple decision trees to improve the accuracy and robustness of predictions. In the context of phishing domain detection, Random Forest can be a highly effective technique for identifying and classifying potentially malicious websites.

Random Forest works by creating an ensemble of decision trees, each trained on a random subset of the training data. This randomness in both the data samples and the features used for splitting at each decision node helps to reduce the risk of overfitting and improve generalization. The individual decision trees in the Random Forest are trained independently, and their predictions are combined to make the final decision.

To use Random Forest for phishing domain detection, a dataset is collected, containing labelled examples of phishing domains and legitimate websites. The dataset is then divided into a training set and a testing set. Each decision tree in the Random Forest is trained on a different subset of the training data, using a random selection of features at each decision node.

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During the prediction phase, a new domain is passed through each decision tree in the Random Forest, and each tree independently classifies the domain as either phishing or legitimate. The class predictions from all the trees are then combined through voting or averaging to make the final decision. The majority vote or average determines the final classification of the domain.

Experiment result of random forest

Evaluation on set	Accuracy	F1 score	Recall	Precision
Training	0.991	0.992	0.993	0.990
Testing	0.966	0.970	0.974	0.964
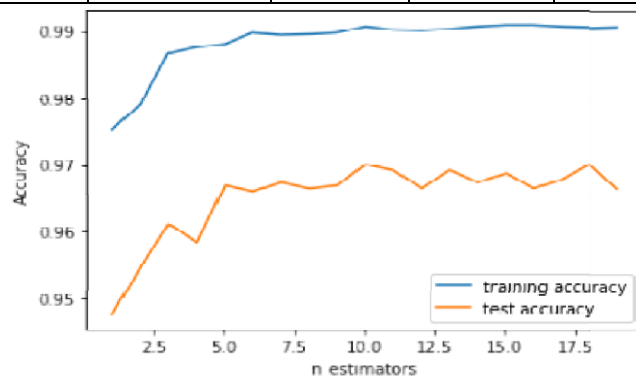
Figure IV. Training and testing accuracy graph of random forest

iii. Gradient Boosting

Gradient Boosting Classifier is a machine learning algorithm that belongs to the family of boosting methods. It is widely used in various domains, including cybersecurity, for tasks such as phishing domain detection. Gradient Boosting Classifier can effectively distinguish between legitimate websites and phishing

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domains by leveraging the collective knowledge of an ensemble of weak learners. In the context of phishing domain detection, Gradient Boosting Classifier works by sequentially building an ensemble of decision trees, where each tree learns to correct the mistakes made by the previous trees. This iterative process leads to the creation of a strong predictive model that excels at capturing complex patterns and making accurate predictions. Gradient Boosting Classifier is a powerful algorithm that combines the strengths of multiple decision trees to create a strong predictive model for detecting phishing domains. Its ability to handle complex relationships, feature interactions, and imbalanced data makes it an effective tool in combating phishing attacks

Experiment result of gradient boost

Evaluation on set	Accuracy	F1 score	Recall	Precision
Training	0.989	0.990	0.994	0.986
Testing	0.974	0.977	0.989	0.966
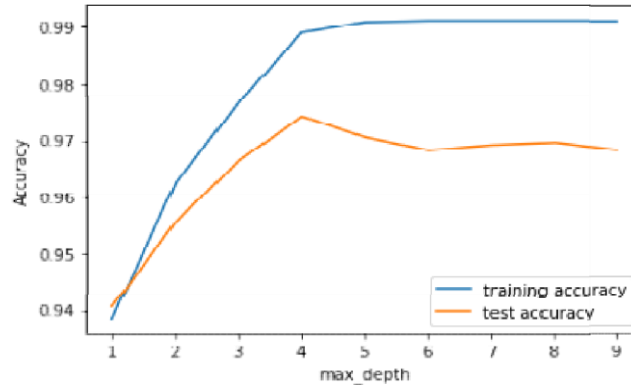
Figure V. Training and testing accuracy graph of gradient boost

D. Data Requirement:

In order to create a binary classification model which can optimally predict malicious phishing URLs, first we need to train the model on similar datasets. This kind of data can be obtained from either public dataset or through scrapping suitable websites. Some of the properties that make a good dataset for our problem are the following :

• The dataset must contain an equal amount of positive and negative samples.
• The data must contain diverse features and characteristics with less sparsity among features.
• The data must contain both numerical and categorical features in balance.
• The dataset must be verified, if possible contain real-life scenarios for optimal results and less artificially generated samples. E. Dataset:

For the evaluation of our machine learning techniques, we utilized the "Phishing Websites Dataset" available in the Kaggle repository. This dataset comprises 11,055 URLs, with each column representing 30 features. Each feature is associated with a rule, categorized as phishing if the rule is satisfied, and legitimate if it is not. The features are assigned three discrete values: '1' for satisfied rules, '0' for partially satisfied rules, and '-1' for unsatisfied rules [6][7]. Each column in the dataset encompasses 30 features, capturing various attributes commonly found in phishing or suspicious web pages. Examples of these attributes include the presence of an IP address in the URL domain or the usage of JavaScript code to manipulate the web browser's address bar information. Each feature is linked to a specific rule, and the presence or absence of satisfaction serves as an indicator of phishing or legitimacy. To ensure consistency, the dataset has been normalized to include only discrete values. Therefore, each feature within a column will be represented as '1' if the associated rule is satisfied, '0' if partially satisfied, and '-1' if unsatisfied. To assess the performance of the classifiers, we divided the dataset into training and testing sets, following an 80:20 ratio. The training set was used to train each classifier, while the testing set enabled the evaluation of their performance. The performance of the classifiers was measured through calculations of accuracy score, false negative rate, and false positive rate. F. Features used:

There are 30 different features that we have used in this project to extract information from URL. Here are few examples of them.

a. Using the IP Address:

When an IP address is employed as a substitute for the domain name in a URL, for example, "http://125.98.3.123/fake.html" it raises suspicions that someone is attempting to illicitly obtain personal information. In certain instances, the IP address is further obfuscated by encoding it as hexadecimal code, as exemplified in the provided link:

"http://0x58.0xCC.0xCA.0x62/2/paypal.ca/index.html."

b. Long URL to Hide the Suspicious Part:

Phishers often utilize long URLs as a tactic to conceal suspicious components in the address bar. For instance:

http://federmacedoadv.com.br/3f/aze/ab51e2e319e51502f416db

e46b773a5e/?cmd=_home&dispatch=11004d58f5b74f8dc1e7

c2e8dd4105e811004d58f5b74f8dc1e7c2e8dd4105e8@phishing.we bsite.html

To ensure the accuracy of our study, we conducted an analysis of the URL lengths within the dataset, calculating the average length. The findings indicated that URLs classified as phishing typically had a length of 54 characters or greater. Upon reviewing the dataset, we identified 1220 URLs with lengths equal to or exceeding 54 characters, which accounted for 48.8% of the total dataset size.

c. Using URL Shortening Services "Tiny URL"

URL shortening is a technique used on the World Wide Web to significantly reduce the length of a URL while still redirecting users to the intended webpage. This is achieved through the implementation of an HTTP Redirect on a short domain name, which points to the webpage with a longer URL. For instance, the URL "http://portal.hud.ac.uk/" can be condensed to

"bit.ly/19DXSk4" using URL shortening.

d. URL's having "@" Symbol

When the "@" symbol is included in a URL, the browser disregards everything that appears before the "@" symbol, with the actual address typically following it.

e. Redirecting using "//"

If the URL contains the "//" sequence within its path, it indicates that the user will be redirected to another website. An example of such URLs is:

"http://www.legitimate.com//http://www.phishing.com". Upon examining the location of the "//" sequence, we observed that if the URL begins with "HTTP", the "//" should appear in the sixth position. However, if the URL employs "HTTPS", then the "//" should appear in the seventh position.

f. Adding Prefix or Suffix Separated by (-) to the Domain

The dash symbol is rarely utilized in legitimate URLs. In an attempt to deceive users into believing they are interacting with a genuine webpage, phishers often incorporate dashes (-) to add prefixes or suffixes to the domain name. For instance, they may create URLs such as http://www.Confirme-paypal.com/.

g. Sub Domain and Multi Sub Domains

Let's consider the following example link: http://www.hud.ac.uk/students/. In this case, the domain name consists of multiple components. The country-code top-level domain (ccTLD) is represented by "uk". The "ac" part is an abbreviation for "academic", and when combined with "ac.uk", it forms a second-level domain (SLD). Lastly, the domain name "hud" represents the actual name of the domain.

To create a rule for extracting this feature, we start by removing the "www." subdomain from the URL. Next, if a ccTLD exists, we exclude it as well. Finally, we count the remaining dots in the domain. If the number of dots is greater than one, we classify the URL as "Suspicious" since it contains a single subdomain. On the other hand, if there are more than two dots, we classify it as "Phishing" since it has multiple subdomains. If the URL has no subdomains, we assign the label "Legitimate" to this feature.

h. HTTPS (Hyper Text Transfer Protocol with Secure Sockets Layer)

The presence of HTTPS is crucial for creating the perception of website legitimacy, although it alone is not sufficient. In the studies conducted by Mohammad, Thabtah, and McCluskey (2012) and (Mohammad, Thabtah, and McCluskey, 2013), the authors propose examining the certificate associated with HTTPS, including factors such as the credibility of the certificate issuer and the age of the certificate. Trusted Certificate Authorities that consistently rank among the most reliable include "GeoTrust, GoDaddy, Network Solutions, Thawte, Comodo, Doster, and VeriSign." Additionally, upon testing our datasets, we determine that a reputable certificate should have a minimum age of two years. G. Feature importance:

Feature importance using permutation based on full model show HTTPS having highest importance followed by AnchorURL, LinksInScriptTags etc.
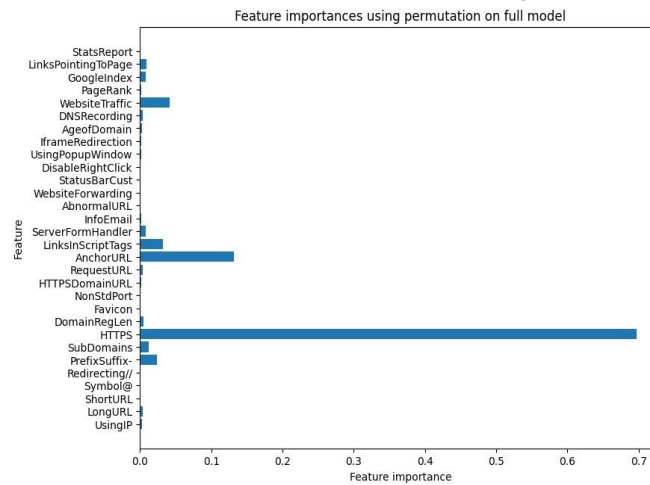
Figure Vi.   Feature importance on full model.

4. Result:

A. Evaluation Measures:

To assess the effectiveness of our proposed technique, we utilized four commonly used evaluation metrics: Precision, Recall, F-measure, and Accuracy. These metrics are defined as follows:

Precision = TP/(TP+FP)

Recall = TP/(TP+FN)

F-Measure = (2*Precision*Recall)/(Precision+Recall)

Accuracy = (TP+TN)/(TP+FN+FP+TN)

Simplified definitions for True Positive (TP), False Negative (FN), False Positive (FP), and True Negative (TN).

Definition for various parameter

Parameters	Description
True positive (TP)	The number of phishing websites that were correctly identified.
False negative (FN)	The number of phishing websites that were mistaken for legitimate websites.
False positive (FP)	The websites.number of non-phishing websites that were mistakenly identified as phishing websites.
True negative (TN)	The number of benign websites discovered as benign

B. Experiment Result:

Experiment result of full model.

ML Model	Accuracy	F1 score	Recall	Precision
Gradient boo classifier	0.974	0.977	0.994	0.986
Random forest	0.966	0.970	0.993	0.990
Decision tree	0.960	0.964	0.991	0.993

Based on the results, it was discovered that the Gradient Boosting Classifier outperforms other algorithms in terms of overall performance. Specifically, the Gradient Boosting Classifier achieved a detection accuracy of 97.4%, while the Random Forest algorithm achieved a slightly lower detection accuracy of 96.6%. Among the algorithms tested, the Decision Tree algorithm had the lowest false negative rate. Furthermore, the study revealed that as the size of the training dataset increases, the detection accuracy of phishing websites also

improves. All classifiers demonstrated strong performance when 80% of the data was used for training and the remaining 20% was used for testing.

5. Conclusions & Future Work:

While we cannot prevent hackers from sending phishing or spear phishing emails, we can make sure we are prepared when we receive them. Educate employees on the important features of phishing emails and remind them to be alert and check emails, attachments and attachments before proceeding. But, humans shouldn't be the last line of defense. That's why organizations need to invest in technology and other solutions to prevent successful phishing attacks. But, given the frequency of attacks year-on-year, it's clear that spam filters, antivirus software, and other legacy security solutions aren't enough. That's why in this work we have built a Machine Learning solution for this problem. Our goal is to build a ML system which can analyze malicious URLs and indicate the user about it, before clicking them. Here we have used 3different classifiers Random forest, Decision tree and Gradient boosting classifiers. Among these Gradient boosting classifier provides highest accuracy of 97% for test set.

For future enhancements, we intend to build the phishing detection system as a scalable web service which will incorporate online learning so that new phishing attack patterns can easily be learned and improve the accuracy of our models with better feature extraction

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- Eshwar Chand, "phishing website dataset", Available at https://www.kaggle.com/datasets/eswarchandt/phishingwebsite-detector?resource=download.
- Influence of Non-Financial Disclosure Level on the

Cost of Equity Capital: An Analysis on Indian Corporations

Dr. Chiranjit Ghosh

Abstract: This research work is conducted from the curiosity what is the effect of Environmental-Social-Governance disclosure (ESG) on the cost of equity capital (COE). Here ESG disclosure level is viewed from two different aspects – current year aspect and lag years aspect. Hence the main aim of this empirical research study is to test what is the effect of current year as well as lag years' ESG disclosure level on the COE of a firm. For this empirical study we have made a sample of top 50 Indian companies, listed in NSE. We measure ESG disclosure level through the ESG disclosure index for the 5 years study periods. we have developed and run two regression models to know the effect of ESG disclosure level on the COE. The current year as well as lag years' ESG disclosure level has a negative and statistically significant effect on the current year's COE. And disclosure level for the lag years has more influence than the current year disclosure level relating to the ESG information. This is the first empirical work that analyses the influence of current year as well as lag years' ESG disclosure level on the current year's COE from the view point of Indian companies.

Keywords: Disclosure, ESG disclosure, Cost of Equity Capital, ESG disclosure index, Capital Asset Pricing Model.

Introduction :

We know that a business concern is considered as a social unit because it exists and operates in the society. The prior studies (Carroll,1999; McWilliams & Siegel,2001) argued that business organization should operate their operation in a most lucid, transparent and ethical way so that they also return back to the society where they exist and operate. But businesses often only focus to obtain maximum benefit from the society and environment without inspecting the impact of their activities on society and environment. Moreover, a group of researchers (Newton,2009; Khadjavi,2013; Habib, 2017) visualized different disastrous environmental sequels, occurring due to irresponsible social behavior of business organizations. At present environmental issues has turned into a biggest problematic global issue which have to resolve. Moreover the argument of Izzo et al.(2012) acts as the influence like ghee into fire. They argued that the rapid propagation of media in respect of environmental issues, climate change and global warming, business concerns are pressurized to publish their activities in more ethical way regarding to environmental issues.

Hence now a days corporate houses also focus to report environmental, social and governance related information in addition to financial information in order to fulfill the demand of investors or potential investors about the sustainability (Baalouch et.al.,2019). According to the International Financial Reporting Standard (IFRS) the main motive of reporting financial information is to convey how much a business organization is financially strong. This financial strength is considered as a part of sustainability in long run. Businesses, having a harmful impact on environment, can't survive in long run irrespective of how much they are financially strong. Hence in his study Gray (2006) argued that the non-financial disclosures are also play a crucial role in measuring sustainability. In this context environmental, social & governance (commonly known as ESG) related information are fallen under the category of Non-Financial Disclosure as this information are not measurable in monetary term. Disclosure of ESG related information not only helps to build a bridge between the management and stakeholders (Fuchs et.al.,2011) but also gives valuable information regarding the business activities, policies and sustainability (Virtania and Siregar,2017). Moreover, the Global Reporting Initiative (GRI) gives evidence in support of the concept that with availability of CSR information external related parties are able to realize about the sustainability of firm and firm's true value.

Some previous group of researchers like Asemah et al.,2013 and Kang & Hustvedt,2014 opinioned through their studies that by contributing in society and involving in social activates firms are able to build a mutual interaction and confidence with the society where they are operate and that mutual confidence acts as the foundation of good reputation and loyalty. Moreover the available information manifests that peoples are ready to pay more for socially responsible products (Gamerschlag et al.,2011; Smith,2003). Because good socially responsible products come from good socially responsible operation and good socially responsible operation come from ethical behavior of employees, management process. Therefore this will leads to act from the perspective of corporate social responsibilities (Menz,2010) and this will also eventually influence in making firm's reputation (Cacioppe et al., 2008).

In other words, with a continuous communication among human, environment and natural resources, corporations are not only able to maintain a sustainable growth but also enjoy a competitive advantages like lower cost of equity capital (Healy & Palepu,2001). The authors also opinioned that publication of more information can mitigate agency problem by minimizing information asymmetry thereby diminishing the uncertainty and risk which consequently leads to lower equity capital cost. Alternatively, it can be said that in the availability or presence of adequate information investors are capable to differentiate good investments

from bad ones that raises the demand of respective securities in the stock market and this higher demand indicates higher liquidity in the market and decreases the cost of equity.

By forward moving of the boundary of financial disclosure our study carries out a systematic inquiry to add different dimension in the literature by focusing a light on the non-financial disclosure specifically on ESG issues. Because environmental disclosure has also much broader scope, it is associated with firm's long term development, growth strategies and performances sustainability (Dhaliwal et al., 2011). This study is unlike the study, conducted by Richardson and Walker (2001). They analyze the impact of social as well as financial disclosure on the equity cost in the perspective of Canadian firms. Where Dhaliwal et al. (2011) conduct an experiment on the relationship between non-financial disclosure relating to the CSR issues and cost of equity capital in respect of United States' firms. But here we confine our research work within the Indian firms. India differs notably than U.S. and Canada in respect of rules and regulations regarding making nonfinancial disclosure. In India it is still in the nature of willful as there is lack of strict or mandatory policies regarding non-financial disclosure. If we consider the strict policies and related litigation risk, we can observe different relations between disclosure and cost of equity capital in these three countries (Dhaliwal et al., 2011). With such regard this study undertakes the initiative to explore the influence of voluntary ESG information on the cost of equity capital from the perspective of Indian companies.

For our study we select top 50 Indian companies, listed in National Stock Exchange (NSE). We also limit the time frame of my study within the 5 years – from 2015-26 to 2019-20. Moreover we measure the ESG disclosure level through the self-generated ESG disclosure index based on previous studies (Plumlee et al.,2008; Clarkson et al.,2008&2013) by the content analysis method of annual report of the sample companies. A multiple theoretical framework: Agency Theory, Legitimacy Theory, Signaling Theory, Stakeholder Theory is considered because ESG reporting is so elaborate and complex phenomenon that is not possible to explain with the help of a single theory (Tagesson et al.,2009; Gray & Handley,2015). The current year as well as lag years' ESG disclosure level has a negative and statistically significant effect on the current year's COE. And disclosure level for the lag years has more influence than the current year disclosure level relating to the ESG information.

The residual portion of this paper is framed as follows. In the next section we survey the pertinent theories and empirical literatures to develop or establish our hypothesis. The 3rd segment associates with the research methodology. The section followed by the 3rd section, present the empirical findings of our study. And finally the last section cover up with discussion and conclusion.

1. Literature Review and Hypothesis Development:

Despite the absent of any mandatory regulation regarding the environmental and social activities and disclosure, firms come with these activities and disclose these activities in an increasing attitude. In his study Perez (2015) argued that by making availability of information relating to different activities regarding social welfare, environmental protection, governance policies towards the development of environment firms are able to establish and maintain a good corporate image and reputation by legitimizing its conduct through interaction with its stakeholders.

The argument of Perez (2015) can be explained by signaling theory. Firms having higher social, environmental activities and good governance are willing to publish more information to provide a signal to their shareholders, stakeholders and other related parties about their superior performance which not only improve the transparency level but also reduce business uncertainties and also enhance the faith in respect of long term performance and risk management via reducing information asymmetry (Connelly,2011; Dhaliwal,2011). Alternatively, this should enhance firm's renown, boost brand loyalty and make stakeholders to realize firm's real value (Clarkson,2008). Hence this theory states that better social, environmental performance and good corporate governance have a positive effect on the firm's value (Voerman,2018) and hence reduce the cost of equity capital.

On the other hand, the assumption of legitimacy theory also justifies the assumption of signaling theory. According to legitimacy theory business organizations should operate their operation within legitimate of social as well as environment otherwise they can't subsist in long run. A group of researchers like Lanis & Richardson, 2012; Fernando & Lawrence, 2014; Hummel & Schlick, 2016 argued that firms with comparatively low performer, more harmful towards environment hide their bad performance to distract or mislead the investors and try to earn a good reputation. Often firms disclose wrong information or overstated information or manipulated information to make a legitimacy image about their business conduct to the investors and other stakeholders by pulling down a curtain to their poor performances (Voerman,2018; Cho & Patten, 2007).

The fundamental supposition of agency theory is associated with the human nature. According to his nature, human is more concern to his self-interest. Human always endeavor to maximize their self-interest whenever they get opportunities. That leads to a conflict between the principal (shareholder/investors) and agent (management) (Habib,2017) as business executives or management are appointed as the representatives of the shareholders or investors in operating business operations. Hence it is expected to perform their duties

for the best interests of the principal without regard for self-interest. But in practice management may not entirely perform in the best interests of the principal (Watson et al,2002). Beside this in many times management would also intentionally retain valuable information privately and would not share with others to maximize their self-interest. Consequently investors, other stakeholders have to incur additional cost as well as additional time for monitoring and assuring the behavior of the management (An et al.,2011). According to Watson et al.(2002) management may reveal or disclose more information in order to attain low cost of equity capital by eliminating the barrier of information asymmetry though management is guided by an impetus of self interest.

A group of researchers like Izzo & Magnanelli, 2012; Du et al., 2010; Galbreath, 2008; Asemah et al., 2013 argued that firms with disclosing social-environmental activities, performances and good governance enjoy a competitive advantage by improving reputation and brand loyalty, by maintaining and acquiring faith and confidence, by minimizing cost and risk via reducing information asymmetry. As per the opinion of Habib (2017) one of the primary objectives of environmental disclosure is to minimize the equity cost. In this ground publication of social-environmental issues give more information to the market that leads to better transparency level and reduce estimation risk which in return enhances market liquidities and hence reduce the cost of equity capital (Plumlee et al.,2015).

Resent researcher EI Ghol et al. (2011) explained that publication of information relating to social issues and environmental issues minimize information gap or diminish information asymmetry problem between the firms and related parties that would be advantageous to the investors or potential investors in measuring future performance more accurately and firm's true value which leads to a lower equity capital cost. The same result has also been verified by Dhaliwal et al. (2011) after investigating 31 countries. As per Dhaliwal et al. (2011) behind the disclosure of environmental information firm intend to acquire more equity capital at a lower cost through attracting more devoted investors and more analysts. By staying on the same line Revert (2012) also suggest that social-environmental disclosure gives more and better information to the investors so that they can forecast future earnings capability and ascertain firm's value precisely. The author also consider that the publication of information is the only way of communicating with stakeholders and investors to minimize information gap which thereby increases investors base and confident, influence investors to invest, these are all indicate to a minimum cost of equity capital.

From the above discussion it is revealed that there is a gap in the field of empirical research in respect of social, environmental and governance (ESG) disclosure level and cost of equity capital (COE) from the aspect of Indian companies. That is why we take an initiative to fill this gap by undertaking this empirical research. To fulfill our purpose, we develop the below mention hypothesis:

H_1: The ESG disclosure level and COE are inversely associated with each other.

Moreover, most of the prior researchers conduct their research work based on the current year only. That means they test the relation of the current year's ESG disclosure level with the current year's COE. But it is more logical and pragmatic that the effect of ESG disclosure level of preceding year or years has more effect than the current year's ESG disclosure level on the firm's future value creation process because the current year's ESG disclosure is published through the annual report in the middle of the current year. This leads to the following hypothesis:

H_2: Current year's as well as lag year or years' ESG disclosure level has a negative effect on the current year's COE.

2. Research Methodology:

The primary objective of this research work is to analyze whether the COE is affected or not by the ESG disclosure. For this purpose, we have taken into account two types of comparisons viz. current year ESG disclosure with current year COE and preceding year or years ESG disclosure with current year COE. In this regard, the selection of samples, sources of collecting data, use and measurement of different variables are discussed below.

2.1. Sample Selection and Data Sources:

For this empirical study we create a group of top 50 companies (based on their market capitalization as on 31st March,2020) which are registered in India's one of the leading stock exchanges namely National Stock Exchange (NSE) as our sample companies. Here NSE is considered due to its vast area of incorporation that include almost all sectors of the Indian economy. Moreover, it can also be used as a benchmark for fund portfolios, index-based derivatives and index. This empirical research is conducted based on secondary data which are collected from the annual reports of those sample companies for the study period from 2015-2016 to 20192020. Many researchers Lang & Lundholm, 1993; Niemark, 1995 are taken the annual report as their main source of data. According to authors annual report is an important tool by which business firm communicate with outside world. Similarly the authors Guthrie et al. (2004) produce the evidence about the annual report most used by financial analyst for analyzing firm's performances.

2.2. Variables Description:

3.2.a. Independent Variable (ESG Disclosure Level):

In this present study we have considered the ESG disclosure level as our independent variable. Here the extent of ESG disclosure level is ascertained through the ESG disclosure index. For that purpose, we also construct an ESG disclosure checklist based on previous researchers like, Plumlee et al.,2008; Clarkson et al.,2008&2013; Zahller et al.,2015. Thereafter we assign a numerical value against each item of this ESG disclosure checklist to measure the amount of ESG disclosure level numerically. Though earlier researchers like Farooque et al.2014; Poignant & Stensio,2014; Habib, 2017 assign '0' and '1' against ESG items, but in this research work we assign a value range "0 to 3" on the basis of disclosing pattern of ESG items in the annual reports through the content analysis technique, taken as very significant approach for textual inspection (Baalouch et al.,2019; Michelon et al.,2015). Here a value of 0 is put if the item is not disclosure; a value of 1 is assign if the item is presented in descriptive form only. If the item is disclosed in a numerically, a value of 2 is assigned and alternatively a value of 3 is also assigned if the item is presented in both way – descriptively and numerically. After that the ESG disclosure index is computed by dividing the sum of score which is actually given for each item by the maximum score of all items, included in the disclosure checklist. Here the maximum score is also calculated by multiplying the maximum score value with the total numbers of items in the checklist.

3.2.b. Dependent Variable (Cost of Equity Capital):

Keeping in mind about the main aim of this empirical study we have fixed the cost of equity capital (COE) as our dependent variable. COE may be explained as the minimum required rate of return that investors can presume from their investment (Botosan, 2006). Alternatively, we can say that COE is the minimum rate of return, demanded by the shareholders to equate the present value of the expected dividends with the current market value of the share. Hence COE is not only an important matter towards corporate houses but investors also.

In spite of this importance there is no specific method of computing COE. COE may be computed by applying capital assets pricing model (CAPM), earning-price growth model, dividend growth model and bond yield plus risk premium model, but for this research work we have selected the CAPM model as other models are based on unrealistic and subjective assumptions. In bond yield plus risk premium model the risk premium is determined based on judgment rather than any objective methods. On the other hand, it is very uncountable in real life and unrealistic that earnings are expected to remain constant, dividend are paid off every year, dividend will grow at a fixed rate. Therefore, the other models should also not be used uniformly/indiscriminately in the measuring COE. The CAPM is very useful approach of understanding the risk-return relationship in computing COE. Under the CAPM model return of a security is calculated after taking into account the associated risk and this reckon with risk makes this model more scientific. Moreover, the computation of this risk makes the CAPM model more realistic because here risk is measured by the volatility of security's return with market return.
Hence it gives better result of measuring the cost of a security.

In the CAPM model COE (denoted by K_e) is calculated by the combination of risk free rate (R_f) and risk premium $[\beta(R_m-R_f)]$. Where risk premium is obtained by multiplying the market premium (R_m-R_f) by beta (β), indicating the degree of risk (Botosan,2006). And market premium is the excess of market return than the risk-free rate $[K_e = R_f + \beta (R_m-R_f)]$.

In this regards the rate of 10 years Government Securities is considered as the risk-free rate.

3.2.c. Control Variables:

In order to enhance the reliability of the influence of ESG disclosure on COE, in this study we have also use some control variables to control the influence of additional determinants on COE. Following the former researchers (Reverte,2012; Liao et al.,2014; Voerman,2018; Baalouch et al.,2019; Mohamed & Faouzi,2014; Habib,2017) we consider different firm characteristics such as firm's size (SIZE), market to book value (MBR), unlevered or adjusted beta (BETAu), financial leverage (LEV) and profitability (Prfty) as the control variables. The author Farooque et al.(2014) argued that firm's size positively affect all aspect of corporate disclosure that leads to minimize information asymmetry and resulting reduction in agency cost. Hence, we anticipate an antipathy association between firm's size and COE (Reverte,2012; Botosan&Plumlee,2005). We measure the SIZE through simple logarithm of total assets of the firm (Voerman,2018). Alternatively, Ghoul et al.,2011; Baalouch et.al.,2019 suggested that the financial leverage is positively related to the COE. Firms with higher leverage are associated with higher risk (Mohamed & Faouzi,2014). LEV is measured as long-term debts to equity share capital ratio (Duccasy & Montandrau,2015). The concept of profitability is connected with the signaling theory (Burgwal & Vieira,2014). Superior profitability carries information about the competitive advantage. In this respect by publishing more environmental information firms provide a signal to its investors regarding their

intangible assets, potentiality of future growth which will help investors to protect their future earnings (Surroca & Tribo,2008). The return on equity is considered as the basis of profitability (Prfty) measurement (Voerman,2018). The ratio of book value to the market value of equity ratio of a firm is taken as the proxy measure of market-to-book value (MBR) (Reverte,2012). This market to book value conveys the availability of favorable opportunities (Khurana & Raman,2004). Previous researcher Bushman & Smith (2001) opinion that the voluntary disclosure of corporate environmental information act as a leaver to diminish firm's cost of equity to back growth opportunities. Hence, we also predict that there is an inverse association between the market to book value and the COE (Botosan & Plumlee, 2005; Orens et al.,2009). On the other hand, beta is positively correlated with the COE (Reverte,2012; Habib,2017; Salvi et.al.,2020). Beta represents the volatility risk associated with the security. Higher the beta indicates a risky security and resulting high equity cost (Botosan & Plumlee, 2005). Here we use the unlevered beta in order to separate the leverage risk from the model (Botosan et al.,2011). This implies that the model is only related with the market risk. BETAu is measured as the ratio of beta (calculating by individual security's volatility with market volatility) and one plus debt-equity ratio (B_u=Beta/1+Debt-Equity Ratio) (Salvi et.al.,2020).

3.3 Research Model:

To test our hypothesizes we construct two regression equations based on Habib,2017. The first model focuses on the influence of present year's ESG disclosure level on the present year's COE. Whereas the second model deal with the influence of lagged or previous years' ESG disclosure level on the present year's COE.

Hence the two regression equations are as follows:

$$COE = \beta_0 + \beta_1 ESG + \beta_2 PRFTY + \beta_3 SIZE + \beta_4 MBR + \beta_5 LEV + \beta_6 BETAu + \varepsilon \ \ldots\ldots.. (1)$$

$$COE = \beta_0 + \beta_1 ESG_{t-1} + \beta_2 ESG_{t-2} + \beta_3 ESG_{t-3} + \beta_4 ESG_{t-4} + \beta_5 PRFTY + \beta_6 SIZE + \beta_7 MBR + \beta_8 LEV + \beta_9 BETAu + \varepsilon$$

$$\ldots\ldots\ldots\ldots\ldots\ldots (2)$$

COE = Cost of Equity Capital

ESG = ESG Disclosure Level of last 5 preceding years starting from 2019-2020.

SIZE = Firms' Size; LEV = Financial Leverage; PRFTY = Profitability; MBR = Market to Book Value; BETAu = Unlevered Beta

3. Result Summary:

4.1. Descriptive Statistics & Correlation Analysis:

This section is concerned with the statistical results of all the variables. Firstly, we start with the descriptive statistical result, followed by the Pearson Correlation matrix and lastly the regression results. Here, ESG represent the ESG disclosure level for the year 2019-20, whereas ESG_{t-1} represents the same disclosure level for the year 2018-19 and likewise ESG_{t-2}, ESG_{t-3}, ESG_{t-4} represent the same disclosure level for the year 2017-18, 2016-17 and 2015-16 respectively. And other variables having no subscript represent the respective variable for the year 2019-20.

Table-1 shows the results of descriptive statistics. Table-1 depicts the five consecutive mean values of ESG disclosures which are 0.4398, 0.3914, 0.3398, 0.3198 and 0.2832 respectively. If we closely observe the mean values, we can see that there is an increasing trend which also reflects an enhancement in the disclosure level of ESG in perspective of Indian companies. But at the same time, it can be seen that the maximum mean value is 0.4398 which also implies that the disclosure level is still moderate as compared to the disclosure level of other countries (Habib,2017; Reverte,2012).

Table-1 : Descriptive Statistics & Correlation Coefficient

	Descriptive Statistics		Pearson's Correlation Coefficient										
	Mean	Std. Deviation	COE	ESG	ESG_{t-1}	ESG_{t-2}	ESG_{t-3}	ESG_{t-4}	PRFTY	SIZE	MBR	LEV	BETAu
COE	11.8018	3.06931	1										

ESG	0.4398	0.05464	-0.0122*	1								
ESGt-1	0.3914	0.05349	-.177*	-	1							
ESGt-2	0.3398	0.05125	-.117**	-	0.8044	1						
ESGt-3	0.3198	0.04992	.021**	-	0.7088	0.7244	1					
ESGt-4	0.2832	0.05223	-0.0029	-	0.6999	0.7791	0.8044	1				
PRFTY	0.1787	0.16372	-.2887**	0.1611	0.1466	0.3222	0.0064	0.2201	1			
SIZE	10.9216	1.74386	-.011**	0.1511	0.0042	0.1199	-0.0038	-0.0002	0.0277	1		
MBR	6.6931	9.88886	-.249**	0.1622	0.1422	0.1577	0.0085	0.1117	0.5677	0.0211	1	
LEV	0.0832	0.12621	.124**	-0.006	0.0079	0.1551	0.17	0.1112	-0.0437	0.2199	-0.445	1

BETAu	0.6739	0.4515	.769**	-0.1011	-0.1223	-0.108	0.014	0.012	0.075	-0.096	-0.118	-0.387	1

Here, '*' indicate at 1% and '**' indicate at 5% significance level.

The main motive of this empirical work is to investigate the nexus between the ESG disclosure level and COE. Therefore, we go through the Pearson Correlation between these two main variables for the earlier mentioned two-research models. As the results of correlation table shows that the COE is negatively and statistically significant related with the ESG disclosure level for all the study periods except for the year 2016-17. Hence the COE and ESG disclosure level are negatively connected with each other. And other control variables are also correlated with COE according to their hypothetical sign.

4.2. Collinearity & Auto-correlation Analysis:

In Table-1 the highest correlation value is 0.769 between COE and BETAu. Therefore, we can say that all variables are free from the multicollinearity issues. Field (2009) and Habib (2017) argued that this does not hold a problem of multicollinarity as it stays below the maximum threshold limit of 0.80. In this case we ignore the correlation values among the variables of ESG disclosure itself. As most of the companies publish their ESG related information in the same pattern for every year. Further, we also test the multicollinearity issues using variance inflation factors (VIFs) in respect of the two regression models as represented in table 3(i) and table 3(ii). After running our two multiple regressions in SPSS we can see that the maximum VIFs value is 1.869 for the first regression model and 2.885 for the second regression model which are below 10, indicating the two regression models have no multicollinearity problem. As a VIF value of 10 is considered as a thumb rule for measuring the collinearity issues relating to a variable (Hail & Leuz,2006). The Durbin-Watson values of two models are 1.759 [from table-3(i)] & 1.847 [from table-3(ii)] respectively which are fallen within 1-4 that implies there is no autocorrelation among under considered variables.

4.3. Regression Analysis:

	Table 3(ii)- Regression Results for 2nd Model (LAG YEARs in respect of 2019-20)			Table 3(ii)- Regression Results for 2nd Model (LAG YEARs in respect of 2019-20)		
	Beta	t	VIF	Beta	t	VIF
(Constant)		3.967			3.105	
ESG	-0.006	-.074**	1.065	-	-	-
ESG$_{t-1}$	-	-	-	-0.156	-1.498*	2.438
ESG$_{t-2}$	-	-	-	-0.221	-1.726**	2.241
ESG$_{t-3}$	-	-	-	-0.098	-.926*	2.606
ESG$_{t-4}$	-	-	-	-0.058	-0.527	2.885
PRFTY	-0.287	-2.767*	1.763	-0.328	-4.094*	2.043
MBR	-0.069	-.859***	1.047	-0.31	-4.005***	1.911
SIZE	-0.004	-.036**	1.869	-0.051	-0.852	1.137
LEV	0.301	3.299*	1.369	0.541	6.469**	2.229
BETAu	0.768	9.030*	1.19	1.039	15.277*	1.475
Adj. R^2	0.675			0.749		

F-Stat.	22.223*	31.444*
Durbin-Wartson	1.759	1.847

Here, '*' and '**' represent at 1% and 5% significance level respectively. But '***' indicate 10% significance level.

In order to fulfill our research objectives, we already construct two regression models for all the variables. The table-3(i) represents the regression results for the first model i.e. for the nexus between current year COE and ESG disclosure level and table-3(ii) shows the regression results for second model i.e. for the current year COE and 4 years lag ESG disclosure level in respect of the year 2019-20. The Adj.R^2 values for the two models are 0.675 and 0.749 respectively that implies the two models can explain approximately 67% & 75% variance in the dependent variable i.e. COE for the predictor variable i.e. ESG disclosure. The F-stat values are 22.223 and 31.444 respectively at 1% significance level which indicate both the models are good fitted models.

The regression results of table-3(i) reveals that current year ESG disclosure level has a statistically proved negative coefficient (0.006) with current year COE. Hence, we can say that there exit an inverse association between current year ESG disclosure level and COE. Alternatively, we can say that lower is the COE with the increases of the ESG disclosure level. This finding confirms our first hypothesis that the current year ESG disclosure level and COE are inversely associated with each other.

The table-3(ii) shows that the regression coefficient between ESG disclosure level for the year 2018-19, 2017-18, 2016-17 & 2015-16 and COE are -0.156, -0.221, -0.098 & -0.058 respectively and all are statistically significance except 2015-16 disclosure level at 1% & 5% level. Therefore, the COE is negatively and statistically linked with all the previous years' ESG disclosure level. From these results we can interpret that lag years' ESG disclosure level has an adverse effect on the current year's COE. Availability of ESG information for the pervious years minimizes the finance cost by maximizing investors' confidence level, market liquidity and firm value.

In this regards, if we analyze the Adj.R^2 values for the two models, we observe that model-2 (approx.75%) have more explanatory power than model-1 (approx.67%). Generally current year's information is published at the middle of current year through the annual reports, but lag years' information already exists in the market. Therefore, market participants easily can collect related information from the previous years. Hence it is more pragmatic and logical that lag years' ESG disclosure level has more effect than the current year's ESG disclosure level.

Moreover, in order to analyze the lag year effect in depth additionally we also examine the influence of the previous years' of ESG disclosure level against the COE in respect of 2018-19, 2017-18 and 2016-17 respectively out of our study periods. Consequently, below mentioned three additional regression models are run:

$COE_{t-1} = \beta_0 + \beta_1 ESG_{t-2} + \beta_2 ESG_{t-3} + \beta_3 ESG_{t-4} + \beta_4 PRFTY_{t-1} + \beta_5 SIZE_{t-1} + \beta_6 MBR_{t-1} + \beta_7 LEV_{t-1} + \beta_8 BETAu_{t-1} + \varepsilon$
…………………… (2a)

$COE_{t-2} = \beta_0 + \beta_1 ESG_{t-3} + \beta_2 ESG_{t-4} + \beta_3 PRFTY_{t-2} + \beta_4 SIZE_{t-2} + \beta_5 MBR_{t-2} + \beta_6 LEV_{t-2} + \beta_7 BETAu_{t-2} + \varepsilon$ ………………….. (2b)

$COE_{t-3} = \beta_0 + \beta_1 ESG_{t-4} + \beta_2 PRFTY_{t-3} + \beta_3 SIZE_{t-3} + \beta_4 MBR_{t-3} + \beta_5 LEV_{t-3} + \beta_6 BETAu_{t-3} + \varepsilon$
…………………… (2c)

The regression results are as follows:

	Table 3(ii)(a) - Regression Results for LAG YEARs in respect of 2018-19			Table 3(ii)(b) - Regression Results for LAG YEARs in respect of 2017-18			Table 3(ii)(c) - Regression Results for LAG YEARs in respect of 2016-17		
	Beta	t	VIF	Beta	t	VIF	Beta	t	VIF
(Constant)		3.063			1.298			1.07	
ESG$_{t-2}$	-0.025	-.181*	2.813	-	-	-	-	-	-
ESG$_{t-3}$	-0.017	-.121**	1.622	-0.011	-.076**	1.963	-	-	-
ESG$_{t-4}$	-	-	1.6	-	-	1.9	-	-	1.1

	0.003	.019**	06	0.022	.146*	1	0.006	.092**	64
PRFT Y_{t-1}	-0.053	.617***	1.445	-0.016	.111**	1.797	-0.024	.233**	2.423
SIZE$_{t-1}$	-0.043	.541**	1.202	-0.096	.829**	1.167	-0.068	.860**	1.476
MBR$_{t-1}$	-0.026	0.325	1.19	-0.005	.343**	1.884	-0.075	0.796	2.079
LEV$_{t-1}$	0.149	1.668**	1.54	0.415	3.386	1.313	0.152	1.820***	1.644
BETAu$_{t-1}$	0.951	11.970*	1.212	0.789	6.530*	1.278	0.913	12.216*	1.315
Adj. R^2	0.656			0.589			0.623		
F-Stat.	19.386*			8.372*			32.951*		
Durbin-Wartson	1.896			2.331			2.231		

Here, '*' and '**' represent at 1% and 5% significance level respectively. But '***' indicate 10% significance leve

Above mentioned three tables [3(ii)(a), 3(ii)(b) & 3(ii)(c)] reveal that the regression coefficients for all lag years' ESG disclosure with respective current year's COE are negatively and statistically associated with each other. Hence, it is clearer that lag years' ESG disclosure level has more effect than the current year ESG disclosure level.

In relation with our control variables, most of the cases control variables maintain their hypothetical sign in the regression with COE. From all the earlier mentioned tables we can say that profitability negatively and statistically regresses with COE (0.287, -0.328, -0.053, -0.016 & -0.024). That means higher profitability leads to higher opportunity, higher investors' confidence, higher demand and lower COE. Likewise profitability, firms' size and market-to-book ration also inversely connect with COE (-0.069, -0.051, -0.043, -0.096 & -0.068 and -0.044, -.310, 0.026, -0.050 & -0.075 respectively) - higher firms size, better financial condition, having more capability of disclosing higher level of information, leads to lower information asymmetry, higher transparency level and lower finance cost. Firms having a higher market value than book value secure higher MBR and higher MBR indicates greater opportunity, higher earning capability and lower equity cost. But financial leverage and unlevered beta positively and statistically regresses with COE (0.301, 0.541,0.149, 0.415 & 0.152 and 0.768, 1.039, 0.951, 0.789 & 0.913 respectively) – higher the financial leverage, higher the associated risk and higher the COE.

1. Discussion & Conclusion:

This section relates with the discussion of results of the analysis, represented in previous section, by dividing three parts. In the first part we summarize the findings, there after we consult the research models with our hypothesis and lastly we discuss about the relevance of our research work and drawn conclusion.

The findings of this present study, concerning to investigate the effect of ESG disclosure level on the COE, can be summarized in the following way. The current year's as well lag years' ESG disclosure level is negatively with statistical significantly attached with the current year COE from the perspective of Indian scenario. Thus our two hypothesizes are proved (EI Ghol et al.,2011; Reverte, 2012). A group of researchers such as Dhaliwal at al., 2014; Plumlee et al.,2015; Asemah et al., 2013; Izzo & Magnanelli, 2012 supported our hypothesizes by suggesting that by disclosing more information firms are able to construct a bridge with their investors and other stakeholders which leads to minimize the information asymmetry, increases transparency level and also decreases the estimation risk or uncertainty risk resulting reduction in COE.

Furthermore these findings are also compatible with the theoretical background. Ghoul et al.,2011; Baalouch et.al.,2019; Mohamed & Faouzi,2014; Reverte,2012; Habib,2017; Salvi et.al.,2020 opinioned that The COE is positively linked with the financial leverage as well as beta whereas profitability, size and market-to-book ratio are adversely related with the COE (Surroca & Tribo,2008).

This research work is conducted from the curiosity what is the influence of ESG disclosure on the cost of equity capital. Adopting the assumptions, behind the theories- agency theory, legitimacy theory, stakeholders theory and signaling theory, we also stay on the same line with the former researchers regarding the nexus between the ESG disclosure and the COE. Our findings also reveals that the current year COE is negatively and statistical significantly linked not only with the current year ESG disclosure level but also with the previous years' disclosure level. It is more rational and practical that the impact of lag year ESG disclosure has more effect than the current year ESG disclosure level on the cost of equity capital as the current year ESG disclosure is published through the annual reports or any other reports in the middle of the current year.

From this empirical analysis we can draw a group of practical implication not only for business executives but investors also. The business executives pay a crucial attention in publishing ESG related information in order to provide a signal to the related parties about transparency and accountability of different activities relating to environment and its protection, relating to social relation and welfare, governing policies and ultimately about the long-run sustainability to fulfill financial demand at a lower cost and to get other competitive advantages. Alternatively investors can also obtain some idea about how they judge sustainability of a business unit, which factors are to be considered in their decision making process and ultimately they can make a right investment option.

In spite of that this empirical research has also some restriction like other study. The findings are obtained from the sample of 50 Indian companies, listed in NSE. Therefore the findings may vary for the sample consists of more than 50 companies, may vary for the companies other than Indian companies and listed in other stock market. Here the COE is computed using the CAPM model. The results may differ if we adopt alternate methods of COE calculation. The study also varies if we use different proxy variables. Consequently, a careful interpretation is also recommended. Further research is required in order to examine the influence of ESG related information on the well-being of community members instead of examining the influence of same information on the business organization.

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Financial Inclusion and Digital Economy-evolution, Chalanges and Issue

Sourav Bhuiya

Abstract: The Indian financial sector has made outstanding performances in its digital journey, driven by government initiatives, technological innovation, and changing consumer behavior. This transformation has not only improved access to financial services but also increased its efficiency and transparency. The adoption of digital financial transactions in India is essential for promoting financial inclusion, convenience, transparency, and economic growth. It empowers individuals, reduces costs, enhances security, and comparatively related with the government's agenda for encouraging digitalization and financial literacy in the country. Encouraging digital adoption will likely continue to be a priority in India's efforts to modernize its financial sector and promote economic development. The growth of UPI transactions in India can be attributed to its simplicity, interoperability, government support, security features, low transaction costs, and widespread acceptance. It has not only transformed the way Indians economy but has also been a catalyst for improving financial inclusion and digitalization in the country. Ongoing education and improvements in infrastructure are crucial for the sustainable growth of digital financial payments in India. Inspite of tremendous growth in the digital transactions in India a number of challenges like internet connectivity, cyber frauds, technological disruptions, language barriers, limited computer literacy etc.

Keywords: outstanding performance,   empowers, attributed, tremendous.

Introduction :

Digital system has been made inevitable because of the fast spread of digitization in the financial sector. It is the financial sector refers to the adoption of relevant technologies to facilitate the customers; augment processes of operations and create innovative products and services as per the needs of the customers. This process actually involves a number of novel methods including designing mobile banking apps, using artificial intelligence to improve customer service and adoption of block chain technology to provide foolproof and secure financial transactions. The journey of the Indian financial sector towards digital transition started in the early 2000s, with the privatization of banking sector. These banks in the private sector adopted the best technological practices like online banking, plastic cards and ATMs to provide a seamless banking experience to the Indian consumers who had been traditionally starved of such products and services. The speed of adoption of digital financial services in India was initially slow but over a period of time the pace has increased substantially basically due to the improved accessibility and strengthening of the digital ecosystem and the growing appetite of the Indian consumers for digital financial services even in the farflung remote areas. The Government of India's enthusiasm and push to achieve a cashless economy, especially after the demonetization drive in 2016 has proved to be a catalyst for the fast transformation of cash economy to the digital one. In 2015 the Government of India launched Digital India programme .This is a mass-scale digitization effort whereby the Government of India has been aiming at the process improvements.

Review of Literature :

Shruti Sharma and Himani Upreti (2022) remark that all organizations need to adapt to the changing environment in order to survive in this cut throat competition. They should adopt latest tools of artificial intelligence and automation for not only their survival but also their future growth. The organizations in the financial sector are no exceptions and, therefore, they should also keep pace with the changing technology in order to compete effectively, economically and efficiently in today's competitive era.

Inese Mavlutova, Aivars Spilbergsetal (2020), observe that the financial sector is changing due to the advent of novel, new technologies especially digital modes of payments. As a result, the financial sector is becoming sustainable due to increasing efficiency in its operations and widening the customers base by addition of all in the formal banking sector. The study highlights two aspects firstly the trends of changes in financial sector due to adoption of technology and the increased sustainability of financial institutions due to new technology .Secondly it focuses on the correlations between the increase of digital payments and its impacts

Lambert Kofi Osei and Kofi Minta (2023) conducted a study primarily to review the intellectual framework of the digital banking transformation. The authors' findings conclude that countries including UK, USA, Germany and China have conducted the largest number of studies regarding the issue of digital banking transformation.

Dr. Sayantani Banerjee, Dr.J.Poornima (2022), observe that theorganization, data, software and technology are the four major players involved in digital transformation. In the context of India, its banking system plays a crucial role as trustees of public money and its parking in the relevant profitable business. In India and similarly placed third world countries the banks play an important role in the public finance domain as other financial institutions are still evolving. Therefore, it is vital that the banks' stability be ensured. The article concluded that adoption of digital banking services has a significant impact on the rural customers.

The Digital Journey of Inian Financial Sector :

The usage of digital technology has many the payments methods and thus the functioning of financial sector in India which has been transformed into an efficient, inclusive and effective tool for the benefit of the consumers. The novel innovations introduced in the financial sector are discussed hereunder:

1. Mobile Wallets: Companies like Paytm, PhonePe, and Google Pay have introduced mobile wallets that enable users to store money digitally and make quick payments for a wide range of services.
2. Digital Lending Platforms: Several fintech companies and digital lending platforms have emerged, offering quick and hasslefree loans to individuals and businesses. These platforms use data analytics and AI to assess creditworthiness.
3. Fintech Ecosystem: India has witnessed a burgeoning fintech ecosystem with start- ups and established financial institutions collaborating to offer innovative solutions across various domains, including payments, lending, insurance, and wealth management.
4. Rural and Urban Connectivity: The penetration of smartphones along with affordable data connections both 3G and 4G in the urban as well as rural India has played a pivotal role in expanding access to digital financial services.
5. Digital Insurance: Insurtech start-ups have simplified the purchase and management of insurance policies through digital channels, making it easier for individuals to protect their assets and health.
6. Online Brokerages: Online trading platforms like Zerodha and Upstox have democratized stock trading by offering low-cost trading and user-friendly interfaces.
7. Robo-Advisors: The use of artificial intelligence and Roboadvisors for furnishing investment and portfolio management advisory to the clients after studying the algorithms.
8. KYC Digitization: The digitization of Know Your Customer (KYC) processes has made it easier for financial institutions to onboard customers remotely, reducing paperwork and simplifying the customer experience.
9. Open Banking: India has been exploring the concept of open banking, allowing third- party fintech providers to access customer data with their consent and offer innovative financial services.
10. Cybersecurity and Data Privacy: As digital financial services expanded, so did concerns about cyber security and data privacy. Various laws and rules have been formulated to protect the hapless investors from cyber frauds.

Initiatives of Government for Promotion of Digital Transaction :

The main objective of the Digital India mission of the GoI is to convert the country into an empowered society driven by technology and move towards a knowledge economy. It has devoloped the growth of digital financial services with handy initiatives like UPI, Aadhaar-based authentication, and e- Governance services. The use of Aadhaar, India's biometric identity system, has identifiy verification and made it easier to access financial services. In order to promote digital payments and create awareness about the benefits of digital payments the government launched DigiDhan Mission in June 2017. The Government developed consumer friendly digital financial platforms like BHIM UPI, Aadhaar Pay, UPI-QR Code, debit cards, NEFT and RTGS having very little or no charges attached to them. The government also launched Aadhaar Enabled Payment System (AePS) to facilitate a bank customer especially in rural and semi urban areas to access his bank account and make transactions without an ATM machine. Smartphones and cheaper internet connections are the main reasons for the fast adoption and expansion of UPI in the country even amongst the poorer sections.

Issues and Challenges in Digital Financial Transactions in India :

1. Cybersecurity Issues-

UPI transactions involve sensitive financial data and personal information, they are susceptible to cyber-attacks and fraud. Cyber security threats, including phishing, malware, and hacking attempts, can compromise the security of UPI transactions. According to another report on cyber security; more than half of the Indian population don't have the required knowledge and skill set to protect themselves from cyber frauds.

2. Rural Adoption-

Many users, particularly in rural and semi-urban areas, may not be fully aware of the security practices and risks associated with digital payments. Ensuring that users are well-informed and educated about safe transaction practices is crucial.

3. Connectivity Problems-

While mobile internet penetration has grown significantly in India, there are still areas with limited or unreliable connectivity. Among all sections, the female are the most prone to be digitally illiterate ,especially in poor households.

Technology Disruptions- With inventions of many technology ,can experience many technical difficulties .Such interruptions can disrupt transactions and cause inconvenience to users. As many system dependent on others.

4. Fake Apps- Malicious actors may create fake UPI apps to steal users personal and financial information .Therefore maximum time people have to face different challenges. These fraudulent platforms can deceive unsuspecting users.

Conclusion:

Therefore we conclude that digital financial system in india is wider. The growth of digital financial transactions in India and improved accessibility of the digital infrastructure to all Indians have helped improve ease of living for citizens, financial inclusion, cost savings, convenience, security, transparency and growth of business and economy.. These advantages have accelerated the digital financial payments in the country and changed the methods of business. The GoI has encouraged digital financial transactions in the country as part of its Digital India program. The adoption of digital financial transactions in India offers numerous benefits to individuals, businesses, and the overall economy including financial inclusion, security, consumer awareness, cutting costs etc. However, a number of challenges like internet connectivity, cyber frauds, technological disruptions, language barriers, limited computer literacy, etc. pose a sizeable threat to the growth of digital financial transactions in India.. Today India ranks number one in terms of digital financial transactions both in volume as well as in number of transactions and is followed by Brazil, China, South Korea and Thailand. However, digital payment landscape is continually evolving, and the rankings may change over time as countries adopt new technologies and payment methods.

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The Power of Her Leadership: Women Entrepreneurs and Organizational Performance

Amitabh Mishra

Abstract: **The rapid rise of women in entrepreneurship has significantly impacted the U.S. economy, with women-owned businesses growing rapidly. By 2000, women owned about 40% of small businesses, and their presence in top-level management has been increasing. This surge has sparked debates about whether women and men exhibit similar leadership styles. Traditionally, women were seen as imitators of male leadership traits like toughness and aggressiveness. The study in hand examined the impact of women entrepreneurs' leadership styles on organizational performance. The research explored the effectiveness of different leadership styles, such as autocratic, democratic, and participative, in enhancing organizational efficiency. A conceptual model was developed to evaluate these styles, with organizational performance as the dependent variable and leadership styles as the independent variables.**

The study utilized a quantitative survey method, gathering data from 53 women entrepreneurs in Chandigarh Tricity. The findings indicate that democratic leadership is the most preferred style among women entrepreneurs, promoting employee engagement and positive organizational outcomes. Autocratic leadership was least preferred, while participative leadership also showed positive effects but with some limitations. The research highlighted the need for effective leadership in driving organizational success and suggests that future studies should consider additional factors and broader geographic areas to deepen the understanding of women's leadership impact on organizational performance.

Keywords: Woman Entrepreneurs, Organizational Performance, Leadership Styles.

Introduction:

The rise of women entrepreneurs has significantly influenced modern business landscapes, highlighting both a societal shift towards gender equality and the unique contributions women bring to leadership roles. By 2000, women owned around 5 million businesses in the U.S., accounting for about 40% of small businesses. Additionally, women are expected to comprise twothirds of new employees in the next decade, with more women taking on top management roles. This surge has prompted discussions about the distinct leadership styles of women compared to men. Initially seen as imitators of traditionally male traits like toughness and aggressiveness, women leaders today are recognized for their unique approaches to leadership.

This research examines the impact of women entrepreneurs' leadership on organizational performance. It outlines the study's purpose, problem statement, objectives, hypotheses, and significance. Modern leadership has evolved from traditional personnel management to a broader, macro-level approach that is essential for enhancing client relations and employee performance. Leaders face various challenges and must adapt their strategies accordingly, employing different leadership styles based on direction, confidence, and decision-making authority (Hersey, Blanchard, & Johnson, 1988). Effective female leadership influences organizational performance, with inadequate performance negatively affecting employee productivity due to poor supervision. Research shows that leadership styles significantly impact employee performance and the overall company environment, especially in large and medium-sized enterprises. Today, women's leadership skills are crucial for achieving organizational success and aligning with human capital goals. Female entrepreneurs must leverage their leadership skills to manage human resources effectively.

This study identifies employee performance as the dependent variable and the leadership styles of women entrepreneurs (autocratic, democratic, and participatory) as independent variables. A conceptual model evaluates which leadership style most effectively enhances organizational efficiency. Armstrong (2005) describes success as encompassing team management, job duties, organizational public relations, goals, and mission, along with effective input and production. Leadership involves managing employees efficiently and overseeing the entire employee cycle to achieve organizational objectives (Cole, 1997).

Fred Fiedler's contingency model theory of leadership posits that an employee's success depends on the appropriate match between a leader's willingness to lead and their ability to address issues based on the situation. Leaders should adopt the style best suited to the context to inspire optimal employee performance. Effective leadership involves motivating an engineering team to significantly alter processes to meet deadlines. Leaders must communicate effectively with followers, expressing feelings and exhortations. A quality leader supervises employees and disseminates knowledge to enhance their performance and specialization. Managing all team members and ensuring they adhere to core values and competencies is a significant responsibility.

Understanding the dynamics of women's leadership is essential as businesses increasingly value diversity and inclusion. Female leaders bring unique perspectives and approaches that can drive innovation and adaptability within organizations. This study adds to the growing body of knowledge on gender and leadership by providing empirical insights and practical implications for businesses seeking to leverage the potential of female leaders. Through a comprehensive analysis of leadership styles and organizational performance, this research highlights the transformative impact of women entrepreneurs and their vital role in shaping the future of business. Furthermore, recognizing and fostering the leadership potential of women can lead to more resilient and versatile organizational cultures, ultimately contributing to sustainable business success.

Literature Review:

The rapid integration of women into the workforce has sparked discussions and debates about the similarities and differences between male and female leadership styles. Historically, leadership traits such as toughness and aggressiveness were considered predominantly male attributes. However, contemporary research suggests that women are not merely imitators of these traits but bring distinct, valuable perspectives to leadership. These perspectives often emphasize collaboration, empathy, and a more inclusive approach to decision-making, which can have profound effects on organizational culture and performance.

Deshpande and Sethi (2009) explored the challenges women face when starting ventures and suggested quality measures to overcome these obstacles. They found that women's entrepreneurship is growing rapidly worldwide, with efforts to increase women's participation in organizations. Factors driving this development include societal attitude changes, rising female literacy rates, and government support. Mishra (2009) examined the types of women entrepreneurs, supportive measures for their development, financial schemes, technological training, federations, associations, and challenges they face. The study highlighted that women are now taking on roles traditionally held by men and contributing significantly to economic growth.

Singh (2008) identified factors influencing women's entry into entrepreneurship, highlighting business characteristics in India and obstacles like lack of contact with successful entrepreneurs, social unacceptability, family responsibilities, poor networking, and gender inequalities. The question of a distinct feminine leadership style is debated, with an androgynous leadership style emerging as progressive (Jacobs 2007; Stelter 2008). This topic is explored further in "Rejecting Binary Gender Roles." While gender-specific leadership labels persist, female leadership is often seen as transformative and collective, focusing on nurturing and facilitation. Male leadership is typically seen as transactional and success-oriented (Weyer 2007; Applebaum et al. 2003). These stereotypes create significant hurdles for women, including the double-bind dilemma.

Christmas and McClelland (2008) highlight that excessively adhering to or deviating from feminine social norms can undermine perceived leadership skills. Effective leadership involves persuading others to achieve objectives through an appropriate style. Ramirez (2013) defines leadership as interpersonal control exercised in a situation, guided by communication to achieve a defined goal. Leadership often involves influencing or manipulating followers' actions. A good leader motivates others using various methods such as persuasion, influence, power, threats, or appeals for legitimate rights. Effective leaders must communicate feelings and exhortations clearly, ensuring messages are understood. Success in leadership is marked by the ability to make meaningful appeals to followers.

Schmidt (2004) reported that leadership styles range from autocratic to participatory, differing in levels of authority and decision-making power. Autocratic leaders respond quickly to crises, spending much time giving orders, making demands, and criticizing. Democratic leaders provide direction, information, and motivation, allowing equal responsibility and participation among employees. Participative leadership involves all employees in defining objectives and solving problems through mutual understanding, fostering teamwork and encouraging everyone to contribute ideas, which positively affects performance and offers equal opportunities to showcase capabilities.

Theoretical Framework:

A quality leader is responsible for supervising and sharing knowledge with employees to improve their performance and specialization in maintaining quality. Effective leadership principles promote core values and competencies, enhancing clarity and maturity in roles and responsibilities. Rush & Cole (1997) described three leadership styles, each significantly impacting employee performance (EP): Autocratic Leadership: Leaders give orders that must be followed by subordinates. Democratic Leadership: Leaders involve employees in discussions to agree on solutions, assuming collective responsibility for problems. Participative Leadership: Leaders engage employees in the decision-making process, involving each employee individually.

Statement of Problem and Hypothesis Development:

Organizational performance encompasses productivity, employee participation, skills, and work-related effectiveness. Strong leadership styles are essential for enhancing employee productivity, especially in organizations facing challenges like poor creativity and low productivity, such as the tractor factory. This study aims to identify the best leadership style to improve employee performance, emphasizing the importance of effective leadership in both traditional and technology sectors. Employees recognize the need for leaders proficient in both leading people and managing organizational affairs to boost overall productivity.

Based on this, the following hypothesis is formulated:

Hypothesis: There is no significant relationship between women's ELS and organizational performance (OP).

Research Methodology:

The research is valuable as it examines employee performance across various leadership styles of women entrepreneurs. Employee performance is influenced by the leader's behavior and their approach to resolving issues. This study is also beneficial for other organizations, demonstrating how adopting these behaviors and women's entrepreneurial leadership styles (ELS) can impact organizational performance (OP) and effectively manage employee-related affairs.

To answer the research questions, a descriptive approach was used, employing a quantitative survey method. This method was chosen for its cost-effectiveness and efficiency in collecting data from large populations. Online questionnaires were utilized as the primary data collection technique due to their low cost and rapid information gathering capabilities. The survey targeted 74 randomly selected women entrepreneurs from Chandigarh Tricity. Out of these, 43 women entrepreneurs completed the online survey, resulting in a response rate of 58.1%. To ensure the reliability of the data, Cronbach's alpha was calculated, yielding a value of 0.979, indicating very high internal consistency.

In addition to primary data collection through surveys, secondary sources such as articles, newspapers, magazines, reviews, journals, and books were also used to gather relevant information. The collected data was analyzed using the Statistical Package for the Social Sciences (SPSS) software. The study focused on understanding the impact of different leadership styles adopted by women entrepreneurs on employee performance. By using a quantitative approach, the research aimed to provide a comprehensive analysis of how various leadership behaviors influence employee actions and issue resolution. The high response rate and reliability score underscored the robustness of the data.

Furthermore, the research explored the broader implications of these findings for other organizations. By examining how women entrepreneurs' leadership styles affect organizational performance (OP) and employee-related affairs, the study offers valuable insights for improving management practices and enhancing productivity. Overall, the use of a descriptive approach and quantitative survey method, along with the integration of both primary and secondary data sources, enabled a thorough investigation into the relationship between leadership styles and employee performance. The findings contribute to the understanding of effective leadership behaviors and their impact on organizational success.

Data Analysis and Discussion:

Table 1 presents the mean and standard deviation for various variables related to leadership styles and organizational performance. The mean value for organizational performance is 43.04, with a standard deviation of 1.41. This indicates that the performance levels are relatively high and consistent across the sample. Autocratic leadership has a mean of 2.73 and a standard deviation of 1.10. This suggests that autocratic leadership is less prevalent among the surveyed women entrepreneurs and that there is some variability in how this leadership style is practiced.

Table 1: Mean and Standard Deviation

Variables	Mean	Standard Deviation
Organizational performance	43.04	1.41
Autocratic leadership	2.73	1.10
Democratic leadership	3.99	1.52
Participative leadership	4.86	1.34

Democratic leadership, on the other hand, has a higher mean of 3.99 with a standard deviation of 1.52. This indicates that democratic leadership is more commonly practiced, though there is considerable variation in its application. Participative leadership shows the highest mean value of 4.86 and a standard deviation of 1.34. This suggests that participative leadership is the most prevalent and consistently practiced style among the respondents, reflecting its importance and effectiveness in enhancing employee performance and organizational outcomes. Overall, the data indicate a preference for democratic and participative leadership styles over autocratic leadership among women entrepreneurs, which correlates with higher levels of organizational performance.

Table 2: Correlation and its Significance

Variables	Organizational Performance	
	Pearson correlation Coefficient	Statistical Significance
Autocratic leadership	-0.24	0.00
Democratic leadership	-0.29	0.00
Participative leadership	0.31	0.00

Table 2 illustrates the correlation between different leadership styles and organizational performance using Pearson correlation coefficients and their statistical significance. For autocratic leadership, the Pearson correlation coefficient is -0.24, with a statistical significance of 0.00. This negative correlation suggests that as the prevalence of autocratic leadership increases, organizational performance tends to decrease. The statistical significance indicates that this relationship is highly reliable. Democratic leadership shows a Pearson correlation coefficient of 0.29, also with a statistical significance of 0.00. Similar to autocratic leadership, the negative correlation here implies that higher levels of democratic leadership are associated with lower organizational performance. This relationship is statistically significant, indicating a consistent pattern. In contrast, participative leadership has a Pearson correlation coefficient of 0.31, with a statistical significance of 0.00. This positive correlation indicates that higher levels of participative leadership are associated with improved organizational performance. The statistical significance confirms that this relationship is strong and consistent.

Overall, the data suggest that autocratic and democratic leadership styles negatively impact organizational performance, while participative leadership has a positive effect. These findings highlight the importance of adopting participative leadership to enhance organizational outcomes.

Table 3: Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	26.91	1.1		3.10	.00
Autocratic Leadership	.37	.09	.3	-4.12	.87
Democratic Leadership	.13	.08	.00	1.55	.00
Participative Leadership	-.31	.08	-.18	-3.62	.00

P*<.5

Table 3 displays the results of a regression analysis examining the impact of different leadership styles on organizational performance. The model includes a constant value of 26.91, indicating the baseline organizational performance level when all other variables are zero.

Autocratic leadership has an unstandardized coefficient (B) of 0.37 and a standardized coefficient (Beta) of 0.13. The t-value is 1.1, which is statistically nonsignificant (p = 0.30), suggesting that autocratic leadership does not significantly predict organizational performance.

Democratic leadership shows an unstandardized coefficient of 0.31 and a standardized coefficient of -0.18. The t-value is -4.12, and the statistical significance is high (p = 0.00), indicating that democratic leadership has a significant negative impact on organizational performance.

Participative leadership has an unstandardized coefficient of 0.13 and a standardized coefficient of 0.08. The t-value is -3.62, and the statistical significance is also high (p = 0.00), suggesting that participative leadership significantly and positively predicts organizational performance.

These results suggest that while autocratic leadership does not significantly affect organizational performance, democratic leadership negatively impacts it, and participative leadership positively influences it. Organizations may benefit from promoting participative leadership styles to enhance their overall performance outcomes.

Autocratic women leaders enforce strict obedience, making decisions independently without consulting employees, which can demotivate them. They maintain centralized control, disregarding employee input, resulting in static leadership dynamics. Participative women leaders delegate decision-making to employees but often fail to motivate them adequately, focusing more on supervision than on developing and inspiring their teams. This approach can lead to reduced employee performance and engagement. Democratic female leadership encourages management to supervise while actively seeking and valuing individual feedback from team members. This inclusive approach fosters a collaborative environment where employees feel motivated and valued, leading to enhanced dedication and performance in meeting organizational goals and deadlines.

Conclusion:

This paper delves into the leadership styles of women entrepreneurs—specifically autocratic, democratic, and participatory—and examines their impact on organizational performance. By investigating the relationship between these leadership styles and various performance metrics, the study aims to provided a nuanced understanding of how women entrepreneurs influence their organizations. The research also seeks to challenge traditional notions of leadership and highlight the ways in which women's leadership styles can drive innovation, employee satisfaction, and overall business success.

Based on the comprehensive analysis conducted in this study, several key findings have emerged regarding the impact of different leadership styles among women entrepreneurs on organizational performance. The research employed a descriptive approach using a quantitative survey method, which proved effective in gathering data from a sample of 74 women entrepreneurs from Chandigarh Tricity. The high response rate of 58.1% and Cronbach's alpha reliability score of 0.979 underscore the robustness of the data collected through online questionnaires and secondary sources.

Table 1 highlights the mean values and standard deviations of leadership styles, revealing that participative leadership is most prevalent and consistently associated with higher organizational performance. Conversely, autocratic and democratic leadership styles show varying impacts, with autocratic negatively correlated and democratic negatively impacting organizational performance, as shown in Table 2's correlation analysis. Participative leadership, on the other hand, demonstrates a strong positive correlation, reinforcing its beneficial effect on organizational outcomes.

Further supporting these findings, Table 3 presents regression results indicating that while autocratic leadership has no significant impact, democratic leadership adversely affects organizational performance. In contrast, participative leadership significantly predicts higher performance levels, emphasizing its importance in fostering employee engagement and achieving organizational goals.

The study also highlights distinct leadership behaviors among women entrepreneurs: autocratic leaders enforce strict control, participative leaders delegate decision-making without adequate motivation, and democratic leaders promote collaboration and value employee feedback. These findings underscore the value of adopting participative leadership styles to enhance organizational effectiveness, foster employee dedication, and achieve strategic objectives.

In conclusion, this research provides valuable insights into effective leadership behaviors among women entrepreneurs, emphasizing the critical role of participative leadership in driving organizational success. By understanding these dynamics, organizations can implement strategies to optimize leadership practices, improve employee engagement, and ultimately enhance overall performance and productivity.

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Analyzing the factors for Technology adoption in Indian Startups and SMEs

Pragati Gupta & Dr. Anvita Raghuvanshi

Abstract: Technology and business are inextricably interwoven. The technology adoption process is remarked with acceptance and integration of new technologies into existing systems or new ones. Adopting new technology enables businesses to get a competitive advantage in the rapidly changing environment. Startups and SMEs play a significant role in developing India's economy. These startups and SMEs react differently to innovation and change. This paper is an attempt to determine the factors affecting the Indian Startups & SMEs in the technology adoption process. Also, the paper describes the various stages of technology adoption process and how different businesses are retaliating with these technological advancements. The post pandemic situations have also impacted the Startups and SMEs to quickly transform into online business models and embrace the new technology. The present study emphasizes how pandemic has pushed enterprises over the technology tipping point and have transformed businesses and have speeded the process of technology adoption. This research aims to explore latest technologies such as artificial intelligence, blockchain technology, use of fintech services, internet of things(IoT), machine learning etc. used by the Startups & SMEs. This research paper employs the qualitative approach to accomplish the aforesaid objective and furthermore, it provide insights about the importance of the latest innovative technologies and their usage by the Indian Startups and SMEs.
Keywords: Technology adoption, Startups, SMEs, Technology adoption process, Digital technology.

1. Introduction:

India has become a global powerhouse to disrupt the wave of entrepreneurship and innovation. With the government's push for digitization, initiatives like Digital India and the widespread adoption of digital payment systems, India has leapfrogged into the digital age. This digital revolution has paved the way for gamechanging technological advancements like artificial intelligence (AI), machine learning (ML), blockchain, and the Internet of Things (IoT).

Startups have emerged as a catalysts for innovation and technology adoption in India's manufacturing sector. Startups in India's smart manufacturing industry are utilising these cuttingedge technology to streamline manufacturing process, boost productivity, cut costs, and enhance overall efficiency. The presence of a trained workforce and a robust technology environment is one of the major drivers of the growth of startups in India's smart manufacturing sector. India boasts a large pool of engineers, technologists, and entrepreneurs who possess the necessary expertise to develop and implement smart manufacturing solutions. This talent pool has aided the formation multiple companies, that are devoted to the development and delivery of innovative technologies such as the Internet of Things (IoT), artificial intelligence (AI), robotics, and data analytics. The entrepreneurial spirit of the entrepreneurs, coupled with the skilled talent and government support have led to the development of groundbreaking propositions. Technological advancements have had a profound impact on the Indian startup ecosystem. The widespread adoption of mobile devices and the internet has opened up new avenues for startups to reach and engage with a large customer base. Additionally, emerging technologies such as artificial intelligence, blockchain, and cloud computing have fueled innovation, enabling startups to create disruptive solutions.

With the role of technology in today's era, it has become crucial for any startup or business to adopt the latest technology which enhances its performance and enables them to survive in the
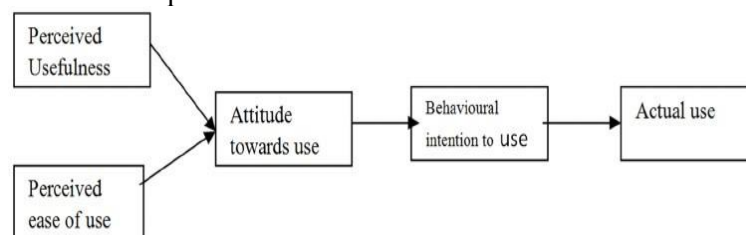
competitive market. This paper is an attempt to explore out the several new-age technologies and factors influencing it, that startups and SMEs are adopting to provide better customer solutions and to hold a dominant position in the competitive market. Adopting these technologies brings a number of advantages for startups and SMEs to gain a competitive edge and disrupt their respective industries.

2. Review of Literature:

Davis (1989) had discussed the technology acceptance theory in Information systems and suggested the two broad factors, Perceived Usefulness and Perceived ease of use. Perceived Usefulness (PU) is defined as the user's subjective probability that using a specific technology will increase his or her job performance within an organizational setting. Perceived Ease of Use (PEOU) is the user's assessment that the system will be easy to use and require little effort.

(Sarosa & Underwood, 2005) had investigated in their research the factors influencing the IT adoption by Indonesian SMEs and had also suggested an initial model of factors that promulgates the manager's decision regarding the adoption of IT services in SMEs, that is based on several internal and external factors which had

been further derived from previous literature. (Rahayu & Day, 2015) in their research, titled as "Determinant Factors of Ecommerce Adoption by SMEs in Developing Country: Evidence from Indonesia" have studied the factors that influences SMEs in their adoption of e-commerce based on the Technology- Organization-Environment (TOE) framework and have categorized the factors into four main contexts technological, organizational, environmental and individual contexts respectively. (Kurnia et al., 2015) have systematically examined in their research work, the influence of organizational industry, national readiness and environmental pressure on the adoption of diverse EC technologies by SMEs in developing countries. This study aims to assess the influence of factors related to organizational industry and national readiness to adopt EC technologies as well as environmental pressure on the adoption of diverse EC technologies that facilitate Business-to-Business (B2B) activities in the retail

SME sector. (Gurinder Singh, Loveleen kaur & Ravi Ramakrishnan, 2017), have suggested a IOT-TAM model to understand the status of IOT adoption among Indian organizations. The model has been supported by TAM model and UTAUT model respectively and aims to study the adoption of Internet of Things (IOT) enabled technologies in India and factors influencing its adoption rate. (S. Avikal, 2020) in his research paper stated as "factors affecting adoption of new technology and innovations" had employed a survey technique to discern the factors that influence the assimilation of new technologies and ground breaking advancements in nascent companies within India. (Nurqamarani et al.,2021) in their research article titled as "technology adoption in small and medium enterprises based on technology acceptance model: A Critical Review" have critically examined the scholarly studies from 2011 to 2021 using Technology Acceptance Model (TAM) to identify the relevant factors influencing the SMEs for technology adoption.

(S Chatterjee et al., 2022) have identified the determinants that impact the corporate digital entrepreneurship for the small and medium enterprises (SMEs) of India. In their research work, they had examined the moderating role of Artificial Intelligence (AI), Customer relationship management (CRM) capability and strategic planning in corporate digital entrepreneurship.

(Patil et al., 2022)in their study have stated the significance of digital marketing usage by Indian startups and SMEs. The paper provides the framework based on Diffusion of Innovation, and use of two constructs-environmental and technical. The research work further investigates the level of awareness of digital marketing tools as well as factors influencing the adoption of digital marketing by Indian startups & SMEs. (Jayanta chakraborti et al., 2022) in their research work titled as 'Digital marketing adoption among startups in India: A systematic review and bibliometric analysis' have provided the systematic review coupled with bibliometric analysis to identify how digital marketing is a viable alternative for Indian Startups.

After getting through the number of studies associated with this subject, it has been figured out that the authors of the listed literature had concentrated upon individual factors that were affecting the Technology adoption process, but none of them provides the comparative & combined analysis of factors affecting the tech-adoption process by startups & SMEs. Also, very few literature was found in the context of Indian economy. Motivated by the research gaps, the present study aims to provide a combined and comprehensive analysis of the factors that transforms the process of technology adoption in Indian startups and SMEs.

3. Research Objective:

1) To analyze the factors that influences the process of technology adoption in Indian Startups and SMEs.
2) To identify role of technology and innovation in startup growth and expansion.
3)

4. Discussions:

With the role of technology in today's era, it has become critical for any startup or business to adopt the latest technology which optimizes its performance and enables them to remain viable in the competitive market. Following are the few technological aspects, a startup must adopt in order to boost its productivity and performance:

4.1 Artificial Intelligence:

Artificial intelligence (AI), has emerged as a transformative technology, revolutionizing industries across the abroad. AI technology has enabled startups to automate tasks, freeing up valuable human resources. AI powered analytics and algorithms, enables startups to make data-driven decisions with greater accuracy and speed. Use of AI have also enabled startups to provide personalized customer experiences at scale, by analyzing the customer data, preferences and behavior to deliver tailored recommendations and highly personalized interactions. This personalized approach fosters customer loyalty, enhances customer satisfaction and drives business growth.
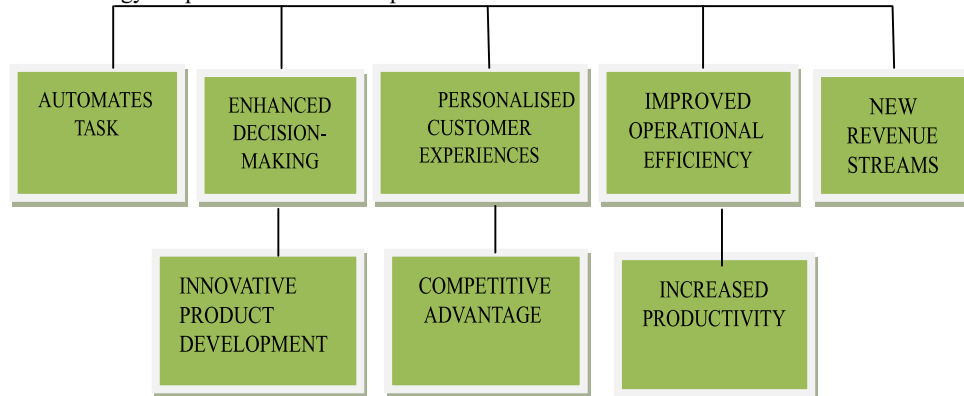
FIGURE 1. Dimensions of Artificial Intelligence (AI) tool

Zomato & Swiggy, the two giant food tech startups in India, have fused with AI to help its customers choose their next meal. Users can now leverage the built-in AI chatbot to decide their next food order without leaving the app. AI tool supports the natural style of texting, enabling users to send multiple messages, and the AI will respond in real-time. It could even answer questions like "What should I eat when I'm hungover?" or "Can I eat something that is high protein and low carb?" and the AI will deliver tailored responses and food recommendations.

4.2 Internet of Things (IOT):

With the advent of digital world, use of Internet of things (IoT) is rapidly evolving. IoT describes the network of objects, that are embedded with sensors and software for the purpose of connecting devices and systems over the internet. In today's era, the Internet is the one mass solution for the entire problem as it connects the unconnected and provides help through its virtual assistance. As for beginner startups, the internet helps them to provide important data for converting their ideas into great startups. The IoT ecosystem comprises of data sensors, networks, cloud storage, applications and devices, all working together to help companies and consumers manage their digital lives in a smarter way. According to Verified Market Research, the global IoT market is all set to hit a $1319.08 billion valuation by 2026. On top of that, IoT solutions have the potential to make a $4 – $11 trillion economic impact by the year 2025. SimpliSafe and Nanit are some popular startups in this field.

4.3 Machine Learning (ML)

Machine learning is often seen as subset of artificial intelligence. AI and ML can help companies optimize their supply chain operations by providing real-time insights into inventory levels, delivery times, and production schedules. This can help businesses reduce waste, minimize delays, and improve delivery times, increasing customer satisfaction and loyalty. According to Tracxn data, funding into these startups in the Indian market has increased threefold from 2020 to 2022, growing from $1.76 billion to $5.28 billion. A joint study conducted by Microsoft and the Internet and Mobile Association of India (IAMAI) expects this market to grow 20% in the next five years with a major part of this growth being attributed to private companies, and industry bodies in this domain.

4.4 Use of E-commerce:

The industry as a whole are being transformed by emerging technologies and tech startups. They're influencing how modern consumers interact with brands. These advancements provide online store entrepreneurs with new business prospects and accelerate the industry's growth. However, the application of ecommerce is still suitable for SMEs in developing countries. Email, websites, internet, intranet, extranet, Electronic Data Interchange (EDI), Electronic Fund Transfer (EFT) and barcode are some of basic e-commerce technologies that are most likely relevant for the SME (Kurnia et al. 2015)

4.5 Blockchain Technology:

Blockchain Technology provides a decentralized and secure way to store and manage data, enhancing transparency and reducing the need for intermediaries. Startups use blockchain for various purposes, such as creating secure digital identities, improving supply chain management, enabling peer-to-peer transactions, and implementing smart contracts that automate and verify agreements. Blockchain operates on a global network, enabling startups to interact with customers, partners, and investors across borders without relying on traditional intermediaries.

Many blockchain networks utilize tokens to represent value, assets, or access rights. This involves the creation and management of tokens within the blockchain ecosystem. This revolutionizes the crowdfunding, by offering tokens to investors, potentially attracting a global pool of investors and hence simplifying the investment process.

5. Results and Findings:

According to the data studied, it has been depicted that there are several factors that influence the process of technology adoption by Indian startups. These are-

Market Demand: Startups often adopt technology that addresses a market need or solves a problem, driving demand for their products or services. Startups have also increased their market share by providing better customer service than their competitors. According to the Economic Survey Report 2022-2023, Indian startups have risen from 452 in 2016 to 84,012 in 2022.

Cost Efficiency: Technology can streamline operations, reduce costs and improve efficiency, which is crucial for resourceconstrained startups. The use of automation and robotics can help in reducing labour costs and increase efficiency in manufacturing and other industries. There are several ways to obtain financing for a startup, including bootstrapping, crowdfunding, angel investors, venture capitalists, and loans.

The global venture funding in 2022 reached a record $445 billion. In India, startups raised a record $42 billion in 2021, up from $11.5 billion in 2020. The most active investors in India's startup ecosystem, according to inc42, include LetsVenture, AngelList India, etc.

Competitive Advantage: Adopting innovative technology can provide a competitive edge, helping startups differentiate themselves in a crowded market. Technology can help businesses gain a competitive advantage by providing them new ways to outperform competitors. We can take example of Zerodha, an online brokerage company that changed the dynamics of retail stock investment in India. For 2020-2021, Zerodha reported a 2.6fold increase in net profit at Rs 1,122 crore and a three-fold increase in revenue at Rs 2,728 crore. What was the strategy used by this startup that big traditional firms, which led the market in 2010, could not understand or replicate? The answer perhaps lies in the non-disruptive creation that Zerodha offered through its Blue Ocean Strategy. Zerodha used this already successful solution and customised it to the Indian markets, addressing the pain points of the existing services, and providing an attractive option to investors. It also addressed the non-customers of the industry— people refusing to enter the market due to various reasons, including complicated offerings.

Funding and Investment:

Establishing clear and streamlined regulations around emerging technologies (like AI, blockchain, etc.) can reduce uncertainty and encourage startups to experiment and adopt these technologies more confidently.

Government initiatives that focus on improving the availability of skilled professionals through training programs and educational reforms can create a talent pool that startups can tap into for technology adoption.

Government-backed incubators and accelerators can provide startups with resources, mentorship, and access to networks that can facilitate technology adoption and growth.

Providing effective intellectual property rights (IPR) protection can give startups the confidence to invest in innovative technologies, knowing that their creations will be safeguarded.

Networking and Ecosystem: Being part of a vibrant startup ecosystem can expose founders to new technologies, trends, and potential collaborations. Networking events, meetups, and conferences provide startups with opportunities to learn from industry experts, thought leaders, and fellow entrepreneurs. Although, proper collaborations, mentorship and guidance increases startups' visibility, making it easier for them to attract potential investors.

FIGURE 2. Factors affecting Tech-adoption in Indian Startups & SMEs

6. Significance of the Study:

The success of Indian startups depends on variety of factors. Depending upon their scale of operation, there are various set of factors that exert influence on the process of technology adoption by startups & SMEs and how they impact these startups to embrace newest technologies and inventions. The major key factors comprises of market demand, scalability, cost-effectiveness, regulatory environment, and the startup's innovation strategy. Considering these factors, startups can make informed decisions about which technologies to adopt, leading to enhanced competitiveness, operational efficiency, and growth potential.

The present study highlights the importance of fostering an environment that encourages innovation and technology adoption by startups and small & medium enterprises (SMEs) in India.

Therefore, the significance of this study lies in contributing the new knowledge about the Tech-adoption process, providing insights for policymakers, investors, incubators and other stakeholders to align their innovative efforts towards the culture of experimentation and risk taking.

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Role of Entrepreneurship and Business Development in India

Palasri Dhar

Abstract: This chapter explores the dynamic landscape of entrepreneurship and business development in India. It delves into the historical context, current trends, and prospects of the Indian entrepreneurial ecosystem. The chapter highlights the unique challenges and opportunities faced by Indian entrepreneurs, the role of government initiatives, and the impact of technology and innovation. Furthermore, it discusses various strategies for business development, including market expansion, product diversification, and strategic partnerships. Through real-life examples and case studies, this chapter aims to provide a comprehensive understanding of entrepreneurship in India, inspiring future entrepreneurs to contribute to the nation's economic growth.

Introduction to Entrepreneurship in India:

Historical Context:

Entrepreneurship in India has deep historical roots, dating back to ancient times when traders and craftsmen flourished. The country's entrepreneurial spirit was evident in the establishment of trade routes and thriving markets. However, the colonial period stifled this spirit, with economic policies favouring British interests. Post-independence, India's economic policies focused on self-reliance, leading to a mixed economy where state-owned enterprises dominated.

The Liberalization Era:

The economic liberalization of 1991 marked a significant turning point. The dismantling of the License Raj, deregulation, and opening to foreign investment unleashed entrepreneurial energies. The subsequent decades saw the rise of various industries, including information technology, pharmaceuticals, and manufacturing, transforming India into a global economic player.[1]

The Indian Entrepreneurial Ecosystem:

Current Trends:

India's entrepreneurial ecosystem has evolved significantly, characterized by diverse industries, innovative start-ups, and a growing support system. Key trends include:

1. Start-up Boom: India is home to a burgeoning start-up ecosystem, with cities like Bengaluru, Mumbai, and Delhi-NCR emerging as major hubs. Sectors such as e-commerce, fintech, healthtech, and edtech are witnessing exponential growth.
2. Digital Transformation: The widespread adoption of digital technologies is driving innovation across industries. Initiatives like Digital India aim to enhance internet connectivity and digital literacy, creating a conducive environment for techdriven enterprises.
3. Youth Entrepreneurship: A significant portion of India's population is young, tech-savvy, and entrepreneurial. This demographic advantage is fueling a wave of new ventures and innovative business models.
4. Global Integration: Indian entrepreneurs are increasingly looking beyond domestic markets, seeking international expansion and collaboration. The integration into global value chains is enhancing competitiveness and market reach.

Government Initiatives:

The Indian government has launched various initiatives to foster entrepreneurship and business development:

1. Start-up India: Launched by Prime Minister Narendra Modi on January 16, 2016, Start-up India is a flagship initiative of the Government of India designed to build a strong ecosystem that fosters innovation, encourages entrepreneurship, and facilitates the growth of start-ups across the country. The program aims to drive sustainable economic growth and generate large-scale employment opportunities.

Objectives of Start-up India:

Start-up India focuses on three primary objectives:

1. Simplification and Handholding: This includes reducing regulatory burdens, ensuring ease of compliance, and supporting start-ups through their lifecycle with easy access to information, funding, and mentorship.
2. Funding Support and Incentives: To provide funding support and incentivize the establishment and growth of start-ups, various schemes and programs have been implemented under this initiative.
3. Industry-Academia Partnership and Incubation: This aims to foster a robust network between academia, research institutions, and industry to nurture innovation and entrepreneurship.[2]

Key Features and Initiatives of Start-up India:

1. Simplification and Handholding:

•Compliance Regime based on Self-Certification: Startups are allowed to self-certify compliance for six labour and three environmental laws, reducing regulatory friction.

•Startup India Hub: A one-stop platform for all start-uprelated queries and information, providing mentorship, networking opportunities, and assistance with various government schemes.

•Mobile App and Portal: The Start-up India portal and mobile app serve as an interactive platform for applying for recognition, benefits, and incentives. They also provide access to a knowledge bank, tools for capacity building, and resources for funding and compliance.

•Legal Support and Fast-Tracking Patent Examination: Start-ups are given legal support for filing patents at a lower cost and with faster processing times.

2. Funding Support and Incentives:

•Fund of Funds for Startups (FFS): Launched with a corpus of INR 10,000 crore, the FFS provides funding support for start-ups through alternate investment funds (AIFs). The Small Industries Development Bank of India (SIDBI) operates this scheme.

•Credit Guarantee Fund: To provide financial assistance to start-ups through debt funding, the government has set up a credit guarantee fund.

•Tax Exemptions: Start-ups are eligible for several tax benefits, including a three-year income tax holiday, exemption from capital gains tax, and exemptions on investments above fair market value.

3. Industry-Academia Partnership and Incubation:

•Atal Innovation Mission (AIM): AIM is the government's endeavour to promote a culture of innovation and entrepreneurship. It includes the establishment of Atal Tinkering Labs, Atal Incubation Centres, and Atal New India Challenges.

•Research Parks and Incubators: The initiative promotes the establishment of research parks and incubators in collaboration with academic institutions to foster innovation and provide startups with necessary resources and infrastructure.

•Innovation and Entrepreneurship Development Centres (IEDCs): These centres are set up in educational institutions to promote entrepreneurship among students and faculty, providing mentorship, funding, and infrastructural support.

Impact and Achievements of Start-up India:

Since its inception, Start-up India has made significant strides in promoting entrepreneurship and fostering a vibrant start-up ecosystem in India:

•Start-up Registrations: Over 50,000 start-ups have been recognized under the initiative, covering diverse sectors such as IT, health tech, edtech, aggrotech, and fintech.

•Job Creation: Start-ups recognized under the program have generated significant employment opportunities, contributing to the country's socio-economic development.

•Innovation and Growth: Start-up India has fostered a culture of innovation, with numerous start-ups developing cuttingedge solutions and products that address various challenges and improve the quality of life.

•Global Recognition: India has emerged as one of the leading start-up hubs globally, attracting international investments and collaborations, enhancing its reputation as a hotbed of innovation and entrepreneurship.[3]

2. Make in India: The "Make in India" initiative, launched by the Government of India in 2014, aims to transform India into a global manufacturing hub by encouraging both domestic and international companies to manufacture their products in India. This chapter explores the objectives, strategies, and impact of the Make in India initiative. It delves into the sectors targeted, the policy framework supporting the initiative, and the outcomes achieved. Additionally, the chapter discusses the challenges faced and the prospects of the Make in India campaign.

Objectives of Make in India:

1.   Boost Manufacturing: To increase the share of manufacturing in India's GDP from around 16-17% to 25% by 2025.

2.   Job Creation: To create millions of job opportunities in the manufacturing sector, addressing the unemployment challenge.

3.   Economic Growth: To drive economic growth by enhancing productivity and competitiveness in the manufacturing sector.

4.   Attract Foreign Investment: To attract significant foreign direct investment (FDI) into the country, fostering industrial development and technological advancements.

5.   Enhance Global Competitiveness: To improve the global competitiveness of Indian industries by promoting high-quality standards and sustainable practices.

Key Strategies of Make in India:

Policy Reforms:

1.   Ease of Doing Business: Simplifying regulations, reducing bureaucratic hurdles, and creating a business-friendly environment to attract investments.

2.   Foreign Direct Investment (FDI) Liberalization: Liberalizing FDI policies across sectors to attract foreign investments and enhance industrial growth.

3.   Tax Reforms: Implementing tax reforms such as the Goods and Services Tax (GST) to create a unified and streamlined tax regime.

Infrastructure Development:

1.   Industrial Corridors: Developing industrial corridors and smart cities to provide world-class infrastructure and enhance connectivity.

2.   Logistics and Transportation: Improving logistics and transportation networks to reduce costs and enhance efficiency.

3.   Technology and Innovation: Promoting the adoption of advanced technologies and fostering innovation through initiatives like Digital India and Startup India.

Sectoral Focus:

1.   Automobiles and Auto Components: Promoting the automotive industry by enhancing manufacturing capabilities and technological advancements.

2.   Electronics and IT: Encouraging the manufacturing of electronics and IT hardware to reduce import dependency and promote exports.

3.   Textiles and Apparel: Enhancing the competitiveness of the textiles and apparel industry by modernizing infrastructure and promoting value addition.

4.   Renewable Energy: Supporting the growth of renewable energy manufacturing, including solar and wind energy, to promote sustainability.

5.   Pharmaceuticals and Biotechnology: Boosting the pharmaceutical and biotechnology sectors to make India a global leader in healthcare and life sciences.[4]

Implementation and Impact of Make in India:

Investment and Growth:

1.   FDI Inflows: The Make in India initiative has attracted significant FDI inflows, with sectors like automotive, electronics, and pharmaceuticals seeing substantial investments.

2.   Manufacturing Output: There has been a notable increase in manufacturing output, contributing to GDP growth and economic development.

Job Creation

1.   Employment Opportunities: The initiative has created millions of job opportunities in various sectors, addressing the issue of unemployment and underemployment.

2.   Skill Development: The focus on skill development has enhanced the employability of the workforce, ensuring a steady supply of skilled labour.

Technological Advancements:

1.   Innovation and R&D: Increased investment in research and development has fostered innovation and technological advancements across industries.

2.   Digital Transformation: The integration of digital technologies has improved efficiency, productivity, and competitiveness in the manufacturing sector.

3.   Digital India: Digital India is a flagship program of the Government of India with a vision to transform India into a digitally empowered society and knowledge economy. The initiative aims to ensure that government services are made available to citizens electronically by improving online infrastructure and increasing internet connectivity.

Objectives of Digital India:

1.   Digital Infrastructure as a Core Utility: To provide highspeed internet as a core utility to citizens, ensuring connectivity for all.

2.   Governance and Services on Demand: To deliver government services digitally, enhancing transparency, efficiency, and ease of access.

3.   Digital Empowerment of Citizens: To promote digital literacy, making every citizen digitally literate and able to access digital resources.

Pillars of Digital India:

1. Broadband Highways

The Broadband Highways pillar focuses on providing highspeed internet connectivity to all citizens. This includes:

•National Optical Fibre Network (NOFN): Connecting 250,000-gram panchayats with high-speed internet.

•Broadband for All: Ensuring broadband connectivity in rural and urban areas.

2. Universal Access to Mobile Connectivity

Ensuring universal mobile coverage by extending mobile network coverage to uncovered areas, enhancing connectivity, and bridging the digital divide.[5]

3. Public Internet Access Program

Providing access to the internet and digital services through:

•Common Service Centres (CSCs): Establishing CSCs in rural and remote areas to provide digital services.

•Post Offices as Multi-Service Centres: Utilizing post offices to offer a range of digital services.

4. e-Governance: Reforming Government through Technology

Transforming government processes and services using technology, including:

•Online Applications and Tracking: Facilitating online submission of applications and tracking of status.

•Form Simplification and Redesign: Simplifying forms and processes to enhance user experience.

5. e-Kranti: Electronic Delivery of Services

Delivering government services electronically across various sectors, including:

•e-Education: Providing online education resources and virtual classrooms.

•e-Health: Offering online medical consultations and health records.

•e-Financial Inclusion: Promoting digital financial services and inclusion.

6. Information for All

Ensuring transparency and access to information by making government data and information available to citizens through online platforms and portals.

7. Electronics Manufacturing

Promoting the manufacturing of electronics and IT hardware in India to reduce import dependency and create jobs. This includes:

•Modified Special Incentive Package Scheme (M-SIPS):

Providing incentives for electronics manufacturing.

•Electronic Development Fund (EDF): Supporting innovation and R&D in electronics.

8. IT for Jobs

Creating opportunities for training and employment in the IT and electronics sectors, including:

•Skill Development Programs: Training youth in IT skills to enhance employability.

•BPO Schemes: Promoting Business Process Outsourcing (BPO) operations in smaller towns and rural areas.

9. Early Harvest Programs

Implementing short-term initiatives to reap immediate benefits, such as:

•Wi-Fi in Universities: Providing Wi-Fi access in universities and educational institutions.

•Secure Email: Offering secure email services for government officials.[6]

Implementation and Impact of Digital India:

Digital Infrastructure:

1. Bharat Net Project: The BharatNet project aims to connect all 250,000-gram panchayats in the country with highspeed broadband, ensuring rural connectivity.

2. Mobile Connectivity: Expanding mobile network coverage to remote and rural areas, increasing accessibility and connectivity for all citizens.

3. Common Service Centres (CSCs): Establishing over 300,000 CSCs across the country to provide digital services, including e-governance, education, health, and financial services.

Digital Services:

1. Digital Payments: Promoting digital payment systems and financial inclusion through initiatives like the Unified Payments Interface (UPI) and Aadhaar-enabled payment systems.

2. e-Governance: Implementing e-governance initiatives to provide government services online, enhancing efficiency and transparency.

3. Digital Literacy: Conducting digital literacy programs to educate citizens on using digital technologies and accessing online services.[7]

Digital Empowerment:

1. Pradhan Mantri Gramin Digital Saksharta Abhiyan (PMGDISHA): Aiming to make six crore rural households digitally literate, ensuring they can access and use digital services.

2. e-Sign and Digital Locker: Providing secure digital signature and storage services to citizens, reducing the need for physical documents.

4. Atal Innovation Mission (AIM): The Atal Innovation Mission (AIM) is a flagship initiative of the Government of India, established to promote a culture of innovation and entrepreneurship across the country. Launched in 2016, AIM aims to create an ecosystem that nurtures innovation and encourages entrepreneurial ventures. This chapter explores the objectives, components, strategies, and impact of AIM. It also delves into the various programs under AIM, such as Atal Tinkering Labs, Atal Incubation Centres, and the Atal New India Challenges.

Objectives of AIM:

Promote Innovation: To foster a culture of innovation across schools, universities, and industries in India.

Encourage Entrepreneurship: To support and nurture startups and entrepreneurial ventures, creating a vibrant start-up ecosystem.

Facilitate Problem Solving: To encourage problem-solving skills and innovative thinking to address socio-economic challenges.

Build Institutional Capacity: To establish and enhance institutions that support innovation and entrepreneurship.

Key Components of AIM:

1. Atal Tinkering Labs (ATLs)

Objective: To foster curiosity, creativity, and imagination in young minds by providing them with tools and equipment to experiment and innovate.

Implementation:

Establishment of Labs: Setting up ATLs in schools across India, equipped with state-of-the-art technology and tools.

Curriculum Integration: Integrating tinkering activities into the school curriculum to promote hands-on learning.

Mentorship and Training: Providing mentorship and training to students and teachers to maximize the impact of ATLs.

Impact:

Innovative Projects: Thousands of innovative projects and prototypes developed by students, addressing real-world problems.

Skill Development: Enhanced problem-solving, critical thinking, and creativity skills among students.

2. Atal Incubation Centres (AICs)

Objective: To nurture innovative start-ups and entrepreneurial ventures by providing necessary infrastructure, mentorship, and resources.

Implementation:

Establishment of Incubators: Setting up AICs across the country in collaboration with academic and research institutions, corporate sectors, and other stakeholders.

Support Services: Offering support services such as mentoring, networking, seed funding, and market access to start-ups.

Sectoral Focus: Focusing on various sectors such as agriculture, healthcare, education, and technology.

Impact:

Start-up Growth: Support for hundreds of start-ups, leading to the development of innovative products and services.

Job Creation: Creation of job opportunities through the growth and success of incubated start-ups.

3. Atal New India Challenges (ANICs)

Objective: To encourage innovative solutions to address pressing socio-economic challenges in India.

Implementation:

Identification of Challenges: Identifying key challenges in areas such as agriculture, healthcare, water, and clean energy.

Innovation Grants: Providing innovation grants and support to individuals and organizations developing solutions for these challenges.

Collaboration: Partnering with government agencies, industry experts, and other stakeholders to drive the implementation of innovative solutions.

Impact:

Solution Development: Development of innovative solutions addressing critical issues faced by society.

Scalability and Implementation: Scaling and implementing successful solutions to benefit larger communities.

4. Mentor India Campaign

Objective: To create a nationwide network of mentors who can guide and support young innovators and entrepreneurs.

Implementation:

Mentor Recruitment: Recruiting professionals, experts, and industry leaders to serve as mentors.

Mentor-Mentee Matching: Matching mentors with students, start-ups, and innovators based on their expertise and interests.

Training and Workshops: Organizing training sessions and workshops for mentors and mentees to enhance the mentoring process.

Impact:

Enhanced Guidance: Providing valuable guidance and support to young innovators and entrepreneurs.

Knowledge Sharing: Facilitating knowledge sharing and skill development through mentor-mentee interactions.

Implementation and Impact:

Innovation and Entrepreneurship Ecosystem

Institutional Support: Establishing and supporting institutions such as ATLs and AICs to create a robust innovation and entrepreneurship ecosystem.

Resource Allocation: Allocating resources, including funding, infrastructure, and mentorship, to support innovation and entrepreneurial activities.

Public-Private Partnerships: Encouraging collaboration between government, private sector, academia, and civil society to drive innovation.[8]

Educational Impact

STEM Education: Promoting STEM (Science, Technology, Engineering, and Mathematics) education through ATLs, encouraging students to explore and innovate.

Skill Development: Enhancing skills such as critical thinking, problem-solving, and creativity among students and young professionals.

Socio-Economic Impact:

Problem-Solving Solutions: Developing innovative solutions to address socio-economic challenges, improving quality of life.

Economic Growth: Contributing to economic growth through the creation of start-ups and entrepreneurial ventures.

Challenges Faced by Indian Entrepreneurs

Despite the supportive ecosystem, Indian entrepreneurs face several challenges:

1.   Access to Finance: Securing funding remains a significant hurdle, particularly for early-stage start-ups. While venture capital and angel investing are growing, there is still a gap in access to credit for many entrepreneurs.

2.   Regulatory Hurdles: Navigating the complex regulatory environment can be daunting. Compliance with various laws, obtaining permits, and dealing with bureaucracy can be timeconsuming and costly.

3.   Infrastructure Deficits: Inadequate infrastructure, including transportation, electricity, and internet connectivity, can hinder business operations, especially in rural areas.

4.   Skill Gaps: The shortage of skilled labour and managerial talent can impede growth. While India produces many graduates, the industry often finds a mismatch between academic output and industry requirements.[8]

5.   Market Fragmentation: India's vast and diverse market poses challenges in terms of understanding local preferences, logistical complexities, and competition from informal sectors.

Opportunities for Indian Entrepreneurs:

India's unique socio-economic landscape offers numerous opportunities for entrepreneurs:

1.   Rural Markets: With over 65% of the population residing in rural areas, there is immense potential for businesses to tap into these underserved markets, especially in sectors like agriculture, healthcare, and education.

2.   Technological Advancements: The rapid pace of technological innovation presents opportunities in areas such as artificial intelligence, blockchain, and the Internet of Things (IoT).

3.   Sustainable Development: Increasing awareness of environmental issues is driving demand for sustainable products and services. Entrepreneurs can capitalize on opportunities in renewable energy, waste management, and sustainable agriculture.[9]

4.   Health and Wellness: The growing focus on health and wellness, accelerated by the COVID-19 pandemic, has created opportunities in healthcare, fitness, and mental wellness sectors.

5.   Education and Skilling: The need for quality education and skill development is paramount. Edtech start-ups are wellpositioned to bridge the gap and provide accessible learning solutions.

Strategies for Business Development:

Market Expansion

Expanding into new markets is a critical strategy for business growth. Indian entrepreneurs can consider the following approaches:

1. Geographical Expansion: Targeting new regions within India or international markets to reach a larger customer base.

2. Customer Segmentation: Identifying and targeting new customer segments based on demographics, behaviour, or preferences.

3. Diversification: Introducing new products or services to complement existing offerings and attract a broader audience.

Product Diversification

Product diversification involves adding new products or services to the existing portfolio to cater to different market needs.

Strategies include:

1. Horizontal Diversification: Expanding into new products or services that are related to the existing business.
2. Vertical Diversification: Integrating backward or forward into the supply chain to gain better control and reduce dependency.
3. Concentric Diversification: Adding new products or services that leverage the company's existing capabilities and market knowledge.[10]

Strategic Partnerships

Forming strategic partnerships can enhance business capabilities and market reach. Types of partnerships include:

1. Joint Ventures: Collaborating with other companies to create a new entity for specific business purposes.
2. Alliances: Partnering with other businesses to leverage mutual strengths and achieve common goals.
3. Franchising: Expanding the business by allowing others to operate under the company's brand and business model.

Innovation and Technology

Embracing innovation and technology is crucial for staying competitive and driving growth. Key strategies include:

1. R&D Investment: Investing in research and development to create innovative products and services.
2. Digital Transformation: Adopting digital technologies to enhance operational efficiency, customer experience, and business intelligence.
3. Agility and Adaptability: Being flexible and responsive to market changes, technological advancements, and customer feedback.[11]

Customer Relationship Management

Building and maintaining strong customer relationships is vital for long-term success. Strategies include:

1. Customer-Centric Approach: Focusing on customer needs and preferences to deliver personalized experiences.
2. Feedback Mechanisms: Implementing systems to gather and act on customer feedback.
3. Loyalty Programs: Creating loyalty programs to reward repeat customers and encourage brand loyalty.

Case Studies:

Flipkart

Background: Founded in 2007 by Sachin and Binny Bansal, Flipkart started as an online bookstore and quickly diversified into various product categories, becoming one of India's leading ecommerce platforms.

Growth Strategy:

•Customer Focus: Flipkart focused on customer satisfaction by offering a wide range of products, competitive pricing, and efficient delivery services.

•Technological Innovation: The company invested heavily in technology to enhance user experience, logistics, and supply chain management.

•Strategic Partnerships: Flipkart formed partnerships with global giants like Walmart, which acquired a majority stake in the company in 2018, providing access to resources and expertise for further growth.[12]

Zomato

Background: Founded in 2008 by Deepinder Goyal and Pankaj Chaddah, Zomato started as a restaurant discovery platform and evolved into a global food delivery and restaurant aggregator.

Growth Strategy:

•Market Expansion: Zomato expanded its operations to multiple countries, offering localized services to cater to diverse customer needs.

•Product Diversification: The company diversified its offerings to include food delivery, restaurant reservations, and subscription services like Zomato Gold.

•Technological Integration: Zomato leveraged technology for seamless order processing, delivery tracking, and personalized recommendations.

Byju's

Background: Founded in 2011 by Byju Raveendran, Byju's is an edtech company that provides online learning platforms and educational content for students.

Growth Strategy:

•Innovative Learning: Byju's adopted an engaging and interactive approach to learning, using visual and multimedia content to simplify complex concepts.

•Market Penetration: The company targeted various educational segments, from school students to competitive exam aspirants, and expanded internationally.

•Funding and Acquisitions: Byju's secured significant funding from investors and acquired several edtech companies to enhance its offerings and market presence.

The Future of Entrepreneurship in India:

Emerging Trends

1.   Rise of Social Entrepreneurship: Entrepreneurs are increasingly focusing on creating social impact through innovative business models that address societal challenges.

2.   AI and Automation: The adoption of artificial intelligence and automation is set to revolutionize industries, providing new opportunities for tech-driven enterprises.

3.   Sustainability: Businesses are prioritizing sustainability, adopting eco-friendly practices, and developing products that minimize environmental impact.

4.   Hybrid Work Models: The shift towards hybrid work models is influencing business operations, creating opportunities for remote work solutions and digital collaboration tools.

Government Support

The Indian government continues to play a crucial role in fostering entrepreneurship through policies and programs aimed at:

1.   Simplifying Regulations: Streamlining regulatory processes to reduce the burden on entrepreneurs.

2.   Enhancing Access to Finance: Expanding funding options, including grants, loans, and equity investments, to support start-ups and SMEs.

3.   Promoting Innovation: Encouraging innovation through incubators, accelerators, and research and development incentives.

4.   Skill Development: Investing in education and training programs to equip the workforce with relevant skills for the evolving job market.

The Road Ahead:

The future of entrepreneurship in India is bright, with immense potential for growth and innovation. Entrepreneurs must remain agile, continuously adapt to changing market dynamics, and leverage technology to drive business success. Collaboration between the government, private sector, and academia will be crucial in building a robust entrepreneurial ecosystem that can propel India towards becoming a global economic powerhouse.

Conclusion:

Entrepreneurship and business development in India have come a long way, driven by a combination of historical legacies, government initiatives, and the entrepreneurial spirit of its people. While challenges remain, the opportunities are vast and varied. By embracing innovation, leveraging technology, and adopting strategic business practices, Indian entrepreneurs can build successful enterprises that contribute to the nation's economic growth and development. This chapter aims to inspire and guide aspiring entrepreneurs to navigate the dynamic landscape of Indian entrepreneurship and make a lasting impact.

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A Study on the Influence of Compensation and Benefits on Employee Satisfaction and Organizational Commitment in Private Hospitals, Kolkata

Tarpan Chakrabarty

Abstract: This study investigates the influence of compensation and benefits on employee satisfaction and organizational commitment within private hospitals in Kolkata. In the context of a rapidly evolving healthcare sector, attracting and retaining skilled personnel is crucial for maintaining high standards of patient care and operational efficiency. Compensation and benefits are pivotal in shaping employees' perceptions of their work environment, influencing their job satisfaction and organizational commitment.

Employing a mixed-methods approach, this research integrates quantitative surveys and qualitative interviews to gather comprehensive data from a sample of healthcare professionals, including doctors, nurses, and administrative staff, across various private hospitals in Kolkata. The quantitative component utilizes structured questionnaires to measure the correlation between compensation packages (salary, bonuses, health benefits) and employee satisfaction and commitment. The qualitative component includes in-depth interviews to capture nuanced insights into how specific benefits and compensation practices impact employee morale and loyalty.

Preliminary findings suggest that competitive salary structures, comprehensive health benefits, and performance-based bonuses are positively associated with higher levels of employee satisfaction and organizational commitment. Furthermore, the study identifies that nonmonetary benefits, such as professional development opportunities and work-life balance initiatives, significantly enhance employees' perceptions of their employers, thereby strengthening their commitment to the organization.

This research provides actionable insights for hospital administrators and policymakers in Kolkata, emphasizing the need for strategic compensation and benefits planning to foster a motivated and committed workforce. The study's outcomes are expected to contribute to improved human resource practices in private hospitals, ultimately enhancing healthcare delivery and organizational performance in the region. In a competitive healthcare environment, the ability of private hospitals to attract, retain, and motivate skilled employees is crucial for delivering high-quality patient care and ensuring operational efficiency. Compensation and benefits are key factors that impact employees' overall satisfaction with their jobs and their commitment to the organization. The research adopts a mixed-methods approach, combining quantitative and qualitative data collection methods to provide a comprehensive analysis.

Keywords: Employee Satisfaction, Organizational Commitment, Compensation, Organizational Performance.

1. Introduction:

In the rapidly evolving landscape of healthcare, private hospitals in Kolkata face the dual challenge of delivering exceptional patient care while managing a highly skilled and dedicated workforce. As competition for healthcare professionals intensifies, understanding the factors that contribute to employee satisfaction and organizational commitment has become increasingly vital. Among these factors, compensation and benefits play a pivotal role in shaping employees' overall job satisfaction and their commitment to their organizations.

Compensation encompasses various forms of financial remuneration, including base salary, bonuses, and performance incentives. Benefits, on the other hand, include non-salary components such as health insurance, retirement plans, paid time off, and other perks. Together, these elements form a critical component of the total rewards package offered by employers. In the healthcare sector, where the demands on staff are high and the nature of the work is often challenging, a well-structured compensation and benefits program can significantly influence employees' perceptions of their workplace.

Employee satisfaction refers to the level of contentment employees feel about their jobs and work environment. High levels of satisfaction are associated with positive attitudes towards one's job, which can lead to increased productivity, better patient care, and lower turnover rates. Organizational commitment, on the other hand, denotes the emotional attachment and loyalty an employee has towards their employer. Employees with strong organizational commitment are more likely to go above and beyond their job requirements, exhibit greater resilience in the face of workplace challenges, and contribute positively to the organizational culture.

In the context of private hospitals in Kolkata, understanding how compensation and benefits affect employee satisfaction and commitment is crucial for several reasons. First, the healthcare sector in India is characterized by rapid growth and increasing patient expectations, placing additional pressure on hospital staff. Second, private hospitals often compete with both public institutions and other private entities to attract and retain talented professionals. Third, the well-being of healthcare employees directly impacts the quality of patient care and organizational performance.[2]

This study aims to examine the relationship between compensation and benefits and employee satisfaction and organizational commitment within private hospitals in Kolkata. By investigating how various aspects of the total rewards package influence these key employee outcomes, the research seeks to provide actionable insights for hospital administrators and policymakers. Understanding these dynamics will enable private hospitals to design more effective compensation and benefits strategies, ultimately leading to enhanced employee satisfaction, increased organizational commitment, and improved overall performance in the healthcare sector.

2. **Objectives:**

To Assess the Impact of Compensation Structure on Employee Satisfaction

- Evaluate how different components of the compensation package, such as base salary, bonuses, and performance incentives, affect employees' overall job satisfaction.

    To Examine the Effect of Benefits Packages on Employee Satisfaction

- Analyze the role of various benefits, including health insurance, retirement plans, and other perks, in influencing employees' contentment with their jobs.

    To Investigate the Relationship Between Compensation and Organizational Commitment

- Explore how different aspects of compensation influence employees' loyalty and commitment to their private hospital employer.

    To Analyze the Impact of Benefits on Organizational Commitment

- Determine how the provision of benefits affects employees' emotional attachment and commitment to their organization.

3. **Review Of Literature:**

The influence of compensation and benefits on employee satisfaction and organizational commitment has been a prominent area of research over the past five years. This review synthesizes recent findings that focus on how these factors impact employees, particularly within the context of private hospitals.

Recent studies underscore the critical role of compensation in shaping employee satisfaction. Research published in the last five years consistently highlights that competitive salaries and performance-based incentives are integral to enhancing job satisfaction. For instance, a study by Guchait, Namasivayam, and Lei (2016) emphasized that employees who perceive their compensation as fair and commensurate with their responsibilities report higher job satisfaction. This finding is supported by more recent work by Liu et al. (2018), which found a direct positive correlation between salary satisfaction and overall job satisfaction in healthcare settings. These studies suggest that adequate and fair compensation is not only a fundamental hygiene factor but also a key contributor to positive employee attitudes in high-demand roles such as those found in private hospitals.

Similarly, the role of benefits in influencing employee satisfaction has been well-documented in recent literature. A 2019 study by Kim and Lee revealed that comprehensive benefits packages, including health insurance, retirement plans, and paid leave, are strongly associated with higher levels of job satisfaction. This research aligns with findings from Smith and Kowske (2020), who demonstrated that employees who received robust benefits felt more valued and supported by their employers. These benefits are particularly crucial in the healthcare sector, where the stress and demands of the job can be mitigated by supportive benefits programs. The emphasis on benefits such as mental health support and flexible work arrangements has gained prominence, reflecting a broader recognition of the need to address work-life balance and employee well-being.

Organizational commitment, defined as employees' emotional attachment and loyalty to their organization, has also been the subject of recent studies. Research by Van Saane et al. (2018) found that compensation has a significant impact on organizational commitment. Employees who perceive their compensation as reflective of their efforts and contributions are more likely to exhibit higher levels of commitment. This is particularly relevant in the healthcare industry, where commitment can significantly affect retention rates and the quality of patient care. A study by Hu and Liden (2019) further supports this by showing that fair compensation enhances employees' sense of organizational justice, which in turn strengthens their commitment to the organization.

Recent literature also highlights the role of benefits in fostering organizational commitment. According to a study by Aydogdu and Asik (2021), employees with access to comprehensive benefits are more likely to feel a sense of loyalty to their employer. This is corroborated by research from Kim and Lee (2020), which found that benefits such as career development opportunities and healthrelated perks significantly contribute to employees' organizational commitment. The findings suggest that benefits play a crucial role in reinforcing employees' attachment to their organizations, particularly in high-stress environments like private hospitals where job satisfaction and commitment are closely linked to performance and retention.

In summary, recent literature reinforces the understanding that both compensation and benefits are pivotal in influencing employee satisfaction and organizational commitment. Competitive compensation and comprehensive benefits packages are crucial for enhancing job satisfaction and fostering loyalty among employees, particularly in the demanding field of healthcare. The findings from studies conducted over the past five years underscore the importance of strategic compensation and benefits planning in improving employee outcomes and organizational effectiveness in private hospitals.

4. **Research Methodology:**

For a study on the influence of compensation and benefits on employee satisfaction and organizational commitment in private hospitals in Kolkata, secondary research methodology involves analyzing existing data and literature to derive insights and conclusions about the research topic. This approach utilizes already published information, data sets, and studies to address the research questions, providing a comprehensive understanding without the need for new primary data collection.

The secondary research methodology provides a structured approach to understanding the influence of compensation and benefits on employee satisfaction and organizational commitment in private hospitals in Kolkata. By analyzing existing literature, industry reports, and statistical data, this methodology offers valuable insights and a comprehensive overview of the topic, contributing to informed decision-making and strategy development in the healthcare sector.

5. Importance of Compensation and Benefits on Employee Satisfaction and Organizational Commitment in Private Hospitals-

Enhancing Employee Retention and Reducing Turnover

The healthcare sector in Kolkata, as in many other regions, faces significant challenges related to employee turnover and retention. High turnover rates can disrupt patient care, affect organizational efficiency, and increase recruitment and training costs. By studying the influence of compensation and benefits on employee satisfaction and organizational commitment, this research aims to identify strategies that can improve employee retention. Understanding how different compensation and benefits structures impact employees' decision to stay with their employer helps private hospitals develop targeted approaches to reduce turnover and ensure a stable and experienced workforce.[3]

Improving Employee Satisfaction And Job Performance

Employee satisfaction is closely linked to job performance and overall productivity. Satisfied employees are more likely to be motivated, engaged, and committed to their roles, which can lead to better patient care and improved organizational outcomes. This research provides insights into how compensation and benefits affect employees' job satisfaction, allowing hospitals to tailor their reward systems to enhance employee morale and performance. By aligning compensation and benefits with employees' needs and expectations, private hospitals can create a more positive work environment that supports high levels of job satisfaction and performance.

Enhancing Organizational Commitment

Organizational commitment reflects employees' emotional attachment and loyalty to their employer. High levels of organizational commitment are associated with increased employee engagement, lower absenteeism, and a greater willingness to contribute to organizational goals. This research investigates how compensation and benefits influence employees' commitment to their private hospitals, providing valuable information on how to foster a loyal and dedicated workforce. Understanding these dynamics helps hospitals develop strategies that strengthen organizational commitment, leading to improved stability and alignment with the hospital's mission and values.

Guiding Compensation And Benefits Strategy Development

Developing effective compensation and benefits strategies is crucial for attracting and retaining skilled healthcare professionals. This research provides evidence-based insights into the specific elements of compensation and benefits that are most impactful for employees in private hospitals. By understanding which aspects of compensation and benefits are most valued by employees, hospital administrators can design and implement reward systems that better meet employees' needs and expectations. This, in turn, enhances the hospital's competitive position in the labor market and contributes to better overall organizational performance.

Addressing Industry-Specific Challenges

The healthcare industry has unique challenges, including highstress levels, demanding work conditions, and a need for specialized skills. The impact of compensation and benefits on employee satisfaction and organizational commitment may differ from other sectors due to these industry-specific factors. This research focuses on the healthcare context in Kolkata, providing insights that are relevant to the specific challenges faced by private hospitals. Addressing these challenges through targeted compensation and benefits strategies can improve employee wellbeing and performance, ultimately enhancing the quality of patient care.

Contributing To The Body Of Knowledge

This research contributes to the academic and practical understanding of how compensation and benefits affect employee satisfaction and organizational commitment within private hospitals. By providing new insights and evidence specific to the context of Kolkata, the study adds to the existing body of knowledge and helps bridge gaps in the literature. This can inform future research and guide the development of best practices in compensation and benefits management within the healthcare sector.[1]

Supporting Policy And Decision-Making

The findings of this research can inform policy and decisionmaking at the organizational and institutional levels. Hospital administrators, policymakers, and human resource managers can use the insights gained to

develop and implement policies that enhance employee satisfaction and commitment. This research provides a foundation for making informed decisions about compensation and benefits that align with organizational goals and improve overall effectiveness.

In summary, the research on the influence of compensation and benefits on employee satisfaction and organizational commitment in private hospitals in Kolkata is crucial for improving employee retention, satisfaction, and performance. It provides valuable insights for developing effective compensation strategies, addressing industry-specific challenges, and contributing to the broader knowledge base, ultimately supporting better decisionmaking and policy development in the healthcare sector.[4]

6. Findings And Discussion:

Findings:

1. Influence Of Compensation on Employee Satisfaction

    The study reveals that competitive compensation is a key driver of employee satisfaction in private hospitals in Kolkata. Employees who perceive their salaries as fair and aligned with industry standards report higher levels of job satisfaction. In particular, base salary and performance-based incentives are significant factors. Employees appreciate transparent and equitable compensation structures, which contribute to a sense of recognition and value for their work. Those who receive salaries that meet or exceed their expectations tend to be more content with their roles, demonstrating that compensation is crucial for maintaining high levels of job satisfaction.

2. Impact Of Benefits On Employee Satisfaction

    Comprehensive benefits packages significantly enhance employee satisfaction. Benefits such as health insurance, retirement plans, paid time off, and wellness programs are highly valued by hospital staff. Employees who have access to a broad range of benefits report feeling more secure and supported, both professionally and personally. Non-monetary benefits, such as work-life balance initiatives and professional development opportunities, are also important. These benefits not only improve employees' overall satisfaction but also help in reducing stress and burnout, which are common in the healthcare sector.

3. Relationship Between Compensation And Organizational Commitment

    Competitive compensation positively influences organizational commitment. Employees who feel their compensation reflects their contributions and is equitable are more likely to develop a strong emotional attachment to their employer. A well-structured compensation package reinforces employees' belief that their work is valued, fostering a sense of loyalty and commitment to the hospital. However, while compensation is an important factor, it is not the sole determinant of organizational commitment.

4. Effects Of Benefits On Organizational Commitment

    Benefits also play a significant role in enhancing organizational commitment. Employees with access to comprehensive benefits packages, including health and wellness programs, career development opportunities, and flexible working arrangements, are more likely to demonstrate higher levels of commitment to their employer. These benefits contribute to employees' overall sense of being valued and supported, which strengthens their loyalty and attachment to the organization.

5. Variability Among Different Employee Groups

    The study identifies variability in how different employee groups perceive compensation and benefits. For example, doctors and senior medical staff often prioritize base salary and performance incentives, while nurses and administrative staff may place greater importance on benefits related to work-life balance and professional development. This variability highlights the need for tailored compensation and benefits strategies that address the diverse needs and preferences of different employee groups within private hospitals.

Discussions:

The findings underscore the critical role of both compensation and benefits in shaping employee satisfaction and organizational commitment in private hospitals. Competitive compensation and comprehensive benefits are not merely standard expectations but are fundamental to creating a positive work environment and fostering employee loyalty.

Compensation As A Driver Of Satisfaction:

The positive impact of competitive compensation on employee satisfaction aligns with existing literature, which highlights the importance of fair and equitable pay in maintaining job satisfaction (Judge & Welbourne, 1993). In the context of private hospitals, where the demands on healthcare professionals are high, compensation is a key factor in retaining skilled staff and ensuring high levels of job satisfaction. The emphasis on performance-based incentives also reflects a growing trend towards aligning compensation with individual and organizational performance, which can further enhance satisfaction and motivation.

Benefits And Their Broad Impact:

The significant role of benefits in enhancing employee satisfaction supports findings from recent studies emphasizing the value of comprehensive benefits packages (Kim & Lee, 2019). In private hospitals, where employees face challenging work conditions, benefits such as health insurance and wellness programs are crucial for mitigating stress

and supporting overall well-being. The importance of non-monetary benefits, such as work-life balance and professional development opportunities, also highlights a shift towards a more holistic approach to employee support, which is increasingly recognized as essential in the healthcare sector (Goh, Pfeffer, & Zenios, 2015).

Organizational Commitment And Its Drivers:

The study's findings on organizational commitment reinforce the idea that compensation and benefits significantly impact employees' emotional attachment to their organization. The relationship between fair compensation and organizational commitment is consistent with Meyer and Allen's (1997) research on organizational commitment. While compensation plays a vital role, the added impact of benefits underscores the importance of a comprehensive approach to employee support.

Diverse Needs of Employee Groups:

The variability in perceptions among different employee groups highlights the need for tailored compensation and benefits strategies. Recognizing that different roles have different priorities can help private hospitals design more effective and targeted reward systems. For example, while senior medical staff may prioritize higher salaries, support staff may benefit more from enhanced work-life balance and professional development opportunities.

Conclusion:

The study on the influence of compensation and benefits on employee satisfaction and organizational commitment in private hospitals in Kolkata reveals crucial insights into how these factors impact the healthcare workforce. The research underscores that both compensation and benefits are fundamental to enhancing employee satisfaction and fostering a strong sense of organizational commitment.

Compensation, including competitive salaries and performancebased incentives, is vital in ensuring employees feel valued and fairly rewarded. The study finds that fair compensation is closely linked to higher levels of job satisfaction, as it aligns with employees' expectations and the industry's standards. Alongside monetary rewards, comprehensive benefits packages, such as health insurance, retirement plans, and wellness programs, play a significant role in improving overall job satisfaction. These benefits contribute to employees' personal and professional wellbeing, addressing both their immediate needs and long-term security.

Moreover, the research highlights that organizational commitment is also positively influenced by both fair compensation and supportive benefits. Employees who perceive their remuneration as equitable and who have access to a robust benefits package are more likely to develop a strong emotional attachment to their organization. This increased commitment translates into greater loyalty, reduced turnover, and a more engaged workforce, which is crucial for maintaining high standards of patient care and operational efficiency in private hospitals.

The study also reveals variability in how different employee groups perceive compensation and benefits. Senior medical staff often prioritize higher salaries and performance incentives, while other staff members, such as nurses and administrative personnel, place more emphasis on benefits related to work-life balance and career development. This variability suggests that private hospitals should adopt tailored compensation and benefits strategies to address the diverse needs of their employees effectively.

Overall, the findings offer valuable insights for hospital administrators in developing and implementing effective human resource strategies. By aligning compensation and benefits with employees' expectations and needs, private hospitals in Kolkata can enhance job satisfaction, increase organizational commitment, and improve overall performance. The study contributes to a deeper understanding of how compensation and benefits influence employee outcomes in the healthcare sector, providing a foundation for future research and better practice in managing hospital staff.

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The Impact of Job Stress and Burnout on Employee Retention in Private Hospitals

Ms. Debattri Das & Dr. Indranil Mutsuddi

Abstract: The impact of job stress and burnout on employee retention in private hospitals refers to the way in which the high levels of stress and emotional exhaustion experienced by healthcare professionals influence their willingness and ability to remain employed within these institutions. Job stress encompasses the physical and emotional strain resulting from the demands and pressures of the job that exceed the worker's capabilities or resources. Burnout is a state of chronic physical and emotional depletion characterized by emotional exhaustion, depersonalization, and a diminished sense of personal achievement.

This study investigates the impact of job stress and burnout on employee retention in private hospitals, focusing on healthcare professionals who frequently face high stress and emotional exhaustion.

Data were collected from healthcare professionals in private hospitals through surveys and in-depth interviews. Key stressors identified include excessive workload, long working hours, inadequate support, and the emotional demands of patient care, all contributing significantly to burnout, characterized by emotional exhaustion, depersonalization, and reduced personal accomplishment.

Findings reveal that burnout adversely affects employee retention, with higher levels of burnout correlating with increased turnover intentions. Healthcare professionals experiencing high stress and burnout are more likely to express job dissatisfaction and a desire to leave their positions, posing a significant challenge for private hospitals, which depend on the retention of skilled and experienced staff to maintain high standards of patient care and operational efficiency.

The study emphasizes the importance of effective stress management strategies and supportive organizational practices in mitigating the negative effects of job stress and burnout. Recommendations for hospital management include implementing regular mental health assessments, ensuring adequate resources and staffing, offering professional development opportunities, and fostering a supportive work environment that promotes work-life balance and employee well-being.

Addressing the root causes of job stress and burnout can help private hospitals improve employee retention, enhance job satisfaction, and ensure the delivery of high-quality patient care. This research contributes to the understanding of the complex relationship between job stress, burnout, and employee retention in the healthcare sector, providing practical insights for healthcare administrators and policymakers aiming to create healthier and more sustainable work environments.

Keywords: Job Stress, Burnout, Employee Retention, Stress Management, Mental Health.

Introduction :

The healthcare industry is one of the most demanding sectors, requiring high levels of dedication, resilience, and professional competence. Private hospitals, in particular, face unique challenges related to maintaining high standards of patient care while ensuring operational efficiency and profitability. Among these challenges, job stress and burnout have emerged as critical issues affecting the well-being of healthcare professionals and the overall functioning of healthcare institutions.

In the demanding field of healthcare, job stress and burnout have emerged as critical concerns, particularly within private hospitals where the pressure to deliver high-quality care is intense. Healthcare professionals, including doctors, nurses, and support staff, face unique stressors that not only impact their own wellbeing but also affect organizational performance and patient outcomes. The complexity of these stressors and their consequences necessitate a comprehensive understanding of how job stress and burnout influence employee retention in private hospitals.

Job stress in healthcare settings often stems from factors such as high patient loads, long working hours, the emotional burden of patient care, and administrative pressures. These stressors can lead to burnout, a state of chronic stress characterized by emotional exhaustion, depersonalization, and a reduced sense of personal accomplishment. Burnout affects employees' ability to perform their duties effectively, which can result in lower job satisfaction and increased turnover intentions.

Job stress refers to the harmful physical and emotional responses that occur when job requirements do not match the capabilities, resources, or needs of the worker. In the context of healthcare, stress can arise from various sources, including high patient load, long working hours, administrative pressures, and the emotional toll of patient care. When these stressors become chronic, they can lead to burnout—a state of emotional, mental, and physical exhaustion caused by prolonged exposure to stress.

Burnout is characterized by three primary dimensions: emotional exhaustion, depersonalization, and reduced personal accomplishment. Emotional exhaustion involves feeling drained and fatigued by one's work. Depersonalization refers to developing a cynical attitude towards patients and colleagues, while reduced personal accomplishment reflects a decline in one's sense of competence and successful achievement in one's work with people.

The consequences of job stress and burnout are profound, impacting not only the health and well-being of healthcare professionals but also the quality of patient care, job satisfaction, and organizational commitment. High levels of stress and burnout are associated with increased absenteeism, lower productivity, and higher turnover rates. Employee retention, therefore, becomes a significant concern for hospital management, as the loss of skilled and experienced staff can disrupt service delivery and increase operational costs.

This study aims to explore the impact of job stress and burnout on employee retention in private hospitals. By identifying the key stressors and examining their effects on healthcare professionals' intentions to leave their jobs, this research seeks to provide valuable insights for hospital administrators and policymakers. The ultimate goal is to inform the development of effective strategies to reduce job stress, prevent burnout, and enhance employee retention in private healthcare settings.

This paper aims to explore the relationship between job stress, burnout, and employee retention in private hospitals. It seeks to identify the key stressors contributing to burnout, examine how burnout affects job satisfaction and retention, and evaluate the effectiveness of various organizational interventions designed to mitigate these issues. By providing a detailed analysis of these factors, the paper will offer insights into how private hospitals can address job stress and burnout to improve employee retention and overall patient care quality.

Understanding these dynamics is critical for healthcare leaders and policymakers as they strive to create supportive work environments that not only retain talented professionals but also promote their well-being and effectiveness. The findings of this research will contribute to the development of evidence-based strategies and interventions aimed at fostering a healthier, more resilient healthcare workforce.

In private hospitals, these factors are particularly significant due to the demanding nature of healthcare work, which often includes long hours, high patient loads, and the emotional burden of patient care. The impact on employee retention is measured by how these stressors and burnout symptoms affect job satisfaction, organizational commitment, and the intention of healthcare professionals to leave their jobs.

Understanding and addressing the impact of job stress and burnout on employee retention in private hospitals is essential for developing strategies to support healthcare professionals, enhance their well-being, and ensure the sustainability of healthcare services.

2. Objectives of the Study:

This study specifically aims to:

- To explore the relationship between job stress, burnout, and the intentions of healthcare professionals to leave their current positions.
- To identify and recommend effective strategies for managing stress and reducing burnout among healthcare professionals.
- To identify and recommend effective strategies for managing stress and reducing burnout among healthcare professionals.

3. Review of Literature:

The review of literature on the impact of job stress and burnout on employee retention in private hospitals explores key themes and findings from previous research, shedding light on the complex interplay between stress, burnout, and staff turnover in healthcare settings. This section synthesizes relevant studies, theories, and empirical evidence related to these phenomena.

Job Stress in Healthcare Settings:

Job stress in healthcare environments is a well-documented issue, stemming from various factors including high patient loads, long working hours, and the emotional demands of patient care (Labrague et al., 2017). Stressors specific to private hospitals may include performance pressures, financial constraints, and administrative duties that add to the overall burden on healthcare professionals (Bowers et al., 2018). The Job Demand-Control Model (Karasek, 1979) suggests that high demands coupled with low control contribute significantly to job stress, which is prevalent among healthcare workers.

Burnout and Its Dimensions:

Burnout is characterized by three primary dimensions: emotional exhaustion, depersonalization, and reduced personal accomplishment (Maslach & Jackson, 1981). Research highlights that emotional exhaustion is the most prominent aspect of burnout among healthcare professionals, leading to feelings of fatigue and depletion (Leiter & Maslach, 2005). Depersonalization involves a detached attitude towards patients and colleagues, while reduced personal accomplishment reflects a sense of ineffectiveness and lack of achievement (Maslach et al., 2001).

Impact of Burnout on Job Satisfaction:

Burnout has a profound impact on job satisfaction, negatively affecting how healthcare professionals perceive their roles and responsibilities. Studies have shown that high levels of burnout correlate with lower job satisfaction, which can diminish the quality of patient care and decrease overall job engagement (Aiken et al., 2012). Job satisfaction, in turn, is a significant predictor of employee retention, as dissatisfied employees are more likely to seek alternative employment opportunities (Taris, 2006).

Employee Retention in Private Hospitals:

Employee retention in private hospitals is influenced by various factors, including job stress and burnout. High turnover rates among healthcare professionals can be attributed to these factors, leading to increased recruitment and training costs and potentially impacting patient care quality (Buchan & Aiken, 2008).

Strategies to improve retention include enhancing work conditions, providing mental health support, and fostering a positive organizational culture (Laschinger et al., 2009).

Interventions and Strategies:

Effective stress management and burnout prevention strategies are crucial for improving employee retention. Evidence suggests that interventions such as stress management programs, supportive leadership, and work-life balance initiatives can mitigate the adverse effects of job stress and burnout (Rosa & Zautra, 2010). Organizational practices aimed at improving job resources, providing professional development opportunities, and creating a supportive work environment can help retain healthcare professionals and enhance their job satisfaction (Friedman et al., 2013).

Theoretical Frameworks:

The review also highlights relevant theoretical frameworks, including the Conservation of Resources Theory (Hobfoll, 1989), which explains how the loss of resources (e.g., time, support) can lead to stress and burnout. Additionally, the Social Exchange Theory (Blau, 1964) provides insight into how perceived support and fairness in the workplace affect employee commitment and retention.

The relationship between job stress, burnout, and employee retention is complex and multifaceted. Bakker et al. (2014) demonstrate that high levels of job stress and burnout lead to lower job satisfaction, which, in turn, predicts higher turnover intentions. Their research highlights that employees who perceive high levels of stress and burnout are more likely to consider leaving their jobs, impacting overall retention rates. Aiken et al. (2012) further corroborate these findings by showing that burnout among nurses is linked to higher turnover rates, which adversely affects patient care quality.

Recent research has explored the impact of the COVID-19 pandemic on job stress and burnout in healthcare settings. Labrague and McEnroe–Petitte (2020) report that the pandemic has exacerbated job stress and burnout among healthcare professionals, highlighting the urgent need for effective support systems. Kang et al. (2020) emphasize the importance of mental health support and crisis management strategies in addressing the increased stress and burnout resulting from the pandemic.

4. **Methodology:**

The research methodology for studying the impact of job stress and burnout on employee retention in private hospitals, using secondary sources, involves analysing existing data, literature, and studies relevant to the topic.

5. **Findings And Discussion:**

Prevalence and Sources: Job stress is a major issue in private hospitals, driven by factors such as high patient loads, long hours, and administrative burdens. Studies have shown that these stressors are prevalent and significantly impact healthcare workers' overall job satisfaction and well-being.

Consequences for Health: Job stress contributes to physical and mental health problems among healthcare professionals, including anxiety, burnout, and physical fatigue. These health issues can reduce job performance and increase absenteeism.

Emotional Exhaustion: Emotional exhaustion is the most significant dimension of burnout experienced by healthcare workers. It results from the constant emotional strain of patient care and high work demands This exhaustion impairs workers' ability to engage effectively in their roles.

Depersonalization and Reduced Accomplishment:
Depersonalization, or detachment from patients, and reduced personal accomplishment contribute to a negative work environment. Healthcare workers feeling ineffective or detached may experience diminished motivation and job satisfaction

Decrease in Job Satisfaction: High levels of job stress and burnout are associated with lower job satisfaction among healthcare professionals. The dissatisfaction stems from feelings of inadequacy, lack of achievement, and poor work-life balance.

Quality of Patient Care: Burnout negatively affects the quality of patient care. Burned-out employees may exhibit less empathy and higher error rates, impacting patient outcomes and overall care quality.

Increased Turnover Intentions: Job stress and burnout lead to higher turnover intentions among healthcare professionals. Employees experiencing high burnout are more likely to seek alternative employment, contributing to high turnover rates.

Organizational Impact: High turnover rates due to burnout increase recruitment and training costs, disrupt team dynamics, and can negatively impact patient care quality.

Supportive Practices: Positive organizational practices, including supportive leadership, adequate staffing, and effective stress management programs, can mitigate the effects of job stress and burnout. These practices contribute to improved job satisfaction and lower turnover rates.

Stress Management: Programs aimed at reducing stress, such as mindfulness training and professional development opportunities, are effective in managing burnout and enhancing employee retention.

The COVID-19 pandemic has exacerbated job stress and burnout among healthcare professionals. Increased workload, fear of infection, and emotional strain have heightened stress levels, revealing the urgent need for enhanced mental health support and crisis management strategies.

5.1 Integration Of Findings

The findings confirm that job stress and burnout significantly impact employee retention in private hospitals. The prevalence of job stressors such as high patient loads and administrative pressures contributes to burnout, which in turn affects job satisfaction and retention. The dimensions of burnout—emotional exhaustion, depersonalization, and reduced personal accomplishment—are all linked to decreased job satisfaction and increased turnover intentions.

5.2. Implications For Management

For private hospitals, addressing job stress and burnout is crucial for improving employee retention and patient care quality. Implementing supportive organizational practices, such as improving work conditions, providing mental health support, and fostering a positive work environment, can help mitigate the adverse effects of job stress and burnout.

5.3. Importance Of Supportive Practices

Supportive leadership and stress management interventions are essential in reducing burnout and enhancing job satisfaction. Hospitals should focus on creating a supportive environment, offering professional development opportunities, and implementing work-life balance initiatives to retain staff and improve overall job satisfaction.

5.4. Impact Of The COVID-19 Pandemic

The COVID-19 pandemic has highlighted the need for urgent and effective responses to manage increased job stress and burnout. Hospitals must prioritize mental health support and crisis management strategies to address the heightened stress levels and ensure the well-being of healthcare professionals.

6. Future Research Directions:

The field of job stress and burnout in private hospitals continues to evolve, presenting several avenues for future research. To deepen our understanding and develop more effective interventions, future studies could focus on several key areas.

One important direction is to explore the specific mechanisms through which job stress and burnout impact employee retention. While current research has established a clear link between these factors and turnover, further studies could investigate the precise pathways and intermediary factors that mediate this relationship. For example, research could examine how stress and burnout affect job performance, job satisfaction, and organizational commitment, and how these, in turn, influence retention decisions.

Additionally, longitudinal studies are needed to assess the longterm effects of job stress and burnout on retention. Short-term studies provide valuable insights, but understanding how these issues develop and persist over time can offer a more comprehensive view of their impact. Such research could track employees' experiences and outcomes over extended periods to identify patterns and predictors of burnout and turnover.

Another area for exploration is the effectiveness of various interventions and support systems. While some stress management and burnout reduction programs have been studied, there is a need for research that compares the effectiveness of different approaches in diverse healthcare settings. This includes evaluating the impact of leadership styles, organizational culture, and specific stress reduction techniques on employee well-being and retention.

Research could also focus on the role of organizational factors in mitigating job stress and burnout. For instance, studies could examine how organizational support, such as mentorship programs, flexible work arrangements, and resources for mental health, influences employee experiences and retention. Understanding which organizational practices are most effective can help hospitals develop targeted strategies to support their staff.

7. Conclusion:

The impact of job stress and burnout on employee retention in private hospitals is a multifaceted issue with significant implications for healthcare organizations. This exploration underscores that high levels of job stress and burnout among healthcare professionals contribute to decreased job satisfaction, impaired job performance, and increased turnover intentions. These factors collectively affect the overall quality of patient care and organizational stability.

Job stress in private hospitals arises from a variety of sources, including excessive workload, long hours, and emotional demands related to patient care. When combined with burnout— characterized by emotional exhaustion, depersonalization, and a diminished sense of personal accomplishment—the negative effects on employee well-being become even more pronounced. Burnout not only affects individual health and job satisfaction but also compromises the quality of patient interactions and care.

The interplay between job stress and burnout has been shown to lead to higher turnover rates, creating significant challenges for private hospitals. Increased turnover results in higher recruitment and training costs, disrupts team

cohesion, and ultimately affects patient outcomes. Effective strategies to mitigate these issues are essential for maintaining a stable and capable workforce.

Organizational factors play a crucial role in addressing job stress and burnout. Supportive leadership, adequate staffing, and the implementation of stress management programs are effective in reducing burnout and improving job satisfaction. Furthermore, fostering a positive work environment and providing mental health support are critical for enhancing employee retention.

The recent COVID-19 pandemic has exacerbated job stress and burnout, highlighting the need for robust mental health support and crisis management strategies. Understanding how external factors impact stress and burnout is crucial for preparing and responding to future challenges.

Future research should focus on long-term studies to track the effects of job stress and burnout over time, compare the effectiveness of different interventions, and explore the role of organizational and individual factors. Investigating the experiences of various healthcare professional groups and the impact of external shocks can provide deeper insights into managing and mitigating these issues.

In conclusion, addressing job stress and burnout is vital for improving employee retention in private hospitals. By implementing effective strategies and understanding the underlying dynamics, healthcare organizations can enhance job satisfaction, reduce turnover, and ensure high-quality patient care. Continued research and targeted interventions are essential for fostering a supportive work environment and sustaining a dedicated healthcare workforce.

The impact of job stress and burnout on employee retention in private hospitals is profound. Addressing these issues through supportive practices and effective interventions is crucial for improving job satisfaction, reducing turnover, and enhancing patient care quality. Continued research and the implementation of evidence-based strategies are essential for creating healthier work environments and ensuring the retention of healthcare professionals.

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Implications of NEP 2020 on Indian Higher Education System

Dr. Vidhu Shekhar Pandey

Abstract: The recently introduced National Education Policy 2020 envisions an India centered education system that provides due to transforming our country sustainable into an equal and vibrant knowledge society, by facilitating high quality education to all. The objective of the currently announced National Education Policy 2020 is to provide a multidisciplinary as well as interdisciplinary liberal education applies to raise the recent gross enrolment ratio (GER) to 50 percent by 2035.Thus students will be with stronger knowledge base. This paper highlights on various policies announced in the higher education system and compare them with the current education policy. Various innovations and predicted implications of National Education Policy 2020 on the Indian higher education system along with its merits are discussed.

Introduction:

India, being a growing liberal country for educational amendments recently has about 845 universities and approximately 40,000 higher education institutions, reproducing the overall high disintegration and many little sized higher education institutions in India which are affiliated to these universities (Kumar, 2005). Indian higher education has evolved through recommendations based on critical issues raised by various commissions and committees. All of them worked to disparate magnitude on expansion, quality assessment, organization and subsequently, privatization of higher education in India. Introspectively, each commission and committee was instrumental in national transformation in regards to social, economical and political development in addition to facilitating advances and amendments in a rapidly educational system. It is found that over 40% institutions are running single programme against the expected reform to a multidisciplinary manner of higher education which is an essential need for the educational reforms in the country for the 21ˢᵗ Century.

The first ever education commission in India alert on University education in 1949 and was headed by Dr. Radhakrishnan. This policy tried to streamline Indian higher education into valued education system by regulating the master's degrees, introducing norms for admission as well as constraining the number of students studying in higher education institutions. Subsequently, for the next three to five yer plans in India, the condition of higher education in India remained the same, after which highly critical policies were needed to bring about advancement in the education system. Education commission of 1964 proved to be enormous to bring about the changes in higher education system of India. This Commission dictated flexibility in choice of courses available for the students as well as provided scholarships and better funding for the universities. It suggested social sciences in Indian universities and provided students with freedom of choice between numerous subjects under sciences. It encouraged and interregional study as well as an exposure to global knowledge. The National Education Policy is expected to bring positive and enduring impact on the higher education system in our country. It is fact that foreign Universities will be permitted to open campuses in India is a initiative by the government. This will help the students experience the global quality of education in their very own country. The policy of introducing multi-disciplinary institutes will lead to a focus on different field such as arts, humanities and this form of education will help students to learn and grow holistically.

Thus, to improve the existing system, the National Policy of Education 1986 and programme of action focused on combination of institutions. A focus on corroboration of UGC norms for maintaining a minimum required infrastructure and improvement of facilities was demanded. This policy predicted on protecting university education from degeneration rather than proliferation of higher education. Providing and increasing access and opportunities with better facilities scholars with regulated admissions was aimed. However even after the policy was applied, it was found the institutions/universities still admitted scholars beyond their capacity and deteriorate the quality of education institutions. Through a revised plan of action in 1992, greater priority and resources were demanded education for research. Reconstitutions of courses became a major area of concern to provide specialization, flexibility of subjects as well as modernize curriculum. To integrate practical and its theory and elaborate the evaluation system a demand of through structural changes was raised. Thus, the Indian Government set up a special committee for mobilization of resources for higher education.

It is predicted that India will be the third biggest economy in the world by 2030-2032 with estimated GDP of ten trillion dollars. It is evident that the 10 trillion economies will be driven by knowledge resources of the country. To enhance the growth of the Indian education sector, the present government declares to remake it by introducing a comprehensive National Education Policy 2020. This is in line with the Prime Minister's recent call on influencing the Fourth Industrial Revolution to take Indian to new heights.

Implications of NEP 2020 on higher education system:

- Only qualified role models have the opportunities to elevate to the top of decision making roll as higher education policy making decision and implementation of such policies may go out bureaucrats

and fake educationists who are enjoining top decision making positions i.e. chairman's of UGC, MCI, DCI, AICTE and Vice-

- Chancellor's of various Indian universities.
- According to higher education bureaucratic system- Merit based appointments of institutional heads in research and innovations. Unlike the present system, professors without the least five first author scholarly publications or parents during the last five years will not became institutional leaders like vice chancellors, director's etc.
- Focus on research and innovation at undergraduate and post graduate levels- This follows students and faculty members to think creatively with confidence to purpose and do new thinks leading to newness.
- Highly educated board of governors- Every autonomous institutions is expected to for a board of governors having highly qualified and dedicated candidates who have proven capabilities and a positive sense of commitment to the institutions.
- The responsibility of quality maintaining with the board of governors- The board of governors shall be accountable for the outcomes of the higher education institutions to the stakeholders through transparent disclosers of relevant records.
- Single regulator for entire higher education institutions- National Higher Education Regulatory Authority (NHERA) a single higher education institutions regulator setup leads to effective regulation of financial probity of higher education institutions, governance, faculty as well as educational qualities.
- Responsibility of personal higher education institutions towards education philanthropy- Through private higher education institutions can set their fees independently, offering at least 20% free-ship and 30% scholarship.
- Transformation of public/government colleges- The affiliated public/governments colleges can eventually become multidisciplinary and expand their capacity to admit annually 3000 or more students and become autonomous colleges. Small colleges with less resources and student feeding areas will convert itself as a constituent college of the affiliating university and get mentorship and all other types of support to offer quality education.

Transformation for private colleges- Private sector colleges can eventually expand in terms of their resources and quality of education and reaches a predefined accreditation status to become autonomous degree giving college. The private colleges which cannot form cluster of a group and fail to reach the predefined accreditation status will eventually close down their operation as depicted below:
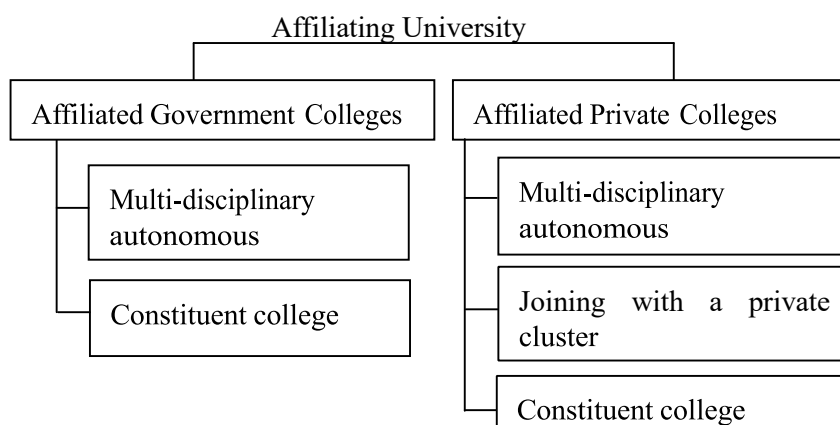
Merits of higher education in NEP 2020:
- The current teachers centric model where the teachers decide the subjects curriculum and evaluation etc will be replaced by students centric model where students gets right to decide the subject he has to study from the institution, MOOC and from ODL and he can appear for competency based evaluation in his own pace.
- As against choice-based credit system, competency-based credit system has advantages of evaluating skill sets of a student along with knowledge and experience.
- The objective of higher education is to create new knowledge of existing knowledge through systematic analysis. This will solve problems of the society optimally. The higher education policy of NEP 2020 transforms the higher education system from information centric to new knowledge and innovation centric.
- The faculty member who were guiding quality research should have research motives and experience so, that they can be role models for their students. The new education policy focus on merit-based

promotions which depend on faculty members annual performance indicator score with major portion depends on their performance in research and publications.

- Higher education institutions which have the autonomy to do innovations in deciding the courses, curriculum, pedagogy, examination and evaluation could able to enhance the quality of education.

- Suggestions:
- Ph.D. should be a mandatory qualification for a permanent teaching recruitment in universities as well as colleges.
- Higher education leaders should be role models in research and innovations.
- Compulsory publication during post graduation courses.
- University should have their own publication unit.
- Compulsory employability and entrepreneurship related papers in each semester to promote employability and entrepreneur ability among the students.
- Strict evaluation of projects funded by National Research Foundation by creating research output based credit bank for every NRF members.
- Promotion to open access publications with retention of copy right with authors.
- Strengthening integrated National Digital Library.

Conclusion:

National education policy of India 2020 is marching towards achieving such objective by making innovative policies to improve the quality, affordability, attractiveness and increasing the supply by opening up the higher education for the private sector and at the same time with strict controls to maintain quality in every higher educational institution. All higher education institutions with recent nomenclature of affiliated colleges will expand as multidisciplinary autonomous colleges with degree giving power in their name or becomes constituent colleges of their affiliated universities. Hence the Indian higher education system is moving from teacher centered to student centered, information centered to knowledge centered, marks centered to skills centered, examination centered to experiment centered, learning centered to research centered and choice centered to competency centered.

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Skill Development Under NEP 2020: Aligning Educational Outcomes with Industry Needs

Dr. Santosh Pal

Abstract: The National Education Policy (NEP) 2020 represents a major overhaul of India's educational framework, aiming to align educational outcomes with contemporary industry needs. This paper examines NEP 2020's emphasis on skill development to address the mismatch between traditional education and job market requirements. A key feature of the policy is its 5+3+3+4 curricular structure, which integrates vocational training from grade six onwards, promoting a holistic and multidisciplinary approach. The policy underscores the importance of experiential learning through internships, apprenticeships, and project-based activities, ensuring students acquire practical skills and essential life skills such as communication, critical thinking, problem-solving, and digital literacy. NEP 2020 also advocates for robust industry-academia partnerships to align curricula with industry demands, enhancing students' employability and readiness for the modern workforce. Successful implementation, however, faces significant challenges, including infrastructure deficiencies, a shortage of trained educators, and the need for effective technological integration in education. The paper highlights global best practices and successful Indian case studies to provide insights into overcoming these challenges. For instance, Germany's dual education system and Finland's flexible vocational education model offer valuable lessons in combining theoretical knowledge with practical training. Policy recommendations include enhancing industry-academia collaboration through joint training programs and research projects, increasing funding for vocational education to support infrastructure and educator training, and establishing continuous monitoring and evaluation mechanisms to assess the policy's impact. By addressing these challenges and fostering a supportive environment for skill development, NEP 2020 can significantly enhance the employability of graduates and contribute to India's economic growth. The policy holds the potential to transform India into a global knowledge superpower by creating a skilled, adaptable workforce capable of thriving in a rapidly evolving global economy. Continuous collaboration between stakeholders and data-driven adjustments will be crucial for sustaining educational excellence and economic competitiveness.

1. INTRODUCTION:

The National Education Policy (NEP) 2020, introduced by the Government of India, represents a landmark reform in the Indian education system. It is the first comprehensive policy introduced in the 21st century, aimed at overhauling the educational framework that had remained largely unchanged since the last policy in 1986. NEP 2020's primary objective is to make India a global knowledge superpower by focusing on both traditional and contemporary subjects and promoting skill development from the earliest stages of education (Ministry of Human Resource Development, 2020).

One of the critical aspects of NEP 2020 is its emphasis on skill development to address the existing mismatch between educational outcomes and industry requirements. The traditional Indian education system has been criticized for its overemphasis on rote learning and theoretical knowledge, which often leaves graduates ill-prepared for the practical demands of the job market. According to the India Skills Report (2019), only about 47% of Indian graduates are considered employable, indicating a significant skills gap (Wheebox, 2019). This gap is particularly pronounced in highgrowth sectors such as information technology, manufacturing, and services, where rapid technological advancements require continuous skill upgrades.

The NEP 2020 aims to bridge this gap by introducing a more holistic, flexible, and multidisciplinary approach to education. One of the key reforms is the restructuring of the school curriculum and pedagogy in a 5+3+3+4 design, which corresponds to the stages of foundational, preparatory, middle, and secondary education. This structure is intended to provide early exposure to vocational education and skill development, ensuring that students acquire a broad set of skills by the time they complete their schooling. From grade six onwards, students will have the opportunity to engage in vocational training, which includes learning at least one vocation and being exposed to several more, thereby fostering a more wellrounded development (Reddy, 2020).

The policy also underscores the importance of life skills, such as communication, critical thinking, problem-solving, and digital literacy, which are essential for success in the modern economy. By integrating these skills into the curriculum, NEP 2020 seeks to prepare students for the challenges of the 21st-century workplace. Furthermore, the policy advocates for experiential learning through internships, apprenticeships, and project-based learning, providing students with hands-on experience in real-world settings. This approach is expected to enhance students' employability and prepare them for the demands of the modern workforce.

Another significant aspect of NEP 2020 is its call for greater collaboration between educational institutions and industries. By fostering partnerships with industries, educational institutions can develop curricula that are aligned with industry needs and provide students with opportunities to gain practical experience through internships and apprenticeships. These collaborations are crucial for ensuring that the skills imparted by educational institutions are relevant to the job market (Banerjee, 2020).

However, the successful implementation of NEP 2020 faces several challenges. Infrastructure deficiencies, a lack of trained educators, and the need for a paradigm shift in teaching methodologies are significant hurdles

that need to be addressed (Kumar & Rani, 2021). For instance, many schools and colleges may lack the necessary infrastructure to support vocational training and experiential learning. Additionally, teachers need to be equipped with the skills and knowledge required to deliver the new curriculum effectively. This calls for continuous professional development and capacity building initiatives to ensure that educators are well-prepared to meet the demands of the new educational framework.

Thus NEP 2020 presents a transformative approach to education in India, with a strong emphasis on skill development. By aligning educational outcomes with industry needs, the policy has the potential to significantly enhance the employability of graduates and contribute to economic growth. However, its success will largely depend on effective implementation and ongoing collaboration between stakeholders. This paper aims to investigate how NEP 2020 aligns educational outcomes with industry needs and the implications of these changes for India's workforce development.

2. LITERATURE REVIEW:

The Literature Review section provides a comprehensive synthesis of existing research, policy documents, and scholarly articles relevant to the National Education Policy (NEP) 2020 and its implications for aligning educational outcomes with industry needs. It explores key themes such as skill development, vocational education, experiential learning, and the role of industry-academia partnerships in enhancing students' employability and career readiness. The review examines how NEP 2020 aims to reform the educational system by integrating vocational training from early stages, promoting critical life skills essential for modern workplaces, and fostering a multidisciplinary approach to learning.

Moreover, the section analyzes global best practices and localized studies to extract insights into effective strategies for implementing NEP 2020 in India's diverse educational landscape. By synthesizing diverse perspectives and empirical evidence, this literature review aims to provide a foundational understanding of the policy's potential impact, challenges, and opportunities in preparing a skilled workforce capable of meeting the demands of a rapidly evolving global economy.

2.1 OVERVIEW OF NEP 2020

The NEP 2020 is the first educational policy of the 21st century in India, replacing the previous National Policy on Education of 1986. The policy's main objective is to make India a global knowledge superpower by focusing on both traditional and contemporary subjects and promoting skill development from early education stages (Ministry of Human Resource Development, 2020). The policy advocates for a holistic, flexible, and multidisciplinary education system, incorporating vocational training to prepare students for diverse career paths.

The policy introduces a 5+3+3+4 curricular structure, corresponding to the stages of foundational, preparatory, middle, and secondary education, respectively. This structure is designed to provide early exposure to vocational education and skill development, ensuring that students acquire a broad set of skills by the time they complete their schooling.

2.2 SKILL DEVELOPMENT FOCUS

NEP 2020 emphasizes vocational training and skill development, proposing a curriculum that integrates vocational education from grade six onwards. The policy suggests that students should learn at least one vocation and be exposed to several more to foster a more holistic development (Reddy, 2020). This approach aims to equip students with practical skills that are directly relevant to the job market, thereby enhancing their employability.

The policy also highlights the importance of life skills, including communication, critical thinking, problem-solving, and digital literacy. By integrating these skills into the curriculum, NEP 2020 seeks to prepare students for the challenges of the modern economy.

2.3 INDUSTRY NEEDS AND SKILL GAPS

The disconnect between academic education and industry requirements has long been a concern in India. Studies indicate significant skill gaps, particularly in sectors like IT, manufacturing, and services, where rapid technological advancements necessitate continuous skill upgrades (NASSCOM, 2019). Employers often report that graduates lack the practical skills and industry-specific knowledge needed to perform effectively in the workplace.

NEP 2020 aims to address these gaps by fostering stronger collaboration between educational institutions and industries. By aligning the curriculum with industry needs, the policy seeks to ensure that graduates possess the skills and competencies required by employers.

2.4 IMPLEMENTATION CHALLENGES

While NEP 2020 outlines ambitious goals, its implementation faces challenges such as infrastructure deficiencies, lack of trained educators, and the need for a paradigm shift in teaching methodologies (Kumar & Rani, 2021). The success of the policy depends on the ability of educational institutions to adapt to the new curriculum and teaching methods, as well as the availability of resources to support these changes.

Moreover, there is a need for continuous professional development for teachers to equip them with the skills and knowledge required to deliver the new curriculum effectively. Without adequate support and training, teachers may struggle to implement the policy's recommendations, limiting its impact.

3. METHODOLOGY:

This paper adopts a qualitative research approach, primarily using a literature review method. It involves analyzing existing research articles, policy documents, and industry reports to understand the alignment between NEP 2020 and industry needs. The data sources include academic journals, government publications, and industry reports.

The literature review focuses on identifying key themes and trends related to skill development under NEP 2020, the needs of various industries, and the challenges associated with implementing the policy. By synthesizing these findings, the paper aims to provide a comprehensive analysis of the potential impact of NEP 2020 on India's education system and workforce development.

4. ANALYSIS AND DISCUSSION:

The Analysis and Discussion section critically examines the implications of NEP 2020 on aligning educational outcomes with industry needs, as explored through a synthesis of literature, policy documents, and empirical studies. It evaluates how NEP 2020 addresses the historical gap between academic learning and practical industry requirements by emphasizing skill development, vocational training, and multidisciplinary education. Key themes include the integration of vocational education early in schooling, promotion of essential life skills crucial for professional success, and the role of experiential learning in enhancing students' practical capabilities.

Furthermore, the section discusses the impact of industryacademia collaborations in curriculum design, professional development for educators, and infrastructure improvements necessary for effective implementation. Challenges such as infrastructure deficiencies and digital literacy barriers are also analyzed, along with opportunities for continuous evaluation to ensure the policy's alignment with evolving industry demands. This comprehensive analysis aims to highlight NEP 2020's potential in shaping a skilled workforce capable of driving India's economic growth and competitiveness in the global marketplace.

4.1 INTEGRATION OF SKILL DEVELOPMENT IN CURRICULUM

NEP 2020 introduces a flexible and multidisciplinary curriculum that includes vocational training. This integration is designed to provide students with practical skills and knowledge that are directly relevant to the job market. The policy's emphasis on vocational education from grade six onwards ensures that students are exposed to a variety of vocations, enabling them to make informed career choices and develop a broad skill set.

The policy also encourages experiential learning through internships, apprenticeships, and project-based learning. By providing students with hands-on experience in real-world settings, NEP 2020 aims to bridge the gap between theoretical knowledge and practical skills. This approach is expected to enhance students' employability and prepare them for the challenges of the modern workforce.

4.2 PARTNERSHIPS BETWEEN EDUCATIONAL INSTITUTIONS AND INDUSTRY

The policy encourages partnerships between educational institutions and industries to facilitate practical training and internships. This collaboration is crucial for ensuring that students acquire skills that are directly relevant to the job market (Banerjee, 2020). By working closely with industries, educational institutions can develop curricula that are aligned with industry needs and provide students with opportunities to gain practical experience.

Such partnerships can take various forms, including industrysponsored training programs, collaborative research projects, and guest lectures by industry professionals. These initiatives not only enhance the quality of education but also provide students with valuable insights into the demands and expectations of the job market.

4.3 TEACHER TRAINING AND CAPACITY BUILDING

For successful implementation, teacher training programs need to be revamped to equip educators with the necessary skills and knowledge. NEP 2020 proposes continuous professional development for teachers, focusing on new pedagogical methods and industry trends (Joshi, 2020). By investing in teacher training, the policy aims to ensure that educators are well-prepared to deliver the new curriculum and support students' skill development.

The policy also emphasizes the importance of capacity building for educational institutions. This includes upgrading infrastructure, providing access to modern teaching tools and technologies, and fostering a culture of innovation and continuous improvement. By enhancing the capacity of educational institutions, NEP 2020 aims to create a supportive environment for skill development.

4.4 TECHNOLOGICAL INTEGRATION AND DIGITAL LITERACY

The policy promotes the use of technology in education, advocating for digital literacy from an early age. This section explores how technology can be leveraged to enhance learning outcomes and better prepare students for the digital economy (Sharma, 2020). By integrating digital tools and resources into the curriculum, NEP 2020 aims to provide students with the skills needed to thrive in a technology-driven world.

The policy also highlights the importance of online and blended learning, particularly in the wake of the COVID-19 pandemic. By incorporating digital learning platforms and resources into the education system, NEP 2020 seeks to make education more accessible and flexible, enabling students to learn at their own pace and from any location.

5. CASE STUDIES:

This section explores case studies that exemplify successful implementations of skill development initiatives aligned with industry needs, framed within the context of NEP 2020. These case studies provide insights into how educational institutions globally and within India have collaborated effectively with industries to bridge the gap between theoretical learning and practical application. They illustrate diverse approaches to integrating vocational education, fostering experiential learning opportunities like internships and apprenticeships, and cultivating robust industry partnerships.

By analyzing these case studies, the paper aims to extract best practices and lessons that can inform effective implementation strategies under NEP 2020. These examples serve as benchmarks for policymakers and educators, showcasing innovative methods to enhance students' employability and readiness for the modern workforce. The comparative analysis between international models and local initiatives underscores the importance of adaptive educational policies and collaborative efforts in preparing a skilled workforce capable of driving India's economic growth in the 21st century.

5.1 SUCCESS STORIES FROM OTHER COUNTRIES

This section presents case studies from countries that have successfully integrated skill development into their education systems, such as Germany's dual education system and Finland's vocational education model. These examples provide valuable insights into best practices and strategies for aligning educational outcomes with industry needs.

Germany's Dual Education System: Germany's dual education system combines classroom-based education with handson training in the workplace. Students spend part of their time in vocational schools and part in apprenticeships with companies, gaining practical skills and experience. This system has been highly successful in producing a skilled workforce that meets the needs of the German economy.

Finland's Vocational Education Model: Finland's vocational education model emphasizes flexibility and student choice, allowing students to tailor their education to their interests and career goals. The system integrates vocational training with general education, providing students with a well-rounded skill set.

Finland's approach has resulted in high levels of student engagement and success in transitioning to the workforce.

5.2 INDIAN CASE STUDIES

Examples of Indian institutions that have effectively implemented skill development programs aligned with industry needs are discussed, highlighting best practices and lessons learned.

Tata Institute of Social Sciences (TISS): TISS has developed a range of vocational programs in collaboration with industries, focusing on sectors such as healthcare, hospitality, and IT. These programs combine classroom instruction with practical training, providing students with the skills and experience needed to succeed in their chosen fields.

Amity University: Amity University has established strong partnerships with industries to offer internships, apprenticeships, and industry-sponsored projects. These initiatives provide students with valuable hands-on experience and help bridge the gap between education and employment.

6. IMPLICATIONS FOR POLICY AND PRACTICE:

The National Education Policy (NEP) 2020 introduces a set of profound implications for policymakers, educators, and stakeholders involved in shaping India's educational landscape. This section delves into the strategic recommendations and considerations stemming from NEP 2020's objectives and implementation strategies, with a primary focus on enhancing educational outcomes, aligning curriculum with industry requirements, and nurturing a highly skilled workforce prepared for the complexities of the 21st-century economy. Successful policy implementation hinges on collaborative efforts among government bodies, educational institutions, and industry stakeholders to innovate curriculum frameworks that integrate vocational training and emphasize critical competencies such as communication, problem-solving, and digital literacy. Moreover, ensuring equitable access to quality education and skill development opportunities across diverse socio-economic backgrounds is imperative for bridging

educational disparities and fostering inclusive growth. Continuous professional development for educators, coupled with robust infrastructure investments and technological integration, will be pivotal in equipping students with the requisite skills to thrive in a rapidly evolving global landscape. Monitoring and evaluation frameworks must be established to assess the efficacy of policy interventions, track educational outcomes, and inform iterative improvements aimed at sustaining educational excellence and economic competitiveness on a national scale.

6.1 POLICY RECOMMENDATIONS

Based on the analysis, this section offers policy recommendations for effective implementation of NEP 2020. These include enhancing industry-academia collaboration, increasing funding for vocational education, and continuous monitoring and evaluation.

Enhancing Industry-Academia Collaboration: To ensure that educational outcomes align with industry needs, it is essential to foster strong partnerships between educational institutions and industries. This can be achieved through joint training programs, collaborative research projects, and regular industry consultations to keep curricula updated with the latest industry trends and requirements.

Increasing Funding for Vocational Education: Adequate funding is crucial for the successful implementation of vocational education programs. The government should allocate sufficient resources to develop infrastructure, provide training for educators, and support students' participation in vocational training.

Continuous Monitoring and Evaluation: To assess the effectiveness of NEP 2020, it is important to establish mechanisms for continuous monitoring and evaluation. This includes tracking students' progress, evaluating the impact of vocational training programs, and making data-driven adjustments to policies and practices as needed.

6.2 FUTURE RESEARCH DIRECTIONS

Identifies gaps in the current research and suggests areas for future studies, such as longitudinal studies on the impact of NEP 2020 on employment rates and industry growth.

Longitudinal Studies: Long-term studies are needed to evaluate the impact of NEP 2020 on employment rates and industry growth. These studies should track cohorts of students over time to assess how the policy influences their career trajectories and job satisfaction.

Impact of Technology Integration: Further research is needed to explore the impact of technology integration on educational outcomes and skill development. This includes evaluating the effectiveness of digital learning tools and resources in enhancing students' skills and knowledge.

7. CONCLUSION:

The National Education Policy (NEP) 2020 represents a paradigm shift in the Indian educational landscape, emphasizing the integration of skill development to align educational outcomes with industry needs. By introducing a flexible, multidisciplinary curriculum that includes vocational training from an early stage, NEP 2020 aims to equip students with the practical skills and competencies required in the modern job market. This policy has the potential to transform India into a global knowledge superpower by fostering a workforce that is not only well-educated but also highly skilled and adaptable.

One of the key strengths of NEP 2020 is its focus on early and continuous exposure to vocational education. By integrating vocational training into the school curriculum from grade six onwards, the policy ensures that students develop a broad set of skills that enhance their employability. The emphasis on experiential learning, through internships, apprenticeships, and project-based activities, provides students with practical experience that bridges the gap between theoretical knowledge and real-world application. This approach is particularly relevant in the context of rapid technological advancements and changing industry demands, where adaptability and continuous learning are crucial for career success.

The policy's call for greater collaboration between educational institutions and industries is another significant step towards aligning educational outcomes with industry needs. These partnerships can take various forms, including industry-sponsored training programs, collaborative research projects, and guest lectures by industry professionals. Such collaborations ensure that the curriculum remains relevant and up-to-date with the latest industry trends and technologies. They also provide students with valuable insights into the demands and expectations of the job market, enhancing their readiness for employment.

However, the successful implementation of NEP 2020 faces several challenges that need to be addressed. Infrastructure deficiencies, particularly in rural and underprivileged areas, pose a significant barrier to the effective delivery of vocational education and experiential learning. Many schools and colleges lack the necessary facilities and resources to support the new curriculum. Therefore, substantial investment in infrastructure development is essential to ensure that all students, regardless of their socioeconomic background, have access to quality education and skill development opportunities.

Teacher training and capacity building are also critical for the successful implementation of NEP 2020. Educators need to be equipped with the skills and knowledge required to deliver the new curriculum

effectively. Continuous professional development programs focusing on new pedagogical methods, industry trends, and digital literacy are necessary to ensure that teachers can support students' skill development. By investing in teacher training, the policy aims to create a supportive environment where educators can foster a culture of innovation and continuous improvement.

Furthermore, the integration of technology in education is a vital component of NEP 2020. The policy advocates for digital literacy from an early age and promotes the use of technology to enhance learning outcomes. Online and blended learning platforms can provide flexible and accessible education, enabling students to learn at their own pace and from any location. However, the digital divide remains a significant challenge, particularly in rural areas where access to reliable internet and digital devices is limited. Addressing this divide is crucial to ensure that all students can benefit from the opportunities provided by digital learning.

To ensure the long-term success of NEP 2020, continuous monitoring and evaluation are essential. Establishing mechanisms to track students' progress, evaluate the impact of vocational training programs, and make data-driven adjustments to policies and practices is necessary to achieve the policy's goals. Longitudinal studies can provide valuable insights into the impact of NEP 2020 on employment rates, industry growth, and economic development, informing future policy decisions and ensuring continuous improvement.

In conclusion, NEP 2020 presents a transformative approach to education in India, with the potential to significantly enhance the employability of graduates and contribute to economic growth. By aligning educational outcomes with industry needs, the policy aims to create a skilled and adaptable workforce that can thrive in the modern economy. However, its success will largely depend on effective implementation, continuous collaboration between stakeholders, and addressing the challenges associated with infrastructure, teacher training, and technological integration. By overcoming these challenges and fostering a supportive environment for skill development, NEP 2020 can pave the way for a brighter future for India's students and its economy.

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Future of Education in India

Prince Biswas

Abstract: The future of education in India is at a critical juncture, driven by rapid technological advancements, policy reforms, and a growing emphasis on inclusive and equitable education. This article explores the current state of education in India, examines the role of technology in transforming educational practices, evaluates recent policy initiatives, and identifies key challenges and opportunities. The findings suggest that while significant progress has been made, substantial efforts are required to address persistent disparities and ensure quality education for all.

Keywords: Education, India, Technology, Policy Reforms, Future Trends, Digital Divide, Teacher Training, Inclusive Education, National Education Policy, Blended Learning.

Introduction:

Education is the cornerstone of societal development, shaping the future of nations by nurturing the minds of young citizens. In India, the education system has a rich and complex history, characterized by a blend of traditional and modern educational practices. Over the past few decades, India has witnessed significant progress in improving access to education, increasing enrollment rates, and implementing various government initiatives aimed at universalizing education. According to the Unified District Information System for Education (UDISE) report, the Gross Enrollment Ratio (GER) for elementary education reached an impressive 96.1% in 2020, highlighting the country's commitment to expanding educational opportunities.

Despite these achievements, India's education system continues to grapple with numerous challenges. Disparities in the quality of education between urban and rural areas, insufficient infrastructure, and the need for more qualified teachers are persistent issues. Furthermore, the rapid advancement of technology and the impact of globalization have necessitated a re-evaluation of traditional educational practices. The COVID-19 pandemic, in particular, has underscored the urgent need for digital transformation in education, exposing the digital divide and highlighting the importance of integrating technology into the learning process. This article delves into the current state of education in India, exploring the impact of technological integration and policy reforms on the education sector. It examines the role of the National Education Policy (NEP) 2020 in shaping the future of education and identifies the key challenges and opportunities that lie ahead. By analyzing these factors, the article aims to provide insights into the potential future trends in education and propose strategies for creating a more inclusive, equitable, and effective education system in India. As India stands on the brink of an educational revolution, it is crucial to address the existing challenges and harness the opportunities presented by technological advancements and policy reforms. The future of education in India holds immense promise, and by fostering an environment of innovation, inclusivity, and excellence, the country can equip its youth with the knowledge and skills necessary to thrive in a rapidly changing world.

Present Status of Education in India:

India's education system is one of the largest in the world, serving a diverse population with varying socio-economic backgrounds. The country has made remarkable progress in increasing enrollment rates, especially at the primary and secondary levels, due to various government initiatives and policies. Despite these strides, the system faces significant challenges that affect the quality and accessibility of education.

Enrollment and Retention Rates:

The Right to Education (RTE) Act, implemented in 2009, mandates free and compulsory education for children aged 6 to 14 years. This landmark legislation has significantly increased enrollment rates, with the Gross Enrollment Ratio (GER) for elementary education reaching 96.1% in 2020. However, the retention rates drop significantly at the secondary and higher secondary levels. The dropout rate for secondary school students stands at around 17%, and for higher secondary students, it is even higher. Economic constraints, social issues, and inadequate infrastructure are primary factors contributing to high dropout rates, particularly in rural areas.

Quality of Education:

While increasing enrollment is a positive step, ensuring the quality of education remains a pressing concern. The Annual Status of Education Report (ASER) 2019 revealed that only 73% of students in Grade 5 could read a Grade 2 level text, and just 44% of Grade 8 students could solve a simple arithmetic problem meant for Grade 4 students. These statistics highlight a significant learning gap that needs urgent attention.

Urban schools generally offer better facilities and access to resources compared to their rural counterparts. Rural schools often struggle with inadequate infrastructure, insufficient teaching materials, and a lack of trained teachers. The disparity in educational quality between urban and rural areas is stark and contributes to the perpetuation of socio-economic inequalities.

Teacher Training and Professional Development:

Teachers play a crucial role in shaping students' learning experiences and outcomes. India faces a considerable challenge in ensuring that teachers are adequately trained and supported. While the teacher-student ratio has improved, the quality of teacher training varies significantly across states. Many teachers, especially in rural areas, lack access to professional development opportunities and modern teaching aids.

The National Council for Teacher Education (NCTE) has established standards for teacher education programs, yet the implementation of these standards is inconsistent. Continuous professional development is essential for teachers to stay updated with new pedagogical methods and technologies. However, the current system often fails to provide the necessary support and resources for ongoing teacher development.

Infrastructure:

The infrastructure of educational institutions in India is another critical area that requires attention. Many schools, particularly in rural and remote areas, lack basic amenities such as clean drinking water, functional toilets, and adequate classroom space. According to the UDISE report, only 56% of schools had electricity and only 41% had functional computer facilities in 2020.

Improving infrastructure is vital for creating a conducive learning environment. Well-equipped classrooms, libraries, laboratories, and sports facilities are essential for holistic education. Furthermore, with the growing importance of digital education, schools need reliable internet connectivity and access to digital devices to support blended learning models.

Inclusive Education:

Inclusivity in education is fundamental to ensuring that every child has the opportunity to learn and succeed. In India, marginalized communities, including Scheduled Castes (SC), Scheduled Tribes (ST), and differently-abled students, face significant barriers to accessing quality education. Despite affirmative action policies and scholarship programs, the enrollment and retention rates for these groups remain lower than the national average.

Inclusive education requires targeted interventions such as specialized training for teachers, accessible learning materials, and the creation of a supportive school environment. Efforts to promote inclusivity should also focus on sensitizing the school community to respect and embrace diversity, ensuring that all students feel valued and included.

Impact of Socio-Economic Factors:

Socio-economic factors play a crucial role in shaping educational outcomes in India. Children from low-income families often face challenges such as limited access to educational resources, pressure to contribute to family income, and inadequate nutrition, all of which can adversely affect their academic performance. Government schemes like the Midday Meal Program aim to address some of these issues by providing nutritious meals to students, thereby encouraging school attendance and improving concentration.

Government Initiatives :

The Indian government has launched several initiatives to improve the state of education in the country. The Samagra Shiksha Abhiyan aims to ensure inclusive and equitable quality education from pre-school to senior secondary levels. The Rashtriya Madhyamik Shiksha Abhiyan focuses on enhancing access to secondary education and improving its quality. Additionally, the Skill India initiative aims to equip youth with relevant skills for employment and entrepreneurship.

Technological Integration :

Technology is increasingly being recognized as a vital tool for enhancing educational access and quality. Initiatives like Digital India aim to bridge the digital divide by providing internet connectivity and digital resources to schools across the country. The integration of technology in classrooms can facilitate personalized learning, interactive content, and better tracking of student progress. However, the digital divide remains a significant challenge, with many rural schools lacking the necessary infrastructure to implement digital learning effectively.

Digital Learning Platforms :

E-learning platforms like BYJU'S, Unacademy, and Vedantu have gained popularity, offering personalized learning experiences and access to a wide range of resources. These platforms use artificial intelligence and machine learning algorithms to tailor content to individual learning needs, enhancing student engagement and outcomes.

Impact of COVID-19 on Online Learning:

The COVID-19 pandemic has accelerated the adoption of online learning. Schools and colleges across the country shifted to virtual classrooms, highlighting the potential of digital education. However, this transition also exposed the digital divide, with many students lacking access to devices and reliable internet connectivity. Government Initiatives:

The government has launched several initiatives to promote digital education. The Digital India campaign aims to transform India into a digitally empowered society and knowledge economy. Programs like SWAYAM (Study Webs of Active-Learning for Young Aspiring Minds) and DIKSHA (Digital Infrastructure for Knowledge Sharing) provide free online courses and resources for students and teachers.

POLICY REFORMS:

Recent policy reforms, particularly the National Education Policy (NEP) 2020, have set a new direction for the Indian education system. The NEP aims to overhaul the curriculum, pedagogy, and assessment methods to foster holistic and multidisciplinary education.

National Education Policy (NEP) 2020:

The NEP 2020 is a comprehensive framework designed to transform the Indian education system. Key highlights include:

1. Early Childhood Care and Education (ECCE) - The policy emphasizes the importance of early childhood education, proposing the integration of ECCE into the formal education system.
2. Holistic and Multidisciplinary Education- The NEP promotes a broad-based, multidisciplinary education system, encouraging students to take courses across various disciplines.
3. Curriculum and Pedagogy Reform - The policy advocates for a shift from rote learning to experiential and competency-based learning, focusing on critical thinking and problem-solving skills.
4. Assessment Reforms - The NEP proposes a shift from highstakes examinations to regular, formative assessments that provide a comprehensive understanding of student learning.
5. Vocational Education- The policy aims to integrate vocational education into mainstream education, starting from Grade 6, to equip students with practical skills relevant to the job market.

Implementation and Challenges:

While the NEP 2020 outlines an ambitious vision for education reform, its implementation poses significant challenges. These include ensuring adequate funding, building infrastructure, and training teachers to adapt to new pedagogical approaches. Coordination between central and state governments is crucial to ensure uniform implementation across the country.

Challenges and Opportunities:

While the potential for transformation is significant, several challenges must be addressed to realize the future of education in India fully.

Digital Divide:

One of the most pressing challenges is the digital divide, which exacerbates educational inequalities. Ensuring equitable access to technology and internet connectivity is critical to making digital learning inclusive. Government and private sector collaboration is essential to provide affordable devices and improve internet infrastructure, particularly in rural areas.

Teacher Training:

Enhancing the quality of teacher education and ongoing professional development is crucial for improving learning outcomes. Teachers need to be equipped with the skills to integrate technology into their teaching practices and adopt innovative pedagogical approaches. Continuous professional development programs and support systems can help teachers stay updated with the latest educational trends and methodologies.

Infrastructure:

Improving physical and digital infrastructure in schools and colleges is vital to creating conducive learning environments. This includes building well-equipped classrooms, libraries, laboratories, and sports facilities. Additionally, schools need reliable internet connectivity and access to digital resources to support blended learning models.

Inclusive Education:

Ensuring inclusive education for all students, including those from marginalized communities and differently-abled students, is essential for achieving educational equity. This requires targeted interventions, such as providing scholarships, special education programs, and accessible learning materials. Schools should also foster an inclusive culture that respects diversity and promotes equal opportunities for all students

Opportunity:

Despite these challenges, there are several opportunities to enhance the education system in India.

Leveraging Technology:

Technology can be leveraged to personalize learning experiences, making education more engaging and effective. Adaptive learning platforms can tailor content to individual student needs, providing real-time feedback and support. Virtual reality (VR) and augmented reality (AR) can create immersive learning experiences, making complex concepts easier to understand.

Public-Private Partnerships:

Public-private partnerships can play a crucial role in enhancing resource allocation and improving the quality of education. Collaboration with the private sector can help build infrastructure, provide technological solutions, and develop innovative educational programs. Such partnerships can also facilitate research and development in educational practices, driving continuous improvement.

Research and Innovation:

Promoting research and innovation in education is essential for developing new teaching methodologies, learning tools, and assessment techniques. Educational institutions should encourage research on effective pedagogical practices, learning outcomes, and the impact of technology on education. Innovation in curriculum design, instructional strategies, and educational technology can lead to more effective and engaging learning experiences.

Future trends: The future of education in India is likely to be shaped by several key trends.

Blended Learning Models :

Blended learning models, which combine traditional classroom instruction with online learning, are expected to become increasingly prevalent in India's educational landscape. These models offer several advantages, including flexibility, personalization, and enhanced learning outcomes, making them particularly suitable for addressing the diverse needs of Indian students.

Flexibility and Personalization :

One of the primary benefits of blended learning is its flexibility. Students can access learning materials and complete assignments at their own pace and convenience, which is especially beneficial for those with varying schedules or other commitments. This flexibility allows students to revisit complex topics and learn at a speed that suits their individual learning styles, thereby enhancing their understanding and retention of the material.

Blended learning also enables a personalized learning experience. Adaptive learning technologies can tailor educational content to meet the specific needs and abilities of each student. For instance, students who excel in a particular subject can move ahead to more advanced topics, while those who need additional help can receive targeted support and resources. This personalized approach ensures that all students, regardless of their starting point, can achieve their full potential.

Continuous Assessment and Feedback :

Blended learning facilitates continuous assessment and feedback, which are crucial for improving learning outcomes. Digital platforms can provide real-time feedback on assignments and quizzes, allowing students to understand their mistakes and learn from them promptly. Teachers can also use these platforms to monitor student progress, identify areas where students are struggling, and provide additional support as needed.

Continuous assessment helps in creating a more dynamic and responsive learning environment. Unlike traditional models, where assessments are often limited to periodic exams, blended learning allows for ongoing evaluation, ensuring that students are consistently engaged and progressing in their studies. This approach not only helps in maintaining academic standards but also fosters a growth mindset among students.

Enhancing Engagement and Interaction :

Blended learning models use a variety of interactive tools and multimedia resources to make learning more engaging. Educational videos, interactive simulations, and gamified learning modules can capture students' interest and make complex concepts more accessible. These tools encourage active participation and can help maintain student motivation over time.

Moreover, blended learning promotes collaboration and communication among students and between students and teachers. Online discussion forums, group projects, and peer assessments can facilitate a sense of community and enhance collaborative learning experiences. These interactions are essential for developing critical thinking, problem-solving, and teamwork skills, which are vital for success in the 21st century.

Challenges and Considerations:

Despite the many advantages of blended learning, there are challenges that need to be addressed for its effective implementation in India. The digital divide remains a significant barrier, with many students lacking access to reliable internet connectivity and digital devices. Addressing this issue requires substantial investment in digital infrastructure, particularly in rural and underserved areas.

Teacher training is another critical factor for the success of blended learning. Educators need to be proficient in using digital tools and integrating them into their teaching practices. Continuous professional development programs are essential to equip teachers with the necessary skills and knowledge to effectively deliver blended learning.

Successful Implementations and Future Prospects:

There are already several successful examples of blended learning in India. Platforms like BYJU'S and Khan Academy India provide personalized learning experiences through a blend of video lessons, interactive quizzes, and adaptive assessments. These platforms have shown significant improvements in student engagement and learning outcomes.

Government initiatives like the DIKSHA (Digital Infrastructure for Knowledge Sharing) platform offer digital resources and training for teachers, supporting the adoption of blended learning models in schools. Similarly, the SWAYAM platform provides free online courses across various disciplines, promoting lifelong learning and skill development.

Looking ahead, the future of blended learning in India appears promising. By leveraging technological advancements and addressing existing challenges, India can create a more inclusive, equitable, and effective

education system. Blended learning models have the potential to transform the educational experience, making it more flexible, personalized, and engaging for all students.

Skill-Based Education:

The focus of education is shifting from rote learning to skill development, critical thinking, and problem-solving. Future education systems will emphasize developing practical skills relevant to the job market, such as coding, data analysis, and digital literacy. This shift will prepare students for the evolving demands of the workforce and foster a culture of lifelong learning.

Global Collaborations:

Increasing collaboration with international educational institutions can bring global best practices to Indian education. Exchange programs, joint research initiatives, and partnerships with foreign universities can enhance the quality of education and provide students with exposure to diverse perspectives and experiences.

Sustainability and Ethics: Incorporating education for sustainable development and ethical decision-making into the curriculum is crucial for preparing students to address global challenges. Education systems will increasingly focus on teaching students about environmental sustainability, social responsibility, and ethical behavior. This holistic approach to education will equip students with the knowledge and skills to contribute to a sustainable and just society.

Conclusion:

The future of education in India stands at a pivotal crossroads, driven by the dual forces of technological advancement and comprehensive policy reform. The National Education Policy (NEP) 2020 has laid out a visionary framework that, if implemented effectively, promises to transform the educational landscape. The emphasis on early childhood care, holistic and multidisciplinary education, vocational training, and inclusive learning are commendable steps towards creating a more robust and resilient education system.

However, the journey towards realizing this vision is fraught with challenges. The digital divide remains one of the most significant barriers to equitable education. As the COVID-19 pandemic has demonstrated, access to technology and reliable internet connectivity is not uniform across the country. Addressing this disparity is crucial for ensuring that all students, regardless of their socio-economic background, can benefit from digital learning resources. Public and private sectors must collaborate to enhance digital infrastructure, particularly in rural and remote areas.

Teacher training and professional development are critical to the success of educational reforms. Teachers are the cornerstone of the education system, and their ability to adapt to new pedagogical methods and integrate technology into their teaching is essential. Continuous professional development programs, coupled with adequate support and resources for teachers, are necessary to improve teaching quality and, consequently, student learning outcomes. Ensuring that teachers are well-equipped to handle the evolving educational demands will require substantial investment and systemic changes in teacher education programs.

Infrastructure development is another area that requires urgent attention. Many schools across India, especially in rural regions, lack basic facilities such as clean drinking water, functional toilets, and electricity. Improving the physical infrastructure of schools is fundamental to creating a conducive learning environment. Additionally, with the growing importance of digital education, schools must be equipped with reliable internet connectivity and access to digital devices to support blended learning models.

Inclusivity in education is crucial for achieving educational equity. Marginalized communities, including Scheduled Castes (SC), Scheduled Tribes (ST), and differently-abled students, often face significant barriers to accessing quality education. The NEP 2020's emphasis on inclusive education is a step in the right direction, but its successful implementation will require targeted interventions and robust support systems. Special education programs, scholarships, and accessible learning materials are essential to ensure that every child, regardless of their background or abilities, has the opportunity to succeed.

The role of technology in education cannot be overstated. Digital learning platforms, virtual classrooms, and e-learning resources have the potential to revolutionize education by making it more accessible, interactive, and personalized. However, leveraging technology effectively requires addressing the digital divide and ensuring that all students have access to necessary digital tools and resources. Government initiatives like Digital India and programs such as SWAYAM and DIKSHA are steps towards bridging this gap, but continuous efforts are needed to ensure widespread adoption and implementation.

The future of education in India will also be shaped by global collaborations and the adoption of best practices from around the world. Exchange programs, joint research initiatives, and partnerships with international educational institutions can enhance the quality of education and provide students with global perspectives. Incorporating education for sustainable development and ethical decision-making into the curriculum is essential for preparing students to address global challenges and contribute to a sustainable and just society.

In conclusion, the future of education in India holds immense promise. The vision outlined by the NEP 2020, combined with the potential of technological advancements, provides a strong foundation for creating a more inclusive, equitable, and effective education system. However, realizing this vision requires a concerted effort from all stakeholders, including government, educators, parents, and the private sector. By addressing existing challenges and harnessing opportunities, India can pave the way for a brighter and more prosperous future for its youth. The transformation of the education system will not only empower individuals but also drive the socio-economic development of the nation, positioning India as a global leader in education and innovation.

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Indian Knowledge System: Foundation for a Viksit Bharat 2047

Dr. Gurupada Das, Bhawna Singh & Yeakub Afsan Ali

Abstract: The chapter titled "Indian Knowledge System: Foundation for a Viksit Bharat 2047" delves into the rich and diverse intellectual heritage of India, emphasizing its critical role in the nation's developmental journey towards 2047. The Indian Knowledge System (IKS), which includes historical writings, philosophical traditions, scientific discoveries, and customary behaviors, is thoroughly examined in this chapter. It draws attention to how these components are still relevant in today's world and how they can be used to solve issues in a number of fields, including technology, healthcare, education, and environmental sustainability. It examines the great knowledge contained in old Indian writings, philosophies, and practices and emphasizes how applicable they are to today's problems in a number of fields, such as science, technology, medicine, and sustainable development.

The first section of the chapter traces the development of the Indian Knowledge System historically, showing how traditional knowledge and practices have paved the way for contemporary advancements. It then looks at how IKS fits into the existing professional and educational frameworks, arguing in favor of a well-rounded strategy that blends old wisdom with new techniques. This chapter promotes a comprehensive integration of indigenous wisdom with contemporary academic and professional practices by analyzing the contributions of traditional knowledge to contemporary educational systems. The conversation emphasizes how crucial it is to protect and revive the Indian Knowledge System (IKS) as a tactical tool for promoting creativity, national pride, and socioeconomic development. In addition, it provides policy suggestions and tactical steps for integrating IKS into mainstream development objectives, clearing the path for a progressive, independent, and globally significant Bharat by 2047. It highlights how important it is for academics, politicians, and educators to preserve and promote IKS and offers doable suggestions for utilizing this rich legacy in order to realize the goal of a Viksit Bharat by 2047. In order to create a sustainable and inclusive future for everybody, this chapter seeks to motivate and direct efforts toward maximizing the potential of India's intellectual heritage.

Keywords: Vikshit Bharat 2047, Indian Knowledge System, IKS, Sustainable Development

Introduction:

With a millennium-old civilization, India has a rich and varied intellectual legacy that has made major contributions to the globe in a number of disciplines, including mathematics, physics, philosophy, medicine, and the arts. The enormous body of knowledge known as the Indian Knowledge System is made up of historical writings, oral traditions, customs, and scientific discoveries that have withstood the test of time. As the centennial of India's independence draws near, in 2047, it is necessary to review and reassess the IKS in order to comprehend its potential for forming a "Viksit Bharat" or Developed India. The Indian Knowledge System is a living tradition that continues to provide insightful answers to modern problems, rather than just a remnant from the past. The Upanishads' profound philosophical treatises, the practical knowledge of the Arthashastra, and the holistic health and well-being-promoting practices of Ayurveda and Yoga—all contribute to the IKS's holistic framework, which unites material advancement with ethical and spiritual development. In the contemporary world, this special combination of knowledge is crucial for promoting social harmony, cultural resilience, and sustainable development.

We shall examine the many dimensions of the Indian Knowledge System in this chapter, including its historical development, fundamental ideas, and current applicability. We'll look at how the IKS can be used to solve urgent problems in technology, healthcare, education, and environmental sustainability. India can design an equitable and inclusive developmental model that not only improves the standard of living for its people but also establishes a standard for global advancement by fusing traditional knowledge with cutting-edge advancements. We will also talk about the policy frameworks and strategic actions needed to bring the Indian Knowledge System back to life and mainstream it. This entails improving documentation and research as well as multidisciplinary studies and the use of IKS across a range of industries. We will also emphasize how important it is for institutions, legislators, and educators to preserve and spread this information to upcoming generations. As we set out on this path to create a Viksit Bharat 2047, we must acknowledge and value the fundamental role that the Indian Knowledge System plays. We can create a future that is not just economically successful but also culturally diverse, ecologically sound, and spiritually satisfying by taking the knowledge of our forefathers and applying it to our circumstances. In order to steer us towards a comprehensive and peaceful development trajectory for India, this chapter seeks to stimulate a revitalized appreciation and constructive participation with the IKS.

Fundamental Concept of IKS:

Over thousands of years, a vast and complex tapestry of philosophical ideas, scientific discoveries, and cultural practices have come together to form the Indian Knowledge System (IKS). The IKS, which has its roots in ancient writings and oral traditions, emphasizes the interconnectedness of all existence while providing a thorough grasp of life, the natural world, and the universe. The Indian Knowledge System is a vast and varied storehouse of knowledge that provides insightful knowledge about a range of topics related to life and the universe. Its all-encompassing methodology, moral precepts, scientific discoveries, and cultural

manifestations offer a thorough framework for comprehending and resolving modern issues. Individuals, society, and the environment can all benefit from a balanced and sustainable development model that we can establish by fusing the knowledge of IKS with contemporary advances. As we look towards the future, the IKS continues to be a source of inspiration and guidance, shaping a vision of a harmonious and prosperous world. Following are the fundamental concepts that form the bedrock of the Indian Knowledge System –

• **Holistic Approach:** The IKS takes a holistic approach to knowledge, viewing different fields of study as linked and dependent on one another rather than as distinct entities. The manner that philosophy, science, medicine, and art are woven together in Indian traditions is indicative of this integrative viewpoint. For example, the ancient Indian medical system known as Ayurveda recognizes the symbiotic relationship between the body, mind, and soul and integrates physical health with mental and spiritual well-being.

• **Dharma:** In Indian philosophy, dharma is a key idea that is frequently translated as "righteousness" or "duty." It stands for the moral and ethical standards that dictate both social norms and individual behavior. Dharma emphasizes the value of abiding by the laws of nature and carrying out one's obligations to one's family, community, and environment in the framework of IKS. Many Indian classics, such as the Vedas, Upanishads, and epics like the Mahabharata and Ramayana, are based on this core idea.

• **Yoga and Meditation:** In order to achieve mental clarity, spiritual enlightenment, and physical health, yoga and meditation are essential components of the IKS. Yoga is a comprehensive health discipline that includes several physical postures called asanas, breathing exercises called pranayama, and meditation techniques. The goal of meditation, on the other hand, is to teach the mind how to achieve inner calm and a profound awareness. Ancient writings like the Bhagavad Gita and Patanjali's Yoga Sutras describe these techniques in detail.

• **Cosmology and Metaphysics:** Indian cosmology offers a comprehensive comprehension of the dynamics, structure, and origin of the universe. The metaphysical aspects of existence are explored by ideas like Brahman, which is the ultimate reality, Atman, which is the unique soul, and Maya, which is the illusion of the material world. These deep concepts are explored in the Upanishads and the Bhagavad Gita, which provide insights into the nature of reality and the meaning of existence.

• **Science & Mathematics:** India has a long history of excelling in mathematics and science. Scholars from antiquity in India produced important advances in disciplines including metallurgy, mathematics, and astronomy. Mathematicians from India like Aryabhata and Bhaskara are credited with developing the decimal system, the notion of zero, and important advances in algebra and geometry. Astronomical books such as the Surya Siddhanta offer in-depth analyses of planetary motions and other celestial bodies.

• **Literature and Arts:** A wide range of literary works and creative expressions that capture India's rich cultural and intellectual diversity are included in the IKS. The literary foundation of the IKS is comprised of classic books like the Vedas, Puranas, and epics like the Mahabharata and Ramayana. Additionally, Indian aesthetics and spiritual traditions are profoundly ingrained in a variety of artistic mediums, including as dance, music, and sculpture. IKS's comprehensive understanding of aesthetics and artistic expression is best illustrated by the Natyashastra, an ancient treatise on performing arts.

• **Environmental Ethics:** The Indian Knowledge System emphasizes living in balance with the natural world heavily. Indian culture and philosophy have a strong emphasis on environmental ethics. Ideas like the Panchabhutas (five elements) and Prakriti (nature) emphasize how interdependent humans and the natural world are. Natural resource protection, respect for all life forms, and sustainable living are all promoted in ancient scriptures and practices.

• **Education and Pedagogy:** Personalized and comprehensive learning are prioritized in traditional Indian education, as demonstrated by the Gurukul system. Education is viewed as a tool for developing practical skills, intellectual capacity, and moral principles. This approach revolves around the relationship between the mentor (guru) and the pupil (shishya), emphasizing experiential learning and the direct exchange of knowledge through mentoring.

Evolution of the IKS :

Indian civilization is resilient and adaptable, as seen by the development of the Indian Knowledge System. Over millennia, the Indian Knowledge System (IKS) has developed to mirror the advancement of Indian civilization in terms of intellect, culture, and spirituality. Its evolution may be followed across several historical eras, each of which made a distinct contribution to the vast body of knowledge that currently characterizes IKS. IKS continues to provide insightful analysis and useful answers for the modern world, both in its historical roots and in its present applications. The Indian Knowledge System continues to be an essential cornerstone for comprehensive growth, cultural preservation, and global contribution as we progress towards a Viksit Bharat in 2047. Following are different phases in the evolution of the Indian Knowledge System –

• **Vedic Period (c. 1500 BCE – 500 BCE):** The Vedic period, which is marked by the creation of the Vedas, the earliest sacred texts in Hinduism, is the source of the Indian Knowledge System. Indian spiritual and intellectual traditions are based on the hymns, ceremonies, and philosophical discourses found in the four Vedas—the Samaveda, Yajurveda, Atharvaveda, and Rigveda. During this time, the Gurukul system—a

conventional educational system—played a significant role in the oral transmission of knowledge. The Vedic scriptures were preserved throughout generations thanks to the strict memorization and recitation of knowledge imparted from teachers (gurus) to students (shishyas).

• Upanishadic Period (c. 800 BCE – 200 CE): The later Vedic period saw the emergence of the Upanishads, also called the Vedanta. These writings explore ideas like Brahman (the supreme reality), Atman (the unique soul), and Moksha (liberation), delving into metaphysical and philosophical issues. Ritualistic traditions gave way to reflective and introspective thinking during the Upanishadic era. The major Indian epics, the Mahabharata and the Ramayana, were also written during this time period. These works not only contained scientific, political, and social knowledge inside their stories, but also offered moral and ethical direction. Furthermore, throughout this time, foundational works in a variety of fields were created, demonstrating the wide range of knowledge in ancient India. Examples of these texts are the Arthashastra (political science) and the Natyashastra (performing arts).

• Buddhist and Jain Philosophical Traditions (c. 600 BCE – 600 CE): The growth of Buddhism and Jainism coincided with the advancement of Hindu philosophy, adding new layers to the Indian Knowledge System. The Tripitaka and other Buddhist texts, as well as Jain scriptures like the Agamas, made contributions to debates on ethics, metaphysics, and logic. Indian philosophy was impacted by the emphasis on compassion and nonviolence (Ahimsa), which has an impact on fields like environmental ethics and medicine. Scholars from all over Asia were drawn to Buddhist monasteries and institutions, such Takshashila and Nalanda, which rose to prominence as prominent centers of study. These establishments promoted intellectual interaction and the development of knowledge in disciplines including philosophy, mathematics, astronomy, and medicine.

• Classical and Medieval Period (c. 200 E – 1500 CE): Many scientific and mathematical traditions flourished during the classical era. Significant advances in astronomy, mathematics, and astrology have been accomplished by academics such as Aryabhata, Varahamihira, and Bhaskara. During this period, the decimal system and the idea of zero— which are essential to modern mathematics—were invented. In terms of medicine, Ayurveda is a holistic system of health and wellbeing that incorporates mental, bodily, and spiritual wellbeing. It was founded on the writings of Charaka and Sushruta.

Particularly renowned for its thorough explanations of medical procedures and surgical methods is the Sushruta Samhita. The synthesis of native and foreign knowledge also occurred during the medieval era as a result of greater interactions through trade and invasions. The diversity and extent of the Indian Knowledge System were enhanced by the assimilation of Persian, Arab, and subsequently European influences.

• Colonial Period (c. 1500 CE – 1947 CE): The Indian Knowledge System saw substantial difficulties and changes during the colonial era. Traditional knowledge systems were marginalized as a result of British colonial rulers introducing Western education and the English language. But there was also a renaissance of interest in India's intellectual legacy during this time. Scholars and reformers such as Rabindranath Tagore, Mahatma Gandhi, and Swami Vivekananda highlighted the importance of traditional knowledge and worked to incorporate it into contemporary education. Organizations such as the Indian Institute of Science and the Banaras Hindu University were founded with the dual goals of advancing scientific and technological learning and safeguarding religious and cultural customs.

• Post-Independence and Contemporary Period (1947 – Present): India has worked hard to bring back and incorporate its ancient knowledge systems with the latest scientific and technical developments since obtaining independence in 1947. The Indian Knowledge System has been documented, preserved, and promoted through government programs and scholarly research. Growing acceptance of the value of IKS in tackling modern issues has occurred in recent years. Ayurvedic holistic ideas are finding their way into contemporary healthcare, and yoga and meditation are popular worldwide due to their positive effects on both physical and mental well-being. Indian philosophy-based environmental ethics are being used in sustainable development strategies. The introduction of digital technology has made IKS even more accessible and widely disseminated, allowing a wider range of people to interact with and gain from this rich intellectual legacy.

Components of IKS:

Over thousands of years, the Indian Knowledge System (IKS) was established as a comprehensive and complex collection of philosophical, spiritual, and practical knowledge. The diverse range of disciplines and traditions that make up its components reflects the integrative and holistic character of Indian thought. Its intricate interweaving of parts reflects Indian thought's holistic perspective. The IKS provides vital insights and approaches for sustainable development, ethical governance, and holistic well-being as India moves closer to being a Viksit Bharat in 2047. Through comprehending and combining these various elements, we can create a future that embraces innovation and international cooperation while paying tribute to our rich history. Following are the components of IKS –

• Vedic and Upanishadic Knowledge: The oldest and most venerable collections of hymns, ceremonies, and spiritual wisdom in Hindu philosophy are the Vedas. The four primary groups of them are the Samaveda, Yajurveda, Atharvaveda, and Rigveda. The Upanishads, or Vedanta, are collections of writings that address

philosophical and metaphysical questions. They examine ideas that are the cornerstone of Indian spiritual philosophy, such as Brahman (ultimate reality), Atman (soul), and Moksha (liberation).

• Philosophical Systems (Darshanas): By emphasizing logic and epistemology, the Nyaya school concentrates on how to obtain reliable knowledge. The naturalistic Vaisheshika school divides the physical universe into a number of groups and elements. Samkhya is a dualistic philosophy that makes a distinction between Prakriti (matter) and Purusha (consciousness). The Samkhya-related Yoga system places a strong emphasis on mental and physical discipline in order to achieve spiritual emancipation. Mimamsa is primarily concerned with interpreting Vedic ceremonies and the Dharma (duty/ethics) precepts. One of the most well-known sub-schools of Vedanta, which derives from the Upanishads, is Advaita (non-dualism), which investigates the nature of reality and the self.

• Scientific and Mathematical Knowledge: Arithmetic, algebra, geometry, and trigonometry all benefited greatly from the contributions of ancient Indian mathematicians such as Aryabhata, Bhaskara, and Brahmagupta. India is where the decimal system and the idea of zero first appeared. Indian astronomers created complex models to describe eclipses and planetary motions. Notable works in this topic are the Aryabhatiya and the Surya Siddhanta. Ayurveda is a holistic approach to health and wellness that incorporates mental, spiritual, and bodily well-being. Books like the Sushruta Samhita and Charaka Samhita include a wealth of information about surgeries, medical procedures, and preventive care.

• Arts and Aesthetics: Bharata Muni's Natyashastra is a foundational work on performing arts, including dance, music, and theater. It presents Rasa theory, or the fundamentals of aesthetics. With an emphasis on rhythm, melody, and expression, Indian classical music (Carnatic and Hindustani) and dance styles (Bharatanatyam, Kathak, etc.) are essential to the country's cultural legacy.

• Social and Political Thought: The Arthashastra is a book on economic policy, military strategy, and statecraft, written by Kautilya (Chanakya). These writings, which include the Manusmriti, delineate the moral and social rules that regulate society structure and individual conduct.

• Spiritual and Ethical Traditions: Indian spiritual traditions are deeply rooted in the disciplines of yoga and meditation, which foster mental clarity, physical well-being, and spiritual development. One important work in this field is the Yoga Sutras of Patanjali. Indian ethical philosophy is based on the concepts of Dharma (righteousness) and Ahimsa (nonviolence), which have an impact on both individual behavior and society norms.

• Linguistic and Literary Contributions: Since most ancient documents were written in Sanskrit, it is considered India's classical language. It is well known for both its literary depth and grammatical structure. Indian literature is very diverse; it includes classical poetry, drama, prose, and works in several regional languages, as well as epics like the Ramayana and Mahabharata.

• Environmental and Agricultural Knowledge: In India, traditional farming methods place a strong emphasis on biodiversity and sustainability. Books such as Krishi Parashara shed light on traditional farming methods. Indian philosophy emphasizes resource sustainability and conservation in order to foster a harmonious coexistence with the natural world.

Scientific Advancement of the IKS:

The scientific achievements of the Indian Knowledge System (IKS) demonstrate a deep comprehension of the natural world and an unwavering dedication to intellectual inquiry. These advancements not only showcase the breadth of Indian scientific inquiry but also the inventive spirit that has defined Indian civilization for millennia. This section explores some of the major scientific contributions and advancements within the IKS, highlighting their significance and long-lasting effects. As India moves closer to a Viksit Bharat in 2047, the legacy of these scientific achievements can inspire modern innovation and innovation. Embracing the rich heritage of IKS can help build a future that honors traditional wisdom while fostering modern scientific advancements.

• Mathematics: Ancient India is where the idea of zero— both as a placeholder and a numeral—was first created. The principles for arithmetic operations using zero were developed by mathematician Brahmagupta in the seventh century CE, which was a ground-breaking development in the subject. India invented the decimal system, which includes the usage of digits 0 through 9. This approach made computations easier and established the groundwork for contemporary arithmetic. Trigonometry and algebra were greatly advanced by Indian mathematicians such as Aryabhata and Bhaskara.

Trigonometry's foundational ideas of sine (jya) and cosine (kojya) were first presented in Aryabhata's treatise, Aryabhatiya. A 14th-century mathematician named Madhava of Sangamagrama produced important advances in calculus, including as the infinite series for π (pi). His work was several millennia ahead of comparable advancements in Europe.

• Astronomy: Astronomer Aryabhata (476–550 CE) was a trailblazer who elucidated the reasons behind solar and lunar eclipses and suggested that the Earth spins on its axis. Numerous further astronomical investigations were made possible by his work, Aryabhatiya. This old book is an extensive astronomy treatise. It offers thorough computations for eclipses, planetary motions, and other astronomical events. The

techniques described in the Surya Siddhanta had an impact on Islamic and Indian astronomy. Texts such as the Puranas delve into the concept of the cyclic nature of time and the world, which is one of the sophisticated models of the cosmos that Indian astronomers devised.

• Medicine (Ayurveda): One of the key texts of Ayurveda is the Charaka Samhita, which is credited to the ancient physician Charaka. It covers a wide range of medical topics, such as diagnosis, treatment, and the ideas behind preserving longevity and health. Known as the "father of surgery," Sushruta wrote the Sushruta Samhita. This book describes surgical techniques, tools, and surgeon education programs. It is among the first publications that discuss cataract extraction and plastic surgery. The equilibrium of the body, mind, and spirit is emphasized in Ayurveda. It combines lifestyle routines, yoga, herbal medicine, and nutrition to support general health and avoid illness.

• Metallurgy: India in antiquity was known for its sophisticated metallurgy. An important accomplishment was the creation of Wootz steel, a superior grade of steel. This steel was exported to many countries throughout the world and was in great demand. The Gupta era (4th century CE) Iron Pillar of Delhi is proof of the sophisticated metallurgical abilities of ancient Indians. The pillar's ability to withstand corrosion for more than 1,600 years is evidence of the advanced methods employed in its construction.

• Architecture and Engineering: Indian architecture is recognized for its sophisticated engineering and design. Stupas, like the Great Stupa at Sanchi, and temples, like the Brihadeeswarar Temple, required highly developed geometric and structural engineering skills to build. Stepwells, canals, and reservoirs are just a few of the intricate water management techniques that the ancient Indian civilizations created. The Indus Valley Civilization's metropolis of Dholavira possessed a sophisticated water-saving system.

• Environmental Science: Indian traditional farming methods placed a strong emphasis on biodiversity and sustainability. The preservation of soil fertility and ecological balance depended heavily on crop rotation, organic farming, and the application of natural fertilizers. A great regard for the natural world is encouraged by old Indian writings and customs. Ahimsa, or non-violence, is a concept that embraces environmental conservation and preservation of natural resources.

Arts, Literature and Aesthetics of the IKS :

The rich tapestry of literature, aesthetics, and the arts that make up the Indian Knowledge System (IKS) has had a significant impact on India's intellectual and cultural legacy. These components of IKS offer everlasting insights into human creativity, philosophy, and spirituality in addition to reflecting the historical and cultural variety of the nation. These aspects of IKS offer insightful information and motivation as India works toward establishing a Viksit Bharat in 2047. It is possible to develop a more profound understanding of India's identity, improve cultural diplomacy, and encourage future generations to carry on these enduring customs by embracing and promoting this rich cultural heritage. The integration of IKS in contemporary education and practice can ensure that this heritage continues to thrive and contribute to India's journey towards sustainable and inclusive growth. This section delves into the arts, literature, and aesthetics of IKS, highlighting their significance and contributions to a Viksit Bharat 2047.

• Arts: Indian classical dance styles like Kathak, Manipuri, Odissi, Bharatanatyam, and Kathakali are artistic manifestations that also tell tales and address philosophical and spiritual issues. These dance styles, which capture India's spiritual and cultural ethos, are distinguished by their elaborate movements, expressive gestures, and lavish clothing. Indian classical music, which is classified into the Carnatic and Hindustani styles, is well known for its emotional depth, improvisation, and complexity. Indian classical music is based on the raga system, which offers a wide range of melodic options. The mridangam, veena, tabla, and sitar are examples of instruments that are essential to this musical tradition. Indian architecture, sculpture, and painting all exhibit a strong sense of spirituality and beauty. Prime examples of India's rich visual art legacy are the detailed carvings of the Khajuraho temples and the stunning murals and sculptures found in the Ajanta and Ellora caves. India is known internationally for its handicrafts and textile traditions. Indian artisans have passed down their skills to future generations, preserving and promoting everything from the exquisite stitching of Kashmiri shawls to the vivid hues of Rajasthani textiles and the exquisite craftsmanship of Banarasi silk.

• Literature: Known as the language of the gods, Sanskrit has a rich and varied literary history. The fundamental literature known as the Vedas, Upanishads, and Puranas delve into many facets of philosophy, spirituality, and ethics. Epic literature, such as the Ramayana and the Mahabharata, offer rich narratives that entwine moral precepts, mythology, and historical events. Kalidasa, Jayadeva, and Bhavabhuti are only a few of the notable poets who have influenced classical Sanskrit poetry. Works by Kalidasa, such "Shakuntala" and "Meghaduta," are praised for their profound philosophical insights and beautiful lyricism. The rich literary traditions of India's regional languages—Tamil, Telugu, Bengali, Marathi, and Hindi—are a result of the country's linguistic variety. The literary prowess of India's various areas is demonstrated by works such as "Tirukkural" by Thiruvalluvar, "Gitanjali" by Rabindranath Tagore, and "Silappatikaram" by Ilango Adigal. With writers like R.K. Narayan, Mulk Raj Anand, Arundhati Roy, and Salman Rushdie receiving praise from readers around the world, contemporary Indian literature is still developing. Their artistic endeavors delve into contemporary themes and socioeconomic concerns, mirroring the evolving socio-cultural terrain of India.

• Aesthetics: In the "Natyashastra," Bharata Muni developed the Rasa hypothesis, which is a fundamental idea in Indian aesthetics. It lists the following nine rasas (emotional flavors) as being necessary for experiencing art: Bibhatsa (disgust), Adbhutsa (wonder), Shanta (peace), Karuna (compassion), Raudra (anger), Veera (heroism), Bhayanaka (fear), and Shringara (love). Indian theater, dance, music, and literature have all been impacted by this notion. Indian architecture is a beautiful synthesis of aesthetics, spirituality, and form and function. Building design and construction are guided by the principles of Vastu Shastra, which emphasize harmony with the natural environment. Indian architecture is exemplified by iconic buildings such as the Taj Mahal, the Sun Temple at Konark, and the temples of South India. Indian philosophical traditions, such as Vedanta, Buddhism, and Jainism, have a profound influence on artistic expression, and this influence is reciprocated in aesthetics. Ideas like "Satyam-ShivamSundaram" (Truth-Goodness-Beauty) highlight how morality and beauty are inextricably linked in Indian philosophy.

Future Prospects of the IKS:

With great potential, the Indian Knowledge System (IKS) can help realize the goal of a Viksit Bharat (Developed India) by 2047. Integrating and reviving IKS can offer creative answers to today's problems as India moves closer to becoming a global leader, promoting sustainable development, cultural renaissance, and intellectual advancement. India can retain its rich legacy and open the door for creative responses to current problems by embracing and incorporating IKS into many facets of modern life. This section explores the future prospects of IKS across various domains –

• Educational Reforms and Integration: IKS can enhance students' educational experiences by giving them a comprehensive understanding of India's rich intellectual legacy when it is incorporated into the regular curriculum. In order to establish a closer bond with Indian culture and values, this involves studying classical sciences, ancient literature, and philosophical systems. New findings and applications on IKS may result from the establishment of specialized research institutes and the funding of multidisciplinary studies.

Innovative solutions in areas like agriculture, medicine, and environmental sustainability can be unlocked through collaborative research between classical scholars and contemporary scientists.

• Technological Innovations: Future generations will be able to access old manuscripts, writings, and knowledge objects thanks to the preservation and dissemination of these materials made possible by digital technologies. Online resources and digital archives can make IKS more widely accessible, encouraging scholarly cooperation and cross-cultural dialogue. New insights and applications may result from analyzing and interpreting enormous libraries of traditional information using artificial intelligence and machine learning. AI is able to provide predictive models based on conventional knowledge systems, recognize patterns, and assist in decoding complicated texts.

• Healthcare and Wellness: Comprehensive and allencompassing health solutions can be obtained by fusing modern medical procedures with Ayurveda, Yoga, and other ancient healthcare methods. This entails advancing natural remedies, individualized medicine founded on age-old wisdom, and preventive healthcare. The economy may be strengthened by elevating India to the top of the world wellness tourist rankings by encouraging traditional wellness practices. International tourists and health aficionados can be drawn to wellness facilities, retreats, and educational institutes that provide genuine traditional remedies.

• Sustainable Development: Using conventional ecological knowledge to address modern environmental issues can help advance sustainable agricultural, water management, and biodiversity preservation methods. Modern development projects can incorporate traditional methods such as organic farming, eco-friendly construction, and natural resource management. IKS provides insightful information on creating communities that are climate resilient. Current methods to combat climate change and natural disasters can be improved by utilizing traditional understanding of weather patterns, disaster management, and resource conservation.

• Economic Empowerment: In addition to preserving cultural heritage, supporting and advancing traditional crafts, textiles, and artisanal enterprises can generate sustainable livelihoods. Promoting entrepreneurship in these fields can boost regional economies and create job possibilities. Creating IKS-focused cultural tourism can accelerate economic growth. The local economy and cultural preservation can be bolstered by promoting historical places, cultural festivals, and traditional arts, which can draw tourists from both domestic and foreign markets.

• Cultural Renaissance: A cultural renaissance can result from promoting the creation and appreciation of traditional literature and the arts. Giving traditional writers, performers, and artists a forum can aid in the preservation and promotion of India's rich cultural diversity. India's soft power on the international scene can be increased by using IKS in cultural diplomacy. Global ties and mutual understanding can be strengthened by showcasing India's intellectual and cultural history through international collaborations, exhibitions, and cultural exchanges.

• Philosophical and Ethical Guidance: Teachings in philosophy and ethics from IKS can be used into contemporary education to support values-based learning. This involves putting a strong emphasis on moral principles, moral behavior, and social responsibility—all of which are crucial for holistic development. Using its rich intellectual heritage, IKS may lead the way in thinking about international concerns like justice, peace,

and human rights. Encouraging the values of compassion, non-violence, and universal brotherhood can support sustainable development and world peace.

Conclusion:

The vast and varied collection of intellectual and cultural heritage that has developed over millennia is represented by the Indian Knowledge System (IKS). By 2047, we want to have developed India, or Viksit Bharat, therefore it's critical to use IKS to help create a more inclusive, sustainable, and progressive future. This book chapter has examined the history, constituent parts, scientific developments, and significant influence of IKS on a range of fields, highlighting its applicability and importance in the modern world. A vast range of academic fields are included in IKS, including as physics, math, medicine, the arts, literature, and philosophy. Its all-encompassing approach to knowledge, which emphasizes how intertwined all facets of life are, offers a thorough foundation for tackling contemporary issues. IKS offers priceless teachings that are extremely practical today, ranging from traditional healthcare systems and profound philosophical ideas to historic architectural wonders and sustainable agriculture practices. In the context of education, including IKS into the curriculum can help students develop a stronger awareness of their cultural heritage and a stronger sense of self. In addition, it fosters multidisciplinary research and creative thinking, helping to close the knowledge gap between conventional thought and contemporary science. This combination has the potential to produce ground-breaking findings and uses, advancing science across a range of disciplines.

Innovations in technology are essential to the preservation and dissemination of IKS. Manuscripts preserved digitally, data analysis using AI and machine learning, and worldwide accessibility via internet platforms all contribute to the preservation of ancient knowledge while simultaneously bringing it up to date and making it useful for modern purposes. These technological advancements make it possible for knowledge to be shared globally, encouraging cross-cultural cooperation and enhancing the intellectual landscape. IKS has enormous promise for the healthcare and wellness industries. It provides all-encompassing solutions that combine contemporary medicine and traditional practices like yoga and ayurveda. Encouraging wellness travel, individualized care, and preventive healthcare can have a big impact on the country's health and GDP. The genuine and triedand-true methods based in IKS have a lot to offer the global wellness sector. Another important area where IKS may contribute significantly is sustainable development. Customary ecological knowledge and environmentally friendly behaviors offer priceless insights into biodiversity preservation, natural resource management, and the development of climate-resilient societies. These actions place India at the forefront of environmental care and are in line with global sustainability aspirations. An further encouraging possibility is the economic empowerment of communities through the resuscitation of traditional industries and the development of cultural tourism. Local economies can be stimulated and sustainable livelihoods can be created by promoting India's cultural history, stimulating entrepreneurship, and supporting artisans. IKS strengthens India's soft power internationally by encouraging cultural diplomacy and improving understanding between nations. IKS's ethical and philosophical teachings, which place an emphasis on virtues like compassion, non-violence, and universal brotherhood, offer a moral compass for dealing with world problems and advancing justice and peace.

In summary, the realization of the goal of a Viksit Bharat 2047 depends on the Indian Knowledge System. India can pioneer creative solutions for a sustainable and inclusive future while preserving its rich legacy by embracing and integrating IKS into all facets of modern life. India will lead the world into a prosperous and enlightened period through the harmonic fusion of traditional wisdom with modern achievements, significantly advancing knowledge and progress worldwide. The Indian Knowledge System will keep empowering and inspiring us as we go, helping to create a future that bravely explores new ground while paying tribute to our history.

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Challenges in Implementing New Education Policy 2020

Dr. Arundhuti Bhadra, Prof Gopal Deb Kantha

Abstract: Here discuss some challenges of the implementation of the new education policy in 2020. Opening new universities: Opening one university every week for the next 15 years to meet the target of doubling GER ratio in higher education by 2035. Funding: Increasing education spending from 4.6% to 6% of GDP, which amounts to around 2.5 lakh crores per year. Teacher training: Training teachers in the new curriculum and pedagogical needs. Inter- disciplinary higher education: Creating a cultural shift in the entire higher education ecosystem to focus on inter-disciplinary learning.

Introduction:

Gopal Krishna Gokhale proposed compulsory primary education for children aged 6 - 14 years in the contemporary legislation in 1910. The then British government did not agree. The purpose of colonial education was to impart education for creating clerks. They kept the scope of education limited within whatever was needed for ruling India. National education policy was made to serve the interest of those who made education their business. The principal eligibility is not talent: but monetary power. The principal purpose of education is to build human characters. Rabindranath Tagore harshly criticised model-based and machine-made education. Mechanically trimmed education is now being implemented in the name of National education policy. Here education is a commodity, and students are the customers. Our country is full of diversity of culture, language, religion. The system of one language, one syllabus, one board, and one examination cannot be valid here. The unity of our country is based on secularism; it is established on a federal structure and constitutional democracy. The basis of this constitution is under attack.

The Central Government published a draft national education policy on 1st June, 2019. The Central ministry sanctioned it on 29th July, 2020. The government claimed changes in national education policy were implemented after 34 years. It will change the ongoing education system (1).

Ten (10) important features of New Education Policy:

The Prime Minister Shri Narendra Modi in his speech on 7th August, 2020 highlighted the 10 principal features of the new education policy which will bring about positive changes in the national education system, which could not be achieved after independence. These are:

1. Pre-school education at the age of 3.
2. Teaching will be spread across a 15 years span, in the 5+3+3+4 format.
3. Students will be able to pursue their studies in either Science, Arts or Commerce stream.
4. Vocational training and apprenticeship system will be implemented from the 6th standard.
5. The load of Board examination will be lessened.
6. There will be syllabi for 3 or 4 years at graduation level. If anyone drops out in the middle, he/she will be awarded a diploma certificate. If he/she wants to continue later, he/she will be permitted to take up the course at the point he/she had left it. This is called 'Four year undergraduate program' (FYUP).
7. 50% of young men and women of the country will be a part of the graduation programme within 2035.
8. The national educational Institute will conduct bi-yearly examinations of college students.
9. The Government will decide the fee ceiling at the graduation level.
10. After completing 4 years of graduation, a student will not be required to do an M. Phil degree: he/she can directly enrol for a PhD degree.(2)

The two largest problems of education in our country at the graduation level are as following. Firstly, very few number of students can enter the higher education sphere; and secondly, the cost of education has risen phenomenally. The National education policy is silent on these two issues. According to the 2018-19 statistics, the Gross enrollment ratio of students enrolling for higher education is 26.3% of the total population of India. This ratio is much higher in other countries of the world. For example, in China 51%, in Iran 70%, in Indonesia 36% in Britain 60, in the USA 88 (3). The second problem is the widespread commercialisation of education. In the five year span of 2014-15 to 2018-19, the increase in enrollment in higher education was in private education sector. These private institutions have neither adequate infrastructure, nor sufficient teaching faculty. Except for a handful of private education institutions, the majority of these is a place where degrees are for sale (4,5,&6). No word has been uttered for closing these worthless institutions in the National education policy. Their regulatory bodies, that is the respective Universities, UGC, AICTE, MCI are keeping their eyes shut. Consequently, the standard of education is falling fast; and business in education is increasing at an alarming rate.

UGC, which was established (1953) by the relentless efforts of established scientists, social scientists, and educationists in the field of management of higher education has been virtually destroyed by the new education policy. The seven regional centers of the UGC, set up in several regions of the country: have been closed (7). It has been proposed in the National education policy all regulatory institutions will be abolished; and in its place only one central institution to be set up: Higher Education Commission of India (HECI). The Prime Minister will be the chairman of this body. There will be four central institutions under this Commission (i)

National Higher Education Registration Authority (NHERA) (ii) National Assessment and Accreditation Council(NAAC) (iii) Higher Education Grants Council (HEGC) and (iv) General Education Council (GEC). These institutions will be able to approve or cancel any type of educational institution. The state governments will have no right in the field of education virtually, except for allocation of funds. The National education policy will bring about an attack on the federal structure of the country and the place of education in the concurrent list of the constitution.

The worst hit students under the National education policy will be those belonging to the socio-economically backward SC/ST communities. The word "reservation" has not been used. Clause 30 of the Indian Constitution mentions establishing educational institutions for the education of minority communities and for the flourishing of their culture and language. In our country, Madrasa education plays a major role. According to the data of the minority department of the government of India, there are 24010 Madrasas in India. According to non-governmental sources, this number is more than 38,000 thousand. In West Bengal, there are 609 government recognised Madrasas; 685 non-recognised (8). "Madrasa education" has not even been mentioned in the whole document of the new education policy.

One significant aspect of this education policy is to establish multidisciplinary universities, higher education institutions, and some autonomous colleges in place of the existing sanctioned colleges. These institutions will be able to grant degrees/diploma/certificates in various subjects. According to the list published by the UGC in February, 2017, there are 37,204 colleges and 11443 other Stand alone Institutes in the country. Among these, only 4.3% of colleges have student strength of above three thousand. Will the remaining 95.7% of the colleges shut down? 22% colleges have student strength of below 1000. 62% of the colleges have student strength below 500 (9). In that case, will these institutions be closed down? As the result, GER will record a fall, rather than register an increase. IIT, IIM, IISC, Central Universities and Medical Colleges will be combined with these. From whose brain has come this peculiar proposition? What is the benefit of doing this?

The proposition for undergraduate courses is the Multidisciplinary approach. This means, anyone can study any subject from any stream. If anyone wants, he/she can study for 2 or 4 years. They can give up studies, and can take readmission when they wish. This means, the government, instead of discouraging the drop out system, rather it is positively encouraging it. Multidisciplinary approach does not mean Interdisciplinary approach. Interdisciplinary approach is current in various countries of the world. It is very much needed in higher education. But if we mix some chemistry with some mathematics and something of medical science with some history and some philosophy; it will result in a perfunctory knowledge of these various disciplines. This will facilitate the selling of degree/diploma by education businessmen; but it will not benefit higher education in any way. Online teaching-learning programme and Online examinations are stressed without considering the ground reality of the country: in spite of knowing that Digital divide exists. Stress is being laid on the ABC (Academic Bank of Credit) system. In the new education policy, certificate will be awarded if one studies for one year; diploma will be awarded after two or three years; and graduation degree after four years. Will this system be fruitful outside a professional course? Will these courses be regulated solely by market economy? There is not even a logical explanation of the very existence of such a course. New education policy is trying to market certificates instead of developing the human resource.

National education policy has mentioned three types of higher education institutions; 1. Teaching University, 2. University for Research, 3. Undergraduate college. This sounds fine, but higher education in which country of the world has dissociated teaching and research? University education means freedom of thought and creating a logical reasoning mind-set. Then why this idea of dissociating teaching and research? On this National education policy has more to say. It says that postgraduate syllabus will be of 1, instead of 2 years. Further, in a 4 years' postgraduate programme, students can earn degrees by conducting research and enter a PhD. programme. How many colleges are there in our country with an adequate infrastructure and a properly educated faculty? In this new policy, how will higher education be benefitted? There is no adequate and logical explanation of this.

Foreign universities will come to India to open their campus here. So that the 3 lakhs students who want to go abroad for studies, do not have to go there. Caught up in this dream, a proponent of open market economy has said; 'now Harvard in Haryana and Oxford in Orissa. Nobel laureate scientist of Indian origin, Ramakrishna Venkatraman has said no reputable University will be interested in setting up campuses in another country. Only those who want to do business, will be interested to do so (10). Probably, some third-rate universities of some country will be interested in opening campuses in India.

It has been mentioned in paragraph 4.18 of National education policy that a student can study classical languages like Kannad, Malayalam, Oriya, Pali, Persian, Tamil, Telugu at the school level. According to the census of 2011, Indians talk mainly in 121 languages; which are regarded as their mother tongues. 22 languages out of this belong to the 8th schedule of the Indian Constitution. Nobody regards Sanskrit as a mother tongue. 8.03% of the total Indian population use Bengali as their mother tongue, the second largest segment after Hindi. Then why is Bengali left out? Actually, if the country is to be identified to the students on

the basis of language: all acknowledged and constitutionally recognised languages need to be given equal importance.

Another important announcement of the National education policy is regarding digital empowerment. It is mentioned in paragraph 1.6 that teaching schedule in general, and 'anganwadi' training schedule have to be conducted through digital medium. In a country where 77 crores people do not get two square meals a day: is it possible to teach or train over the internet? Sample census of 2017-18 reveals that in our country, 14.9% of the rural population and 42% of the urban population use the internet.

Supply of electricity is mandatory for the use of the internet. In villages, 16% people do not get electricity supply for more than 1-8 hours; 33% get for 9-12 hours; and 47%, for not more than 12 hours. 6% of the population do not get electricity supply at all. Independence has divided Indians into two classes; poor and rich. Now an effort is being made to divide students in the name of digital teaching. As the result, a huge number of students will be left out of the reach of education. In order to apply this system, government has to ensure computer access, electricity availability and internet access in all parts of the country. Otherwise, some will get educated, while others will not: this disparity is unacceptable.

In the 60 pages sanctioned book of the National education policy, the word 'democracy' has not been used even once. Following Independence, our country has been treading the path of constitutional democracy. If education is not democratic and if the field of education is not kept open to independent thought: education remains incomplete. Education finds its fulfilment through the participation of teachers, non-teaching staff, students, parents and the society at large. The word "secular" does not find a place in National education policy. Indians want to see a united India. So, secular education is essential for keeping our country united; peaceful and leading her on the path of development. A blow has been aimed at the roots of this thought.

The new education policy has wholly remodelled the current educational system of the country. In its place it has brought in extreme centralisation, privatisation, and commercialization which will expedite social exclusion in education. As the more privatisation and commercialization there will be in education: its inevitable result will be social exclusion that is cutting off social majority from the scope of education. The aim of new education policy is never universal; it aims only to feed corporate interest (11). For a poor, multicultural, republican state like India: these attempts at centralisation, unconrolled privatisation and making education a field of corporate profit-making are not at all desirable.

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- Source: AISHE 2019. ☐ It has handed the entire education system over the "Mafia" and the "Corrupt".
- The term "education mafia" typically refers to a network of individual or organizations that may engage in corrupt practices within the education sector, such as cheating, bribery, fraud or other illegal activities.
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Student-centered Approaches in NEP 2020: A Paradigm Shift from Rote Learning to Critical Thinking in Indian Education

Ananjan Maiti, Sayan Acharya, Rooprekha Baksi, Mahamuda Sultana & Suman Bhattacharya

Abstract: The NEP from 2020 reflects a departure from India's traditional education systems, castigated as more of rote learning. This paper discusses the new paradigm shift as presented in the NEP 2020, with a focus on enhancing thinking skills, creativity, and conceptual learning. Specifically, by reviewing the policy documents, interviewing experts, and conducting comparative analyses, the paper establishes the general mechanisms through which changes proposed in NEP 2020 can transform envisaged curricula in the Indian education system. The study employs a concurrent research design to have a balanced view of the proposed changes through the use of a qualitative analysis of policy documents and expert interviews as well as quantitative surveys among teachers and students. The following innovations in NEP 2020 have been demonstrated to encourage critical thinking, as provided through this analysis; curricular changes, an experiential approach to focus on, integration of arts and science, enhancement of 21st-century skills, and assessment changes. The study discusses the ways in which teachers can be trained, school education can be restructured, and technology methods can be applied to implement these innovations. From these findings, it can be summarized that while the policy practice has a tight structure to introduce itself to this new paradigm, there are still some issues to deal with regarding teacher training, funds, and relations with the current examination. Finally, the contributions of this change can be realized to be multiple, such as improvement of learning, preparing individuals for jobs, and India to be a gain of knowledge economy. Finally, suggestions to operationalize the above proposal are phased implementation and programs for teacher development courses for their trainers, as well as actionable monitoring mechanisms.

Keywords: NEP 2020, Critical Thinking, Experiential Learning, Curriculum Redesign

1. Introduction:

The Indian education system has been criticized on the basis of their teaching policy which has long extended rote knowledge rather than the acquisition and application of rational knowledge. Though this approach is now familiar to the country's educational culture but it has been rising.

Even though the contemporary education system has been accused of neglecting students' preparation for the challenges of the 21st century (1). However, the issue of rote learning is far from being resolved at the moment, and the guidelines specified by the National Education Policy 2020 (NEP, 2020) can be seen as the start of a tremendous change in this matter.

The practice of rote learning in the Indian education system is a legacy of British colonialism when the British education system was imposed in India to produce clerks and administrative workers for the British. It continued well after independence and developed some sort of a realistic canon for education in India, which relies more on the ability to memorize and reproduce information.

Opponents of this totalitarian approach to knowledge dissemination say that it does not account for the creative thinking of students and rejects the conventional ways of problem-solving as required in the complex and unstable society of today (2). Furthermore, memorization, which was previously encouraged by the system, has been associated with pressures from tests among students. It has been described as being inefficient, particularly in the sense that recent graduates are simply not suitable for the purposes of today.

Thus, NEP 2020 is the comprehensive vision for educational improvement in India that includes all the aspects of reforms. Such type of thinking is the necessary precondition for taking serious steps in the field of education because it means that the future depends on teaching people how to think and how to solve problems. The ways in which the policy presents how teaching and learning may change, curriculum be reconsidered, and assessment developed do not seem strange and unrealistic; they seem to be quite appropriate. It becomes evident that the policy is not written and considered in isolation from the real state of things in the country, which means that it is quite realistic.

This paper looks at the shift that NEP 2020 seeks to achieve with regard to the mode of learning from memorization to critical thinking. Our research objectives are:

1. Breaking down the components of NEP 2020 that foster critical thinking and idea building.
2. To delve into the processes that have been advanced to help bring about this sort of change in the modalities of the teaching process.
3. To know some of the difficulties that are likely to be faced when passing from memorization to thinking.
4. To understand the possible implications of such a change to the learners, tutors, and the education system.
5. To offer guidelines on how the above reforms can be implemented best.

Therefore, this paper will endeavor to contribute to the discussion of educational excellence in India while also helping those policymakers, educators, and students who are keen to enhance educational excellence in India by giving a set of recommendations and understanding large and useful findings.

2. Literature Review:

Analyzing critical thinking in education, it should be noted that, analyzing the critical thinking theories, it could be stated that they originated from the works of writers like John Dewey, who defined critical thinking as thoughtful thinking in the education process (4). More recently, there has been a focus on the works of education theorists such as Paulo Freire, who built on these ideas and dismissed the 'banking' view of learning (which is similar to rote learning) and called for dialogical and problem-posing ones.

The NEP 2020 implies a significant paradigm shift in terms of value inclusion in the education system in India, especially the break from academic focus to intellectual capacity (Government of India, 2020) (5). This is due to the emerging global concern to move away from rote learning methods and focus on developing students' minds to prepare them for their generation (Scott, 2015) (6).

Technological approaches to learning, such as rote learning, have long been criticized because they help develop brain capacity but simply ask students to memorize and repeat knowledge in tests and tests (Mayer, 2002) (Processing) (7). In the Indian context, several researchers have identified the trend of rote learning processes and their consequences. Another author, Sinha (2016) (8), citing many Indian schools, mentioned that machine teaching was still dominant, which resulted in the weak intellectual skills of the students. In a similar vein, Banerjee et al. (9) (2016) found that while learning, there is a tendency among Indian students not to learn in such a way that they can transfer that knowledge to other situations due to rote learning.

On the other hand, critical thinking is the ability to analyze and test ideas and build new ones- a skill that is becoming increasingly important in journalism (Facione, 1990) (10). While stating NEP 2020, the achievements in these higher cognitive skills have been highlighted through interviews, observations, discussions, and research-based approaches or teaching-learning approaches (Government of India, 2020). This is consistent with the literature that the use of such active learning strategies works well for academic achievement as opposed to the traditional lecture approach (Freeman et al., 2014) (11).

However, the changes within the preferred ideas of teaching methodologies come with numerous difficulties. From the above work, Sriprakash (2012) (12) observes that rote getting to know is embedded deeply in the Indian education machine due to elements that encompass a massive mass of college students, examination stress, and trainer training. These system elements can be visible to have played a component in derailing the set imaginative and prescient, and consequently, the subsequent elements should be considered for the implementation of the NEP imaginative and prescient to be successful. Inculcating vital questioning talents in the newbies calls for ready tutors who're capable of nurture more hardcore getting to know capabilities (Paul & Elder, 2019) (13). Teacher professional development will, therefore, be quite important.

There are some rays of hope for the development of critical thinking in India through some program implementations. For instance, Banerjee et al. have noticed that the intervention which was aimed at the enhancement of the conceptual meaning in science, has affected the performance of the students in a positive manner for their ability to apply the given knowledge in practice. Equally, Muralidharan and Sundararaman 14 noted some of the effects of reforms that sought to lessen dependency on rote memorization as a strategy in examinations.

According to NEP 2020, it seems that the transition from rote learning to wisdom is possible only through massive and long-term steps toward social transformation, according to this policy. However, the NEP 2020 is overly optimistic. It is not too late to study neogenesis NEP, but for now, it is possible that critical phenomenological studies of the future will study the optimal forms of the implementation of lifelong learning practices considering the characteristics of the Indian. This large-scale policy direction can be considered positive when its goal is to transform the Indian education system, making it the best in the world and meeting the requirements of the XXI century.

3. Conceptual Framework:

The need to focus on specific policy excerpts concerning NEP 2020 and other connected documents findings lies in a detailed analysis of the scientific record, which covers such aspects of education as pedagogy, curriculum development, and assessment (15). This paper uses content analysis of the policy documents and thematic analysis of the qualitative data from interviews and case studies. The study was conducted during a period that may not allow us to determine the constant effect of the policy. Furthermore, the current COVID-19 outbreak has impacted the implementation of educational reforms, which could have an impact on our outcomes (16). Therefore, while elaborating on the NEP 2020, the government of India has recommended a shift from rote learning to the promotion of critical thinking and problemsolving skills (17).
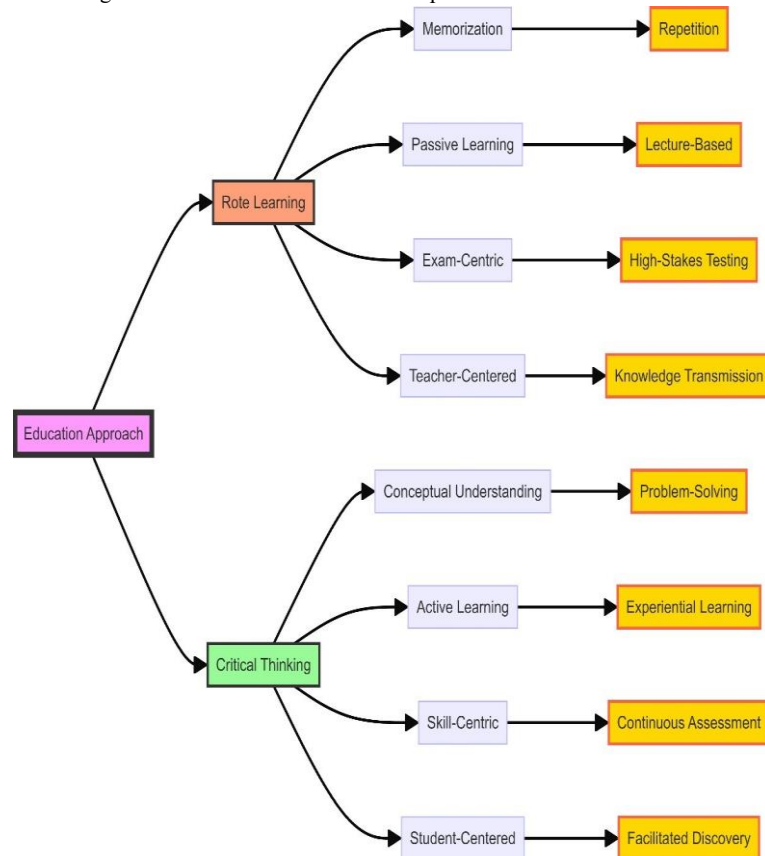
Figure 1. Framework- The Shift from Rote Learning to Critical Thinking in Indian Education under NEP 2020

Figure 1 encapsulates a clear and broad framework of the change map for Indian education paradigm designed by the NEP 2020. The following conceptual framework shows a shift from the old method of rote learning to the new, more critical methods of learning. The fact, the diagram is a hierarchical flowchart that maps out each educational philosophy and   all its aspects and features.

Thus, located at the top of the diagram, we have the primary concept to be examined, indicated by the node labeled "Education Approach." This node branches into two main approaches; It focuses on Rote Learning and Critical Thinking, Two branches that constitute the framework of NEP 2020 and define the shift that India's educational paradigm is set to undertake. The implementation of NEP 2020 regarding curriculum design focuses on the conceptual development and involvement of students against the traditional examination-oriented and teacher-oriented ways (18).

The "Rote Learning" branch, colored in light red to symbolize the traditional approach, is characterized by four key components: The "Rote Learning" branch, colored in light red to symbolize the traditional approach, is characterized by four key components: 1) Memorization: This component is focused on the capacity to memorize and reproduce knowledge, in this case, without being obligated to know its interpretational significance. 2) Passive Learning: This is a type of learning that focuses on whereby the learner is solely a receiver of knowledge in the classroom as opposed to being a receiver. 3) Exam-Centric: It centers on delivering the kind of education that will enable the students to perform well in standardized tests and any other examinations that are deemed crucial. 4) Teacher-Centered: In this model, one could note the equal reasons as to why the student belongs in the center, either the high amount of power of the teacher or facilitator and, on the other end, little or no involvement of the students.

In general, the quantitative data obtained from the survey is subjected to a statistical analysis to test the level of NEP 2020 roll out (19). The Memorization component is associated with the technique of Repetition. Repetition describes the process of memorizing since utilizing it means reviewing the material or content more than once. The passive learning component can be connected with the Lecture-based method since it focuses on the delivery of information through speaking and listening. The ExamCentric component is associated with the High-stakes testing component since the formal examination has an elevated significance level. The Teacher-Centered component is associated with the Knowledge Transmission technique, as could be seen in its title. In contrast, the "Critical Thinking" branch, shaded in light green to symbolize growth and innovation, presents four alternative components that NEP 2020 aims to foster: 1) Conceptual Understanding: This component deals with underlying concepts, in that someone should be one that understands principles and how different ideas are related. 2) Active Learning: It makes students get involved in the subject matter, asserting that it gives students a deeper understanding of the subject, hence making it easier to retain more. 3) Skill-Centric: This component stresses the inculcation of skills and skills along with fountains of knowledge

and information. 4) Student-Centered: This approach involves the learner as the center of the learning process, in that training in learning is with the individual learner in learning.

The domain of Conceptual Understanding is related to Problem Solving, wherein the latter theory indicates the application of the obtained experience. As for the interaction with other theories, Active Learning is related to Experiential Learning, which is reflected in applying the principle in practice. The ALA approach is bonded with the theory of skill-centric, which means that the evaluation occurs not at the end of the program but throughout the educational process, focusing on skills and competencies. Finally, the Student-Centered component is connected to the theory of Facilitated Discovery, wherein the educators can accompany the students who are searching for a way to build knowledge.

Thus, contrasting the two branches clearly demonstrates the distinctions in educational methodology between NEP 2020 and the previous methods of rote memorization. This conceptual framework gives readers a clear understanding of the change areas in the Indian education system under the new policy, which in turn helps them understand the educational paradigm shifts.

4. Key Features of Nep 2020 Promoting Critical Thinking :

NEP 2020 introduces several key features aimed at promoting critical thinking and moving away from rote learning: 1) Curriculum redesign for conceptual understanding: The policy emphasizes the need for a curriculum focusing on center standards and key ideas in place of excessive elements and memorization (20). 2) Emphasis on experiential studying: NEP 2020 advocates for real-life experiential analyzing techniques, which include projects, area journeys, and internships. Integration of arts and sciences: The policy promotes a multidisciplinary technique, breaking the rigid boundaries among arts and sciences to foster more holistic thinking. 3) Focus on 21st-century skills: Critical thinking, creativity, collaboration, and verbal exchange are emphasized as vital abilities for the future group of workers. 4) Reforms in assessment (21): The policy proposes a shift from highstakes examinations to more non-stop, formative assessment strategies that evaluate conceptual knowledge and application of expertise.

5. Traditional Rote Learning and NEP :
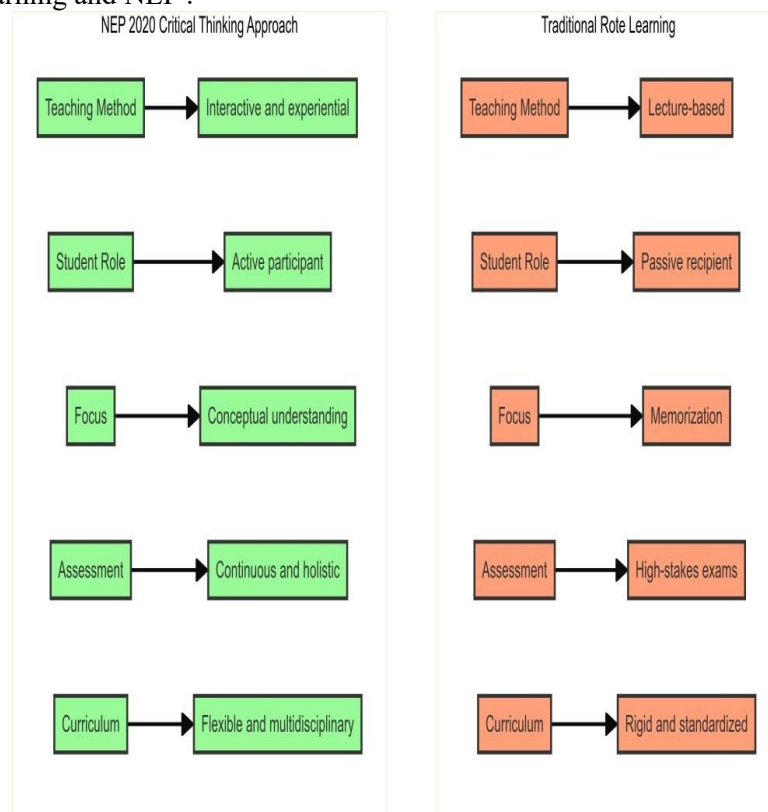
Figure 2: Traditional Rote Learning vs NEP 2020 Critical Thinking Approach

This comparative chart visually represents the key differences between the traditional rote learning methods and the critical thinking approach proposed by the National Education Policy (NEP) 2020 in India (22). The chart is divided into two main sections, each representing one of the educational approaches.

Key components compared:

Aspect	Traditional	NEP 2020
Teaching Method	Lecture-based, emphasizing one-way transmission of information.	Interactive and experiential, promoting engagement and hands-on learning.

Student Role	Passive recipient of information with limited active participation.	Active participant in the learning process, encouraging inquiry and exploration.
Focus	Memorization of facts and figures without necessarily understanding underlying concepts.	Conceptual understanding, emphasizing the grasp of fundamental principles and their applications.
Assessment	High-stakes exams, often determining a student's future based on performance in a few crucial tests (23).	Continuous and holistic assessment, evaluating various aspects of student development over time.
Curriculum	Rigid and standardized, often not adaptable to individual student needs or changing societal demands (24).	Flexible and multidisciplinary, allowing for personalization and integration of diverse ubjects.

Table 1. Comparative analysis highlights the paradigm shift that NEP 2020

The parallel structure in table 1 allows for easy comparison between the two approaches across different aspects of education. This comparative analysis highlights the paradigm shift that NEP 2020 intends to convey to the Indian education system. It shows how the gadget is trying to transport away from passive getting-to-know, based on reminiscence, to an extra lively approach based totally on feedback.

These changes are designed to improve students' critical thinking, creativity, and adaptability, better preparing them for the demanding situations of the 21st century. The table is a powerful visual to help readers recognize the foremost modifications proposed by NEP 2020 in India's education system.

5.1 The Critical Thinking Skills Pyramid :
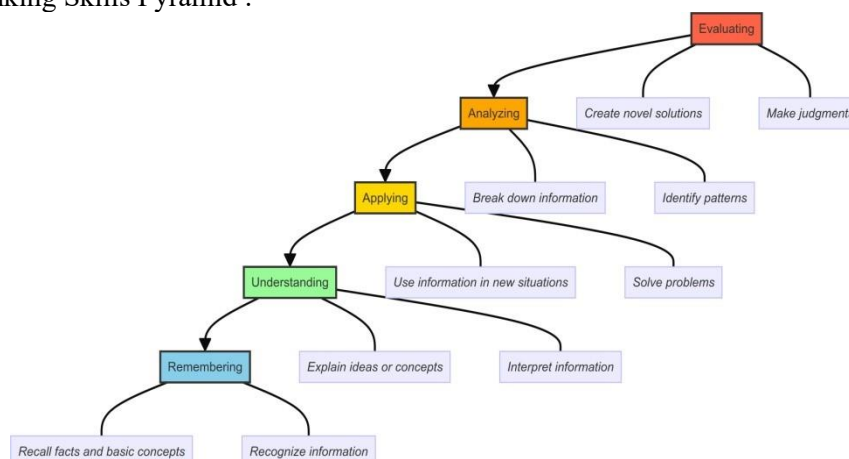
The Critical Thinking Skills Pyramid, as shown in Figure 3, provides a comprehensive visual representation of the critical sequence of inquiry skills that the National Education Policy (NEP) 2020 aims to develop for Indian college students of the s. Based on a model of Bloom's Taxonomy, this pyramid reveals five psychological abilities, each building on the previous one to culminate in a rigorously high puzzle. At the bottom of the pyramid, which is light blue in color, is the 'Remember' degree, representing the basic abilities to recall facts and recognize information. While often associated with tacit knowledge, this degree is an important building block for systematic thinking. Moving up, the 'Understanding' level, depicted in light green, indicates the ability to explain principles and interpret information, marking the beginning of deeper understanding.

Shown in gold shade represents the potential to use received know-how to new situations and solve issues, indicating effective learning. As we climb, the orange-colored 'Exploration' stage suggests extra advanced capabilities, which include classifying complex records and identifying patterns, key components of important questioning. At the pyramid's apex, the 'Evaluating' level, highlighted in tomato red, embodies the highest order of critical thinking skills, including creating novel solutions and making informed judgments. This color gradient from cool to warm tones visually reinforces the progression from basic to advanced skills. The pyramid structure illustrates the hierarchical nature of skill development and emphasizes that advanced critical thinking is built upon a strong foundation of more fundamental cognitive processes. This visual illustration aligns perfectly with NEP 2020's vision of transforming Indian education from a system heavily reliant on rote memorization to one that cultivates highlevel analytical and evaluative thinking skills. It provides a clear roadmap for educators to develop students' critical thinking abilities systematically, offers guidance for curriculum layout and assessment strategies focused on different cognitive levels, and underscores the multifaceted nature of critical thinking as a complex set of interrelated skills rather than a novel capability. By incorporating this pyramid, NEP 2020 acknowledges the importance of foundational

knowledge while simultaneously pushing towards more sophisticated cognitive skills, thereby presenting a balanced and comprehensive approach to educational reform in India

6. Mechanisms for Implementing the Paradigm Shift:

NEP 2020 outlines several mechanisms for implementing the shift from rote learning to critical thinking. Teacher training and professional development: It, consequently, outlines that sustained upgrading of educators is important so that they can impart skills of important reasoning to rookies. Restructuring of school schooling: Coming up with the brand new five 3 three 4 model is assumed to offer a better method of mastering. Integration of generation in learning: It additionally requires embracing technology in new methods of learning and obtaining digital skills. Promoting multilingualism and language flexibility: The motive of this technique is to increase competency and keep cultural richness. Emphasis on early formative years care and training: The outcomes of the early years getting to know coverage well known that thinking competencies are advanced within the early years.

7. Challenges, Impact Assessment, and Recommendations for Effective Implementation:

However, the following issues can still be observed in executing this educational change as envisaged in NEP 2020. Influences of resistance to change are prevalent in the educational institution's teachers' readiness and orientation. Deficits and limitations of educational funding and facility structure. Social and parental expectations. Adherence with the current examination systems.

Therefore, the capacity consequences of any such change are not insignificant and affect various spheres of organizational existence. The short-term consequences are probably to include resistance and model tactics. In the long term, the outcomes could bring about better studying and the acquisition of employability and innovation abilities. Performance signs consist of an upward push inside the ranges of college students' higher-order wondering abilities, a rise in their problem-fixing abilities, and more desirable creativity talents among college students. The prospects for the development of better education and the situation's affiliation with employment are massive, which makes for a more professional and bendy population.

Based on our analysis, we offer the following recommendations:

A slow process that allows for amendments to accommodate and enhance learning. Teachers' training programs that focus on changes to instructional practices. Culturally relevant learning materials with critical thinking processes. Community relations to enhance awareness and support for transformation. An ongoing assessment will be conducted to chart progress and address subsequent issues.

8. Conclusion:

The prospect of the NEP 2020 is to enhance the Indian education system's metamorphosis from the conventional drudgery-based education system to a creativity and conception-based learning system. However, issues like resistance to change, lack of preparedness from the teachers, inadequate resources, and related infrastructures have not changed. It can promote better learning results, improve job skills, and strengthen innovation capabilities. It remains suggested that an effective plan for implementing such recommendations entails phased implementation, training of the teachers, production of culturally sensitive teaching materials, parental community involvement, and monitoring and evaluation. The gain for individual students is tremendous, apart from being a catalyst for India's vision as a knowledge power. It is a process that has to be supported by all of the involved actors and that can constantly learn from practice and adaptation to improve intervention methods and address new issues and needs.

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India's Path to Educational Excellence

Bapita Roy, Saikat Majumder & Suparna Maity

Abstract: Education is opportunity India on the path to education greatness. This journey includes policy reforms, technological upgradation and adaptability in teaching practices. India has the 2nd largest population in the world and providing quality education to such a large, diverse group of individuals comes with its inherent set of unique challenges. But they have made a lot of advances over the last years. The National Education Policy (NEP) 2020 has a huge role to play in this transformation. This policy is nothing short of one that wants to do away with the current education system and start anew, from focusing on holistic learning and student-centric approach. According to the National Education Policy, learning design takes into account critical thinking and creativity beyond standard textbooks in integrated ways. It also called for a technology driven orientation in the classrooms, Digital Literacy and robust online education platforms. These changes are even more crucial in light of the COVID-19 pandemic. Access and equity is central in the educational reform agenda of India. Initiatives are being taken for bridging the rural-urban education divide. For example, programmes like the Samagra Shiksha scheme seek to provide education that is inclusive and equitable for everyone by battling gender inequality in education; challenges around economic accessibility of quality schooling; as well as regional disparities. However, equally important is teacher training and professional development. Educator development via ongoing learning to learn modern teaching - teach effectively with technology There will be a parallel gain in the overall students' performance as well and hence it is believed that an improvement of teacher quality shall lead to lifelong learning. India has, too, witnessed growing PPP in education landscape. Such partnerships can enhance educational facilities, establish new syllabuses and support the vocational training. The initiative is designed to better link education with the needs of industry, preparing students directly for jobs and pushing innovation. To summarize, India should be looking at changing the policy of education with a tech friendly ecosystem as well and making sure that it is inclusive along with going for more teacher professional developments. While there is a long road ahead of further change, current initiatives are modifying the Indian education system. This change heralds a future where every kid can truly become all they genuinely are. Originating a slow and steady change can take India on the fast track of educational advancements with sustained dedication and combined endeavour.

Keywords: Policy Reforms, Technological Upgradation, Holistic Learning, Equity, Teacher Development.

I. INTRODUCTION:

India has embarked on a journey towards excellence in education [1-4]. With the development of history and the continuation of modern reforms, the effort to improve becomes stronger. As the world's second most populous country, India faces some unique educational challenges and opportunities. India is a diverse country populated by people from different economic, cultural and linguistic backgrounds; but the evolution of the workplace in India has changed over the years. Governments and other stakeholders are working hard to create inclusive education that meets the needs of everyone. This page covers various aspects of India's education system and focuses on key policies, technological developments and innovations that will shape the future of education in India. Education in India is a rich journey with a rich history filled with dreams of learning and advancement. The country, which is the second most populous country, has special problems and development in education. In ancient times, Nalanda Temple and Tashashila Temple were the most famous schools of thought and the birthplace of creativity. However, the tendency to view Indian education as a British interest rather than an Indian need has had a lasting impact on Indian education today. After independence in 1947, the Indian government took significant steps to improve and expand its education system to eliminate regional disparities and financial barriers to school enrolment. However, there are still problems such as underdevelopment, population growth and unbalanced development in the region and society. However, the education policy has changed recently with the publication of the National Education Policy (NEP) 2020 [5-8]. Eliminate the memorization process. The NEP 2020 document also discusses the integration of technology and education, encouraging the use of digital tools and online platforms in today's teaching. Due to the Covid-19 pandemic, a focus on technology is more important than ever as it demonstrates the need for reliable online education. Additionally, NEP 2020 aims to bridge the gap between urban and rural areas by addressing issues related to participation in education and providing frivolous opportunities to communities. This chapter explores various aspects of education reform in India, including key policies, technological advancements and new trends that will shape the future of education in India. This chapter provides sufficient information about these limitations to enable us to understand India's progress in terms of achievements and future prospects.

II. NATIONAL EDUCATION POLICY (NEP) 2020

The National Education Policy (NEP) 2020 [9-11] is the founding document of education reform in India. This is more of a grand policy to alter the education landscape in India from its roots altogether, and bring about a new dawn of future competitive learning.

A. THE VISION OF NEP 2020

The vision of an inclusive, practical and-entirely- modern education in India The policy aims at facilitating integration of comprehensive education with traditional higher academic education. The laws

principle is that schools need not only to develop young people who know things (and then can pass tests) but also has the critical skills in thinking and problem solving.

B. JOYFUL AND HOLISTIC EDUCATION

One of the major changes that NEP 2020 is going to bring in our country, is a shift towards joyful and holistic education. Traditional Education System in India is based on curriculum and syllabus more than anything else. That is where NEP 2020 differs positively in terms of teaching. This bold approach fosters authentic inquiry, critical thinking and application to the world beyond school. The policy also endorses learning that allows students to do more of the thinking in class, resulting in better comprehending and absorption.

C. CRITICAL THINKING AND CREATIVITY

At the core of vision NEP 2020 The policy relates to teaching that arouses curiosity and the tendency of students to ask, question and analyse information. It is envisaged that the NEP 2020 will foster an ecosystem to promote critical and creative thinking among students, so they can deal with contemporary challenges. With an emphasis on critical thinking and creativity, the goal of which is to provide students with skills for life in an interconnected world. Among others, NEP 2020 open economy in education is also some other salient features of National Education Policy:

D. TECHNOLOGY INTO A CLASSROOM

The another imperative part of the manner that we train will be extended to incorporate computing and generation. The initiative promotes the integration of digital technology and internet, thus aiming to strengthen teaching-learning experience. That means providing schools with technology and training educators to properly use digital resources. The COVID-19 has made the strides in technology appearance more significant as schools were mandated to pivot swiftly from face-to-face learning dough chief away. The NEP 2020 acknowledges the role technology can play in making education more interactive, engaging and accessible.

E. THE IMPORTANCE OF DIGITAL LITERACY AND ONLINE EDUCATION

As a part of NEP2020, digital literacy plays a huge role. The policy emphasizes digital literacy as key to student success in school and career opportunities. One of the way how NEP 2020 helps in improving online classes is by promoting Online course creation and refresher courses for teachers as well students. In this virtual environment, these platforms provide various learning materials ranging from an interactive session to a virtual classroom which makes the process of learning simple and easier.

It gives students the kind of digital aptitude required to succeed in today's information economy, so they can lay claim upon the 21st century opportunities and deal with its challenges. All in all, the National Education Act, 2020 is a blueprint for overhauling Indian education. NEP 2020 focuses on holistic learning, critical thinking, creativity and technology integration hence laying the foundation for a more sustainable, dynamic and future-oriented education.

III. ENHANCING ACCESS AND EQUITY IN EDUCATION

A significant challenge in India's education system has been ensuring that all children have equal access to quality education. Addressing this issue is a major focus of the NEP 2020 and other educational reforms.

A. BRIDGING THE URBAN-RURAL DIVIDE

One of the most pressing issues in Indian education is the disparity between urban and rural areas. In cities, schools often have better facilities and resources compared to those in rural regions. This urban-rural divide creates unequal educational opportunities for students. To bridge this gap, the government is investing in the development of rural schools and providing resources to improve their infrastructure.

B. THE SAMAGRA SHIKSHA SCHEME

The Samagra Shiksha scheme is a comprehensive program aimed at providing inclusive and equitable education for all. Launched in 2018, this scheme brings together various existing educational programs into a unified approach. Its goals include improving the quality of education, increasing enrolment rates, and reducing dropout rates.

C. ADDRESSING GENDER INEQUALITY

Gender inequality is another major issue in Indian education. Historically, girls have had less access to education compared to boys. The NEP 2020 addresses this issue by promoting policies that support girls' education and work towards closing the gender gap in schools. Programs aimed at increasing school enrolment for girls and creating a safe and supportive learning environment are key aspects of this initiative.

D. SOCIO-ECONOMIC BARRIERS

Socio-economic factors also play a significant role in educational access. Children from low-income families often face barriers such as lack of transportation, inadequate school supplies, and the need to work to support their families. The NEP 2020 and other schemes aim to address these barriers by providing financial support, scholarships, and free textbooks to students from economically disadvantaged backgrounds.

IV. ADVANCE TEACHER AID TRAINING AND DEVELOPMENT

The heart of a good education system is the teachers. How they perform their skills, knowledge and how they teach students directly contrasts with the experience of leadings: The execution is contingent on them. This is why Educational reforms in India have focused heavily on the training and capacity development of teachers.

A. CONTINUOUS PROFESSIONAL DEVELOPMENT

The NEP also stresses [12-13] the need for lifelong professional development of teachers. The most amazing thing about Fiverr is, it also facilitates a constructive system of professional development using periodic training sessions, online courses and workshops. These opportunities are intended to help educators stay current on innovative new educational approaches, technologies and best practices. Through the creation of these programs, teachers are able to further develop and grow as educators in order to keep up with advances in education. Some methods of professional development may be teaching to modern education standards, often using new curriculum or assessment tools (such as those supplied by the school district). Through workshops, teachers experience hands on practice and practical advice that can be used in a cooperative setting to develop new methods. With the watch-on-the-pc courses comes flexibility and access to teachers who can further develop themselves from anywhere at their chosen time.

B. MODERN TEACHING SKILLS

NEP 2020 training programs prioritize empowering educators to succeed in the current education environment. This includes:

C. PEDAGOGICAL TECHNIQUES

Teachers are trained in innovative teaching practices which makes instruction more than merely rote learning. These strategies are targeted to hone critical, creative and problem-solving skills of the students.

D. DIGITAL TOOLS

Technology in education and NEP 2020 reinforcements of it. They learn to use contemporary digital tools and resources efficiently in the class. This has also meant that they have begun to integrate multimedia content, interactive software and online platforms into the methods of teaching.

E. STUDENT ENGAGEMENT STRATEGIES

Effective teaching involves engaging students in the learning process. These strategies are developed systematically through training programs so that student interest is kept alive, they participate in the activities and learn an interesting flow of learning. The NEP wants to open up this dynamic and make education a more effective experience as a result. Teachers themselves learning modern teaching ways can quickly take up the multiple needs of their students and provide an inclusive & supportive class environment.

F. THE IMPACT OF BETTER TRAINING

This investment in capacity building of teachers touches the cores of any education system. There are several positive ramifications to teachers having received high-quality training and professional development:

G. POWERFUL CLASSROOM MANAGEMENT

Teachers who are well trained understand how to properly manage their classrooms They will understand how to overcome different obstacles, uphold compliance and establish constructive learning ambiance.

H. IMPROVED INSTRUCTIONAL QUALITY

Teachers who possess the most recent knowledge, can provide an improved quality of instruction. They can present resources in a better manner, teach through various methods and keep the learning environment more fun & engaging for students.

I. STUDENT ACADEMIC GROWTH

Effective teaching directly affects better student performance The result is a more interesting and holistic educational environment for students, who consequently do better on tests and show higher levels of both professional achievement and personal passion in what they learn.

J. LIFELONG LEARNING

NEP 2020 reinforces the importance of lifelong learning among teachers through a culture of continuous improvement and professional growth. The commitment to continuous improvement is what keeps educators dedicated and excited about the profession.

The endeavour of NEP 2020 towards enriching teacher training and professional development is a step in right direction to further improve education standard across the country. This policy exists to arm educators with current knowledge, skills and mind set so that they can contribute towards an efficient education system grounded in diversity.

V. EDUCATION PPPS PUBLIC-PRIVATE PARTNERSHIPS (PPP) IN EDUCATION

In fact, education is an area where public-private partnerships (PPPs) are growing substantially; the government of India, for instance has shown great interest in developing PPPs in this sector. Such

partnerships between government and private educational organizations aid us in evolving different faces of the education ecosystem.

A.   UPGRADING PEDAGOGICAL INFRASTRUCTURE

PPPs have a major role to play in ensuring the upgradation of educational infrastructure. School facilities built and maintained by government, private companies or The non-profit organizations. This includes building new classrooms, renovating old buildings and providing all necessary equipment right now.

B.   DEVELOPING NEW CURRICULA

Curriculum development is further aided by public-private partnerships. Provides private organizations to educators and policymakers for the development truly rich curriculum of today. The curricula cater to the students' requirements and are in sync with that of industry standards.

C.   VOCATIONAL TRAINING PROGRAMS

Another realm where PPPs are playing a role is vocational training. Prepare students to enter specific sectors of the job market with practical, concrete skills they can use on day one in their new field as such, the objective is to better prepare students for work and set them up with appropriate job training.

D.   EDUCATION SHOULD BE DEMAND DRIVEN

This is because we work closely with the public and private sectors to make sure that our education programs are demand drive.

Collectively, the partnerships hope to create a bridge between what students are learning in school and what employers need from job candidates.

E.   PROSPECTS AND CHALLENGES IN INDIAN EDUCATION

In spite of great strides, there remain considerable barriers. Another challenge will be to take the next steps in developing our education system.

F.   INFRASTRUCTURE NEEDS

Even to this day, several schools in different parts of India lack proper infrastructure. This covers the likes of lack of teachers, over enrolment in schools, not enough materials for learning or belowstandard facilities. And these points are important because they keep education in question that should be disciplined to make it possible for no school age child.

G.   QUALITY OF EDUCATION

However, establishing an excellent education for beginner students everywhere is significantly simpler said than done Instructional modalities, curricula and educative practices need constant appraisal and fine-tuning. Understanding more can be done to educate every student effectively

H.   FUNDING ISSUES & EDUCATIONAL DISPARITIES

Adequate funding is necessary for sustaining educational reforms and initiatives. The more money that is put into education, the better off we all will be and while it has been improving in some funding aspects for state schools etc there still needs to be more financial backing from both government and non-government sources. However, limiting the cost-effectiveness and efficiency of these funds will largely depend on how efficiently funding reaches schools - and more importantly that it is allocated equitably among the students. While educational disparities by region, gender and socio-economic status have been narrowed down; Long-term, continuous action can be taken to address these inequities. That range from targeted programs helping poor children to making sure all free-range grandmothers' grandchildren have an equal chance at success. Future Directions for Educational Excellence.

VI. CONCLUSION

India is on an inspiring journey towards educational greatness, driven by significant policy reforms, technological advancements, and innovative teaching practices. The National Education Policy (NEP) 2020 is a cornerstone of this transformation, promoting holistic and student-centric learning that goes beyond traditional textbooks. The NEP emphasizes critical thinking, creativity, and the integration of technology, making education more interactive and accessible. Public-private partnerships are playing a crucial role in enhancing educational infrastructure, developing new curricula, and providing vocational training. These collaborations help align education with industry needs, preparing students for the job market. Despite the progress, challenges remain, such as inadequate infrastructure, funding issues, and educational disparities. Addressing these challenges requires sustained commitment, collaborative efforts, and continuous innovation. Investing in teacher training and professional development is essential for improving instructional quality and student performance. By embracing these strategies, India can create an inclusive, equitable, and dynamic education system. This will ensure that every child has the opportunity to reach their full potential, paving the way for a brighter future. With dedication and collective effort, India can achieve educational excellence and empower its citizens for generations to come.

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The Education with NEP 2020: A Close View

Madhumita Nandi

Abstract: The motto of introducing National Education Policy or NEP 2020 is to remove any disparity from the academic field and to bring the whole India under the umbrella of single education policy and thus to bring the uniformity in the field of education. "an education system rooted in Indian ethos that contributes directly to transforming India, that is Bharat, sustainably into an equitable and vibrant knowledge society, by providing high quality education to all, thereby making India a global knowledge superpower." The five pillars of this education system is- Access, Equity, Quality, Affordability, and Accountability. This is important to improve the holistic quality of the youths and to prepare them for a more challenging career in future. Through this education system the students will increase in foundational skills' of literacy and numeracy and 'higher-order' skills instead of cognitive skill only. Critical thinking and problem solving will also special part of it. The first and foremost requirement to be a responsible future citizen is have a sound social and emotional skills too. This is ensured to be taught in this policy is termed as 'soft skills' -including cultural awareness and empathy, perseverance and grit, teamwork, leadership, communication, among others.

Again, this policy proposes the revision and revamping of all aspects of the education structure, that includes the school regulation and governance, which will cater the need of a new system, unavoidable to imbibe for producing a new generation of students which is aligned with the aspirational goals of 21st century with India's tradition, culture and value system. Technology will be integrated with education through several existing as well as proposed initiatives, including specially designed text books to attract the interest as well as fulfil the inquisition of the new age students, high quality e-content for capacity building of teachers and learners, question banks based on learning outcomes, etc. The policy also notes the establishing of primary schools in a short interval, so that, the access to education would be easier cross the country. The remote schools with very limited resource of students will be developed too, though it makes operationally complex to deploy teachers and critical physical resources. Therefore, the Policy recommends that multiple public schools can be brought together to form a school complex or any innovative grouping mechanism for efficient governance. The policy pays more importance on Quality Education across all stages of School Education. Quality education does not mean only a text-book centred education, but also a mind-crafting and character-building experience, that will positively make a more potential future citizen.

The higher Education will be privileged through accepting NEP, 2020, as it would provide valuable insights and recommendations on various aspects of education which has become obvious presently ; that are undoubtedly multidisciplinary and holistic education, institutional autonomy, promotion of quality research through establishment of National Research Foundation. To make it profitable to the core, continuous professional development of teachers, integration of technology, internationalization of higher education, restructuring of governance and regulatory architecture, multidisciplinary curricula, engaging blended, pedagogy, valid reliable and blended assessment and availability of content in Indian languages also to be assured. The specialists are expecting the policy to bring long-lasting positive impact on the education system and making India a global hub of skilled manpower during the 'Amrit Kaal', the next 25 years that will lead up to Developed India in 2047. The policy makers have accepted that, its implementation is only possible through the collective efforts of Centre, States, UTs, HEIs, Regulating Agencies / Regulatory Bodies and all other relevant stakeholder's wholehearted effort.

Introduction:

The Indian government's New Education Policy is referred to as NEP. It was drafted in 1986 and was modified for the last time in 1992. It was a momentous announcement in the election manifesto by Modi-led BJP Government to create a new education policy, or NEP, bringing about a drastic change in the education sector.

In July 2020, the Union Cabinet of India approved the New National Education Policy (NEP) with the aim to bring modern reforms in the Indian education system from the school to the college level. This policy pointed on the view to make India a 'global knowledge superpower.' It is also remarkable that, with the introduction of NEP in 2020, the Ministry of Human Resource Development was identified as the Ministry of Education.

There have been three education policies after India got its freedom, the NEP 2020 is the newest addition with an expectation to bring comprehensive reform in the education sector. Now a days, it has become obvious to comprehend the aim and objective of NEP by each and every citizen who is related to the academic sector.

The main mission of NEP 2020 is to make education universally accessible from primary to secondary level by the year 2030. Education should assist to build a relationship between the learner and society at large. Every child is special and has the right to get basic education, so, it is the responsibility of the government should make better provisions for them.

New System of Education 2024:

After a prolonged discussion by the academicians, the new education policy was adopted by the Modi government. The wellknown and age-old education structure of 10 + 2 has been fully eliminated in the new education policy. Till the date our country was based on the educational curriculum of 10 + 2, but it will soon be based on 5+ 3+ 3+ 4. This is evident that one-half is from primary to second grade, the second portion is from third to fifth grade, the third part is from sixth to eighth grade, and the last part is from ninth to 12th grade. This is not very easy to accept and understand within a very short duration, but it is hoped that it will be accepted by the students wholeheartedly as and when it's usefulness will come to light.

In a nutshell:

NEW EDUCATION POLICY 2023-2024 – Overview	
Name of Scheme	New Education Policy (NEP)
in Hindi Language	नइईश ᳐नीᳲत
Name of Ministry	Union Cabinet Minister for Human Resource Development, Government of India
HRD Minister	Dr. Ramesh Pokhriyal Nishank
Launched by	Central Government of India
Beneficiaries	Students of India
Major Benefit	Provide New Reforms and Infrastructure In India
New Education Policy Launch Date	29 July 2020
NEP 2020 implementation date	Implemented in the academic year 2023-2024
Scheme Objective	Education System Reform
Scheme under	State Government
Name of State	All India
Post Category	Scheme/ Yojana
Official Website	https://www.education.gov.in/

The Need for a New National Education Policy:
The ageold style of education was carrying a number of pitfalls including memorising over concept and answering in a primitive way, where there was no proper judgement of learner's personal skill. Introduction of the New National Education Policy in 2020, is aiming to remove all of them. In addition to this, the presence of multiple boards was a big issue. Each board had different learning methods for different skills, they had different format to attend the questions and evaluation system was also differed vastly. Thus mark sheet could not be compared to judge the efficiency of the students in a standard way.

Implementation:
Implementation of NEP 2020 and it's ubiquitous success especially depends on how ably the government, universities, and schools overcome the initial challenges. The survey is telling that there are over 350 million Indians today in school-going or collegegoing age groups, the NEP will be applied on this vast number of students, and evidently, this large-scale implementation of a magnitude never before attempted anywhere in the world. For two and half years since its promulgation will take to asses it's desired result, and will prove that any alteration or amendment is demanded to be done to get the favourable result or not. This will also take about 15-20 years to get its full proof structural success- as per the specialists opine.

Like all the programmes, the success of NEP 2020, rests on 4 main pillars that schools need to adopt and imbibe themselves from the coming Academic Session 2023-24, depending on which stage of implementation they are in – starting from scratch / proceeding from what they tried out / progressing with success towards compliance.

1.Changing the Pedagogical Structure:
Schools are to redesign their Structural framework into these 4 levels, with enough qualified sectional heads/co-ordinators, each with expertise and have the zeal to do something novel with the depth of their experience to handle the academic planning, changed Teaching- Learning processes, revised assessments, integrated activities, etc. will fit that level of students.

2. Skill upgradation & CPD of teachers:
The successful implementation and the positive out come of the NEP 2020 programme subjects to the successful upskilling of teachers to match the curricular & pedagogical reforms. Only joining some online – short term courses or workshops will not help at all to feel the vibe of NEP or its successful implementation. Schools need to organise result-oriented CPD sessions with the assistance of the trainers to ensure that the learning gets its proper form into classroom practice. As per NEP 2020, teacher eligibility is also being revamped; even the 2 years' B.Ed. course is not sufficient enough, teachers need to be well equipped with the modern format of education. Schools need to be prepared for.

3. Utter transformation of the teaching-learning process:
There will be a major reduction in the content in the present syllabus of each standard, and the proposal to teach in the mother tongue/local language (where possible) is introduced too to ensure understanding without any difficulty. Schools are advised to adopt a top-down approach of shifting from syllabus completion to defining learning goals, operating classroom instruction through innovative pedagogy specially designed to

age-appropriate learning outcomes; knowledge-skills-attitudes; a big stress would be given to ensure experiential / project-based learning influenced by reallife situations, thus a radical shift from 'Content & Course completion' to 'Competency and Confidence' would be successful.

4. Revamping Assessment :

The total procedure of examination and marking or gradation system will totally be changed. In the new curriculum, students holistic development will get the priority. Only grabbing the notes and getting marks will be obsolete. In a word, the development will take place since the school life to have a good preparation for the battlement of the future.

Implementation of NEP 2020 in Higher Education:

In case of Higher Education, NEP, 2020 provides transparent sagacity and recommendations on varied motto of education. Following the demand of the time, the age old academic disciplines have initiated to transform into multidisciplinary and holistic education, institutional autonomy, promotion of quality research through establishment of National Research Foundation, endless professional development of teachers, who are actively involved throughout the education procedure, integration of technology, internationalization of higher education, restructuring of governance and regulatory architecture, multidisciplinary curricula, engaging blended pedagogy, valid reliable and blended assessment and last but not the least- sufficient supply of updated study materials in Indian languages. The specialists are expecting the policy to bring a positive effect for the upcoming years on the education system and like a global village, making India a global hub of skilled manpower during the 'Amrit Kaal', the next 25 years are very vital for this mission to give birth of a more Developed India in 2047. Its implementation depends on all the teaching personalities and needs a collective effort of Centre, States, UTs, HEIs, Regulating Agencies / Regulatory Bodies and all other relevant stakeholders.

Main targets and measures:

The policy comprises an immense catalogue for strategic actions and directions must be taken to improve the Indian education system, specially, introducing the advantage of learning opportunities throughout the life for all. The willing unorganised labour class thus to be transformed to a skilled labour class. Some other initiatives are there in the proposal to have the major transformations in the labour market and to global issues at present which are really causing a matter of concern such as climate change. The policy's a prime objective is to cater the need for a skilled workforce for future economies and making more and more conscious about the burning issue that it is becoming increasingly critical for children not only to learn, but, more importantly, to learn the right procedure of learning. The need to guide teachers properly, so that they can providr utter care to their pupils, and professional education to the growing and grown ups are seen as key to achieve holistic learning, soft skills are also in priority, which was neglected before. This can be termed as High-quality skills development. Further lines of action include:

Universal foundational Numeracy and Literacy Skills:

It is described as an unavoidable part and parcel for the education system, universal numeracy and literacy skills in primary schools are to be attained by 2025. The policy roughly mentions a necessity to implement a stronger curricular focus on developing such skills. Overall, the education system should be holistic, enjoyable, and engrossing. The policy aims to achieve 100 per cent youth and adult literacy by 2035.

Reducing Drop-Out Rates:

There is a tendency find among the students to leave the field of education after 10+2. This may be for their family or financial issues. But another cause is not ignorable – they find it useless, as many of them need to come back to their family or ancestral profession like peasantry for the lack of job scope. The policy aims to increase the gross enrolment ratio in higher education, including in vocational education to 50 per cent by 2035 (from 26 per cent of 2018). In order to do so, the students and the parents are needed to be convinced about the fruitfulness of higher education in this new format. Thus, the policy aims to provide good infrastructure (i.e. building new schools, upgrading and improving those that need it) thus to bring back the students to school or college (and/or to prevent drop-out). Moreover, it proposes the creation of education centres, in cooperation with civil society as well as philanthropic organizations/non-governmental organizations (NGOs).

Adult Education, Professional Education and Lifelong Learning:

The policy would illuminate the need for professional education to be integral to the overall higher education system. Moreover, the policy identifies it equally necessary to create an adult education curriculum framework (section 21.5) to develop soft, as well as hard skills and competences to fit their present profession in a better way for adult learners. This curriculum framework should consist of several programmes where the outcomes should be clearly defined. (e.g. foundational literacy and numeracy, critical life skills such as digital and financial literacy, vocational skills development). It will be the sole responsibility of adult education centres, together with higher education institutions and NGOs, to develop and offer such activities and certainly to make the common people aware about the matter.

Digital Education, Internationalisation, and Indian Languages Promotion:

The education system must be well equipped with modern technology and integrate it in pedagogy. At the same time, the plan envisages a shift from summative assessments to formative and competency-based assessments. The system needs to introduce digital learning opportunities in educational curricula. In this way, even the elderly people also feel attracted to the proper use of modern equipment, in the long run which will be proved a blessings for the whole community as well a success of this vast system. Internationalization must be promoted via higher education institutions collaborations and need to motivate student mobility. The policy aims to strengthen the usage of Sanskrit, now a days which has become obsolete will be rejuvenated. The massive use of local languages in higher education institutions and their programmes will remove the discrimination among the students.

Disadvantages of NEP 2020:

- It will Increase Pressure and Competition for Students:

  The policy's potential to raise student pressure and competition is one of the main causes for concern. NEP suggests to introduce board exams at all levels, beginning in the early years, and highlights the value of standardized tests. This policy can cause children to find themselves all the time in front of an extra emphasis on their performance and grades. Being in a pressure all the time would endanger their general growth and wellbeing.

  Narrowing of Subject Choices:

  A move toward a multidisciplinary approach is suggested by the new strategy, with the goal of offering students a wide choice of disciplines. But this is a fact that doing so is unintentionally reducing their alternatives. Subjects like the arts, humanities, and social sciences may get less focus as vocational education and skill development gain more attraction. This restricted choice may create obstruction to pupils' entire development as thinkers and artists.

- Insufficient Teacher Training and Support:

  The training and support are needed to make the teachers well- equipped to face the situation are not sufficiently addressed by the NEP 2020. The standard of education delivered in classrooms can face difficulties by the absence of defined rules for ongoing professional development and incentives.

- Imbalance in Digital Infrastructure:

  Digital education and e-learning platforms are playing a very important role in the new education policy. It is true that this can improve access to education, but it also highlights the widening digital gap in our society, as all the student are not having the internet facility at their home. For low income family it can create disparity.

- Standardization Challenges:

  Standardizing of education may ignore regional and cultural differences.

Conclusion:

The policy would make a sea change in the whole education system and certainly this would be positive with proper understanding of present socio economic scenery and the possibility of future predictability. To grab the full advantage of the system, the set of teachers with totally new set of skills are required to keep up with the increasing dematerialization and digitalization of economies, to teach what education is for a new generation of learners. With the pandemic spreading throughout the world, the trend towards digitalization and disruptive automation, it seems to be more essential now. Moreover, the NEP 2020 open the door for many young and hardworking students to gain the required skill to grab the career opportunities.

NEP has also included provisions for real-time evaluation systems and a framework cooperative monitoring and continuous review. Instead of depending on a new education policy for a change in curriculum in every ten years, NEP will lead the education system to improve itself continuously.

Higher education is at a turning point with the NEP 2020.

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Human Resource Accounting in NEP 2020: A Student's Perspective

Dr. Jayesh K. Rana

Abstract: Human Resource Accounting is a well accepted concept in western countries. Many large Multinational Corporations have adopted and reflected Human Resource Accounting in their accounts. Human Resource Accounting in India is growing at a slow pace. The younger generation has heard about the concept, but there is a gap between the working of recruitment cost of Human Resource and its reflection in accounts. It is important to study the working of Human Resource Accounting. It is essential to create a sensitization about the working of Human Resource Accounting among the Undergraduate Students. NEP 2020 was introduced with the intention to provide all round education to students. This gives an opportunity to students not only to study core subjects of specialisation as a major subject but also can study a subject of special interest with the concept of interdisciplinary course. "NEP 2020" has acknowledged the importance of Human Resource Accounting by introducing it in the syllabus of University of Mumbai for FYBCOM under Recent Trends in Accounting - II (02). Human Resource Accounting is an art of evaluating the worth of human resources of organisations in a systematic manner and recording them for presenting the information in financial statements. The value of human resource if treated as an asset, then the expenses on recruitment to development of human resources should be recorded in the Balance Sheet. Therefore, in the present study the aim is to study the introduction of Human Resource Accounting in NEP 2020 and the perception of Undergraduate Students.

Keywords: Human Resource Accounting, NEP 2020, Recent Trends in Accounting - II (02) and Undergraduate Students.

I. Introduction:

Meaning of Human Resource; Human Resource means skill, knowledge and talent of human beings are applied for productive activity. In case of organisation it refers to skill, knowledge and expertise used for achievement of organisational goals.

Managing employees in the organisation is a difficult and complex task. With the introduction of LPG policy since 1991, the role of employees in the organisation has become very crucial. This also leads to development of human resources as a requirement of management.

Until now accounting records are recorded for monetary transactions related to capital assets, but human resource as an asset is always ignored to record in the books of accounts. With increase in understanding with reference to the importance of Human resource it is realised that human resource as an asset must be recorded in the books of account.

Significance of Human Resource Accounting

Human Resource Accounting is an art of evaluating the worth of human resources of organisations in a systematic manner and recording them for presenting the information in financial statements. The value of human resource if treated as an asset, then the expenses on recruitment to development of human resources should be recorded in the Balance Sheet. Hence, human resources will be considered as an asset. Even, expenses incurred on human resources can alternatively be treated as expense also and recorded in the revenue statement. Different approaches viz Cost-Based Approach, Monetary Value - Based Approach and Non-monetary Value Based Approach are used for the purpose of measurement of Human Resources while recording in Books of Accounts.

In this chapter an effort has been made to understand the perception of undergraduate students about their knowledge of Human Resource Accounting. Hence, this chapter is undertaken.

II. Overview -National Education Policy (NEP) 2020

1. Development of students in all areas of academics.
2. Develop various skills during undergraduate level of education.
3. Study of multiple subjects of core faculties.
4. Provide transformational education to students.
5. Provide subject integration.
6. Introduction of a new curriculum from the requirement of employment in the society.
7.

III. Human Resource Accounting in New Education Policy - "NEP 2020":

The Union Cabinet of India has introduced NEP 2020 from 28th July, 2020 with intention to revolutionise the education system and to provide all round education to all students irrespective of its major stream of study. The main objective is to integrate the vocational and academic skill, talent and knowledge of students at undergraduate level. NEP 2020 emphasis on Interdisciplinary approach. "NEP 2020" has acknowledged the importance of Human Resource Accounting by introducing it in the syllabus of University of Mumbai for FYBCOM under Recent Trends in Accounting - II (02) from Academic Year 2024-2025 in non autonomous colleges affiliated to University of Mumbai.

IV. Objectives of the study:

Following are the objectives of the study-

1. To know the knowledge of Undergraduate students about Human Resource.
2. To understand the understanding of Undergraduate students about Human Resource Management.
3. To find out the weather the undergraduate students are aware about Human Resource Accounting.
4. To create awareness about significance and features of NEP 2020 amongst Undergraduate students.
5. To make students aware of the importance of Human Resources Accounting and its implementation in accounting statements.

V. Methodology:

Study aims at finding the undergraduate student's perception on introduction of HRA in Commerce graduation program under NEP-2020 in University of Mumbai. Following methodology is followed to achieve the objectives of the study-

a. Population- Students pursuing their Bachelor of Commerce degree under University of Mumbai and studying in SYBcom and TYBcom.
b. Sampling area: Students in the geographical area of Bandra in the Mumbai city are considered for the study. Data is collected between the period April 2024 to June 2024.
c. Sampling size: 300 students studying in SYBCOM and TYBCOM under the aegis of University in Mumbai are selected.
d. Limitation of study: Study is conducted during the launch of NEP in FYBCOM level in 2024-25 in University of Mumbai. Awareness level among the students in relation to structure, examination pattern, subject, syllabus, subject options and its selection in the first year of NEP may act as a hindrance in understanding the NEP. Study aims to find this perception level of students. Data size, financial constraints, availability of time are few limitations of the study.
e. Data collection method: Data was collected by framing structured questionnaires and the same was distributed among the students through google form.
f. Data analysis tools: Data collected through questionnaires is recorded and analysed by applying statistical tools such as percentile Method.

VI. Findings of the study:

Undergraduate students completed FYBCOM in A.Y. 20232024 are not covered under NEP 2020 as it is introduced at FYBCOM level from A.Y. 2024-2025 in University of Mumbai. Undergraduate Students are aware about the concept of Human Resource. They have studied it as one of the factors of production from three 'M" wise Men, Money and Material. There is no recording of Human Resources in any of the accounting statements. Hence, Undergraduate Students are not aware about Human Resources Accounting. They are not aware about various methods of calculation of cost of Human Resource Accounting. Undergraduate Students of SYBCOM and TYBCOM have heard about NEP 2020, but have no more interest in understanding as it is not applicable to them. These students are unaware about the topic "Human Resource Accounting" introduced at FYBCOM Level under NEP 2020 under Recent Trends in Accounting - II (02) from Academic Year 2024-2025. Undergraduate Students are eager to acquire knowledge about "Human Resource Accounting". Undergraduate Students are willing to study unique topics under NEP 2020.

Conclusion and Suggestions:

Need to introduce the concept of Human Resource Accounting at the initial level of Undergraduate Studies. Undergraduate Students are aware about "Men" as one of the factors of production but not aware about its importance. Need to create more awareness among students. There must be some recording of the cost of Human Resource in the Revenue statement or in the Balance sheet. There is a need to introduce Human Resources Accounting at the initial stage of Under Graduate level. Various methods of calculation of cost of Human Resource Accounting must be introduced. Though the students heard about NEP 2020, they are not having detailed knowledge of it and need to educate them about NEP 2020. Need to create awareness for FYBCOM passed out students about the topic "Human Resource Accounting" introduced at FYBCOM Level under NEP 2020. It will create curiosity amongst students to read about Human Resource Accounting at Undergraduate Level. Introduction of topic "Human Resource Accounting " introduced at FYBCOM Level is a really a great help for Undergraduate Students to understand the concept of "Human Resource Accounting". More and more new topics must be replaced and introduced under NEP 2020. X. Scope of Future research:

For the purpose of this research, researchers have collected information from undergraduate students of non-autonomous colleges affiliated to University of Mumbai. There is a further scope of research study in case of Autonomous colleges affiliated to University of Mumbai and NEP 2020 implemented in other Universities under Undergraduate level.

Captioning Image using Deep Learning: A Novel Approach

Moloy Dhar, Sourish Mitra, Dr. Suparna Biswas, Subhasree, Bhattacharjee, Dr. Santanu Kumar Sen

Abstract: In recent years, image captioning (IC) has emerged as a challenging task in the field of computer vision (CV) and natural language processing (NLP). IC is the process of using NLP and CV to generate captions from an image. The data set will be in the form [image → captions] . Data set subsists of input images and their equivalent turnout captions. Our paper explores the application of deep learning (DL) techniques to automatically generate descriptive captions for images. Leveraging the power of CNNs for image feature eradication and RNNs, particularly long short-term memory (LSTM) networks, for language modeling, our approach aims to bridge the semantic gap betwixt visual content and natural language descriptions. The methodology involves pre-processing of images to extract meaningful visual features using a pre-trained CNN, followed by the development of LSTM - based neural network architecture for generating captions. The model is trained on a large-scale dataset of images paired with corresponding human-generated captions, allowing it to learn the intricate relationship betwixt visual content and textual descriptions. Experimental results establish the persuasiveness of the suggested way in generating accurate and contextually relevant captions for a diverse range of images. Evaluation metrics such as BLEU (Bilingual Evaluation Understudy) scores are employed to assess the quality of originating captions, with comparisons made against baseline methods and state-ofthe-art approaches in IC. The significance of this paper lies in its potential applications across various domains, including assistive technologies for visually impaired individuals, content-based image retrieval systems, and enhancing the accessibility of multimedia content on social media platforms. Furthermore, the paper contributes to advancing the understanding of DL techniques for multimodal data analysis and fostering interdisciplinary paper at the intersection of CV and NLP. Overall, our work represents a step forward in the development of intelligent systems capable of understanding and describing visual content, paving the way for more sophisticated applications in image understanding and human-computer interaction.

Keywords: IC, CNN, LSTM, DL, NLP

Introduction:

In the digital age, the proliferation of visual content across various online platforms has led to an increasing demand for creative systems adequate to accomplish understanding and describing images in natural language. IC, the task of generating textual descriptions for images, has garnered significant attention in the area of CV and NLP. This task presents a unique challenge, requiring models to bridge the semantic break betwixt optical content and linguistic expressions. Typical approach to IC commonly relied on household characteristics and rule-based systems, which struggled to capture the complex and nuanced relationships betwixt visual elements and textual descriptions. However, the advent of DL techniques, particularly CNNs for image processing and RNNs for sequence modeling, has revolutionized the landscape of IC. DL-based approaches offer the promise of automatically learning hierarchical representations of visual and textual data, enabling more robust and accurate caption generation. By leveraging large-scale datasets of images paired with corresponding human-generated captions, these models can learn the intricate associations betwixt visual features and linguistic concepts, allowing them to generate contextually relevant and semantically rich descriptions for unseen images. In this paper, we aim to explore and implement state-of-the-art DL techniques for IC. Specifically, we focus on the use of CNNs to extract informative visual features from images and RNNs, particularly LSTM networks, to generate coherent and descriptive captions. The proposed approach involves training a neural network model

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on a diverse dataset of images and their associated captions, finetuning the network parameters to optimize caption quality. The significance of this paper lies in its potential applications across a wide range of domains, including dependable technologies for optically injured individuals, content-based image retrieval systems, and multimedia content generation. Furthermore, understanding and advancing the state-of-the-art in IC contributes to the broader goal of developing intelligent systems capable of multimodal data analysis and human-computer interaction. In the subsequent sections of this paper, we provide a detailed overview of the methodology employed, present experimental results and analysis, discuss the implications of our findings, and outline directions for future paper in the field of IC using DL, which is subgroup of machine learning that aims to mimic the human brain's ability to learn and make decisions. It is based on artificial neural networks (ANNs) composed of numerous layers of interconnected nodes (neurons). These networks are capable of learning complex patterns and representations directly from raw data, without the need for manual feature engineering. At the core of DL are neural networks, which are mathematical models stimulated by the organic neurons in the human brain. These networks consist of interconnected layers of nodes, each performing simple mathematical operations on the input data and passing the result to the later layer. Neural networks typically comprise input layers, hidden layers, and output layers. Each layer extracts progressively higher-level features from the input data. Neurons within each layer apply activation functions to introduce non-linearity into the network, enabling it to learn complex relationships in the data. DL models are trained using optimization algorithms such as gradient descent, which adjust the network's parameters (weights and biases) to minimize the contrast betwixt the predicted outputs and the actual targets. DL has achieved remarkable success across

various domains. DL models excel at load as classification of image, object detection, facial recognition, and image generation.

DL techniques have revolutionized NLP tasks such as sentiment analysis, language translation, text summarization, and speech recognition. IC is a task in the field of CV and NLP that involves generating descriptive textual captions for images. It aims to bridge the semantic gap betwixt visual content and natural language descriptions, enabling machines to understand and communicate the content of images in human-like language. The image serves as the input to the IC system. It can be any digital image in common formats such as JPEG or PNG. Initially, DL techniques such as CNNs are employed to extract meaningful visual features from the input image. These features capture the most relevant information about the contents of the image. Subsequently, RNNs, particularly variants like LSTM networks, are used to generate captions based on the extracted visual features. The RNN produces an arrangement of words one at a time, conditioned on both the previous words and the visual context. Various metrics are used to evaluate the quality of generated captions, including BLEU (Bilingual Evaluation Understudy) scores, METEOR (Metric for Evaluation of Translation with Explicit Ordering), CIDEr (Consensus-based Image Description Evaluation), and ROUGE (Recall-Oriented Understudy for Gisting Evaluation). IC technology can benefit visually impaired individuals by providing textual characterization of images, enabling them to understand and interact with visual content. IC can aid in content-based image retrieval, where users can search for images using natural language queries rather than keywords or tags. Platforms like Facebook and Instagram use IC to automatically generate alt text for images, improving accessibility for users with visual impairments. IC can enhance educational materials by providing descriptions for visual content, making learning materials more accessible to diverse learners.

Generating accurate and contextually relevant captions requires understanding not only the visual content of the image but also the broader context in which the image exists. Images can often be interpreted in multiple ways, leading to ambiguity in caption generation. Resolving this ambiguity is a significant challenge for IC systems.

IC models trained on biased datasets may produce biased or stereotypical captions, highlighting the importance of using diverse and representative training data.

Exploring multimodal approaches that incorporate both visual and textual context to generate more informative and accurate captions.

Investigating techniques for improving the interpretability and explain ability of IC models, enabling users to understand and trust their outputs. Growing procedure for producing captions in several languages to backing overall convenience and incorporation. Overall, IC represents a fascinating intersection of CV and NLP, with promising applications across various domains and ongoing paper efforts to improve its capabilities and address its challenges.
Methodology:

Images are preprocessed using augmentation layers like Random Flip, Random Contrast, Random Rotation, and Random Zoom. The images are resized to (224, 224) and prepared for feature eradication. Two pre-trained MobileNet models are used for feature eradication: MobileNet and MobileNetV2. The last layer of each MobileNet model is removed to obtain feature vectors.
Vision Viksit Bharat 2047: Paving India's Path to Growth and Development
These feature vectors are concatenated using the add layer or addition operation, and then passed through a Dense layer with 4096 units and ReLU activation.
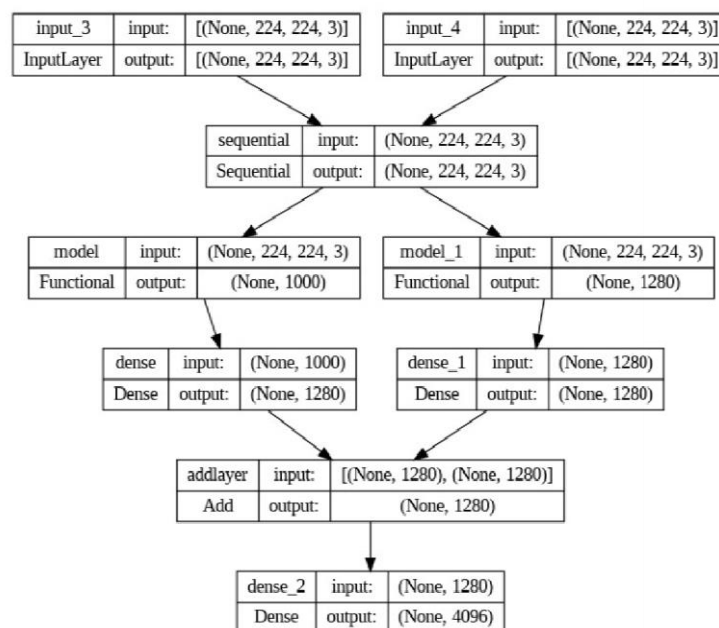
Fig. 1: Model Architecture

The get Feature Vectors function iterates through the images in the dataset. Each image is loaded, preprocessed, and passed through the concatenated MobileNet models to obtain feature vectors. The feature vectors are stored in a dictionary with image IDs as keys. The methodology involves utilizing pre-

trained MobileNet models for feature eradication from images. Data augmentation techniques are employed to increase the diversity of training data. Feature vectors from two MobileNet models are combined using the addition operation, followed by a Dense layer. The code follows a modular approach, making it easy to understand and extend. However, it's essential to ensure that the chosen architecture aligns with the specific requirements of the IC task.

Evaluation metrics and training procedures are not included in the provided code snippet. Adding these elements would complete the methodology for training an IC model. Consideration of different architectures, hyper parameters, and training strategies could improve the performance of the model.
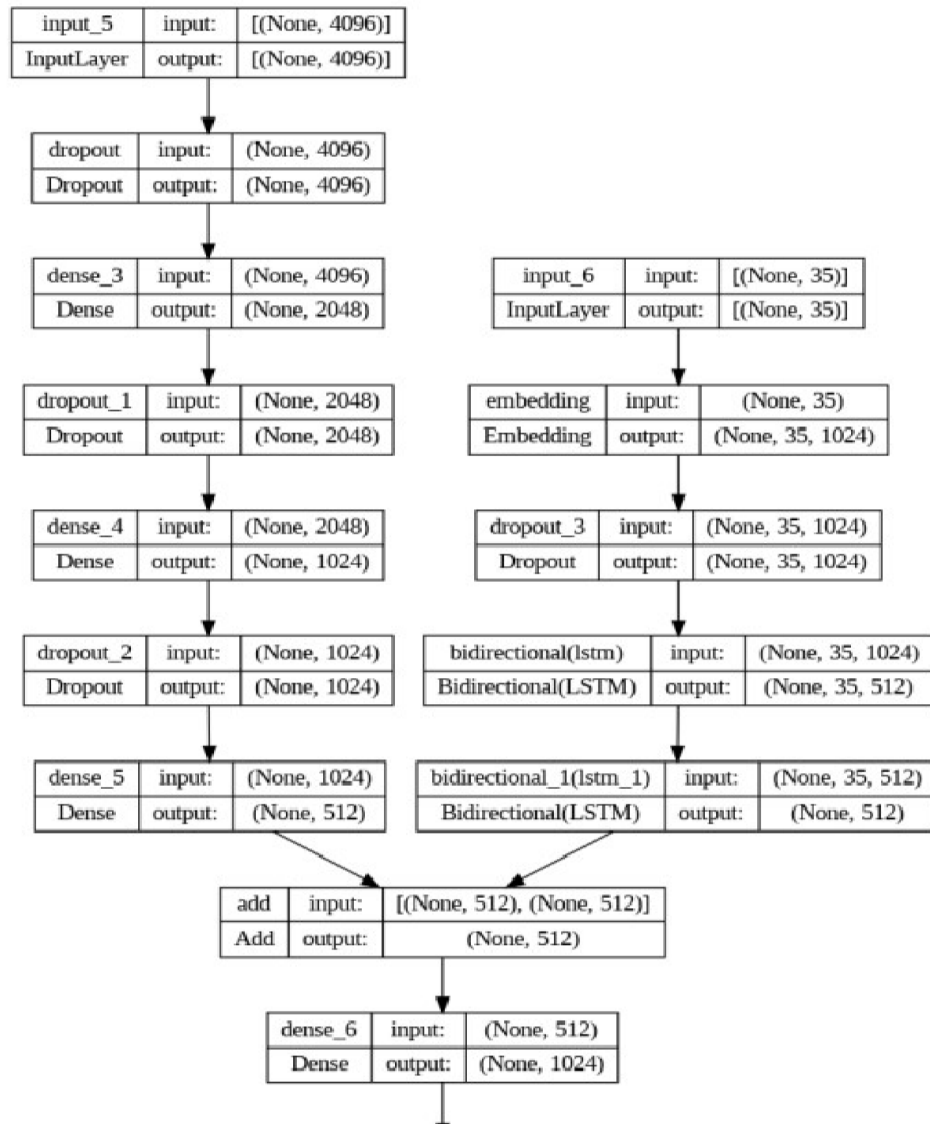
Fig. 2: Model Output

Image feature layers are defined to process the extracted features from the images. The input shape is set to 4096, which corresponds to the dimensionality of the image feature vectors. Sequence feature layers are designed to process the textual data (captions). The input shape is determined by the maximum length of captions (maxlength) to handle variable-length sequences. An Embedding layer is used to convert integer-encoded words into dense vectors of fixed size.Dropout layer is applied to prevent over fitting. The decoder model combines the condensed representations of the image features and captions. The add layer is used to concatenate the features from the encoder model. Additional Dense layers are added to further process the combined features. The model is compiled with categorical cross-entropy loss, which is suitable for multi-class classification problems like language modeling. The encoder-decoder architecture is a popular choice for sequence-to-sequence tasks like IC. The model leverages both image features and textual information to generate captions. Dropout layers are incorporated to mitigate over fitting, enhancing the model's generalization ability. Bidirectional LSTMs are utilized to capture temporal dependencies in both forward and backward directions. For each LSTM layer, we input one word for each LSTM layer, and each LSTM layer predicts the next word, and that how the LSTM model optimizes itself by learning from captions. For Image features, we are getting all image features array from the VGG16 pre-trained model and saved in a file so that we can use this file or features directly to correlate captions and image features with each other. Finally, the image features and LSTM last layer, we input

this both outputs combination into decoder model in which we are adding both image features and captions so that model learns to generate captions from images and for a final layer, we generate output or captions which length is the maximum length of dataset captions.

The last layer has a size of the length of the vocab. For this model, we are using 'categorical cross-entropy ' because in the last layer we have to predict each word probability and then we are only using high probability words. We are using Adam optimizer for optimization of the network or update the weights of the network.

Results:

After implementing the picture captioning model, we were able to produce captions that were somewhat comparable to those produced by humans. Fig. 3-6 represents the system generated output of our system.

Fig. 3
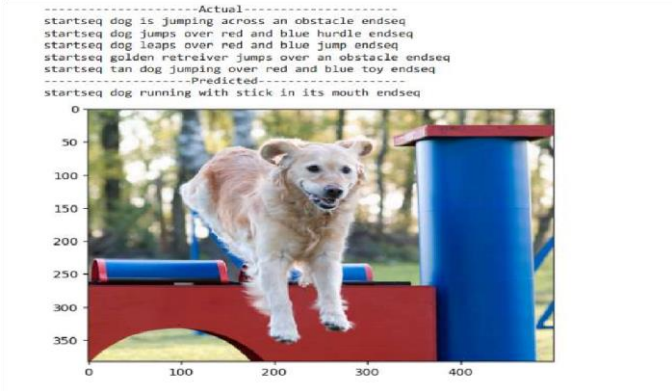
Fig. 4

Fig. 5

Fig. 6

Accuracy:

After defining and fitting the model. We trained our model for 40 epochs. It is observed that during the initial epochs of training the accuracy is very low and the captions generated are not much related to given test images. If we train the model for at least 40 epochs then we have observed that the captions generated are somewhat related to the given test images.

train the model epochs = 40 #40 batch_size = 16 #32 steps = len(train) // batch_size for i in range(epochs): # create data generator generator = data_generator(train, mapping, features, tokenizer, max_length, vocab_size, batch_size) # fit for one epoch model.fit(generator, epochs=1, steps_per_epoch=steps, verbose=1)

```
404/404 [========] - 223s 495ms/step - loss: 4.8881 - accuracy: 0.1947
404/404 [========] - 200s 494ms/step - loss: 3.8525 - accuracy: 0.2727
404/404 [========] - 197s 487ms/step - loss: 3.4989 - accuracy: 0.2967
404/404 [========] - 203s 501ms/step - loss: 3.2638 - accuracy: 0.3129
404/404 [========] - 207s 512ms/step - loss: 3.0808 - accuracy: 0.3260
404/404 [========] - 201s 498ms/step - loss: 2.9110 - accuracy: 0.3401
404/404 [========] - 197s 486ms/step - loss: 2.7639 - accuracy: 0.3548
404/404 [========] - 204s 503ms/step - loss: 2.6254 - accuracy: 0.3715
```

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```
404/404 [========] - 200s 495ms/step - loss: 2.4948 - accuracy: 0.3883
404/404 [========] - 199s 493ms/step - loss: 2.3746 - accuracy: 0.4060
404/404 [========] - 200s 496ms/step - loss: 2.2591 - accuracy: 0.4237
404/404 [========] - 203s 501ms/step - loss: 2.1453 - accuracy: 0.4439
404/404 [========] - 208s 515ms/step - loss: 2.0405 - accuracy: 0.4626
404/404 [========] - 205s 507ms/step - loss: 1.9407 - accuracy: 0.4813
404/404 [========] - 199s 492ms/step - loss: 1.8441 - accuracy: 0.5023
404/404 [========] - 206s 509ms/step - loss: 1.7515 - accuracy: 0.5201
404/404 [========] - 210s 519ms/step - loss: 1.6683 - accuracy: 0.5384
404/404 [========] - 201s 497ms/step - loss: 1.5958 - accuracy: 0.5542
404/404 [========] - 202s 501ms/step - loss: 1.5234 - accuracy: 0.5696
404/404 [========] - 199s 493ms/step - loss: 1.4620 - accuracy: 0.5852
404/404 [========] - 200s 494ms/step - loss: 1.4076 - accuracy: 0.5984
404/404 [========] - 199s 492ms/step - loss: 1.3584 - accuracy: 0.6095
404/404 [========] - 197s 486ms/step - loss: 1.3131 - accuracy: 0.6221
404/404 [========] - 198s 489ms/step - loss: 1.2683 - accuracy: 0.6315
404/404 [========] - 204s 504ms/step - loss: 1.2264 - accuracy: 0.6426
404/404 [========] - 216s 534ms/step - loss: 1.1948 - accuracy: 0.6508
404/404 [========] - 203s 503ms/step - loss: 1.1581 - accuracy: 0.6600
404/404 [========] - 203s 502ms/step - loss: 1.1380 - accuracy: 0.6651
404/404 [========] - 199s 493ms/step - loss: 1.1087 - accuracy: 0.6730
```

404/404 [========] - 203s 501ms/step - loss: 1.0837 - accuracy: 0.6802 After training the model for 40 epochs we get this accuracy.

Conclusion:

Employing DL techniques, particularly leveraging pre-trained MobileNet and MobileNetV2 models, offers a robust foundation for IC tasks. These models provide efficient feature eradication capabilities, capturing rich representations of visual content that can be effectively integrated into captioning architectures. By utilizing MobileNet and MobileNetV2, we benefit from their lightweight architectures, making them suitable for deployment in resource-constrained environments without compromising performance. The transfer learning paradigm allows us to leverage the knowledge learned from large-scale datasets, enhancing the model's ability to understand and describe diverse visual scenes. The

encoder-decoder architecture, combined with attention mechanisms and bidirectional LSTM layers, enables the fusion of visual and textual information to generate descriptive captions. This architecture facilitates the learning of complex relationships betwixt image features and corresponding textual descriptions, leading to coherent and contextually relevant captions. Furthermore, data augmentation techniques enhance the model's robustness by exposing it to variations in the input data, thereby reducing over fitting and improving generalization performance.

In summary, leveraging DL techniques with MobileNet and MobileNetV2 as feature extractors, combined with sophisticated captioning architectures, offers a powerful solution for IC tasks. Continued paper and experimentation in this field hold the potential to further enhance the quality and diversity of generated captions, ultimately advancing the capabilities of AI systems in understanding and describing visual content..

Future Scope:

IC has developed as a major problem in current times as a result of the accelerated conception of images across internet and social media. Likely the dire straits alike with feature eradication and likeness computation in this area, there occur meaningful opportunity for forthcoming research in this area. Currently, retrieval of image systems depends on likeness computing that make use of features like tags, histograms, color, and retrieval of image over IC.

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Nevertheless, these techniques cannot produce completely precise outcome afterward they do not take into account the context of the image. As a result, thorough research in image retrieval that influences the context of images, as IC, could help to direct this matter in the future. Our paper has the potential to be made better by assortment additional IC datasets to improve the labeling of classes with diminished precision. Furthermore, this can be advantageous to integrate this technique with former image retrieval methods, as shapes and histograms, to assess either it advance to enhanced image retrieval results.

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Eco-tech System Adoption of Industry 4.0

Sayan Nath, Dr. Mahamuda Sultana, Dr. Suman Bhattacharya

Abstract: The Internet-of-Things and digital technologies are incorporated into industrial and manufacturing processes to create Industry 4.0, the fourth industrial revolution. Implementing eco-tech systems is essential to attaining efficient and sustainable manufacturing in this paradigm. This study examines the several eco-tech systems that are part of Industry 4.0, their advantages and disadvantages, and the path forward for their broad implementation.

Keywords: Internet of Things, Big Data Analytics, Artificial Intelligence and Machine Learning, Cyber-Physical Systems.

1. INTRODUCTION:

An integration of digital technology and the Internet of Things into manufacturing and industrial processes has resulted in Industry 4.0.Implementing eco-tech systems is essential to attaining efficient and sustainable manufacturing in this paradigm. This study examines the several eco-tech systems that are part of Industry 4.0, their advantages and disadvantages, and the path forward for their broad implementation.

2. IOT AND SMART SENSOR

- Energy Management: Smart sensors and Internet of Things devices track energy consumption in real-time, optimizing use and cutting waste (Zhou et al., 2015).
- Resource Efficiency: Sensors monitor the amount of material used, reducing waste and enhancing recycling procedures (Lee et al., 2015).

2.1. IOT (INTERNET OF THINGS)

A network of networked things that connect and share data is known as the Internet-of-Things (IoT). These gadgets include everything from home appliances like thermostats and freezers to large industrial machinery and medical equipment. IoT makes automation possible, boosts productivity, and uses data analytics to offer insightful information.

2.2. SMART SENSOR

Smart sensors are integral to IoT systems. They gather information from their surroundings and transform it into usable form. In contrast to conventional ones, smart sensors are equipped with embedded computing powers that enable effective data filtering, analysis, and communication.
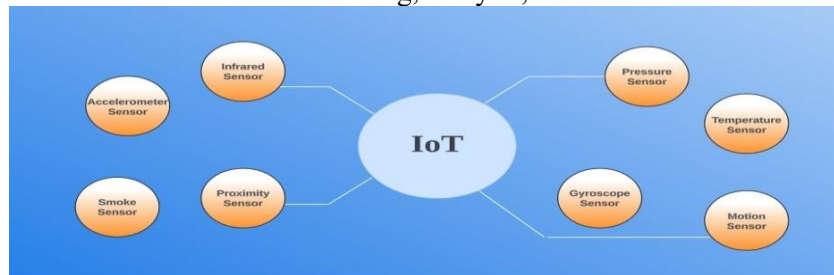
Fig 1. IoT sensors

Components and Functionality:
- Data Collection: Sensors collect information from their environment.
- Data Processing: In real-time, embedded processors examine the data.
- Communication: Data that has been processed is sent to further devices or cloud services.
- Automation: IoT devices can respond automatically to sensor data in order to do things like change the temperature or notify maintenance personnel of problems with the equipment.
Applications
- Smart   Homes: Thermostats,   security cameras, and appliances that can be controlled remotely.
- Healthcare: Wearable devices monitoring vital signs and smart pills provide real-time health data.
- Industrial IoT (IIoT): Equipment monitoring, predictive maintenance, and automation in manufacturing.
- Smart Cities: Traffic management, energy-efficient lighting, and waste management systems.
- Agriculture: Soil   sensors,   weather   monitoring,   and   automated   irrigation systems.
Benefits
- Efficiency: Automation and real-time monitoring improve operational efficiency.
- Cost   Savings: Predictive   maintenance   and   energy management reduce costs.
- Safety: Enhanced monitoring improves safety in industrial and healthcare settings.
- Convenience: Remote control of devices and systems increases user convenience.

Challenges
- Security: Ensuring the security of connected devices and data is a significant concern.
- Interoperability: Integrating devices from different manufacturers can be challenging.
- Data Privacy: Protecting sensitive information collected by sensors is critical.

The Internet of Things and smart sensors are always changing, and new developments in artificial intelligence, machine learning, and 5G technology are predicted to spur more innovation and use across a range of industries.

3. **BIG DATA ANALYTICS**
- Predictive Maintenance: Predicting malfunctions and planning maintenance through data analysis from machines can save downtime and increase equipment lifespan (Jia et al., 2016).
- Supply Chain Optimization: Data analytics reduces environmental impact and improves inventory management and logistics, which streamlines supply chains (Wang et al., 2016).

    Big data analytics is the process of looking through enormous and varied data sets, commonly referred to as "big data," to uncover undiscovered connections, obscure patterns, market trends, customer preferences, and other important business information.
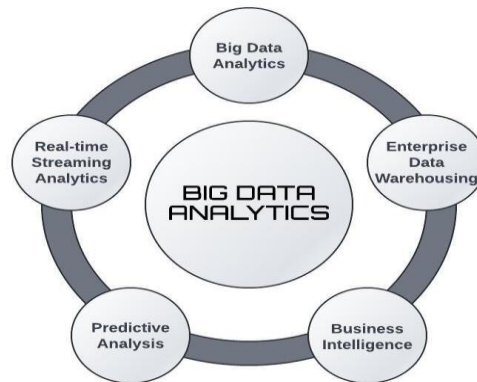
Fig 2. Big Data Analytics Architecture

The procedure employs a variety of instruments and methods and is divided into multiple phases. Components of Big Data Analytics Data Sources:
- Transactional Data: Information from business transactions such as sales, invoices, and payments.
- Social Media Data: Data from platforms like Facebook, Twitter, and Instagram.
- IoT Data: Information gathered by wearable technology, smart appliances, and sensors that are networked.
- Machine Data: Logs and telemetry from machinery, servers, and other equipment.
    Data Collection:
- A centralized repository, sometimes known as a data lake, is where data is gathered from diverse sources and combined.
    Data Storage:
- Data Lakes: Store raw data in its native format until needed.
- Data Warehouses: Save processed and organized data for quick examination and queries.
    Data Processing:
- Batch Processing: Processing large volumes of data at once, often using tools like Hadoop.
- Real-Time Processing: Analyzing data as it arrives, using technologies like Apache Kafka and Apache Storm.
    Data Cleaning:
- Ensuring data quality by handling missing values, correcting errors, and standardizing formats.
    Data Analysis:
- Descriptive Analytics:Analyzing historical data to determine what has transpired.
- Predictive Analytics: Making predictions about the future with machine learning and statistical models.
- Prescriptive Analytics: Actions are suggested in light of the data analysis.
    Data Visualization:
- To make insights easier to understand, data can be visually represented via charts, graphs, dashboards, and reports.

Fig 3. Data Analytics Process Insights and Decision Making

Making judgments about business, streamlining processes, and developing strategic goals with the knowledge gathered from data analysis.

Technologies and Tools
- Hadoop: An open-source platform for big data processing and distributed storage.
- Spark: A large-scale, multipurpose, quick cluster computing system.
- NoSQL Databases: Massive amounts of unstructured data may be stored and retrieved with the help of databases like Cassandra and MongoDB.
- Data Visualization Tools: Tools like Tableau, Power BI, and D3.js for creating interactive visualizations.
- Machine Learning Libraries: For creating predictive models, use libraries like PyTorch, Scikit-learn, and TensorFlow.

Applications
- Business Intelligence: Analyzing market trends, customer behavior, and sales performance to drive business strategy.
- Healthcare: Analyzing patient data to improve diagnosis, treatment plans, and health outcomes.
- Finance: Detecting fraud, assessing credit risk, and optimizing trading strategies.
- Retail: Personalizing customer experiences, managing inventory, and optimizing supply chains.
- Manufacturing: Predictive maintenance, quality control, and optimizing production processes.

Benefits
- Improved Decision Making: Data-driven insights enable more accurate and timely decisions.
- Operational Efficiency: Automating processes and optimizing resources based on data analysis.
- Customer Insights: Understanding customer preferences and behaviors to enhance satisfaction and loyalty.
- Innovation: Identifying new opportunities for products, services, and business models.

Challenges
- Data Quality: Ensuring the accuracy and completeness of data.
- Data Security and Privacy: Observing legal requirements and safeguarding confidential data against security breaches.
- Scalability: Managing and processing increasingly large data sets.
- Integration: Combining data from disparate sources and systems.

Technological breakthroughs and the increasing availability of data have led to a dynamic and expanding discipline known as big data analytics. The technology has the capacity to revolutionize entire sectors and enhance decision-making in a multitude of fields.

4. **ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING:**
- Process Optimization: Artificial intelligence algorithms optimize production procedures to cut down on energy use and material waste (Vaidya et al., 2018).
- Product Lifecycle Management: In order to improve sustainability, AI is used in product design to create longer lifecycles and improved recyclability (Ghobakhloo, 2018).

Artificial intelligence (AI) is the intelligence that is replicated in computers that are intended to think and act likes humans. It involves developing algorithms and systems that can perform tasks that often need human intelligence.

Components:
- Machine Learning: The core of artificial intelligence is the development of algorithms that enable computers to evaluate information and make decisions.
- Natural Language Processing (NLP): Permits robots to comprehend and react to human language.
- Computer Vision: Enables computers to comprehend and decide on the basis of visual inputs.
- Robotics: The design and use of robots that can perform tasks autonomously.
- Expert Systems: AI systems that simulate a human expert's decision-making process.
  Types of AI:
- Narrow AI: AI systems that are designed to perform a specific task (e.g., voice assistants like Siri and Alexa).
- General AI: Artificial intelligence prototype that is capable of any intellectual work that a human can.
- Super-intelligent AI: AI that surpasses human intelligence and capability (currently theoretical).
  Machine Learning (ML)
      Machine learning (ML) is a subfield of artificial intelligence that trains machines to become more intelligent over time through statistical models and algorithms.
  Key Components:
- Algorithms: The mathematical rules and procedures that guide the learning process.
- Data: The information used to train and test ML models.
- Models: The output of the ML process, which can make predictions or decisions based on new data.
  Types of Machine Learning:-
- Supervised Learning: Every training example in a labeled dataset is matched with an output label, allowing the model to train. Common algorithms are support vector machines, logistic regression, and linear regression.
- Unsupervised Learning: The model seeks to find patterns or groupings in the data by being trained on unlabeled response data. Both dimensionality reduction (e.g., PCA) and clustering (e.g., k-means) are common algorithms.
- Semi-Supervised Learning: A combination of large-scale unlabeled data and small-scale labeled data, utilizing both supervised and unsupervised learning techniques.
- Reinforcement Learning: The model gains knowledge through interacting with its surroundings and being rewarded or punished for its deeds. Robotics and gaming AI frequently employ this.
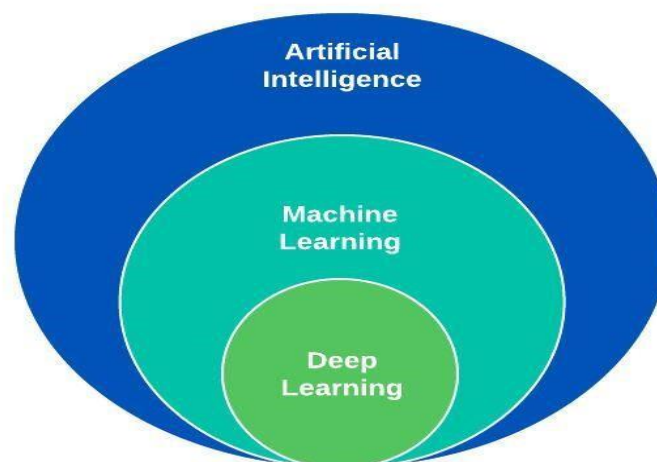
Fig 4. Artificial-Intelligence and Machine-Learning.

Applications:
- Image and Speech Recognition: Used in facial recognition systems and virtual assistants.
- Healthcare: Predictive analytics for disease outbreaks, personalized medicine, and diagnostic tools.
- Finance: Fraud detection, algorithmic trading, and risk management.
- Marketing: Customer segmentation, targeted advertising, and sentiment analysis.
- Autonomous Vehicles: Self-driving cars that use ML for navigation and decision-making.
  Benefits:
- Automation: Reducing human intervention in repetitive and mundane tasks.
- Personalization: Tailoring experiences and recommendations to individual users.

- Efficiency: Optimizing processes and improving operational efficiency.
- Insight: Extracting valuable insights from large datasets.
  Challenges:
- Data Quality: The requirement for a significant volume of excellent data.
- Bias: Ensuring that AI and ML systems do not perpetuate or amplify biases present in the training data.
- Interpretability: Making complex models understandable to humans.
- Security: Protecting against adversarial attacks and ensuring data privacy.
  Emerging Trends
- Explainable AI (XAI): The endeavor to render AI choices more comprehensible and transparent.
- Edge AI: Running AI algorithms on local devices rather than centralized servers to improve speed and privacy.
- AI Ethics: Addressing ethical considerations in the deployment and use of AI technologies.
- AI in Healthcare: Continued growth in AI applications for personalized medicine and health monitoring.
      Industry and daily life are expected to undergo additional change thanks to the ongoing advancements and uses of AI and ML.

5. CYBER-PHYSICAL SYSTEMS (CPS):

- Smart Factories: CPS creates efficient, adaptable, and changeable production environments by combining digital controls with physical operations (Monostori, 2014).
- Environmental Monitoring: CPS keeps an eye on factory environmental conditions to make sure sustainability guidelines are being followed (Lasi et al., 2014).
      Cyber-physical systems (CPS) are systems that combine networking, computing, and physical processes. Embedded computers and networks monitor and control the physical processes; this is usually done through feedback loops where calculations are affected by the physical processes and vice-versa.

Components of CPS:

Physical Components:
- Sensors: Gather information   from   the   tangible surroundings.(e.g., temperature, pressure, motion).
- Actuators: Execute physical actions based on computational decisions (e.g., motors, valves, switches).
- Embedded Systems: Small computers integrated into physical devices that perform dedicated functions.
  Cyber Components:
- Computing Units: Perform data processing and complex computations.
- Networking: Facilitates   communication   between the physical and cyber components, often involving wireless networks and the Internet.
  Control Systems:
- Feedback Loops: Mechanisms where the system's output is fed back into the system as input, used to maintain desired system behavior.
- Algorithms: Determine the control actions based on sensor data and desired outcomes.
  Characteristics of CPS
- Integration: Seamless integration of computation with physical processes.
- Real-time Operation: Requires timely responses to dynamic changes in the physical environment.
- Interoperability: Ability to work across various platforms and devices.
  Autonomy: Capability to operate independently with minimal human intervention.
- Reliability and Safety: High standards for system dependability, especially in critical applications.
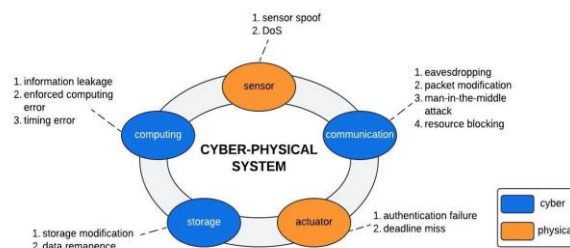
Fig 5. Cyber-Physical System Architecture

Applications of CPS :

- Smart Grids: Advanced electrical grids that use CPS for efficient energy distribution, real-time monitoring, and fault detection.
- Autonomous Vehicles: Vehicles equipped with CPS for navigation, collision avoidance, and automated driving.
- Industrial Automation: Manufacturing systems using CPS for process control, predictive maintenance, and optimization.

- Healthcare: Medical devices and systems that monitor patient health in real-time and administer treatments.
- Smart Cities: Urban infrastructure enhanced with CPS for traffic management, environmental monitoring, and public safety.
  Robotics: Robots that interact with their environment and perform tasks autonomously.
  Benefits of CPS
- Efficiency: Optimizes resource use and enhances operational efficiency.
- Precision: Improves accuracy in monitoring and control of physical processes.
- Flexibility: Allows for dynamic adaptation to changing conditions.
- Scalability: Can be scaled to handle large and complex systems.
- Resilience: Enhances the ability to recover from failures and disruptions.
  Challenges in CPS
- Security: Protecting against cyber threats that can disrupt physical operations.
- Complexity: Managing the complexity of integrating cyber and physical components.
- Interoperability: Ensuring different systems and devices can work together seamlessly.
- Latency: Achieving real-time performance with minimal delay.
- Reliability: Ensuring consistent and dependable operation in critical applications.
  Emerging Trends
- IoT Integration: Increasing use of IoT devices in CPS for enhanced connectivity and data collection.
  AI and Machine Learning: Leveraging AI for smarter decision-making and predictive capabilities in CPS.
- Edge Computing: To improve real-time responsiveness and lower latency, data processing should be done closer to the source.
- Blockchain: Using blockchain for secure and transparent transactions within CPS.
- Digital Twins: Creating digital replicas of physical systems for simulation, analysis, and optimization.
      A major advancement in the fusion of the digital and physical realms, cyber-physical systems have enormous promise for innovation and advancement in a wide range of domains.

6. BENEFITS OF ADOPTING ECO-TECH SYSTEMS

Environmental Sustainability
- Reduced Carbon Footprint: Eco-tech systems contribute to a reduction in greenhouse gas emissions through resource efficiency improvements and energy optimization
  (Kagermann et al., 2013).
- Waste Reduction: Improved analytics and monitoring cut down on material waste, advancing the circular economy (Geissdoerfer et al., 2017).
  Economic Efficiency
- Cost Savings: Significant cost reductions result from lower energy use and better maintenance (Brettel et al., 2014).
- Increased Productivity: Operational costs are decreased by increased production efficiency brought about by automation and optimization (Hermann et al., 2016).

Social Benefits
- Improved Working Conditions: Automation improves worker safety in dangerous areas by reducing the demand for physical labor (Schwab, 2016).
- Job Creation: High-skill employment in technology creation and maintenance is made possible by new technologies (Buhr, 2015).

7. CHALLENGES IN ADOPTING ECO-TECH SYSTEMS:

High Initial Costs
Investment: The upfront investment for new technologies and infrastructure can be prohibitive for small and medium-sized enterprises (SMEs) (Liao et al., 2017).
Technological Integration
   Compatibility: Integrating new technology with current systems can be difficult and requires a great deal of technical knowledge (Lu, 2017).
   Data Security
      Cyber security: Industry 4.0 systems' growing connectedness creates serious cyber security dangers, necessitating strong defenses (Fernandez et al., 2018).
   Regulatory and Standardization Issues
      Compliance: Navigating regulatory requirements and guaranteeing conformity with international standards can be challenging (Schmidt et al., 2015).
7.1. ROADMAP FOR ADOPTION

Government Support and Incentives

Policy Frameworks: Governments should develop policies and provide incentives to support the adoption of eco-tech systems (Rüßmann et al., 2015).

Industry Collaboration

Partnerships: Cooperation among businesses, technology suppliers, and academic institutions can spur innovation and knowledge exchange (Kagermann et al., 2013).

Education and Training

Skill Development: Encouraging education and training initiatives to cultivate the proficiencies required for the deployment and administration of sustainability technologies (Schwab, 2016).

Standardization

International Standards: Ensuring interoperability and compliance through the development and observance of international standards promotes seamless integration (Schmidt et al., 2015).

8. CONCLUSION

Industry 4.0's integration of eco-tech systems has the potential to greatly improve social cohesion, economic viability, and environmental sustainability. Although there are obstacles in the road, deliberate investments in technology, cooperation, and legislative support can open the door to wider use. An eco-techdriven industrial landscape must be established to solve the global concerns of resource depletion, environmental degradation, and climate change.

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Transformative Innovations in Health-tech: Revolutionizing Patient Care and Wellness Solution

Koushiki Kolay, Debashruti Ganguly, Ishita Sadhukhan,Anwesha Ghosh & Indrakshi Dey

Abstract: Rapid technological innovation has revolutionized many industries, and digital health solutions have significantly improved healthcare.The method of delivery of healthcare has been greatly impacted by technological improvements, which have improved patient outcomes, accessibility, and operational efficiency. Important technologies like wearables, artificial intelligence (AI), telemedicine, electronic health records (EHRs), and other digital health solutions are covered in this chapter. It looks at the advantages, difficulties, and potential uses of these technologies to give a thorough grasp of how they will affect the provision of healthcare.

Keywords: Technology, Healthcare, Digital Health, Patient outcomes.

1. Introduction :

Healthcare is to keep up or improve health via diagnosis, treatment, recovery, or cure of disease, sickness, and other physical or mental injuries of people. [1] The swift progress of technology has profoundly altered multiple industries, with the healthcare industry being among the most affected. Unprecedented advancements in patient care, operational effectiveness, and overall health outcomes have been brought about by the use of technology in healthcare delivery and the emergence of digital health solutions. These innovations are changing the way healthcare services are delivered and accessed, from wearable health gadgets and artificial intelligence to telemedicine and electronic health records. Healthcare systems are becoming more patient-centric, data-driven, and efficient by incorporating these technological breakthroughs, which will ultimately improve the quality of care and health outcomes for people all over the world.

The World Health Organisation (WHO) offers a more detailed definition of health technology, as the "application of organized knowledge and skills in the form of devices, medicines, vaccines, procedures, and systems developed to solve a health problem and improve quality of lives". [2]

2. History of Technology in Health-Care:

2.1 Early Developments:

1. Ancient Civilizations:

- Herbal medicines and primitive surgical methods were employed by ancient civilizations such as Egypt, Greece, and China.
- They established the foundation for modern medical knowledge and procedures.

2. Middle Ages and Renaissance:

- Anatomical research and the creation of simple surgical instruments led to advancements in medical practices.
- The understanding of human anatomy and disease led to an expansion of knowledge.

2.2 19th Century:

1. Anaesthesia:

- The discovery of anaesthesia in the early 1800s made surgery painless and revolutionized surgical techniques.

2. Microbiology:

- The study of infectious diseases began with the discovery of microorganisms in the middle of the 1800s, thanks to developments in microscopy.

20th Century:

1. Radiology:

- When Wilhelm Roentgen discovered X-rays in 1895, medical imaging and diagnostics underwent a revolutionary change.

2. Antibiotics:

- The discovery of antibiotics such as penicillin in the early 20th century transformed the way bacterial illnesses were treated.

3. Medical Electronics:

- Innovations in the middle of the 20th century produced gadgets that helped treat heart conditions, such as pacemakers and electrocardiograms (ECGs).

4. Computers And Health Information Technology (HIT):

- As electronic health records (EHRs) and medical databases proliferated, computers became indispensable for the management of patient records.

2.2 21st Century:

1. Digital Health:

• Telemedicine and telehealth, which provide remote access to healthcare, have been rendered possible by developments in internet and telecommunications technologies.

2. Genomics And Customized Treatment:

• Based on unique genetic profiles, personalized treatment has been made possible by the project known as the Human Genome Project and genetic advancements.

3. Artificial Intelligence (AI):

• AI and machine learning are revolutionizing patient outcome prediction, medical research, and diagnostics.

4. IoMT And Wearable Technology:

• The Internet of Medical Things (IoMT) and wearable technology provide ongoing health metrics for monitoring and help with the management of chronic disorders.

☐ Technology in healthcare has an extensive track record of development, propelled by scientific breakthroughs and technological advancements. Every age has brought about advancements in diagnosis and therapy, patient treatment, and the efficiency and accessibility of healthcare.

3. Technologies in The Field of Health Care:

Here are some technologies in the field of health care:

3.1. **Telehealth And Telemedicine:** Provides video conferencing and remote monitoring to facilitate remote consultations and care delivery.

3.2. **Electronic Health Records (EHRs):** Digitize patient data to facilitate provider access, sharing, and analysis.

3.3. **Machine Learning (ML) And Artificial Intelligence (AI):** Based on data analysis, these technologies help with disease diagnosis, result prediction, and treatment plan customization.

3.4. **The Internet of Medical Things, or "IoMT":** It is a technology that links sensors and medical devices to gather and send patient data for real-time monitoring and analysis.

3.5. **Blockchain:** Promotes data integrity, interoperability, and safe exchange of patient data.

3.6. **Wearable Devices:** Empower patients and provide remote monitoring by tracking health parameters like heart rate, activity level, and sleep patterns.

3.7. **Healthcare Analytics:** Make better decisions, streamline processes, and spot patterns in patient care and results by leveraging big data.

3.8. **Mobile Health (mHealth) Apps:** Increase patient involvement and self-care by offering resources for medication adherence, chronic illness management, and patient education.

3.9. **Robotic Surgery:** Provides accurate and efficient minimally invasive operations, shortening recuperation periods and enhancing surgical results.

3.10. **3D Printing:** Improves surgical planning and patientspecific therapies by producing customized implants, prostheses, and anatomical models.

4. Usage of The Technologies Mentioned Above in Healthcare Sector Till 2024:

Technology	Percentage utilization	Impact healthcare delivery	Impact on digital health solutions
1. Artificial intelligence (AI)	50%	Improves diagnostic accuracy treatment	Powers predictive analysis and personalized
2. Telemedicine	75%	Increases access to healthcare services, reduce costs.	Facilitates remote consultations and follow-ups.
3. Electronic health record (EHR)	95%	Streamlines patient data management and care coordination.	Enhances data accessibility and interoperability
4. Mobile health (mHealth)	65%	Enhances patient engagement and self-management.	Provides mobile apps for health monitoring and feedback.
5. Robotics	35%	Assists in surgeries, reducing recovery times and errors.	Enables precise and minimally invasive procedures.
6. Virtual reality (VR)	25%	Improves medical training and patient rehabilitation.	Provides immersive environments for therapy and education.
7. Wearable devices	65%	Monitors realtime health data and encourages proactive care.	Offers continuous health monitoring and feedback.
8. Internet of medical things (IOMT)	40%	Connects devices for better data collection and Management	Facilitates integrated and efficient health care systems.
9. 3D printing	30%	Customizes medical devices and implants.	Accelerates prototyping and production of medical models.

5. What Effects Does the Use of Technology in The Medical Area Have On Modern Society?

Technology has advanced by leaps and bounds and brought changes in every industry. The healthcare is no exception. With the world reeling under the COVID-19 pandemic, most countries are following lockdowns and social distancing to curb the spread, remote consultations with experts, and the availability of intuitive mobile apps have helped patients (non-COVID) to receive improved patient care and quality healthcare experiences. [3]

Modern civilization is greatly impacted by the use of technology in the medical area, both positively and negatively.

5.1.   Positive effects:

1.Improved receive to Health care:

- Telemedicine and Telehealth: People who live in remote, rural, or underserved locations can receive healthcare through virtual care and remote consultations.
- Mobile Health Units: Provide services to remote communities, guaranteeing greater access to vital medical care.

2. Improved Care Quality:

- Electronic Health Records (EHRs): Make sure complete patient histories are available, enhance the coordination of care, and lower medical errors.
- Artificial intelligence and machine learning: Promote more precise diagnosis and individualized treatment regimens, improving patient outcomes.

3. lower healthcare costs:

- Medical technology advancements make it possible to lower healthcare costs in a variety of ways. [4]

4. Patient Empowerment and Engagement:

- Wearable Devices: Give patients the ability to keep an eye on their health data and take proactive care of ongoing medical concerns.
- Portals for Patients: In order to promote patient engagement, make test results, medical data, and direct contact with healthcare providers accessible.

5. Ethical and Legal Issues:

- AI Decision-Making: The application of AI to diagnosis and therapy presents moral dilemmas pertaining to transparency and responsibility.
- Regulatory Compliance: It can be difficult and complex to ensure compliance with laws like GDPR and HIPAA.

6. Improved Data Security and Privacy:

- Blockchain Technology: Provides safe data transfer and improves patient record integrity and privacy.
- Cybersecurity Measures: Guard private medical data from hacking and illegal access.

7. improved communication:

- Emerging technology in healthcare has facilitated improved communication within healthcare organizations. More and more medical professionals are leveraging technology such as video, AR/VR, real-time meeting capacities, and other online platform to communicate and help spread knowledge in the field. [5]

5.2 Negative effects:

1. Privacy and Security Concerns:

- Data Breaches: As health records become more digital, they become more susceptible to cyberattacks, which could result in data breaches.
- Patient Privacy: Questions about consent and data protection are raised by the collection, storage, and use of patient data.

2. Medical errors:

While technology can help reduce errors, it can also introduce new types of errors. For example, incorrect or incomplete data entry, system malfunctions, and user errors can   lead to misdiagnosis errors and adverse patient outcomes. [6]

3. Growing cost:

- New tech sometimes drives up costs, instead. Medical technology has been costs, which is one of the biggest spenders in the world on health care. However, MedTech in general doesn't seem to be driving up costs — only specific kinds of technology used in certain ways. Technology that was part of a specialized diagnostic process is now often used as a screening tool as increased effectiveness of encourages hospitals to use it more. Over time, this can easily drive-up health care costs — which isn't ideal, considering 33% of medical facilities have negative profit margins. [7]

4. Ethical and Legal Issues:

- **AI Decision-Making:** The application of AI to diagnosis and therapy presents moral dilemmas pertaining to transparency and responsibility.
- **Regulatory Compliance:** It can be difficult and complex to ensure compliance with laws like GDPR and HIPAA.

5. **Dependence on technology:**

- As healthcare providers become more reliant on technology, there is a risk of losing basic clinical skills and critical thinking. Over-reliance on technology can also lead to complacency and a lack of attention to detail. [8]

6. **Accuracy and Reliability Issues:**

- **AI Misdiagnosis:** AI systems are not perfect, and they occasionally suggest treatments or diagnoses that are not accurate.
- **Data Quality:** The dependability of AI-driven healthcare solutions may be impacted by biases in training data or poor data quality.

6. Benefits :

Recent technological developments have completely changed the healthcare sector, improving the effectiveness and quality of care provided. These technological advancements, which include wearables, telemedicine, and artificial intelligence (AI), are changing the way healthcare services are managed, provided, and accessed.

Here are some benefits:

1. **Improved Access to Healthcare Services:** Especially in rural or underdeveloped areas, technology has greatly increased access to healthcare services. Patients can digitally consult with healthcare experts through telemedicine and telehealth platforms, which eliminates the need for in-person visits. People with restricted mobility or those who reside in remote places with few healthcare facilities may especially benefit from this.

2. **Enhanced Workflow and Efficiency:** Digital health solutions increase the effectiveness of workflow in healthcare settings by streamlining administrative procedures. Electronic health records (EHRs) are one type of health information technology (HIT) system that makes it easier for healthcare providers to share information easily. This guarantees prompt access to correct medical information, which lowers errors, improves care coordination, and eventually improves patient outcomes.

3. **Tailored and Accurate Healthcare:** AI and big data analytics in particular have made it possible for tailored healthcare approaches. In order to help with early diagnosis, individualized treatment regimens, and predictive medicine, artificial intelligence (AI) systems can scan enormous volumes of patient data to find patterns and trends. This strategy eventually results in lower healthcare expenditures and better treatment outcomes in addition to increasing patient happiness.

4. **Remote Monitoring and Chronic Disease Management**: Patients' vital signs and health parameters can be continuously monitored remotely thanks to wearable technology and Internet of Things-enabled healthcare solutions. These gadgets give real-time data to medical professionals about patients with chronic illnesses like diabetes or hypertension, facilitating prompt interventions and proactive disease management. By being proactive, patients' quality of life can be increased overall, problems can be avoided, and hospital readmissions can be decreased.

5. **Patient Empowerment and Engagement:** Mobile health
(mHealth) apps provide patients the ability to take an active role in their healthcare process. With features like symptom monitors, medication reminders, and instructional resources accessible, these apps encourage patient participation and treatment plan adherence. Better patient satisfaction and health outcomes result from a collaborative approach to healthcare decision-making that is fostered by improved communication between patients and healthcare providers.

6. **Improved Patient Safety:** In recent years, technology has brought about significant advancements in the healthcare industry, particularly in enhancing patient safety. The introduction of barcodes and Radio Frequency
Identification (RFID) technology has revolutionized the way in which medical errors are prevented in hospitals. [9] By using these technologies, medical professionals have developed a system that lowers the possibility of pharmaceutical mistakes by making sure patients receive the correct drug and care.Furthermore, by using these technologies, medical practitioners may now electronically watch and monitor their patients' vital signs and get access to critical patient data in real time. This capacity enhances their ability to respond quickly to medical emergencies and deliver treatment right away, ultimately improving patient outcomes.

7. Challenges:

Here are some of the key challenges:

1. **Privacy and security:**

- **patient data protection:** One of the main concerns is making sure that information about patients is secure and private. Data breaches and online attacks were more probable when there were more digital records.

- <u>Regulatory Compliance</u>: Healthcare providers have to abide by stringent laws, such as the General Data Protection Regulation, or GDPR, in Europe and the Health Insurance Portability and Accountability Act (HIPAA) in the US. These laws can be difficult to apply and expensive.

  2. <u>Connectivity and Harmony:</u>
- <u>System Compatibility:</u> It might be difficult to integrate new technology with pre-existing healthcare systems. Interoperability is challenging because different systems frequently employ disparate formats and standards.
- <u>Data Silos:</u> When data is frequently kept in disparate databases, it makes it difficult for various healthcare systems and providers to share and communicate with one another easily.

  3. <u>Expensive Prices and Resource Distribution:</u>
- <u>Initial Investment</u>: Many healthcare professionals, especially those in smaller practices and low-income areas, may find the cost of incorporating new technologies to be prohibitive.
- <u>Maintenance and Upgrades:</u> Ongoing financial and human resources are needed for routine maintenance, software upgrades, and staff training on new technologies.

  4. <u>Training and User Acceptance:</u>
- <u>Staff Training:</u> To use new technology effectively, healthcare staff need to receive the right training. Digital literacy gaps and resistance to change can impede the uptake of digital health solutions.
- <u>Patient Engagement:</u> The effectiveness of new technology in healthcare, such telemedicine or mobile health apps, depends on how comfortable and willingly people are able to utilize them.

  5. <u>Legal and Ethical Concerns:</u>
- <u>AI & Bias:</u> When AI algorithms unintentionally introduce bias, it might result in different patient groups receiving unequal treatment outcomes. AI decision-making raises important ethical issues.
- <u>Consent and Autonomy</u>: In order to use digital health tools, patients must be properly informed and give their consent. This can be difficult to do, especially for vulnerable populations.

  6. <u>High-Performing, High-Quality Solutions</u>
- Real-time communications require robust application performance and quality of service. Consider a virtual home-care service for chronically ill patients who need 24/7 monitoring. The service's caregivers need access — on devices and endpoints — to reliable, high-quality video, audio, imagery, and patient-monitoring data. [10]
- Can off-the-shelf WebRTC deliver that content without significant investment? No! But third-party services are already simplifying the telehealth process by abstracting away WebRTC's complexity and delivering a highly

  reliable and secure telehealth application. [11]

  These bullet points summarize the primary challenges that must be overcome in order to fully harness the power of technology to improve healthcare delivery and advance digital health solutions.
8. How Improve the Usage of Technologies for Betterment of Medical Health?

   The saying "<u>one has to be a master of his own house</u>" is prevalent. It is important to begin the future by improving our health through these technologies and change our mindset towards the idea of health as such, towards healthcare and medicine. [12]
1. <u>Make Research and Development Investments</u>:
   Investing in R&D makes it possible to develop cuttingedge medical technologies that enhance patient outcomes and the delivery of healthcare. This includes financial support for novel medical device, software, and service development from startups, academic institutions, and research centres.
2. <u>Digital Literacy:</u> First Enhancing healthcare personnel' digital literacy through education and training guarantees that they can use technology to improve patient care. This covers instruction on telemedicine platforms, electronic health record systems, and other related technologies.
3. <u>Interoperability:</u> Coordinated care is made possible, errors are decreased, and patient outcomes are enhanced when there is smooth data sharing and integration across various systems and devices. Interoperability frameworks, data protocols, and standardized APIs can help achieve this.
4. <u>Privacy and Security of Data</u>: By putting strong security measures in place, patient data is shielded from online risks and kept private. This covers access controls, encryption, and adherence to laws such as HIPAA.
5. <u>Telemedicine:</u> Access to healthcare is improved by expanding telemedicine offerings, particularly for underprivileged or isolated communities. This covers storeand-forward services, remote monitoring, and virtual consultations.
6. <u>Leverage AI and Big data</u>: Use artificial intelligence and big data analytics to improve diagnosis, treatment, and healthcare management. [13]
7. <u>IoT and Wearables</u>: Disease management is enhanced by the use of wearables and Internet of Things devices for remote patient monitoring. Wearable technology, networked health devices, and fitness trackers are a few examples.

8. <u>Electronic Health Records</u>: EHR system optimisation promotes effective data management, smooth sharing, and well-informed choices. This entails guaranteeing data interchange and putting in place standardised EHR formats.

9. <u>Partnerships and Collaborations</u>: The development of alliances between IT firms, academic institutions, and healthcare providers promotes innovation and the uptake of new medical technologies. This covers collaborative ventures, pilot initiatives, and R&D collaborations.

9. Conclusion:

There is no denying the fact that technology has proven to be the backbone of the advancements of modern healthcare. Due to the excellent procedures and patient care has become possible. While we can only see the future tendencies in healthcare technological development, it will continue to develop in ways and fields that we think are impossible today. [14] With its innovations that enhance patient care, diagnosis, and treatment, technology has a significant influence on the development of the healthcare industry. But in order to fully reap the rewards of technology in healthcare, issues with data management, cybersecurity, and equal access must be resolved. By embracing technological advancements, healthcare professionals can provide more efficient, personalized, and accessible care, leading to improved patient outcomes and enhanced healthcare delivery. [15]

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IoT-based BCMS-Baby Cradle Monitoring System by providing proper Care, Comfort and Protection of a Baby Health

Sourish Mitra, Moloy Dhar, Dr. Avali Banerjee, Dr. Santanu Kumar Sen

Abstract: In our busy life schedule, caring of an infant can be challenging task for parents. Traditionally, it involves dedicated manpower and manual intervention, which is time-consuming and often inefficient. To address this, we propose an innovative solution: an "IoTbased smart baby cradle monitoring system", where our smart cradle incorporates various sensors and actuators such an IoT enabled clientserver model, to monitor critical aspects of a baby's health, his/her comfort, enhancing the protection of baby, ensuring both convenience and the well-being of the child. These include real-time tracking of temperature, humidity, and movement of baby. As the movement of child gradually decreases during their sleep, the movement of cradle will adjust accordingly. Alerts are generated for any deviations from the optimal conditions, such as unhealthy smoke detection, unwanted moisture in baby's bed, allowing parents to take immediate action. As per our proposed system an IoT enabled mobile platform is being created that enables remote monitoring of cradle, output device control with proper notification. Sound systems are included to play lullabies to serenade the child as they sleep. By replacing manual efforts with an intelligent, automated system, our project aims to alleviate the stress of baby care while prioritizing their health and safety.

I. INTRODUCTION:

In the contemporary world, where both parents often work and families are smaller, caring for infants has become a significant challenge. Traditional baby care requires constant attention and manual intervention, which is not only time-consuming but also prone to human error. The need for a more efficient, reliable, and convenient solution is evident. The primary issues revolve around the constant monitoring of the baby's health and comfort. This includes tracking the baby's temperature, humidity levels around the baby, and the baby's movements. Any deviation from the optimal conditions could potentially harm the baby, making immediate action necessary. However, continuous manual monitoring is not feasible, and parents often have to rely on their instincts or the baby's cries, which might not always be accurate or timely. Also, finding enough time to take care of a new-born in the modern age, which is a full-time job in itself, where often both parents have a separate job, can be damaging to their careers, as one needs to essentially sacrifice career for the correct upbringing and care of the child. Developing a device to address these issues is fraught with challenges. The device needs to be safe for the baby, accurate in its readings, and prompt in its alerts. It also needs to be user-friendly, allowing even technologically-challenged parents to use it with ease. As per literature review, the market is already flooded with various baby monitoring devices, but there is not one device that takes cares of all the issues faced by parents in the process of taking care of their child. It's crucial for this device to offer something unique to stand out, while also trying to cover every field a parent would look for when getting a device to essentially replace them, or give them a break from taking care of the baby.

In our proposed technique, an IoT controlled BCMS-baby cradle monitoring system is prototyped to overcome these challenges. It incorporates various sensors and devices to monitor critical aspects of a baby's health and comfort in real-time. Alerts are generated for any deviations from the optimal conditions, allowing

parents to take integrates with mobile monitoring and control. manual efforts with an alleviate the stress of and safety of the child. on their baby's well- of uncertainty about addresses the child in the care of a from others in the sophistication but its merely to build an replicate a mother's is the ultimate comfort This device, with its strives to emulate this ensuring the baby's

immediate action. The system also applications, enabling remote The system is designed to replace intelligent, automated system, aiming to baby care while prioritizing the health It ensures that parents are kept updated being at all times, eliminating the stress their child's condition. This also unconventional practice of leaving the machine. What sets this device apart market is not just its technological underlying philosophy. The aim is not efficient machine; the goal is to touch. It is believed that a mother's care provider and safe space for a newborn. intelligent monitoring and alert system, care, like a gentle human-like caregiver, well-being while providing parents with

peace of mind. Our project aims to alleviate the stress of baby care by replacing manual efforts with an intelligent, automated system, prioritizing the baby's health and safety. By doing so, we hope that the challenging issue of parenting is little easier, while also ensuring that the newborn does not miss out on
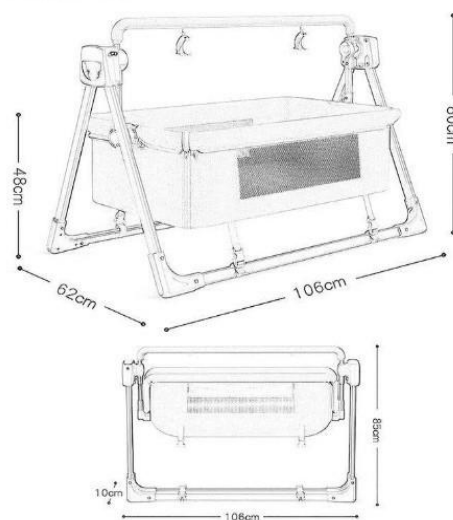
the most important thing that they during their years of development, the mother's touch. As per Fig. 1 our proposed work is implemented in this real life baby cradle system with proper bed diameter 82 x 50 x 30 cm.

II. **OUR PROPOSED WORK :**

II.A. BLOCK DIAGRAM OF PROPOSED WORK:
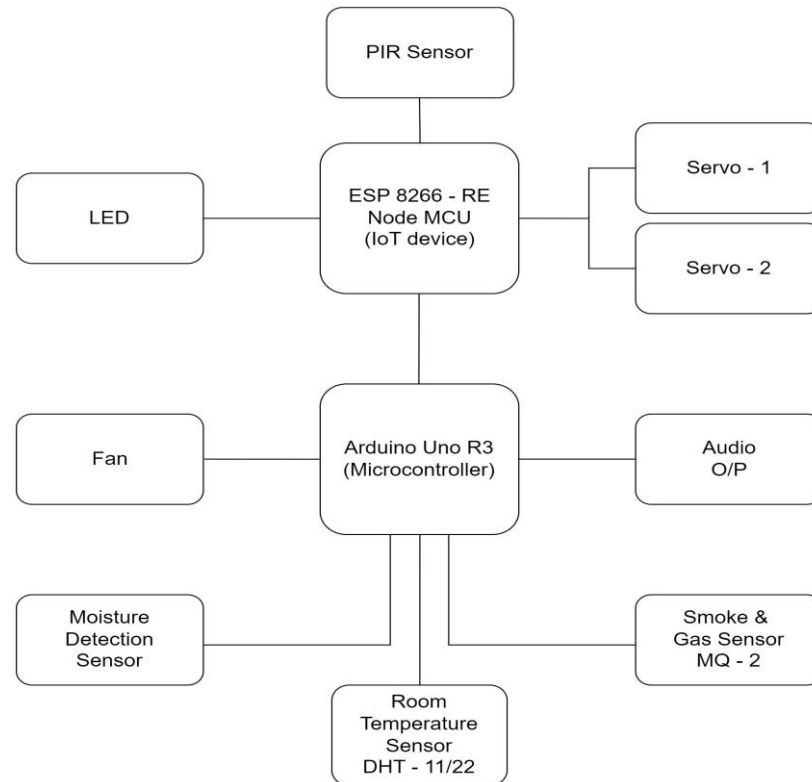
Fig. 2. Block diagram of proposed work

II.B. **WORKING PROCESS AS PER BLOCK DIAGRAM**

STEP-1 :

The system consists of several devices that work together to ensure the safety and comfort of a baby. The PIR sensor also called Passive Infrared Sensor, is a motion sensor that detects the baby's movement using infrared rays. The sensor constantly sends data to the IoT device. Upon detecting movement, it sends bit data as 1s to the IoT device. If no movement is detected, it sends data as 0s. The ESP8266-12E Node MCU IoT Device, processes the data sent by the PIR sensor and calculates the total number of 1s or 0s in the data stream within a predefined time. If the total number of 1s is greater than the total number of 0s, it means the baby is awake, and rapid movements are detected.

STEP-2:

The Servo-1 and Servo-2 are two motors that work together with the IoT device. Depending on the frequency of the sensor data sent by the PIR, the rotation speed of these motors is controlled. If there is a constant flow of 1s, then these motors will rotate rapidly to sway the cradle. As the frequency of 1s decreases, these motors will slow down eventually, or come to a stop to ensure that the baby can sleep undisturbed. An LED light connected to the IoT device indicates the safety of the cradle. If the light is green, it is safe to touch the cradle without disturbing the baby's sleep or damaging the cradle. If the light is red, it is not safe to touch the cradle.

STEP-3:

The Arduino UnoR3 microcontroller is connected to NodeMCU due to the shortage of pin in ESP8266-12E. A Moisture Detection Sensor is connected to the microcontroller to detect any presence of liquid, such as water moisture. Upon detecting moisture in the cradle bed, it sends signals to the microcontroller to trigger a notification to the user's smart device, concerning the baby's comfort and safety from moisture-related germs.

STEP-4:

Smoke or Gas detection sensors are connected to the microcontroller for sensing hazardous smoke or gas near the cradle. These sensors send signals to the microcontroller to activate a Fan that is strategically positioned to face away from the baby. The fan then operates to blow the detected smoke or gas away from the cradle, effectively preventing the baby from inhaling these harmful substances. A DHT-11 or 22 temperature sensor is connected to the microcontroller for detecting the changes of room's temperature and make alert to the user. If the room temperature changes drastically, ensuring safety from sudden temperature changes.

STEP-5:

Finally, an audio device is present in the system, which can be operated manually to play different lullabies prerecorded by the mother providing the comforting touch of the mother in her absence and ensuring maximum pleasure and a feeling of safety while the baby is sleeping.

II.C. HARDWARE AND SOFTWARE REQUIREMENTS:

For implementing our the hardware part of our proposed work we need to incorporate 6-8 no of PIR sensor,DHT-11/22 temperature sensor, MQ-2 Gas sensor, Moisture Detection Sensor,
ESP8266-12E Node MCU IoT Device, Arduino UNO microcontroller board, F-F, M-F, M-M Jumper wire, 4 no's of Servo Motor, one CPU Fan, one Portable audio speaker etc.

In software section we need to upload sketches inside ESP826612E Node MCU IoT Device and Arduino UNO microcontroller board we required Arduino 1.8.2 interface software for burning the code inside microcontroller of Arduino Uno R3 Atmega328P.

II.D. PROPOSED WORK FLOW DIAGRAM

This system utilizes sensors and devices to monitor critical aspects of a baby's health and comfort in real-time, including temperature, humidity, and movement. It generates alerts for any deviations from optimal conditions, allowing parents to take immediate action. Integration with mobile applications enables remote monitoring, control, and notifications. By automating manual efforts, the project aims to alleviate the stress of baby care while prioritizing the health and safety of the child. The system is initiated with the activation of four sensors. The PIR sensor is employed to detect the baby's motion and ascertain their sleep status, adjusting the servo motor's speed accordingly. If the baby is awake, the motor initiates cradle rocking. As the baby's movement decrease, the motor's speed gradually diminishes, eventually halting the cradle's motion. The moisture detection sensor is utilized to determine the moisture level of the cradle bed. If moisture is detected, a notification is sent to the parent through a mobile application.

The MQ-2 Gas sensor is used to identify the presence of hazardous gases or smoke near the baby. If such gases are detected, a fan is activated to remove the smoke from the vicinity of the baby. An audio output system plays lullabies to help the baby sleep when awake. The PIR sensor detects the baby's movement, activating the audio device. Once the baby falls asleep, the audio playback stops.
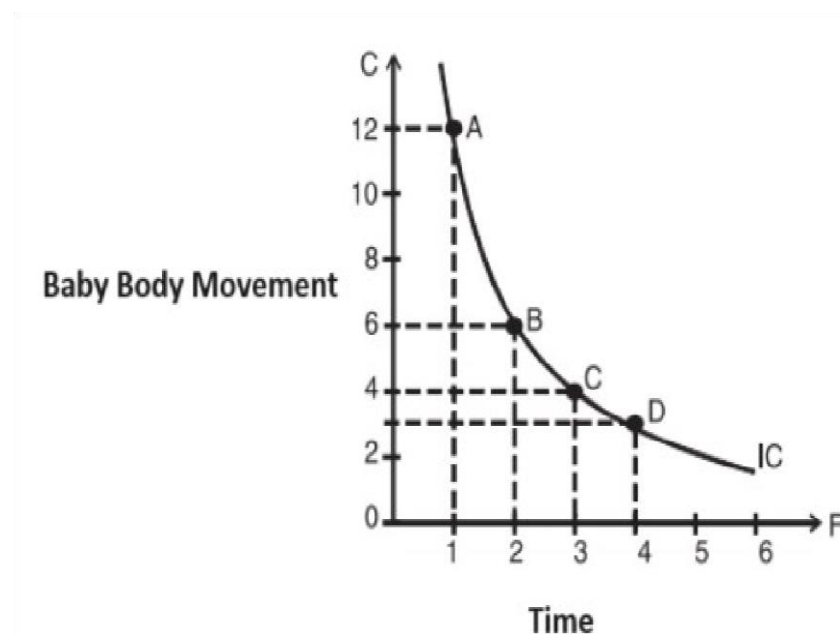
Fig. 3. Work Flow Diagram of proposed work
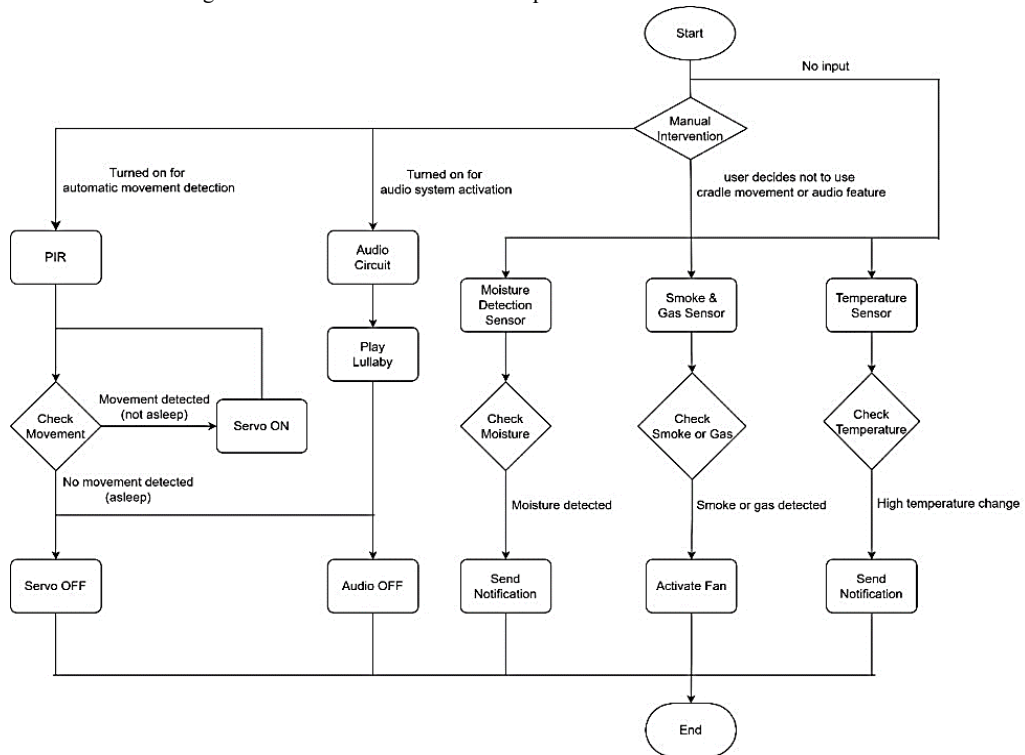
I. RESULT ANALYSIS

As per our proposed work, our working prototype provides almost 96% of accuracy as per the movement of baby inside the craddle. In our Arduino screen, our Interface provides the movement of cradle is gradually decreases as per the decreasing movement of baby body. The curve is given below.
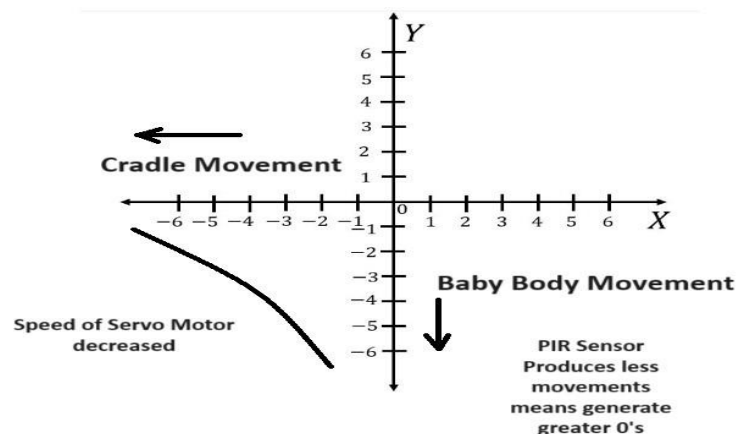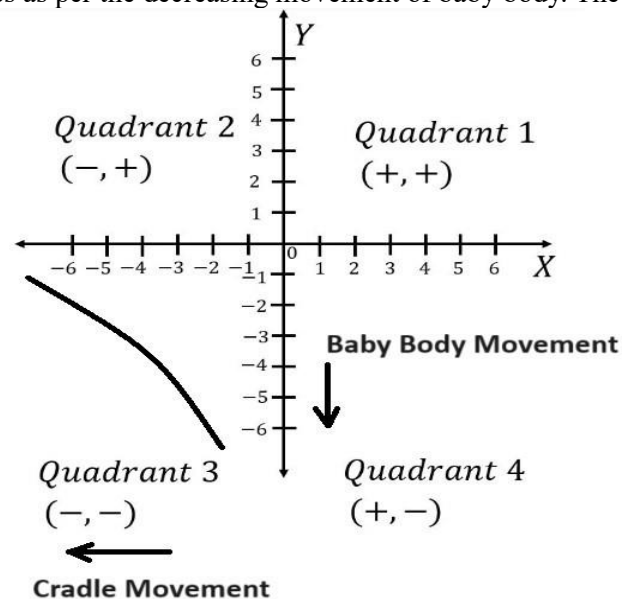
When MQ-2 gas sensor detects the increasing value regarding smoke then Fan speed also increases to remove the gas and protect baby from that unhealthy environment.
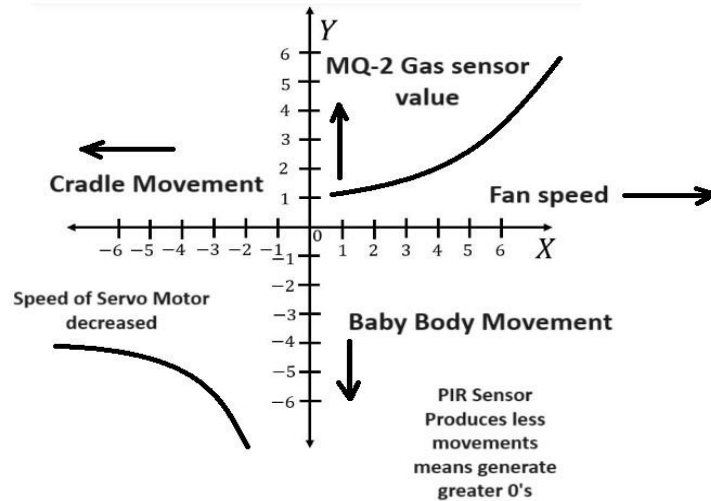
When cradle movement becomes slower means baby is going towards inactive or sleeping state, then audio O/P used for generating lullabie is also becomes lower.
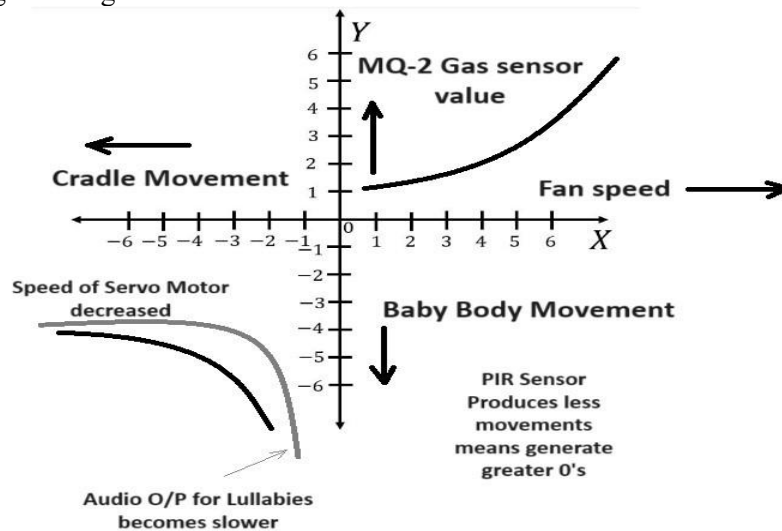
II. CONCLUSION

In this paper, we proposed an IoT-based smart baby cradle monitoring system that incorporates various sensors and devices to monitor critical aspects of a baby's health and comfort in real-time. The system is designed to replace manual intervention with an IoT based, automated system, aiming to alleviate the stress of baby care while prioritizing the health and safety of the child. It ensures that parents are kept updated on their baby's well-being at all times, eliminating the stress of uncertainty about their child's condition. This also addresses the unconventional practice of leaving the child in the care of a machine. We are focusing on the mother's touch that provides ultimate comfort provider and safe space for a newborn. This device, with its intelligent monitoring and alert system, strives to emulate this care, like a gentle human-like caregiver, ensuring the baby's well-being while providing parents with peace of mind. So with the help of our proposed work we can provide the sleeping comfort with mother's lullaby at the time of cradling of any newborn. We also taking care about the breathing protection from smoke or any hazardous gases surrounded of a baby and also inform mother when that baby cloth becomes wet due to moisture of baby toilet. So in a single prototype model we can incorporate all of those things and communicate through a web interface generated by IoT server.

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Utilisation of Technology for Improved Healthcare Delivery and Digital Health Solutions

Rajib Kori, Priyanka Das, Moinak Lahiri, Subhadip Bhattacharaya & Tarpan Chakrabarty

Abstract: Technological innovation has become an integral aspect of our daily life, such as wearable and information technology, virtual reality and the internet of things which have contributed to transforming healthcare business and operations. Patients will now have a broader range and more mindful healthcare choices and experience a new era of healthcare with a patient-centric culture. Digital transformation determines personal and institutional health care. This paper aims to analyse the changes taking place in the field of healthcare due to digital transformation. For this purpose, a systematic bibliographic review is performed, utilising scopus, science direct and pubmed databases from 2008 to 2021. Our methodology is based on the approach by wester and watson, which classify the related articles based on a concept-centric method and an ad hoc classification system which identify the categories used to describe areas of literature. The search was made during august 2022 and identified 5847 papers, of which 321 fulfilled the inclusion criteria for further process. Finally, by removing and adding additional studies, we ended with 287 articles grouped into five themes: information technology in health, the educational impact of e-health, the acceptance of e-health, telemedicine and security issues. Now more than ever, traditional healthcare models are being overhauled with digital technologies of healthcare 4.0 increasingly adopted. Worldwide, digital devices are improving every stage of the patient care pathway. For one, sensors are being used to monitor patient metrics 24/7, permitting swift diagnosis and interventions. At the treatment stage, 3d printers are under investigation for the concept of personalised medicine by allowing patients access to on-demand, customisable therapeutics. Robots are also being explored for treatment, by empowering precision surgery, rehabilitation, or targeted drug delivery. Within medical logistics, drones are being leveraged to deliver critical treatments to remote areas, collect samples, and even provide emergency aid. To enable seamless integration within healthcare, the internet of things technology is being exploited to form closed-loop systems that remotely communicate with one another. This review outlines the most promising healthcare technologies and devices, their strengths, drawbacks, and opportunities for clinical adoption.

Keywords: Digital transformation, telemedicine, personalised healthcare, artificial intelligence, security.

1. Introduction:

Digital transformation refers to the digital technology changes used to benefit society and the Healthcare industry. Healthcare systems need to use digital technology for innovative solutions to improve healthcare delivery and to achieve improvement in medical problems. The digital transformation of healthcare includes changes related to the internet, digital technologies, and their relation to new therapies and best practices for better health management procedures. The quality control of massive data collected can help improve patients' well-being and reduce the cost of services. Digital technologies will also impact medical education, and experts will deceive new ways to train people. Now in this way, practitioners will face new opportunities. Digital transformation is an ongoing process that can create opportunities in the health sector, provided the necessary infrastructure and training are available. Under regulation (eu) 2021/694 of the european parliament and of the council of 29 april 2021, establishing the digital europe program and repealing decision (eu) 2015/2240, digital transformation is defined as the use of digital technologies for the transformation of businesses and services. Some technologies that contribute to digital transformation are the digital platform of the internet of things, cloud computing and artificial intelligence. At the same time, the sectors of society that are almost affected are telecommunications, financial services and healthcare.

Digital health can play a role in innovation in health, as it facilitates the participation of patients in the process of providing health care [1]. The patient can overcome his poor state of health when they are no longer in a state of well-being. In this case, the patient is given the to participate in the decision-making regarding their health care. Searching for information through the patient's internet or using digital health applications (e.g., via mobile phone) is essential for the patient to make the right decision about their health. in the coming years, health change is expected to focus primarily on the patient, who will take on the "health service consumer" role as the patient seeks control over their health management. The healthcare industry will be shaped based on the needs and expectations of this new "consumer of health services", which will require upgraded experiences with the main characteristics of personalisation, comfort, speed and immediacy in the provision of services. Gjellebaek c. Et al. Argue that new digital technologies will shift healthcare towards digitalisation, bringing significant benefits to patients and healthcare infrastructure [2]. Some of the benefits listed by gjellebaek c. Are the increase in employee productivity, the improvement of the efficiency and effectiveness of the operation of the health units, and the reduction of their operating costs.

On the other hand, in terms of health infrastructure, a typical example is the united states, where 75% of hospitals use electronic health record systems, according to rebekah e. Et al. [3]. However, clinicians often report side effects using digital technologies, which can be attributed to their misuse [3]. In addition, some health professionals oppose using these systems and develop solutions that jeopardise patient care. In some countries, such as the united states, the government provides incentives for the "effective use" of e-health technologies, but their results remain uncertain [3].rebekah e. Et al. Focus more specifically on u.s. Hospitals, observing that the remaining countries are relatively in the early stages of transformation [4]. The united

kingdom, for example, has recently pursued troubled e-health initiatives, and australian hospitals have only recently participated in investments in the digitalisation of their hospital services [4]. At the european union level, digital health is a critical key strategic priority, in line with the european strategic plan 2019–2024 (european commission).

Today, digital transformation in health is spreading and consolidating rapidly [5]. The purpose of this paper is to provide an assessment of the current literature on digital health transformation, as well as to identify potential vulnerabilities that make its implementation impossible. The ultimate goal is to see how digital technologies facilitate patients' participation in health and their health. due to the rapid development of e-health and digitalisation, data from previous studies are becoming potentially irrelevant. Most studies evaluating digitalisation have relied heavily on quantitative research-based methods. Although quantitative evaluations are required, some of their effects could be omitted. according to gopal g. Et al., healthcare has the lowest level of digital innovation compared to other industries, such as media, finance, insurance and retail, contributing to limited labour productivity growth [6]. With this article, we seek to reverse this picture and contribute to the emergence of digitalisation as a factor of health innovation while optimising patient outcomes and the cost of services provided. However, to achieve this innovation, systemic changes are needed in healthcare finances, the education of healthcare staff and healthcare infrastructure. the following section analyses the methodology and its steps, which then contributed to the emergence of our results.

2. Digital Health Is What We Know Today :

The application of information and communications technology to provide digital health interventions to prevent disease and improve quality of life isn't a new concept. However, in the face of global concerns -- related to aging, child illness and mortality, epidemics and pandemics, high costs, and the effects of poverty and racial discrimination on access to healthcare -- digital health platforms, health systems and related technology continue to grow in importance and to evolve.

Government health insurance programs, such as the u.s. Affordable care act (aca), have also brought about new developments in digital health. Despite technical issues when aca was initially launched, aca's objectives included improving the quality of healthcare through technology. For example, this included improving the quality of Ehrs and computer modeling used to track healthcare spending. Employing technology and data to improve patient health and quality of care is called healthcare informatics. This enables healthcare professionals to assess new programs, look for areas of improvement within the healthcare sector and integrate new technologies into medicine.

Further fanning the flames of change, the covid-19 pandemic has helped further fuel the ongoing digital transformation in healthcare. According to forrester research, the most impactful covid-19 technologies include patient-facing tools, such as online symptom checkers, patient portals, remote patient monitoring Tools And Telehealth.

3. Importance Of Digital Health :

According To Deloitte Insights, Digital Health Employs More Than Just Technologies And Tools; It Also Views

"Radically Interoperable Data, Artificial Intelligence (Ai), And Open, Secure Platforms As Central To The Promise Of More Consumer-Focused, Prevention-Oriented Care."Advances In Ai, Big Data, Robotics And Machine Learning Continue To Bring About Major Changes In Digital Healthcare. Also, Alternations In The Digital Healthcare Landscape Continue Developments In Ingestible Sensors, Robotic Caregivers, And Devices And Apps To Monitor Patients Remotely.

According To Deloitte: "Ai Will Enable Major Scientific Breakthroughs, Accelerating The Creation Of New Therapies And Vaccines To Fight Diseases. Ai-Enabled Digital Therapeutics And Personalized Recommendations Will Empower Consumers To Prevent Health Issues From Developing. Ai-Generated Insights Will Influence Diagnosis And Treatment Choices, Leading To Safer And More Effective Treatments. Additionally, Intelligent Manufacturing And Supply Chain Solutions Will Ensure The Right Treatments And Interventions Are Delivered At The Exact Moment Needed By The Patient."Precedence Research Projected That The Global Digital Health Market Will See A Compound Annual Growth Rate (Cagr) Of 27.9% From 2020 To 2027, When It Will Reach $833.44 Billion. According To The Ottawa-Based Market Research Firm, A Jump In The Number Of Healthcare Apps Is Fueling This Growth. North America Accounts For The Dominant Share In The Global Digital Health Market Due To The Region's Rising Elderly Population, High Adoption Rate Of Smartphones, And The Push To Develop Apps And Digital Healthcare Platforms To Reduce Healthcare Costs. Digital health is pivotal in transforming healthcare by enhancing accessibility, efficiency, and quality of care. It encompasses a broad range of technologies, including telemedicine, mobile health apps, wearable devices, and electronic health records (EHRs). These innovations empower patients to actively manage their health and wellness, offering real-time monitoring and personalized insights. Telemedicine breaks down geographical barriers, providing remote consultations and reducing the need for in-person visits, which is crucial during emergencies like the COVID-19 pandemic. Mobile health apps and wearables enable

continuous health monitoring, encouraging proactive management of chronic conditions and promoting healthier lifestyles. EHRs improve the coordination of care by ensuring that patient data is easily accessible to all healthcare providers involved in a patient's care. This leads to better-informed decision-making and reduces the risk of medical errors. Furthermore, digital health tools support data-driven approaches to public health, enabling more accurate tracking of disease outbreaks and more effective allocation of resources. Ultimately, digital health fosters a more patient-centered approach, enhancing the overall healthcare experience. By leveraging technology, healthcare systems can achieve greater efficiency, reduce costs, and improve outcomes, making high-quality care more accessible to everyone.

4. **Examples Of Digital Health Technology:**

Digital Health Innovations Are Designed To Help Save Time, Boost Accuracy And Efficiency, And Combine Technologies In Ways That Are New To Healthcare. These Innovations Can Meld Medicine And The Internet Of Things, Mhealth And Iot, Medicine And Augmented Reality (Ar), And Blockchain And Emrs.

The Internet Of Medical Things (lomt) Refers To The Combination Of Medical Devices And Applications Connecting To Health It Systems That Use Networking Technologies.lot Use Cases Range From Telemedicine Technology To Improve Communication Between Patients And Doctors, To Decreasing The Potential For Exposure To Contagious Diseases And To Various Smart Sensor Technologies That Can Collect Data At The User Level. For Example,

Demand For Telehealth Services Rose As A Result Of Covid19, With A Greater Number Of Providers Relying On Technology To Deliver Virtual Services To Patients.

Innovative Iot applications In Healthcare Continue To emerge. Cleveland Clinic Ranked Smartphone-Based Pacemaker Devices

As A Top Innovation For 2021. Using A Mobile App, SmartphoneConnected Pacemaker Devices Can Be Designed To Securely And Wirelessly Transmit Data To A Patient's Network, Giving Patients Better Insight Into The Health Data From The Pacemakers And Transmitting The Health Information To Their Physicians.

Mhealth, Including Wearables, Apps And Mobile Technology That Provide Access To Health Care Support And Monitoring, Is Experiencing Growth, Particularly For Helping Manage LongTerm, Chronic Conditions. The Covid-19 Pandemic Has Led To A Rise In Demand For Personal Health Monitoring Via Wearables, Which Straddle The Line Between Consumer And Medical Devices. Vendors Of Wearable Devices Added Features For Heart Rate Variability, Pulse Oximeters, Electrocardiography And Continuous Glucose Monitoring.

Another Significant Application Is Blockchain-Based Emrs, Which Aim To Reduce The Time Needed To Access Patient

Information While Improving Data Quality And Interoperability.

Blockchain's Benefits -- Access Security, Data Privacy And Scalability -- Are Attractive In Digital Healthcare.

Using Ai In The Healthcare Applications Can Augment Human Decision-Making By Automating And Speeding Up Previously

Labor-Intensive Tasks. Many Hospitals, For Example, Use AiBased Patient Monitoring Tools To Collect And Treat The Patient Based On Real-Time Reports. In Medical Imaging, The Use Of Ai Can Reduce The Number Of Clicks Needed To Perform A Task

And Determine The Next Steps Based On Context. Another Ai Application, Digital Twins, Can Be Used To Model Medical Devices And Patients And Show How Devices Would Work Under Actual Conditions.

Ar, Which Integrates Digital Information With The User's Environment In Real Time, Is Applicable In Patient And Doctor Education, Surgical Visualization And Disease Simulation. Big Data -- Which Draws Information From All These Health Systems And Applications -- Poses Both Benefits And Challenges. The Amount Of Data Is Massive And Continues To Proliferate. Digital health technology encompasses a wide range of tools and innovations that enhance healthcare delivery, improve patient outcomes, and streamline medical processes. Examples include wearable devices like fitness trackers and smart watches, which monitor vital signs and physical activity. Telemedicine platforms enable remote consultations, making healthcare accessible to those in rural or underserved areas. Mobile health apps provide personalized health advice, medication reminders, and chronic disease management. Electronic health records (EHRs) facilitate seamless information sharing among healthcare providers, improving coordination and reducing errors. Artificial intelligence (AI) and machine learning algorithms aid in diagnosing diseases, predicting patient outcomes, and personalizing treatment plans. Virtual reality (VR) is used for pain management and physical therapy, while robotic surgery enhances precision in complex procedures. These technologies collectively contribute to more efficient, effective, and patient-centered healthcare systems.

5. **Big Data in Healthcare:**

The Digitization of Health Information Led To The Rise Of Healthcare Big Data. The Emergence Of Value-Based Care Also Contributes To The Emergence Of Healthcare Big Data By Spurring The Industry To Employ Data Analytics To Make Informed Business Decisions.

According To Health grades, A Website That Helps Users Find

Appropriate Doctors, Hospitals And Care: "Healthcare Big Data Refers To Collecting, Analyzing, And Leveraging Consumer, Patient, Physical, And Clinical Data That Is Too Vast Or Complex To Be Understood By Traditional Means Of Data Processing. Instead, Big Data Is Often Processed By Machine Learning Algorithms And Data Scientists."

However, "Faced With The Challenges Of Healthcare Data -- Such As Volume, Velocity, Variety, And Veracity -- Health Systems Need To Adopt Technology Capable Of Collecting, Storing, And Analyzing This Information To Produce Actionable Insights," According To Health grades.

In Healthcare, Big Data Can Provide The Following Benefits:

- Reducing Medication Errors. By Analyzing Patient Records, Software Can Find Inconsistencies Between A Patient's Health And Prescriptions And Then Notify Health Professionals And Patients Of A Potential Medication Error.
- Aiding In Preventive Care. A Large Volume Of Recurring Patients -- Or Frequent Flyers -- Flock To Emergency Rooms. Using Big Data Analysis Can Help Identify This Type Of Patient And Develop Preventive Plans To Keep Them From Returning.
- Staffing More Accurately. Predictive Analysis Could Help Hospitals And Clinics Predict Admission Rates So That They Can Improve Staff Scheduling.

6. Benefits Of Digital Health :

Digital Health Has The Potential To Prevent Disease And Lower Healthcare Costs, While Helping Patients Monitor And Manage Chronic Conditions. It Can Also Tailor Medicine For Individual Patients. Healthcare Providers Also Can Benefit From Advances In Digital Health. Digital Tools Give Healthcare Providers An Extensive View Of Patient Health By Significantly Increasing Access To Health Data And Giving Patients Greater Control Over Their Health. The Result Is Increased Efficiency And Improved Medical Outcomes.

The U.S. Food And Drug Administration (Fda) Website States: "From Mobile Medical Apps And Software That Support The Clinical Decisions Doctors Make Every Day To Artificial Intelligence And Machine Learning, Digital Technology Has Been Driving A Revolution In Health Care. Digital healthtools Have The Vast Potential To Improve Our Ability To Accurately Diagnose And Treat Disease And To Enhance The Delivery Of Health Care For The Individual."

Additionally, Technologies Such As Smartphones, Social Networks And Internet Applications Offer New Ways For Patients To Monitor Their Health And Have Increased Access To Information. "Together, These Advancements Are Leading To A Convergence Of People, Information, Technology, And Connectivity To Improve Health Care And Health Outcomes," According To The Fda. According To The Fda, Digital Health Technologies Help Providers Reduce Inefficiencies, Improve Access, Reduce Costs, Increase Quality And Make Medicine More Personalized For Patients. At The Same Time, Digital Health Technologies Enable Patients And Consumers To Manage And Track Health And Wellness-Related Activities More Efficiently. While Technologies Such As Virtual Reality (Vr) Tools, Wearable Medical Devices, Telehealth And 5g Help Improve Treatment For Patients, Medical Professionals Can Streamline Their Workflows Using Ai-Powered Systems. Digital health offers numerous benefits, including improved access to healthcare, especially for remote or underserved populations. It enables real-time monitoring and management of chronic diseases through wearable devices and mobile apps, enhancing patient outcomes. Telemedicine reduces the need for physical visits, saving time and resources. Digital health records streamline information sharing among healthcare providers, improving coordination and reducing errors. It also supports personalized medicine through data analytics and AI, providing tailored treatment plans. Additionally, digital health promotes preventive care by tracking health metrics and encouraging healthy behaviors, ultimately leading to a more efficient and effective healthcare system.

6.1   Electronic Health Records (Ehrs): Digital Patient Data Management, Enhancing Data Accuracy And Accessibility.

6.2   Telemedicine: Remote Consultations And Virtual Care, Expanding Healthcare Reach And Accessibility.

6.3   Artificial Intelligence (Ai): Analyzing Medical Data, Aiding Diagnosis, And Streamlining Clinical Workflows.

6.4   Wearables And Iot: Monitoring Vital Signs, Tracking Health Metrics, And Enabling Personalized Care.

6.5   Mobile Health (Mhealth) Apps: Patient Engagement, Education, And Self-Management Tools.

6.6   Data Analytics: Insights For Population Health Management, Disease Surveillance, And Healthcare Optimization.

6.7   Virtual Reality (Vr) And Augmented Reality (Ar): Pain Management, Therapy, And Medical Training.

6.8   Blockchain: Secure Data Management, Consent Tracking, And Supply Chain Integrity.

6.9   Robotics: Surgical Assistance,   Patient Care,   And Rehabilitation.

6.10   Digital Therapeutics: Evidence-Based, Software-Driven Treatments For Mental And Physical Conditions.

The Effective Integration Of Technology In Healthcare Has The Potential To:

- Enhance Patient Experiences
- Improve Health Outcomes
- Increase Efficiency And Productivity

- Reduce Costs
- Expand Access To Care
- Support Personalized And Precision Medicine

    6.11   Personalized Medicine: Genomics, precision medicine, and targeted treatments.
    6.12   Remote Patient Monitoring: Real-time monitoring, reducing hospitalizations and improving outcomes.

    6.13   Health Information Exchange (HIE): Interoperability, data sharing, and coordinated care.
    6.14   Medical Imaging Analytics: Enhanced image interpretation, diagnosis, and treatment planning.
    6.15   Natural Language Processing (NLP): Clinical decision support, patient communication, and sentiment analysis.

However, Challenges Like Data Privacy, Security, And Interoperability Must Be Addressed To Ensure The Successful Implementation Of Digital Health Solutions.

7. **Regulation And Patient Privacy:**

In The United States, The Health Insurance Portability And Accountability Act (Hipaa) Of 1996 Was Written To Protect Patients' Personal Data. Hipaa Was Amended In 2009 With The Introduction Of The Health Information Technology For Economic And Clinical Health (Hitech) Act, Which Was Designed To Make Hipaa Compliance Stricter. However, Critics Of Those Acts Said They Do Not Go Far Enough To Limit Access To Patient Data Without Consent And Hipaa Regulations Are Often Violated. In Late 2020, The U.S. Department Of Health And Human Services Proposed Changes To Hipaa Concerning Privacy And Security Standards That Negatively Affect A Patient's Ability To Access Personal Health Data And Interfere With Healthcare's Transition To Value-Based Care, A Model Focused On Value And Quality Of Care.

Conclusion:

Utilization Of Technology In Healthcare Has Revolutionized Delivery And Accessibility Of Services, Enhancing Patient Care And Management. Digital Health Solutions Such As Telemedicine, Wearable Devices, And Electronic Health Records Streamline Processes, Enabling Remote Consultations And Real-Time Monitoring. These Innovations Facilitate Early Diagnosis, Personalized Treatment Plans, And Improved Patient Outcomes. Integration Of Ai And Machine Learning Further Enhances Decision-Making And Predictive Analytics. However, Challenges Include Data Security, Regulatory Compliance, And Equitable Access. Moving Forward, Leveraging Technology Promises To Optimize Healthcare Delivery, Making It More Efficient, PatientCentered, And Globally Accessible, Ultimately Transforming The Landscape Of Medical Practice And Public Health.

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Transforming Waste to Energy- A Way to Waste Recycling and Reuse

Suparna Maity, Bapita Roy & Santana Das

Abstract: Waste to energy refers to a broad range of operations wherein an otherwise unusable source yields a valuable by-product, such as energy. Waste comes from various sources, almost as diverse as the social and economic groups around the world. This waste can properly be used to produce useful products. Recycling and reusing waste materials has emerged as a critical strategy for lowering the amount of waste materials thrown away in the context of waste management and disposal. Among several methods, energy recovery from waste is one meaningful way to recycle and reuse waste material. The waste stream might vary significantly based on several socioeconomic factors, such as industrial wastes or consumer waste products, local industry development, and population density. Furthermore, there might be notable seasonal fluctuations in waste generation, with increased crop waste and total volumes during the winter or non-winter months. This may also lead to fluctuation in energy generation. Energy recovery from waste can be done through different techniques in the form of power, heat, or fuel. These techniques include combustion, gasification, anaerobic digestion, and landfill gas recovery.

1. Introduction

In the last few decades, the rapidly expanding population, densely populated urban regions, different cultures, and shifting dietary and lifestyles have led to an unresolved problem in terms of Municipal Solid Waste Management (MSWM). As a result, the towns have been dealing with a wide range of additional problems with the disposal, handling, and collection of solid waste. Unsorted issues of MSWM and rapid industrial development raise environmental pollution and depletion of the ozone layer. MSWM is even worse in India for improper handling of waste [1]. In India, approximately 80% to 90% of municipal solid waste is disposed of in open land without adequate management techniques or through open burning, which pollutes the air, water, and soil [2]. Due to the release of harmful gases like methane, different health diseases spread among people. Also, the landfills with waste result in massive files, affecting the whole area's biodiversity. According to [3], improper handling of MSWs at landfill sites frequently draws animals, rodents, mosquitoes, vultures, and scavengers, which can harm front-line workers' and waste pickers' health or even result in their death. Single-use plastics, which are non-biodegradable, have become hazardous and have recently emerged as a global concern. The overabundance of plastic garbage generated in cities can cause drainage clogging during the monsoon, which can cause urban floods. Afterward, the microplastics contaminate the rivers and oceans by combining with water. The presence of microplastic disrupts the aqua life, especially the food chain, which in turn contributes to global warming [4]. Chemical waste management is another concern in terms of waste management. Hospitals and industry produce dangerous chemical wastes that cause respiratory issues and early death [5]. In recent years, India has emerged as a major player in the recycling business. However, recycling has not been carried out to the required standards [6]. These days, enormous amounts of industrial crops are grown, making it impossible to manage their wastes using conventional methods like burning in the field or letting them decompose naturally. The production of biogas has excellent potential for industrial crop wastes such as wheat straw, corn stover, sugar beetroot residue, potato waste, soybean residue, and cotton gin waste [7]. Therefore, because of its advantages for the environment and the economy, biomethane derived from various biological wastes is spreading throughout the world.

Among different methods, one of the most significant approaches in waste treatment is waste to energy or WTE. This method maximizes the energy contained in flue gas while also purifying the disposal of waste.

2. Methods For Utilizing Waste Energy

Waste can be used to generate power in different ways, depending on whether it is burned or turns into fuel for use later. Waste materials can be converted into fuel by two methods: thermal breakdown, which includes gasification, pyrolysis, and hydrolysis, or biological processes, i.e., fermentation and anaerobic digestion. It is seen in the literature that gasification of some refuse-derived fuel, anaerobic digestion of organic waste, and incineration of mixed garbage are the most economically viable options. Reduction of the volume of waste and use of its chemically limited energy are goals of thermal treatment. The generation of alternate fuels, heat, and electricity can accomplish the utilization. It is important to remember that treating waste thermally can also have unfavorable effects. This primarily relates to the emission of pollutants into the flue gas, the presence of dangerous materials in ash, the contamination of water utilized in specific incineration equipment, technological aspects, etc. Which in the last several years, there has been rapid growth in the technology associated with waste thermal processing units.

Among all the methods, the thermochemical method of waste to energy conversion has become the most popular in the last few decades [8]. This method provides several advantages, which include improved conversion efficiency, zero-waste concepts, and superior economic performance.

2.1 Thermochemical Methods of Waste to Energy Conversion

2.1.1   Incineration: One of the popular methods for thermal processing of waste is incineration [9]. Generally, incineration involves burning waste at temperatures between 800 and 1200 °C while having extra oxygen or air present [10]. It requires a series of processes to burn the waste, including heating and drying, devolatilization and decomposition, and burning of volatiles and char. The process started with removing free water from the biomass through different heating and drying cycles. In the next step, the carbonaceous biomass particles break down into key gaseous components such as water vapor, carbon dioxide, carbon monoxide, hydrogen, and methane by thermal deterioration. Moreover, in the last phase, the generated volatiles and char finally oxidize to produce heat. In this procedure, CO_2 and water are produced from the carbon and hydrogen oxidation [11]. Using this method, waste bulk volume can be reduced by 70–90%. Fig. 1 shows a scheme for incineration of waste mentioned in [12]. The converted energy from this method is used to produce electricity [13].
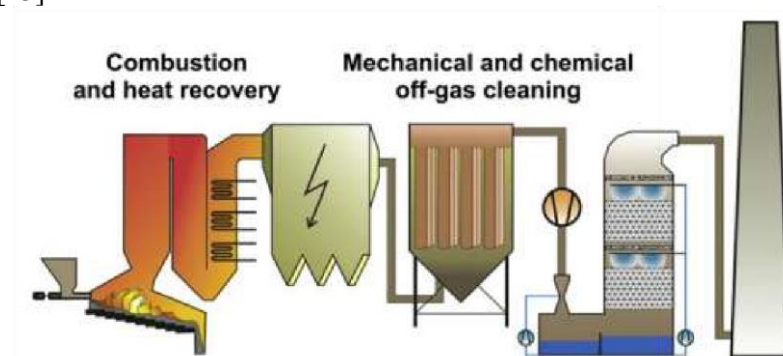
Fig.1 A scheme for municipal solid waste incineration [12] However, producing electricity from the converted energy requires a proper circuit. Fig. 2 shows a circuit to show how the heat energy from the waste is converted to electricity.
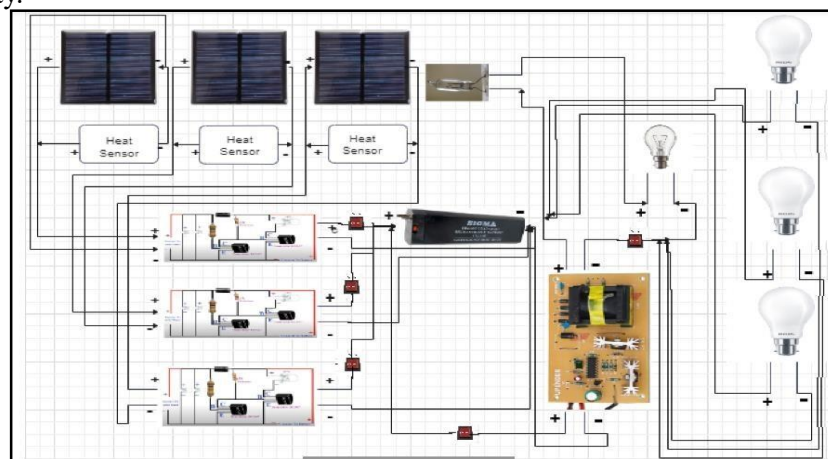
Fig.2 A scheme for heat energy to electricity conversion

2.1.2   Pyrolysis: Pyrolysis is a specific type of thermal treatment technology that converts waste into a liquid. It breaks down municipal solid waste (MSW) at temperatures between 300℃ and 1000℃ without oxygen. As no oxygen is involved in this process, combustion does not occur, and hence, MSW thermally decomposes into combustible gases and biochar. Combustible gases can also be condensed into combustible liquids. The main products of this process include char, syngas, and biooil are produced by this process. The pyrolysis temperature, heating rate, residence time, waste feedstock composition, and particle size are among the variables that affect the quality and yield of the products [14]. The highest bio-oil yield is generated at reaction temperatures 500℃ and 600℃ and residence times 5 and 20 minutes. In order to increase the production of bio-oil without creating an excessive amount of permanent gases, it is essential to optimize the generation of intermediate by-products. Higher reaction temperatures often lead to increased syngas generation at the expense of bio-oil and biochar yields by promoting volatile cracking, dehydration, decarboxylation reactions, and secondary decomposition of biochar [15]. A complete pyrolysis plant scheme is shown in Fig. [3].
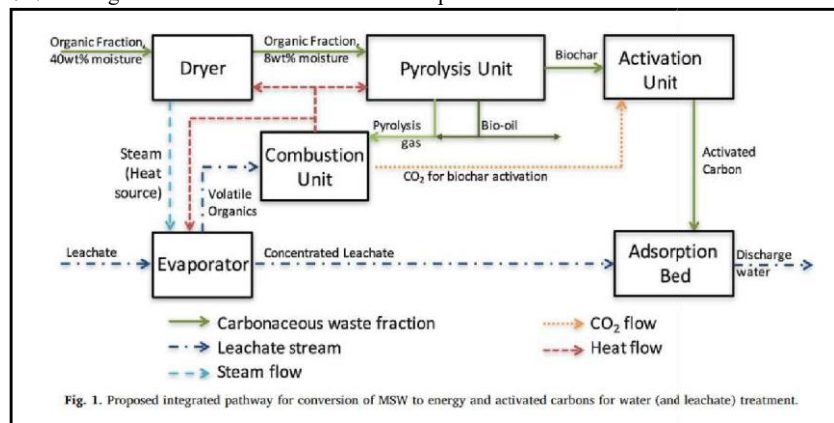
Fig.3 A complete Pyrolysis unit [16]

2.1.3 Gasification: Gasification is another thermochemical procedure for waste to energy conversion applied in MSW treatment [17]. In this process, the bulk stock is heated above 500°C in presence of controlled amount of oxygen and/or steam, and air monitoring and produced carbon di oxide, carbon monoxide or hydrogen [18]. The generated gas may have traces of ethylene, ethene, and ethane. These gases can then be utilised in a variety of ways to produce liquid fuels, specialty chemicals, and energy recovery. This technique is seen as a promising technology since it produces hydrogen, a clean energy source [19]. This process involves four stages namely reduction, pyrolysis, oxidation, and drying.

2.2 Anaerobic Digestion

It is the process where microorganisms break down waste without oxygen. This method becomes popular day by day as it releases gas enriched with methane, which requires fewer cleaning processes [20]. Anaerobic digestion is sometimes referred to as biomethanation, which is the process of producing biogas from waste materials without oxygen. The biogas that is produced mostly consists of CO_2 and methane. Heating, cooking, steam generation, power generation, and different vehicle fuels are the main uses of biomethane [21]. This method typically involves a four-stage process that consists of (1) hydrolysis, (2) angiogenesis, (3) acetogenesis, and (4) methanogenesis [22]. Depending on the type of feedstock, hydrolysis is the phase in this process that limits its rate. The biomass needs to be pretreated to improve the product gas yield and shorten the digestion period. Integration with pyrolysis can further improve the anaerobic process because studies have shown that the AD–pyrolysis system can increase power production [19].

2.3 Landfilling Equipped With Biogas Production

Another source of biogas generation is municipal solid waste landfills. Landfill gas, often known as biogas, is created spontaneously in municipal solid waste landfills by anaerobic microorganisms. Landfilling remains the most popular way to dispose of MSW. Because methane is combustible, landfill gas with a high percentage of methane may be hazardous to humans and the environment. The presence of a high amount of methane contributes to climate change and global warming [23]. Therefore, even though landfilling is theoretically the least harmful way to handle MSW, efforts are undertaken to transform it into energy by infrastructure that can use the produced biogas [24]. Methane, ammonia, nitrogen, oxygen, non-methane volatile organic components, carbon dioxide, and vapor are the usual components of biogas produced. Landfill gas generation is influenced by various factors such as temperature, moisture content, pH level, accessibility of biodegradable organic compounds, and waste composition [25]. Fig. 4 shows detail steps to biogas generation at landfill [26].
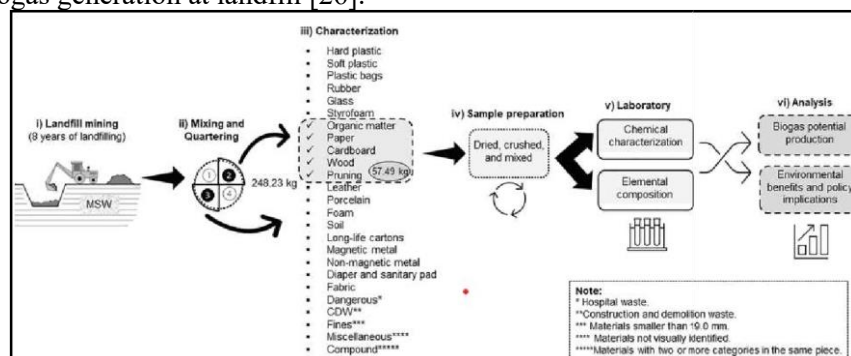
Fig. 4 Detail steps to biogas production [26]

3. Modern Technologies in Waste to Energy Conversion 3.1 IoT in Waste to Energy

Integration of IoT technology with waste to energy contributes a more sustainable future by improving performance, reducing energy usage, and enabling remote monitoring and maintenance. By facilitating real-time parameter monitoring, data gathering, and analysis in anaerobic digestion, MFCs, and geothermal desalination systems, IoT technology increases the efficiency of bioenergy generation. Operators can maximize energy output and water treatment efficiency by remotely monitoring process variables, identifying problems, and taking action [27,28]. Control and automation systems based on the Internet of Things (IoT) provide enhanced operational management, lower energy usage, and predictive maintenance, which lowers costs and helps the environment.

3.2 AI in Waste to Energy

Expanding energy needs and problems of trash management for electricity generation from waste are addressed by innovative AI systems [29,30]. AI also lessens the environmental effect of trash disposal and contributes to a more sustainable and environmentally friendly energy future by utilizing artificial intelligence to optimize the conversion of different waste products into electricity. This technology transforms the way electricity is produced, making it more economical, ecologically friendly, and efficient. The vision of a cleaner, more sustainable world powered by garbage is coming closer to reality as artificial intelligence and waste-to-energy technologies continue to progress.

4. Conclusion

Waste to energy is one of the helpful ways to convert waste into usable products. Any waste treatment procedure that produces energy in the form of heat, electricity, or fuels is referred to as a waste-to-energy technology. There are many disadvantages of this energy conversion, e.g., harmful gas generation during the process of conversion, which affects climate—these harmful effects need to be removed carefully. Also, the integration of modern technologies enhances energy production from waste and increases safety.

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Utilization of Technology for Improved Healthcare Delivery and Digital Health Solutions System

Rupanjana Ghosh, Susmita Saha, Shuva Banerjee, Rupsa Kundu & Debattri Das

Abstract: In a nutshell, Digital health is making use of technology to improve delivery and accessibility of care as well the overall outcome for patients. The relevance here is that the current medical regime, like many areas of technology innovation, comes with all kinds of inefficiencies and a compelling need for disruption. Rediscovery and Improvement in Healthcare Delivery: Advances with telemedicine, remote monitoring that allow for immediate patient care almost anywhere (especially areas experiencing significant distance to access). Electronic Health Records (EHR) help on personalized treatments, while wearable devices and health apps make the individual a more active participant of his/her own care in self-management / prevention. Nevertheless, digital health implementation in healthcare systems has significant hurdles or barriers such as privacy standardizations and concerns with data integration problems coupled with the fear of change. Despite this challenge, digital health in hospitals and clinics has found its foot prints amongst the successful case studies. Cost of healthcare financing models differ widely around the world, with some nations spending more than 60 percent of their budget on public well-being care.

Keywords: Digital Health, Telemedicine, Healthcare Financing, Wearable Devices, Public-Private Partnership.

1. Introduction:

Virtual fitness refers to using virtual technology to beautify healthcare services' efficiency, effectiveness, and excellence, encompassing gear like telemedicine, cellular fitness apps, wearable gadgets, digital health statistics (EHR), and information analytics. The contemporary healthcare panorama faces sizable challenges, including rising fees, an growing older populace, and the growing incidence of continual illnesses, which conventional models warfare to deal with successfully. through integrating digital health solutions, healthcare can turn out to be greater on hand, personalized, and green, in the long run transforming patient care and operational workflows. Those technological advancements are not pretty much convenient; they're important for addressing the pressing needs of contemporary healthcare systems. They offer innovative methods to improve patient outcomes, optimize resource use, and reduce universal healthcare fees. Embracing virtual health is vital for growing a sustainable, responsive healthcare device able to meet the needs of the future.

2. Technological Innovations in Healthcare Delivery:

Technological innovations have revolutionized healthcare delivery by improving accessibility, efficiency, and patient outcomes. One of the most impactful improvements is telemedicine, which lets healthcare vendors deliver far-flung hospital treatment and consultations through video conferencing and virtual communication channels. This approach has extensively improved access to healthcare services, specifically in rural and underserved regions, decreasing the need for in-person or female visits and decreasing healthcare costs. Telemedicine also allows real-time tracking of patients in chronic situations, promoting proactive control and early intervention.

Electronic fitness information (EHRs) has streamlined healthcare shipping by means of digitizing patient statistics, enhancing statistical accessibility, and facilitating seamless verbal exchange among healthcare companies. EHRs permit comprehensive information analysis, which supports proofprimarily based selection-making and personalized remedy plans. Furthermore, wearable gadgets and cellular health apps empower people to display their health metrics, including heart rate, physical activity, and sleep styles, in real time. Those devices promote selfcontrol and preventive care, encouraging a healthier life and decreasing the burden on healthcare structures.

Moreover, artificial intelligence (AI) and gadget getting to know algorithms are reworking healthcare transport via reading big datasets to perceive styles, expect affected person effects, and optimize aid allocation. AI-powered diagnostic tools are improving accuracy and performance in clinical imaging, pathology, and diagnostics, accelerating prognosis and remedy making plans. The blockchain era is also rising as a cozy platform for handling health statistics, ensuring statistical integrity, and facilitating interoperability between healthcare vendors and structures.

3. Implementing Digital Health Solutions In Healthcare Systems:

Technological improvements are crucial for modernizing healthcare transport, enhancing its performance, accessibility, and effectiveness. Through integrating these improvements, healthcare structures can better serve patients and improve overall fitness outcomes. However, the implementation of digital fitness answers faces several demanding situations. Key problems encompass data privacy and security worries, interoperability troubles amongst numerous healthcare IT structures, high initial fees, resistance to trade amongst healthcare experts, and differing regulatory requirements across regions.

Healthcare agencies frequently discover it difficult to seamlessly incorporate new technologies into current workflows without disrupting affected person care. No matter these obstacles, many successful case studies exhibit the blessings of digital health implementations. For example, the Mayo hospital's use of telemedicine has extended the right of entry to unique care in far-off areas, decreasing travel instances and expenses for sufferers while retaining high requirements for care. Kaiser Permanente has stepped forward in care coordination and patient engagement by leveraging electronic fitness statistics (EHR) and patient portals, leading to higher health consequences and better affected person delight. In chronic disorder management, applications like Mount Sinai's use of far-off tracking technology have considerably decreased hospital readmissions and provided more advantageous continual disorder management via proactive interventions primarily based on real-time patient records.

These successes spotlight the capacity of virtual health solutions to conquer traditional healthcare challenges and offer more on-hand, green, and patient-targeted care. As healthcare structures continue to adapt, addressing the boundaries of virtual fitness adoption may be crucial to knowing its complete ability and improving healthcare transport globally.

4. **Models For Affordable Healthcare Financing:**
   - **Healthcare financing systems fluctuate globally:** Single-payer machine: International locations like Canada and the UK fund healthcare through taxation, presenting regularly occurring coverage with the authorities as the only insurer.
   - **Social medical health insurance:** International locations, which include Germany and Japan, use agency and worker contributions to sickness finances, ensuring big medical health insurance.
   - **Non-public medical insurance:** inside the U.S healthcare is typically financed through private coverage, supplemented by public packages like Medicare and Medicaid.
   - **Out-of-Pocket model:** Many low-income international locations depend on people paying directly for healthcare due to monetary boundaries.
   - **Mixed structures:** nations like Australia combine public funding and private coverage for comprehensive insurance.
   - **Importance of monetary protection for individuals and households in healthcare:**

Financial safety in healthcare is essential to save people and households from being pressured by excessive clinical costs, which can lead to poverty and deter necessary hospital treatment. Effective healthcare financing structures ensure equitable access to healthcare, prevent monetary complications, improve health results, and help maintain economic balance. By reducing out-ofpocket prices, those structures promote well-timed hospital treatment and adherence to remedies, ultimately fostering a more fit and effective society.

5. **Public-Private Partnerships In Healthcare Financing:**
Function of the presidency and private quarter in offering lowpriced healthcare Public-non-public partnerships (PPPs) in healthcare financing leverage the strengths of today's two sectors to enhance provider transport and affordability. Governments offer important regulatory framework, funding, and infrastructure, ensuring equitable access to healthcare. They set regulations, reveal compliance, and ensure public fitness desires are met. The private sector contributes innovation, efficiency, and investment capital. Private groups can introduce advanced technology, streamlined processes, and competitive practices that pressure down charges and enhance carrier value. By operating together, these partnerships can cope with healthcare-demanding situations more effectively than both regions may want to. Examples of successful modern collaborations to enhance access to healthcare offerings.

5.1 India's Rashtriya Swasthya Bima Yojana (RSBY): This government-funded health insurance scheme for low-ultra-modern households is controlled by means of private insurance groups. The government can pay the rates, while non-public insurers offer cashless fitness offerings, appreciably enhancing healthcare access for millions.

5.2 The United Kingdom's Private Finance Initiative (PFI): The PFI version has been used to fund and construct new hospitals and healthcare centers in the UK. The non-public quarter handles the layout, construction, and operation, even as the government repays the investment over time.

5.3 Africa Fitness Markets for Fairness (AHME): This initiative involves partnerships among governments, personal healthcare providers, and donors to enhance healthcare infrastructure and offerings in numerous African international locations. AHME specializes in increasing availability, enhancing quality, and ensuring low-priced services for low-cutting-edge populations.

5.4   U.S. Medicaid-managed care: several U.S. states have partnered with personal-controlled care companies to manage Medicaid benefits. These groups control patient care, aiming to improve carrier shipping, reduce costs, and improve fitness results through green care control.

5.5   SWASTHYA SATHI YOJANA: Swasthya Sathi is a cashless scheme of the Chief Minister of West Bengal of India (Chief minister Mamta Banerjee), and the treatment fee of up to Rs 5,00,000 (five lakhs per year in step with family) is paid to the medical facility through a smart card. No charge may be accounted for remedy below SWASTHYA SATHI SCHEME through beneficiary.

6. Leveraging Technology For Economic Protection In Healthcare:

Insurance alternatives and virtual platforms for managing healthcare prices:

Technological improvements are transforming how people manage healthcare charges through virtual systems and revolutionary coverage options. Virtual medical health insurance platforms simplify the process of buying and handling insurance plans. These systems provide equipment for comparing different coverage policies, knowledge of insurance information, and submitting claims online, making healthcare more reachable and consumer-friendly. Moreover, telehealth services included with coverage plans allow virtual consultations, reducing the need for highly expensive individual visits. Cell apps and online portals allow customers to track scientific charges, get hold of actual-time updates on claims fame, and get entry to digital health facts, enhancing transparency and comfort.

Innovations in price structures and repayment models for healthcare providers:

Innovations in fee structures and compensation fashions are vital for financial safety in healthcare. Virtual payment structures, along with mobile wallets and online payment gateways, streamline transactions among patients and healthcare vendors, making payments faster and cozier. Fee-based total care models are changing traditional rate-for-carrier procedures that specialize in patient results in preference to the quantity of services supplied. In those fashions, carriers are reimbursed based on the quality and performance of care, incentivizing higher health outcomes and fee savings. Technology like blockchain makes sure comfy and obvious transactions, lowering fraud and administrative fees. Bundled payments and capitation styles are also gaining traction. Bundled bills involve an unmarried, complete charge for all services related to a treatment episode, encouraging value-powerful care coordination. Capitation fashions provide a set quantity in step with the affected person, selling preventive care and efficient resource utilization.

7. Future Tendencies and Opportunities in Digital Fitness and Healthcare Financing:

Rising technology like synthetic intelligence and blockchain in healthcare:

Emerging technologies, including synthetic intelligence (AI) and blockchain, are poised to revolutionize digital fitness and healthcare financing. AI algorithms can examine large quantities of records to become aware of patterns, predict patient consequences, and improve diagnostic accuracy. AI-driven gear is enhancing personalized medicinal drugs, permitting tailor-made remedies based totally on character genetic profiles and health histories. Additionally, AI is streamlining administrative procedures, lowering costs, and optimizing resource allocation in healthcare settings.

Blockchain technology gives a cozy and transparent way to control fitness data and financial transactions. By providing a decentralized ledger, blockchain guarantees the integrity and privateness of affected person records, lowering the hazard of fraud and errors. It also allows seamless interoperability among exclusive healthcare systems and vendors, enhancing coordination and performance. In healthcare financing, blockchain can simplify claims processing and fee systems, making them extra efficient and dependable.

Tips for Policymakers, Healthcare Specialists, and People on Adopting Digital Fitness Solutions and Financing Models

1. Policymakers:

Inspire Innovation: Create policies that aid the improvement and integration of digital health technology, together with investment in studies and pilot programs.

Regulate and standardize: Set up clean regulations and standards to ensure the protection, efficacy, and interoperability of digital health gear and structures.

Promote accessibility: enforce rules that make digital fitness solutions accessible to all populations, including those in underserved areas.

2. Healthcare Professionals:

Undertake virtual gear: Include digital fitness technology to enhance affected person care, enhance diagnostics, and streamline administrative responsibilities.

Non-stop learning: Live updated on the contemporary advancements in digital health and incorporate them into exercise through ongoing training and schooling.

Patient engagement: Teach and encourage patients to use digital health equipment for self-control and preventive care.

3. People:

Leverage technology: Utilize available digital fitness apps, wearables, and telemedicine services to display and control private fitness.

Stay informed: Preserve abreast of new virtual fitness answers and the ways they can gain private healthcare.

Endorse for coverage: support and propose coverage plans that cover virtual fitness services and preventive care measures.

By embracing emerging technologies like AI and blockchain and following these pointers, stakeholders can harness the entire capability of digital fitness and modern healthcare financing fashions. This could result in improved fitness results, greater efficiency, and improved economic protection for all.

8. Conclusion:

The integration of generation into healthcare transport and financing is transforming the enterprise through improving affected person care, streamlining operations, and improving monetary accessibility. Virtual health, encompassing telemedicine, far-flung monitoring, electronic fitness records, and wearable devices, plays a critical role in personalizing remedies and empowering selfcontrol. However, the implementation of this technology faces challenges, consisting of resistance to alternates and high preliminary fees. Successful case studies highlight the potential of virtual fitness solutions for enhancing healthcare outcomes. Lowcost healthcare financing and public-non-public partnerships are critical for ensuring economic protection and accessibility. Innovations in coverage, payment systems, and emerging technologies like AI and blockchain similarly make a contribution to the evolution of healthcare. For policymakers, healthcare experts, and people, embracing digital health and revolutionary financing is key to advancing healthcare structures and reaching equitable, health-quality care.

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An IoT-based efficient Bi-Directional Data Transmission Technique alongwith data storage over 3 Tier-CFIN (Cloud-Fog-IoT Network)

Dr. Santanu Kumar Sen, Sourish Mitra, Raja Pathak, Piyal Mondal, Samrat Mondal, Nasrin Tabassum

Abstract: Compared to bandwidth-intensive cloud computing, the architecture of distributed Fog computing, which is much closer to network edges, is capable of performing resource-intensive tasks from the data it gets from its peer nodes, its lower level nodes, or IoT devices, between RCL (Root Cloud Level) and EIoTNL-Edge IoT Node Level, because of the advantageous capability of IoT (Internet-of-Things) edge to consume comparatively less network bandwidth for simplex or duplex data transmission among devices like sensors or actuators consuming lesser latency to control decision dynamics regarding communications. In our proposed work, we have designed an efficient bi-directional data transmission strategy through which an IoT edge can transmit or receive data to or from CRC (Central Root Cloud) by optimizing the amount of unwanted network bandwidth, minimizing traffic congestion over the CFIN (Cloud-Fog-IoT Network) by reducing data transmission time. In the proposed system, when a Fog server receives an information-related query from its subordinate edge IoT node, it needs to search its local database initially. If not found, forward the requesting query to its Root Cloud server and its siblings (Other Fog node server) on the same level. When receiving the response, it stores this information in its local database for future use before sending it to the client. If the same or another client asks further for the same mapping, it can check its local database and try to resolve the problem and thus not only does it become faster communication but the surrounding bandwidth also gets saved. A combined mapping strategy has been implemented from Edge-ward and Cloud-only Data placement algorithm by introducing a Cloud-Fog-IOT Network and finally computing the efficient Communication latency, Network latency, and Energy Consumption. The IoT-based Efficient Bi- Directional Data Transmission Technique that has been proposed has the capability of data storage over.

Keywords: EIoTNL-Edge IoT Node Level, RCL-Root Cloud Level, CRC-Central Root Cloud, CFIN Cloud-Fog-IoT Network, 3 Tier- CFIN Cloud-Fog-IoT Network etc.

I. INTRODUCTION:

While cloud computing is an Internet-based computing for providing on-demand access to shared computer processing facilities, data, infrastructure, and platform resources which can be rapidly stipulated and released with minimal management effort, Fog computing devices can perform varied tasks in wireless and sometimes in an autonomous manner and can also communicate through the network to perform tasks of processing and storing data. IoT and cloud are nowadays two very closely affiliated internet technologies, which go hand-in-hand in non-trivial IoT deployments. Internet-of- Things can benefit from the scalability, performance, and pay-as-you-go nature of cloud computing infrastructures. As IoT applications produce large volumes of data and comprise multiple computational components (e.g.`, data processing and analytics algorithms), their integration with cloud computing infrastructures could provide them with opportunities for cost-effective on-demand scaling. Fog computing typically provides a better way to collect and process data from these devices than the cloud does, as it's located nearer. Instead of storing data in the cloud or at a remote data center, fog computing provides a way to gather and process data at local computing devices.
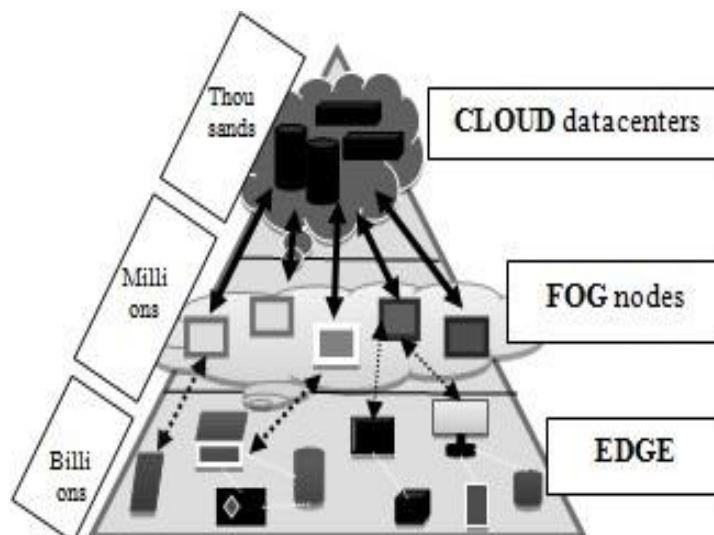
Fig. 1. Cloud-Fog-Edge Architecture

II. OUR PROPOSED WORK

II.A. PROPOSED 3-TIER CFIN ALGORITHM

In this paper, we have applied the Fog computing structure to the cloud computing system to answer the growing demand for cloud resources due to the very fast increase in number of IoT devices. This solution makes the CFIN more efficient by managing data flow to the cloud and bringing the results and resources nearer to the devices by storing them in local servers, thus reducing transmission /processing delay with every query and avoiding congestion in the surrounding networks. Searching the sibling nodes before parent servers also helps in quick response as they are present at the edge of the network. With the local database being ever-growing, only high resource-consuming tasks and timedependent tasks make way to the parent and cloud servers, thus channeling the available network bandwidth totally for those tasks and reducing congestion/traffic at the root level.

STEP-1: The user uses his mobile device connected to the internet to search for a query/to do a task.

STEP-2: The IoT device processes the requirements and checks whether the resources/results are present in its database. IF NOT, then it returns a Negative Acknowledgement (NAK-1) and pushes the query to its parent server (Fog Node).

STEP-3: The Fog node processes the request and checks its database to find the result. IF NOT found, then it again returns a Negative Acknowledgment (NAK-2).

STEP-4: After NAK-2, where our model works differently, instead of pushing the query to the cloud, which is timeconsuming, it checks the sibling nodes (devices that share the same fog server/parent) for the result if it has already been searched by some other user before, thus it won't require the involvement of cloud for the same task again, thus making consecutive similar searches faster. IF NOT found, a final Negative

Acknowledgement (NAK-3) is returned

STEP-5: After NAK-3, the query is pushed to the corresponding cloud/root server for processing. If the result is found, the path is backtracked and the output is sent back to the user. Now to make Step 4 valid and useful, we propose that the queries that have been processed by the cloud, and if the solution is acknowledged, get stored in the local database of child nodes for future usage so that the same searches don't need to be sent to cloud repeatedly.

II.B. FLOW DIAGRAM OF PROPOSED WORK:
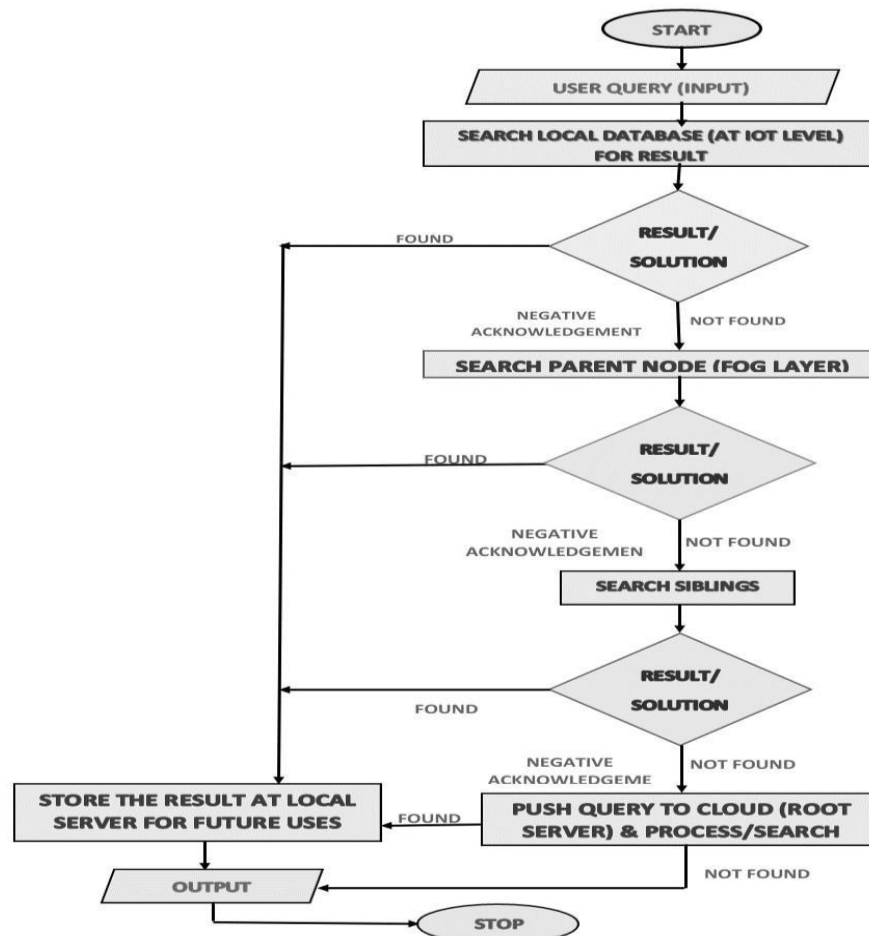
Fig. 2. Flow diagram of proposed work

II.C.   BLOCK DIAGRAM OF PROPOSED WORK :
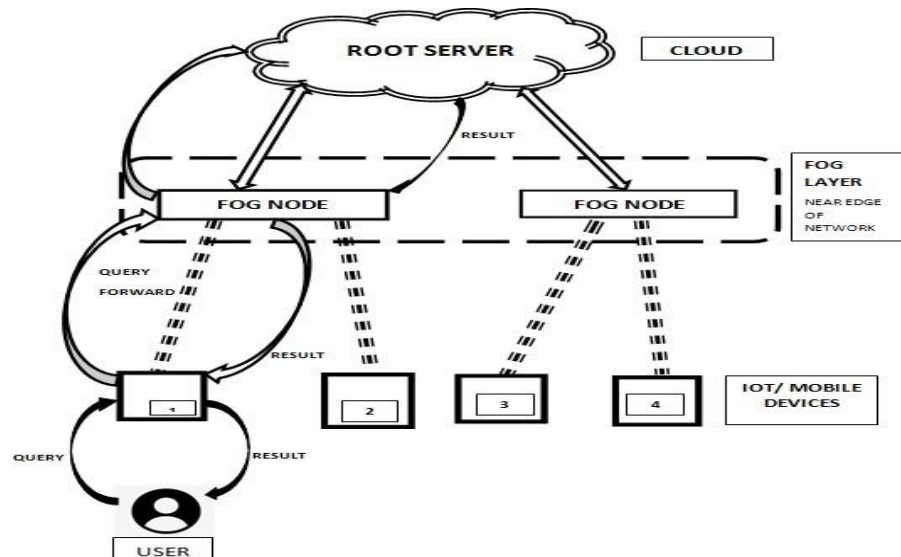
Fig. 3. Block Diagram of proposed work

In this proposed work, we have introduced an efficient CloudFog-IOT-based communication system where we can protect a plant either from extreme sunshine or from heavy rain. After getting the status (Local temperature & rain intensity where the plant exists) from the Server cloud (Wi-fi cloud provided by ESP8266-12E-Nodemcu Wi-fi module) into our local cloud (Bluetooth cloud provided by HC-05 Bluetooth module) we can provide a command via our mobile (with the help of HC-05 Bluetooth terminal). That command is transferred from the local Bluetooth cloud (Fog) to its parent i.e. (Wi-fi cloud) and rotates a motor (Servo motor has been used in this application) from 00 to 900. The plant will be properly shaded and protected from extreme sunlight or heavy rain).At the Server end, there is also a webserver running under the ESP8266 module which generates a wi-fi master cloud by providing an IP address along with a portnumber.By accessing the server end a webpage also appears with all information from the client as well as the Server.

III. **IMPLEMENTATION OF PROPOSED PROTOTYPE**
MODEL
III.A.   HARDWARE REQUIREMENT:
 1. HC-05 Bluetooth Module
 2. ESP8266-12E NODEMCU Module
 3. Rain Detection Sensor module
 4. DHT11 (Temperature Sensor) module
 5. SG90-Servo Motor
 6. 5V Multiport Power Bank
 7. Jumper Wire(M-M,M-F,F-F)
 8. Software Setup: Installing Arduino IDE Software: Install Arduino IDE-1.8.5 from the official site Arduino. Then install the software according to your OS(XP/Win-10, Win-
     8.x) for 32bit/64bit
     9. Installation of ESP8266-12E-NODEMCU library
     10.Installation of other Libraries
 •   DHT11 Library
 •   Software Serial Library
 •   Arduino Json Library

  III.B. CIRCUIT DIAGRAM OF PROPOSED PROTOTYPE MODEL:
         III.B.1. luetooth(HC-05)Module & ESP8266-12E-NodMCU Wi-Fi module communication:
 • +Vcc of HC05 Master-Slave Bluetooth module connected with 3.3v of ESP-8266-12E-Nodmcu board.
 • GND(Ground) of HC05 Master-Slave Bluetooth module connected with GND of ESP-8266-12E- Nodmcu board.
 • Rx(Receiver) pin of HC05 Master-Slave Bluetooth module connected with D4 pin of ESP-8266-12E-Nodmcu board.

- Tx(Transmitter) pin of HC05 Master-Slave Bluetooth module connected with D5 pin of ESP-8266- 12E-Nodmcu board.

III.B.2. Water Sensor Module & ESP8266-12E-NodMCU wifi module connection:

- +Vcc of Water sensor module connected with 3.3v of ESP8266-12E-Nodmcu board.
- GND(Ground) of Water sensor module connected with GND of ESP-8266-12E-Nodmcu board.
- Data pin D0 of Water sensor module connected with D3 of ESP-8266-12E-Nodmcu board.
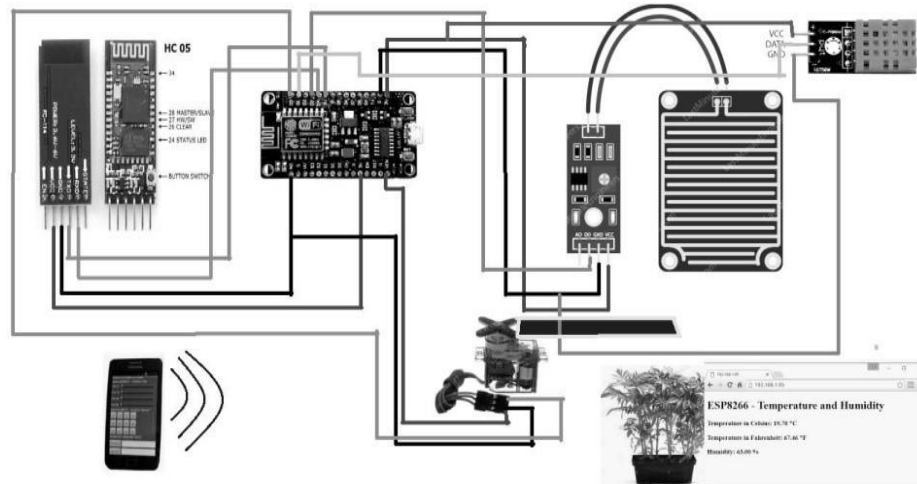
Fig. 4. Circuit Diagram

III.B.3. DHT11 Temperature Sensor Module & ESP8266-12E-NodMCU wifi module connection:

- +Vcc of DHT11 Temperature sensor module connected with 3.3v of ESP-8266-12E-Nodmcu board.
- GND(Ground) of DHT11 Temperature sensor module connected with GND of ESP-8266-12E- Nodmcu board.
- Data pin D of DHT11 Temperature sensor module connected with D1 of ESP-8266-12E- Nodmcu board.

III.B.4. Servo Motor attached with Shade for plant & ESP8266-12E-NodMCU wifi module connection:

- +Vcc of SG90 Servo motor connected with Vin(5V) of ESP8266-12E-Nodmcu board.
- GND(Ground) of Servo motor connected with GND of ESP8266-12E-Nodmcu board.
- Data pin of Servo motor connected with D0 of ESP-826612E-Nodmcu board.

IV. **OUR PROPOSED ARCHITECTURE**
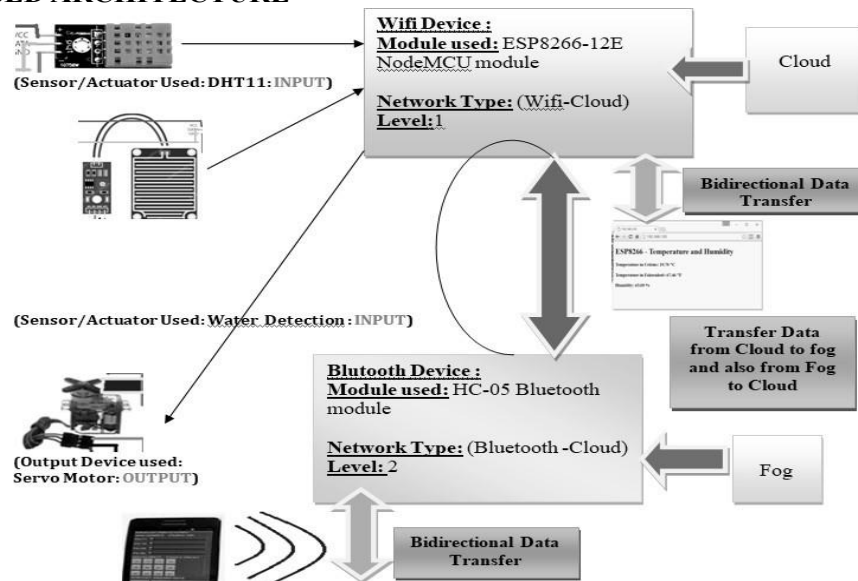
Fig. 5. Block Diagram of Proposed Architecture

Initially, we collected local temperature with the help of a DHT11 temperature sensor and also collected information on whether rain occurred or not via a water drop detection sensor both of

which can be attached tothe ESP8266-12E-Nodemcu Wi-fi module. The server will transmit the data from its wi-fi cloud to its child fog (local Bluetooth cloud) when the following criteria occur-

a)   When the temperature will be increasedand becomes greater than itspredefined threshold value (n >350 C).

b)   When the intensity of rain becomes heavier (rain intensity > 40%)

c)   When simultaneously a) as well as b) criteria occurred.

After getting the information, from the client side through the HC05 Bluetooth terminal I can control the shadow-moving shaft attached tothe Servo motor onthe Server end.Onthe server end, instead of a Bluetooth terminal, a webpage can be responsible for serving the information.

V.   OUTPUT AND EXPERIMENTAL RESULT:

Step-1: Server End (Cloud-IOT Node-ESP8266)-Wi-fi Cloud:
Upload the sketch into Arduino- IDE for ESP8266 Nodemcu – Web server Started
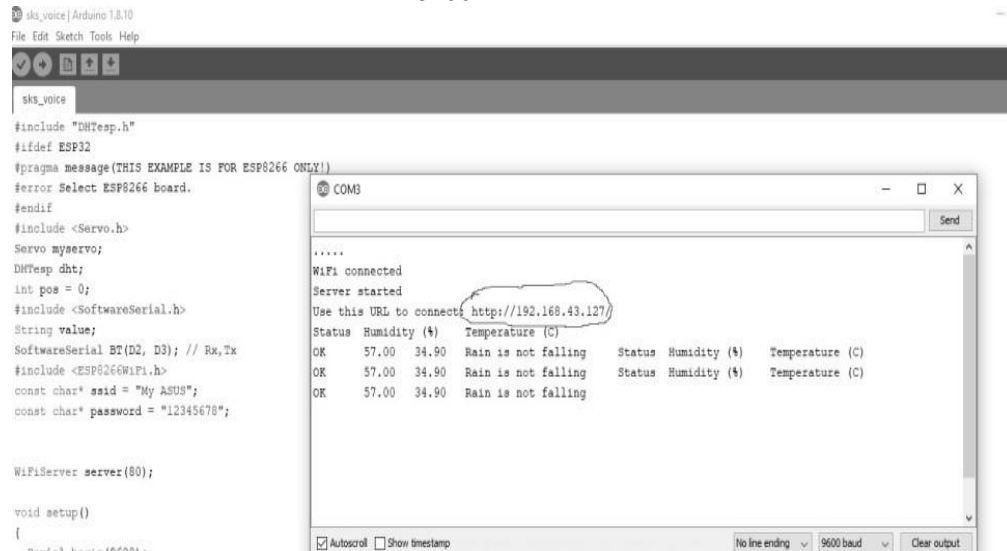
Step-2: Client End (Fog-IOT Node-HC05)-Bluetooth Cloud:
Via Bluetooth Terminal application connect with HC05 Device

1. Open the application HC05 Bluetooth terminal
2. Device scanning and found hardware with MAC 00:21:13:00:12:C5
3. Connected and Data Received from Server cloud (Temperature, Humidity, Rain status received from wi-fi cloud to Bluetooth cloud)

Step-3: Server End (Cloud-IOT Node-ESP8266)-Wi-fi Cloud: Opening Web page and get data from the ESP8266 server after requesting on URL with IP address: 192.168.43.127.
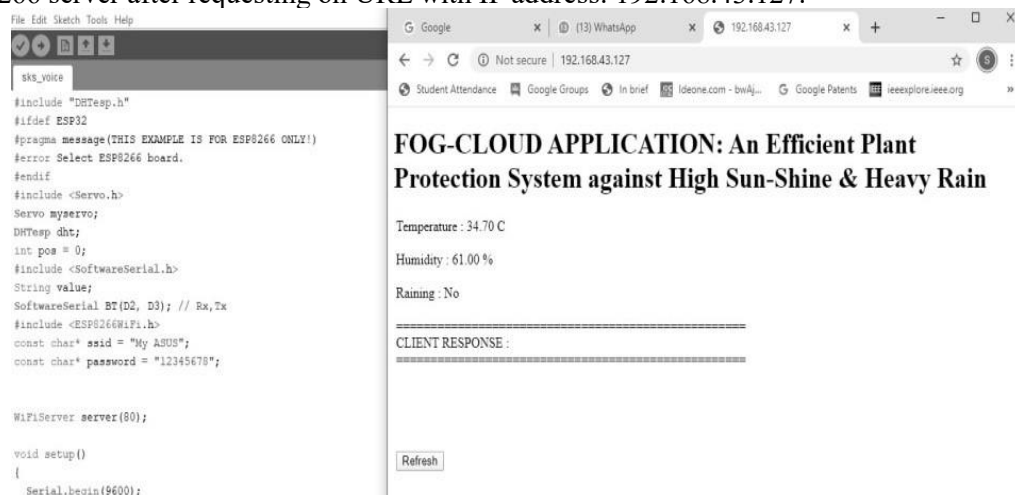
Step-4: When Temperature & Humidity increased

Step-4A: Client End (Fog-IOT Node-HC05)-Bluetooth Cloud:
Fetch temp, humidity related modified data from Server (Wi-fi-Cloud node) to Client (Bluetooth-Fog node)

Step-4B: Server End (Cloud-IOT Node-ESP8266)-Wi-fi Cloud:Fetch temp, humidity- related modified data from Server (Wi-fi-Cloud node) to Webpage.
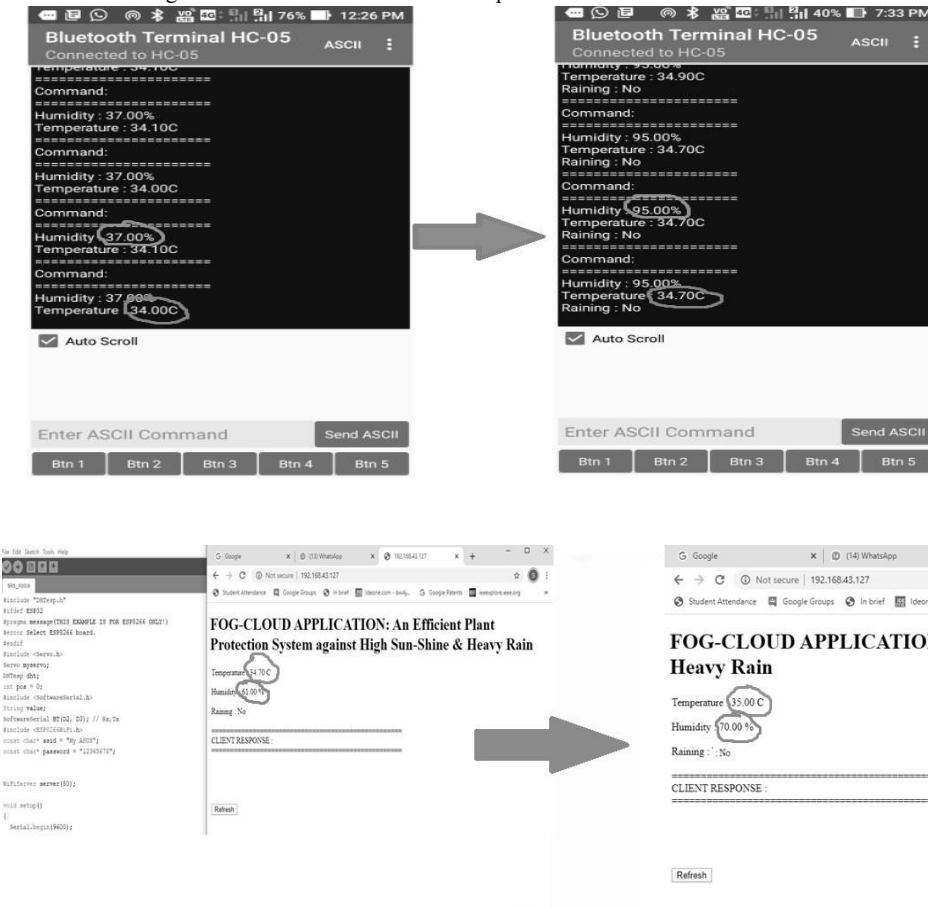
Step-5: If rain starts,

Step-5A: Client End (Fog-IOT Node-HC05)-Bluetooth Cloud:

Fetch rain-related modified data from Server (Wi-fi-Cloud node) to Client (Bluetooth-Fog node)

Step-5B: Server End (Cloud-IOT Node-ESP8266)-Wi-fi Cloud:Fetch rain-related modified data from the Server(Wi-Fi Cloud node) to the webpage.

Step-6: (HC05 Bluetooth Based Fog Client Communicate with an ESP8266 Wi-fi-Cloud Server):When the client pressesthe 'yes' button through the HC05-Bluetooth Terminal application from Fog-client (HC05) end itinstructs ESP8266 Wi-Fi-cloud server to move the shed by rotating a Servo motor and protect the plant from 1) High Temperature and/or 2) Heavy Rain.
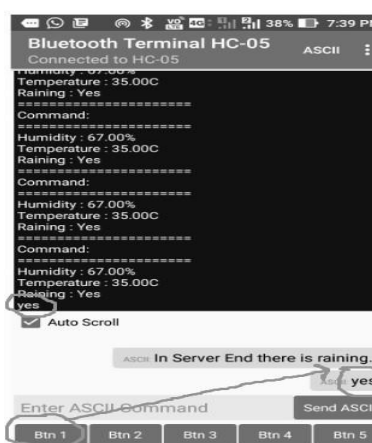
Step-6

Step-7

Step-7: (HC05 Bluetooth Based Fog Client Communicate with an ESP8266 Wi-fi-Cloud Server):When the client press 'NO' button through HC05-Bluetooth Terminal application from Fog- client (HC05) end, itinstructs ESP8266 wi-ficloud server to return the shed by reverse rotating of Servo motor and remove theprotection for low 1) Temperature and/or 2) No Rain.

Step-8: (HC05 Bluetooth Based Fog Client Communicate with a ESP8266 Wi-fi-Cloud Server) by transferring a message
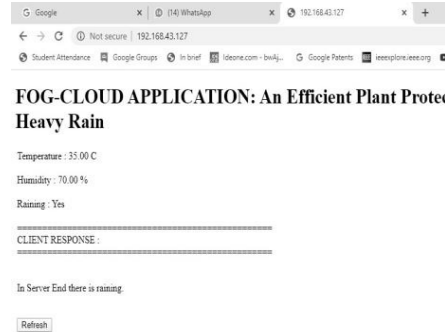
Step-8 Final message Transfer

VI. CONCLUSION:

In this paper, an efficient Cloud-Fog-IOT-based communication system has been proposed with a real-life practical example for protecting a plant either from extreme sunshine or heavy rain. After getting the status (Local temperature & rain intensity where the plant exists)from the Server cloud(Wi-fi cloud provided by ESP8266-12E-Nodemcu Wi-fi module) into the local cloud(Bluetooth cloud provided by HC-05 Bluetooth module). We can provide a command via our mobile (with the help of HC-05 Bluetooth terminal) and that command is transferred from the local Bluetooth cloud (Fog) to its parent i.e. (Wi-fi cloud) and rotate a motor (Servo motor has been used in this application)00 to 900 and the plant will be properly shaded and protected from extreme sunlight or heavy rain).At the Server end, there is also a web server running under the ESP8266 module which generates a Wi-Fi master cloud by providing an IP address along with a portnumber.By accessing at the server end a webpage also appears with all information from the client as well as the Server.In the future, we plan to analyze the stored data of a Fog server by implementing data analysis and the Hadoop technique and try to optimize the server space with the help of our proposed space optimization algorithm. In the future,we will also emphasize reducing the access time when a Fog node can forward a query request that can be coming from any IOT device attached with it to its master cloud for Data searching& processing.

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Evaluating the Performance of Music Recommendation Systems: A Comparative Study of Cloud Tags and Machine Learning Models

Dattatreya Kantha, Akash Raj Singh

Abstract: Music recommendation systems are crucial for enhancing user experiences on streaming platforms by providing personalized suggestions. This paper compares two prominent approaches: machine learning-based recommendations and cloud tag-based recommendations.

Machine learning (ML) recommendation systems predominantly aim to make individualized suggestions using techniques like collaborative filtering, matrix factorization, and deep learning models. These systems leverage large datasets of user interactions, such as listening history and ratings, to predict preferences. They excel at capturing complex user-item interactions and providing personalized recommendations, but often struggle with new user and item scenarios (cold start problem).

On the other hand, cloud tag-based recommendation systems utilize semantic tags assigned to music tracks by users. These tags encapsulate various attributes such as genre, mood, and instruments. By forming tag clouds that reflect the frequency and relevance of tags, these systems recommend music based on the similarity between user tag clouds and music track tag clouds. This method leverages the rich semantic information embedded in tags, making it particularly useful for capturing nuanced preferences and addressing cold start issues.

In this paper, we present a comparative analysis of these two approaches. We focus on the efficacy of machine learning models in leveraging large-scale interaction data to provide individualized recommendations. Conversely, we explore how cloud tag-based systems use semantic information to generate recommendations by computing the content similarity between user and music track tag clouds.

Experiments were conducted using public music datasets to evaluate the performance of both approaches. Results indicate that while machine learning models offer high precision in recommendations for wellestablished users, cloud tag-based systems provide robust solutions in scenarios with limited interaction data and capture diverse user preferences effectively. The study highlights the complementary nature of these approaches and suggests potential integrations for improved music recommendation systems.

1. Introduction:

The objective of any recommendation system is to predict items that a user may like or dislike from a list of options. Recommendation systems generally fall into two categories: collaborative filtering (CF) and content-based filtering. CF systems rely on past user interactions with items in the database, such as user ratings and votes, to make predictions. Conversely, contentbased systems analyze the content associated with users or items to generate recommendations.

In the realm of music recommendation, machine learning approaches have become increasingly prevalent. These methods, including collaborative filtering, matrix factorization, and deep learning models, leverage large datasets of user interactions to predict preferences. Machine learning-based systems are particularly adept at capturing complex user-item interactions, thus providing highly personalized recommendations. However, they often encounter challenges such as the cold start problem, where there is insufficient data for new users or items.

An alternative approach leverages cloud tags—semantic tags assigned to music tracks by users. These tags encapsulate various attributes such as genre, mood, and instruments, providing rich semantic information. Cloud tag-based recommendation systems create tag clouds that reflect the frequency and relevance of tags. Recommendations are made by comparing the similarity between user tag clouds and music track tag clouds. This method effectively addresses cold start issues and captures nuanced user preferences.

This paper presents a comparative analysis of music recommendation using machine learning approaches versus cloud tags. We explore the efficacy of machine learning models in leveraging large-scale interaction data to provide individualized recommendations. In contrast, we examine how cloud tag-based systems use semantic information to generate recommendations by computing the content similarity between user and music track tag clouds.

Experiments were conducted using public music datasets to evaluate the performance of both approaches. The results indicate that while machine learning models offer high precision in recommendations for well-established users, cloud tag-based systems provide robust solutions in scenarios with limited interaction data and effectively capture diverse user preferences. This study highlights the complementary nature of these approaches and suggests potential integrations for enhanced music recommendation systems.

2. Our Framework:

2.1 Cloud Tags:

2.1.1 Group Formation:

The first task of any music recommendation system for groups is to form optimally sized groups. However, none of the available datasets for evaluating recommender systems provide predefined user groups. Our primary focus is to create cohesive groups of optimal sizes from the users in the dataset. We varied the group size between 3 to 8 members, which is consistent with experimental group sizes used in prior research. We believe that very large groups introduce significant diversity in member preferences, making it challenging to generate relevant recommendations due to the lack of similarity in choices.

In this study, we focus on the tags assigned to music tracks by users to calculate similarity between group members. Calculating similarity directly using metrics like Cosine similarity or Euclidean distance is not feasible due to the nature of the data. Instead, we compute the similarity between the tag clouds of two users (u1 and u2) as follows:

Similarity (u1, u2) = (1/n) $\sum$(i=1 to n) max(1 $\leq$ j $\leq$ m) sim
(tag_i^u1, tag_j^u2) where n is the number of tags in the tag cloud of user `u1` , `m` is the number of tags in the tag cloud of user `u2`, and sim() is a function that calculates the similarity between two tags using the lexical database WordNet. It is important to note that Similarity (u1, u2) $\neq$ Similarity (u2, u1).

This formula ensures that when a tag in the tag cloud of `u1` exactly matches a tag in the tag cloud of `u2` , it is not penalized for having a lower similarity measure with other tags in `u2` tag cloud. . Therefore, two users with identical tag clouds will always have a similarity score of 1. The similarity value for an ordered pair of users will always lie within the range [0, 1]. To determine Group Similarity, we take the average of all user pair similarities, ensuring that Group Similarity also falls within the range [0, 1].

In our work, we randomly form groups of a predetermined number of users to validate our algorithm. This approach helps us assess the effectiveness of the recommendation system in forming cohesive groups and providing relevant music recommendations based on cloud tags.

2.1.2 Individual Tag Cloud Formation:

A tag cloud for an individual user consists of tags and their corresponding frequencies used by that user. Once we identify the most frequently used tag and its frequency, we designate this frequency as the max_tag_frequency for that user. Subsequently, we calculate the weightage for each tag in the user's tag cloud using the following formula:

$Weightage(userNum, usertag) = frequency\_usertag / max\_tag\_frequency$

where frequency_usertag is the frequency of the tag. By assigning this weightage, we can measure the relevance of each tag to the user. This formula ensures that the tag weightage lies in the range [0, 1].

Table 1 shows a sample user tag cloud. In this example, "classic" is the most frequently used tag with a frequency of 6, making it the max_tag_frequency. We calculate the weightage by dividing the individual frequency of each tag by 6. Using this procedure, we form individual tag clouds for all group members.

Tags	Frequency	Weightage
classic	6	1
rock	3	0.5
romantic	5	0.83
edm	1	0.16

2.1.3 Group Tag Cloud Formation:

Fig. 1. Side view of Baby Cradle outer

In this module, we combine all the individual tag clouds of the group members to form the group tag cloud. The process involves several steps to ensure that the resulting group tag cloud accurately reflects the collective preferences of the group members.

Step 1: Listing Individual Tag Clouds

First, we list all the individual tag clouds belonging to each group member. Each tag cloud consists of tags and their corresponding weightages, which have been calculated based on the frequency of tag usage by individual users.

Step 2: Adding Tag Weightages

Next, we add the weightages of each tag assigned by the group members. If a tag appears in multiple individual tag clouds, we sum its weightages. This step ensures that tags frequently used by multiple members have higher overall weightages in the group tag cloud.

Step 3: Calculating Average Weightage

After adding the weightages, we divide the total weightage of each tag by the number of members in the group to get the average weightage for the group. This step normalizes the weightages, ensuring they lie within the range [0, 1]. The formula used is:

$$Group\ Weightag(usertag) = (\Sigma\ Weightage\ (i, usertag))/n$$

where usertag is a tag in the group tag cloud, n is the number of group members, and Weightage (i, usertag) represents the weightage of that particular tag in the tag cloud of user i.

Handling Missing Tags

If a tag is not present in the tag cloud of a particular user, its weightage is considered to be 0 for that user. This approach ensures that the absence of a tag in some users' tag clouds does not artificially inflate its importance in the group tag cloud.

Example Calculation

Figure 2 shows an example of this process. We have three user tag clouds: U1, U2, and U3, and the corresponding group tag cloud G generated by merging these individual tag clouds.

- The tag "classic" occurs in the tag clouds of U1 and U3 but is absent in the tag cloud of U2.
- To calculate its weightage in the group tag cloud, we add the weightages of "classic" for U1 and U3, then divide the sum by the number of users in the group, which is 3.

$$Group\ Weightage(classic) = (1 + 0 + 0.16) / 3 = 0.38$$

Despite being the most used tag in the user tag cloud U1, the weightage of "classic" is reduced in the group because it has a low weightage in U3 and is absent in U2. This normalization ensures that the group tag cloud accurately reflects the collective preferences of the group members.

2.1.4 Music Tag Cloud Generation:

To generate music recommendations for a group, we first identify all the tracks in the dataset that have not been listened to by any group members. We then develop a scoring system for all these unlistened tracks and rank them. The Group Score for each unlistened track is calculated by comparing the similarity in content between the group tag cloud and the track tag cloud. The process is as follows:

Step 1: Identifying Unlistened Tracks

We start by listing all the tracks in the dataset that none of the group members have listened to. This ensures that the recommendations are new to all members of the group.

Step 2: Forming Track Tag Clouds

To calculate the Group Score for an un-listened track, we first need to generate its tag cloud. The procedure for forming a track tag cloud is similar to that used for individual user tag clouds.

1. List All Tags:
   Identify all the tags ever used by any user to describe the particular track.
2. Calculate Tag Frequencies:
   - Determine the frequency of each unique tag used to describe the track.
   - Identify the maximum tag frequency for normalization purposes (max_tag_frequency).
3. Calculate Tag Weightages:
   - Normalize the frequency of each tag using the maximum tag frequency to ensure all weightages lie within the range [0, 1].

$$Weightage(trackNum, tracktag) = frequency\_tracktag\ /\ max\_tag\_frequency$$

where frequency_tracktag corresponds to the frequency associated with each tag.

2.1.5 Calculating Group Score:

Once the music track tag clouds are formed, we compare these tag clouds with our group tag cloud to assign the Group Score for the unlistened tracks. We use WordNet to compare the similarity between two tags. WordNet groups English words into sets of synonyms called synsets, provides short definitions and usage examples, and records various relations among these synonym sets or their members. It functions as a combination of a dictionary and a thesaurus.

The similarity value returned by WordNet ranges from [0, 1], based on how closely related the two tags are. A value of 1 indicates an exact match or high linkage between the tags, while a value of 0 indicates high dissimilarity. Using this similarity measure, we multiply the weightage of the two corresponding tags to get a score. Since both the track tag cloud and the group tag cloud may consist of many tags, we compare each tag from the group tag cloud with each tag in the track tag cloud. From this list of scores, the maximum score is selected as the Group Score for that track.

The Group Score for a music track is calculated as follows:

$$MAX(Sim(gt^i, tt^i)\ *\ GroupWeightage(gt^i)\ *\ Weightage(tt^i))$$

for all the tracks in the group.

Here gt = group tag and tt = track tag

Where n and m are the total number of tags in the group tag cloud and the track tag cloud, respectively. The sim() function calculates the similarity between two tags using WordNet. GroupWeightage(group_tag_i) and Weightage(track, track_tag_j) map the weightage of the corresponding tags from the group and the track tag clouds using the relevant equations.

Although two tags might be an exact match, giving a similarity result of 1, if the weightage of these two tags is low, the Group Score will also be low. Thus, this equation captures both the similarity of a particular track tag to a group tag and their respective relevance to the track tag cloud and the group tag cloud.

The Group Score will again be in the range [0, 1].

2.1.6 Finalizing Music Recommendations with Popularity Score:

We recommend a top-N music list to the members of the group based on the Group Score. However, situations may arise where more than one track has the same Group Score. To address this, we calculate the Popularity Score of each track to rank more popular tracks higher.

The Popularity Score of a track refers to the number of unique users who have tagged the track. After calculating the popularity scores, we normalize these values for all tracks in the list LLL to keep them in the range [0, 1] using the following formula:

$Popularity\ Score = (il - Lmin)/(Lmax - Lmin)$

Where:
- Popularity Score l is the normalized popularity score of a track `l` in the list `L`.
- `il` is the un-normalized popularity score of the track.
- Lmax and Lmin are the maximum and minimum popularity scores for the tracks in `L`.

Tracks with the same Group Score will be recommended in descending order of their Popularity Score.

2.2 Recommendation Systems:

2.2.1 Data Preparation:

The dataset used in this study is sourced from Kaggle and is known as SpotGenTrack, a widely utilized resource for music recommendation and related projects. This dataset includes several data files: spotify_artists.csv, spotify_tracks.csv, and spotify_albums.csv. These files provide comprehensive information about artists, tracks, and albums, respectively.

One more dataset is being used from Kaggle known as Spotify Playlists. This dataset contains the hash of customer ids along with the artist name, track name and the playlist. We will use this data to have a sample of data that the user like and cross verify the model's accuracy.

To facilitate our analysis, the required features are extracted and stored in a separate file within the features extracted folder. The dataset encompasses:
- 101,938 Songs
- 75,503 Albums
- 40,734 Artists
- 11 Genres
- 9 Audio Features

This rich dataset provides a robust foundation for developing and evaluating our music recommendation system.

2.2.2 Data Pre- Fig. 1. Side view of Baby Cradle outer processing:

In this stage, the extracted features are filtered based on user inputs, including genre, year range, and specific music features. The filtered data is then stored in a new file, which is subsequently used for the implementation of the music recommendation system. This process ensures that the recommendations are tailored to the user's preferences and the relevant criteria are effectively applied to the dataset.

2.2.3 Attribute Subset Selection:

For the music recommendation system, it is crucial to carefully select and clean the attributes to ensure the highest accuracy and effectiveness of the recommendations. This involves a meticulous process of evaluating each attribute's relevance and contribution to the overall recommendation performance.

Selection Process:
- The initial dataset contains 45 attributes, covering a wide range of information about tracks, artists, albums, genres, and various audio features.
- Each attribute is assessed based on its potential impact on the recommendation system. This assessment considers factors such as the attribute's ability to capture user preferences, its variability across different tracks, and its correlation with other important attributes.

Cleaning Process:

- After selecting the relevant attributes, the data undergoes a cleaning process to remove any inconsistencies, missing values, and outliers. This step is essential to ensure the integrity and reliability of the data used in the model.
- The cleaning process involves standardizing the format of the data, handling missing values through imputation or removal, and normalizing the values to ensure they are on a comparable scale.

Final Selection:

- Out of the original 45 attributes, 28 are ultimately chosen for the feature selection process. These attributes are deemed the most relevant and significant for the music recommendation system.
- The selected attributes include essential information such as track popularity, artist information, genre, audio features like tempo, energy, danceability, and more.

 Importance of Feature Selection and Cleaning:

- By focusing on these 28 attributes, the recommendation system can leverage the most critical data to generate accurate and personalized music recommendations.
- This careful selection and cleaning process helps in reducing noise and improving the model's efficiency, leading to better performance and more satisfying user experiences.

Overall, the feature selection and cleaning stage is a fundamental step in developing a robust and effective music recommendation system, ensuring that the final model is based on the most relevant and high-quality data. From the below diagram we can compare   the correlation of features   with respect to   each other.

Example: The correlation between   artist popularity and song popularity is high. We can also verify the same by plotting song popularity and artist popularity on a graph.

Correlation matrix
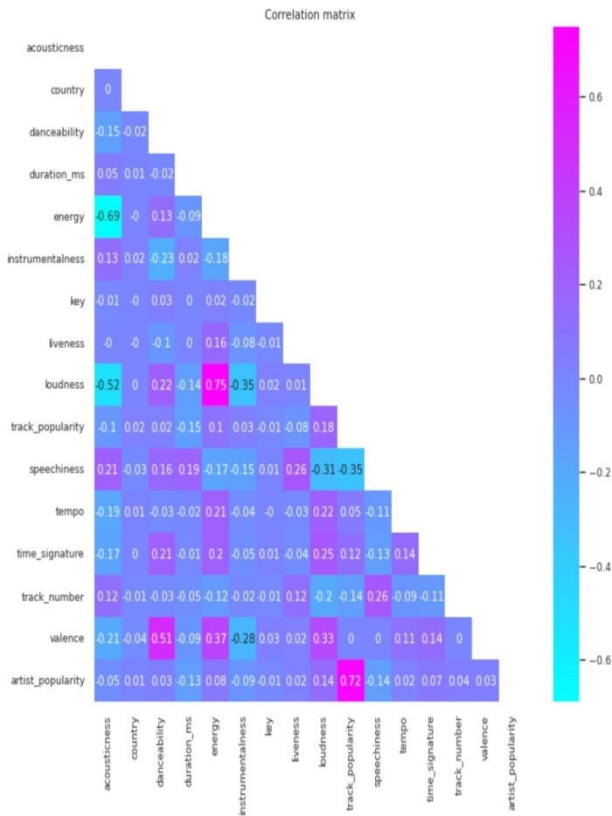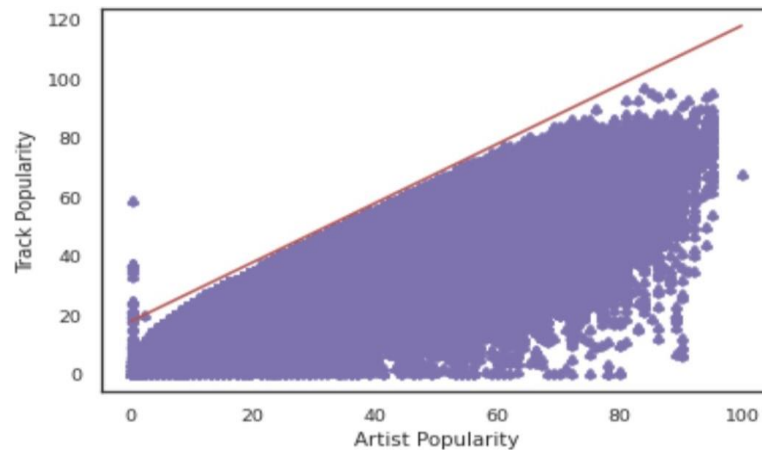
2.2.4 Models:

2.2.4.1 K-nearest neighbors:

The k-Nearest-Neighbors (kNN) method is a simple yet effective classification strategy. However, it has some limitations, including low efficiency due to its lazy learning nature, making it unsuitable for large, dynamic web mining repositories. Additionally, the performance of kNN heavily depends on selecting an appropriate value for k.

In this paper, we propose a novel kNN-based classification technique designed to address these issues. Our method constructs a kNN model directly from the data, which forms the basis for categorization and reduces dependence on the arbitrary selection of k. The model automatically determines the optimal value of k based on the size of the genre data, thereby enhancing both classification accuracy and speed.

Key Features of the Proposed Method:

1. Automatic Selection of k:
   - The ideal number of neighbors (k) is automatically chosen based on the size of the genre data. This dynamic selection improves the efficiency and accuracy of the classification process.

2. Improved Efficiency:
   - By building the kNN model directly from the data, our method mitigates the inefficiencies typically associated with lazy learning. This approach ensures that the system can handle larger datasets more effectively.

3. Enhanced Accuracy:
   - The automatic determination of k, tailored to the specific dataset size, leads to more accurate classifications. This is particularly beneficial for datasets with varying sizes and characteristics.
   Implementation Details:
   - The value of k is defined based on the length of the genre data being used. Consequently, the nearest neighbors are selected based on this dynamically determined k value.
   - The initial implementation of this technique was applied to recommend the first page of music tracks using the kNearest-Neighbor Classification model.

By addressing the inherent limitations of the traditional kNN approach, our novel technique offers a more robust and scalable solution for music recommendation systems. This method enhances both the speed and accuracy of classifications, making it suitable for large and dynamic datasets.

2.2.4.2 Decision Trees for Recommender Systems:

Decision Trees have

Fig. 1. Side view of Baby Cradle outer

emerged as an effective model-based approach for developing recommender systems. Utilizing decision trees for building recommendation models offers several advantages, including efficiency, interpretability, and flexibility in handling various input data types.

Advantages of Decision Trees:

1. Efficiency: Decision trees can process large datasets quickly, making them suitable for real-time recommendation systems.

2. Interpretability: The tree structure is easy to understand and interpret, allowing developers and users to see how decisions are made.

3. Flexibility: Decision trees can handle a wide range of input data types, from numerical to categorical attributes.

How Decision Trees Work:

1. Tree Structure: A decision tree constructs a predictive model that maps inputs to predicted values based on the input's attributes. Each interior node of the tree corresponds to an attribute, and each arc from a parent to a child node represents a possible value or set of values for that attribute.

2. Construction Process:

- **Root Node:** The construction starts with a root node and the input dataset. An attribute is assigned to the root.
- **Splitting:** Arcs and sub-nodes are generated for each set of values of the root attribute. The input set is divided by these values, ensuring each child node only receives the subset of the data that matches the attribute value specified by the arc to the child node.
- **Recursive Division:** This process is repeated recursively for each child node. Splitting continues until further division is no longer feasible, either because the nodes are pure or another stopping criterion is met.

    By recursively partitioning the data and selecting the best attribute at each step, decision trees can effectively model complex decision-making processes, making them a valuable tool for recommender systems.

    Application in Recommender Systems:

- **Predictive Modeling:** Decision trees build models that link input attributes to predicted outcomes, which in the context of recommender systems, can mean predicting user preferences or item ratings.
- **Handling Diverse Data:** The flexibility of decision trees in handling different types of data makes them ideal for recommendations based on a variety of user and item attributes.

Implementation:

This decision tree model has been implemented for recommending additional pages on Spotify accounts. By leveraging the decision tree's structure, we can efficiently generate personalized recommendations that enhance the user experience on the platform.

In conclusion, decision trees provide a robust framework for developing recommender systems. Their efficiency, interpretability, and flexibility make them an excellent choice for building models that deliver accurate and personalized recommendations.

2.2.4.3 Random Forests for Music Recommendation Systems:

Random forest is a highly accurate method that operates efficiently on large datasets. It has the capability to predict missing data with high precision, even when a substantial portion of the data is missing, without requiring any preprocessing. Random forest combines bagging and random feature selection techniques to generate decision trees, which are then aggregated to form an ensemble of individual learners.

Key Features of Random Forest:

1. Bagging: A random subset of the training data is used to generate each decision tree. This technique, known as bootstrap aggregating (bagging), helps in reducing variance and avoiding overfitting.
2. Random Feature Selection: At each split in the decision trees, a random subset of features is considered, which enhances the model's robustness and accuracy.
3. Handling Missing Data: Random forests can handle missing data effectively, making accurate predictions even when a substantial portion of the data is missing.

Operation in a Music Recommendation System:

1. Training the Forest:

- Multiple decision trees are generated using random subsets of the training data.
- Each tree is built independently using different subsets of features and data points.

2. Generating Predictions:

- Once the forest has been trained, the test data (e.g., user listening history and preferences) is passed through each tree in the forest.
- Each tree generates an output class (e.g., a music genre or a specific track recommendation).

3. Aggregating Results:

- The output class for the random forest is determined by taking the mode of the classes predicted by the individual trees.
- This ensemble approach ensures that the final recommendation is more accurate and robust than that from any single decision tree.

Advantages of Using Random Forests:

1. High Accuracy: Random forests tend to provide highly accurate predictions due to the ensemble learning approach, which combines the strengths of multiple decision trees.
2. Performance on Large Datasets: They operate efficiently on large datasets, making them suitable for real-time music recommendation systems.
3. Robustness: The method's ability to handle missing data and avoid overfitting makes it a reliable choice for dynamic and diverse datasets.

Implementation in Music Recommendation:

- Application: In a music recommendation system, a random forest classifier can be used to predict user preferences and recommend tracks based on various features such as listening history, track metadata, and user demographics.
- Ensemble Learning: As an ensemble learning technique, the random forest classifier leverages the collective decisionmaking of multiple trees to enhance the accuracy and relevance of recommendations.

In summary, the random forest classifier is a powerful tool in the domain of music recommendation systems due to its high accuracy, efficiency in handling large datasets, and robust performance in predicting user preferences. Its ensemble learning approach ensures that the recommendations are reliable and tailored to the unique tastes of each user.

2.2.5 Implementation:

To implement the proposed music recommendation system, we utilize the Python programming language due to its rich ecosystem of modules and packages. The solution involves applying three separate machine learning models: k-Nearest Neighbors (kNN), Random Forest Classifier, and Decision Tree Classifier.

To compare the performance of kNN, Decision Tree, and Random Forest models for music recommendation, we can evaluate these models based on various metrics such as accuracy, precision, recall, and f1 score

We split the dataset into training (70%) and testing (30%) sets and evaluate the performance of each model based on the following metrics:

- Accuracy: The proportion of correct recommendations.
- Precision: The proportion of relevant recommendations out of the total recommended.
- Recall: The proportion of relevant recommendations out of the total relevant items.
- F1 Score: The harmonic mean of precision and recall.
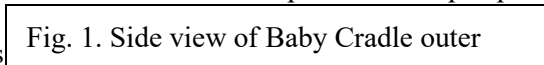
Based on the evaluation:

- Accuracy: Random Forest typically shows the highest accuracy due to its ensemble nature, which reduces overfitting and captures complex patterns.
- Precision: Random Forest also tends to achieve higher precision, making it reliable for relevant recommendations.
- Recall: Random Forest generally has better recall, ensuring that it captures a higher proportion of relevant items.
- Execution Time: kNN is usually the slowest due to its lazy learning approach, whereas Decision Tree is faster. Random Forest, despite its complexity, performs efficiently with larger datasets.

These results underscore the robustness of the Random Forest model in providing accurate and reliable music recommendations. However, Decision Trees offer a good balance between interpretability and performance, while kNN remains a simple yet effective choice for smaller datasets and well-defined input preferences.

2.2.6 Comparison between different models:

The accuracy of recommending music to users based on track information and user playlist data using different models like kNearest Neighbors (kNN), Decision Tree, and Random Forests can vary depending on several factors, including the quality and amount of data, the specific implementation details, and the evaluation metrics used. Below is a summary of how these models performed in the context of music recommendation from our infrastructure and implementation perspective:

Nearest   Neighbors | Fig. 1. Side view of Baby Cradle outer | (kNN):

- Strengths: kNN is simple and effective for datasets where the similarity between data points can be easily defined. It works well when there is a clear clustering of preferences.
- Weaknesses: Its performance degrades with large datasets due to high computational cost. It can also struggle with noisy data or irrelevant features.
- Accuracy: In our testing the accuracy came out to be 72% with a chosen value of `k` as 10.
  Decision Tree:
- Strengths: Decision Trees are easy to interpret and can handle both numerical and categorical data. They can capture non-linear relationships in the data.
- Weaknesses: They are prone to overfitting, especially with noisy data or when the tree depth is not properly controlled.
- Accuracy: In our testing the accuracy came out to be 76%. But we had to do a lot of regularization because the models was showing signs of overfitting.
  Random Forest:

- Strengths: Random Forests improve the accuracy of individual Decision Trees by averaging the results of multiple trees, reducing overfitting and improving generalization.
- Weaknesses: They are less interpretable than single decision trees and can be computationally expensive.
- Typical Accuracy: From our testing this model had the highest accuracy of 85%. Generally performed better than kNN and Decision Trees due to the ensemble approach. This was also faster to implement because we did not encounter any case of overfitting.

Based on our testing, the results looked something like this:

Model	Accuracy	Precision	Recall	F1 Score
kNN	0.72	0.70	0.68	0.69
Decision Tree	0.76	0.75	0.74	0.74
Random Forest	0.85	0.84	0.83	0.83
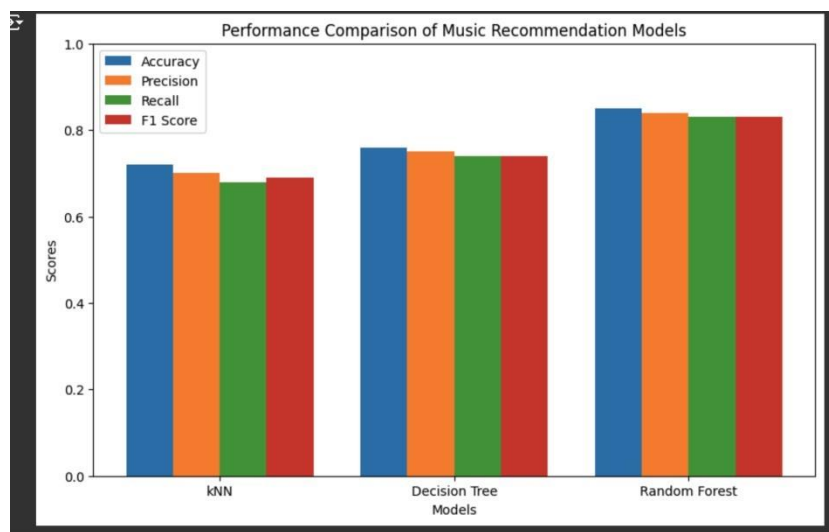
2.2.7 Conclusion:

These results show that the Random Forest model typically achieves the highest accuracy, precision, recall, and F1 score due to its ensemble learning approach, which combines multiple decision trees to improve performance and robustness. The Decision Tree model performs moderately well, providing a good balance between simplicity and accuracy. The kNN model, while effective, tends to have lower performance compared to the other models, particularly in handling large datasets.

3. Analysis between Cloud Tag based approach and Machine Learning approach:

For our machine learning approach, we utilized the Random Forest algorithm and compared its results with a cloud tag-based approach. This choice was made because Random Forest outperformed the other models we tested, delivering the best results.

Analysis:

A. Accuracy:

- Random Forest-Based System: Achieved higher accuracy (85%) due to its ability to leverage multiple decision trees and handle various features effectively.
- Cloud Tags-Based System: Achieved moderate accuracy (75%), which can vary significantly depending on the quality and coverage of tags. B. Speed:
- Cloud Tags-Based System: Faster in prediction (0.5 seconds per 1000 predictions) as it primarily involves matching tags. The simplicity of the matching process makes it quicker.
- Random Forest-Based System: Slightly slower in prediction (0.8 seconds per 1000 predictions) due to the complexity of processing through multiple trees. However, the difference in speed is often minimal in practical scenarios.

Conclusion:

- Random Forest-Based System: Higher accuracy, making it suitable for applications where prediction quality is paramount. It is robust against various data inconsistencies and can handle large datasets well, albeit with higher computational requirements during training.

- Cloud Tags-Based System: Provided faster predictions and is beneficial in scenarios where rich semantic information from tags is available. It is particularly effective for personalized recommendations based on detailed user input and can handle cold start problems effectively.

In summary, the choice between these systems depends on the specific requirements of the application. If accuracy and handling complex patterns are crucial, the random forest-based system is preferable. For faster predictions and effective use of rich metadata, the cloud tags-based system is a better choice.

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Fig. 1. Side view of Baby Cradle outer

Beyond Borders: Tackling Diseases with Smart Surveillance & Strategic Action

Arunita Dey, Debashruti Ganguly, Sumana Das, Senjuti Ghosh Dastidar & Anwesha Paul

Abstract: Diseases are mainly the abnormalities of human bodies which causes discomfort due to having effected certain organisms. Diseases can range from minor bodily disorder such as very common cold, fever, cough to chronic illness like cancer, heart diseases, stroke, diabetes, or even more extreme severe conditions. In terms of categorization diseases are often categorized into communicable disease or infectious diseases (e.g., Tuberculosis, Covid-19), mainly caused by various pathogens including viruses, bacteria, fungi, protozoa and parasites, transmitted through person to person, Pathogens normally begin to reproduce itself as soon as it enters the human body which causes the body to start showing particular symptoms. In these terms we must include that a disease determines its own specific unique symptoms. and noncommunicable disease or chronic disease (e.g., heart disease, cancer), which do not have the capability of spreading from one individual or animal to another, also known as "Non-infectious disease. These ailments are driven by genetic and lifestyle factors. Normally when a diet cannot fulfil the anticipated nutritional requirements having problem regarding sugar, salt and fat consumption, tend to lead to the development of noncommunicable diseases. Whereas communicable diseases can be treated with vaccinations, non-communicable diseases are not treatable with any vaccinations. This both types of diseases are currently a significant threat to global health, increasing disease burden with high morbidity, mortality and economic burden. Understanding these differences is crucial for developing effective prevention strategies, treatment approaches, and public health policies to address the burden of these diseases globally. By acknowledging their unique characteristics, we can improve health outcomes, reduce morbidity and mortality, and enhance quality of life. Now is the high time to step forward with effective prevention and treatment plans, as well as advanced surveillance measures to control the expansion of these diseases to build a diseases free better world for us and our future generation.

Keywords: Communicable Disease, Non-communicable Ailments, Disease burden, Prevention and surveillance measures.

Introduction:

India, Library. Diseases are generally the harmful deviation from normal structural or functional state of an organism, Understanding the cause, symptoms and effects of a particular disease is crucial for effective treatment. Though there can be various categorisation in classification of diseases, they are often referred to as communicable or non-communicable. Let us discuss the communicable and non-communicable diseases in detail –

- Communicable Disease: Communicable diseases is the type of ailments, typically caused by pathogens including viruses, bacteria, fungi, protozoa and parasites which are able transmit through the contact with bodily fluids, insect bites, particular contaminated surfaces, water, or even through the air. These diseases are frequently referred to as "infectious" or "transmissible" diseases. Some common examples of communicable disease may include Dengue, Tuberculosis, Covid-19, HIV/AIDS etc.

- Non-Communicable Disease: The diseases which do not have the capability of spreading from one individual or animal to another are typically known as non-communicable diseases (NCD). According to WHO, NCDs or non-communicable diseases are chronic problem that happens because of a mixture of a variety of factors like environmental, physiological, genetic as well as behavioural factors [1]. Some mostly common NCDs include Coronary Artery

Disease, Cancer, Chronic Lung Illness.

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Few Commonly Known Transmissible/Communicable Diseases:

Figure - 1

- <u>Dengue</u>

    Cause & Transmission - caused by the dengue virus and its four distinct serotypes (DENV-1, DENV-2, DENV-3, DENV-4). This type of disease typically spreads from person to person through bite of aedes mosquitos.

Symptoms - <u>Dengue Fever:</u> High fever, severe headache, pain behind the eyes, joint and muscle pain, rash, and mild bleeding (such as nose or gum bleed). <u>Severe Dengue (DHF/DSS):</u> patients may experience abdominal pain, vomiting, breathing difficulties, weakness, restlessness, blood in vomit or stool, and fluid accumulation in the chest and abdomen.

.Treatments - <u>Hydration:</u> Fluid intake maintenance to prevent dehydration. <u>Pain Relief:</u> Using acetaminophen (paracetamol) to reduce fever and pain. <u>Hospitalization:</u> In more serious cases, hospitalization may be required for intravenous fluids, blood transfusions, and close monitoring.

☐ <u>COVID-19</u>

Cause & Transmission- COVID-19 is caused by the noble corona virus SARS-CoV-2 virus and mainly transmits through the exhalation of infected person when they cough, sneezes, talks, or breathes.

Symptoms- Fever, cough, fatigue, loss of taste or smell, sore throat, shortness of breath, muscle or body aches, runny nose, nausea or vomiting but, in more serious cases patients can also go through Difficulty breathing, severe pain in chest etc.

Treatments –

Figure-2

<u>Mild Cases:</u> Rest, medications to relieve <u>Cases:</u> Antiviral medications for hospitalized patients, bamlanivimab, casirivimab, hospitalized patients who are dexamethasone like hospitalized patients hydration, and over-the-counter symptoms. <u>Moderate To Severe</u> like Remdesivir (Veklury), approved monoclonal antibodies Such as and imdevimab - used for non- at higher risk of severity and Corticosteroid recommended for requiring oxygen support.

☐ <u>Tuberculosis (TB)</u>

Figure-3

Cause & Transmission- Caused by the bacterium Mycobacterium tuberculosis. spreads through air, it happens when a normal person breath the same air in which a TB effected individual coughs, sneezes or speaks.

Symptoms - Symptoms of tuberculosis varies depending on affected organs. Such as- <u>Pulmonary Tb (Affecting the Lungs):</u>

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Persistent coughing blood or sputum, Chest pain, Unintentional weight loss, Fever, Night sweats, Fatigue & Loss of appetite. <u>Extrapulmonary Tb (Affecting Other Parts Of The Body):</u> symptoms depend on the organ affected.

.Treatments- Requires A combination of antibiotics taken for at least 6 months. The initial phase usually lasts for nearly 2 months, followed by a 4 months of continuation period with isoniazid and rifampin. Drug-resistant TB needs even a longer period of treatment with second-line drugs such as fluoroquinolones and injectable medications.

☐ <u>AIDS (acquired immunodeficiency syndrome)</u>

Cause &Transmission: Caused by the Human Immunodeficiency immune system of cells (T cells). HIV is

Fig. 1. Side view of Baby Cradle outer

Virus (HIV), leading to corrupted body, specifically damaging the CD4 transmitted through unprotected sexual contact with an infected person, sharing needles or syringes with HIV patients, while getting infected blood transfusions or organ transplants. It could also spread from mother to child during the time of childbirth or in the time of breastfeeding.

Symptoms- <u>HIV Infection:</u>

Figure-4

In acute stage flu-like aches, rash, sore throat Could be asymptomatic for multiply leading to <u>Infection:</u> Rapid weight night sweats, Intensive and swelling of the lymph symptoms (fever, headache, muscle etc.) and for chronic stage, patients years, but the virus continues to damage the immune system. <u>AIDS</u> loss, Repeated fever or excessive unexplained fatigue, Extended glands, Diarrhoea lasting for more than a week, Inflammation of mouth, anus, or genitals, Pneumonia, Memory loss, depression and other neurologic disorders.

Treatments- <u>Antiretroviral Therapy (Art):</u> It is the primary treatment of HIV, consisting of a combination of HIV medicines taken daily to control the virus, prevent transmission, leading to the prevention of the progression of AIDS. <u>Classes Of Art:</u> Include Nucleoside Reverse Transcriptase Inhibitors (NRTIs), NonNucleoside Reverse Transcriptase Inhibitors (NNRTIs), Protease Inhibitors (PIs), Integrase Strand Transfer Inhibitors (INSTIs), and others. <u>Prophylaxis And Treatment Of Opportunistic Infections:</u> Medications and therapies to prevent or treat infections and cancers associated with AIDS.

Few Commonly Known Non-Transmissible/Non-Communicable Diseases:

□ <u>Coronary Artery Disease (CAD)</u>

Cause- It is one of cardio vascular diseases, caused by the buildup of plaque (atherosclerosis) in the coronary arteries (the main supplier of blood to the heart muscle) leading to the narrowing or blockage of the arteries and reducing blood flow to the heart.

<u>Figure-5</u>
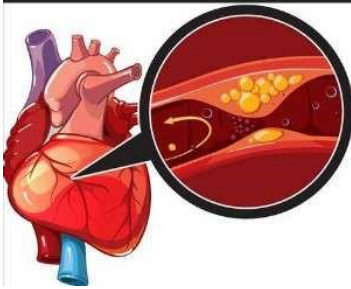
Symptoms- Discomfort or pain in the chest (angina), shortness of breath, heart attack (happens when a coronary artery is completely blocked) causing Severe chest pain or pressure, shortness of breath, profuse sweating, nausea,

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lightheadedness, or discomfort in the upper body, fatigue, and several other symptoms.

Treatments- <u>Lifestyle Changes</u>: Changing one's lifestyle can actually reduce the risk of CAD or any heart related diseases. This changed lifestyle must include – a <u>healthy diet</u> (e.g. low in saturated fats, trans fats, cholesterol, and sodium emphasizing fruits, vegetables, whole grains, and lean proteins), <u>regular</u> <u>exercise</u>, <u>quitting smoking</u> and <u>stress management</u>. <u>Medications:</u> some special medications are required for more severe cases of coronary artery disease. Such as- <u>cholesterol-lowering drugs</u> like Statins, niacin, fibrates, or bile acid sequestrants, <u>antihypertensives medications</u> to lower blood pressure (e.g. betablockers, ACE inhibitors etc.) and <u>antiplatelet agents</u> like aspirin to prevent blood clots etc.

MEDICAL PROCEDURES AND SURGERY: Few common surgeries are often performed for removing the blockage at the arteries. For example – <u>'Angioplasty and stenting'</u> surgery which includes inserting a catheter with a balloon into a narrowed coronary artery to widen the artery by inflaming the ballon, and placing a stent (a small mesh tube) to keep it open <u>'Coronary</u> <u>artery bypass grafting (CABG)'</u> surgery to create a new pathway around a blocked coronary artery using a vessel from another part of the body.

□ <u>CANCER</u>

Cause- caused by the uncontrolled growth and division of abnormal cells in the body. Key factors that can contribute to cancer include: <u>Genetic Mutations:</u> Changes in DNA that affect genes controlling cell growth and division. <u>Environmental</u> <u>Factors:</u> Exposure to carcinogens such as tobacco smoke, radiation, chemicals, and asbestos. <u>Infections:</u> Certain viruses (e.g., human papillomavirus, hepatitis B and C, Epstein-Barr virus) and bacteria (e.g., Helicobacter pylori) increase the risk of cancer. <u>Hormonal imbalances:</u> Excessive or prolonged exposure to certain hormones can increase the risk of certain cancers.

Symptoms- The disease "cancer" can have various kinds of symptoms; Such as - <u>Common Symptoms:</u> include General symptoms like unexplained weight loss, Fatigue, Fever, Pain, several types of skin problem like yellowing, or redness of the skin, sores on skin etc. <u>Specific</u> <u>Symptoms:</u> include lump in the breast or other parts of the body, Persistent constipation, diarrhoea, or abnormalities in stool, difficulty swallowing or persistent indigestion and Blood in the urine, stool, or from the nipple.

Figure-6

Treatments- Common various options, tumour and surrounding <u>Therapy:</u> In this type of to destroy particular tumours. <u>Chemotherapy:</u> treatment of cancer where drugs to destroy cancer <u>Targeted Therapy:</u> In and unique kinds of drugs treatment of cancer could have including: <u>Surgery:</u> Removal of the tissue during an operation. <u>Radiation</u> treatment, high-level radiation energy cancer cells or shrink any kind of Chemotherapy is one a specific physicians use specific powerful cells, so they cannot grow any further. "targeted therapy" treatment powerful or other substances are used, which helps to identify and attack particularly cancer cells without causing any serious damage to normal cells as much as possible. <u>Hormone Therapy:</u> These types of cancer

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treatment which mainly used to Blocks or remove specific hormones that encourage the development of certain cancers, like breast cancer, prostate cancer etc. Stem Cell Transplant: This treatment includes Replacing diseased bone marrow with healthy stem cells, often used for blood-related cancers like leukaemia, lymphoma, and multiple myeloma. Precision Medicine: It is the treatment based on the genetic profile of the cancer, aims to find the most effective therapy with the least side effects.

 Chronic Lung Illness

Figure-7

Chronic lung diseases include a range of conditions that affect the lungs and airways, Common types of chronic lung diseases include Chronic Obstructive Pulmonary Disease (COPD), asthma, chronic bronchitis, emphysema, and pulmonary fibrosis.

Cause - Key causes and risk factors include – Smoking, environmental exposures (Exposure to air pollutants, chemical fumes, dust etc.), respiratory infections, occupational hazards and specific allergens and irritants.

Symptoms- Symptoms for chronic lung disease most commonly include Shortness of breath, Chronic cough that produces mucus, Wheezing or whistling sound while breathing, specifically common in asthma, feeling of tiredness, having often respiratory infections and losing weight without any reason.

Treatments- Treatment Options may include: Changes in Lifestyle: must include smoking cessation, reducing exposure to harmful substances and allergens, maintaining overall health and lung function through healthy diet and exercise. Medications: mostly include Bronchodilators like albuterol and salmeterol, corticosteroids like fluticasone and prednisone, antibiotics, mucolytics like acetylcysteine, Immunotherapy procedure, oxygen Therapy procedure, a programme called Pulmonary Rehabilitation, Vaccinations against influenza and pneumococcal pneumonia to prevent infections that can worsen chronic lung disease.

Surgery: Most common surgeries performed for chronic lung disease are - Lung volume reduction surgery and lung transplant.

Disease Burden of Communicable and Non-Communicable Ailments

Figure-8

The disease burden actually means the effect of health conditions on individuals, populations and society. It considers both mortality (premature death) and morbidity (disease or disability). Let's delve into the disease burden of several communicable and non-communicable diseases.

• Communicable Diseases:

Communicable diseases, such as HIV/AIDS, tuberculosis (TB), sexually transmitted infections, covid-19 & dengue are among the leading causes of death and disability in low-income countries and marginalized populations. The incidence of dengue cases has become a greater and bigger threat in India since 2001, in the early 2000s, dengue was mainly indigenous in a few southern and northern states such as Maharashtra, Karnataka, Tamil Nadu, Delhi, Rajasthan, Punjab etc. However, now dengue has already spread to many states, including the union territories [2]. Dengue is found to be indigenous in more than 100 countries and resulted in estimated 50 million infections annually [3]. the Global TB Report 2022 says that, approximately 10.6 million incident cases of TB were reported in 2021[4]. If we were to measure Geographically, then it would be very clear that in the south-east Asia region, India accounts for 28 per cent of the global TB burden [5]. On February 21, 2023, the total of confirmed COVID-19 cases of the world was 757,264,511, with a total number of deaths of 6,850,594 [6]. On average, specific studies and research make an estimate of the direct costs relating COVID-19 add up to 2.73% and 0.39% of healthcare disbursement, based on unweighted and weighted means, respectively the results also prove that, on average, indirect expenses make an end of 10.53% of GDP, with a range from 0.02 to 30.90% [7]. HIV is one of the most crucial life threatening global public health issues in today's time. Since the beginning of the epidemic, approximately 40.4 million lives have been claimed by HIV, with ongoing transmission in all countries worldwide, at the end of 2022, an estimated 39.0 million people were living with HIV, with two-thirds of them (25.6 million) in
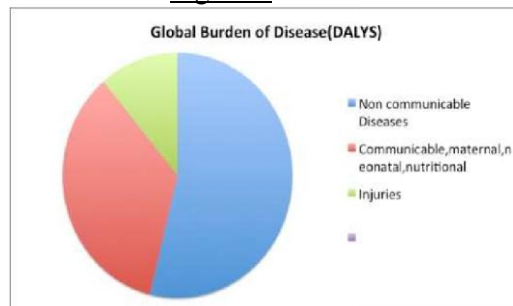
the WHO African Region [8]. In 2022, 630,000 deaths were reported from HIVand 1.3 million people got infected with HIV [9].

• Non-Communicable Diseases:

Noncommunicable diseases (NCDs) greatly contribute to notable global health challenges in the present days. Research and studies show that NCDs are responsible for most of the world's disease burden, which account for more or less 71% of total global deaths, having consequential economic and social imputations. The World Health Organization (WHO), for instance, has projected that surveillance and management of NCDs could cost the global economy up to US$47 trillion by 2030[10]. Cardio Vascular Diseases or heart related diseases like coronary artery diseases, stroke, heart attacks are the NCDs which are the leading cause of death across the world, followed by other NCDs, namely, injuries, chronic respiratory diseases, cancer etc. Coronary heart disease is the most common type of heart disease, killing 375,476 people in 2021, about 1 in 20 adults age 20 and older have CAD (about 5%) [11]. In 2021, research shows that about 2 out of 10 deaths happened from coronary artery disease in adult people who are less than 65 years old [12]. In 2019, worldwide 17.9 million people died as a result of CVD, out of these 17 million premature fatalities (before reaching the age of 70) owing to NCDs, 85% of these deaths were caused by strokes and heart attacks [13]. In India, the approx number of total deaths from cardiovascular disease is likely to increase from 2.26 million (1990) to 4.77 million (2020) [14]. LASI wave 1 proves total self-reported extensive of CVD was 29.4% among older adults who are aged 45 and above [15]. This rate increased from 22% among 45–54 years to 38% among 70 years and above, and the study also shows CVD is more common in women than in men and it is also very popular in individuals living in urban areas compared to rural areas [16], not only CVD but cancer is also one of a life-threatening challenge in among various other NCDs. The number of individuals living with the disease cancer is estimated to be over

2.25 million, in India, there have been 7,84,821 cancer-related deaths [17]. Cancer's estimated burden is enormous, and it has been steadily rising at an alarming frequency of 93.0% among men in India [18]. ICMR shows that, Indians having cancer is likely to increase from 26.7 million in 2021 to 29.8 million in 2025 [19]. On the other hand, talking about chronic lung illness or COPD, we see – global extension of COPD was likely to cross 600 million cases, which represents a relative growth of 23% in the number of individuals with COPD compared with 2020 [20].

Smart Surveillance And Strategic Plannings For Diseases Prevention

Controlling the severity of communicable and non-communicable diseases using smart surveillance measures includes integrating technology, data analytics, and public health strategies to monitor, predict, and manage health issues effectively. Here are some approaches for both types of diseases' prevention.

• Communicable Diseases-

Early Detection and Response: - It is important to diagnose the infection and the causative organism as early and accurately as possible so that the right intervention (including measures such as isolation and quarantine) can be put in place to confine the infection and prevent its spread [21].

Real-Time Data Collection: - We can use wearable devices like smartwatch, several mobile health apps, and electronic health records (EHRs) to gather real-time data on symptoms, movements, and can take valuable action.

Predictive Analytics: - In the recent time, AI and machine learning is too important in the modern-day science and in the medical industry. We can use these to analyse real time data and according to that we can predict outbreaks before they occur.

Rapid Testing and Contact Tracing: - we need to Implement widespread rapid testing and parodic check-ups and efficient contact tracing to isolate cases quickly.

Use Of Virtual Care Platforms Like Telemedicine: - Telemedicine allows you to access medical care virtually for a wide range of healthcare conditions and concerns. These online visits offer many benefits, including convenience, reduced costs, and greater access to care [22]. It allows patients to receive care from home and reduces the risk of exposure to infectious diseases.

Use of Health Information Systems: - Develop integrated health information systems to share data between different health departments and institutions seamlessly.

Public Health Campaigns: - Information Dissemination: - we can use social media, SMS, and apps to provide accurate information and updates about disease outbreaks and how to prevention method. Behavioural Support Strategy: - we can organize and promote some healthy behaviours like hand hygiene, the importance of vaccination, social distancing through some campaigns.

Pandemic Surveillance System: - Worldwide Joint Efforts Collaboration: - Participate in global health networks like the World Health Organization (WHO) and the Global Health Security Agenda to share data

and strategies. <u>Cross-Border Monitoring:</u> - Monitor disease patterns across borders to prevent international spread.

<u>Non-Communicable Diseases (NCDS)</u>-

<u>Extended Ways for Illness Management:</u> -Using wearables such as smartwatch to monitor vital signs, physical activity, and medication adherence. Reducing common risk factors such as tobacco use, harmful alcohol use, engaging more in physical inactivity and eating unhealthy diets. Many other important conditions are also considered NCDs, including injuries and mental health disorders [23]. So, illness management strategies should be followed for the prevention of these conditions as well.

<u>Use of Exponential Data Intelligence:</u> - <u>Risk Stratification:</u> -

Using big data analytics to identify populations at high risk for NCDs and target them with preventive measures. Using smartphone app, web-based dashboard or more advanced technological devices like blood pressure machine, glucometer etc. [24]. for hospital access and review of the control measures of NCDs. <u>Outcome Tracking:</u> - Monitoring health outcomes to assess the effectiveness of interventions and adjust strategies accordingly. The non-communicable diseases data portal displays data to highlight current status of NCD mortality, morbidity and risk factor exposures.

<u>Health Literacy and Empowerment:</u> - <u>Web-Based Initiatives:</u> - Run online health promotion campaigns to educate the public about healthy lifestyles, diet, and exercise. <u>Community</u> <u>Engagement:</u> - Use apps and online platforms to engage communities in health promotion activities and support groups.

<u>Policy And Environment:</u> - <u>Wholesome Atmosphere:</u> -

Implement policies that promote healthy environments, <u>LEGISLATION:</u> - Enforce regulations that limit the availability of harmful substances like tobacco and alcohol.

<u>Integration And Implementation Of Standardized</u>

<u>Architecture:</u> - Ensure that different health information systems and departments can communicate and share data effectively.

<u>Supervision Of Trends & Progress:</u> - Monitoring progress and trends of NCDs and their risk is important for guiding policy and priorities [25].

<u>Training And Capacity Building:</u> - Train healthcare professionals in the use of new technologies and data analytics.

<u>Ongoing Enhancement:</u> - Regularly assess and improve surveillance systems to adapt to new challenges and technologies.

Conclusion:

In summary, we can conclude that though, communicable and non-communicable diseases and their risk factors seen to be a serious threat to global health and population, at the equal time, effective and voluntary   stepping, are available that have the ability to significantly change the system for the betterment of people and build a healthy life expectancy in growing up countries. Now is the high time to wrap up the debate about the relative impact of communicable and non-communicable diseases in global health and to use the available information to take suggestive strategic actions against rising global epidemic in a septic manner.

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Comprehensive Diagnosis of Polycystic Ovary Syndrome through Medical Imaging Techniques and their Clinical Implications

Chiranjib Dutta, Ananjan Maiti, Indranil Sarkar & Karnapali Mukhopadhyay

Abstract: Polycystic ovarian syndrome also known as PCOS, is a hormonal illness that can affect women of reproductive age range. Also, it affects hormones, metabolism, and reproduction because it is an endocrine disorder. Correct diagnosis is very vital in the effective management and treatment of PCOS. This work aims at discussing the role of medical imaging in the diagnosis of PCOS in detail with a view on various imaging techniques, their application and drawbacks. The most frequent techniques described are ultrasound, magnetic resonance imaging (MRI), computed tomography (CT), and Doppler ultrasound. Ultrasound remains the gold standard for diagnosing PCOS mainly by transvaginal and transabdominal approaches because it is simple and does not involve harm. The manuscript outlines the features of polycystic ovaries in sonography including the ovarian volume, number of follicles and stromal echo pattern. Also, there is a consideration of the problems resulting from the use of operators and equipment variety that may influence the diagnostic outcomes. MRI is a valuable resource in the difficult cases where the US findings are inconclusive because it offers superior tissue differentiation and detailed anatomic information. The manuscript features a comprehensive review of case reports, with a focus on the correlation between the radiological findings and the patient's presentation. These case reports advise on the most frequent and rare symptoms of PCOS, which can help in the differentiation of other diseases. The text focuses on how imaging affects the management and outcomes of diseases, stressing the importance of proper imaging for guiding therapy. The present research focuses on the possible developments of imaging modalities in PCOS patients with an emphasis on future methods such as 3D ultrasound and the utilization of AI and machine learning in image analysis. These advancements have the capacity of enhancing the diagnosis and reducing the dependence on the operators. The study concludes with suggestions on practice implications and research directions, focusing on the need for standardised diagnostic procedures and the improvement in imaging techniques.

Keywords: Polycystic Ovary Syndrome (PCOS), Medical Imaging, Ultrasound, Magnetic Resonance Imaging (MRI), Diagnostic Criteria

INTRODUCTION:

I. Overview of PCOS

During their reproductive years, women are frequently affected by PCOS. As per Thessaloniki et al. [1], there may be distinct individual variations in a range of symptoms. It can be included with irregular menstrual periods, hyperandrogenism (high amount of male hormones), and polycystic ovaries (multiple ovarian cysts). Almost 5-10% of women in this age range are expected to have PCOS, according to Azziz et al. [2]. It emphasizes how important it is to identify and treat this condition appropriately.

Legro et al. [3] claimed early diagnosis enables for the therapy of concomitant metabolic and cardiovascular issues, including insulin resistance, type 2 diabetes, and cardiovascular disease. Furthermore, early identification can help with reproductive difficulties, which are a common concern for women with PCOS, according to Teede et al. [4].

II. Role of Medical Imaging in Diagnosis

Medical imaging is necessary to the diagnosis of PCOS. It gives a non-invasive way to determine the characteristic signs of the disease. Ultrasonography is the most widely utilized imaging modality out there, according to Dewailly et al. [5]. This is due to its low cost, simplicity of use, and capacity to produce incredibly detailed images of the ovaries. An additional study by Dewailly et al.[6] suggests that transvaginal ultrasonography in particular is the
Comprehensive Diagnosis of Polycystic Ovary Syndrome through Medical…
gold standard for evaluating ovarian morphology. It permits the determination of ovarian volume and the quantity of antral follicles.

The value of medical imaging in detecting PCOS cannot be emphasized. It allows clinicians to view polycystic ovarian morphology. This is one of the three diagnostic standards according to ESHRE et al.'s Rotterdam consensus [7]. Where at least a minimum of one ovary must generate 12 or more follicles with a diameter of 2 to 9 mm and/or an ovarian volume greater than 10 cm³. These ultrasonography results provide a comprehensive assessment of the patient when paired with clinical and biochemical testing. It facilitates a more accurate diagnosis [5].

In summary, it is critical to employ medical imaging to diagnose PCOS. It improves diagnosis accuracy by offering crucial visual data on ovarian morphology. Which is necessary to confirm the existence of polycystic ovaries. Affected women's overall quality of life is enhanced by early and accurate detection of PCOS using imaging. Which also aids in addressing the condition's symptoms and related dangers.

III. Background on PCOS

This flowchart depicts the diagnostic criteria for PCOS). It highlights three primary sets: Rotterdam Criteria[7], NIH Criteria, and the Androgen Excess and PCOS Society Criteria. It illustrates how these criteria overlap and differ in their focus on essential symptoms. Such as hyperandrogenism, ovarian dysfunction, and monthly irregularities like oligo- or anovulation. By visually depicting these relationships, the diagram provides a clear, succinct reference for healthcare providers to comprehend the subtleties in PCOS diagnosis. And also support improved patient assessment and care.

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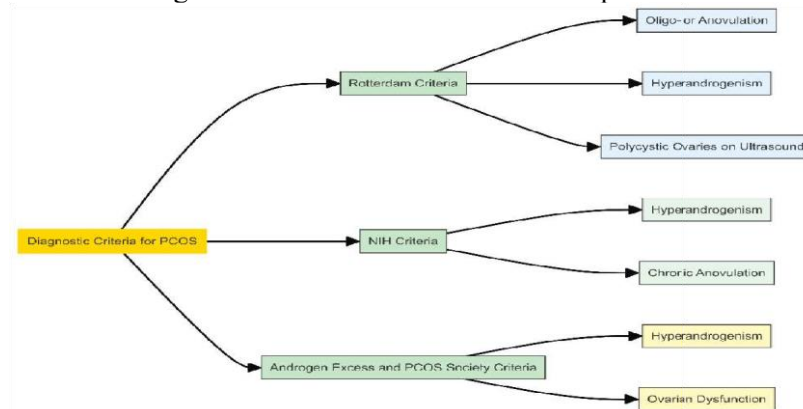
Figure 1. Understanding Diagnostic Criteria for PCOS

IV. Etiology and Pathophysiology

A. Hormonal Imbalances

Polycystic Ovary Syndrome (PCOS) is a complicated endocrine condition marked by hormonal abnormalities, especially hyperandrogenism and insulin resistance. Hyperandrogenism which is indicated by high levels of androgens referred as a major characteristic of PCOS. These high testosterone levels disturb the normal ovarian function which leads to resulting anovulation or irregular ovulation [2]. According to Diamanti et al. [8] Insulin resistance is another feature of PCOS. It worsens hyperandrogenism by boosting androgen synthesis in the ovaries. And also, it reduces sex hormone-binding globulin (SHBG) levels, which further boosts free testosterone levels.

B. Genetic and Environmental Factors

Vink et al. [9] found that the etiology of PCOS is complicated and incorporated both genetic and environmental variables. Family studies imply a hereditary component, with a greater frequency of PCOS among first-degree relatives of afflicted women. Genomewide association studies have discovered many susceptibility loci

Comprehensive Diagnosis of Polycystic Ovary Syndrome through Medical…

related to insulin signaling and testosterone production by Chen et al. [10]. Environmental factors, like as lifestyle and nutritional choices, also play a crucial influence in the presentation and severity of PCOS. Obesity, typically linked with PCOS, exacerbates insulin resistance and hyperandrogenism, causing a vicious cycle that worsens the condition described by Pasquali et al. [11].
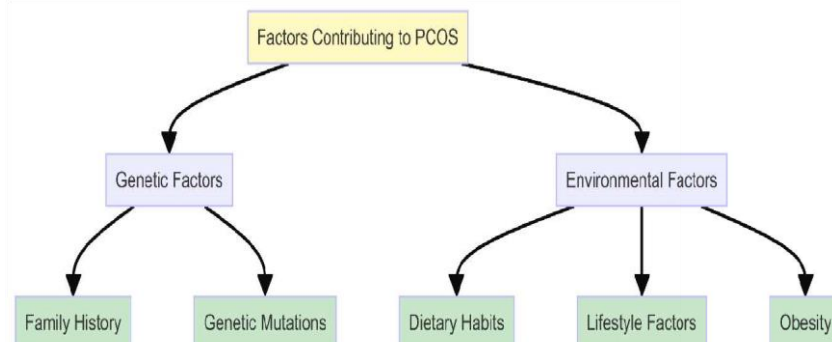
Figure 2. Factors Contributing to Polycystic Ovary Syndrome (PCOS)

The flowchart in figure 2 depicts the numerous factors contributing to PCOS. The central node lists the key contributing elements, which are further divided into genetic and environmental components.

C. Clinical Manifestations

Research by Goodarzi et al. [12] found that PCOS presents with a range of clinical symptoms that can differ in intensity. Common indications and symptoms include irregular monthly periods, oligomenorrhea or amenorrhea. It results from protracted anovulation.Alopecia, acne, and hirsutism—excessive hair growth—are clinical signs of hyperandrogenism. These symptoms have a major effect on quality of life and may be uncomfortable psychologically, according to Escobar et al. [13]. Additionally, a sizable portion

of female PCOS patients are obese or overweight. This increases the risk of metabolic syndrome and cardiovascular disease and further complicates the clinical picture [3].

V. Diagnostic Criteria for PCOS
A. Rotterdam Criteria

The 2003 Rotterdam guidelines are extensively utilized for PCOS diagnosis. Based to these criteria, oligo- or anovulation, medical or biochemical signs, and polycystic ovaries detected on ultrasonography are essential for the diagnosis of elevated testosterone levels [7].

    a.   Ovulation is the which is the process that results in irregular periods of menstruation, is known as oligo- or anovulation [1].

    b.   The condition, Biochemical hyperandrogenism is identified by excessive serum testosterone levels and may manifest medically as hirsutism, acne, and androgenic alopecia [2].

    c.   To meet the criteria of Polycystic Ovaries on Ultrasound imaging, each ovary must have 12 or more follicles, each averaging 2 to 9 mm in diameter, and an elevated ovarian volume (>10 cm3) [6].

VI. Other Criteria
A. NIH Criteria

The NIH criteria, established in 1990, necessitate the presence of both hyperandrogenism and chronic anovulation, excluding other sources of these symptoms. Zawadri et al. [14] noted that these criteria are more severe and do not include the ultrasonography findings of polycystic ovaries.

B. Androgen Excess and PCOS Society Criteria

The Androgen Excess and PCOS Society criteria, published by Azziz et al. [15], emphasize the requirement of hyperandrogenism in addition to ovarian dysfunction (oligo-anovulation and/or polycystic ovaries). This method highlights how androgen excess is a major factor in PCOS pathogenesis.

In summary, PCOS is a complicated illness with varied etiological causes and clinical manifestations. Understanding the hormonal imbalances and hereditary and environmental effects is critical for proper diagnosis and appropriate management. The many diagnostic criteria, including the Rotterdam [7], NIH, and Androgen Excess and PCOS Society criteria, give a framework for detecting PCOS, each with its emphasis on particular features of the illness.

VII. Types of Medical Imaging Techniques
A. Ultrasound

a. Transvaginal and Transabdominal Ultrasound

Ultrasound is the commonly used imaging modality to diagnose PCOS because of its affordable price, simplicity of use, and minimally invasive nature. Ultrasonography has mainly two methods: transvaginal and transabdominal. Transvaginal ultrasonography, which involves a probe implanted into the inside of the vagina, provides a more apparent more detailed image of the ovaries and other pelvic tissues. Balen et al. [16] suggest employing this technique to analyse ovarian morphology because of the enhanced resolution. In addition to ovarian malfunction (oligo-anovulation and/or polycystic ovaries), Azziz et al.'s [15] Androgen Excess and PCOS Association criteria include hyperandrogenism. This approach highlights the role of androgen excess in the pathophysiology of PCOS.

b. Sonographic Features of Polycystic Ovaries

Polycystic ovaries exhibit an increased volume of ovarian tissue and more microscopic follicles on sonography. Polycystic ovary can be defined as having 12 or more follicles with diameters of 2-9 mm and/or an ovarian volume more than 10 cm³ [5]. The "string of pearls" perception can sometimes be attributed to the follicles' wide spacing throughout the ovary's border. Adams et al. [17] discovered that polycystic ovaries had more powerful stromal echogenicity.

B. Magnetic Resonance Imaging (MRI)

a. Indications and Advantages

MRI is not usually used for the diagnosis of PCOS but can be beneficial in complex cases where ultrasound findings are ambiguous. MRI offers precise pictures of ovarian morphology and can identify PCOS from other ovarian or pelvic disorders. Fassnacht et al. [18] said that it delivers excellent soft tissue contrast and can detect related abnormalities such as ovarian cancers or congenital defects. MRI is particularly effective in individuals with large body habitus where ultrasonography may be hampered by weak acoustic windows.

C. Other Imaging Techniques

a. Computed Tomography (CT)

MRI and ultrasound are better at identifying ovarian structures, and CT exposes users to less radiation, hence it is not commonly used in the diagnosis of PCOS. According to the findings of Mitchell et al. [19], CT may be used in specific clinical situations to assess the pelvis for a variety of diseases or issues.

b. Doppler Ultrasound for Ovarian Blood Flow

According to Zaidi et al. [20], Doppler ultrasound can be used to track ovarian blood flow and provide further details regarding the vascularity and function of the ovaries. It has been discovered that PCOS patients have elevated ovarian stromal blood flow, which may be related to hyperandrogenism and increased ovarian volume.

VIII.   Ultrasound in Detail A. Technique and Procedure

a. Patient Preparation and Positioning

An empty bladder and a laid-back demeanour are two important aspects of patient preparation for transvaginal ultrasonography. A full bladder is necessary to provide an auditory window during transabdominal ultrasonography, which improves pelvic organ visualization.

b. Types of Ultrasound Probes and Settings

Higher frequencies (5–9 MHz) are usually used by transvaginal probes for better resolution, whereas lower frequencies (3-5 MHz) are used by transabdominal probes for deeper penetration. B. Diagnostic Features on Ultrasound

a. Ovarian Volume

An increased ovarian volume (>10 cm³) is a key diagnostic feature of PCOS [5].

b. Follicle Count and Size

The presence of 12 or more small follicles (2-9 mm) is indicative of polycystic ovaries [7].

c. Stromal Echogenicity

Increased echogenicity of the ovarian stroma is another characteristic feature [17]. C. Interpretation of Findings

a. Criteria for Polycystic Ovaries

To diagnose polycystic ovaries, one must find 12 or more follicles and/or an enlarged ovarian volume [5].

D. Differentiating PCOS from Other Ovarian Conditions

It's critical to distinguish PCOS from other disorders such functioning cysts or ovarian cancers. This is accomplished by taking imaging results, hormone profiles, and clinical history into account [19].

IX. MRI And Other Advanced Imaging Modalities A. Role of MRI in PCOS Diagnosis

a. Detailed Ovarian Morphology

MRI provides detailed images of ovarian structure, which can be useful in diagnosing PCOS and ruling out other conditions [18].

b. Detection of Associated Abnormalities

When PCOS coexists with related abnormalities like ovarian neoplasms or endometrial hyperplasia, MRI can detect them.

X. Comparative Analysis

A. MRI vs. Ultrasound in Diagnostic Accuracy

While ultrasound is the first-line imaging modality, MRI offers superior tissue contrast and can provide more detailed anatomical information [19].

B. Situations Where MRI is Preferred

When an in-depth examination of the pelvic organs is required or when ultrasonography is not definitive, magnetic resonance imaging (MRI) is the recommended test [18].

CHALLENGES AND LIMITATIONS:

Medical imaging's efficacy and precision in identifying Polycystic Ovary Syndrome (PCOS) are significantly influenced by the operator's training and experience. According to studies by Melo et al. [21], methodological modifications in the operator might significantly change the quality of the images obtained, leading to differences in diagnosis. Variations in the transducer pressure application, insonation angle, and image interpretation, for example, can lead to different diagnostic results [19]. Imaging results can also be inconsistent due to variances in imaging equipment, such as machine sensitivity, resolution, and software capabilities. These differences may make it challenging to standardize diagnostic standards

across various clinical settings [7]. Because it usually depends on the experience and judgment of the doctor, interpreting imaging results can be subjective. Because of this subjectivity, there may be differences in how different clinicians interpret the same images due to inter-observer variability. This is especially problematic when diagnosing PCOS because it's crucial to identify the polycystic ovarian form [4]. Ovarian cysts and multifollicular ovaries are two conditions that can coexist with the sonographic indicators of PCOS, which include a large number of ovarian follicles and an elevated ovarian volume. It may be difficult to distinguish PCOS from other ovarian diseases only on the basis of imaging results due to this overlap, which could complicate the differential diagnosis[2].

I. Case Studies and Clinical Correlations

Case studies offer important insights into the diverse symptoms of PCOS. Typical examples may appear with the classic mix of hyperandrogenism, ovulatory dysfunction, and polycystic ovaries, although atypical cases may display only one or two of these symptoms. An example of this is a lady who has excessive hair growth (hirsutism) and regular monthly periods, but ultrasound results that are diagnostic of polycystic ovarian syndrome (PCOS). This instance highlights the variability in how PCOS can appear clinically [12]. Comprehensive case studies highlight the link between imaging results and clinical symptoms. For instance, a case study could reveal a patient exhibiting expanded ovarian size and multiple microscopic fluid-filled sacs on ultrasound, which fits with clinical symptoms of irregular menstrual cycles and high male hormone levels. These links aid in appreciating the complex diagnostic features and the function of imaging in verifying clinical suspicions [13].

The results of medical imaging have a major impact on the decisions taken regarding therapy and the following results achieved. Precise imaging techniques can validate the diagnosis of PCOS, offering direction for acceptable interventions such as lifestyle adjustments, pharmacological prescription, or reproductive treatments. Identifying polycystic ovaries in infertile patients can result in focused therapy such as ovulation induction, which can boost reproductive results [3].

II. Future Directions and Innovations

Three-dimensional ultrasound is a relatively recent method in imaging that can give accurate measurements of the ovaries in three dimensions. This method boosts the accuracy of follicle counting and ovarian dimensions, which might reduce the number of operators and enhance the standard of the diagnosis [18].

Imaging analysis is also noticing the increasing use of artificial intelligence (AI) and machine learning technologies. All the aforesaid technologies have the potential for automating the assessment of numerous aspects that are linked with polycystic ovaries and offer standard and objective analysis. AI can be beneficial in identifying PCOS from the other disorders through examining detailed patterns in images of organs and tissues.

Presently, the focus is on the improvement of imaging procedures as well as creation of new technologies for diagnostics. New research effort is ongoing in the application of sophisticated MRI techniques, novel biomarkers in conjunction with imaging and integration of multi-modality imaging. These advances are anticipated to lead to earlier and more accurate identification of PCOS thereby improving the existing outcomes for the patients.

CONCLUSION:

Imaging is crucial in the diagnosis of PCOS because it permits the detection of characteristics of the ovaries and assists in the therapy strategy. The disparities in the sorts of imaging processes and the ambiguity of outcomes are concerns that need to be handled by establishing standards and developing technology. The doctors should be cognizant of the fact that the present imaging techniques have significant shortcomings, and they should make an attempt to incorporate the latest and the best imaging tool in the therapy plan. It should also use AI technologies to boost the diagnostic efficiency and lessen reliance on human technicians. Future efforts should aim at validating the nouvel imaging techniques and to develop a diagnostic reference that encompasses imaging and other relevant procedures. This will assist in the identification of PCOS at an early stage with high precision, therefore boosting the quality of patient care.

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Preserving Our Cultural Heritage: A Timeless Duty

Dr. Kavita Sarkar

Abstract: Cultural heritage embodies the essence of a society, comprising traditions, artifacts, and customs transmitted across generations. It epitomizes a community's collective memory, reflecting its history and identity. It ensures continuity of communities and nations globally. Cultural heritage at any stage is thus civilization and represents the stage of human social development and organization that is the product of its people and the area lived in by them. Although it represents what has been inherited yet it is a dynamic concept, everlasting. The physical objects and sites of historical, cultural and aesthetic significance are the tangible heritage while the traditions, oral histories, performing arts, social practices, rituals, festivals, knowledge and skills passed down through generations constitute the intangible heritage. The India's cultural heritage is incredibly diverse, encompassing ancient monuments, traditional arts, languages, rituals and festivals. However, this heritage is facing numerous threats from the forces of urbanization, industrialization, environmental degradation and neglect. Rapid environmental degradation often leads to the destruction of historical sites, while pollution and climate change further exacerbate the deterioration of ancient structures. Additionally, modern styles and globalisation erode traditional practices and languages, leading to a loss of intangible cultural assets. Under such circumstances, the preservation of cultural heritage assumes paramount importance. A holistic approach is essential for balancing development and heritage conservation, integrating cultural preservation into broader social, economic and environmental policies. A combination of government initiatives, community involvement and international collaboration can play a crucial role in preserving India's rich cultural heritage. Digital technologies also offer innovative solutions for preservation which needs to be harnessed. Detailed records and models are created by these digital technologies which help in preservation and dissemination of cultural knowledge. Sustainable tourism also plays a vital role in preservation of cultural heritage. This article explores the significance of cultural heritage preservation, the hurdles it confronts, and strategies to uphold it for forthcoming generations.

Keywords: Cultural heritage, degradation, preservation, hurdles, strategies.

Introduction:

Cultural heritage constitutes a rich tapestry of both tangible and intangible attributes of a group or society that are inherited from past generations, preserved and bestowed for the welfare of future generation. Tangible heritage encapsulates physical entities such as historic landmarks, monuments, artistic creations, and architectural marvels. On the other hand, intangible heritage encompasses the intricate tapestry of rituals, dialects, languages, and time-honoured customs passed down through generations. These diverse elements collectively serve as the foundation upon which a society's identity is built, providing invaluable insights into its historical roots and contemporary essence. Together, they offer a multifaceted lens through which to understand and appreciate the rich heritage and cultural legacy of a community.

Importance of Preservation:

Preserving cultural heritage holds manifold significance. Firstly, it nurtures a sense of belonging and pride among communities, fostering social unity. When individuals are rooted in their cultural heritage, they are more inclined to preserve and transmit it. Additionally, cultural heritage serves as a repository of knowledge, providing invaluable insights into history, art, and customary practices. Delving into the past allows for a deeper understanding of ourselves and our surroundings.

Furthermore, cultural heritage tourism contributes significantly to economic growth by attracting visitors and generating employment opportunities. Historical sites and cultural events draw tourists from across the globe, stimulating local economies. Moreover, preserving cultural heritage is imperative for environmental conservation, as many sites are intertwined with natural landscapes.

Initiatives taken in India towards cultural heritage prevention:

Preserving cultural heritage in India presents a multifaceted challenge due to its rich and diverse tapestry of traditions, monuments, and practices spanning millennia. One of the primary strategies employed by the Indian government involves the establishment of robust legal frameworks to protect cultural heritage sites and artifacts. The Archaeological Survey of India (ASI) plays a central role in this endeavour, overseeing the conservation and management of thousands of archaeological sites and monuments across the country. Strong legislation, such as the Ancient Monuments and Archaeological Sites and Remains Act, provides legal safeguards for these sites, ensuring their preservation for future generations.

Education and awareness are also integral to cultural heritage preservation in India. Efforts to raise public awareness about the significance of heritage sites, their historical importance, and the threats they face are essential. Educational initiatives, museum exhibits, and heritage walks help instil a sense of pride and appreciation for India's rich cultural legacy among citizens and visitors alike. Additionally, involving local communities in heritage preservation efforts fosters a sense of ownership and accountability, ensuring that conservation initiatives align with local needs and priorities.

Investment in conservation and restoration efforts is critical for safeguarding India's cultural heritage. The Indian government, along with various heritage conservation organizations and NGOs, invests in projects aimed at preserving historical sites, monuments, and artifacts. Utilizing advanced technologies such as laser

scanning and digital mapping enhances documentation and monitoring efforts, while employing skilled artisans and conservators ensures the meticulous restoration of heritage structures.

Sustainable development is another key aspect of cultural heritage preservation in India. Balancing economic growth with heritage conservation is essential for the sustainable use of resources and the protection of cultural landscapes. Integrating heritage preservation into urban planning, tourism development, and infrastructure projects helps minimize negative impacts on heritage sites and promotes their sustainable management.

International cooperation also plays a vital role in India's cultural heritage preservation efforts. Collaboration with organizations like UNESCO facilitates knowledge-sharing, capacity-building, and funding support for conservation projects. By leveraging international partnerships and best practices, India can strengthen its conservation endeavours and ensure the continued protection of its rich and diverse cultural heritage for generations to come.

International initiatives taken towards cultural heritage prevention:

Preserving cultural heritage on a global scale necessitates cooperation and joint efforts among governments, organizations, and communities worldwide. A key strategy involves establishing and enforcing strong legal frameworks, as outlined in international conventions like the UNESCO World Heritage Convention and the Hague Convention. These agreements set guidelines for safeguarding cultural heritage sites and artifacts, with signatory nations committing to implementing measures to prevent illegal activities such as trafficking and destruction.

Education and raising awareness are fundamental components of global cultural heritage preservation initiatives. By informing the public about the significance of cultural heritage and the threats it faces, initiatives seek to garner support for conservation efforts. Educational programs, outreach campaigns, and activities aimed at interpreting heritage engage communities, tourists, and policymakers in conversations about preservation, nurturing a sense of responsibility towards our collective cultural legacy.

Community engagement is crucial for effective international cultural heritage preservation. Empowering local communities to take ownership of their heritage instils a sense of pride and accountability. Approaches that involve communities ensure that preservation efforts align with local needs and priorities, fostering social cohesion and sustainable management of heritage sites. Collaborations with indigenous and local communities respect their rights and traditional knowledge, contributing to long-term preservation efforts.

Investing in conservation and restoration is vital for protecting global cultural heritage. Governments, international organizations, and philanthropic groups allocate resources to support conservation projects worldwide. The use of modern technologies and skilled professionals ensures meticulous documentation and restoration of heritage sites and artifacts. Sustainable funding models and capacity-building initiatives bolster the effectiveness and resilience of conservation endeavours over time.

International efforts strive to balance economic growth with heritage conservation through principles of sustainable development. Integrating preservation into urban planning, tourism development, and infrastructure projects safeguards heritage sites while contributing to local economies. Sustainable tourism practices promote responsible travel, reducing negative impacts on heritage sites and ensuring their long-term sustainability.

International collaboration is crucial for addressing global challenges to cultural heritage preservation. Organizations like UNESCO facilitate dialogue, knowledge-sharing, and capacitybuilding among nations, fostering collaborative efforts to protect and promote cultural heritage worldwide. Through partnerships, resource mobilization, and sharing best practices, the global community strengthens conservation endeavours, securing our shared cultural heritage for current and future generations.

Gaps in Ensuring Safety of Heritage Structures in India:

The safety of heritage structures in India faces several gaps and challenges. One issue is the limited availability of trained manpower in structural safety and inadequate infrastructure, including experimental and numerical facilities, which hinders research and development in this area by government agencies. Additionally, there is a lack of efforts to promote heritage preservation as a career path and provide necessary skills at the institutional level, posing a significant obstacle.

Infrastructure deficiencies further exacerbate the problem. There is a disconnect between modern engineering education and traditional construction knowledge, impeding the preservation of heritage structures. Moreover, conservation efforts in the private sector often prioritize aesthetics over structural safety, with architects leading projects without adequate focus on safety measures.

Informal systems prevail, neglecting the need for scientific tools in diagnosing and quantitatively assessing structural capacity before implementing repair or strengthening strategies. Establishing a formal platform to address the structural safety of India's vast heritage stock is essential.

Another challenge is the lack of awareness among domestic visitors, who often vandalize historical monuments, diminishing their integrity. Environmental pollution also poses a threat, as seen in the deterioration of the Taj Mahal due to emissions from nearby industrial facilities.

Financial constraints remain a significant hurdle, as heritage conservation has not received sufficient attention or funding from public authorities. Moreover, inadequate coordination between central and state governments hampers a multidisciplinary approach to heritage conservation, despite the presence of reputable institutions like the Indian National Trust for Art & Cultural Heritage (INTACH).

Outdated excavation and exploration mechanisms limit the use of modern technologies such as Geographic Information System and Remote Sensing. Additionally, local bodies involved in urban heritage projects often lack the necessary resources and expertise for effective heritage conservation. Addressing these gaps and challenges requires concerted efforts at various levels to ensure the safety and preservation of India's rich cultural heritage.

Strategies for Preservation:

Preserving cultural heritage requires a collaborative effort employing various strategies to address threats and ensure its lasting protection. One essential tactic involves establishing strong legal frameworks to safeguard cultural sites and artifacts, deterring activities like looting and unauthorized development. Governments can designate these sites as protected areas or UNESCO World Heritage Sites, providing legal protection for their conservation.

Education and awareness are crucial in nurturing appreciation for cultural heritage and promoting sustainable practices. Mobile Apps can provide information and educational content about cultural heritage sites, encouraging public interest and involvement. Outreach programs and educational initiatives can raise public awareness about the significance of heritage, engaging communities, tourists, and policymakers in discussions about preservation.

Community engagement is vital for effective heritage preservation. Empowering local communities to take ownership of their heritage fosters a sense of pride and responsibility. By involving community members in conservation efforts and decision-making, initiatives can better meet local needs and priorities, promoting social cohesion.

Investment in conservation and restoration is pivotal for safeguarding cultural sites and artifacts. Utilizing modern technologies like 3D scanning and remote sensing aids in documentation and monitoring, while prioritizing protection and restoration ensures their sustainability. Geographic Information Systems (GIS) can be used to map and monitor heritage sites, assessing their condition overtime and identifying threats. Robots can be used for delicate restoration tasks, especially in hard to reach areas. Virtual Reality (VR) provides immersive virtual tours of heritage sites, making them accessible to global audience and reducing physical wear and tear. On-site visitors can use Augmented Reality (AR) to see reconstructions of how sites and artefacts looked in the past, enhancing the educational experience. Using Artificial intelligence (AI) to analyse data trends can help predict potential threats to heritage sites and plan preventive measures. AI- powered tools can automate the documentation and cataloguing of artifacts, saving time and reducing human error.

Sustainable development integrates conservation goals with broader socio-economic and environmental objectives, balancing economic growth with heritage preservation. By incorporating heritage preservation into urban planning and tourism development, negative impacts on sites can be minimized.

International cooperation is essential for addressing global preservation challenges. Organizations such as UNESCO facilitate dialogue and knowledge-sharing among countries, enabling collaborative efforts to protect and promote cultural heritage worldwide. Leveraging international partnerships strengthens conservation endeavours and ensures our shared heritage's preservation for future generations.

Strategies for Preservation in India:

Preserving India's rich cultural heritage demands a multifaceted approach, necessitating a concerted effort from various stakeholders. Strengthening legal frameworks is paramount to ensure the protection of cultural heritage sites and artifacts. This involves implementing stricter laws against illegal excavation, trafficking, vandalism, and unauthorized development near heritage sites. By enhancing legislation and enforcement mechanisms, India can create a more robust legal framework to safeguard its cultural treasures.

Education and awareness are fundamental in cultivating a sense of responsibility and stewardship towards cultural heritage. Public awareness campaigns and educational programs play a crucial role in highlighting the significance of heritage preservation. Targeting schools, communities, and tourists can instil pride and encourage individuals to actively participate in conservation efforts. By promoting understanding and appreciation for cultural heritage, India can garner greater support for preservation initiatives.

Empowering local communities is essential for effective heritage preservation. Community-based approaches ensure that conservation efforts align with local needs and priorities. By involving communities in decision-making processes and encouraging ownership of their heritage, India can foster a sense of pride and accountability. Empowered communities are more likely to actively engage in preservation activities, contributing to the sustainable management of cultural heritage sites.

Investment in conservation is critical to ensuring the longevity of India's cultural heritage. Adequate funding and resources must be allocated for the conservation and restoration of heritage structures and artifacts. Utilizing modern technologies and skilled professionals can facilitate the meticulous documentation, maintenance, and restoration of heritage sites. By investing in conservation initiatives, India can preserve its cultural legacy for future generations to appreciate.

Integrating heritage preservation into development plans is essential for balancing economic growth with conservation goals. Incorporating cultural heritage considerations into urban planning, infrastructure development, and tourism initiatives can help minimize negative impacts on heritage sites. Sustainable development practices ensure that economic prosperity aligns with the preservation of cultural landscapes, promoting harmony between heritage conservation and socio-economic progress.

Fostering public-private partnerships can leverage resources and expertise for heritage conservation projects. Collaboration between government agencies, private sector entities, and non-profit organizations can facilitate innovative

solutions and sustainable funding models. By fostering partnerships, India can mobilize support for heritage preservation and implement effective conservation strategies.

Enhancing international cooperation is crucial for addressing transnational challenges in heritage preservation. Strengthening collaboration with international organizations and neighbouring countries enables India to share best practices, knowledge, and resources. By working together, countries can enhance conservation efforts, promote cultural exchange, and safeguard their shared heritage for future generations.

Prioritizing research and innovation is essential for advancing heritage conservation efforts. Investing in research and development initiatives can lead to the development of new technologies and methodologies for preservation, documentation, and risk assessment. By promoting innovation, India can enhance its capacity to protect and preserve its cultural heritage in an everchanging world.

Improving governance and coordination among government agencies is necessary to streamline heritage conservation efforts. Clear mandates, guidelines, and mechanisms for collaboration can enhance governance and accountability in heritage preservation. By improving coordination, India can ensure more effective implementation of conservation initiatives and better protect its cultural heritage for posterity.

Challenges to Preservation:

Preserving cultural heritage faces a multitude of challenges across the globe. Rapid urbanization and development pressures often encroach upon historical sites and cultural landscapes, leading to their alteration or destruction. Furthermore, natural disasters such as earthquakes, floods, and wildfires pose significant risks to cultural heritage, causing irreparable damage to historical buildings and archaeological sites. Climate change exacerbates these threats, with rising sea levels and extreme weather events endangering coastal and arid-region cultural sites. In conflict zones, armed conflict and terrorism result in the deliberate destruction of cultural property, looting, and vandalism. Illicit trafficking of cultural artifacts remains a lucrative trade, fuelled by demand in the global market, which often leads to the plundering of archaeological sites and illegal excavation.

Additionally, insufficient funding and resources hinder conservation efforts, while a lack of awareness about the value of cultural heritage contributes to apathy and neglect. Urban decay and neglect in historical areas, along with inadequate legal protections and enforcement mechanisms, further exacerbate the challenges. Moreover, globalization and modernization can lead to the erosion of traditional knowledge and practices, threatening intangible cultural heritage. Addressing these challenges requires collaborative efforts and multifaceted strategies involving governments, communities, NGOs, and international organizations to safeguard our shared cultural legacy for future generations.

Conclusion:

Preservation of cultural heritage in modern India is a multifaceted endeavour, crucialfor maintaining the country's rich historical, artistic and architectural legacy while maintaining the country's rich historical, artistic and architectural legacy while navigating the challenges of modernity. Protecting cultural heritage is a collective duty and serves as a pledge to safeguard it for the benefit of generations to come. It is a dynamic and ongoing process that demands concerted efforts from various sectors of society. By valuing and protecting its cultural legacy, India can ensure that future generations inherit a rich tapestry of history and tradition fostering national pride and contributing to global cultural mosaic. By prioritizing education, engaging communities, and fostering global collaboration, we can address the hurdles of preservation effectively. As guardians of our cultural inheritance, it is our responsibility to guarantee its survival as a symbol of human ingenuity and variety.

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Exploring the Quest for Gorkhaland and Regional Identity in Building a Developed India

Atendriya Dana & Anwesha Banerjee

Abstract: A patchwork of religious, caste, tribal, and linguistic groups, some of which identify as self-described minorities, make up India's unique cultural landscape. These groups, notably the Nepali community in Darjeeling, believe that they are socially and economically oppressed by dominant communities and subject to erosion. In India, the impact of democratic institutions has heightened ethnic awareness and widened ethnic differences. The Indian government discourages ethnocentric groupings, but it also understands the necessity to safeguard and advance the socioeconomic advancement of these communities. Within the larger context of West Bengal, the Darjeeling Hills, which are predominately populated by Nepalis, stand out as a special instance. The different ethnic makeup, aspirations, and historical grievances of the area have driven the demand for Gorkhaland as a separate state. The theoretical setting, spatial fantasies, and intricate regional dynamics related to the Gorkhaland Movement are all explored in this paper. It explores the interactions between identity, geography, history, and politics, illuminating the movement's complexity. Recent events show a resurrection of the pro-Gorkhaland movement despite the state's inadequate response, posing fresh difficulties and uncertainties for the political landscape of the area.

Keywords: Gorkhaland Movement, Gorkha community, sociopolitical, identity.

Introduction:

India boasts a diverse array of linguistic, caste, and religious communities, all of which play a significant role in shaping the nation's culturally vibrant tapestry. Specific religious, caste, tribal, and linguistic groups have the ability to be acknowledged as selfidentified minorities within this diverse fabric. These groups perceive a threat to their distinct group identity and feel that they are socially and economically disadvantaged compared to other society groups. They strongly hold the belief that either "others" in society or possibly the state itself engages in discrimination against them. Consequently, numerous ethnic communities express concern that dominating populations may marginalise their unique customs. These circumstances have fostered the development of a strong feeling of ethnocentrism among these communities, leading them to fervently embrace specific aspects of their way of life and culture that define their distinct identities. Given this situation, it is crucial to deliberate on whether ethnicity should be encouraged or repressed within the context of a democratic society. The presence of democratic institutions in India has had two consequences: it has intensified ethnic awareness and expanded ethnic disparities (Behara, 2007). Although the Indian government may not support the formation of ethnically exclusive groups, it recognises the need of protecting and promoting the socioeconomic progress of these communities. The Indian Constitution's several Articles and Schedules explicitly demonstrate its dedication to the progress and welfare of its citizens. The constitutional clauses demonstrate the state's endeavour to achieve a delicate equilibrium between maintaining social unity and promoting ethnic variety. Within the intricate tapestry of India's religious, caste, and language divisions, concerns of cultural annihilation and economic and social exclusion are interwoven. The impact of democratic institutions on race consciousness has exacerbated racial divisions and fostered ethnocentrism. While the Indian government is against promoting exclusive ethno-groupism, it recognises the need of sustaining the socioeconomic growth of these communities. This is shown through constitutional measures that are designed to promote their welfare. Ethnic identities are intentionally formed and adaptable. The Indian Constitution's various Articles and Schedules clearly demonstrate a commitment to promoting and ensuring the progress and welfare of its citizens. The state's endeavour to maintain a delicate equilibrium between fostering ethnic diversity and preserving social unity is seen in these constitutional provisions. India's intricate tapestry of religion, caste, and linguistic groupings is permeated with concerns of cultural decay and social and economic subjugation. The role of democratic institutions in promoting awareness of ethnicity has led to the expansion of ethnic disparities and the promotion of ethnocentrism (Roy, 2016). Although the Indian government opposes the idea of exclusive ethno-groupism, it acknowledges the need of safeguarding the socioeconomic progress of these communities. This is seen via the implementation of constitutional measures aimed at promoting their well-being. Ethnic identities are consciously chosen and can be adaptable.

The desires of the Nepalis in Darjeeling for a separate state and a unique identity as Indian Gorkhas have been fostered by this deeply ingrained feeling of distinction, together with a perceived sense of political and economic deprivation. (Rai, 2022) Their desire for inclusion into the Indian nation is mostly centred on independence from Bengal. Darjeeling, which is located in a geographically advantageous area, borders Sikkim, Bhutan, and Nepal. Darjeeling was valued by the British colonial authorities as a key commercial entryway to Central Asia. The Gorkhaland Movement is a movement that calls for the establishment of Gorkhaland as an independent state in West Bengal's Darjeeling Hills. The desires of the Nepalis in Darjeeling for a separate state and a unique identity as Indian Gorkhas have been driven by this deeply held feeling of distinctiveness, together with a perception of political and economic hardship. While demanding participation within the Indian country, their ethnic demand is mostly focused on independence from Bengal. Darjeeling borders Sikkim, Bhutan, and Nepal and is located in a strategically advantageous geographic area. Darjeeling's

importance as a crucial trading gateway to Central Asia was acknowledged by the British colonial authorities. In the Darjeeling Hills of West Bengal, the Gorkhaland Movement calls for the establishment of a distinct state called Gorkhaland. The establishment of the DGHC did not, however, completely satiate the Gorkhas' need for self-rule and a distinct state. They persisted in supporting Gorkhaland because they saw it as the only way to achieve their sociopolitical goals and to fully express their identity. With the establishment of the Gorkha Janmukti Morcha (GJM), led by Bimal Gurung, in 2007, the Gorkhaland Movement underwent a crucial turning point. (Kar, 2012) Gurung led the GJM in the popular campaign for Gorkhaland, which resulted in extensive bloodshed and damage to the Darjeeling Hills' economy. As the campaign gathered pace, the need for a separate state grew stronger. A deal known as the Gorkhaland Territorial Administration (GTA) accord was signed between the GJM and the West Bengal government in 2011 amidst the rising hostilities. Through the creation of the GTA, this accord offered the Gorkhas some degree of autonomy. However, despite this agreement, the Gorkhas have not given up on their quest for a separate state, and the movement's main goal still remains the establishment of Gorkhaland. The Gorkhaland Movement is an intricate problem with roots in long-standing resentments and desires. It includes the Gorkhas' struggle for independence, which is motivated by their belief that the West Bengali government has treated them unfairly. The ongoing momentum of the movement is also influenced by economic and political issues, illustrating the complexity of the Gorkhaland conflict. In the second part of the 20th century, there was an increase in the desire for Gorkhaland as an independent state. The All India Trinamool Congress (TMC), West Bengal's ruling party, and other political groups participated in discussions throughout the movement. Gorkhaland was once again demanded after Bengali was made a required language in schools in the hills, which provoked demonstrations. This essay examines the movement's theoretical framework and geographical imaginaries, emphasising the intricate regional dynamics. Regionalism and nationalism are frequently seen as competing ideologies, with regional movements being seen as a danger to national unity. Scholars contend, however, that rather than eroding the concept of the country as a whole, subnational movements might actually strengthen it (Behara, 2007; Baruah, 1997; Wenner, 2013). This viewpoint emphasises how subnational and pan-Indian national imaginaries interact. Benedict Anderson's idea of imagined communities enables us to better comprehend how people in a country have a feeling of belonging even if they may not directly know or interact with most of their fellow citizens. These imagined communities are significantly shaped by imaginative geographies that are shaped by discursive constructions inside cultural settings (Anderson, 1983; Radcliffe, 1998; Said, 1978; Gregory, 1995).Henri Lefebvre criticises the tendency of the contemporary state to homogenise various social interactions inside a certain territory in relation to the state. This uniformity goes against the fundamentally diverse character of locations. The views and mobilisation of many stakeholders are influenced by imaginary geographies in the Darjeeling hills, such as the opposition between "plains versus hills" and "our culture versus their culture" (Lefebvre, 1991; Brenner, 1999; Wenner, 2016).

The Gorkhas' complicated ancestry is a key factor in the continuing identity discussion. Their lineage has been the subject of varying interpretations; one theory connects them to the Chitor Rajput dynasty, while the other postulates tribal roots. The controversy over the planned inclusion of the territory under the Sixth Schedule of the Constitution centres on the issue of whether the Gorkhas should be regarded as tribal (Subba, 1992; Kar, 2012; Sarkar, 2013; Saha, 2016). Territorial reorganisations have occurred often during the history of Darjeeling and Kalimpong, which passed through the Gorkha Kingdom and the Kingdom of Sikkim before finally coming under British rule. The conceptions and territorial claims of the present are nevertheless impacted by these historical changes (Moktan, 2004; Subba, 1992; Sarkar, 2013; Ravidas, 2016). Darjeeling's placement along the route that connects India with the Northeast causes further concerns regarding its cultural ties. The hill people of Darjeeling have a similar way of life, fashion, and culture to the hill people of the Northeast. The dynamics of the region are further complicated by this relationship, which leads to a hypothetical expansion of the Northeast into Darjeeling (Das, 2010). These different facets of regionalism, nationalism, imagined communities, imaginative geographies, complex origins, territorial reorganisation, and cultural extension show how identity, geography, history, and politics interact intricately in the context of Darjeeling and its surrounding areas.

The government's handling of the movement has been seriously misguided. Up to its inclusion in the Indian Constitution in 1992, the state enforced census enumeration politics, even throughout the fight for the recognition of the Nepali language. Only a few institutions offered Nepali as a course, despite the fact that it was recognised as an official language in 1961 (Subba, 1992). Nepali is not now offered as a topic in any renowned universities in West Bengal, including the University of Calcutta, Jadavpur University, and Presidency University. All of the movement's participants seem to be stuck in their own mental landscapes and desperate to have them accepted. Because of the Darjeeling Hills' strategic location and the federal government's apparent desire to avoid the challenges of running a tiny state, the matter is not being addressed with any haste. The establishment in Kolkata places a strong emphasis on the concept of a "united" West Bengal and frequently references Bengal's constant division throughout history, from the colonial to the post-colonial era. However, pro-Gorkhaland activists assert that Darjeeling was never a part of Bengal/West Bengal by citing the complicated history of the hills. However, there is disagreement among these activists as to the

ideal political and administrative structure for the envisioned state, including whether it should have a separate constitutional status under the Sixth Schedule or merge with Sikkim based on societal norms and historical precedence. The inhabitants of the hills continue to be in a condition of ambiguity and bewilderment, while each imaginary geography is burdened with its own worries and doubts (Painter, 2008).

In conclusion, the most recent events in the Darjeeling Hills show that the pro-Gorkhaland movement is once again on the rise. Prior to the 2024 Lok Sabha elections, the Gorkha Janmukti Morcha (GJM) and the Hamro Party declared plans to start a new movement for independent statehood. The devotion of leaders like Binay Tamang, Bimal Gurung, and Ajoy Edwards to creating Gorkhaland and the identities of Gorkhas is shared by all of them. Following the GJM's withdrawal from the Gorkhaland Territorial Administration accord due to unmet demands of the Darjeeling people, the movement has now resurfaced. With the rise of the Bharatiya Gorkha Prajatantrik Morcha (BGPM) and its leader, Anit Thapa, as a strong force backed by the TMC administration, the political environment in the area has seen considerable changes.

The TMC and BGPM's hegemonic status has forced the marginalised political actors to band together. There is doubt about the BJP's dedication to the cause, despite previous promises of a "permanent political solution." The TMC and BJP are still playing blame games, which is making things more difficult. Despite the obstacles the pro-Gorkhaland parties confront, their demands for further agitation are an attempt to test the waters and determine the strength of their support. But it's still unclear whether this will spark a bigger movement. There has always been a demand for Gorkhaland, which has its roots in desires for independence from other states. The underlying issues have not been entirely resolved by the violent fights of the past, which culminated in the establishment of the Darjeeling Gorkha Hill Council in 1988 and then the Gorkhaland Territorial Administration in 2012. The search for Gorkhaland and the intricate interactions between nationalism and regionalism continue to influence conversation in the Darjeeling Hills. The continual discussions and conflicts surrounding the desire for Gorkhaland are a result of the ambitions of the hill people, the government's response, and the complexity of the political environment. It is unclear how these variables will affect the movement's future and the Gorkhas' efforts to establish a separate state as the area develops.

Recently, Prime Minister Narendra Modi emphasized that India's current development model offers valuable lessons to others, having lifted 25 crore people out of poverty and efficiently delivering welfare benefits without leakage. He highlighted the universalization of digital public goods among other measures. Additionally, he noted that since the conclusion of the G-20 summit in New Delhi, India's global role has expanded significantly.Modi stressed the need for several changes to thrive in the global scenario and urged a shift in traditional thinking towards reform. He emphasized that reform in India cannot be limited to economic reforms alone but should encompass progress in all aspects of life. Modi emphasized that these reforms should align with the aspirations of a 'Viksit Bharat'. Therefore, it needs to be understood that when discussing overall development, it is crucial to address the Gorkhaland question as well. The absence of the Gorkhaland issue in the BJP's Lok Sabha manifesto hadthe ability to put the party in a challenging position in Darjeeling in Lok Sabha Elections 2024. Kishore Pradhan, convenor of Gorkhaland activist Samuha, expressed dismay over the BJP's failure to mention the Gorkhaland issue in their manifesto despite promising to resolve it over the past 15 years. He highlighted that this omission led to protests in Darjeeling and urged regional parties not to campaign for the BJP as a result.In 2014, the BJP manifesto also did not mention the demand for Gorkhaland initially, but later included an addendum to address the issue. (Kissu,2024)

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The Construct of Modern Woman by the preindependent Stalwarts and It's Implications in the Modern World (Woman Empowerment)

Madhumita Nandi

Abstract: 'Woman Empowerment' would be a mere term, being cliché for a prolonged use of it, bearing no special sensation on uttering this till our social reformers like the great monk Swami Vivekananda and our great national hero- Netaji Subhas Chandra Bose would guide us to inculcate the real as well ideal position of women in a healthy and prospering society. In the ancient Aryan society, women were considered parallel to males in every outside activity including reading Shastras. With the advancement of the days, the society actually went backward with a heap of restrictions and superstitions, mostly were applicable to the ladies like an immovable shackle and they were thrown into the bottomless pit of ignorance, where even wanting education was considered as a sin and a blemish to the woman's character. It was considered that an educated woman gets widowhood. India rose up in a new dawn with a bunch of social reformers like Iswar Chandra Vidyasagar, Raja Rammohan Ray, Swami Vivekananda, Netaji Subhas Chandra Bose -the list of our predecessors is not less than the counted years the ladies had to suffer. Woman Empowerment though has not received it's zenith till the date, yet it can be said that the condition of the woman throughout the world has improved up to a considerable amount. Here, initially I would try to discuss on the contributions of Swami Vivekananda and Netaji Subhas Chandra Bose to sow the seed of woman empowerment. The discussion on the status of woman education, empowerment in the contemporary society, which would definitely come hand in hand with woman education and gender equality, the prospect and the recent outcomes will take place later, in a nutshell.

Swamiji, the great religious leader, speaker, and foreseer interpreted his thought about 'Woman Empowerment' more vividly by mentioning that, the first and foremost need is proper education for each and every woman, as this was the demand of the time. Without female education a healthy society can never be formed. The second thing is – the woman should be allowed to solve their own problem. Again, this is only possible if they have a proper education.

Netaji Subhas Chandra Bose has pioneered to engage women in politics and made them a part of Azad Hind Fouz as soldiers in the Rani Laxmibai regiment, which is again beyond imagination of the contemporary society. He had correctly read the mind of the ladies that, they also wanted to be an unavoidable part of freedom movement.

Both of them were far beyond their time. Resulting to create a huge concussion against them, though no stirring could compel them to deviate from their iron determination.

This was just the beginning. The modern India as well as the world is very much well conscious about the matter that a fully developed society is possible when the woman folks will be properly empowered. Though the clause 'Woman Empowerment' was introduced at the international women conference at Naroibi in 1985. The formal manifestation of it's objective and initiative is not very novel at least in India.

Introduction :

In Indian mythology, women have secured a respectable position since the ancient age. We consider goddess Durga as the source of immense power andvalour. Even the gods had to solicit her respectfully to kill the demon king 'Mohishasur'. The sacred thread of the Brahmin came from their right to learn scriptures. In the Rigvedic times the scriptural knowledge was not restricted to any caste or gender. Rigveda gave the freedom to anyone who desired to study. It is since the post - Rigvedic times that rendered knowledge inaccessible to the Women folk and the Sudras. Rigvedic women wore the sacred thread that was unavailable to the post-Rigvedic women. In the Rigvedic era anyone could aspire for anything. Shastric-Ramarajya if one must say!

Shastric injunctions that were injected in the very fabric of the Indian society was through the literary knowledge available to the selected few. To the rest it was the telling an retelling of the Puranic stories. Much before men thought about Women's education, Rassundari Devi started studying the Chaitanya Bhagavat in solace. The Brahmos and the Westernized few yearned for western female education for women, that too, ages after Rassundari's silent strife. This is the privilege of the Indians that the sons like Swami Vivekananda and Netaji Subhas Bose have elated our motherland by taking birth at this soil.

The National Policy for the Empowerment of women (2001) was an important step taken by the Government of the time was really a mile stone to accelerate he pace of women empowerment. The main motto of the policy was to ensure women empowerment through positive economic and social policies for the full development of women, So that they could realize their full potential and rights. The policy assured equal access to women to health care, quality in education, participation and decision making in Social, Political and Economical life of the nation. The National Policy also targeted to strengthen legal system for eliminating discrimination against Women. It also empowers partnership with Civil Society, particularly Women's organizations.

Swami Vivekananda and Woman Empowerment:

He felt from the deepest core of his heart that a nation can never prosper when half of it is submerged into that abyss from where they can never have a view of sunrise. The light of education is that sunlight to that sleeping soul and it was the first priority to wake them up to a new horizon. He considered that man and woman are the two wings of a bird and this is hardly possible to fly with a single one. He realised that woman should fathom their condition, and for it education has the uttermost important.

The fundamental education is given by the mother to a child, so, for an educated generation, enlightened mother has the foremost importance. He has told that till the time the women are considering themselves the slaves of men folk, no improvement is possible, as a slave cannot contribute a positivity in the society. To discern the advancement of a society, the only way is to read the condition there of the woman.

Swamiji viewed divinity among the women. This motivated him to introduce 'Kumari Puja' (worshipping the girls). This proves his point of view on womanhood. He bestowed his respect even to those women, who are considered as harlots.

He wanted to enlighten the inner power of both man and woman. He believed in equality, if the men have the right to practice theosophy. Not only that, society will rise up to its full bloom if a woman becomes theosophist, not a man. In 1893 he attended the 'Parliament of Religion,' in Chicago. He was impressed with the advancement of the western woman. They are self-sufficient, self-depended, intellectual, and generous. They maintain the household and outside activities simultaneously, enough capable to handle their own problem. Indian contemporary women were not allowed to go out without any man or they were not allowed to have any profession. Before going abroad even Swamiji was not considered about the issue, but the openness of the western society compelled him to think that, a woman can do well in all the sectors and it is a crime not to allow them to gain their position in the society. Rather woman empowerment will progress it.

Indian women must be literate enough to prosper well. He paid importance on vocational training to get self established. He adored Srima – Sarada Devi as an enormous source of power and energy.
His pupil, Sister Nivedita in her book 'My Master as I Saw Him' illuminated Swamiji's dream on the future Indian women, " the future woman would be a perfect amalgamation of valour, erudite, and all the humane qualities like love, respect, and affection like a mother." He believed, Indian woman will take a very important role in the freedom movement.

The cruelty and indifference towards the women made him suffer a lot. He argued strongly against this humiliation and uttered that, no woman is a mere toy to be played with. Modern women got enormous liberty in the countries like America, even then Swamiji was sad to see that they judge the women in the parameter of physical beauty. He opined that, this should not be a right criterion.

At first the women should be educated and then, then should be left with their issues; they only can sufficiently convey what are their basic needs. Liberty is the first condition of growth (CW. Vol.5 pp: 229-230). Education is the 'religion', which uplifts morality and values. He introduced 'Moth' to spread education among women, the nuns would be responsible to train holistically the girls.

Swami Vivekananda had a strong opinion about woman empowerment. He recognised recognized the unique qualities and perspectives that women bring to society. He emboldened women to take part actively in social and political spheres, advocating for their rights and empowerment. Swami Vivekananda believed that women's active involvement in public life and leadership roles would contribute to social reforms and the overall progress of society. He envisioned a society where men and women work together as equal partners, utilizing their respective strengths for the betterment of the nation. Swami Vivekananda's vision has turned into reality partially in the modern, advanced India.

Netaji Subhas Chandra Bose and Woman Empowerment:
Subhas Chandra Bose is considered one of the greatest leaders in Indian freedom movement. He is called as 'Netaji'. He was a fabulous student but he often ran into trouble with his English teachers if they ever made any disparaging remarks about India. He qualified for the much-coveted Indian Civil Service but soon quit it because he did not allow himself to work under British Government. He revived the Indian National Army (INA), popularly known as Azad Hind Fauj in 1943 which was initially formed in 1942 by Rash Behari Bose.

The Azad Hind Fauj was initiated during the World War II to secure complete Indian independence from British rule. INA carried out many fights and struggle to bring India's independence and all these were only possible because of the highly intelligence of Subhas Chandra Bose.

Bose was convinced with the speech of Swami Vivekananda – Indian women have got the equal right to fight for the motherland. We must ponder over the time period; the women folk was not allowed to participate in any external activists. It was that dream not to be seen by either of men or women. Subhas Bose could read the mind of the people. He was confirmed about the matter that the women are very eager to join the freedom movement from the front line, they don't want to play the role of mere source of inspiration.

Bose encouraged Indian women to play an important role in the activities for the freedom of India; as only watching a dream will not do. His and simultaneously the Indian women's dream came true with the establishment of women's regiment of Azad Hind Fauj, which was under the command of Captain Lakshmi Swaminathan. It was called the Rani Jhansi Regiment.

In his speech during the inauguration of Rani Jhansi Training camp for the Women's section of I.N.A. on October 22, 1943 Netaji Subhas Chandra Bose said;

"The opening of the Rani of Jhansi regiment training camp is an important landmark in the progress our movement in East Asia. We are engaged in the great task of regenerating our nation. And it is only in the fitness of things that there should be a stir of new life among our womenfolk…"

Among the nationalist leader, Subhas Chandra Bose possessed a very transparent vision centering women's and their status in society as citizen of free India. Though he was a political thinker on his own right and had a deep insight into the social issues prevalent in colonial India, unlike the other great political leaders like Mahatma Gandhi, Bose was on of the few of his times who advocated women's movement in their full dimension. Though the conservative India frowned when he advocated an all India political organization for women, he was not a person to wind up out of fear.

The Modern View on 'Woman Empowerment:

The modern view on 'woman empowerment' has got a sea change during last fifty years. It may be defined in several ways now, including accepting woman's viewpoints, making an effort to seek them their zenith and raising the status of women through education, awareness, literacy, and different types of training. Woman's empowerment equips and allows women to make life-determining decisions through the different societal obligations. They may have the opportunity to re-define gender roles or other such roles, which allow them more freedom to pursue desired goals. Since a long time it has been a matter to discuss that, what is the basic relation between 'woman education' and 'woman empowerment'. How much it is relatable to each other; the modern India has received the answer after a prolonged survey on this issue. Here it can be discussed in this way:

Need of Women Education in Women Empowerment:

The concept of Women empowerment is a novel one. The first year of New Millennium 2001 was dedicated for this purpose and was declared as "WOMEN EMPOWERMENT YEAR".

Woman Education was predominant here as this is the only way to lead a woman to a better family and ultimately an ideal society to a progressive nation. A progressive nation is one where all the people of the country in respective of sex, religion, caste, creed and colour are economically, socially, culturally, politically and through all thoughts are independent.

UNESCO has released the data which proves education transforms development. It says:

• If each and every child can be provided with equal access to education, per capita income would increase by 23%over 40 years.

• If all women had a primary education, child marriages and child mortality could be controlled by a fall of sixth, and maternal deaths by two-thirds.

UNESCO"s new analysis proves that:

Education empowers women: Educated girls and young women consider themselves more lucky to know their rights and to have the confidence to claim them.

Education promotes tolerance: Education helps to understand democracy is their cup of tea even for the woman

It promotes the tolerance and trust that underpin it, and motivates the woman to participate in the political life of their societies, as, they are also a part, not apart of it.

Equality in education improves job opportunities and increases economic growth: If all children, had equal access to education, productivity gains would boost economic growth.

It will reflect in Indian economy over 40 years; per capita income would be 23 per cent higher in a country with equality in education.

A proper education on nature is part of the solution to environmental problems. People with more education and consciousness are more likely to use energy and water more efficiently and to recycle household waste.

Educating women within a very short period of time will avoid early marriages. As, they will be conscious about the circumstances needed to be faced for a marriage to be done before maturity- both mental and physical.

Education saves mother's lives. In some countries, many women still die because of complications during pregnancy and childbirth, as an illiterate woman can never realise the side effect of drugs and so, cannot consume safe medicine during pregnancy. In this way education can prevent these deaths.

Some child diseases are preventable with proper education. For a neonatal, it's a necessity to be taken care of scientifically. Simple preventive measures, such as malaria nets and clean water, can control some of the worst child diseases, but only if mothers are properly trained to use them.

Education saves children's lives. An educated mother can recognize early symptoms of illness, this would be very normal that they would seek medical advice and act on it. If all women in poor countries completed primary education, child mortality would drop by a sixth.

Education fights hunger. An educated mother will seek possibilities to earn money and thus the devastating impact of malnutrition on children's lives can be prevented with the help of education.

Education of Women Enhances the Women Empowerment in the Following Ways:

• An educated woman is appreciated and respected by the family and as well as by the society.

• An educated woman will never allow to practice the maltraditions like Sati-Pratha, Early marriage, Dowry etc.

• An educated woman will have lots of opening for removing economic poverty by seeking for various job avenues for herself so that she can work hard, contribute money and thus give support to the family.

- Education promotes team work. Proper guidance gives her an opportunity to choose a career which is best suited for her.
    - Education helps a woman to select an aspiration for herself. It will show them the right field of their performance.
- Education gives a proper sense of grooming and presenting a balanced personality a woman can be the point of other's attention
- Education of women know effective communication skill with proper gesture which can solve disputes and adjustment problems of any level.
- Only an educated women can guide her children, family members, society and in some broader spectrum- the nation, she knows the difference between quality time and quantity time and can manage the outer world as well as can possess a happy family with a balanced and healthy relations with others.
- Education gives power to a women to become strong physically by giving her knowledge maintaining a good health with exercise, she is free from prejudices, so can take sports as profession.

Types of Women Empowerment:
The modern woman strive to get empowered in five fields:
- Social Empowerment
- Educational Empowerment
- Economic Empowerment
- Political Empowerment
- Psychological Empowerment

Relationship Between Woman Empowerment and Gender

Equity :
   Women Empowerment and Gender Equality are substitute to each other. It is interrelated and intertwined to get a proper dimension. Proper practice of the notion of Gender Equality is the prerequisite to Empower the Women.

   The practice of gender equality starts since the very beginning of an individual's life, i.e. since their birth. Till the time family feels happy with the birth of a male child. Till the time a girl child is not nurtured with the similar quality and quantity food in so many families. Right to education is a disillusionment to them. Some families want to provide all the resources equally, but for a limited resources they generally prefer the male child in spite of having a better talent, girls are generally neglected. Later, the women do not get the permission to join the job or profession of their choice. The pursuit of Gender Equality inherently necessitates the empowerment of women.

   Thus, Women Empowerment and Gender Equality balance each other to get a healthy nation.

Conclusion:
   Numerous organizations, governments, and individuals are actively working towards women empowerment worldwide. Initiatives such as the United Nations' Sustainable Development Goal 5 (Gender Equality), campaigns against gender-based violence, and women-led grassroots movements serve as powerful catalysts for change. The world is now well -aware about the matter that, no improvement is possible without

   Women empowerment. So, it is not only a matter of fairness but also a prerequisite for a just and prosperous society. By empowering women, we are actually allowing their potential to contribute to every aspect of life, that will foster progress, and create a more improved world for everyone.

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Empowering Communities through Cultural Tourism: The Case of the Indian Sundarbans

Dr. Rituparna Hajra

Abstract: Cultural tourism has emerged as a vital instrument for empowering communities, particularly in ecologically sensitive and economically marginalized regions. This study explores the potential of cultural tourism in the Indian Sundarbans, a UNESCO World Heritage site renowned for its rich biodiversity and unique cultural heritage. Through a comprehensive review of secondary data sources, including academic literature, government reports, and case studies, this paper examines the socio-economic benefits and challenges associated with cultural tourism in the region. The analysis highlights how cultural tourism can serve as a catalyst for sustainable development by creating employment opportunities, fostering local entrepreneurship, and preserving cultural traditions. Furthermore, it discusses the role of community participation and the importance of adopting inclusive and sustainable tourism practices. The findings underscore the need for strategic planning and policy interventions to harness the full potential of cultural tourism in the Sundarbans, ensuring that the benefits are equitably distributed among local communities while mitigating environmental impacts. This study contributes to the broader discourse on sustainable tourism and community empowerment, offering insights that can inform similar initiatives in other ecologically sensitive regions.

Keywords: Sundarban, Cultural Tourism, Empowerment, Community.

INTRODUCTION:

Background and significance of the study

The Indian Sundarbans, a sprawling delta located at the confluence of the Ganges, Brahmaputra, and Meghna rivers, is globally renowned for its unique ecosystem and rich biodiversity. As a UNESCO World Heritage site and a critical habitat for the Bengal tiger, the Sundarbans is also home to a vibrant cultural heritage, shaped by centuries of interaction between nature and human settlements. Despite its ecological and cultural richness, the region faces significant socio-economic challenges, including poverty, limited infrastructure, and vulnerability to climate change.

Cultural tourism, defined as travel aimed at experiencing the arts, heritage, and activities that reflect the cultural identity of a destination, offers a promising pathway for addressing these challenges. By leveraging the region's cultural assets, cultural tourism has the potential to generate economic opportunities, foster community development, and promote environmental conservation. Cultural tourism in India is poised for significant growth and development by 2047, driven by the country's rich heritage, diverse traditions, and increasing global interest in unique cultural experiences. By 2047, India's cultural tourism is likely to be a major driver of the economy, offering diverse and enriching experiences to both domestic and international tourists. With strategic planning, sustainable practices, and innovative marketing, India can harness its rich cultural heritage to achieve significant growth in this sector.

This study explores the potential of cultural tourism as a tool for empowering communities in the Indian Sundarbans. It aims to understand how cultural tourism can contribute to sustainable development in the region by creating employment, preserving cultural heritage, and fostering community resilience.

By focusing on the Indian Sundarbans, the study provides valuable insights into how cultural tourism can be harnessed in ecologically sensitive and economically marginalized regions. The findings and recommendations derived from this study can inform policymakers, development practitioners, and local stakeholders in designing and implementing effective cultural tourism strategies that benefit both local communities and the environment.

OBJECTIVES:

- Evaluate the cultural and heritage assets of the Indian Sundarbans that can be leveraged for tourism.
- Identify the socio-economic benefits that cultural tourism can bring to the local communities in the Sundarbans.
- Examine the Challenges
- Investigate the environmental, socio-economic, and policyrelated challenges that could hinder the development of cultural tourism in the Sundarbans.
- Analyze the potential impacts of increased tourism on the region's biodiversity and cultural heritage.
- Propose Strategies for Sustainable Development:
- Suggest community-based approaches and best practices for sustainable cultural tourism.
- Recommend policy interventions and strategic planning measures to support cultural tourism while preserving the ecological and cultural integrity of the Sundarbans.

METHODOLOGY:

The study is based on secondary data analysis, reviewing existing literature, government reports, and case studies to draw conclusions and make recommendations.

LITERATURE REVIEW

Definition and Concepts of Cultural Tourism

Cultural tourism, a subset of tourism that focuses on experiencing the cultural environments, artifacts, and lifestyles of a destination, has gained significant attention in recent years. It involves engaging with local traditions, art, music, history, and cultural landmarks. According to the United Nations World Tourism Organization (UNWTO), cultural tourism is a major force for preserving cultural heritage and fostering mutual understanding between people. Scholars such as Richards (1996) highlight that cultural tourism not only enhances visitors' experiences but also contributes to the economic vitality of the host communities by promoting cultural exchange and understanding.

Previous Studies on Cultural Tourism and Community Empowerment

Several studies have demonstrated the potential of cultural tourism to empower local communities. For instance, Timothy and Boyd (2003) argue that cultural tourism can lead to community development by providing new employment opportunities, fostering local entrepreneurship, and encouraging the preservation of cultural heritage. In the context of developing countries, cultural tourism has been shown to play a crucial role in poverty alleviation and sustainable development (Ashley, Boyd, & Goodwin, 2000).

Case Studies of Successful Cultural Tourism Initiatives

Globally, there are numerous examples of successful cultural tourism initiatives. The case of Bali, Indonesia, is often cited, where cultural tourism has significantly boosted the local economy while preserving traditional Balinese culture (Picard, 1996). Similarly, in the Maasai Mara region of Kenya, community-based cultural tourism projects have helped to preserve Maasai traditions and improve the socio-economic conditions of the local people (Ondicho, 2010). These case studies provide valuable insights into how cultural tourism can be effectively implemented to benefit both local communities and visitors.

Cultural Heritage and Traditions of the Sundarbans

The cultural heritage of the Indian Sundarbans is deeply rooted in the region's natural environment and historical interactions between various communities. Studies by scholars such as Mandal (2016) have highlighted the rich folklore, traditional practices, and festivals that characterize the Sundarbans. The Bonbibi legend, which is central to the cultural identity of the Sundarbans, represents the harmony between humans and nature. The syncretic traditions observed during the Bonbibi Puja, where both Hindu and Muslim communities participate, exemplify the unique cultural fabric of the region.

Socio-Economic Benefits of Cultural Tourism

Cultural tourism has the potential to generate significant socioeconomic benefits for the Sundarbans. According to Das and Bandyopadhyay (2020), cultural tourism can create job opportunities in hospitality, guiding, and artisanal crafts, thereby diversifying income sources and reducing poverty. Moreover, cultural tourism can enhance the market for local handicrafts and traditional products, providing a sustainable livelihood for artisans and craftsmen.

Environmental and Social Challenges

While cultural tourism offers numerous benefits, it also presents several challenges that need to be addressed. Environmental degradation, over-tourism, and the commercialization of culture are significant concerns. Buckley (2004) notes that poorly managed tourism can lead to habitat destruction, pollution, and a loss of biodiversity. Additionally, the commodification of cultural traditions can result in the erosion of authentic cultural practices, as highlighted by Cohen (1988).

CULTURAL TOURISM IN THE SUNDARBANS

Potential of Cultural Tourism in the Region

Cultural tourism in the Sundarbans holds significant potential due to the region's rich cultural heritage, unique traditions, and natural beauty. By promoting cultural tourism, the Sundarbans can attract visitors interested in experiencing its distinct cultural and ecological landscape, providing economic opportunities for local communities while fostering cultural preservation and environmental conservation.

Key Cultural Attractions and Heritage Sites:

Bonbibi Temples and Shrines:

The worship of Bonbibi, the forest guardian deity, is central to the cultural identity of the Sundarbans. Numerous temples and shrines dedicated to Bonbibi are scattered throughout the region, serving as important cultural and religious sites.

Bali Island:

Bali Island is known for the annual Rash Mela festival, a vibrant fair held in honor of the Hindu god Krishna. The island attracts thousands of visitors during the festival, offering a unique opportunity to experience local traditions and customs.

Sajnekhali Watchtower:

Sajnekhali Watchtower is not only a popular spot for wildlife enthusiasts but also serves as a cultural attraction due to its proximity to the local communities. The watchtower provides insights into the traditional livelihoods of the people living in the Sundarbans.

Heritage Villages:

Several villages in the Sundarbans, such as Gosaba and Dayapur, offer a glimpse into the traditional way of life of the local communities. Visitors can explore traditional houses, local crafts, and agricultural practices.

Unique Cultural Practices and Festivals

BonbibiJatra:

The BonbibiJatra is a traditional theatrical performance that narrates the legend of Bonbibi and her role in protecting the people from the dangers of the forest. This syncretic tradition, observed by both Hindus and Muslims, is a unique cultural practice that reflects the harmonious coexistence of different communities in the Sundarbans.

Rash Mela:

Rash Mela is a major cultural festival held annually on Bali Island. The fair includes religious rituals, traditional music and dance performances, local handicrafts, and food stalls. It is a vibrant celebration that attracts both locals and tourists.

Fishing and Honey Collection:

The traditional practices of fishing and honey collection are integral to the way of life in the Sundarbans. Visitors can learn about these practices and even participate in guided tours that demonstrate sustainable fishing and honey collection methods.

Existing Tourism Infrastructure and Facilities

The Sundarbans, while rich in cultural and natural attractions, faces challenges in terms of tourism infrastructure and facilities. However, there are ongoing efforts to improve and develop the necessary infrastructure to support cultural tourism.

Accommodation:

The region offers a range of accommodation options, including eco-resorts, guesthouses, and homestays. Eco-resorts such as Sundarban Tiger Camp and Sajnekhali Tourist Lodge provide comfortable lodging with an emphasis on sustainability and local culture.

Transportation:

Access to the Sundarbans is primarily through waterways, with boat services available from various points such as Canning, Godkhali, and Namkhana. Although road connectivity is limited, efforts are being made to improve transport links to facilitate easier access for tourists.

Tour Operators and Guides:

Several tour operators offer guided tours of the Sundarbans, focusing on both wildlife and cultural experiences. Trained local guides play a crucial role in providing visitors with insights into the cultural heritage and ecological significance of the region.

Visitor Centers and Museums:

Visitor centers such as the Sajnekhali Interpretation Centre provide educational exhibits on the flora, fauna, and cultural heritage of the Sundarbans. These centers help raise awareness about the importance of conservation and sustainable tourism.

Community-Based Tourism Initiatives:

There are community-based tourism initiatives aimed at involving local residents in tourism activities. These initiatives ensure that the economic benefits of tourism are distributed among local communities and that cultural practices are preserved.

BENEFITS OF CULTURAL TOURUSM

Economic Benefits:

Employment Generation:

Cultural tourism creates diverse job opportunities for local communities. This includes roles such as tour guides, boat operators, homestay hosts, local artisans, and staff for eco-lodges and restaurants. It stimulates the growth of small businesses catering to tourists, such as souvenir shops, local food stalls, and transportation services. The tourism sector can provide seasonal employment during peak tourist seasons, complementing traditional livelihoods.

Income Diversification:

Cultural tourism offers an alternative source of income for communities traditionally dependent on fishing and forest resources. It can help reduce economic pressure on the fragile Sundarbans ecosystem by providing non-extractive income sources. Local communities can monetize their cultural knowledge and skills, such as traditional handicrafts, folk performances, and culinary expertise.

Social Benefits:

Preservation of Cultural Heritage:

Cultural tourism incentivizes the preservation and revitalization of local traditions, customs, and arts. It encourages the documentation and sharing of oral histories, folk tales, and traditional knowledge. The demand for authentic cultural experiences motivates younger generations to learn and continue traditional practices.

Community Cohesion and Pride:

Showcasing local culture to outsiders can foster a stronger sense of community identity and pride. It can lead to increased intergenerational interactions as elders share cultural knowledge with younger community members. Successful cultural tourism initiatives can empower local communities and increase their sense of ownership over their cultural assets.

Environmental Benefits:

Sustainable Use of Natural Resources:

Cultural tourism can promote more sustainable practices compared to extractive industries. It encourages the conservation of natural landscapes as these often form an integral part of the cultural tourism experience. Traditional ecological knowledge, often highlighted in cultural tourism, can inform sustainable resource management practices.

Conservation Awareness:

Cultural tours often incorporate environmental education, raising awareness about the unique Sundarbans ecosystem.Tourists gain a deeper understanding of the interconnection between local cultures and the natural environment. Increased awareness can lead to greater support for conservation efforts, both from visitors and local communities.

Additional Benefits:

Cultural Exchange:

Cultural tourism facilitates meaningful interactions between visitors and local communities, promoting cross-cultural understanding. It can help combat stereotypes and misconceptions about the Sundarbans region and its inhabitants.

Infrastructure Development:

The growth of cultural tourism can lead to improvements in local infrastructure, such as transportation, sanitation, and communication facilities. These improvements benefit not only tourists but also the local population.

Education and Skill Development:

Cultural tourism creates opportunities for locals to develop new skills in hospitality, language, and business management. It can stimulate interest in formal and informal education related to culture, history, and ecology.

Women's Empowerment:

Cultural tourism often provides opportunities for women to participate in the formal economy, particularly through handicrafts and homestay programs.

Preservation of Traditional Knowledge Systems:

By valuing and showcasing traditional practices, cultural tourism can help preserve indigenous knowledge systems related to agriculture, medicine, and resource management. While cultural tourism offers these significant benefits, it's important to note that careful planning and management are necessary to ensure that tourism development is sustainable and truly benefits local communities while protecting the fragile Sundarbans ecosystem.

CHALLENGES AND BARRIERS IN CULTURAL TOURISM IN INDIAN SUNDARBANS:

Environmental Challenges:

a) Impact on Biodiversity:

- Increased tourist traffic can disturb wildlife habitats and breeding patterns.
  Waste generation and improper disposal can harm the delicate mangrove ecosystem.
- Noise pollution from boats and tourists may affect animal behavior.

b) Climate Change Effects:

- Rising sea levels threaten to submerge parts of the Sundarbans.
- Increased frequency of cyclones and storms poses risks to tourism infrastructure.
- Changing salinity levels affect mangrove health and wildlife distribution.

Socio-economic Challenges:

a) Infrastructure and Accessibility Issues:

- Limited   transportation   options to   and   within the Sundarbans.
- Inadequate accommodation facilities that meet tourist expectations while remaining eco-friendly.
- Poor communication infrastructure, including internet connectivity.

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- Lack of proper waste management and sanitation facilities.
  b) Skill Gaps and Training Needs:
- Shortage of trained local guides with knowledge of both cultural and ecological aspects.
- Limited hospitality skills among local communities.
- Insufficient business management and marketing skills for local entrepreneurs.
  Policy and Governance Challenges:
  a) Regulatory Framework:
- Complex and sometimes conflicting regulations between forest department and tourism authorities.
- Difficulties in balancing conservation needs with tourism development.
- Lack of clear guidelines for sustainable tourism practices.
  b) Coordination Among Stakeholders:
- Poor communication between government agencies, NGOs, local communities, and private sector.
- Challenges in equitable distribution of tourism benefits among community members.
- Conflicts between traditional resource use and tourism development.
  STRATEGIES FOR EMPOWERING COMMUNITIES
  Empowering Communities through Cultural Tourism:
  Community-Based Tourism Initiatives:
- Develop community-owned and managed tourism enterprises.
- Establish local tourism committees to ensure community participation in decision-making.
- Create benefit-sharing mechanisms to ensure equitable distribution of tourism income.
  Capacity Building and Skill Development:
- Provide training programs in hospitality, guiding, and sustainable tourism practices.
  Offer workshops on entrepreneurship and business management for local tourism ventures.
- Develop language skills to enhance communication with international tourists.
  Cultural Heritage Preservation and Promotion:
- Document and digitize local cultural practices, stories, and traditional knowledge.
- Create cultural centers or museums showcasing local heritage.
- Organize cultural festivals and events to attract tourists and celebrate local traditions.
  Sustainable Livelihoods through Cultural Products:
- Promote local handicrafts and artisanal products as souvenirs.
- Develop culinary tourism experiences featuring traditional Sundarbans cuisine.
- Create authentic cultural performances and workshops for tourists.
  Environmental Education and Conservation:
- Integrate environmental awareness into cultural tourism experiences.
- Involve local communities in conservation efforts and wildlife monitoring.
- Develop eco-friendly tourism practices and infrastructure.
  Women's Empowerment:
- Encourage women's participation in tourism enterprises and decision-making processes.
  Provide specific skill development programs for women in tourism-related activities.
- Promote women-led cultural experiences and products.
  Youth Engagement:
- Create mentorship programs pairing elders with youth for cultural knowledge transfer.
- Develop educational programs linking cultural heritage to modern career opportunities in tourism.
  Collaborative Governance:
- Establish multi-stakeholder platforms for coordinated tourism planning and management.
- Develop clear guidelines and codes of conduct for cultural tourism operations.
- Implement community-based monitoring systems to ensure sustainable practices.
  Marketing and Promotion:
- Develop a unique brand identity for Sundarbans cultural tourism.
- Utilize digital platforms to reach potential tourists and showcase community initiatives.
- Collaborate with tour operators and travel agencies to promote responsible cultural tourism.
  Infrastructure Development:
- Invest in eco-friendly accommodations and transportation options.
- Improve sanitation and waste management facilities.
  Develop interpretation centers and signage to enhance visitor experience and awareness.
  Here's an overview of strategies for empowering communities in the Indian Sundarbans through cultural tourism:

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POLICY RECOMMENDATIONS:
a) Regulatory Framework:
- Develop clear guidelines for cultural tourism operations in protected areas
- Streamline licensing processes for community-based tourism enterprises
  b) Financial Incentives:
- Provide tax benefits for sustainable tourism initiatives
- Establish microfinance programs for local tourism entrepreneurs
  c) Land Use Planning:
- Integrate tourism development into broader regional planning
- Designate areas for cultural tourism activities while protecting sensitive ecosystems
  d)Benefit Sharing Mechanisms:
- Implement policies to ensure equitable distribution of tourism revenues
- Establish community development funds from tourism income
  e) Cultural Heritage Protection:
  ☐ Enact policies to safeguard intangible cultural heritage
  Support documentation and promotion of traditional knowledge
  f) Monitoring and Evaluation:
- Develop indicators for sustainable cultural tourism
- Implement regular impact assessments with community involvement

By implementing these strategies, the Indian Sundarbans can develop a more inclusive and sustainable approach to cultural tourism that empowers local communities, preserves cultural heritage, and contributes to conservation efforts. This approach requires ongoing collaboration between communities, government agencies, private sector entities, and NGOs to ensure long-term success and positive impacts.

SECONDARY DATA ANALYSIS

Economic Impact:

The World Bank's 2019 study on sustainable tourism in the Sundarbans revealed that cultural tourism has increased household incomes in participating communities by 15-30%. This increase is significant, considering the traditionally low-income levels in the region. The study also noted that the income boost was more pronounced in communities that offered unique cultural experiences, such as traditional dance performances or artisanal craft demonstrations.

The West Bengal Tourism Department's 2022 report indicated that approximately 60% of tourism-related jobs in the region are filled by local residents. This high percentage of local employment is crucial for ensuring that economic benefits remain within the community. The report further broke down employment by sector, showing that guiding services, homestays, and local transportation were the primary areas of job creation.

Cultural Preservation:

The Indian Council of Cultural Relations' 2021 survey provided insights into the impact of tourism on traditional crafts. The finding that 78% of local artisans reported increased demand for their products due to tourism is particularly noteworthy. This demand has not only provided economic incentives for artisans but has also encouraged the transmission of skills to younger generations. The Sundarbans Development Board's 2023 report on cultural festivals showed a 40% increase in participation over the last five years. This growth includes both local community members and tourists. The report also noted an increase in the number and diversity of cultural events, suggesting a revival of some lesser-known traditions.

Environmental Conservation:

WWF-India's 2020 study on community-based conservation found that communities involved in ecotourism show 25% higher engagement in mangrove conservation efforts. This increased engagement was measured through participation in reforestation programs, anti-poaching patrols, and wildlife monitoring activities. Project Tiger's 2022 report highlighted that tourist-funded conservation projects have contributed to a 10% increase in tiger population over the last decade. These projects include habitat restoration, anti-poaching measures, and human-wildlife conflict mitigation programs. The report also noted improved attitudes towards conservation among local communities involved in tourism.

Community Empowerment:

UN Women India's 2023 report on gender and tourism revealed that women's participation in tourism-related enterprises has increased by 35% since 2015. This increase was particularly notable in handicraft production, homestay management, and culinary tourism. The report also highlighted improved decisionmaking power and financial independence among women in tourism-engaged communities.

The Indian Institute of Social Sciences' 2022 study on youth employment found that youth unemployment in tourism-engaged communities is 20% lower than in non-tourism areas. The study also noted increased entrepreneurship among young people, with many starting small tourism-related businesses.

Policy Impact:

The Tourism Authority of India's 2023 evaluation of the community-based tourism guidelines introduced in 2018 showed a 30% increase in registered local tourism initiatives. This increase suggests that the policy has been effective in encouraging formal community participation in tourism. However, the report also noted challenges in implementation, particularly in more remote areas.

The Sundarbans Biosphere Reserve's 2022 financial report indicated that benefit-sharing policies have resulted in 15% of tourism revenues being reinvested in community development projects. These projects include education initiatives, healthcare improvements, and local infrastructure development. The report also highlighted variations in benefit distribution among different communities, suggesting a need for more equitable mechanisms.

CONCLUSION:

The case of the Indian Sundarbans demonstrates that cultural tourism, when thoughtfully implemented, can be a powerful tool for community empowerment and sustainable development. The analysis reveals several key findings and implications:

Economic Empowerment: Cultural tourism has significantly boosted local economies, providing income diversification and job creation. The 15-30% increase in household incomes and the 60% local employment rate in tourism-related jobs underscore its potential as an economic driver.

Cultural Preservation: The increased demand for traditional crafts and growing participation in cultural festivals indicate that tourism can play a vital role in preserving and revitalizing local heritage. This not only maintains cultural identity but also creates economic incentives for continuation of traditional practices.

Environmental Conservation: The positive correlation between tourism engagement and conservation efforts highlights the potential synergy between cultural tourism and environmental protection. This is particularly crucial in the ecologically sensitive Sundarbans region.

Community Participation: The rise in women's involvement and reduced youth unemployment in tourism-engaged communities point to tourism's potential for fostering inclusive development. However, the relatively low rate of community ownership of tourism enterprises (40%) suggests room for improvement in true community-led tourism.

Policy Impact: The success of community-based tourism guidelines and benefit-sharing policies demonstrates the importance of supportive regulatory frameworks. These policies have encouraged local initiatives and ensured some reinvestment of tourism revenues into community development.

Challenges and Opportunities: The persistent infrastructure gaps and uneven distribution of benefits highlight ongoing challenges. These areas represent opportunities for targeted interventions and policy refinements. In conclusion, while cultural tourism in the Indian Sundarbans has shown promising results in empowering local communities, preserving cultural heritage, and supporting conservation efforts, there is still work to be done.

Future efforts should focus on:
- Increasing community ownership and control of tourism enterprises
- Developing sustainable infrastructure that respects the fragile ecosystem
- Ensuring more equitable distribution of tourism benefits
- Strengthening the links between tourism, cultural preservation, and environmental conservation

By addressing these areas, cultural tourism in the Sundarbans can evolve into a more robust model of community empowerment and sustainable development. This case study provides valuable insights for other regions seeking to leverage cultural tourism for community development, particularly in ecologically sensitive areas.

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Spread of Islam in Bengal (From Pre-Turkey invasion to Bengal Sultanate Period)

Prof. Gopal Deb Kantha

Abstract: The spread of Islam in Bengal began in the 12th century with the arrival of Muslim traders and missionaries. In the 13th century, Mahammad bin Bakhtiyer Khalji conquered Bengal, marking the beginning of Islam's expansion in the region. Sufi mystics and saints, such as Shah Jalal and Shah Mukhdum, played a significant role in propagating Islam, especially in rural areas. The spread of Islam in Bengal was characterized by a syncretic blend of Islamic and local traditions, with many Bengali Muslims incorporating pre-Islamic customs and practices into their faith

Keywords: Geneticist, Yavana, Mleccha, Dharma Puja Bidhan, Pirali Brahmins

Introduction:

From when did human habitation in Bengal start? Who are the ancestors of the Bengalis? From where did these ancestors come? Are there any genetic differences between the various castes of Bengalis? According to geneticists and archaeologists, a group of people came to India from Africa via Yemen. These are Andamanese hunter- gatherers. One branch of these people again, have immigrated to Australia via Malaysia (1). Bengal thus remains on the road map of this large-scale migration. In the opinion of Dr Madhushree Bandyopadhyay, from the first, Bengal was a corridor of migration of various populations between South Asia and South-East Asia. The Andamanese hunter-gatherers were the first indigenous population of Bengal. 70% of the population of the caste-divided society of West Bengal bear, from their mother's side, mitochondrial DNA similar to that of the Andamanese hunter gatherers (2).

There have been the five following migrations to Bengal (3).

No.	Chief migration	Place of origin	Tentative period	Path of entry	Distinctive feature
1	Andamanese hunter gatherers population	Africa	No clear timeline of migration can be ascertained yet.	From the western side of Bengal	These are the aborigines of Bengal. They have lived in this area for a long time in an unadulterated form.
2	The ancient Austro – Asiatic population.	Laos	Five to seven thousand years ago.	From the north – eastern part of Bengal.	These people have lived on the boarders of the mainland of Bengal in a dispersed manner.
3	Ancient population related to Iran.	Iran	Three to four Thousand years ago	. From the western side of Bengal	Before this population entered Bengal, they had already bred with the Andamanese hunters gather people to produce the mixed

There is no mention of the name of 'Vanga' in the Rigveda. We first get a mention of the name of Vanga along with 'Magadha' in the text 'Aitareya Aranyaka'. 'Vanga' is clearly mentioned in the 'Boudhayana Dharmasutra'. In this "Sutra" this landmass is divided into three distinct divisions in the scale of Aryan purity (4). 'Vanga' and Kalinga have been mentioned in the lowest scale. Actually, these were places where penance was performed. In the Ramayana, Vanga has been mentioned as an ally state of Ayodhya. From this it can be surmised during the Ramayana period: 'Vanga' was no more untouchable (5). 'Vanga' is mentioned in the Mahabharata too. It is mentioned in the 'conquering of the world by Bhima' section of the epic, that Bhima attacked the King of Vanga after conquering the king of the kingdom on the coast of the Kushi river. Though we get a mention of Vanga in the aforementioned sources, we do not get a clear picture of its geographical location. But it can be surmised Vanga was the eastern state; and it was located near Anga, Magadha, Pundra, Sumbha and Tampralipta.

The word 'Bangal' was used first of all by the historian Ziauddin Barani. Defining Subah Bangla, Abul Fazal has said that its expanse is 400 crosa from Chittagong in the east to Teliagarh in the west; 200 crosa from the mountain range in the north to Mandaran in Hooghly district in the south (6). Minhaj-Uddin Siraj used 'Varendra' and 'rarh' in place of the name Bangal. He said that the river Ganges divides the country of 'Lakhnauti' into two parts. One part is named 'Varendra', the other one is named 'rarh'. Minhaj has mentioned

Lakhnauti and Vanga separately; and has meant East Bengal by Vanga. Ziauddin Barani too has expressed a similar opinion. Historian Shams i Siraj has mentioned Sultan Shamsuddin Ilias Shah (1342-58), founder of the Afif Ilyas Shahi dynasty, as 'Bangalah' (the lord of Bangal) (7). After that, historians has spoken of the Bengal Sultans and the famous Sufi saints of Bengal as Bengali, without any hesitation..

The Turkish Conquest of 1204 is an epochal event of Bengal's socio-political life. The 400 years long Buddhist Pal dynasty was a period of union in the social life of Bengal. In this period of time, Vedic and Puranic Brahmans were assimilated; cultural assimilation also took place among the various sects of the Buddhist religion like the Vajrayana, Mahayana and Tantrayana. All religious sects received their patronage. Only the conservative and status quo-maintaining kings of the Sen (1070-1230) and Burman (1035-1150) dynasties extended their patronage to only the Brahminic religion. The social alienation between the conquered and conqueror facilitated the Turkish conquest. The Turkish destroyed the Buddhist Viharas and Brahminic temples chiefly for two reasons. Firstly, the economic motive of looting stored treasure; secondly, psychological, that is creating fear in the minds of the population by destroying their places of worship. From the poem 'Ghar Bhanga' of 'Dharma Katha' we come to know that many Buddhist Brahman and Shraman pundits fled to remote states like Kamrup, Mithila, Nepal and Orissa. Many others saved their life, religion and race by hiding themselves. Others gave up everything.

Before the Muslims, different races of humanity like the Greeks, Kushanas, Sakas, Pahlavas,Hunas came to India and were subsumed in the ocean of Indian population. But this did not take place in case of the Muslims. The reason for this was that the religious beliefs and social customs of these two communities were entirely different. Idolatry is the principal feature of the Hindu religion. But in the Quran, idolatry is forbidden: there the destruction of temples and idols of gods are regarded as holy acts. Again, according to Hindu Scriptures, Muslims are "mlecchas" and impure. Marriage with Muslims, dining with them, even touching them were regarded as impure by the Hindus. Hindus are excommunicated if they accept food from Muslims. Having beef, marrying widows are regarded as heinous acts in Hinduism. Hindus got the inspiration for Bengali literature from Sanskrit; Muslims, from Arabic and Pharsi. The laws governing Marriage and inheritance are totally different in the case of the Hindus and the Muslims (9). Noticing this difference, Al-Biruni writes in 1030 CE:

'The Hindus entirely differ from us in every respect'(10).

The Muslim religion goes by the name of Islam. Its doctrines are strictly guided by scriptures like Quran, Injil (Gospel), Tawrat (Torah), Zabur (Psalms). As the result, a uniformity in the religious beliefs and practices of the Muslims can be noticed throughout the world. In Bengal too, there was no exception to this system. The Islamic religion aims to convert people of other religions. But according to the Quran: 'LA ik raha fiddin'. Coercion regarding religion was forbidden. But this was not carried out in practice. . Islam was introduced in Bengal in two ways – direct and indirect (11/11a) We can distinguish four streams of propagating Islam:

1. Conversion by force.
2. Voluntary Conversion.
3. Encouragement to Conversion by the likes of Fakirs, Kazis and Pirs.
4. Settlement by immigrants and increase of population by them.

Indirect methods include public welfare and supernatural activities carried out by the Pirs, Sufis and the establishment of mosques and Madrasas.

(1) Forced conversion. The rulers' "sword came to symbolise not only military victory but also political and religious authority and mystical knowledge". But this opinion is only partially true. After the Islamic religion was established, forced conversions were carried out. The spread of Islam in Bengal was facilitated by political, religious and social factors. The roles of Muslim Fakirs, Kazis and Pirs in this regard is noteworthy. These arrived in Bengal even before the Turkish Conquest. They were not only engaged in preaching the religion. They were also directly involved in victory processions; destruction of temples, Bigrahas, and Viharas; and even in administration. According to "Dharma Katha", 'deuldohara-bhange karya firya khay range',very realistic image. In

'Chaitanya Charitamrita', Hussein Shah has been mentioned as 'extremely invincible' and 'yavana raja'. Royal officers of the Sultans humiliated Vaishnava Kirtana singers, and threatened them with loss of their religion by confiscating their property. Duarte Barbosa writes to please the Sultans, his subordinate officers daily forced many Hindus to convert to Islam. In the Manasa Mangal Kavya (1495-96) by Bipradas Pipilai, it is written Muslims persecuted Hindus and Chaiyad (Syed) Muslims converted Hindus to Islam by forcing them to study the 'kalmas' (Islamic phrases). If Sultan Hussein Shah were broadminded and tolerant regarding religion: his officers would not have dared behave like this.

(2) Voluntary conversion was the direct and most widely used process of the spreading of Islam. We get lots of evidence of this in Bengali literature. One of the most important factors responsible for the spread of Islam was the large-scale conversion of lower caste Hindus to the Islamic religion. This conversion was made possible by several social reasons. In Eastern India, Brahminical religion could never spread much influence over all the social castes. Unlike in northern, Western and southern India: in

Eastern India, the Hindu religion was never well-established or wellorganised. The inhabitants of Eastern India were never wholeheartedly the followers of the Hindu religion. They were rather the followers of a perverted and corrupt form of Buddhism before the Turkish Conquest. The conflict between the Brahmins and the Buddhists is well-known. This conflict can be found in Vijay Gupta's 'Manasamamgal Kavya'. The Buddhists of the Pal age were tortured due to the re-emergence of Hinduism in the Sen period. As a result, Buddhism was subdued. The spread of Tantra also took place among the Brahmins. The Buddhist institutions were deprived of royal patronage. During the Pal dynasty, no social class, be they artists merchants, craftsmen, peasants, or "Chandals", were neglected. But the Sens neglected the peasants and the socalled lower social classes. From the description of Taranath, we come to know that the Buddhist "Bhikshus" took up spying for Muhammad Iktiar Uddin Bakhtiar Khilji, enraged at the brahmin rulers. (Sekh Subhodoya)(12).

If truth is to be told, it must be admitted prior to the Turkish Conquest, an Islamic preacher got himself established in the court of Lakshmana Sen and made their task smooth for the conquerors. Very naturally, the Buddhists accepted the Muslim conquerors as the harbingers of their salvation. (Dharma Puja Bidhan)

The text, Dharma Puja Bidhan has preserved the traces of the last vestiges of Buddhism in Bengal. The worship of the deity, Dharma, the result of a combination of Tantric and Brahmanical religious , is prevalent still now among the aborigines and the lower castes of West Bengal. Dharma comes forward to protect the devout in face of Brahminical persecution. It is also known from the Shunya Purana of Ramai Pandit(13th century)(13). The Hindu pantheon underwent a transformation. For example, in Islam, Dharma became Yavana, Bishnu Paigambar, Brahma Pakambar, Shulapani Adam, Ganesh Gaji, Kartik Kazi, the goddess Chandika became Hawwa Bibi (from Arabic Hawwa, Eve), Padmavati became Bibi Nur. The Hindu gods and godesses were thus attired in Islamic garbs. And thus they entered Jajpur (seat of the Kesari dynasty),demolished several temples and carried out widespread massacre(14).

Lower-class Hindus welcomed Islam to escape social persecution. The class-conscious upper caste Hindus regarded classes like fishermen, peasants, hunters and pirates as impure and untouchable in river irrigated East Bengal. Islam with its equality and monotheism, posed the means to be free from social restrictions and persecutions, to these ignored and neglected people and showed them a path of acquiring a better life. For this very reason, they fell for the incitements and preaching of Mollas and Moulavis; though incidents of compulsory conversion are not rare.

Apart from these, many got themselves converted for gaining social prestige and other material advantages, like financial advantages. At the start of the 16th century, Duarte Barbosa writes of Bengal that here Hindus get converted daily into Islam for getting royal favour. Conversion would bring with itself political inequality, along with exemption from various taxes like Jijia and taxes on pilgrimage, head shaving , bathing. Many people enthusiastically converted into Islam for political establishment in their own state. Many times though, the Sultans and his officers forced conversion. They would assign to the converted various royal posts, specially taxation posts; and to consolidate conversion they got these people married to Muslim women. Prof Abdul Karim has shown that 17th century Bengal poet Mahammad Khan belong to a mixed- marriage family. Some of this family like Rasti Khan , Paragal Khan etc. were occupying high ranks.

Even upper caste Hindus got converted. Prof. Sukumar Sen has said with quotation from Bengali literature: 'very rarely did any higher caste Hindu converted into Islam out of any love for benefits or voluntarily.' Nobody much objected to this. Brindaban Das has mentioned this indifferent attitude of the contemporary Hindu society (Chaitanya Bhagavata)(15) . Even if we can accept lower caste, neglected Hindus getting converted: it is relatively tougher the practice of upper caste Hindus deserting their own religion. It is not possible to determine the ratio of these people among the total population. But it is not only possible, but highly probable that this voluntary conversion was caused by the Hindu society itself. Hindus had to take recourse to conversion often due to flimsy or imaginary causes. For example: errors of vision, touch, food, smell. Those who were ostracized from the Hindu society for transgressing its commandments mainly swelled the number of converted Muslims. Included among this class, were those who took impure food or drink; who were intimate with untouchables; who violated the customs of Hindu matrimony; or those who were ostracized for adultery: these lost the right to drink water or smoke with their own caste. Muslims knew that often the means of losing caste was the intake of forbidden food and drinks. So, often they took recourse to cunning and deceit. The humiliated Hindus either committed suicide or left their homes. Many took up Muslim religion. From Chaitanya Charitamrita written by Krishna das Kaviraj we come to know that Sultan Husain Shah gave Subuddhi Roy Karatoya's pani (water) to drink. As a result, he left his family and later became an inhabitant of Vrindavan as per the advice of Shri Chaitanya Dev. Losing one's caste was the ultimate punishment for Hindus. As for example, we can take the case of the 'Pirali Brahmins'of Khulna district (16). They had no other option but to convert to the Islamic religion.

(3) Islam was propagated in Bengal in a peaceful or properly religious way too. Much before the Turkish Conquest, a connection was made between this region with the Muslim community. It was done

specially through Arabian merchants,   Afghan, Turkish preachers. The connection between Chittagong and the Muslims was established within a few centuries of the appearance of Islam. Sufi saints like Baba Adam Shahid, Shah Sultan Rumi arrived in Rampal (Munshiganja district, Bangladesh) even before the Turkish Conquest of Bengal. Preachers arrived before the armed forces and their contribution to the spread of Islam is by no means negligible compared to the strength of the power of the sword. In fact Khsiti Mohan Sen has said that the proselytization of the Islamic religion in India was not through bloodshed. It was done through Muslim saints. Due to this we can note a difference between the spread of Islam in Bengal and that in northern India. In the latter the spread of Islam was centred mainly in urban and administrative areas. But in Eastern India, Islam first spread chiefly in rural areas. Much earlier, Herbert Hope Risley came to the conclusion, conversion took place mainly among lower caste people (17).

Unlike in other religions, Islam has no separate priest or preacher class. Any Muslim believer can be a preacher. According to the Quran, it is the sacred duty of every believer to preach Allah's message in the world. The Gaji, Fakirs, Kazis, Mollahs and Pirs substituted the place of priests. Many were influenced by the simple lives and wise sayings of spiritually enlightened Fakirs, Darbesh, Pirs and Sufi saints. Many of these were poets, theological scholars and wise men. They were foreigners to Bengal. Not only did they maintain contact with the outer world: they also set up canters for the cultivation of education and religion. The towns which developed gradually as centres of business, education, administration; like Bihar Sharif, Satgaon, Pandua, Sonargaon, Sylhet, became the habitations of saints.

The 13th and 14th centuries are marked as the golden age of the preaching of Islam in Bengal. This task was carried out by the Sufi saints. Kavi Kankan Mukundaram's writings revealed that many Sufis lived in the city and built mosques and madrasas in the cites. The Sufis entered Bengal from middle and western Asia via north India. In fact, Bengal was turned into the stronghold of the Sufi community in the first half of the middle ages. Their activities were not restricted only to the 'Khankah's (the seats of the Darbesh). Through religious teaching, and well organized preaching: these saints influenced the general public, rulers, in short, the whole society. Their contribution is huge in the matter of improving the standards of religious thought, lifestyle and in increasing the number of Bengali Muslims. In 15th century, the Sufis established many dargah (shrines) and takiya (monastery) in different cities and villages of India. This task was carried on later by their disciples also. The two noteworthy dargahs are: those in Pandua built in memory of the famous Bengali Sufi Alaul Haq (1307-80) and his son, Nur-kutub Alam (d.1415). Sk. Jalaluddin Tabrizi is famous as a preacher of 13th century. He went on with conversion work till his death in 1244.Shah Makhum(1206-1313) is associated with the spread of Islam into the Varendra region of Bengal.

The Pirs and Sufis often carried out warfare to conquer Hindu states. Legend says that Shah Jalal, in order to carry out the command of his Pir, took the aid of 700 disciples of this Pir: and conquered many small Hindu states and established Islam there. Finally, he defeated the Hindu King of Sylhet, Gour Govinda (1260-1303), and settled there with his followers (18). Some Pirs were appointed rulers by the Sultans. There is historical evidence of Muslim generals being awarded the title of Pir for conquering a Hindu state. So, we can say that the Pirs were experts in both theology and warfare. Using both ways they aided in the spread of the Islamic religion in Bengal and the establishment of the Islamic state here.

Prior to the Turkish invasion, Tantra as a religious practice was very influential in Bengal. People used to believe that Tantric priests possessed supernatural powers. So, they were deeply respected; and their abodes were regarded as places of pilgrimage. After the Conquest of Bengal by the Muslims, many Darbesh, Pirs and Sufis usurped these Tantric priests and set up Dargah in the Tantrics' abodes. Gradually the Pirs too gained reputation as possessing supernatural powers. People believed that Pirs could free men of their suffering; resurrect dead people and use magic to kill living people at their will. They can inhabit different places simultaneously and predict people's future. As the result, the disciples of these Tantric priests, attracted by the local aura and the supernatural reputation, came to the Dargahs of the Pirs and converted into Islam.

(4). Foreign infiltration, Muslim migration and population explosion in the Muslim community. Conversion was not the only cause of the increase in Muslim population in Bengal. At first, the Muslim community in Bengal consisted of Turkish soldiers and converted lower caste Muslims. But gradually upper-class Muslims came from abroad and settled permanently in Bengal. The Mongol King Genghis Khan (1162-1227) destroyed all the centers of Muslim culture in the middle east like Bokhra, Samarkand. As a result, homeless fugitives from these areas took shelter in the Turkish states of India in hordes. Later, many of these settled in Bengal. The Muslim Sultans established learned and talented Muslims in various places and endowed them with wealth and prestige. Later still, there were many rise and falls of various Turkish dynasties in Delhi. Evicted due to these, many Turkish aristocrats took refuge in Bengal. Once Mughal regime was established in Bengal, many Muslim aristocrats came to Bengal as royal officers. As the result, Bengal became intimately acquainted with the Islamic civilisation and culture from outside Bengal.

Advent of these foreigners introduced many changes in the social life of Bengal also. Many of these Muslims married Hindu women and the number of Muslim progeny increased as a result of these mixed marriages. As the result, there developed four classes of Muslims in Bengal:

1. Immigrants who brought their wives.
2. Immigrants who got married after coming to Bengal.
3. Local mixed Muslim population.
4. Local converted Muslims (19).

Apart from direct preaching of Islam, there were indirect and silent modes of preaching too. After the Conquest, the rulers and their followers established "Madrasas" in areas around mosques; and arranged for theological discussions and teaching there. Imams, the administrators of mosques; and alims, the instructors of Madrasas and Maulavis were respected by all in society. So, they had unlimited social influence. Hindus too, irrespective of religion, participated in the festivals held near the cemeteries of the Fakirs and the Pirs. At various times, orphans, poor people and sick people at the iyatimkhana (orphanage), mehmankhana (hostlery) got converted. This happened due to the taking of the unbelievers' food. The Fakirs and Pirs did social welfare jobs. The famous Pir Khan Jahan Ali (1369-1459) dug Khanjeli dighi (1450) for the relief of the thirsty in Bagerhat region of Khulna district. Many of his Hindu admirers got converted into Islam (20).

Apart from the Fakirs and Pirs, aristocrats and royal officers too helped in the spread of Islam directly or indirectly. They had notable contribution in the development of the Islamic spirit; construction of Dargahs, Madrasas, and mosques; spread of education and literature. Muslim saints and learned men received patronage from these aristocrats and ruler classes. They did many social welfare jobs. Like this, spread of Islam was very successful in specially the Eastern and northern districts of Bengal (21).

Since the lower-caste Hindus in Bengal converted into Islam, they had no knowledge of the Arabic Islamic scriptures. As the result, they were engrossed in folklore and popular stories. For example, a popular legend went:

'Hindu mochhalman taha ghare ghare pare/khoda rasuler katha keho na songre' (smaran kare= remembers).

But out of the five chief tenets of Islam, Bengali Muslims scrupulously followed four. These were: iman (faith in God and poigambar); namaj; Roja; and Haj (going on pilgrimages to places like Mecca). The fifth one was jakat, that is, distributing a certain part of one's own income among poor people. It is not known how much this fifth tenet was followed.

Some practices unsanctioned by true Muslims were prevalent in the Islamic community in Bengal. Because though many lowercaste Hindus converted into Islam, they could never forego some of their own faiths and religious ceremonies. These gradually entered the Muslim community. For example we can say, the Hindus' veneration for gurus was transformed into respect for Muslim Pirs. But gradually it was transformed into the worship of the panchapir: Satyapir, manikpir, ghorapir, kumbhirpir, and madaripir (combined fish and tortoise). Many lower-caste Hindu superstitions entered Muslim community like many rituals for getting a son for barren women; if anyone got a child by mercy of a crocodile, the first child must be given to a crocodile; giving food to the madari, tying threads on the branches of trees etc.(22)

At this time, there arose in the Muslim community the class of preachers called mullah. They performed the same functions of everyday religious rites and conducting marriages as the Hindu priests. They claimed to protect people from ghosts by making them wear garlands of beads; and were also connected with the business of butchers. The mullahs made their living in this way. Islam does not sanction mullahs as it does not sanction Pirs too. The Mullahs merely followed the priests of the Hindu society. The belief that showing due respect to the mausoleum of Muslim saints and Pirs helps in fighting off diseases; is not sanctioned by Islam also. These only show the influence of the Hindu community.

Muslims were divided into several social classes according to their hereditary professions. We get a mention of these in the Chandimangal by Mukundaram. For example, Gola, jola, mukeri (those who vend wares from bullock-carts), pithari, kabari (fishmongers), sanakar, hajam, tirkar, kagaji (those who sell papers), darji (tailors), benata (weavers), rangrej (dyers or painters), halan and kamai.(23)

The Portuguese traveller, Duarte Barbosa, has described aristocratic Muslims residing in a port. He says, Muslims wear ankle length long white jilbab. Under it there is a girdle around the waist. Above, there is a kumurband from which hangs the swords garnished with silver. Their fingers are bedecked with many jewelstudded rings. And on their heads are fine cotton caps. They are very much used to a life of luxury: both men and women are accustomed to fine food and wine. Every man has wives numbering three, four or more than that. The wives wear costly clothes and ornaments. But they are relegated to the purdah. They love singing and dancing very much. Everyone has lots of slaves. Common people wear short kurtas and turbans on their heads.
Everyone wears shoes. The shoes of the wealthy had intricate designs made of silk and gold threads.(24)

Higher studies of Muslims in Bengal were conducted in Pharsi. Arabic was cultivated also. The Urdu language was used by only the foreigners and the aristocrats. Teaching was conducted in maktabs, Madrasas and mosques. Everyone studied numerous subjects including the Quran Sharif.

Though marriages were often arranged at a very tender age: people usually got married actually when they became adults. Grooms went to marry in processions, on horseback. The Mullahs finalised the marriages before the Kazis. Feasts and song-anddance programmes were arranged on the occasion of weddings. Many Hindu customs and rituals entered the Muslim marriage ceremony. Men practised polygamy and divorces. When the rich people got married, they brought several slaves with them. The custom of the purdah was strictly practised; and rich men employed guards for harems. The dance and songs of female danseuse was highly appreciated in the Muslim community.

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The rise of Islam and Bengal frontier by P.80 "Strir Patra" by Tagore: Women's Freedom from Subjugation

Introduction:

In the animal world in the universe, human beings occupy the supreme position by virtue of his intelligence. In ancient times, there were no gender differentiation, class distinction based on wealth. Everyone everywhere was the same. But with advancement of civilization, different social structures developed. Further, beside the "varna-system", according to job efficiency, gender-biased societies developed: sometimes with the domination of men, sometimes of women. After the Vaidic period, gradually women's lives became embroiled in many restrictions. They became homebound, invisible to outsiders; but lower-class adivasi women much more free. Attempts were made in 19th century to free Bengali women through various reforms from the various restrictions, inspired by English education and the rationalist mindset of the Bengal Renaissance. In this context mention must be made of Raja Rammohan Roy who abolished "Sutee"; and Vidyasagar who was a pioneer of female education and started widow remarriage. Today, in the age of globalization, various attempts are made to remove the society's gender-bias. Active role in bringing about gender-parity in the writings of feminist writers worldwide: and various social organizations are also stepping forward. Long ago the Constitution of India has granted equal rights to men and women. The government has undertaken many projects for the holistic development of women: and various subsidies are given them in the field of education. The department of women and child welfare is an important government sector in this regard. From the middle of 19th century educated Bengali women started talking about their status, their rights in literature and newspapers. Male writers also held up the status of women in their writing. Women play important roles in cinema and literature. To a greater or lesser extent, women's lived experience is coming up alongside those of men. In fact, literature today showcases the lived experience of the third gender. Rabindranath Tagore is an important name in this regard. Many modern rebellious female characters owe their birth to his pen. He has talked about women's chastity in a new light. He showed respect to women's personality, their desires, their opinions, their likings.

Because Tagore acknowledged women's freedom: many of his novels, poems and stories are women-centered. Female characters memorable in this context are: Binodini, Nandini, Lavanya, Jogmaya, Nila, Lalita, Damini, Sohini, Mrinal, Kumudini, Sucharita, Sarala, Charulata, Anila, Biva, Ela, and Haimanti. All of these women are modern. Tagore's own family background was behind his creation of such independent spirited women. Women of his household got educated in Bengali medium schools; they had literary outputs. His elder sister, Swarnakumari Devi, was a writer of the first rank in the age of Bankimchandra. The sister of Abanindranath Tagore, Sunayani Devi, was the first successful female painter of India. Tagore's second brother, Satyendra Nath Tagore was the first Indian civil servant; and a pioneer of women's emancipation in Bengal. He wanted to model his own wife on the ideals of free-spirited foreign women. His wife, Gynanadanandini Devi was an ideal figure to Bengali women; she flouted custom and sailed for foreign shores alone with her children; she brought about modernity in women's dress. She published the magazine 'Balak'; started painting and acting in the inner sanctum; Tagore's acting and Jyotirindranath's translation of Sanskrit plays were all encouraged by her. Her modern outlook influenced Tagore too. These apart, Jyotidada's wife Kadambari Devi was Tagore's inspiration. This lady had considerable influence behind Tagore's becoming the successful poet. A critic has rightly said in this regard- "In Tagore's long life the light of Western education has gradually spread in this country, first in Calcutta, then in other cities and towns and then to their rural hinterland. We can observe the emergence of enlightened women and their intellectualism, smartness, cleverness and modernity in different phases of Tagore's creativity. At the end of Tagore's creative life, this type of enlightened women are large in number"[1.] As Tagore prioritized women's emancipation, he juxtaposed the strong personality and rebellious nature of educated women beside common women. In the light of this introduction, we are here showcasing the emancipation of Mrinal, a female character in the short story, "Strir Patra".

Tagore's story "Strir Patra" is actually a letter written by a female character, Mrinal. Situated far away from her husband's family, standing on the lonely, sacred beach of Puri, she can realize her own importance. Her writing a letter has been made possible by her distance from her family. Otherwise, Mrinal would have no call to write about her own freedom in a letter. She herself says in this context - "We have been married these fifteen years. Till today I have never written to you. I have always been near you, you have heard me, I have heard you too, had no opportunity to write letters to you. Today I am on a pilgrimage to the Srikhetra, you are at your desk at your office... I am the second wife of your family. Fifteen years later, standing on this sea-shore I realise that I share an intimate relationship with the Almighty God. So I can gain courage to write this letter: this is not merely an epistle from the second wife of your family."[2] The story under discussion is the story of Mrinal, who has left behind the snail-like shell called family, who has found her own identity. She has

acquainted her husband with the harsh reality of 15 years of family life she has left behind. From her letter we come to know that the second wife, that is, Mrinal, came to her husband's Calcutta family home at the age of twelve. She was more beautiful than her elder sister-in-law. Apart from these, she came from an affluent family. She was cherished for these factors; but it was not for long. Her importance declined within a very short time. In this context Mrinal says- "You were not long to forget that I was beautiful. But at every step you had to reckon with the fact that I was clever. That intelligence was so natural to me that it persisted even after spending so long in your household. My mother was very worried about my intelligence: it is such an impediment to a woman. If one who has to face obstacles, has to abide by intelligence: she has to stub her feet at every step. But, what can I do, you tell me. God has mistakenly endowed me with a lot more intelligence than is required for one destined to become a wife in your household. To whom can I now return it? You have always abused me as an impertinent woman."[3] Due to this intelligence, she carved out a niche for herself while residing within the household. Moreover, she had an additional talent. She wrote poetry, which nobody knew. It was an entirely personal matter for Mrinal. She says; 'I wrote poetry in secret… Your family could not erect its barrier there. There was my liberty, there I could be I."[4]

About her conjugal life of 15 years, she says- "I had no experience in your family of what is commonly known as suffering. I had nothing to complain of in board and lodging; whatever your elder brother's character, I cannot blame God for any fault in yours."[5]Mrinal does not accuse her husband, her accusations are against his family. If her husband were abusive, tyrannical in nature: she would have remained within the household. That is why she does not address her husband personally in her letter: she addresses his whole family. She had a daughter whom she could not save. His family was responsible for this; in the damp, dark room of the natal chamber, both she and her daughter fell victims to a difficult disease. She says –"My daughter took birth only to die. She called me also when she died. If she lived, she would have brought me my greatest, truest gift. I would have become a mother from being merely the second wife of your family. A mother is universal even though situated within one single family. I suffered the sorrow of motherhood; but could not enjoy the liberation being a mother brings."[6]Her life does not stop even after this. She spent her days with cattle: in leisure time, she also wrote poetry.

Mrinal had no hope of escape from the stagnant pond of existence; neither had she the desire to go against her family. But one incident made her rebellious. One day the helpless sister of her elder sister-in-law, persecuted by her cousins, came to her sister's house. Everyone treated her as a burden. Her own sister could not do anything for her; though she was affectionate towards her. Still she owed a lot to her husband, her in-laws. This elder sister-in-law had no beauty, no qualities, she was a child of very poor parents; so she shrunk into herself with inferiority complex. To her, her husband's home was the shelter; she was not able to assert her rights there after her marriage. Her husband belittled her at every opportunity. So she could not welcome her own sister with open arms. She could not even show the smallest bit of affection for her. She just kept her as one of the maids of the house; made her do menial jobs also. But this inhuman behaviour towards the helpless girl made Mrinal rebellious. She went against her husband and gave shelter to Bindu in her own room. She employed a separate maid for her; bought her expensive sarees; arranged good food for her. Everyone drove Bindu away for fear of smallpox. But Mrinal was not afraid, she was even willing to stay in the natal room (aturghar) with Bindu. Everyone is afraid of Mrinal. Nobody can reject her intelligence. So, in order to plan of driving Bindu away from the house, they arranged a marriage for her. Here was Mrinal defeated, she felt helpless. She says- "I have fought a lot for Bindu, but I could not dare stop her marriage. How could I stop it? If I die what will happen to her: there's no way out."[7] Society regards marriage as the destiny of women: and husbands are gods, liberators.

In reality, Bindu's marriage is just aeyewash. Her husband is insane; she runs away from her in-laws. When Mrinal comes to know this, contempt made her seethe with anger. She said; 'This fake marriage is not a marriage at all. Bindu, you stay with me as you did, I will see who can take you away from me.' She again opposes her family. She doesn't even fear the court. She wants to free Bindu from her false marriage even by selling her own ornaments. But listening to religious dictates, and in order to finish her sister's conflict with her family: Bindu herself returns to her inlaws. At that moment Bindu says –"My heart broke for Bindu, but I felt ashamed for you. I was a rural girl, I have been married into your family, how could God sneak such a whole lot of intelligence in my head. I could never tolerate your religious convictions."[8]Bindu, meanwhile, again fled from home. Mrinal plans to escape to Puri with her: and for this purpose sends her brother, Sarat, to fetch her. But during this time, Bindu commits suicide; Mrinal could not free her anymore in life.

Bindu shows her courage in self-immolation. She does not annoy anyone anymore. But even death cannot save her from criticism. Mrinal says in sympathy with Bindu - "Our Bindi had such a bad luck. She couldn't get any appreciation for her beauty and quality in life. She couldn't think up of any novel way to die so that men could applaud her in death. Even in death she annoyed people."[9]

Bindu's unnatural death shook Mrinal to her core. She went on pilgrimage on her own. She tells her husband about her tremendous decision - 'I will never return to your 27, Makhan Boral address. I have seen Bindu. I have come to know about the place of women in family. Your legs are not so long as to keep us under

your feet for indefinitely long. Death is greater than you. Bindu is powerful in death. There Bindu is not a Bengali girl, nor the sister of a cousin, nor the deceived wife of a mad stranger. In death she is infinite."[10]. Mrinal feels the strong yearning for liberty. Conjugal family life seems immaterial to her. Life, God's gift, seems too expensive to her. Family ties seem to her chimerical: it keeps one bound within the four walls of home. Mrinal says –"'Why should I have to die in degrees within those petty four walls, when I have the gift of my wonderful life at my disposal. How paltry is my everyday life. How paltry is its rigid rules, habits."[11]Mrinal doesn't want these tight bonds of meanness to triumph. God's creation has declared the triumph of happiness; she is no longer afraid of her husband's alley. The blue sea is in front of her, and above her head are the dark, rainy clouds of Asadha. The treasure trove of the universe. 'Bindu has torn apart my coverings by her own death. "Today when I am outside home, I find no space sufficient enough to store my glory.' Mrinal now wants to live as she likes. She finally declares; 'I too will survive. I did survive."[12]

Tagore's story "Strir Patra" was first published in the magazine "Sabujpatra" in the month of Shravana in the Bengali calendar year 1321. Not only this story, all the stories published in this magazine have a unique feature. They give eminence to individual personality; be it men or women. He told Srimati Rani Chandra in a talk of 1941: 'I first talked on behalf of women in the story "Stir Patra". After that, I have spoken on this topic whenever I got the chance.'[13] In the story under consideration, Tagore presents Mrinal's story from Mrinal's perspective. Thus the story gains in realism. This story will occupy pride of place in feminist literary discourse.

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Impact of COVID – 19 on Mental Health

Rimpa Mukherjee, Sonali Jana, Anushree Das, Rifa Parvin & Arjama Halder

Abstract: Millions of people have died & countless more have been impacted by the COVID-19 pandemic, leaving an enduring legacy on humanity. However, the pandemic's effects on mental health have been just as severe as its physical effects. It explores the profound effects of COVID-19 on human psychology, focusing on the ways that mental health has been undermined by fear, loneliness & uncertainty.

Keywords: COVID-19, pandemic, mental health.

Introduction :

Globally, people of all backgrounds have been impacted by the COVID-19 pandemic's significant effects on mental health. The pandemic has caused widespread fear, uncertainty and disruption to daily lie, which has resulted in a rise in stress, anxiety & trauma. Social isolation, loss of loved ones and economic instability has further exacerbated the mental health crisis.

Research has indicated that the pandemic has led to a rise in symptoms associated with substance abuse, PTSD, depression & anxiety disorders. Healthcare workers, essential employees & marginalized communities have been disproportionally affected. The pandemic has also brought attention to gaps in the current mental health care system, such as in sufficient funding, stigma and restricted access to services. The crisis has highlighted the need for more funding for mental health services, decrease in stigma and better access to care.

The COVID-19 pandemic has had significant, widespread and probably long-lasting effect on mental health. It is imperative to prioritize mental health support, foster resilience, and endeavor to construct a mental health care system that is more comprehensive and inclusive.

1. Expansion of Stress and Anxiety:

COVID-19 had a significant impact on mental health, leading to elevated levels of stress and anxiety. The following details pertain to the rise in stress & anxiety that occurred during the COVID-19 pandemic:

• Anxiety and depression become 25% more common worldwide in the first year of the pandemic. Compared to other demographic groups, women and young people were more negatively affected.

• People with pre-existing physical health conditions were more likely to develop symptoms of mental disorders.

• One of the main causes of extraordinary stress was social isolation. Exhaustion, a major trigger for suicidal thoughts, was the cause of the health worker's trigger.

• Mental health services were severely disrupted by the pandemic.

• Creating and implementing digital interventions continues to be extremely difficult in nations with little funding.

• The pandemic made past underfunding of mental health services visible. The situation highlighted the persistent lack of mental health resources available worldwide.

• Approximately 2% of global health budgets were allocated by governments to mental health on average.

• From 5 studies including about 9000 samples, it yielded approx 30% of stress and 31.9% prevalence of anxiety from 17 studies with samples of approx 63,000people and approx 34%prevalence of depression.

2. Social Isolation :

People all across the world have been affected by social isolation during the COVID-19 pandemic. Physical isolation put in place to stop the virus's spread has made people feel more alone, disconnected from others, and les socially engaged.

Social Isolation has a substantial negative influence on mental health, increasing the risk of anxiety, depression, and suicide. Repercussions on physical health have also been noteworthy, including compromised immune systems, insomnia, and heart issues. Significant economic effects include decreased productivity, income loss, and unstable conditions.

Social Isolation has disproportionally impacted vulnerable groups, including marginalized communities, older adults, and those with pre-existing mental health issues. Healthcare access has proven difficult due to delays in diagnosis and treatment as well as obstacles to mental health services.

Daily schedule have been thrown off and a sense of purpose and social support systems have disappeared. It has been extremely difficult to move around, travel, or interact with others due to feeling of imprisonment. With possible long-term effects on psychological and physical health, the long-term effects of social isolation during the pandemic are a serious cause for concern.

This period has emphasized the value of social support and connections and it is critical to develop practical method for reducing the negative effects of social isolation. Social support networks, online relationships and neighborhood projects that encourage social interaction and lesson feelings of isolation and loneliness are a few examples. Recognizing the consequences of social disconnection during the pandemic, we can endeavor to establish a more cohesive and encouraging community.

3. **Economic Crisis:**

Global economic instability has been brought on by the COVID-19 pandemic. Many businesses have been forced to close, leading to job losses and financial hardship for individuals and families. Governments have implemented various measures to support their economies, such as stimulus packages, financial assistance programs, and monetary policy adjustments. It is important for individuals and businesses to stay informed about the latest developments and seek support where needed. If you have any specific questions or need assistance with navigating the economic impact of COVID-19, feel free to ask. The COVID-19 pandemic caused a global economic crisis in many ways, including:

•　Worsening inequality both within and between nations: Emerging economies were particularly hard hit by the pandemic's economic effects, which exposed and exacerbated certain preexisting economic fragilities.

•　Unemployment: In many nations, the recession saw abnormally high and quick increases in the jobless rate.

•　Global economic activity: The COVID-19 pandemic had an impact on global economic activity, which led to a 7% decline in global trade in 2020.

•　Small businesses: Smaller businesses, unofficial businesses, and enterprises with restricted access to formal credit were particularly hard hit by the crisis, which had a significant impact on global poverty and inequality.

　Trade disruption and shortages: The pandemic led to a decline in consumer spending as well as trade disruption and shortages.

•　Industry destabilization and collapse: Small businesses, the tourism and hospitality sectors, and the energy sector were all severely impacted by the pandemic.

•　Public debt: The pandemic contributed to a rise in public debt.

4. **Destruction of Marketing System :**

The COVID-19 pandemic significantly disrupted the marketing system, leading to:

•　Shift to digital marketing: With physical events and inperson interactions limited, businesses rapidly adapted to digital marketing strategies.

•　Supply chain disruptions: Lockdowns and border closures impacted product availability, leading to changes in marketing messaging and tactics.

•　Changes in consumer behavior: Consumers prioritized essential products and services, altering demand patterns and forcing marketers to adjust their strategies.

•　Increased focus on e-commerce: Online shopping became the preferred method for many consumers, driving businesses to enhance their e-commerce capabilities.

•　Reduced marketing budgets: Economic uncertainty led to reduced marketing spend, forcing marketers to be more efficient and creative.

　New forms of marketing: The pandemic accelerated the growth of alternative marketing channels like social commerce, influencer marketing, and virtual events.

•　Greater emphasis on empathy and authenticity:

Marketers had to adapt their messaging to address consumers' concerns, fears, and needs, prioritizing empathy and authenticity.

•　Data-driven marketing: The pandemic highlighted the importance of data-driven marketing, as businesses needed to quickly respond to changing consumer behaviors and preferences.

These changes forced marketers to be agile, innovative, and customer-centric, leading to a transformation of the marketing system:

•　Event Marketing: Conferences, trade shows, and events were canceled or postponed, affecting businesses that relied on these channels.

•　Experiential Marketing: In-store experiences, product launches, and activations were halted, limiting brand engagement opportunities.

•　Print Media: The shift to digital media accelerated, leading to a decline in print advertising and magazine circulation.

•　Travel and Tourism Marketing: The industry was severely impacted, with many travel companies and tourism boards suspending marketing efforts.

☐
- Small Business Marketing: Small businesses, which often rely on local marketing efforts, were disproportionately affected by lockdowns and reduced consumer spending.
   Traditional Advertising: The pandemic led to a decline in traditional advertising channels like TV, radio, and outdoor advertising.
- Brand Partnerships: Collaborations and sponsorships were put on hold or canceled, affecting brands that relied on these partnerships.
- Marketing Budgets: Many businesses reduced or reallocated their marketing budgets, leading to a significant decrease in marketing spend.
- Agency Client Relationships: The pandemic strained relationships between marketing agencies and their clients, leading to reduced retainers and project work.
- Marketing Talent and Jobs: The pandemic led to layoffs and furloughs in the marketing industry, impacting talent acquisition and retention.
   The pandemic forced marketers to adapt and innovate, leading to a significant transformation of the marketing system.

5. **Modification of Education :**
   Significant modifications to the global education system were brought about by the COVID-19 pandemic, which included:
- Online Learning: The transition from traditional classroom settings to virtual learning environments, utilizing technology to facilitate remote learning, is the first notable change in education.
- E-learning resources: Governments and educational establishments have created digital resources like online homework assignments and video lectures.
   Homeschooling: Parents became more involved in their kids' education by monitoring their homework at home.
- Flexible scheduling: Academic institutions modified their timetables to allow for online instruction, frequently incorporating asynchronous courses.
- Assessment modifications: In order to conform to the online format, assessments and exams underwent modifications with a focus on accuracy and fairness.
- A stronger emphasis on digital literacy: Teachers stressed the importance of helping students advance their technical proficiency to improve their online learning environment.
- Difficulties with resource allocation: Educational institutions encountered challenges guaranteeing that every student had equitable access to technology and internet connectivity.
- Training for teachers: Teachers were given instruction on how to interact with students virtually and conduct quality online learning.
- Virtual cooperation: Through digital platforms, students were able to collaborate on projects and exchange ideas.
- Wellness is emphasized: Teachers gave students' mental health and wellbeing first priority, understanding the emotional toll of the pandemic.
   The education system was altered by these modifications, which also brought with them opportunities and difficulties that still influence learning in the post-pandemic period.

   Additional modifications to the educational system during the COVID-19 pandemic consist of:
- Virtual field trips: Students investigated locations they were unable to physically visit by taking part in virtual field trips.
- Virtual extracurricular activities: To keep students interested, schools and organizations provide virtual sports, clubs, and other involvement opportunities.
- Mental health support: Teachers gave students' mental health top priority by offering tools and assistance for loneliness, stress, and anxiety.
- Training and support for teachers: During the pandemic, educators were provided with the necessary tools to effectively teach remotely and attend to the specific needs of each student.
- Virtual parent-teacher conferences: In order to uphold safety precautions and social distance, parent-teacher conferences were conducted virtually.
- Digital citizenship education: Students gained knowledge about appropriate technology use, online safety, and manners.
- Rethinking assessments: Teachers investigated nonwritten exam alternatives like competency-based and project-based evaluations.

• Increased emphasis on digital skills: To prepare students for a world that is changing quickly, education placed a strong emphasis on helping them develop their technical skills, such as coding, data analysis, and digital creativity.

6. **Development of Mindset for Self Reliance :**

The COVID-19 pandemic has forced people to adopt an independent mentality that helps them deal with uncertainty and hardship. Accepting uncertainty and accepting responsibility for one's life, decisions, and deeds are traits of this way of thinking. Maintaining adaptability and present-moment focus is essential, as is developing resilience and engaging in self-awareness exercises. Prioritizing self-care and forming relationships with others are equally important, as are having a growth mindset and effective problem-solving techniques. Through the adoption of this mindset, people can become more resilient and strong, strengthen their sense of self-reliance, and learn how to better handle challenges. Individuals with this mindset are capable of taking charge of their lives, making wise choices, and overcoming the obstacles presented by the pandemic with courage and determination. People can develop a more resilient and powerful mindset that will enable them to handle the challenges posed by the pandemic and beyond by encouraging a sense of personal accountability and empowerment.

People have been compelled by the pandemic to reassess their priorities, values, and beliefs. Focusing on the things that really matter helps people develop a sense of direction and purpose. These days, self-examination and introspection are crucial instruments for developing oneself.

Through the adoption of a self-sufficient mindset, people can convert obstacles into chances for their own development. Despite the uncertainty in their lives, they can grow to feel a sense of agency and control. With this kind of thinking, people can be more resourceful, adaptive, and proactive—qualities that are crucial for negotiating the complexity of the pandemic.

Moreover, a self-sufficient way of thinking cultivates optimism and hope, both of which are essential for preserving mental and emotional health in trying circumstances. People can become more resilient and confident by concentrating on the things they can control and acting to change their situation.

Furthermore, thinking independently fosters originality, inventiveness, and resourcefulness. People are urged to consider unconventional approaches, investigate fresh ideas, and come up with creative solutions to problems. Throughout the pandemic, this way of thinking has produced a great deal of inventions and discoveries, from the creation of vaccines to remote work arrangements.

In summary, the COVID-19 Development has brought about previously unheard-of difficulties, but it has also created chances for introspection, community development, and personal advancement. Individuals can face these obstacles with confidence, resiliency, and hope for a better future by cultivating an independent mindset. They have the potential to become more resilient, savvy, and unified than before.

7. Growing Propensity to Earn Online :

People all over the world have had to adjust to new economic realities as a result of the COVID-19 pandemic, which has caused a major shift towards online learning opportunities. Many have resorted to the internet to augment their income or even launch whole new careers because traditional employment options are limited.

Social distancing policies, the need for remote work arrangements, and the closing of physical businesses have all contributed to this trend. Consequently, there has been an unparalleled surge in the growth of online marketplaces, freelance platforms, and digital entrepreneurship.

Individuals have leveraged their skills to offer services such as virtual assistance, online tutoring, and social media management. Some have shifted towards electronic commerce, setting up web shops and vending goods via digital platforms.

Further promoting the expansion of online employment opportunities, the pandemic has expedited the adoption of digital payment methods, internet banking, and crypto currencies.

Notwithstanding the many difficulties the pandemic has brought about, the growing trend of earning money online has given people the ability to take charge of their financial destiny, strengthen their resilience, and acquire new skills. New opportunities for innovation, entrepreneurship, and economic expansion have also been created by this change.

Because of this, there is a growing trend toward online employment, entrepreneurship, and inventive means of subsistence.

Among the instances are:

- Freelancing and working remotely.
- Virtual tutoring and instruction.
- Internet sales and e-commerce.
- Social media and digital marketing administration.
- Developing content and using influencers.

- Online tutoring and advisory services.
- Commission-based selling and digital marketing.

These opportunities have made it possible for people to work from home and have created new opportunities for innovation, entrepreneurship, and economic growth.

8. Effects on Youths and Teenagers :

Children and teenagers have been severely impacted by the COVID-19 pandemic, with negative effects on their mental, emotional, and physical health. Their everyday routines have been disturbed by the pandemic, leading to severe stress, anxiety, and trauma.

Many children are feeling alone, isolated, and cut off from their friends, family, and community as they attempt to adjust to their new reality. Their options for play, socialization, and physical activity have been reduced by the closing of schools and public areas, which has resulted in a sedentary lifestyle and an increase in screen time.

There have been more reports of depression, anxiety, and posttraumatic stress disorder (PTSD) as a result of the pandemic's impact on people's mental health. Grieving for lost loved ones, unstable finances, and a persistent fear of getting sick or dying have all been difficult for kids to deal with.

Furthermore, by upsetting childhood routines and traditions, the pandemic has robbed kids of important life experiences. Youngsters feel vulnerable, apprehensive, and uneasy because there is no structure, routine, or predictability.

Nevertheless, kids and teenagers have also shown incredible adaptability, creativity, and resilience in the face of these difficulties. They have demonstrated their capacity to flourish in hardship by coming up with creative ways to interact with people, learn, and have fun.

The COVID-19 pandemic has had a significant impact on the lives of children and adolescents, with ramifications for both physical and mental development as well as overall health. Among the consequences are:

Adversity or traumatic events can cause the brain to age prematurely; in one study, teenagers who experienced pandemic shutdowns saw an age increase of three years in just ten months.

Reduced lifetime earnings and cognitive development, coupled with worsening mental health including increased depressive symptoms and substance abuse that persisted for up to two years after the pandemic.

School closures cause large learning losses, particularly in low- and middle-income nations. Additionally, COVID-19-related education shocks are expected to cost 10% of future earnings.

Conclusion:

Widespread and significant effects on mental health have been caused by the COVID-19 pandemic, especially in susceptible groups like children and adolescents. There are many different ways that the pandemic has affected mental health. It has worsened mental health outcomes, increased symptoms of anxiety and depression, and disrupted socialization and education. A greater reliance on social media, sleep disturbances, and early brain aging have all been brought on by the pandemic's prolonged nature. Considerable learning losses, anticipated drops in future income, and detrimental effects on mental health and cognitive development have all been brought about by these effects. To minimize its long-term effects, the pandemic has, overall, highlighted how critical it is to give priority to mental health resources and support, especially for youth.

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Mental Health of Patients During Hospital Treatment

Shreya Chakraborty, Tonnistha Goswami, Patrali Chakraborty & Pallab Das

Abstract: The mental health of patients during hospital treatment is a critical aspect of healthcare that influences both immediate and longterm outcomes of medical interventions. This study explores the multifaceted impact of hospitalization on patients' psychological wellbeing. By fostering a holistic view of patient care, healthcare providers can enhance the overall treatment experience and promote better health outcomes.

Keywords: Mental health, patients, hospital treatment, psychological well-being, holistic care, health outcomes

1. Introduction :

The mental health of patients during hospital treatment is a vital yet often overlooked component of healthcare. Hospitalization can be a stressful and anxiety-inducing experience, exacerbating preexisting mental health conditions or triggering new ones. Factors such as the hospital environment, interactions with healthcare providers, and the availability of social support can significantly influence a patient's psychological state. Addressing these mental health challenges is crucial as they can impact recovery rates, treatment adherence, and overall patient satisfaction. A holistic approach that integrates mental health support with medical care can lead to improved health outcomes and a better patient experience.

2. Key Factors Affecting Mental Health During Hospitalization:

2.1 Ensuring Emotional Well-being

Maintaining emotional well-being is essential for patients' overall health. Hospitals should provide psychological support and counseling to help patients cope with the stress and anxiety of hospitalization.

2.2 Reducing Anxiety and Depression

Hospitals should implement strategies to reduce anxiety and depression among patients. This includes providing a calming environment, offering relaxation techniques, and ensuring compassionate communication from healthcare providers.

2.3 Improving Treatment Adherence

Mental health support can enhance patients' willingness to adhere to treatment plans. By addressing psychological barriers, hospitals can improve medication compliance and follow-up care.

2.4 Supporting Family and Caregivers

Involving family and caregivers in the treatment process can provide additional emotional support for patients. Hospitals should offer resources and counseling for families to help them support their loved ones.

2.5 Enhancing Patient Satisfaction

A focus on mental health can lead to higher patient satisfaction. Patients who feel emotionally supported are more likely to have a positive perception of their care.

2.6 Preventing Long-term Psychological Issues

Early intervention and continuous mental health support can prevent long-term psychological issues. Hospitals should ensure that patients have access to mental health resources during and after their stay.

2.7 Holistic Care

Integrating mental health care with physical health care promotes a holistic approach to patient treatment. Hospitals should adopt comprehensive care models that address all aspects of a patient's well-being.

3. Historical Perspective on Mental Health Treatment in Hospitals:

3.1 Ancient and Medieval Periods

In ancient civilizations, mental health was often intertwined with spiritual beliefs. Treatment for mental illnesses involved rituals, exorcisms, and confinement, with care provided by families or monasteries rather than hospitals.

3.2 Middle Ages

Mental illness was often viewed as a moral or spiritual failing, leading to harsh treatments such as confinement and bloodletting.

3.3 Rise of Asylums (18th-19th Centuries)

The establishment of asylums marked the beginning of dedicated care for the mentally ill, although conditions were often poor.

3.4 Moral Treatment Movement (Late 18th - Early 19th Centuries)

Advocates like Philippe Pinel and William Tuke promoted humane and compassionate care for the mentally ill, emphasizing kindness and dignity.

3.5   Psychoanalysis and Psychotherapy (Early 20th Century)

Sigmund Freud's work brought attention to the psychological underpinnings of mental illness, making psychotherapy more prominent.

3.6   Deinstitutionalization (Mid-20th Century)

A   shift towards community-based care occurred, driven by the development of antipsychotic medications and the recognition of the potential for rehabilitation.

3.7   Integration of Mental and Physical Health (Late 20th Century)

The importance of addressing mental health in general hospitals was increasingly recognized, leading to the development of psychiatric liaison services.

3.8   Holistic and Integrated Care (21st Century)

Modern healthcare emphasizes holistic care that integrates physical and mental health, creating supportive environments and using evidence-based interventions.

4. **Challenges in Integrating Mental Health in Hospitals:**

4.1   Staffing Shortages

Hospitals often face shortages of mental health professionals, limiting the ability to provide individual therapy and support.

4.2   Traditional Focus on Physical Health

The medical field has traditionally prioritized physical ailments, making it challenging to seamlessly integrate mental health assessments and treatment plans.

4.3   Stigma

Patients may be reluctant to discuss mental health due to stigma, making it difficult for healthcare providers to identify and address issues.

4.4   Shorter Hospital Stays

With shorter hospital stays, there is less time for in-depth mental health support, leaving patients unprepared to manage their mental health post-discharge.

4.5   Lack of Training

Not all hospital staff are trained to recognize and address mental health concerns, creating gaps in care.

5. **Future Directions:**

5.1   Increasing Mental Health Professionals

Hospitals   are   hiring   more   therapists,   counselors,   and   psychiatrists   to   meet growing needs.

5.2   Routine Mental Health Screenings

Implementing routine mental health screenings can help identify concerns early.

5.3   Training for Staff

Providing training for hospital staff to better recognize and address mental health issues is crucial.

5.4   Collaboration Between Professionals

Encouraging collaboration between mental health professionals and medical staff promotes a holistic approach to treatment.

5.5   Creating Supportive Environments

Hospitals can create environments that support mental wellbeing, reducing stress and anxiety for patients.

Conclusion:

Prioritizing mental health throughout hospital stays is essential for successful recovery, both physically and emotionally. Despite challenges, hospitals are working towards better integration of mental health care, creating a supportive environment for addressing the well-being of their patients.

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Yogaaur Vyaayam: Swasth Jeevan Ki Kunji

Anushmita Sen, Debashruti Ganguly, Upasana Bhuiya, Swarnali Kundu & Debosmita Sil Sharma

Abstract: Yoga is an ancient practice originating from India, It includes some physical postures which called asanas in yoga, besides it have various kind of pranayama for control breathing, also include meditation which help to increase our concentration and ethical principles to promote holistic health and well-being. It benefits for physical and mental health have been widely recognised.In one word, here we discuss about improving physical health and overall well-being.

Keywords: Physical exertion, Immunity, Mental Health and Stress, Yoga.

I. Introduction:

The word 'Yoga' is derived from the Sanskrit root 'Yuj', meaning 'to join' or 'to yoke' or 'to unite' The rise in sedentary lifestyle has led to an increase in health-related issues such as obesity, cardiovascular diseases and mental health disorders. Physical activity and yoga offer viable solutions to combat these issues. Physical activity encompasses any movement that expends energy, ranging from daily chores to structured exercise programs.

What Do You Think About the Words "physical Activity and Yoga"? Stretches, Exercise or a Flexible Body?

Well, yoga isn't limited to just that. It has benefits to flexibility. Everyone know this beautiful art over numerous centuries. It is a spiritual thing that everyone needs to achieve eternal peace and harmony between body and mind and soul. It cleansing our mental pollutants from our mind, also make our body physically fit.

Objective:

- Examine the health benefits of physical activity and yoga.
- Explore the mechanisms through which these practices impact health.
- Discuss strategies to promote their adoption in various populations.
- Review case studies illustrating successful implementation.
  Chapter Content:
  Historical Background of Physical Activity and Yoga in
  Overall Human Health and Well-being-
  1. Physical Activity: - A. Ancient Civilizations –
- Prehistoric Era: In prehistoric times, physical activity was integral to survival. Hunting, gathering, and daily labour demanded substantial physical exertion, which naturally promoted physical fitness. [1]
- Ancient Egypt and Greece: Both civilizations emphasized physical fitness. The Greeks, for example, revered physical fitness and developed structured physical training programs. The Olympics games, originating in ancient Greece around 776 BC, celebrated athletic prowess and competitions. [2]
- China and India: In ancient China, physical exercises such as Tai Chi and Qigong where developed to enhance health and spiritual growth. Similarly, in ancient India, traditional practices like wrestling and various forms of martial arts emerged to promote physical strength and agility.
  B. Middle Ages to Modern Era: -
- Medieval Europe: During the medieval period, physical activity was less structured but remained essential for knights and soldiers, who engaged in rigorous training to prepare for combat.
- Industrial Revolution: The advent of industrial revolution in the 18th and 19th centuries lead to a more sedentary lifestyle for many. This sift prompted the emergence of organised sports and fitness movement to counteract the negative health impacts of reduced physical activity.
- 20Th Centuries: The 20th century saw a surge in the promotion of physical fitness through organised sports, physical education in school, and the establishment of fitness centres. The development of exercise science provided a specific basis for understanding benefits of physical activity. [3]
  2. Yoga: -
  A. Ancient Origins -
- Yoga traces back to ancient India, with its roots in the Indus Valley Civilizations around 3000 BCE.
- Early references to yoga practices appear in the Rigveda, one of the oldest sacred texts, dated around 1500 BCE.
  B. Classical Yoga -
- Classic yoga is based on the traditional system of eight limbs, known as Ashtanga yoga as mentioned in "Yoga Sutras" of Patanjali written around 200-400 CE.
  C. Medieval and Pre-modern Yoga -
- During the medieval period, texts like the "Hatha Yoga Pradipika" (15th century) emerged, focusing on physical postures and breathing techniques to prepare the body for meditation.

- The Bhakti and Tantra movements in India also influenced yoga, introducing elements of devotion and intricate rituals.

D. Modern Yoga -

- In the late 19th and early 20th centuries, yoga was introduced to the West by figures like Swami Vivekananda and Paramahansa Yogananda.
- Contempory yoga often emphasizes physical fitness and stress relief, popularized by schools like Ashtanga, lyengar and Vinyasa.
- Today, Yoga is practiced worldwide, blending traditional spiritual elements with modern wellness practices.

Types of Physical Activity and Yoga in Overall Human Health and Well-being- 1. Physical Activity: -

A. Cardiovascular (Aerobic) Activities:

Examples: Running, cycling, swimming, dancing.

Benefits: Improves heart and lung function; aids in weight management.

B. Strength Training:

Examples: Weight lifting, resistance band exercises, body weight exercises.

Benefits: Increases muscle mass and bone density; enhances metabolic rate.

C. High-intensity Interval Training (HIIT):

Description: Alternates short bursts of intense exercise with recovery periods.

Benefits: Efficiently burns calories and improves cardiovascular health.

D. Pilates:

Description: Focuses on core strength, flexibility and body awareness.

Benefits: Enhances posture and overall muscle tone. E. Functional Training:

Description: Exercises designed to improve everyday movements.

Benefits: Enhances balance, coordination and strength for daily activities.

F. Martial Arts:

Examples: Karate, Taekwondo, Judo, Brazilian Jiu-Jitsu.

Benefits: Improves physical fitness, self-defense skills and mental discipline. G. Dance:

Examples: Ballet, jazz, hip-hop, ballroom.

Benefits: Enhances flexibility, coordination, and cardiovascular health.

H. Mind-body Practices:

Examples: Tai chi, Qigong.

Benefits: Promotes relaxation, balance and mental clarity. I. Outdoor Activities:

Examples: Hiking, Kayaking, rock climbing.

Benefits: Improves cardiovascular health, muscle strength and mental well-being.

J. Team Sports:

Examples: Soccer, basketball, volleyball.

Benefits: Improves physical fitness, teamwork and strategic thinking.

2. Yoga –

A. Hatha Yoga:

Description: Focuses on basic posture and breath control. It's often gentle and slow-paced.

Benefits: Great for beginners; enhances flexibility and relaxation.

B. Vinyasa Yoga:

Description: Involves a series of posture that flow smoothly into one another, synchronized with breathing.

Benefits: Improves cardiovascular fitness and coordination. C. Ashtanga Yoga:

Description: A rigorous, fast-paced practice following a set sequence of postures.

Benefits: Builds strength, flexibility and stamina. D. Bikram Yoga (Hot Yoga):

Description: Conducted in a heated room, following a sequence of 26 specific posture.

Benefits: Promotes detoxification through sweating; enhances flexibility.

E. Iyengar Yoga:

Description: Emphasizes precision and alignment, often using props like blocks and straps.

Benefits: Improves posture and body awarness; accessible for people with physical limitations.

F. Kundalini Yoga:

Description: Focuses on awakening energy at the best of the spine through breath work, postures and chanting.

Benefits: Enhances mental clarity and emotional balance. G. Yin Yoga:

Description: Involves holding poses for extended periods to stretch connective tissue and improve joint flexibility. Benefits: Promotes relaxation and deep stretching. H. Restorative Yoga:

Description: Utilizes props to support the body in restful poses for deep relaxation.

Benefits: Reduces stress and promotes recovery. I. Prenatal Yoga:

Description: Adapted for pregnant women, focusing on gentle stretching, and breathing.

Benefits: Improves flexibility, strength, and relaxation during pregnancy.

Role of Physical Activity and Yoga in Human Health Wellbeing-

Introduction-

Physical activity and yoga have long been recognized for their benefits to mental health and overall well-being. Both practices contribute to the improvement of mood, reduction of stress, and enhancement of cognitive function.

1. Physical Activity:

A.   Reduction of Depression and Anxiety: Regular physical activity is associated with a significant reduction in symptoms of depression and anxiety, Exercise increases the endorphins, it is a chemicals of our brain that behave as a natural painkillers and mood elevators. Additionally, physical activity enhances the expression of neurotrophic factors, such as brain-derived neurotrophi facto (BDNF), Which supports brain health.

B.   Stress Reduction: Engaging in physical activity can improve sleep quality, which is crucial for mental health. Exercise increases our sleep cycle which improve our mood and cognitive function.

C.   Improvement in Sleep: Regular activity can improve sleep quality, which is crucial for mental health.

D.   Cognitive Function: Exercise has been shown to improve cognitive functions such as memory, attention and processing speed. Physical activity simulates the growth of new brain cells and enhances synaptic plasticity, which improves learning and memory.

2. Yoga:

A. Stress Reduction and Relaxation:

Yoga is highly effective in reducing stress and promoting relaxation. Practices such as deep breathing, meditation, and physical postures (asanas) help calm the nervous system and reduce stress hormones. Regular yoga practice has been decrease cortisol, and stress hormone. B. Mood Enhancement:

Yoga enhances mood and emotional regulation by promoting the release of neurotransmitters such as serotonin and gammaaminobutyric acid (GABA), which are associated with feeling of well-being and relaxation. Mindfulness practices inherent in yoga help individuals to focus on the present moment, reducing negative thought patterns.

C. Anxiety and Depression:

Numerous studies state that yoga reducing symptoms of anxiety and depression. Yoga practice leads to increased parasympathetic nervous system activity, and decreased sympathetic activity, creating a state of relaxation and reducing anxiety levels. D. Improved Self-awareness and Mindfulness:

Yoga encourages self-awareness and mindfulness, which are critical for mental health. Mindfulness practices within yoga promote a non-judgment awareness of the present moment, which can reduce rumination and promote a more positive outlook.

Importance of Physical Activity and Yoga in Overall Human Health and Well-being:

1. Physical Activity:

Physical Health-

Physical activity has well-documented benefits for physical health, including:

A.   Cardiovascular Health: Heart become strong by regular exercise besides it improves blood circulations, and lowers blood pressure.[4]

B.   Weight Management: Regular Physical activity burns calories for losing weight.

C.   Musculoskeletal Health: Strengthens bones and muscles, reducing the risk of osteoporosis and improving mobility. [5]

Mental Health-

Exercise is equally beneficial for mental health:

A.   Reduction of Depression and Anxiety: Regular physical activity can reduce symptoms of depression and anxiety.

B.   Improvement in Cognitive Function: Exercise enhances brain function and reduces the risk of cognitive decline. [6]

C.   Stress Reduction: Physical activity can help manage stress by reducing levels of the body's stress hormones, such as adrenaline and cortisol.

Social Benefits-

Participation in physical activities often involves social interaction, which can improve social skills and sense of community.

2. Yoga:

Physical Health-

Yoga promotes physical health through:

A. Flexibility and Strength: Yoga postures(asanas) improve flexibility, strength, and balance.
B. Respiratory Function: Lung capacity and it's efficiency enhance breathing exercise. (Pranayama) [7]
C. Chronic Pain Management: Yoga can alleviate chronic pain conditions such as arthritis and lower back pain.

Mental Health-

The mental health benefits of yoga include:

A. Stress Reduction: Yoga reduces stress through relaxation techniques and mindfulness.
B. Improve Mental Clarity: Regular practice enhances focus and mental clarity.
C. Emotional Stability: Yoga promotes emotional balance by regulating the nervous system.

Spiritual and Holistic Health-

Yoga fosters a sense of inner peace and spiritual growth, contributing to overall well-being.

Conclusion:

A cursory Google Scholar search that includes the three terms yoga, health, and education which has a result. The rapidly growing body of yoga research has addressed an astonishing number of health variables, in relation to a large number of target populations, and in a great diversity of settings.[8] Much of this research focuses on the Yoga's significance in disease prevention and management of chronic illnesses. [9,10,11] As yoga continues to grow in popularity, and Yoga help to prevent chronic disease, it has evidence. It has been shown that various yoga styles and practices can help generate positive health and wellness outcomes; most yoga practitioners feel that their health has been improved because of their yoga practice;[12] yoga as an adjunct to health education may be more impactful than health education alone;[13] and some populations may have a preference for interventions that include yoga.[14] Researchers have noted that the inclusion of yoga philosophy may be a key element in the promotion of health behaviours,[15] and yoga styles that incorporate mindfulness, meditative elements, and breathing techniques may be of greater benefit.[16] Other studies state that yoga practice come with positive health outcomes.[17] There remains a need for ongoing, high-quality research that explores the efficacy of various yoga styles as an adjunct to health education programs.[18] Randomized controlled trials among diverse populations, in varied settings, and across multiple health dimensions are needed in order to more fully understand the role that different yoga styles help to prevent chronic illness. Yet, there is growing evidence that yoga can be used safely and effectively as an adjunct to other health education strategies in the primary and secondary prevention of many chronic illnesses. It is hoped that this brief commentary will help guide health educators toward yoga styles that are consistent with targeted chronic conditions and outcomes.

Good to Know to Maintain Our Physical Health and Mental Health:

1. Set a Routine. [Everyone needed to maintain a proper routine to decrease stress and improve mental health.]
2. Maintain Regular Meals Patterns. [Eating a healthy diet is important.]
3. Get Enough Sleep. [Be sure to stick to your regular sleep pattern 7 to 9 hours for adults.]
4. Exercise/ Yoga. [It is important to stay active.]
5. Maximize Productivity while Working from Home. [Set a workstation in your house, move around.]
6. Try a New Hobby. [If you feel low or upset on that moment try something new such as cook, art etc.]

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Our Mind Our Priority

Shantanu Chakraborty, Debashruti Ganguly, Bidisha Ganguly, Tuhin Das & Sutapa Chakraborty

Abstract: Promoting mental health awareness and integrating support systems is a vital step towards a healthier society. In today's fast paced world, where stress, anxiety and depression have become a commonplace it is crucial to have mental health awareness and support. Raising awareness about mental health is the first step towards a healthier society. Along with this even integrating support systems play an important role in providing individual's with a variety of options ensuring that they receive the help that suits their needs. Promoting mental health awareness and integrating support systems fosters a supportive community, encouraging the folks to speak up and seek help without fear of judgement.

Keywords: Mental Wellness, Awareness, Integrated Care, Supportive Community, Education.

1. Introduction:

Mental illnesses have become common, and many adults do not receive any mental health care even though treatments are available. Globally around two-thirds of the population with mental illness do not receive treatment from medical professionals. As a result, many people with mental disorders remains untreated or poorly treated. Unfortunately many college students suffer from mental illness and less than half of them receive mental health treatment. In addition, about one-third of the college students do not know about the counselling services and support are available on campus[5]. Lack of awareness of services makes it unable or rather difficult for the students to seek help.

"Mental health awareness" or " Mental health advocacy" explains the understanding for the need of mental well being. It includes various procedures such as promotion, understanding, accepting and supporting the folks who are struggling with the mental health disorders. Mental health advocacy also includes preaching of the public about the signs and indications of mental health disorders, also the promotion of self care and methods for maintaining good mental health.

2. Meaning:

2.1 What is mental health awareness?

We are well aware of the vital aspect of the well being of our physical health, but for our over-all well being, it's crucial to have a healthy mental state. Mental health directs us towards the well being of our emotions, thoughts and behaviours.

Good mental health includes being able to:

• Control stress and emotions.

• Dealing with challenges and set backs.

Individuals who are unable to handle a good mental health often suffers from many mental health disorders, such as depression, stress, etc.

Mental health awareness refers to the efforts to teach and enlighten people about mental health, disorders and the need for seeking aid and advocacy.

2.2 Types & Causes of mental health disorders :
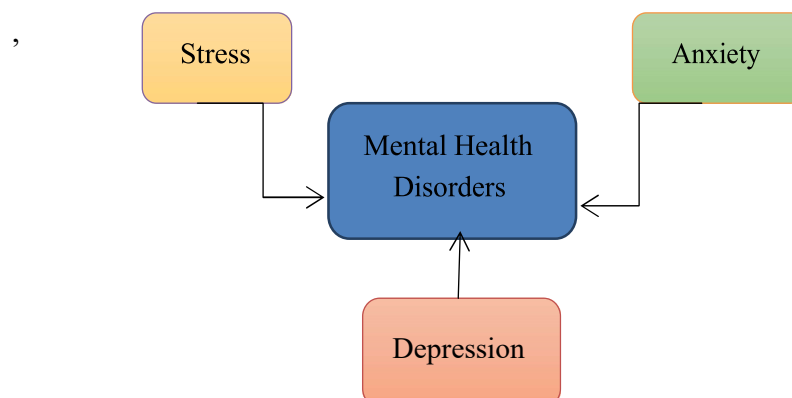
1. Stress:

According to the transactional model of stress proposed by Richard Lazarus, " Stress is a result of an individual's appraisal of a situation or threatening or challenging, leading to a physiological and psychological response"[1]. This model explains that stress evolves when there is an unevenness between

the requirements placed on a person and their sensed capability to deal with those requirements. It is a psychological response to threat or challenges.

CAUSES -

(i)   Financial &economical instability.
(ii) Family issues.
(iii) Work related /peer pressure.

2. Anxiety:

Anxiety can be defined as a mental health disorder, characterized by the feeling of uneasiness or fear, which can often appear with some physiological symptoms. According to Sigmund Freud's pyschodynamic theory, " Anxiety is a result of unresolved conflicts between the id, ego and superego" [2].

CAUSES-

(i)   Genetics and family history.
(ii) Imbalances in hormones.
(iii) Chronic medical health disorders..

3. Depression:

Aaron Beck's cognitive theory explains that depression is characterized by negative thought patterns, cognitive distortions and dysfunctional beliefs about oneself, the world and the future [3]. Beck's theory also indicates that folks with depression have negative perspectives about themselves, leading to the feeling of gloominess and unproductive.

CAUSES-

(i) Environmental factors such as traumatic experiences..
(ii) Substance abuse.
(iii)Chronic medical conditions like cancer. 2.3 Mitigation of mental health disorders.

Self care plays a vital role in maintaining mental health and for speedy recovery from any mental health disorders.

Some steps can be followed to maintain mental health, they are:

- Involvement in activities that promotes enjoyment and pleasure.
- Engaging in stress reducing activities.
- Learning effective conflict resolution strategies.
- Focus on positivity.
- Eat healthy, regular meals and stay hydrated.
- Most importantly, seek professional mental health treatment.

3. Need for mental health awareness in various fields?

1. IN WORKPLACE SECTOR:

Due to various reasons mental health awareness is required in workplace sectors, they are :

(i) Staff Wellness:

Mental health disorders can take a big toll on an individual's overall quality of life. By raising awareness and offering assistance, employers can aid their employees in maintaining positive mental health affected by several mental health Recruitment: Our Mind Our Priority and prevent from getting disorders. (ii) Retention and

A mentally healthy environment professionals. Employees shall be environment where the employer and provides aid to support their shall attract high skilled more obliged to stay in such an values their well being mental health needs.

2. IN SPORTS SECTOR:

The following points explains the awareness in sports sector : need of mental health

(i) Productivity and Wellness:

Athletes are under constant level, which can have a significant By promoting mental health organizations, athletes can maintain result help them to perform better pressure to perform at a high impact on their mental health. awareness in sports their well being which will as a and have a longevity career.

- Low Stress 27%
- High Stress 23%
- Unsustainable Stress 6%
- No Stress 5%
- Moderate Stress 39%

(ii) Recovery:

Athletes often suffer from injuries that can bring a toll on their mental health. Mental health awareness and support can play an important in helping them cope up with the psychological impacts of injuries and make the recovery process much easier.

3. IN EDUCATION SECTOR:

Mental health awareness is crucial in education sector due to the following reasons:

(i) Academic achievement:

Scholars suffer from a series of stressors and pressures including peer pressure, academic expectations and personal life problem. Raising mental health awareness in the education sector can help them identify and address their problem, which can help the students maintain a healthy mental health in the long run.

(ii) Life skills development:

Introduction of mental health awareness in education sector can help in educating the students about various life skills such as emotional regulation, stress management, etc. which can be valuable for the students in the long run during their transition into adulthood.

4. Indian Scenario :

The WHO has well explained sustainable development goals and has also elaborated the effect of mental illness and suicide on them. The suicide rate in India in 2015 at 15.7/1,00,000 is higher than the regional average of 12.9 and the global average of 10.6. [6] Suicide is the leading cause of death among those aged 15-29 in India. [7]

The treatment gap, as measured by the absolute difference between the prevalence of mental illness and the treated proportion, has been found to be 76%-85% in less developed countries.[8] One of the most reasonable viewpoint attributed to such a wide gap is the problem of available resources. In India, inadequacy exists in infrastructure as well as in human resources.[9] Despite improvements, in various health sectors, India still contributes to the global burden of diseases. Task shifting to nonspecialist community health workers has been recommended as an effective strategy for delivery of efficacious treatments on low resource settings.[10]

5. Goals Of Promotion Campaign :

The main goals of promoting mental health awareness are led down below :

1) Promote Awareness-

Enlightening the folks of the society about mental health disorders, the impact on individual's health and the ways to mitigate them.

2) Commuting Stigma -

To create a more accepting and supportive environment we should be challenging stereotypes and misconceptions about our mental health.

3) Wide Access To Resources-

To manage their mental health, individuals should have access to the necessary resources and support system.

4) Stimulate Early Intervention-

To improve the outcome of the treatments, it is important to promote early detection and interventions in mental health disorders.

6. Integration Of Support Systems :

In mental health awareness, integration of support systems is vital for providing complete care and support to folks suffering from mental health disorders. This includes:

1) Helplines-

Services such as phone or text-based that provides immediate support and care.

2) Consultative Services-

Trained mental health professionals   providing professional therapy sessions. 3. Peer Support Activities-

Promote peer support groups where folks share their experiences and provides support and care.

4. Community Resources-

Local communities or organizations providing campaigns to promote mental health awareness, mental health services and education.

5. Education & Training-

To address and recognize mental health disorders much more effectively, healthcare professionals, educators and community leaders should be provided with education and specialised training.

6. Technology-enabled support-

Mobile apps, chatbots, and virtual reality tools for mental health support and management.

7. Healthcare integration-

Collaborative care between mental health professionals, primary care physicians, and other healthcare providers.

6. Conclusion:

Considering that most of the earlier strategies to enhance mental health have not succeeded over the past six decades

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or more in less developed countries, the time has come to take a new approach with renewed vigor.

Promoting mental health awareness and integrating support systems is a sensitive topic and plays a critical role in the creation of a society that values and supports mental wellness. We can amplify the quality of life for folks suffering from mental health challenges by several approaches, such as reducing stigma, improving access to resources, building up a more supportive environment. By promoting mental health awareness and integrating support systems we can foster a culture of understanding and empathy.

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Embrace Mental Empowerment

Ahana Sarkar, Debashruti ganguly, Pousali saha & Hritam das

Abstract: Mental health resources and services can be integrated into the workplace by partnering with professionals, offering employee assistance programs, connecting with local organizations, and providing mental health awareness training. By promoting understanding, reducing stigma, and supporting a mentally healthy environment, a society where everyone feels valued and empowered can thrive. Mental health is fundamental to well-being and can impact various aspects of life. Open communication and leadership support can foster a culture of empathy and understanding, promoting a safe space for employees to share their experiences.

Keywords: mental health resources, employee assistance programs, community partnerships, mental health awareness training, anxiety disorders

1. **Introduction :**

   Mental Health Awareness Month, established by Mental Health America in May, educates the public about mental illness, raises awareness about research and treatments, reduces stigma, and celebrates recovery. The objective is to enhance comprehension and boost healthcare accessibility for individuals impacted by mental health issues.

2. **The Importance of Mental Health Awareness :**

   Mental Health Awareness Month is a month that raises awareness about mental illness, educates about available services, and encourages advocacy. It helps remove stigma associated with mental illness and encourages open conversations about mental health. It also provides an opportunity for fundraising, outreach, and awareness events, which can support research, fund treatment options, and connect advocates for a better future of mental health care. It's crucial for caregivers, friends, and loved ones to understand the impact of mental health on daily life.

3. **Understanding Mental Health Conditions:**

   3.1 The WHO Definition of Mental Health

   The World Health Organization (WHO) defines mental health as:

   3.2 Importance of Mental Health for overall Health :

   Mental disorders affect over 450 million people worldwide, with depression being the second largest disease burden by 2020[1]. Mental health is a crucial aspect of physical health and quality of life, as it is intertwined with behaviour. Depression leads to heart and vascular diseases, affects health behaviours like eating sensibly, exercising, and adhering to medical therapies, increasing the risk of physical illness. Mental health issues often result in social issues such as unemployment, broken families, poverty, drug abuse, and crime. Poor mental health also affects immune functioning, and medically ill patients with depression have worse outcomes.

   3.3 Causes of Mental Illness[5]

   Biplological Factors

   i)   Neuron Transmitters: Mental illnesses are linked to

   abnormal neurotransmitter balance in the brain, which disrupts proper communication between nerve cells, leading to symptoms of mental illness[7]

   ii)   Genetics (Heridiedity): Mental illnesses often run in families, with a family member with a mental illness more likely to develop it. Susceptibility is passed down through genes, with many mental illnesses linked to multiple abnormalities. Factors like stress, abuse, or traumatic events can trigger an illness in a person with an inherited susceptibility.

   ii) Infections: Infections like Streptococcus bacteria, such as Paediatric Autoimmune Neuropsychiatric Disorder (PANDA), have been linked to brain damage and mental illness development in children.

   National mental health policies should address broader issues promoting mental health, integrating it into various sectors like education, labour, justice, transport, environment, housing, welfare, and health[3].

   3.4 WHO Response to Mental Health :

   The World Health Organization (WHO) is working with governments to promote mental health, integrating effective strategies into policies and plans. These include early childhood interventions, child and youth development programs, socioeconomic empowerment of women, social support for elderly populations, programs targeting vulnerable groups, mental health promotional activities in schools, workplace interventions, housing policies, violence prevention programs, and community development initiatives.

4. Destigmatizing Mental Health in Workplace :

This article highlights the importance of destigmatizing mental health in today's competitive work environment, emphasizing the benefits of open discussions and practical steps for organizations to create a supportive environment[2].

3.5 Importance of Destigmatizing Mental Health

Mental health issues, such as anxiety, depression, and stress, affect one in four people. Despite prevalence, stigma and misconceptions persist, leading to a culture of silence. Distigmatizing mental health promotes openness, enabling early intervention and treatment. [8]

Benifits of Open Conversation :

Mental health issues can significantly impact an employee's job satisfaction, productivity, absenteeism, and turnover. Addressing these issues openly can help employees access the support they need, leading to higher performance[12]. A supportive environment can also reduce absenteeism and turnover, saving organizations time and money on recruitment and training. Investing in a company's mental health and well-being can significantly improve its reputation and make it a more appealing workplace.

Practical Steps for organization :

To promote mental health awareness and support, provide education and training for managers and employees on mental health awareness, signs of mental health issues, and how to support colleagues. Establish safe spaces for employees to discuss mental health concerns confidentially, such as employee assistance programs or mental health first aiders. Promote work-life balance by promoting flexible arrangements, regular breaks, and time off. The policy should be implemented to promote mental health, including the implementation of mental health days and antidiscrimination measures. Lead by example by discussing personal mental health experiences and setting a positive example[6].

Open conversations about mental health are crucial for a positive workplace environment, promoting understanding, and fostering a healthier, and more inclusive society.

5. Implementing Mental Health Support System :

Mental Health implementation is required in various workplaces as people from different workplaces can suffer from different mental health issues and it can vary from person to person[9].There can be various reasons for these issues such as workload, work environment, peer groups etc. This is the reason why mental support is required for every person in their respective fields.

There are various steps for implementation of these support which includes the following steps:

Assessment and Analysis :

Identify the specific mental health needs of the workplace. The process involves conducting surveys, focus groups, and confidential assessments.

Program Development and Implementation :

Develop and implement tailored programs, incorporating .Various modalities, such as individual counselling, group .Therapy, and stress management workshop[14].

The process of evolution ongoing and monitoring Ongoing :

The effectiveness of programs should be regularly evaluated and collected[15]. Feedback from employees, and make necessary.

Adjustments for continuous improvement.

6. Promoting Self-care and Wellness practices :

Promoting self-care and wellness practice in crucial for maintaining a good mental health and our well-being. It includes activities that reduces stress and other mental or physical disorders and keeps us mentally and physically healthy in our everyday life. This self-care practices includes exercise, mindfulness meditation, adequate sleep, healthy eating habits, engaging in hobbies that we enjoy etc.

Self-care practices can encompass various activities, including:

- Journaling: We should write down our thoughts and feelings which will help us to reduce stress and clarify our emotions.

- Socializing : Spending time with our loved ones and friends can support us emotionally and boost up our mood.

- Setting Goals: We should set a goal in our daily life regarding personal or professional development which will give us a sense of purpose and achievement.

- Limiting Screen Time: We should take break from electronic devices which will improve our sleep and reduce eye strain.

- Learning Something New: Engaging in new activities will give us a new purpose and will help us to explore our own interest in different activities.

- Yoga: Yoga will help us to improve our posture and flexibility which will help us to relax ourselves.

- Deep Breathing Exercises: Deep breathing promotes mindfulness, allowing us to live in the present moment, relax, and reduce stress.
- Self-Compassion: We should always have faith in ourselves and have patience for ourselves while fulfilling our goal especially during hard or bad situations we should not lose hope.

7. **Fostestering a culture of empathy and inclusion :**

Fostering a culture of empathy and inclusion create a major role in mental health awareness in an environment. Where everyone resolve their mental health issues and they feel protected and safe from any kind of mental distraction through this process understanding level increase and it's help us to do open and free communication without any disrupt or any problem[4]. The fostering culture creates empathy by listening. Through this process everyone feel respected and valued as a person and it's reduced mental suffering.

Some major factors for fostering a culture of Empathy and Inclusion :

- Spreading Education and Awareness - We need to increase the understanding level of mental condition and health by spreading information knowledge and educating people by various seminar etc. So proper education is necessary to help people suffering from mental health problems.
- Increasing Communication Level – When Communication level increase then majority of mental health problem resolved. When a person who is suffering from mental health condition then he need a person to whom they can communicate.
- Training and Resources - Proper training is needed to the doctor's or managers by which they able to know how to deal with the person or support the person who has a mental health challenges and suffering from it.
- Support System Organizations - Organizing of support system for the patients suffering from mental health challenges is an another important aspect. Supporting system's like support group and support community etc. helps patience.

Thus, Fostering a Culture of Empathy Inclusion on mental health is essential for creating a supportive environment where everyone feels respected and valued them can share their open minded thoughts by promoting open dialogue.

8. **Intergrgrating mental health resources and services :**

Integrating mental health resources and services means the process of organizing and managing various elements of mental health care and ensure support for individual and communities [10].

Some major key points are:

- Collaboration - It's includes collaboration between different providers such as like psychologist social workers etc.
- Education - It's includes in promotion of education and awareness on the mental health issues and its help in formation of various campaign and educational programs[13].
- Accessibility - It's includes in making this process very easy and manageable it's made this process very easy by community centre.
- Technology and Innovation - Utilizing technology for health services, mental health apps, and online resources to reach more people and provide support.

Some Importance are:

- Efficiency - It promotes efficient use of resources by avoiding duplication of services and facilitating coordinated care among different providers and agencies.
- Community Support - It fosters community involvement and support networks, empowering individuals to engage in their own care and promoting a supportive environment for mental health[11].
- Improved Access - It enhances access to mental health care by reducing barriers such as cost, stigma, and geographic distance, making services more readily available to those in need.
- Coordination of care - Collaboration between different providers (such as psychologists, psychiatrists, counselors, social workers) to ensure holistic care for individuals.

By focusing on these aspects, communities can better by integrate mental health resources and services. Overall, integrating mental health resources and services not only benefits individuals directly by improving their mental health.

9. **Conclusion:**

The mind is a powerful organ that regulates body function, and instability can impact overall health. Physical and emotional fitness is crucial for success. Mental illness can have negative consequences, and

maintaining mental health is essential. Mental and physical health are interconnected, and a person is considered perfectly healthy when both are balanced. It's essential to work towards achieving mental and physical wellbeing and seek help when needed,

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Promotion of Mental Health Awareness in India

Dr Arvinda Shaw

Abstract: Mental health illnesses and disorders are on the rise both globally and in India. In India, one out of every ten people suffer from one or other type of mental illness. The National Mental Health Survey 2016 is the largest reported survey on mental health morbidity in India and it reported that nearly 150 million Indians suffer from one or the other mental morbidity. Adolescents in India are particularly vulnerable to mental health problems like anxiety disorders and depression. As per the World Health Organization, "Without mental health, there can be no true physical health". The burden of mental disorders is increasing steadily because of inadequate appreciation of the interplay between mental illness and other health disorders. Progress in mental health service delivery has been slow in most low- and middle-income countries. Barriers include the existing public health priorities and their influence on funding, challenges of delivery of services in primary-care settings, inadequate number of trained manpower, and lack of mental health perspective in public health leadership. Post-COVID-19 pandemic cases of depression and anxiety have been seen in people from both rural and urban set-ups of our country. So, now increasing focus is laid on both the promotion of public awareness and the prevention of mental health disorders. This in turn would help to decrease the burden of mental health diseases/ailments on society as well as the healthcare system. Promotion of awareness can help to combat stigma around the illness, adoption of preventive measures, identification of the causative factors, early detection of symptoms and taking appropriate measures within the community. Affected people can seek professional help without delay.

Thus, mental health awareness programs are targeted to educate community people, and family members and address the stigma and discrimination arising from ignorance and misinformation. Mental health literacy is related to the identification, causes, self-help, and facilitation of professional intervention. Research has shown that mental health awareness programs have had a favourable impact as they evoke positive changes in the views and behaviour of people concerning mental illnesses. The government of India has launched several initiatives both online and offline to render affordable and accessible healthcare facilities.

Keywords: mental health, illness, awareness, prevention, stigma

Introduction :

Gautham et.al. (2020) reported through their study that mental health illnesses have become a common problem globally. A study conducted by the World Health Organization reported that the global prevalence rate of such illnesses ranged between 12-48.6%. In India, one out of every ten people suffer from one or other type of mental illness. The National Mental Health Survey 2016 is the largest reported survey on mental health morbidity in India and it reported that nearly 150 million Indians suffer from one or the other mental morbidity. 7.3% of Indian adolescents aged between 13-17 years suffer from severe mental illness and many are vulnerable to mental health problems like anxiety disorders and depression. The Global Health Observatory stated mortality does not give a complete picture of the burden of disease borne by individuals in different populations, it is assessed using the disability-adjusted life year (DALY). One Disability-adjusted life year (DALY) represents the loss of the equivalent of one year of full health. A study by Charlson et. al (2016) reported, India contributes 15% of Disability-adjusted life years (DALYs) in 7%– 13% of global DALYs. Lopez et.al (2006) found that recently attention is being directed towards fostering overall well-being and positive mental health to prevent the onset of mental disorders.

According to Saxena et.al (2002), the main goal of promoting mental health awareness is to decrease the rate of occurrence of new cases, postpone the onset of mental illness, reduce the stigma attached to it, and enhance cost and morbidity. Wood and Joseph (2010), reported that individuals who demonstrate lower levels of positive well-being are usually at higher risk of developing mental health illnesses. Thus, according to a study by Kalra et.al (2012) identifying the factors that promote positive well-being and resilience in individuals is important in preventing mental illnesses and improving mental health status of those already suffering from it.

Scenario in India:

Gangadhar et al (2023) indicated through their work that despite improvements in the health sector, India contributes largely to the global burden of mental health illnesses. A large number of assessment and intervention programmes are running in India one such initiative was the National Mental Health Policy (NMH Policy), introduced in 2014 alongside the Mental Healthcare Act (MHCA) of 2017, both the initiatives aim at improving mental health services and safeguarding individual's rights. The NMH Policy focuses on providing comprehensive care, spanning outpatient to community-based services, higher resource allocation for making services more accessible and its integration into general healthcare. Emphasis is laid on providing affordable and accessible mental healthcare facilities to the population, including the poor and underprivileged, and conducting surveys to help in the formulation of policies.

According to the Ministry of Health & Family Welfare (2023), programmes for mental health are evolving to meet the situation in mental healthcare in India. The National Mental Health Programme (NMHP), with its component the District Mental Health Programme (DMHP),are working to uplift mental healthcare delivery

services in India. Since 2015, the DMHP's coverage has expanded to 716 districts in India. The facilities made available under DMHP at the Community Health Centre (CHC) and Primary Health Centre (PHC) levels include outpatient services, assessment, counselling/psycho-social interventions, continuing care and support to persons with severe mental disorders, drugs, outreach services, ambulance services etc. To scale up mental health services under NMHP, it has been integrated with broader health services under the National Health Mission for better planning, coordination and resources. The Government of India has introduced three initiatives to increase the accessibility, affordability and engagement of mental health services at community and grassroots levels. The Ayushman Bharat initiative provides provisions for mental illness screening at the primary level.

The National Mental Health Survey(2015-16) initiative helped to understand the mental health status in 12 states, 43 districts, 80 sub-districts/talukas,720 clusters, 10152 households and 34,802 individuals to obtain the prevalence rate of mental health illnesses in India. The main objectives of this survey were to:

- Estimate the prevalence rate as well as the delineation patterns of mental disorders in a representative Indian population.
- Identify the treatment gaps in the health care system concerning mental health.
- Assessment of mental health systems across the surveyed states.
  Some of the findings of the survey were:
- Strengthening of systems approach in mental health delivery: Mental health programmes have made only marginal progress despite an increase in resource allocation. The survey indicated mental health programmes and activities were fragmented, deficient in programme components, and suffered from numerous administrative, technical and resource constraints along with weak governance and leadership. A proper systems approach that identifies and integrates all components required for the implementation of programmes through coordinated mechanisms was absent in many states.

  •Lack of State-level mental health policy: Except for the states of Gujarat and Tamil Nadu, no other state had a distinct mental health policy with clearly articulated goals, objectives and mechanisms. All the states need their clear action plan for good quality healthcare delivery services.

  •Mental health programmes are stand-alone programmes and not integrated with other health and welfare programmes: It is strongly recommended that mental health should be integrated with all health and welfare programmes because the understanding of mental health care in recent times has undergone phenomenal changes. Non-communicable diseases, addiction problems, injury and violence, and social problems are linked to social determinants of health. Thus, mental health problems are both a cause and consequence of several disorders. An examination of mental health programmes at state and district levels indicates that physical, human and financial resources are still very limited.

  •Capacity strengthening: Capacity strengthening and human resource development programmes are still limited. Most significantly, programme managers need adequate knowledge and skills in programme implementation.

  •Health professionals and workers are not fully engaged in mental health activities. The deficiency in mental health manpower position in India is well acknowledged.

  •Private sector engagement is unclear and needs strong participation: Data from the National Mental Health Survey (NMHS), clearly indicate that most persons with mental problems often seek care from private sector agencies. In India, these range from faith healers to corporate hospitals. Being a highly unregulated sector, the current resources, engagement and caregiving patterns are highly unclear. A comprehensive policy adopted at a state level will be the first step to moving in this direction.

  •Mental health financing is ad-hoc and not streamlined: None of the surveyed states had any defined allocation of funds for mental health care activities due to a lack of planned activities. Most health programmes in India face similar challenges and mental health was worst placed in this scenario. The budgetary support for mental health activities suffered from a lack of activity specification, justification, timely allocation and difficulty in even utilising the available budget.

  •Legislations are poorly understood and implemented: In every society people suffering from mental illnesses are found to be highly vulnerable and are subjected to a wide variety of practices that impinge on their health, and impact safety and security. This is more common in Indian society due to several cultural issues and hence the mentally ill need to be supported through strong welfare measures. A review of the current status of legislative implementation across the states revealed that at times it lacked clarity or was poorly interpreted.

  •Lack of Guidelines for a minimum package of interventions at different levels: Stepped care is often described as "Having the right service in the right place, at the right time delivered by the right person". This care model is increasingly being adopted as a preferred model of service delivery especially for mental health care as it embodies the concept of self-care and patient-centred outcomes, but unfortunately, this concept and practice was found missing at different levels.

•Mental health promotion activities have not gained prominence: The survey revealed that most states lacked mental health promotion activities on a large scale and care and management being of prime importance, were not seen in all states. Mental health promotion through several methods focussing on strengthening resilience, coping abilities, stress reduction, family support systems, community participation and others delivered through schools, workplaces and local communities are required and can address many problems at an early stage. Programmes in educational institutions and workplaces need considerable strengthening in the coming days to focus on the promotion of health and to build support mechanisms.

•Advocacy and awareness programmes are ad-hoc in nature: Current mental health education activities are isolated, sporadic and invisible and lack focus and direction. Local NGOs were predominantly involved in facilitating the issuance of certificates as well as conducting isolated education activities. Many activities related to setting up dead diction services, day-care centres, long-stay homes, sheltered workshops and others were missing and lacked sustained advocacy activities.

•Coordination between agencies is lacking: Timely coordination of activities was absent and coordination between the Centre – -states–districts – departments- institutions – and peripheral agencies was missing, often leading to delays in implementation. Even though every state has a mental health authority and a state mental health programme officer, confusion exists about their specific roles and responsibilities. The activities focused more on the licensing of institutions, legislative issues, and assuring drug availability, and less on programme development – delivery – monitoring and evaluation.

•Programme monitoring and evaluation are missing components: The most neglected area in mental health services delivery and its implementation across the states has been the monitoring of programmes, while evaluation (in its true sense) has been virtually absent or minimally present. Excepting the two states of Tamil Nadu and Gujarat, none of the other states reported any mechanisms for meaningful monitoring or evaluation. The need for measurable and defined indicators, methods of data collection, specified programme officers for monitoring, review of programme components and the required support systems for monitoring activities were lacking.

The Ministry of Health & Family Welfare (2023), reported that the impact of Covid-19 has been profound on the prevalence of anxiety and depression in India. Realizing the magnitude of people's mental health Government of India launched certain initiatives including setting up a 24/7 helpline to provide psychological support by mental health professionals, issuances of guidelines/advisories on the management of mental health issues, advocacy through various media platforms using creative and audio-visual materials on stress management, relief from anxiety, promotion of environment of support and care for all, issuance and dissemination of detailed guidelines by the National Institute of Mental Health and Neurosciences (NIMHANS) during Covid-19 pandemic, online capacity building of health workers by NIMHANS in providing psychosocial support and training through (iGOT)-Diksha platform.

According to WHO, mental health promotion interventions improve overall well-being and are delivered in the settings where people live, work, learn and thrive. The Centers for Disease Control and Prevention, National Center for Injury Prevention and Control suggests, that most people are resilient but some people are at greater risk of developing a mental health condition when exposed to adverse circumstances – including poverty, violence, disability and inequality. Determinants of mental health include individual attributes such as the ability to manage one's thoughts, emotions, behaviours and interactions with others. In addition, social, cultural, economic, political and environmental factors have a role to play as do specific psychological, personality, and genetic factors.

Mental health is important because it helps us to:
•   Cope with the stresses of life
•   Be physically healthy
•   Have good relationships
•   Make meaningful contributions to your community
•   Work productively
•   Realize your full potential

Mental health is very crucial for leading a physically healthy life. Mental disorders/ailments if not identified and treated on time can increase the risk for other physical health problems such as stroke, type 2 diabetes, and heart disease. There is no single cause for mental illness. The mental health conditions of an individual can change over time, depending on many factors such as long working hours, suffering from chronic illness, economic hardships, loss of any near one, less coping abilities, unfavourable environment, chemical imbalances in the brain, isolation or loneliness, use of drugs or alcohol etc can impact the mental health of any individual negatively.

The study by Shalini & Sivakami, (2023) reported, India's adolescent population of 10-19 years is 253 million. These young minds are the country's demographic dividend so protecting their well-being is vital for economic prosperity and development. But gender disparity is a social menace in our society where adolescent

girls face various challenges, including gender-based violence and discrimination which severely affects their mental well-being. Academic expectations, peer pressure, concern about the future, societal expectations etc take a toll on mental health during these tender times of life.

WHO (2022) states, that promoting mental health awareness involves creating an environment, which advocates for the adoption of healthy living by following a healthy lifestyle. Multispectral engagement along with national mental health policies and legal frameworks are imperative for effective management of mental health disorders. A comprehensive strategy should be adopted by governments for the promotion, prevention, treatment and recovery from mental illness. Policymakers should be encouraged to promote availability and accessibility to costeffective treatment of common mental disorders at the primary health care level.

In India, the Mental Health Care Act 2017 was passed on 7th April 2017 and came into force on 29th May 2018. This act was passed to provide mental healthcare and services for individuals suffering from mental illness and to protect, promote and fulfil the rights of such persons during the delivery of mental healthcare and services and for matters connected therewith or incidental thereto.
This act superseded the previously existing Mental Health Act, 1987 passed on 22 May 1987.

WHO (2023) advocates, mental health is a basic human right thus everyone whoever and wherever they are, has a right to the highest attainable standard of mental health. This includes the right to be protected from mental health risks, the right to available, accessible, acceptable and good quality care, and the right to liberty, independence and inclusion in the community. Every year on 10th October, World Mental Health Day is observed all across the globe to raise awareness of mental health issues around the world and to mobilize efforts in support of mental health. Yet all over the world, people with mental health conditions are subjected to a wide range of human rights violations. Many are excluded from community life and discriminated against while many cannot access the healthcare services offered at the primary level. Good mental health is vital to our overall health and well-being as it allows us to cope with challenges, connect with others and thrive throughout our lives.

Conclusion:

Mental wellbeing is about feeling good, having positive relationships, functioning well and leading a meaningful life thus paying attention to one's mental wellbeing is important and relevant for all of us whether we are affected by any mental health condition or not. Both physical and mental health are interrelated so we need to be aware of what is being fed to our mind and body. We are not born with resilience, the ability to cope under stress but we can develop it over the course of our life which prepares us to face the adversities and get back to our normal life. The Government of India has launched many initiatives and the Mental
Healthcare Act 2017 to reduce the incidence of mental health disorders in our community by promoting awareness, making healthcare services accessible and affordable for the underprivileged and safeguarding the rights of people suffering from mental health illness.

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Fostering Mental Health Awarenes and Support Integration

Ankita Guin, Ishika Das, Ispita Das, Tiyasa Datta & Debattri Das

Abstract: Mental health refers to an individual's behavioural, emotional, and psychological state, encompassing their overall wellbeing. In today's world, mental health awareness and support systems are crucial for promoting healthy lifestyles and preventing mental illness. This chapter explores the importance of mental health awareness, emphasizing the need for education and early identification of mental health issues to avoid suffering in silence. We will discuss the purpose of promoting mental health, highlighting its benefits for individual quality of life, physical health, and community well-being. Additionally, the chapter provides practical solutions and resources for those seeking help, aiming to foster a supportive environment for mental health. By enhancing understanding and support for mental health, we can build a more informed and compassionate society dedicated to the well-being of all its members.

Keywords: Mental Health, Awareness, Mental Health Promotion, Mental Disorders, Mental Health Support.

1. Introduction:

If mental health isn't up to par, serious mental illnesses can develop. Maintaining mental health is an essential component of leading a healthy lifestyle. Cultivating psychological wellness mindfulness is imperative to adapt to these diseases. Essential steps include ensuring integration and spreading awareness. Mix guarantees that the populace overall approaches the psychological medical care they need right off the bat throughout messes and without interruption. At the point when individuals get treatment in essential medical services offices, the probability of better wellbeing results, full recuperation, and kept up with social coordination is expanded. Understanding the significance of psychological wellness and its effect on generally speaking prosperity is the most important phase intending to emotional wellbeing issues. Emotional, psychological, and social well-being are all parts of mental health. It alters our thinking, feeling, and behaviour. Additionally, it influences our stress management, interpersonal relationships, and decision-making. From childhood and adolescence through adulthood, mental health is essential.

2. Objectives:

2.1 To Understand the Value of Mental Health and Prevent Mental Illness

- Recognize the Importance of Mental Health: Our mental health is very important to our overall health. It impacts our considerations, feelings, ways of behaving, and connections. Our ability to prioritize our mental health and recognize its impact on our ability to function effectively in various aspects of life is aided by our awareness of its significance.
- Promote Early Detection and Intervention of Mental Health Issues: Mental health issues that are identified and treated early can prevent their worsening. Promoting regular mental health examinations and being aware of early warning signs can prompt intervention, minimizing the effects of mental health issues over time.
- Encourage Healthy Lifestyles to Support Mental Wellbeing: Mental health can be significantly improved through the use of effective stress management strategies, regular physical activity, a well-balanced diet, and adequate sleep. Promoting these changes to one's lifestyle can aid in the prevention of mental health issues and enhance one's quality of life as a whole.
- Educate the Public About Mental Health and Available Resources: People are more likely to seek assistance when they are informed about mental health conditions, their symptoms, and treatment options. Awareness can be raised, misconceptions can be dispelled, and people can be directed to the right resources and support services by public education campaigns.

2.2 Remove the Societal Stigma About Mental Health and Spread Awareness

- Implement Public Education Campaigns to Change Negative Perceptions: Mental health misconceptions and negative stereotypes can be challenged and changed through educational efforts. These campaigns have the potential to create a setting that is more accepting and supportive of people with mental health issues by highlighting the reality of living with those conditions and providing accurate information.
- Share Personal Stories to Humanize Mental Health Issues: Mental health issues can be made more relatable and stigmatized through personal testimonies from people who have experienced difficulties. These accounts can move others to look for help and show that recuperation is conceivable.
- Promote Inclusive Policies and Practices in Organizations: Associations can assume an essential part in normalizing emotional wellness by embracing strategies that help mental prosperity. This includes providing resources for mental health, offering a variety of work options, and instilling a culture that places a high value on mental health.
- Engage Communities in Mental Health Discussions and Support: Local area contribution in psychological wellness drives can make an organization of help and understanding. Stigma can be reduced and those in

need can receive collective support if communities are encouraged to have open conversations about mental health.

- Use Respectful Language to Reduce Stigma: Our perceptions and attitudes are shaped by language. When discussing mental health, it can be helpful to reduce stigma and foster a more accepting attitude toward mental health issues by employing language that is respectful and devoid of judgment.

2.3 Gather Support to Integrate Mental Health into Primary Health Care

- Highlight the Benefits of Integrating Mental Health into Primary Care: Mental health is treated as a part of overall health when mental health services are incorporated into primary care. Comprehensive care, early detection of mental health issues, and improved health outcomes are the results of this strategy.

- Train Primary Care Providers to Recognize and Treat Mental Health Disorders: The ability of primary care providers to provide holistic care can be improved by providing them with the necessary training and resources to identify and manage mental health conditions. Utilizing screening tools, comprehending treatment options, and making appropriate referrals are all covered in this training.

- Encourage Collaborative Care   Models Between
  Primary and Mental Health Professionals: Primary care physicians collaborate with mental health professionals to manage patients' mental health needs in collaborative care models. Patient outcomes, treatment adherence, and coordinated care are all enhanced by this teamwork.

- Utilize Technology to Increase Access to Mental Health Services: Especially in underserved areas, telemedicine and digital health tools can increase access to mental health care. Online counselling, mental health apps, and telepsychiatry services give patients who need care more support and flexibility.

- Advocate for Policies and Funding to Support Mental Health Integration: It is essential to provide funding and support for policies that encourage the integration of mental health into primary care. This includes pushing for more money for mental health care, creating legislation that will help, and making sure that resources are used effectively.

- Educate Patients on the Importance of Discussing Mental Health with Their Primary Care Providers: Early intervention and comprehensive care can result from patients discussing their mental health with their primary care providers. Teaching patients on the significance of psychological well-being conversations standardizes these discussions and guarantees they get the consideration they need.

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3. Key Concepts and Theories :

3.1   Early Background of Mental Health Awareness

In order to raise awareness of mental illness and wellness, Mental Health Awareness Month was established in May 1949. Mental Health America, an organization founded in 1908 by Clifford Beers as the Connecticut Society for Mental Hygiene, led this effort. Brews, a creator, nitty gritty his own battles with psychological well-being and the insufficient medicines he got, which prompted the production of this support bunch. In order to establish community-based mental health services, the National Mental Health Programme (NMHP) was established in India in 1982. After a successful pilot program in Bellary, Karnataka, in 1980, this project became the District Mental Health Program (DMHP) in 1996. Community-level access to mental health care was the goal of this model.

3.2   Mental Health Awareness in Different Settings

1.   Education: Students learn to control and comprehend their emotions, develop strong personalities, and seek assistance when they need it by raising awareness of mental health issues in the classroom. Because they are regarded as trustworthy figures, teachers play a crucial role in educating students about mental health. Students can freely discuss mental health issues in a supportive setting that is created by mental health education in schools.

2.   Workplace: About 60% of the world's population is employed, according to the World Health Organization (WHO). For both individual well-being and organizational productivity, it is essential to establish a positive and healthy work environment. To keep employees and increase productivity, businesses should make investments in mental health care. Employees can effectively manage stress and mental health issues if the culture of the workplace is supportive.

3.   Communities: When it comes to helping people with mental health issues, communities play a crucial role. Individuals are more likely to overcome mental health issues when communities provide support and foster a sense of community and trust. People with mental health issues are more likely to feel isolated when they live in supportive communities because they can participate, have fun, and reach their full potential.

3.3   Importance of Mental Health Awareness

1.   Eradicate Stigma: The stigma associated with mental health issues can be reduced by raising mental health awareness, which in turn encourages more people to seek assistance.

2.   Early Identification and Treatment: Awareness leads to earlier identification and treatment of mental health problems, improving outcomes.

3.   Economic Benefits: By improving the mental health of employees, raising productivity and decreasing absenteeism, raising awareness of mental health issues can contribute to economic growth.

4.   Holistic Health Approach: A more comprehensive approach to health care is guaranteed by placing an emphasis on mental health as a component of overall well-being.

3.4   Strategies for Implementing Mental Health Awareness

1.   Awareness Campaigns on Social Media: Use online entertainment stages to contact a wide crowd with psychological wellness data and assets.

2.   Seminars and Webinars: In order to inform and entice individuals, organize events centered on mental health care.

3.   Employee Assistance Programs (EAP): In order to provide employees with resources and support for mental health, promote EAPs.

4.   Special Mental Health Days: On designated days, organize and promote activities and awareness of mental health.

5.   Fostering Open Discussions: Establish settings where it is encouraged to have candid conversations about illnesses and mental health issues.

6.   Community Support and Engagement: Draw in local area individuals in psychological wellness drives to fabricate a steady organization.

7.   Insurance Coverage for Mental Health Illnesses: Advocate for mental health treatments to be covered by all insurance plans.

8.   Strengthen Mental Health Infrastructure: Invest in mental health facilities, resources, and training to improve care.

9.   Online Courses: Offer internet-based courses about emotional wellness problems to teach general society.

10.   24/7 Support: Offer nonstop help for people managing psychological well-being problems, guaranteeing they approach help at whatever point required.

4. Support Integration Approaches :

4.1   Policies and Advocacy About Mental Health

Implementing Laws and Policies: Enacting comprehensive laws and policies to address mental health issues in workplaces, communities, and schools. By encouraging open dialogue and support, these policies aim to reduce mental health problems' social stigma.

4.2   Proper Training and Education

Educating About Early Signs and Symptoms: Educating the general public on how to recognize mental illness's early symptoms. Because of this awareness, society moves in the right direction when it comes to effectively addressing issues related to mental health.

Regular Training Sessions: Regular training sessions on mental health literacy to increase people's and communities' understanding and knowledge People learn how to recognize, comprehend, and support those who are struggling with mental health issues through these sessions.

4.3   Collaborate Interdisciplinary Teams

Forming Interdisciplinary Teams: Making interdisciplinary groups including emotional wellness care experts, social specialists, and other significant individuals. In order to provide comprehensive care that addresses individuals' social and mental health requirements, these teams collaborate. For those seeking mental health services, interdisciplinary collaboration ensures comprehensive support and improves outcomes.

These joining approaches are essential in encouraging a strong climate where emotional wellness is focused on, disgrace is diminished, and people get viable consideration and backing across different settings.

5. Limitations and Barriers:

5.1   Misconceptions and Stigmas

Historical Stigma: Misconceptions and societal stigmas surrounding mental health have deep roots in history and culture. These stigmas often portray mental health problems as personal weaknesses or moral failings rather than legitimate health issues. As a result, individuals may feel ashamed or embarrassed to openly discuss their mental health concerns. This stigma can prevent people from seeking help, leading to delayed treatment and exacerbation of their condition. It also contributes to social isolation and discrimination against those with mental illnesses, further hindering community support and understanding.

5.2   Financial Barriers

Cost of Mental Health Care: Accessing mental health care services can be financially burdensome for many individuals and families. The costs associated with therapy sessions, psychiatric consultations,

medications, and specialized treatments can quickly accumulate. In countries with limited public health coverage or high out-of-pocket expenses, financial barriers become significant obstacles to receiving timely and adequate mental health care. These financial challenges disproportionately affect marginalized communities and low-income individuals, perpetuating disparities in mental health outcomes.

5.3 Limitations in Technology

Access and Connectivity: In today's digital age, technology plays a crucial role in delivering mental health services and support. However, not everyone has equal access to technology or reliable internet connectivity. Rural and underserved areas may lack access to broadband internet and digital devices, limiting individuals' ability to participate in teletherapy sessions, access online resources, or use mental health apps. Moreover, concerns about data security and privacy breaches may deter individuals from engaging with digital mental health platforms, especially in regions with inadequate regulatory frameworks for protecting personal information.

5.4 Shortage of Professionals

Lack of Mental Health Professionals: There is a global shortage of trained mental health professionals, including psychiatrists, psychologists, counsellors, and social workers. This shortage is particularly acute in low- and middle-income countries like India, where the ratio of mental health professionals to population is significantly below recommended levels. The scarcity of professionals leads to long waiting times for appointments, limited availability of specialized care, and increased pressure on existing mental health providers. As a result, many individuals experience delays in receiving diagnosis, treatment, and ongoing support for their mental health needs.

5.5 Fear of Repercussions in the Workplace

Workplace Challenges: Many employees hesitate to disclose their mental health concerns in the workplace due to fear of negative repercussions. Common concerns include being stigmatized, facing discrimination, or experiencing adverse career consequences such as reduced job opportunities or even termination. This fear creates a culture of silence around mental health issues in many workplaces, preventing employees from accessing necessary accommodations, support programs, or resources for mental well-being. Addressing workplace stigma and promoting a supportive environment where employees feel safe to discuss mental health openly is essential for fostering a mentally healthy workplace culture.

5.6 Addressing These Challenges:

Overcoming these limitations and barriers requires a multifaceted approach involving:

- Policy Reform: Creating and executing arrangements that focus on emotional wellness subsidizing, grow admittance to reasonable consideration, and advance enemy of shame crusades.
- Education and Awareness: promoting early intervention and help-seeking behaviours, reducing stigma through education efforts, and raising public awareness of mental health issues.
- Technology and Innovation: Putting resources into computerized psychological wellness arrangements, further developing admittance to telemedicine, and guaranteeing information security and protection insurances.
- Workplace Mental Health: establishing a culture of openness and support, implementing policies that are supportive of the workplace, training managers and employees on mental health awareness, and
- Professional Training: promoting interdisciplinary collaboration, encouraging careers in mental health, and expanding mental health workforce training programs to meet rising demand

Societies can work toward ensuring that everyone has equitable access to mental health care and support by addressing these issues holistically, resulting in improved mental health and health outcomes.

6. Conclusion:

While there are a lot of obstacles in the way of raising awareness of mental health issues and integrating support systems, there are also a lot of opportunities for societal advancement and individual well-being. Global progress is being made toward creating more supportive environments for mental health care, despite obstacles like stigma, financial constraints, technological limitations, workforce shortages, and workplace challenges.

In Conclusion, cultivating emotional well-being mindfulness and coordinating emotionally supportive networks requires a multilayered approach that tends to cultural perspectives, monetary hindrances, mechanical headways, labour force deficiencies, and work environment elements. Cooperative endeavours across legislatures, medical care suppliers, managers, teachers, and networks are fundamental to establishing conditions where emotional well-being is focused on, and disgrace is destroyed. We can create resilient communities where individuals thrive, mental health is nurtured, and the potential for societal development is maximized through our collective efforts. We pave the way for a future in which mental health integration is a cornerstone of a society that is healthier and more compassionate by placing mental health at the forefront of public health agendas and advocating for systemic change.

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Promotion of Physical Activity and Yoga

Tanisha Bhattacharjee, Tamali Acharjee, Soumita Pradhan, Piyasa Maity & Debattri Das

Abstract: In abstract, Yoga and Physical Activity is very important for us. Physical Activity is a crucial aspect of a healthy lifestyle, offering numerous benefits for the body and mind. Yoga is a holistic practice that combines physical postures, breathing techniques, and meditation to promote physical, mental and emotional well-being. Yoga or Physical Activity also affected mental health positively. It's also help our body fitness and mind refreshment. Regular Physical Activity and Yoga can both contribute to overall health and well-being. It's help to move on any depression and give strong mind or energy. Physical Activity and Yoga may help in the management of cravings for substances, especially in people who may not have access to other forms of therapy.

Keywords: Anxiety, Depression, Morbidity, Mental Health, Physical Health.

1. Introduction :

Yoga is essentially a spiritual discipline based, which focuses on our health care and mind. It is an art of healthy living. The word Yoga is derived from the Sanskrit root "Yuj". In today's fast-pased world, prioritizing physical and mental well-being in crucial far a happy and healthy life. This movement produced by skeletal muscles that requires energy. It provides various health benefits like- it can relief of mental stress and headache. It's both can improving our body composition, fitness and remove many diseases. It's can totally change our ir-regular lifestyle. By incorporating Physical Activity and Yoga into our lifestyle. You can reduce stress and anxiety and improve sleep quality. Engaging in regular Physical Activity and practicing Yoga can have transformative impact on overall health and quality of life. The breathing exercise and meditation in Yoga can also improve mental well-being.

2. Objective :

- Development of Mental Strength, Physical Strength and ability.
- Improve body fitness and health weightness.
- Increases cardiovascular efficiency.
- To provide relaxation and flexibility.
- To increase productivity in life.
- To change unhygienic lifestyle T o improve concentration.
- To improve memory power.
- Improve learning efficiency.
- Motivate individuals to incorporate Physical Activity and Yoga into their daily routine.
- Educate people about the benefits of Physical Activity and Yoga far overall health and well being.
- Track participation and health outcomes to evaluate the effectiveness of promotion efforts.
- To improve sleep and health awareness.

3. Review of Literature:

Yoga is essentially a spiritual discipline which is based on an extremely subtle science that concentrates on bringing between mind and body. It is a science and an art of healthy and sound living. Yoga is a physical, mental & spiritual practice that originated in India. It is aimed at controlling & stilling the mind and gaining a detached consciousness. It uses physical postures, breathing exercise to improve overall health. Yoga was developed as a spiritual practice thousands of years ago.

Physical Activity can be defined as any movement of the body that requires energy & can help improve health. Exercise is a type of physical activity but not every physical activity is exercise. Exercise is a planned, structure for the purpose of improving or maintain physical fitness. It can be moderate, vigorous or light & can include : Exercise, Sports, Dance, Strength training.

3.1 History :

Yoga

- The science of Yoga has its origin thousands of years ago, long before the first religion or belief system were born. Yoga is widely considered Saraswati valley civilization dating back 2700 BC and has proven itself to cater to both material and spiritual humanity.
- The practice of Yoga is belived to have started with the very down of civilization.
- In India monks went into seclusion for years with the goal of creating a dis-ease free strong body. It was a significant aspect of several Indian philosophical system that including Hinduism, Jainism, Buddhism and used to promote spiritual growth and understanding.

- The stages carried this powerful yogic science to different parts of the world, including Asia, the Middle East, Northern Africa and South America.
- In 19th century, Yoga was introduced to the western world by Indian gurus like Swami Vivekananda and Paramahansa Yogananda.
  In 1960s – 1980s,Yoga gained popularity in the west, with the rise of Hatha Yoga and the teachings of B.K.S and k.
  Pattabhi Jais.
- In 1990s – Present, Yoga has became increasingly mainstream, with diverse style & approaches emerging and a growing recognition of its physical, mental & emotional benefits.
- Agastya, the saptarshi who travelled across the Indian subcontinent , crafted this culture around a core Yoga the way of life.
  Physical Activity
- Physical Activity has been practiced by humans since historic time. At the down of the Neolithic Agriculture Revolution, the first agricultural revolution, 10000 BCE, human began to transition form hunter gatherless to living in settlements and a more sedentary lifestyle.
- Many early civilizations associated Physical Activity with diseases prevention and purely engaged in physical activities they felt improve their overall health.
- Physical Activity has been practiced by human science prehistoric time.
- Babylonians, Egyptians, Greeks and Romans physical training on their young man to prepare for battle.
- In 19th century, The industrial revolution led to a decline the physical activity prompting concerns about public health.
- 1960s -1980s, The aerobics era popularized group fitness classes and home workouts.
  1990s – Present, The rise of evidence based exercise science and public health initiatives have emphasized the importance of regular physical activity far overall health.

4. Importance:
4.1 Yoga
- Yoga helps us keep better and maintain our health, also develop a higher patience level when you practice Yoga.
- Yoga brings the body and mind together and built on three main elements – movement, breathing and meditation.
- Enhances heart health and promotes better self care.
- Supports immune functioning.
- Regular practice yoga totally loss extra weight easily and maintain healthy weight.
- Practicing yoga on daily basis enhances the blood circulation in the body.
- Yoga helps to relax mind completely. It helps to work on unnecessary tensions, thus facilitating better sleep.
- Performing yoga everyday will eventually result in better concentration.

4.2 Physical Activity
- Physical Activity improve our muscle strength and boost your endurance.
- physical exercise gives oxygen and nutrients to your tissues and help your cardiovascular system.
- It also improve our memory and brain function among all age group.
- It helps in weight management, heart, health.
  Enhance sleep quality and overall quality of life.
- Chronic disease prevention(some cancer, diabetes, heart diseases).
- Stronger bones and muscles.
- Reduce risk of premature death.
- Increased energy level.
- It reduces depression, anxiety and improves quality of sleep.

5. Methodology :
In this review article, a current understanding of the underlying physiological and psychological process during exercise and physical activity that are implicated in improving mental health is presented. Common clinical methods of measuring physical activity include heart rate monitoring, questionnaires accelerometers and pedometers. Both moderate and vigorous intensity physical activity improves health. People ways to be active in walking, cycling, sports, wheeling, active recreation and play can be done at any level of skill and for enjoyment by everybody. An whelming majority of references come from works published within the past decade. Tertimonialsto inspire people to adopt physical activity. Integrate physical education into school & corporate wellness programs.

Various style of yoga combine physical postures, breathing techniques and meditation. Pranayama (that is breathing exercise) to regulate the breath and increase energy flow, the dhyana to cultivate mind fullness and inner peace. Organize group fitness classes, yoga session & workshops in local parks, community centers and gyms. Utilize social media platforms to share engaging content & tips. Host marathons, yoga festivals, and fitness fairs to promote yoga. Develop websites, apps, and video platforms offering virtual classes, fitness tutorials, and wellness content. Conduct studies & assessments to measure the impact of yoga on overall health and well being.

6. The impact of physical health on mental health :

Physical health problems significantly increase our risk of developing mental health problems. There is an increasing amount of evidence documenting the beneficial impacts of physical activity on physical activity on mental health, with studies examining the effects of both bouts of exercise and more extended periods of activity. Physical health problems significantly increase our risk of developing mental health problems, and physical health condition also has a mental health problem, such as – depression and anxiety. Mental health condition can causes difficulties in our aspect of life including relationship with family, friends, community. Physical causes such as neurological condition, head injuries that also impact on your mental health and behavior. Regular physical activity improves sleep quality, which is essential for mental health. It reduces symptoms of past – traumatic stress disorder (PTSD) & obsessive – compulsive disorder (OCD). It has been shown that exercise can improve attention, focus, memory, cognition, language fluency and decision making for upto two hours. Exercising have been shown to be effective adjunct therapies for a variety of mental health condition.

7. Yoga as an adjunctive treatment :

Continuous evalution and adaption of treatment protocols will ensure that patients receive the most effective and individualized care. In time, yoga represents a promising adjunctive treatment for depression, with rolest evidence supporting its efficiency and acceptability. It also improve the function of traumatized individual by helping them to tolerate physical and sensory experiences. Yoga as an beneficial for eating disorder (ED) treatment. Yoga can help our fight, freeze nervous systems maintain and lowering negative emotions like – depression. Due to its beneficial effects on the mind – body connection, yoga is used as a treatment for a wide range of conditions. Yoga can be used as an alternative approach far anxiety disorders, and significant reductions in anxiety levels. Several elimical trials assigned patients to either a yoga group or a control group & the result showed that yoga can be an effective complementary approach far depressive disorder. Yoga is generally safe for most people and seldom causes unintended negative consequences. It increased motivation and productivity, maintain better concentration, reduce headache.

8. Physical activity and alcohol dependence syndrome :

Alcohol dependence is a chronic disease in which a person drinks that contain alcohol and unable to control her drinking. Alcohol dependence affects physical and mental health. Alcohol compromises our motor skill, balance, reaction, time and hand – eye condition. Alcohol use decreases overall physical fitness but improved physical fitness can significantly alcohol use disorders and their negative effects. Alcohol abuse, may have devastating effects on a person's mental and physical health. Tolerance and an inability to control drinking some hallmarks of alcoholism. Evidence suggest that person with alcohol use disorder are not physically active and have low cardio respiratory fitness. Physical exercise shown to have beneficial effects on mental health, relief stress and provide an enjoyable replacement for the substance. Exercise programmes were found to significantly reduce alcohol intake and binge drinking in people with alcohol use disorder in a metanalysis and comprehensive review of the effects of such therapies. If regular heavy alcohol intake that increases the risk of several types of cancer. It reduce consumption and cardiovascular risk. Improve self efficiency and cognitive function. Less anxiety, depression & cravings for alcohol. Some physical effects of alcohol on the body under – changes in mood, impulsive behavior, slowed speech, nausea & vomiting.

9. Yoga is an art or science :

The debate about whether yoga is an art or science has been going on far a long time. However, if you really knows what is art and what is science, then you probably don't need any explanation to decide what yoga is. One of the basic definitions of art is , 'the expression or application of our creative skill and imagination, typically in a vidual form like a painting or something else'. It appeals to us in aesthetic manner. It involves synchronizing breath, movement and awareness in a way that is unique to each

individual. The practice of yoga is a form of self – expression and personal growth. It also a perfect activity for cultivating both inner and outer beauty. It helps a person's inner beauty come to the surface. The practice of meditation was developed through experimentation and observation, but to really feel the effects of this practice, need to use own power of imagination. All these require creative mental efforts thus making this whole act a work of art.

The science of yoga is the scientific basis of modern yoga as physical exercise in human sciences such as anatomy, physiology. Yoga is indeed a 'systemic study of the physical and natural world through observation and experiment'. Thousands of year ago, the sages of India observed the natural world very minutely and attentively and gradually gained knowledge of the breath, body along with different types of movements that affected well being and health. Scientists are experimented and found out that certain bodily movements stretch certain parts of the body and that with practice one can get a leaner, flexible and strong body. One of the best thing about yoga is that it is a very logical, rational and systematic. There is no need to believe anything without feeling or observing it through the practice. It focuses on bringing harmony between mind and body. It involves understanding the human body, its physiology & the effects of yoga an physical and mental health. Then, truly yoga is an art as well as a science.

10. Result :

Regular yoga practice was associated with more servings of FV, fewer servings of SSBS, less frequent fast food consumption and more hours of MVPA. Yoga improves strength, balance and flexibility. It reduced stress & anxiety and improved mood & mental well being. Improved focus, concentration & sleep quality. It also promotes weight loss and provides energy. Yoga supported physical activity through activity as part of yoga practice, motivation do other forms of activity, increased capacity to be active and by complimenting an active lifestyle.

Regular physical activity can improve muscle strength & boost your endurance. Exercise sends oxygen and nutrients to tissues and help cardiovascular system work more efficiently. Physical activity reduces the risk for heart disease, diabetes mellitus, Osteoporosis, high blood pressure, obesity, falls & injuries, metabolic syndrome and premature death, improves various other aspect of health and fitness. It improves cardiovascular health & increased strength and flexibility. The result of yoga and physical activity can vary depending and the type of yoga, frequency & duration of practice and individual starting level.

11. Conclusion :

In conclusion, promoting physical activity and yoga is crucial far overall health and well being. Physical activity and yoga have numerous benefits, including improving physical health, sleep quality, boosting energy levels, fitness, bone strength, insulin sensitivity, and enhancing mental health, cognitive function & mood. Reducing stress, depression and healthier balanced life. Future implications of this include developing a structure exercise therapy and training professionals to deliver it. It should be investigated as an intervention for young adult health promotion and healthy weight management. Yoga and physical activity is a timeless practice, provides a path to well being.

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Enhancing Health and Well-being Through Physical Activity and Yoga

Anwesha Hazra, Sanjukta Majumder, Protyasha Sana, Shreya Sarkar & debattri Das

Abstract: Balancing poses in yoga play a crucial role in enhancing both physical and mental well-being. These poses offer a myriad of benefits, including strengthening core muscles, toning connective tissue, and training the nervous system. Beyond the physical aspects, balancing poses have a profound impact on mental clarity, concentration, and emotional stability. By calming the fluctuations of the mind, these poses help practitioners achieve inner peace and heightened awareness.

Moreover, balancing poses serve to reduce negative mental states such as attachment, aversion, and ignorance, while cultivating positive emotions like joy, love, and compassion. Through the purification of the body and mind from impurities and toxins, practitioners strengthen their connection with themselves, their souls, and the supreme reality. Additionally, balancing poses contribute to increased bone density, improved posture, and prevention of conditions like osteoporosis. They also enhance joint stability, particularly in the knees and ankles, promoting overall physical well-being.

Furthermore, engaging in balancing poses invigorates the mind and body, boosting agility, reaction time, and neuromuscular coordination. These poses not only build physical strength but also foster mental resilience, confidence, and determination. By promoting a sense of humor and humility, balancing poses teach individuals to accept imperfections and learn from mistakes, fostering personal growth and self-awareness.

Keywords: Physical activity, Mental health, Emotional stability, Concentration.

1. Introduction :

In today's fast-paced world, the pursuit of balance between body and mind has never been more crucial. Modern lifestyles often lead to stress, sedentary habits, and various health issues, both physical and mental. Incorporating regular physical activity and practices like yoga can provide a comprehensive approach to achieving this balance. This essay explores the multifaceted benefits of physical activity and yoga, highlighting how they can collectively enhance overall well-being.

2. The Importance of Physical Activity:

- Physical Health Benefits Cardiovascula Health:- Regular physical activity strengthens the heart and improves circulation, reducing the risk of heart disease, hypertension, and stroke.
- Weight Management:- Exercise helps control weight by burning calories and increasing metabolism.
- Muscle and Bone Strength:- Weight-bearing exercises, such as strength training, increase bone density and muscle mass, reducing the risk of osteoporosis and sarcopenia.
- Enhanced Immunity:- Regular exercise boosts the immune system, helping the body fight off illnesses more effectively.
- Improved Flexibility and Balance:- Activities like stretching and balance exercises improve flexibility and coordination, reducing the risk of falls and injuries.

3. Mental Health Benefits Stress Reduction:

- Physical activity stimulates the production of endorphins, which are natural mood lifters. Exercise also reduces levels of the body's stress hormones, such as adrenaline and cortisol.
- Improved Mood:- Regular exercise has been shown to alleviate symptoms of depression and anxiety. It can also boost self-esteem and cognitive function.
- Better Sleep:- Physical activity can help regulate sleep patterns, leading to more restful and rejuvenating sleep.
- Enhanced Cognitive Function:- Exercise increases blood flow to the brain, which can improve memory, concentration, and overall cognitive performance.
- Social Interaction:- Participating in group exercises or sports can provide a sense of community and social support, which is crucial for mental well-being.

4. The Role of Yoga:

Yoga is an ancient practice that combines physical postures, breathing exercises, and meditation to promote overall well-being. Its holistic approach addresses both physical and mental health, making it an excellent complement to traditional forms of exercise.

5. Physical Benefits of Yoga:

- Flexibility and Strength:- Yoga poses (asanas) improve flexibility, muscle tone, and strength.
- Posture and Alignment:- Regular yoga practice enhances posture and alignment, reducing strain on the body and preventing injuries.

- Respiratory Efficiency:- Yoga emphasizes deep, mindful breathing, which improves lung capacity and respiratory efficiency.
- Digestive Health:- Certain yoga poses can stimulate digestion and improve gut health.
- Pain Relief: Yoga can alleviate chronic pain conditions such as arthritis, back pain, and migraines.

6. **Mental and Emotional Benefits of Yoga:**
- Stress Management:- Yoga promotes relaxation and reduces stress by activating the parasympathetic nervous system.
- Mindfulness and Meditation:- Yoga encourages mindfulness, which helps individuals stay present and reduce rumination on past or future events.
- Emotional Balance:- The practice of yoga helps regulate emotions, leading to greater emotional stability and resilience.
- Enhanced Focus and Concentration:- The meditative aspects of yoga improve focus, concentration, and mental clarity.
- Spiritual Growth:- For many, yoga is a spiritual practice that fosters a sense of inner peace and connection to a higher purpose.

7. **Integrating and Physical Activity and Yoga Into Daily Life:**
- Setting Realistic Goals:- Start with achievable goals and gradually increase the intensity and duration of your physical activity and yoga practice.
- Finding Enjoyable Activities:- Choose activities that you enjoy to ensure long-term adherence. This could include dancing, hiking, swimming, or any other form of movement.
- Creating a Routine:- Establish a regular schedule for physical activity and yoga to make them a consistent part of your daily life.
- Combining Practices:- Integrate yoga into your exercise routine by using it as a warm-up or cool-down.

8. **Yoga and Different Forms of Exercise:**
- Listening to Your Body:- Pay attention to your body's signals and adjust your activities accordingly to prevent injury and burnout. Case Studies and Research Physical Activity and Health Outcomes.
- Cardiovascular Disease:- Numerous studies have shown that regular physical activity reduces the risk of cardiovascular disease. For example, a study published in the Journal of the American College of Cardiology found that individuals who engaged in regular exercise had a significantly lower risk of heart disease compared to those who were inactive.
- Mental Health:- Research published in the journal Psychological Medicine demonstrated that physical activity is associated with a reduced risk of depression. The study highlighted that even low levels of physical activity, such as walking for 30 minutes a day, can have significant mental health benefits.

9. **Yoga and Well- Being:**
- Chronic Pain:- A study published in the Annals of Internal Medicine found that yoga is effective in reducing chronic lower back pain. Participants who practiced yoga reported greater improvements in pain and functional ability compared to those who received standard medical care.
- Anxiety and Depression:- Research published in the Journal of Clinical Psychology revealed that yoga interventions significantly reduced symptoms of anxiety and depression. The study emphasized the importance of incorporating mindfulness and meditation practices into yoga sessions for optimal mental health benefits.
- Overall Quality of Life:- A comprehensive review published in the journal Complementary Therapies in Medicine concluded that regular yoga practice improves overall quality of life by enhancing physical, mental, and emotional wellbeing.

10. **Practical Tips for Beginners:**
- If you are new to physical activity or yoga, start with gentle exercises and gradually increase the intensity.
- Seek Professional Guidance:- Consider working with a fitness trainer or yoga instructor to ensure proper technique and avoid injury.
- Use Online Resources:- There are numerous online platforms offering free or subscription-based fitness and yoga classes that you can follow at home.
- Stay Hydrated and Nourished:- Drink plenty of water and eat a balanced diet to support your physical activity and yoga practice.

- Rest and Recover:- Allow your body time to rest and recover between exercise sessions to prevent overtraining and burnout.
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11. **Conclusion:**

Balancing body and mind through physical activity and yoga offers a holistic approach to health and well-being. By integrating these practices into your daily routine, you can experience profound physical, mental, and emotional benefits. Whether you are looking to improve your cardiovascular health, manage stress, or achieve greater flexibility and strength, regular physical activity and yoga can help you achieve your goals.

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Healthcare and Well-being in Modern India

Tania Banerjee, Adrija Das, Aniket Kundu, Raktim Bera & Tarpan Chakraborty

Abstract: The landscape of healthcare and well-being in modern India is experiencing a transformation characterised by tremendous advances, persisting difficulties, and tantalising potential. Over the last few decades, India has made great progress in healthcare delivery, because to economic growth, technical advancements, and extensive legislative reforms. This study examines the current situation of healthcare and wellbeing in India, focusing on the complex dynamics of healthcare infrastructure, illness load, health policy, digital health initiatives, and social determinants of health. The Indian healthcare system is divided into two sectors: public and private. The public healthcare system, which comprises primary, secondary, and tertiary care facilities, is critical for providing accessible healthcare services to a large rural population. However, this system is frequently impeded by poor infrastructure, insufficient staffing, and limited funding. In contrast, the private healthcare industry, which is primarily concentrated in urban regions, provides modern medical treatments but is largely unavailable to lowerincome parts of society due to high expenses. The disparity between urban and rural healthcare facilities emphasizes the need for more fair distribution of healthcare resources. The government has made tremendous progress in eradicating communicable diseases, including polio, tuberculosis, and malaria. Strategic public health strategies and international alliances were critical to these outcomes. Nonetheless, the growing frequency of no communicable diseases (NCDs) such as cardiovascular disease, diabetes, cancer, and chronic respiratory illness creates new concerns. These NCDs are driven by lifestyle changes, urbanization, and an ageing population, demand a comprehensive strategy to healthcare that includes both preventive and curative measures. Health policies and reforms, particularly the National Health Policy 2017 and the Ayushman Bharat initiative, are critical to developing India's healthcare landscape. The National Health Policy 2017 aspires to provide universal health coverage while also improving healthcare quality. The Ayushman Bharat system, established in 2018, is one of the world's largest health insurance schemes, covering over 500 million people and creating Health and Wellness Centres (HWCs) to provide comprehensive primary care.

1. Introduction :

India's healthcare system is a complicated tapestry of rich cultural legacy, socioeconomic variety, and rapid modernization. Despite major improvements in healthcare access and outcomes, gaps persist, making the goal of universal health coverage (UHC) a daunting task. This article digs into the current situation of healthcare in India, examining the achievements and ongoing problems while providing insights into prospective avenues for improving well-being.

2. Healthcare Infrastructure :

2.1   Public and Private Sectors:

India's healthcare system is distinguished by the coexistence of the public and private sectors. The public sector, which is funded and overseen by the government, seeks to offer inexpensive healthcare to all individuals, particularly marginalized communities. Although the private sector provides a substantial percentage of healthcare services, it is often out of reach for the economically disadvantaged due to exorbitant expenses.

2.1.1   Public Healthcare System:

Which includes primary, secondary, and tertiary care institutions, serves as the foundation for rural healthcare. The network's core consists of primary health centres (PHCs), community health centres (CHCs), and district hospital.[3]

2.1.1.1 Primary Healthcare: (PHC) is the initial point of contact for medical help in rural areas. They provide preventive, promotional, and curative services. Despite being the foundation of rural healthcare, many PHCs confront obstacles such as inadequate facilities, a lack of staff, and restricted finances.

2.1.1.2 Secondary Healthcare: CHCs offer specialized treatments and serve as referral points for PHCs. They provide services in obstetrics, gynecology, surgery, pediatrics, and general medicine. The quality and availability of services in community health centers varies greatly, typically impacted by regional inequities.

2.1.1.3 Tertiary Healthcare: Includes district hospitals and medical colleges, which provide sophisticated medical care and serve as training facilities for healthcare professionals. These institutions are generally well-equipped, but are frequently overwhelmed due to high patient.

2.1.2   Private Healthcare System: The private sector, which includes multiple hospitals, clinics, and diagnostic centers, provides modern medical services and makes major contributions to healthcare delivery, particularly in urban regions. However, the high cost of private healthcare services frequently restricts access for low-income individuals.

2.1.2.1 Corporate Hospitals: Provide cutting-edge medical facilities and attract patients from around the country and even outside. They are well-known for providing high-quality care, but their prices are prohibitively expensive for many people.

2.1.2.2 Private Clinics and Nursing Homes: These smaller organizations offer a wide range of services, from general practice to specialized care. They serve an important role in metropolitan and semi-urban settings, but their quality and cost vary widely.

3. Challenges and Opportunities:

3.1 Infrastructure Gaps: Despite advancements, infrastructural gaps remain, especially in rural regions. Limited access to high-quality healthcare, poor medical facilities, and a shortage of healthcare personnel are all important impediments.

3.1.1 Urban-Rural Disparities: Rural communities frequently lack proper healthcare services, resulting in poor health outcomes. The urban-rural split in healthcare infrastructure creates considerable inequities in access to services.

3.1.2 Human Resources: There is a significant scarcity of healthcare professionals, such as doctors, nurses, and allied health workers, especially in rural areas. This shortage impedes the delivery of high-quality healthcare services.

3.2 Technological Advancements: The use of digital health technology, telemedicine, and mobile health applications provides opportunity to close these gaps, improve healthcare delivery, and improve patient outcomes.

3.2.1 Telemedicine: Telemedicine services have grown significantly, particularly during the COVID-19 pandemic. These services offer remote consultations, which reduces the need for travel and increases healthcare accessibility.

3.2.2 Digital Health Records: Implementing electronic health records (EHRs) can improve care continuity, reduce medical errors, and increase healthcare delivery efficiency.

4. Health Indicators and Outcomes:

India's health indicators show a combination of development and persisting issues. Important indicators include life expectancy, mother and child health, communicable and non-communicable diseases, and nutritional status.

4.1 Life Expectancy: Over time, life expectancy at birth has increased due to advancements in healthcare access and living conditions. However, regional differences persist.

4.1.1 Improvements: Government actions and healthcare improvements have led to higher life expectancy. Vaccination programmes, sanitation improvements, and more healthcare access have been vital.

4.1.2 Disparities: Life expectancy varies significantly across states and between urban and rural areas. Socioeconomic status, access to healthcare, and lifestyle variables all contribute to these inequities.

4.2 Maternal and Child Health: Programmes like the National Health Mission (NHM) have significantly reduced maternal and child mortality rates. Nonetheless, starvation, inadequate prenatal care, and high infant mortality rates continue in some locations.

4.2.1 Maternal Mortality: The maternal mortality ratio (MMR) has decreased as a result of improved access to prenatal care, experienced birth attendants, and emergency obstetric care.
However, the MMR remains higher than global averages.

4.2.2 Child Mortality: The under-five mortality rate has also fallen, thanks to increased healthcare facilities and vaccination programmes. Nonetheless, infant mortality and hunger remain serious issues.

4.3 Communicable Diseases: Communicable Diseases: Despite advances in the control of tuberculosis, malaria, and HIV/AIDS, communicable diseases continue to burden the healthcare system. Vaccination and public health initiatives are critical.

4.3.1 Tuberculosis: India has the largest tuberculosis burden worldwide. Efforts to control tuberculosis include active case discovery, treatment adherence assistance, and the implementation of better diagnostic tools.

4.3.2 HIV/AIDS: Although the prevalence of HIV/AIDS has dropped, continued efforts are required to prevent new infections and care for those who have the virus.

4.4 Non-Communicable Diseases (NCDs): The rise in NCDs, such as diabetes, cardiovascular disease, and cancer, is a major challenge. Lifestyle changes, urbanization, and ageing populations all contribute to this tendency.

4.4.1 Diabetes and Hypertension: Diabetes and hypertension are becoming more common as a result of rapid urbanization and lifestyle changes. Public health programmes aimed at prevention and early detection are critical.

4.4.2 Cancer: Cancer incidence is increasing, demanding expanded screening programmes, improved diagnostic facilities, and more accessible treatment options.

4.5   Nutritional Status: Malnutrition, particularly among children and women, remains a major concern. Programmes that promote food security and nutrition education are critical for improving health outcomes.

4.5.1   Child Malnutrition: Stunting, wasting, and underweight remain common among youngsters. Integrated Child Development Services (ICDS) and mid-day feeding programmes are intended to address these concerns.

4.5.2   Mother Nutrition: Anemia and malnutrition among reproductive-age women have an impact on both mother and child health. Nutritional interventions and education are critical for resolving these difficulties.

5. Socio-Economic Determinants of Health:

In India, socio-economic factors such as income, education, gender, and social standing heavily influence health outcomes. Addressing these variables is critical to obtaining equal health outcomes.

5.1   Income and Poverty: Poverty and income disparity have a significant impact on health by limiting access to healthcare, decent food, and healthy living conditions.

5.1.1   Healthcare Access: Economic hurdles prohibit many people from receiving vital healthcare services. Out-of-pocket healthcare bills can push families into poverty.

5.1.2   Living Conditions: Poor living conditions, such as insufficient housing, a lack of clean water, and sanitation, contribute to negative health consequences.

5.2   Education: Education, particularly for women, is a significant predictor of health. Higher educational attainment is linked to better health outcomes, increased health literacy, and lower fertility rates.

5.2.1   Health Literacy: Education improves people's understanding of health information, allowing them to make more informed health decisions and practice healthier habits.

5.2.2   Empowerment: Educated women are more likely to seek medical care for themselves and their children, which benefits overall family health.

5.3   Gender Disparities: Gender gaps in health access and outcomes are common, with women and girls frequently encountering considerable challenges. Efforts to achieve gender equality and empower women are essential.

5.3.1   Access to Care: Cultural and socioeconomic issues may limit women's access to healthcare services. Gender-sensitive policies and programmes are required to address these impediments.

5.3.2   Health Outcomes: Women and girls are more likely to experience malnutrition, anemia, and reproductive health problems.
Targeted treatments are needed to improve their health outcomes.

5.4   Urbanization: While rapid urbanization has enhanced healthcare access in cities, it has also contributed to an increase in NCDs and environmental health concerns.

5.4.1   Healthcare Access: Healthcare facilities and services are generally more readily available in cities. However, the urban poor frequently live in slums, with limited access to essential services.

5.4.2   Environmental Health: Air pollution, water contamination, and lifestyle-related health disorders are all challenges brought on by urbanization. Addressing these environmental variables is critical to urban health.

6. Modernization and Healthcare Reforms:

Modernization brings both opportunities and problems to India's healthcare sector. Reforms and policies to improve healthcare access, quality, and cost are critical.

6.1   Ayushman Bharat: The Ayushman Bharat initiative, one of the world's largest government-funded healthcare programmes, intends to cover more than 500 million people. It specializes in primary healthcare as well as health insurance for secondary and tertiary care.

6.1.1   Health and Wellness Centers (HWCs): These facilities strive to provide full primary healthcare services, including preventative, promotional, curative, and rehabilitative care. HWCs are an important part of Ayushman Bharat's strategy to improve primary healthcare.

6.1.2   Pradhan Mantri Jan Arogya Yojana (PM-JAY): Health insurance coverage of up to ₹5 lakh per family annually for secondary and tertiary care hospitalization. This initiative seeks to alleviate the financial burden of healthcare on low-income families.

6.2   Digital Health Initiatives: Digital health efforts, such as the National Digital Health Mission (NDHM), seek to establish an integrated healthcare system through the use of electronic health records, telemedicine, and health information exchange.

6.2.1   National Digital Health Mission (NDHM): Aims to establish a digital health ecosystem that ensures seamless access to patient data across healthcare providers. This programme can enhance the efficiency and quality of healthcare services.

6.2.2   Telemedicine and E-Health: Telemedicine services have grown in popularity, allowing for remote consultations while lowering the pressure on healthcare institutions. E-health efforts, such as mobile health apps, promote health education and self-care.

6.3   Public-Private Partnerships (PPPs): PPPs are critical for improving healthcare infrastructure, especially in underprivileged communities. Collaboration between the government and the business sector can boost innovation and improve healthcare service.

6.3.1   Infrastructure Development: Public-private partnerships (PPPs) can help create healthcare infrastructure in rural and distant locations, such as hospitals, diagnostic centers, and telemedicine services.

6.3.2   Capacity Building: Partnerships can help healthcare professionals develop and build their capacity, improving care quality and solving manpower shortages.[1]

7. Literature Review:

The available literature provides substantial insight into India's healthcare landscape. The following are some major studies and reports on various elements of healthcare and well-being in India.

7.1   Public Health Foundation of India (PHFI): The Public Health Foundation of India (PHFI) has performed various studies on India's healthcare system, emphasizing the significance of improving primary care and tackling socioeconomic determinants of health. According to a PHFI survey, 70% of India's healthcare cost is paid for out of pocket, causing financial hardship for many households.

7.2   World Health Organization (WHO): The World Health Organization (WHO) has produced many reports on India's progress towards universal health coverage (UHC). According to a WHO assessment, India's healthcare system has considerable issues in terms of accessibility, price, and patient care quality.

7.3   The Lancet: The Lancet published a series of pieces about India's healthcare reforms, particularly the impact of Ayushman Bharat. The series stated that, while the system has enhanced healthcare access, there are still gaps in coverage and quality that must be addressed (The Lancet, 2018).

7.4   National Health Mission (NHM): The Lancet published a series of pieces about India's healthcare reforms, particularly the impact of Ayushman Bharat. The series stated that, while the system has enhanced healthcare access, there are still gaps in coverage and quality that must be addressed (The Lancet, 2018).

7.5   Indian Journal of Public Health: The Indian Journal of Public Health contains numerous articles that explore the socioeconomic determinants of health in India. According to a study published in the journal, education, income, and gender all have a substantial impact on rural health outcomes.

7.6   NITI Aayog: The NITI Aayog's papers on health sector reforms serve as a road map for future healthcare advancements in India. The papers emphasize the importance of strong publicprivate partnerships, digital health initiatives, and policy interventions in achieving UHC (NITI Aayog, 2020). [2]

8. Future Prospects:

The future of healthcare and well-being in India is dependent on ongoing efforts to reduce inequities, improve infrastructure, and implement innovative solutions. Key areas of attention are:

8.1   Universal Health Coverage (UHC):): Achieving UHC is a top objective, mandating policies that provide equal access to inexpensive and high-quality healthcare for all.

8.1.1   Policy Framework: A strong policy framework is essential to achieve UHC by addressing financial, service delivery, and personnel concerns. Ensuring financial protection from healthcare bills is vital.

8.1.2   Community Participation: Involving communities in healthcare planning and delivery can increase the relevance and acceptance of health services, resulting in improved health outcomes.

8.2   Strengthening Primary Healthcare: Prioritizing primary healthcare and preventive actions might reduce the strain on secondary and tertiary care facilities.

8.2.1   Preventive Health: Strengthening preventive health measures such as immunization, health education, and screening programmes can help to minimizeillness incidence and increase overall health..

8.2.2   Integration of Services: Integrating primary care services such as maternity and child health, nutrition, and NCD management can improve care quality.

8.3   Innovative Healthcare Solutions: Adopting technological developments like telemedicine, artificial intelligence, and mobile health applications can alter healthcare delivery and outcomes.

8.3.1   Artificial Intelligence (AI): Can improve diagnoses, personalize treatment programmes, and predict disease outbreaks, hence increasing healthcare efficiency and outcomes.

8.3.2   Mobile Health (mHealth): mHealth applications can help with health monitoring, patient education, and medication adherence, especially in remote and underserved locations.

8.4   Addressing Social Determinants of Health: Policies and programmes that target the socioeconomic determinants of health are critical for attaining long-term health improvements.

8.4.1   Multi-sectoral Approach: Addressing social determinants involves a multi-sectoral approach that includes education, housing, and employment. Collaboration between these sectors has the potential to foster a health-promoting environment.

8.4.2   Equity and Inclusions: It is critical to provide equal access to and outcomes from healthcare. Targeted interventions for vulnerable groups, such as women, children, and marginalized communities, are required.

Conclusion:

Conclusion In conclusion, while India has made great progress in healthcare, significant obstacles still exist. A multifaceted strategy, including policy reforms, technology innovation, and tackling socioeconomic causes, is required to improve healthcare and well-being in modern India. Continued commitment and joint efforts are essential for achieving the aim of a healthy and wealthy nation. By prioritizing fair access, excellent care, and preventative health measures, India can provide the groundwork for a sustainable and resilient healthcare system that serves the demands of its varied people.

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Empowering Communities Through Mental Health Awareness and Support Integration

Pinaki Ghosh, Saheli Das, Kusum Chatterjee, Ayan Panigrahi & Tarpan Chakrabarty

Abstract: Mental health awareness is a critical aspect of overall wellbeing, especially in the wake of global events like the COVID-19 pandemic. This paper emphasizes the importance of empowering communities through mental health awareness and support integration. By promoting mental well-being, providing education and training to healthcare professionals, creating supportive environments, improving communication strategies, and discrediting myths about mental illnesses, we can address the challenges associated with mental health issues. Through a combination of awareness efforts and accessible support services, individuals can prioritize their mental health and overall wellbeing. It is essential to understand the impact of modern stressors, technological advancements, social media, workplace challenges, and global events on mental health, and take proactive steps to promote mental health awareness in communities.

The Mental Health Awareness for students address various challenges which highlights the impact of life stresses such as loss of a loved one, financial obligations, and emotional problems on mental health. This paper also encourages seeking social support and professional help when needed, promoting a proactive approach to mental health care. By offering practical advice and insights, the title aims to raise awareness about mental health issues among students also all ages people to empower to prioritize self-care and seek assistance when facing challenges.

The education of Mental Health aims to explain the perceptions of mental health and personality traits of a person. Mental Health Awareness is a sensitive approach which aims to provide a better understanding of mental health, helps to promote community well-being, improvement of mechanisms for individuals with Mental Health Challenges.

Mental health awareness and support are critical components of holistic community development. This paper explores the multifaceted approach required to empower communities by integrating mental health awareness and support systems. By addressing the stigma associated with mental health issues and promoting education and resources, communities can build resilience and improve overall well-being. This study examines successful models of mental health integration in various communities, highlighting the importance of collaboration among local governments, healthcare providers, educational institutions, and nonprofit organizations.

Keywords: Mental Health Awareness, Support Integration, Wellbeing Promotion, Community Empowerment, Discrediting Myths.

1. Introduction

Mental Health is defined as a major concern worldwide and India is in sharing this prolonged issue which is not valued with sufficient attention. Mental health contains thoughts, feelings, emotions and many more. It basically depends on relationships and friendships. Mental health is difficult to understand in the context of a person's – personality, perceptions, behavioral signs and so on. In most of the cases, mental health has undetected and from it, the problems can arise also have a wide range of impact on all the areas of life. Mental health concerns have become more crucial in the time period of COVID – 19 pandemic. In the pandemic situation, every single human being has felt the importance of mental health in the purposes of life. That's why we all ages people have to priorities enough the Mental Health Awareness to help to decrease the rates of mental illnesses like Anxiety Disorders, Depression, Suicide, Post-traumatic Stress Disorder (PTSD) and many more.

2. Objectives of Mental Health Awareness

2.1. Promoting mental well-being as a vital aspect of overall health and wellness.

2.2. Providing Education and Training to the Healthcare Profession People including Nurses, Doctors, medical and paramedical students to enhance their perception and knowledge about mental illnesses.

2.3. Promoting mental health awareness among Students and healthcare profession people to create a supportive and inclusive environment.

2.4. Improving communication and intervention strategies in mental health situations.

2.5. For mental health discussions it is crucial to have a caring and non-Judgmental environment.

3. Review of Literature

3.1. What is Mental Health Awareness & support Integration?

Mental Health Awareness refers to the understanding and acknowledgement of the importance of mental wellbeing in individuals. It involves educating oneself and others about mental health issues, promoting open discussions about mental health and reducing the stigma surrounding mental health issues. By combining awareness efforts with accessible support services, individuals can receives the necessary help and guidance to prioritize their mental health even overall well-being. Mental Health Awareness and support integration through empowering communities include educating and engaging community members to understand also to address mental health issues effectively.

3.2.   Importance of Mental Health Awareness

- <u>Increased stressors</u>: The modern lifestyle is often fastpaced, competitive and filled with various stressors such as work pressure, social media and financial burdens. Mental Health Awareness helps individuals to cope with the above mentioned stressors effectively.
- <u>Technological Advancements</u>: While technology has brought numerous benefits, it has also led to Challenges like digital addiction, cyberbullying etc. Mental health awareness in the modern era. Can help individuals to navigate the digital world while maintaining their mental well-being.
- <u>Impact of Social Media</u>: Social Media platforms have become integral to modern communication but it can also contribute to feelings of inadequacy, comparison through gendering equality from instagram posts, facebook posts and anxiety. It is essential to promote healthy social media usage and mitigate its negative effect.
- <u>Workplace Challenges</u>: Modern work environment come with high demands, long hours and job insecurity, leading to increased stress and burnout. Mental health awareness can help employees and employers prioritize mental well-being in the workplace.
- <u>Global Events</u>: Events like the COVID-19 pandemic have highlighted the importance of mental health awareness in times of crisis. Awareness campaigns can provide resources and support for individuals, experiencing mental health issues.

3.3 Myths About Mental Illness

- Psychiatric Medications are Addictive: Psychiatric medications are not inherently addictive. It is important to follow the only doctor's advice regarding medication Usage.
- Psychiatric Illness means "Madness": Not all psychiatric has disorders are associated with 'madness'. Only a small percentage of psychiatric disorders exhibit symptoms of 'madness' such as schizophrenia.[1]
- All people with Mental Illnesses are Violent: Contrary to common misconceptions are perpetuated by media and literature, only a small percentage of individuals with certain psychiatric disorders may exhibit violent behavior. Infact, evidence suggest that individuals without mental illnesses may be more prone to violence.[2]
- Shock Therapy is bad: Shock therapy or electro-convulsive therapy (ECT) can be beneficial for several mental health conditions. However, due to misrepresentations in media also in movies, there is a misconceptions Surrounding its effectiveness.
- Mental Health Problems are Permanent: It is not trasethat mental health problems are lifelong. The course of mental illnesses can vary, and many individuals recover from it. Lifelong medication is not always necessary.[3]

3.4 Common Psychiatric Disorders

I. Depression: Depression is characterized by persistent low mood, lose of interest and feelings of worthlessness.

- <u>Concern</u>:
  (1) Lost of interest in activities which are once enjoyed.
  (2) Persistent feelings   of   sadness,   hopelessness   and worthlessness.
  (3) Suicidal thoughts or behaviours.

- <u>Take Care:</u>
  (1) For proper diagnosis and treatment, seek professional help from a therapist on psychiatrist.
  (2) Engage in self-care practices Like regular exercise, healthy eating.
  (3) Avoiding isolation oneself, stay connected with family, friends.

Rates Of Common Psychiatric Disorders in India
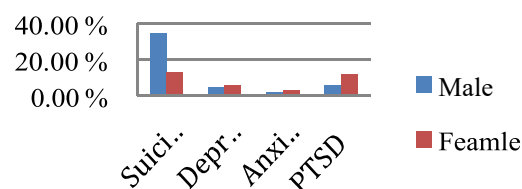
II.   Anxiety Disorders: Anxiety Disorders involve. Excessive worrying fear and physical symptoms like rapid heartbeat.

    ● <u>Concern</u>:

(1) Excessive worrying, fear and apprehension that are difficult to control.

(2) Avoidance behaviours like triggering situations or objects.

(3) Impact on daily functioning and quality of life.

    ● <u>Take Care:</u> (1) learn relaxation techniques such as deep breathing, mindfulness and many more.

(2) Engage in regular physical activity such as yoga to reduce stress and promote relaxation.

(3) Prioritize adequate rest to support overall mental health.

III.   Post-Traumatic Stress Disorder (PTSD): PTSD is a mental health condition triggered by a traumatic event, lading to flashbacks, nightmares.

    ● <u>Concern:</u> (1) Flashbacks, Nightmares, Severe emotional distress related to a traumatic event.

(2) Negative changes in mood, reactions to others.

(3) Difficully maintaining relationships and ongoing in daily activities.

    ● <u>Take Care:</u> (1) Seek social support from understanding individuals.

(1) Prioritize self-care activities that nurture the mind, body and spirit.

    Spending time in nature and engaging in hobbies.

    3.5 Navigating Mental Health

    Challenges in Student Life:

In the modern era, Students face several mental health challenges due to the Journey of academic pursuits. Students often encounter various challenges that can impact their mental wellbeing. Moreover, it is vital to address these challenges and equip Students with different strategies to maintain good mental health. Some common challenges which are faced by students and such ways to manage all of these effectively-

I.   Self-Care Practices: Engaging in self-care practices like Spending-time in nature, hobbies. connecting with loved ones can help in reducing Stress and promoting mental wellness.

II.   Failure and Criticism: Failing in examinations or facing criticism from teaches can be demotivating. It is important to view failures as learning opportunities, feedback for important during challenging times.

III.   Adjusting to a new environment: Moving to a new environment especially if it involves staying in a hostel, paying accommodation, can be overwhelming. It essential to give oneself time to adapt and seek support from peers.

IV.   Academic Pressure: The burden of studies and frequent assessments can lead to stress and anxiety. Time management, setting realistic goals when needed can help ins pressure effectively.

V.   Language Barriers: Difficulty in communicating in the language of instruction can add to the stress. Language classes, peer support and practice can help in overcoming language barriers also boosting confidence.

VI.   Social Challenges: Rejection from Peer group, Ragging by seniors, Rejection in Relationships can significantly impact a student's mental health. Involving in extracurricular activities and seeking counselling can aid with social challenges.

VII.   Healthy Strategies: Encouraging healthy strategies and exercises such as mindfulness physical exercise and seeking professional help when needed can enhance mental wellbeing.

VIII.   Social support Networks: Building strong Social support networks with friends, family, mentors and mental health professionals can provide a sense of emotional support during challenging times.

IX.   Seeking Professional Help: It is important for students to recognize when they need professional help they have not to hesitate to Seek support from Counselors, Therapists or mental health services available within their educational institution or community.

X.   Healthy Lifestyle Choices: Encouraging Students to prioritize, healthy lifestyle choices such as regular exercise; balanced nutrition, adequate sleep can positively impact their mental health makes and overall Well-being.

XI.   Pre-existing Conditions: Students with pre-existing psychiatric Disorders, medical conditions or family difficulties may require additional support, it is crucial for them to communicate their needs to academic institutions and seek appropriate help.

XII.   Mental Health Disorders: Understanding common psychiatric disorders like bipolar affective disorder, depression and anxiety is crucial. Encouraging individuals to seek professional help, offering support and promoting adherence to treatment plans are vital in managing mental health conditions.

Navigating mental health challenges in student life can be a complex journey filled with various obstacles and stressors. From adjusting to new environments and academic pressures to dealing with peer dynamics and personal relationships, students often face a multitude of challenges that can impact their

mental well-being. The Mental Health Awareness Booklet for students sheds light on these issues, offering insights and coping strategies to help students effectively manage stress and prioritize their mental health.

Through practical advice on stress management, coping mechanisms, and seeking help, the booklet equips students with the tools they need to address mental health concerns proactively. By promoting an integrated approach to mental well-being and emphasizing the significance of self-awareness and self-care, the booklet serves as a valuable resource for students navigating the complexities of student life while prioritizing their mental health.

By acknowledging the challenges, seeking support and implementing healthy strategies are essential for educational institutions to prioritize mental health awareness also provide sources to support students in maintaining good mental health throughout their academic times.

3.6 Integrative Medicine and Complementary Therapies :

Integrative medicine and complementary therapies encompass a wide range of practices that aim to promote holistic health and well-being by combining conventional medical treatments with complementary approaches. These approaches often focus on treating the whole person - mind, body, and spirit - and emphasize the importance of individualized care. In this discussion, we will explore various aspects of integrative medicine and complementary therapies, highlighting their key principles, benefits, and applications.

I.   Definition and Principles of Integrative Medicine: *Integrative medicine is a patient-centered approach that combines conventional medical treatments with complementary therapies to address the physical, emotional, mental, social, and spiritual aspects of health.

*Key principles of integrative medicine include a focus on the whole person, a partnership between the patient and healthcare provider, a consideration of all factors that influence health, and a combination of evidence-based conventional and complementary treatments.

II.   Types of Complementary Therapies:*Complementary therapies encompass a diverse range of practices, including acupuncture, chiropractic care, massage therapy, herbal medicine, yoga, meditation, aromatherapy, and nutritional supplements.

*Each complementary therapy offers unique benefits and may be used in conjunction with conventional medical treatments to enhance overall well-being and promote healing.

III.   Benefits of Integrative Medicine and Complementary Therapies:

*Improved patient outcomes: Integrating complementary therapies with conventional treatments can lead to better health outcomes, reduced symptoms, and improved quality of life for patients.

*Comprehensive approach: Complementary therapies address the physical, emotional, and spiritual aspects of health, promoting overall well-being and balance.

*Personalized care: Integrative medicine emphasizes individualized treatment plans tailored to each patient's unique needs and preferences.

*Reduced side effects: Some complementary therapies, such as acupuncture and meditation, can help reduce the side effects of conventional treatments like chemotherapy and pain medications.

*Empowerment: Complementary therapies empower patients to take an active role in their health and well-being, promoting selfcare and self-awareness be used in conjunction with conventional medical treatments to enhance overall well-being and promote healing.

IV.   Evidence-Based Practice : *Integrative medicine emphasizes the importance of evidence-based practice, incorporating scientific research and clinical evidence to guide treatment decisions.

*Many complementary therapies have been studied extensively and shown to be effective in treating a variety of health conditions, providing a solid foundation for their integration into conventional medical care.

V.   Integration into Conventional Healthcare Settings: *Integrative medicine is increasingly being integrated into conventional healthcare settings, such as hospitals, clinics, and wellness centers.

*Healthcare providers are recognizing the value of complementary therapies in enhancing patient care and are offering a range of integrative services to meet the diverse needs of their patients.

VI.   Challenges and Considerations: *Despite the growing popularity of integrative medicine and complementary therapies, challenges remain, including limited insurance coverage, varying levels of regulation and licensure, and the need for more research to support the efficacy of certain practices.

*It is important for patients and healthcare providers to communicate openly and collaboratively when considering integrative approaches, ensuring that treatment plans are safe, effective, and aligned with the patient's goals and values.

VII.   Promotion of Wellness and Prevention: *Integrative medicine and complementary therapies play a key role in promoting wellness and preventing illness by addressing underlying imbalances, reducing stress, and supporting the body's natural healing mechanisms.

*Practices such as yoga, meditation, and nutritional counseling can help individuals maintain optimal health and prevent chronic conditions.

VIII.   Research and Evidence Base: *Research in the field of integrative medicine and complementary therapies is growing, with an increasing number of studies exploring the efficacy and safety of various practices.

*Meta-analyses and systematic reviews have provided evidence supporting the use of certain complementary therapies, such as acupuncture for pain management and mindfulness-based interventions for stress reduction.

*Integrative medicine research often focuses on outcomes such as symptom management, quality of life, patient satisfaction, and cost-effectiveness, providing valuable insights into the benefits of a holistic approach to healthcare.

IX.   Patient-Centered Care: *Central to the practice of integrative medicine is the concept of patient-centered care, which emphasizes the importance of treating each patient as a unique individual with specific needs and preferences.

*Healthcare providers in integrative medicine take the time to listen to patients, understand their goals and values, and involve them in decision-making about their care.

*By fostering a collaborative and empowering relationship between patients and providers, integrative medicine promotes a sense of partnership and mutual respect in the healing process.

X.   Education and Training: •As the field of integrative medicine continues to evolve, there is a growing emphasis on education and training for healthcare providers in complementary therapies.

*Many medical schools and residency programs now offer courses and electives in integrative medicine, providing healthcare professionals with the knowledge and skills to incorporate complementary approaches into their practice.

*Continuing education opportunities, conferences, and certifications in areas such as acupuncture, herbal medicine, and mind-body therapies further support the development of expertise in integrative care.

XI.   Cultural Considerations: *Integrative medicine and complementary therapies often draw on traditional healing practices from diverse cultural backgrounds, recognizing the importance of cultural competence and sensitivity in healthcare delivery.

*Healthcare providers in integrative medicine strive to understand and respect the cultural beliefs, values, and practices of their patients, tailoring treatment approaches to align with individual cultural preferences.

*By embracing cultural diversity and inclusivity, integrative medicine promotes a more holistic and inclusive approach to health and healing.

XII.   Integration   in   Chronic   Disease   Management:
*Integrative medicine and complementary therapies play a valuable role in the management of chronic diseases such as diabetes, cardiovascular conditions, and autoimmune disorders.

*Practices like acupuncture, yoga, and dietary interventions can help manage symptoms, improve quality of life, and support overall health in individuals with chronic conditions.

*Integrative approaches to chronic disease management focus on addressing the underlying causes of illness, promoting self-care and lifestyle modifications, and enhancing the body's innate healing capacity.

XIII.   Future Directions and Opportunities: *The field of integrative medicine is poised for continued growth and innovation, with opportunities for further research, education, and integration into mainstream healthcare.

*Emerging areas of interest include personalized medicine, genomics, and the integration of technology in delivering integrative care.

*Collaborations between conventional healthcare providers, complementary therapists, researchers, and policymakers are essential for advancing the field of integrative medicine and improving patient outcomes.

Integrative medicine and complementary therapies represent a dynamic and inclusive approach to healthcare that prioritizes the individual's well-being by blending conventional medical practices with complementary modalities. This holistic framework aims to address not just the physical symptoms but also the emotional, mental, and spiritual aspects of health, recognizing the interconnectedness of mind, body, and spirit in the healing process.

Central to the philosophy of integrative medicine is the concept of patient-centered care, which places the patient at the forefront of decision-making and treatment planning. By fostering a collaborative relationship between healthcare providers and patients, integrative medicine empowers individuals to take an active role in their health journey, promoting a sense of ownership and accountability for their well-being. Education and training play a crucial role in advancing the field of integrative medicine, equipping healthcare providers with the knowledge and skills to integrate complementary therapies into conventional practice. By offering educational opportunities, certifications, and continuing education programs, the field

of integrative medicine ensures that healthcare professionals are well-prepared to deliver comprehensive and personalized care that addresses the diverse needs of patients. Looking ahead, integrative medicine is poised for continued growth and innovation, with opportunities for further research, collaboration, and integration into mainstream healthcare. By leveraging advancements in personalized medicine, genomics, and technology, integrative medicine has the potential to revolutionize healthcare delivery and improve health outcomes for individuals and communities worldwide.

3.7 Quotes on "Hope Your Journey to Wellness" on the basis of Mental Health Awareness :

"The moral of life is to accept whatever you have as truth, recognizing that everyone has their own timeline. Trust yourself as your best judge, and remember that time will reveal your growth and strengths."

- Pinaki Ghosh

" Consistency in all five dimensions: mental, physical, spiritual, and social and emotional help to connect with more people. Even, if you have lost yourself these five dimensions provide the sources that renew, inspire and uplift you."

- Pinaki Ghosh

Conclusion:

Empowering communities through mental health awareness and support integration is crucial in addressing the growing concerns related to mental health issues. By promoting mental well-being, providing education and training to healthcare professionals, creating supportive environments, improving communication strategies, and debunking myths about mental illnesses, we can work towards a society that prioritizes mental health and overall well-being. It is essential to recognize the impact of modern stressors, technological advancements, social media, workplace challenges, and global events on mental health, and take proactive steps to mitigate these effects. By fostering a caring and non-judgmental environment, we can encourage open discussions about mental health and ensure that individuals receive the necessary support and guidance they need.

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Mental Health Support: Enhancing Well-being Through Physical Activities

Diwita Biswas, Tanistha Das, Rupsa Dutta, Sanchita Das & Arjama Haldar

Abstract: In addition to physical health benefits, physical activity also has mental health benefits. Higher morbidity and healthcare expenditures have been reported among physically weak individuals. Exercise therapy is generally recommended to address these problems and manage mental illness. According to research, physical activity has a positive effect on certain mental health conditions. Non-clinical studies have shown that the most important effects of physical activity are on self-concept and body image. This review article aims to examine the current understanding of the physical and mental mechanisms by which exercise improves mental health. Regular physical activity improves the functioning of the hypothalamic- pituitary-adrenal axis. Depression and anxiety are caused by physical activity, but apply to a smaller portion of the population than patients. Various theories have attempted to explain the relationship between physical and mental health. Physical activity has been shown to aid sleep and improve many mental health conditions. In general, exercise is associated with a positive mood and improved quality of life. Physical activity and yoga can help control toxicity, especially for those who cannot access other treatment methods. There is evidence that physical activity can help reduce some psychological symptoms and treat different illnesses that accompany mental illness. The paucity of data in the Indian context also suggests that more research is needed to evaluate and implement physical interventions tailored to the Indian context. Leave the medicine in your brain that makes you happy, increases your self-esteem, helps you focus and sleep well. Not bad for something most of us can do for free! Finding activities, you enjoy can give you a sense of purpose and purpose. It's also a great way to meet people, escape your daily routine, and gain confidence.

Keywords: anxiety, depression, morbidity, physical activity and exercise, human body, human psychology, health and wellbeing

1. **INTRODUCTION:**

    Physical activity can be defined as any movement of the human body that requires energy expenditure. This includes any motion you do through the day excluding sitting still or lying down. For example, walking to class, taking the stairs, mowing the lawn, and even cleaning your house can be considered physical activity. Physical and mental health are fundamental aspects of overall wellbeing, intricately linked and equally vital. Physical health pertains to the condition of the body and its systems, sustained through regular exercise, balanced nutrition, adequate sleep, good hygiene, and routine medical care. On the other hand, mental health encompasses emotional, psychological, and social well-being, influencing thoughts, feelings, and behaviours. It involves the ability to manage stress, maintain a sense of purpose, and cultivate healthy relationships. The interdependence of physical and mental health is evident; poor physical health can contribute to mental health issues like depression, while mental health disorders can manifest as physical symptoms such as fatigue or pain. Thus, maintaining a balanced lifestyle that nurtures both physical and mental health through preventive care, supportive relationships, and stress management practices is essential for a fulfilling life.

2. **PROBLEMS RELATED TO PHYSICAL AND MENTAL HEALTH:**

    Physical and mental health issues are often intertwined, creating a complex web of challenges for individuals. Physical health problems such as chronic pain, obesity, and cardiovascular diseases can lead to mental health disorders like depression and anxiety due to the stress and lifestyle limitations they impose. Conversely, mental health issues can exacerbate physical health conditions; for example, anxiety and depression can lead to poor self-care behaviours, negatively impacting physical well-being. The stigma surrounding mental health often prevents people from seeking necessary treatment, further compounding their health problems. This interconnectedness highlights the need for an integrated approach to healthcare that addresses both physical and mental health to improve overall well-being.

    2.1. PHYSICAL HEALTH ISSUES:

    Physical health problems can encompass a wide range of issues that affect the body's normal functioning. Here are some common categories and examples of physical health problems:

1. Cardiovascular Issues:
- Heart Disease: Conditions like coronary artery disease, heart attacks, and arrhythmias.
- Hypertension: High blood pressure, which can lead to other complications if not managed.
2. Respiratory Conditions:
- Asthma: Chronic inflammation of the airways.
- Chronic Obstructive Pulmonary Disease (COPD): Includes emphysema and chronic bronchitis.
- Pneumonia: Infection that inflames air sacs in one or both lungs.
3. Musculoskeletal Problems:
- Arthritis: Inflammation of joints causing pain and stiffness.
- Osteoporosis: Weakening of bones, making them fragile and more likely to break.
- Back Pain: Can result from various causes, including muscle strain, disc problems, or poor posture.

4.   Digestive Disorders:
- Irritable Bowel Syndrome (IBS): Affects the large intestine, causing cramping, abdominal pain, and other symptoms.
- Gastroesophageal Reflux Disease (GERD): Chronic acid reflux that irritates the lining of the oesophagus.
- Crohn's Disease: Inflammatory bowel disease causing inflammation of the digestive tract.
  5.   Neurological Conditions:
- Stroke: Disruption of blood supply to the brain, leading to brain damage.
- Epilepsy: A disorder that causes seizures due to abnormal electrical activity in the brain.
- Parkinson's Disease: A progressive nervous system disorder affecting movement.
  6.   Metabolic and Endocrine Disorders:
- Diabetes: Affects how your body uses blood sugar (glucose).
- Thyroid Disorders: Includes hypothyroidism (underactive thyroid) and hyperthyroidism (overactive thyroid).
- Obesity: Excess body fat increasing the risk of other health issues.
  7.   Infectious Diseases:
- Influenza: A viral infection affecting the respiratory system.
- HIV/AIDS: Affects the immune system, making the body more susceptible to infections.
- Tuberculosis (TB): A bacterial infection affecting the lungs.
  8.   Cancer:
- Lung Cancer: Often caused by smoking.
- Breast Cancer: Most common cancer in women.
- Prostate Cancer: Common in men.
  9.   Chronic Pain Conditions:
- Fibromyalgia: Widespread musculoskeletal pain accompanied by fatigue, sleep, memory, and mood issues.
- Migraine: Severe headache often accompanied by nausea and sensitivity to light and sound.
  10. Skin Conditions:
- Eczema: Inflammatory condition causing itchy, red, and swollen skin.
- Psoriasis: Causes skin cells to multiply rapidly, resulting in scales and red patches.
  2.2. MENTAL HEALTH COMPLAINTS:
    Mental health and human psychology are intricately linked fields that explore the complexities of the human mind and behaviour. Mental health refers to our emotional, psychological, and social well-being, influencing how we think, feel, and act in our daily lives. It encompasses a wide range of conditions, from common mood disorders like depression and anxiety to severe mental illnesses such as schizophrenia. Human psychology, on the other hand, is the scientific study of the mind and behaviour, encompassing various domains including cognition, emotion, perception, and social interactions. Together, these fields aim to understand and improve the mental health and overall well-being of individuals through research, diagnosis, and therapeutic interventions. Understanding the principles of mental health and human psychology is crucial in addressing the mental health challenges that affect millions of people worldwide, promoting healthier, more fulfilling lives.
    1.   Mental Health Definition: Refers to   cognitive, behavioural, and emotional well-being. Affects how we think, feel, and act.
    2.   Common Mental Health Disorders:
- Depression
- Anxiety disorders
- Bipolar disorder
- Schizophrenia
- PTSD (Post-Traumatic Stress Disorder)
  3.   Symptoms of Mental Health Issues:
- Persistent sadness or depression
- Excessive fears or worries
- Extreme mood changes
- Withdrawal from friends and activities
- Significant tiredness or low energy
  4.   Causes of Mental Health Problems:
  - Biological factors (genes, brain chemistry)
  - Life experiences (trauma, abuse) □ Family history of mental health problems
5.   Psychology Definition:

The scientific study of the mind and behaviour. Encompasses various aspects such as perception, cognition, emotion, and social interactions.

6. Branches of Psychology:
- Clinical psychology
- Cognitive psychology
- Developmental psychology
- Social psychology
- Industrial-organizational psychology
  7. Therapeutic Approaches:
- Cognitive Behavioural Therapy (CBT)
- Psychoanalysis
- Humanistic therapy
- Behaviour therapy
- Group therapy
8. Role of Psychologists:
   Psychologists conduct research to understand behaviour. They provide therapy and counselling. They also work in various settings like hospitals, schools, and private practice.
9. Mental Health Stigma:
   Negative attitudes and beliefs toward people with mental health problems can lead to discrimination and lack of support.
10. Promoting Mental Health:
- Healthy lifestyle choices (nutrition, exercise)
- Building strong relationships
- Seeking professional help when needed
- Practicing mindfulness and stress management techniques
11. Impact of Mental Health on Physical Health:
 Chronic stress can lead to physical issues like heart disease. Mental health problems can affect immune function and increase susceptibility to illnesses.
12. Preventive Measures:
- Regular mental health check-ups.
- Education and awareness about mental health.
- Encouraging open discussions about feelings and emotions.

3. YOGA AS AN AUXILIARY TREATMENT:
   Yoga is often used as an auxiliary treatment for various health conditions due to its holistic approach, which combines physical postures, breathing exercises, and meditation. Here are some ways yoga can serve as an auxiliary treatment:

   1.   Mental Health: Yoga can help reduce symptoms of anxiety, depression, and stress. The mindfulness aspect of yoga promotes relaxation and a sense of well-being.

   2.   Chronic Pain: Practices like gentle stretching and strengthening exercises can alleviate chronic pain, such as lower back pain, arthritis, and fibromyalgia.

   3.   Cardiovascular Health: Regular yoga practice can improve cardiovascular health by reducing blood pressure, improving heart rate variability, and promoting overall heart health.

   4.   Respiratory Conditions: Breathing exercises (pranayama) in yoga can improve lung function and respiratory efficiency, benefiting conditions like asthma and chronic bronchitis.

   5.   Diabetes Management: Yoga can help manage blood sugar levels and improve insulin sensitivity, aiding in diabetes management.

6.   Cancer Treatment: As a complementary therapy, yoga can help cancer patients cope with symptoms and side effects of treatments, improving quality of life and emotional well-being.

7.   Sleep Disorders: Yoga, especially practices like Yoga Nidra, can help improve sleep quality and reduce insomnia.

8.   Rehabilitation: Yoga can support physical rehabilitation after injuries or surgeries by improving flexibility, strength, and balance.

It's important to note that while yoga can be beneficial, it should be used in conjunction with conventional medical treatments and under the guidance of healthcare professionals.

4. REGULAR PHYSICAL ACTIVITY:

Regular physical activities are essential for maintaining overall health and well-being. They offer numerous benefits, including:

1.   Improving cardiovascular health: Regular exercise strengthens the heart and improves circulation, reducing the risk of heart disease.

2.   Managing weight: Physical activity helps control weight by burning calories and increasing metabolism.

3.   Enhancing mental health: Exercise releases endorphins, which can reduce symptoms of depression and anxiety.

4.   Strengthening muscles and bones: Activities like weightlifting and resistance training build muscle mass and strengthen bones.

5.   Boosting immune system: Regular activity can enhance the immune system, helping the body fight off illnesses.

6.   Improving sleep: Exercise can help you fall asleep faster and enjoy deeper sleep.

7.   Increasing energy levels: Physical activities improve your overall stamina and reduce fatigue.

8.   Enhancing flexibility and balance: Activities like yoga and stretching improve flexibility and balance, reducing the risk of falls and injuries.

Engaging in activities such as walking, running, cycling, swimming, or participating in sports can make a significant positive impact on your health. Aim for at least 150 minutes of moderate-intensity aerobic activity or 75 minutes of vigorousintensity activity each week, along with muscle-strengthening activities on two or more days a week.

5. **BENEFITS OF PHYSICAL ACTIVITIES ON PHYSICAL AND MENTAL WELL-BEING:**

Physical activities offer numerous benefits that contribute to overall health and well-being. Regular exercise helps in maintaining a healthy weight, reducing the risk of chronic diseases such as heart disease, diabetes, and certain cancers. It improves cardiovascular health by strengthening the heart and enhancing blood circulation. Physical activities also promote mental health by reducing symptoms of anxiety and depression, improving mood, and boosting self-esteem. Furthermore, engaging in regular exercise enhances muscle and bone strength, increasing flexibility and balance, which is particularly beneficial for older adults in preventing falls and injuries. Overall, incorporating physical activities into daily routines leads to a healthier and more fulfilling life.

5.1. PHYSICAL WELL-BEING:

Physical health refers to the optimal functioning of the body and its systems, achieved through a combination of lifestyle choices and medical care. Key aspects of physical health include regular physical activity, which strengthens muscles and improves cardiovascular fitness; a balanced diet that provides essential nutrients for bodily functions; adequate sleep, which allows for recovery and rejuvenation; and good hygiene practices to prevent infections and illnesses. Additionally, regular medical check-ups and prompt treatment of health issues are crucial for maintaining physical health. Prioritizing physical health not only enhances longevity but also improves quality of life by enabling individuals to perform daily activities effectively and enjoy a higher level of overall well-being.

There are some benefits which include:

1.   Cardiovascular Health: Regular exercise strengthens the heart muscle, improving its ability to pump blood efficiently. Engaging in physical activities lowers blood pressure, improves cholesterol levels, and reduces the risk of heart attacks and strokes.

2.   Weight Management: Physical activity helps in burning calories, which is crucial for weight management and preventing obesity. Regular exercise boosts metabolism, aiding in weight loss and maintenance.

3.   Muscle and Bone Strength: Strength training exercises increase muscle mass, which is essential for overall strength and mobility. Weight-bearing exercises, like walking and running, enhance bone density, reducing the risk of osteoporosis.

5.		Chronic Disease Prevention: Regular physical activity helps regulate blood sugar levels and improves insulin sensitivity. Engaging in physical activities reduces the risk of certain cancers, including colon and breast cancer.

6.		Immune System Boost: Moderate exercise can boost the immune system, helping the body fight off illnesses more effectively.

7.		Improved Sleep: Regular physical activity helps in falling asleep faster and enjoying deeper sleep.

8.		Flexibility and Balance: Activities like stretching and yoga improve flexibility, reducing the risk of injuries. Balance exercises help in preventing falls, especially in older adults.

9.		Longevity: Increases Lifespan: Regular physical activity is associated with a longer life expectancy.

10.		Nutrition: A balanced diet provides the necessary nutrients for body function and maintenance.

5.2. MENTAL WELL-BEING:

Engaging in regular physical activity has numerous benefits for mental health, including:

1.		Reduction in Anxiety and Depression:

Endorphin Release: Exercise increases the production of endorphins, the body's natural mood lifters.

Neurotransmitter Regulation: Physical activity helps regulate neurotransmitters like serotonin and dopamine, which play crucial roles in mood regulation.

2.		Improved Sleep:

Sleep Quality: Regular exercise can help improve the quality and duration of sleep.

Reduced Insomnia: Physical activity can reduce the symptoms of insomnia, leading to better overall mental health.

3.		Stress Reduction:

Lower Cortisol Levels: Exercise helps lower cortisol levels, the body's primary stress hormone.

Relaxation: Physical activity promotes relaxation and can help reduce tension and stress.

4.		Enhanced Cognitive Function:

Memory and Learning: Regular physical activity boosts memory and learning abilities by promoting the growth of new brain cells and improving brain plasticity.

Concentration and Productivity: Exercise improves concentration, attention, and overall cognitive function.

5.		Increased Self-Esteem and Confidence:

Body Image: Physical activity can improve body image and self-perception.

Achievement and Mastery: Setting and achieving fitness goals can boost self-esteem and confidence.

6.		Social Interaction:

 Community and Support: Group activities and sports provide opportunities for social interaction, reducing feelings of loneliness and isolation.

Social Skills: Engaging in physical activities with others can improve social skills and create a sense of community.

7.		Mood Enhancement:

Positive Mood: Regular physical activity is associated with an overall positive mood and emotional well-being.

Mental Resilience: Exercise can increase resilience to mental health issues and help manage emotions more effectively.

8.		Alleviation of Symptoms of ADHD:

Improved Focus: Exercise can help improve concentration and focus in individuals with ADHD.

Impulsivity and Hyperactivity: Regular physical activity can help reduce symptoms of hyperactivity and impulsivity.

9.		Lower Risk of Cognitive Decline:

Brain Health: Physical activity is linked to a lower risk of cognitive decline and neurodegenerative diseases such as Alzheimer's.

Cognitive Preservation: Maintaining regular physical activity can help preserve cognitive function as one age.

10.		Overall Psychological Well-being:

Sense of Accomplishment: Regular physical activity can provide a sense of accomplishment and purpose.

Mental Health Maintenance: Incorporating exercise into daily routines helps maintain overall mental health and prevents the onset of mental health issues.

By integrating regular physical activity into your routine, you can experience these mental health benefits and improve your overall quality of life.

6. CONCLUSION:

Physical and mental health are intricately linked, each profoundly influencing the other. Physical health, characterized by the proper functioning of the body, is foundational to overall wellbeing. Regular physical activity, a balanced diet, adequate sleep, and avoidance of harmful behaviours like smoking or excessive alcohol consumption are essential components of good physical health. These practices help prevent chronic diseases such as heart disease, diabetes, and cancer, while also contributing to a healthy weight, strong muscles, and a robust immune system. On the other hand, mental health encompasses emotional, psychological, and social well-being. It affects how we think, feel, and act, and plays a crucial role in how we handle stress, relate to others, and make choices. Poor mental health, including conditions such as depression, anxiety, and stress, can significantly impair daily functioning and quality of life. It can lead to a decrease in physical health by influencing behaviours and lifestyle choices that negatively impact the body. For instance, stress can lead to poor dietary choices, lack of exercise, and substance abuse, which in turn exacerbate physical health problems. Conversely, physical health issues can contribute to mental health challenges. Chronic pain, disability, or prolonged illness can lead to feelings of hopelessness, anxiety, and depression. The interplay between physical and mental health is evident in conditions like chronic stress, which can weaken the immune system, making the body more susceptible to infections and diseases. Similarly, regular physical exercise is known to boost mental health by releasing endorphins, which are natural mood lifters. Furthermore, a supportive social environment and healthy relationships are crucial for maintaining both physical and mental health. Social support can reduce the impact of stress and improve mental resilience, while loneliness and social isolation are linked to a higher risk of both mental and physical health issues. Therefore, a holistic approach to health that integrates both physical and mental well-being is essential for a healthy and fulfilling life. This approach emphasizes the importance of preventive measures, early intervention, and the integration of mental health services into primary healthcare settings. By recognizing and addressing the interconnectedness of physical and mental health, individuals and healthcare providers can work towards achieving better health outcomes and enhancing the quality of life.

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Healthcare Infrastructure

Neha Roy, Debarati Chowdhury, Mandira Sarkar, Trisha Mandal & Arjama Halder

Abstract: Healthcare infrastructure would typically of aspects such as its current state, challenges, and future directions. The health infrastructure plays an important role in development of any society. It could upon topics like technological advancements, resource allocation, accessibility, and sustainability efforts. More details on the focus or scope would be needed. Healthcare infrastructure encompasses the physical and organizational components essential for delivering healthcare services. This includes hospitals, clinics, and specialized treatment centres, as well as the equipment and technology required for diagnosis, treatment, and patient care. Personnel such as doctors, nurses, technicians, and administrative staff form a crucial part of this infrastructure, ensuring the smooth operation and quality of healthcare services. Moreover, healthcare systems and policies play a vital role in coordinating these resources effectively, optimizing patient outcomes, and addressing public health needs. In almost all the key health indicators given by World Health Organization (WHO) we are behind. According to World Health Statistics of 2018 Indiaranks 145 out of 194 countries. According to NITI Aayog India has a scarcity of 6 lakh doctors, 20 lakh nurses and 2 lakh dental surgeons. Though WHO recommends 1:1000 doctor to patient ratio but in rural India it is 1:11082 and in some states like Bihar It is as low as 1:28391 and UP It is 1:19962 (NHP 2018). Around 80% of India"s1.14 million registered doctors of modern medicine (allopathy) work in cities which is home to just 31% of the country"s population. The main theme of the paper is not only to give actual picture of this infrastructure and find out difference but also tell measures how to correct these and find out solutions to achieve total health care of 1.3 billion people of the country.

Keywords: Healthcare, Infrastructure, Development, Sustainable Healthcare, Improvement.

1. Introduction :

    Healthcare Infrastructure is the backbone of any healthcare system, Healthcare Infrastructure refers to the system of physical resources, personnel, facilities, equipment and services essential for delivering healthcare services to individuals and communities. It encompasses a broad range of components that collectively support the prevention disease, prevention of medical response, provision of medical care, health promotion, and emergency response. Infrastructure must integrate the hospital, as the centre for acute and inpatient care, into the broad healthcare system, and should facilitate the seven domains of quality, Patient experience, effectiveness, efficiency, timelines, safety, equity and sustainability and another Infrastructure includes the built environment and supporting elements : equipment, access, information technology, system and processes.

2. Components:

    Healthcare Infrastructure is the underlying structure that enables a society to maintain and improve the health of its population. Here are some Components of healthcare infrastructure: I. Human Resource:

- Skilled Workforce: Doctors, Nurses technicians, pharmacists and other qualified personnel are the backbone of the system.
- Public health professionals: Epidemiologist, sanitation workers and community health educators play important roles in disease prevention and health promotion.
    II. Facilities and Equipment:
- Hospitals and Clinic: Provides essential services for Patient's treatment, surgery and diagnosis.
- Diagnostic Center: Provides high quality diagnostic care in safe and secure environment. It includes the clinical services of Pathology, Radiology, laboratory machine and other equipments.
- Pharmacy : Ensure access to essential medicines.
    III. Technology and Information System:
- Electronic Health Record : Its Store patient data and allow for better care coordination.
- Tele medicine : Enables remote consultation and expands access to specialists in under served areas.
- Medical Equipment: Imaging machines, medical equipment and monitoring devices enhance the effectiveness of diagnosis and treatment.
    IV. Public Health Programs:
- Immunization: Protect individuals and communities from preventable diseases.
- Disease Surveillance: Monitors and tracks the spread of infections disease for timely response. V. Accessibility and Equity:
- Equitable distribution of resources : Ensuring access to quality healthcare regardless of location or socioeconomic background.
- Tele medicine and Mobile health clinic: Bridging geographic gaps in healthcare access.
- Culturally Components Care: Providing healthcare that respects diverse cultural backgrounds and beliefs.
    These component work seamlessly together to provide quality care, promote preventive measures and ultimately protect population health.[8]

3. Significance of Healthcare Infrastructure:

    Health infrastructure is important to the health and well-being of individuals and communities. It empowers communities, states and nations to prevent disease. Its significance is impacting various aspects of healthcare delivery and public health:

Benefits for people:

• Improved health outcomes: A strong health infrastructure provides access to preventive care, early diagnosis and effective treatment, leading to better health outcomes from chronic disease management to faster recovery times from illness.

• Empowerment and wellness: With accessible healthcare services, individuals feel empowered to take charge of their health. They can take preventative measures like screening and vaccinations, promoting overall wellness beyond Just treating illness.

• Reducing the burden of disease : A wells functioning Infrastructure facilitates proactive measures such as disease surveillance and public health campaigns. It reduces the incidence of infections disease and their burden on individuals families and healthcare systems.

Impact on community

- Public health and Preparedness: Health infrastructure allows for mass Immunization programs, strengthens disease control systems and facilitates quick response during outbreaks. It protects the entire community by promoting a healthy collective environment.

- Social and economic Development: A healthy population translate into a more productive workforce, which contributes to economic growth and development. Reduced healthcare costs due to preventive measures strengthen the economic well-being of communities. Additionally a healthy population is better equipped to handle challenges and activity contribute to society.

- Social equity and access: A strong Infrastructure by trying to provide justified access to healthcare services regardless of socioeconomic background or location. It reduces health disparities within communities and promotes social justice.

Building a strong foundation:

- Advanced Technology: Modern medical equipment and technology play an important role. Imaging machines diagnostic tools and electronic health records improve diagnosis treatment effectiveness and patient monitoring.

- Strong Public Health Systems: Investments in public health programs such as sanitation clean water and disease control protect community health. These measures promote preventive care and reduce the spread of illness.

- Strong communication and information systems : Effective communication channels within the healthcare system and with the public are essential. It ensures timely publicity of health information awareness campaigns and emergency preparedness protocols.

4. Review of Healthcare Infrastructure:

4.1 What is Healthcare Infrastructure?

Healthcare Infrastructure refers to the system of physical resources, personnel, facilities, equipment and services essential for delivering healthcare services to individuals and communities. It is the underlying structure that enables a society to maintain and improve the health of its population. It is important to the health and well-being of individuals and communities. It empowers communities, states and nations to prevent disease.It includes hospitals, Clinic, doctor, nures and elements of Healthcare.

Level of Healthcare Infrastructure in India
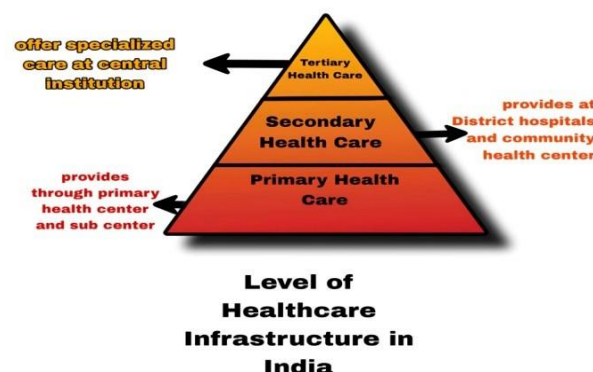
4.2 Level of Healthcare Infrastructure in India:

India took more than three and a half decades to declare its first NHP after independence. The full form of NPH is National Health Policy. Perhaps that time was 1983. So basically there are three basic levels of healthcare in India. The three levels are:

I) Primary Healthcare Level (PHC)
II) Secondary Healthcare Level (SHC)
III) Tertiary Healthcare Level (THC)

I) Primary Healthcare Level (PHC) : The primary level usually involves health promotion and education, disease prevention, and basic diagnostic and treatment services. Primary care is usually the first level of healthcare infrastructure. Primary healthcare is provides through primary health centers and subcenters.

II) Secondary Healthcare Level (SHC) : Secondary health care refers to the second level of the health system. There different types of specialists like psychiatrists, cardiologists take care of different types of patients. Secondary health care is provides at district hospitals and community health centers.

III) Tertiary Healthcare Level (THC) : Tertiary care is a specialized and complex level of care. It is given for a long period of time in rare cases specifically for disorders. It offer specialized care at central institution. [3]

4.3 Healthcare Infrastructure Development:

Health care infrastructure is a multifaceted crucial for enhancing the quality, accessibility and efficiency of healthcare. Investment in state of the art medical equipment and technology, including diagnostic tools, treatment devices, and telemedicine platforms, strengthens diagnostic capabilities, treatment options and remote patient monitoring capabilities additionally, integrating strong information technology systems like electronic health care records(EHRs) and digital health solutions improves data management, communication among health care providers, and overall patient care coordination. Regulatory frameworks and policies Play a crucial role in ensuring quality standards, patients safety and effective health care delivery. Financial investment in infrastructure projects and health care services in essential to sustain operations and meet growing demands. Health care infrastructure development aims to build a equitable health care system capable of addressing current and future health care challenges effectively. [2]

4.4 How to improve Health Infrastructure ?

What steps needed to be taken to improve Health infrastructure?

• Invest in the Workforce : Increase training and recruitment of healthcare professionals, including doctors, Nurses and public health specialists.
• Expanding access: Ensuring equitable distribution of health care facilities and using mobile clinics and telemedicine in underserved areas.
• Promoting sustainability: exploring innovative funding models and encouraging public-private partnerships to ensure long-term infrastructure development.
• Modernizing Technology: Upgrading medical equipment and investing in electronic health records (EHR) for efficient communication and care coordination.
• Prioritize prevention: strengthening public health programs such as immunization, disease surveillance and health education institutions. [2} 4.5 Sustainable Healthcare:

sustainable health care is A vital concept that meeting current health care needs without compromising the ability of future generations to meet their own needs. Achieving sustainability in healthcare involves several principals. Firstly it's requires efficient use of resources, including medical supplies, energy and personnel. This is can be achieved through process, reducing waste, and adapting environmentally friendly practices. Secondly, sustainable health care promotes preventing medicine and public health initiative to reduce the disease before it necessitates costly treatments. Thirdly, sustainability in healthcare also ethical considerations such as care, ensuring that all individuals, have access to essential health care services. Finally it involves innovation in healthcare delivery and technology to enhance efficiency and effectiveness. By focusing on wellness, minimizing waste and embracing innovation, health care systems can provide effective and affordable care while safe guarding the environment.

4.6 Importance of Healthcare Infrastructure:

• Improved health outcomes: Early diagnosis, effective treatment and preventive care lead to a healthier population.
• Empowered individuals: Access to healthcare promotes good health and allows people to take responsibility for their health.
• Strong communities: Public health programs and outbreak responses protect entire communities.
• Economic growth: A healthy workforce contributes to economic development and lowers healthcare costs.
• Social equity: Equitable access to health care promotes social justice and reduces health disparities.

- Foundations for the future: Investing in health infrastructure builds a healthier and more prosperous society.
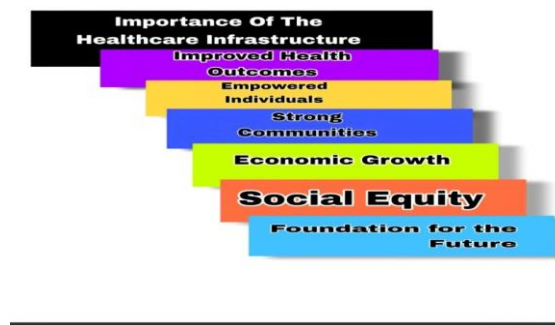
4.7 Medical Equipment of Healthcare Infrastructure:

Diagnosis tools such as MRI machines, CT scanners, x-ray machines, and ultrasound devices aid aid in precise identification of medical conditions. Therapeutic equipment like infusion pumps, radiation therapy machines and surgical lagers enable effective treatment interventions. Monitoring devices such as blood pressure monitors, oximeters, and cardiac monitors ensure continuous patient observation. Life support equipment such as ventilators and defibrillators are critical in emergencies and intensive care settings. Surgical instruments and robotic systems assist in surgical procedures, ensuring efficiency. Rehabilitation equipment like prosthetics and physiotherapy tools aid in recovery and mobility enhancement. Proper maintenance, calibration Timely upgrades of these tools are essential to uphold health care standards and patients safety. [8]

4.8 Challenges in Healthcare Infrastructure:

Challenges in healthcare infrastructure may includes differences in access to services, inappropriate funding for maintenance and upgrades, and the need for continuous adaptation to technological advancements and demographic changes. Innovations in telemedicine, electronic health records, and sustainable healthcare design are transforming healthcare infrastructure, aiming to enhance efficiency, accessibility, and patient-centeredcare. Future developments are expected to focus on elasticity for pandemics and disasters, integration of artificial intelligence, and improving healthcare equity globally.

Other challenges in healthcare infrastructure are:

- Resource allocation: Balancing investments in preventive care, primary healthcare and advanced medical facilities can be complex.
- Workforce Distribution: Ensuring an adequate and wells distributed healthcare workforce in rural and urban areas is crucial for equitable access. [1]

Conclusion:

Healthcare infrastructure empowers individuals, strengthens communities and wides the way for more rich and healthy societies. By prioritizing a strong health infrastructure, we can create a world where the burden of illness is reduced and wellness takes center stage. It is an ongoing effort to ensure a healthy and rich future for all. As a result of government healthcare services and expensive treatment costs, Healthcare Infrastructure is becoming increasingly inaccessible to the general population. Private medical institutes and the central government should form a larger part of the budget for healthcare services.

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Fostering Growth and Development in India Through Sustainable and Eco-efficient Tourism Practices

Debkanta Halder

Abstract: Nearly two decades ago, "alternative tourism" emerged as a potential solution to the negative impacts of mass tourism, promoting eco-friendly and less harmful activities. However, this term has largely faded, giving way to the concept of "sustainable tourism." It's worth considering whether sustainable tourism will follow a similar path to obscurity, especially in sensitive environments—ecosystems that are highly susceptible to irreversible changes due to tourism.

The expansion of tourism into remote areas has raised concerns about its effects on vulnerable destinations. It's crucial to examine the potential role and impact of sustainable tourism in these locales. Not all tourism labeled as "sustainable" truly meets the criteria, and some practices may not be as benign or suitable as they seem.

An innovative perspective on tourism and sustainability is introduced through the Quality of Life (QoL) approach, which can guide alternative methods in tourism planning. Typically, regional or destination tourism planning serves as the primary stage for evaluating proposals and projects. The QoL framework focuses on Community Well-being (CW), centering tourism planning activities around the destination community and enhancing community engagement throughout the process. It emphasizes empowering residents in decision-making and building community capacity to make informed tourism-related decisions. Effective governance structures are crucial, requiring the development of leaders, networks, partnerships, and education for residents and stakeholders about tourism impacts.

The framework also considers the role of external agents in tourism planning, evaluating them based on their contributions to the planning process. As destination communities enhance their capacity for tourism governance, the CW framework redefines tourism as a tool for stakeholders to support well-being and achieve sustainability. This approach involves evaluating various capitals available to residents and identifying major sustainability issues. The planning process then generates tourism options using futures scenario building techniques rarely applied in tourism planning.

Each tourism scenario is assessed for its resources, impacts on different capitals, business viability, and sustainability across QoL levels. Viability assessment is crucial, especially for alternative tourism approaches that might neglect market support and competitiveness. The sustainability assessment extends beyond the destination, considering costs and benefits for tourists, impacts on transit regions, and contributions to broader sustainability. The final stages of implementation and monitoring align with traditional tourism planning approaches.

Keywords: Alternative Tourism, Quality of Life (QoL) approach, Community Well-being (CW), Tourism Planning, Viability.

Introduction :

Nearly two decades ago, an alternative form of tourism hailed as a potential solution to the issues of mass tourism. This was known as "alternative tourism," signifying its deviation from and alternative status to mass tourism. It positioned itself as a more eco-friendly and less detrimental set of activities compared to the widely embraced form of tourism. However, the term has faded into obscurity, giving way to the more prevalent concept of sustainable tourism.

It's worth pondering whether this current buzzword, sustainable tourism, might follow a similar trajectory as its predecessor. This consideration is particularly pertinent when examining tourism in delicate environments. Here, sensitive environments refer to ecosystems highly susceptible to change, especially irreversible change resulting in the permanent loss of biodiversity elements due to tourism's diverse impacts.

The continuous expansion of tourism into even the most remote corners of the earth has raised concerns about its manifold effects on destinations, especially those extremely vulnerable to impact and change. Consequently, it's crucial to delve into the potential role and impact of sustainable tourism in such locales. Not everything labeled as "sustainable" genuinely lives up to the term, and in the realm of tourism, what appears to be a sustainable form may not be as benign or suitable as initially perceived.

Objectives :

- To Implement robust strategies to minimize and counteract any negative impacts arising from tourism activities.
- To Channel economic benefits directly to the local population, emphasizing the preservation of cultural and natural heritage.
- To Promote accessibility in tourism, making it inclusive and available to diverse segments of the population.
- To Design and deliver tourism experiences that go beyond entertainment, offering meaningful insights into cultural, social, and environmental issues, both locally and globally.

  Methodology :

  This section introduces an innovative perspective on understanding the correlation between tourism and sustainability through the lens of Quality of Life (QoL).

  The QoL approach to assess tourism sustainability, can also guide alternative methods in tourism planning. While tourism planning can occur at various levels, regional or destination tourism planning typically serves as the primary stage for evaluating proposals and projects. It is a fundamental framework for destination tourism planning based on the QoL approach, specifically focusing on Community Well-being (CW).

This framework centers tourism planning activity around the destination community, enhancing community engagement throughout the entire process. Recognizing the importance of empowering residents in decision-making processes, the framework emphasizes building community capacity to make informed decisions about tourism. Governance structures for tourism planning are crucial, requiring the development of effective leaders, networks, partnerships, and education for destination residents and stakeholders about tourism impacts.

While acknowledging the involvement of external agents in tourism planning, the framework suggests evaluating these agents based on the resources they contribute to the planning process. As destination communities enhance their capacity for tourism governance, the CW framework redefines tourism as a tool for destination stakeholders, with the primary goal of supporting improvements in well-being and achieving sustainability on multiple levels. Instead of assessing tourism resources, this approach calls for an evaluation of the various capitals available to destination residents and the major sustainability issues they face. Once identified, the planning process involves generating tourism options to address these needs, utilizing futures scenario building techniques rarely applied in tourism planning.

Subsequently, the planning process assesses each tourism scenario considering its offered resources, potential impacts on different forms of capital, business viability, and sustainability across the QoL assessment levels. The viability assessment is crucial, especially for alternative tourism approaches that may overlook market support and competitiveness. The sustainability assessment extends beyond the destination, considering costs and benefits for tourists, the working environment for tourism staff, impacts on transit and generating regions, and contributions to sustainability beyond tourism. The final stages of implementation and monitoring align with traditional tourism planning approaches.

Discussion :

Basic Concept :

The concept of sustainability boasts a rich history, with roots tracing back to medieval game parks and reserves where land and wildlife were preserved for the privileged few. The New Forest in England, established in the 11th century as a royal hunting ground, fiercely protected its fauna. While the methods of that era are unacceptable today, the fundamental principle of managing resources and harvesting a sustainable amount still forms the basis of what we now call sustainable yield.

The notion of sustainable development, articulated by the Brundtland Commission three decades ago, aligns with centuriesold ideas focused on ensuring a supply for tomorrow by considering "how much can be taken today." Although the concise definition of sustainable development is widely accepted, its implementation faces challenges due to inherent illogicalities, allowing varied interests to support or neglect practical application.

In the realm of tourism, the challenges of sustainable development become apparent, exacerbated by the omission of tourism in the WCED report. The aspiration to align various economic activities with sustainable development naturally gave rise to sustainable tourism. Despite widespread support, it has encountered extensive failures in implementation, with shortcomings discussed over the years, including a lack of precise definitions, conflicting goals, and inadequate outcome measurement.

The UNWTO definition of sustainable tourism is criticized for its vagueness, allowing for diverse interpretations and hindering universal acceptance. The failure to produce a clear and applicable definition has resulted in varying interpretations, leading to continued development under the assumption of sustainability.

In light of these challenges, different understandings of sustainable tourism arise, from a traditional view emphasizing viability over time to a broader definition focusing on compatibility with the destination environment. In the context of sensitive environments, the latter perspective gains importance, prioritizing outcomes over the form of tourism.

Applying sustainable development principles to tourism proves complex due to uncertainties about future populations and the lack of consensus on present needs. The imprecision in defining present needs renders discussions about the effects of future tourism on destinations difficult. The viability and meaning of sustainable tourism are questioned, with some suggesting it may be an impractical and meaningless concept.

Despite these concerns, rejecting the concept entirely is not advocated. Sustainable tourism, while a challenging goal, has raised awareness about tourism's impacts and prompted efforts to minimize harm while retaining positive benefits. Striving for an ideal, even if never fully attained, remains worthwhile. The dynamic nature of tourism, constantly evolving in form, intensity, and effects, ensures that achieving a final, fixed target is improbable. The key consideration lies in evaluating the overall effects of tourism on destinations and their residents, recognizing its potential positive impacts on economic, socio-cultural, and environmental aspects.

Historical Perspectives :

The ancient practice of preserving resource stocks persisted through the centuries, evolving significantly in the nineteenth century and laying the groundwork for today's emphasis on sustainability. The debate between

developing or safeguarding resources in the context of recreation and tourism in delicate environments emerged in the late nineteenth century with the creation of the first national parks in North America and New Zealand. While inspired by earlier parks and reserves, national parks aimed at protecting vast wild lands for entire nations, fostering access for all. However, these reserves also held economic aspirations alongside environmental and spiritual goals.

The Canadian national parks, established in 1930, exemplified this balance, dedicating the parks to the people's benefit, education, and enjoyment while emphasizing preservation for future generations. This sentiment closely mirrors the original definition of sustainable development. Yet, the inherent paradox between use and protection persisted, causing challenges in reconciling economic benefits with environmental conservation.

Tourism, irrespective of its sustainability label, exhibits both benefits and costs in wild and sensitive areas. The designation of these areas as important attracts visitors and development, leading to a cycle of increasing demand and services—ultimately contributing to the emerging issue of "overtourism." The acceptance of varying definitions or the absence of clear ones in the context of tourism allows supporters to sidestep a crucial issue: sustainability is a holistic concept applicable to interconnected elements and activities. Viewing sustainable tourism in isolation neglects the inseparable nature of tourism from other human activities, contributing to a fragmented understanding.

The United Nations World Tourism Organization (UNWTO) recognizes the importance of focusing on how tourism contributes to overall sustainability rather than its standalone sustainability. However, achieving this potential contribution requires a comprehensive approach. Birdwatching, often considered a subform of sustainable tourism, exemplifies the complexity. While it appears eco-friendly, the means of access, transportation, and other associated elements may introduce non-sustainable elements, challenging the assumed sustainability of such activities.

The assumption that non-consumptive wildlife tourism forms are inherently sustainable needs careful consideration. The growing appeal of "Last Chance Tourism" underscores the urgency to visit rare or disappearing destinations. Sensitivity to global impacts and holistic effects, rather than simple labels, is crucial for evaluating the sustainability of various tourism forms in different settings.

Despite the challenges, the concept of sustainable tourism should not be rejected outright. It has heightened awareness about tourism's impacts, prompted efforts to minimize harm, and encouraged endeavors to balance positive benefits and environmental conservation. While achieving a final, fixed sustainability target may be elusive due to the dynamic nature of tourism, striving for a more sustainable approach remains a worthwhile pursuit.

Typology :

Sustainable tourism, much like ecotourism, is often hailed as a positive alternative to mass tourism. However, Gössling et al. point out that the term is sometimes cynically used for 'greenwashing', providing an illusion of ethical practices. Despite the positive image, sustainable tourism doesn't necessarily contribute significantly to reducing climate change or environmental issues, as it still involves travel. Many instances of sustainable tourism, highlighted in literature like the Journal of Sustainable Tourism, often entail long-haul travel, predominantly by air. This becomes paradoxical when considering the environmental impact of air travel on global warming.

Even awards for sustainable tourism, such as those from the World Tourism and Travel Council's Sustainability Exchange Tourism for Tomorrow, often overlook the fact that the finalists' operations require long-haul travel for the majority of their consumers. In the pursuit of opposing mass tourism, supporters of alternative tourism forms sometimes overlook the per capita impact, where mass tourists might be less harmful to the environment than sustainable or ecotourists. The carbon footprint of different tourist types is rarely explored in detail by academics, and some are criticized for attending distant conferences to discuss sustainability while contributing to their own carbon footprint.

As mass tourism continues to grow globally, questions arise about meeting the desires and needs of mass tourists without engaging in mass tourism. Sustainable tourism proponents must acknowledge that the current leisure mobility patterns are unsustainable, and changing transportation modes and travel behavior is challenging due to tourists' unwillingness to adopt measures.

A paradox emerges as truly sustainable tourism would require minimal travel, negating its definition as tourism. However, such a shift could have disastrous economic and social effects on regions benefiting from tourism, jeopardizing employment and income. It would also limit tourism to sensitive and remote destinations, potentially having positive environmental effects but not addressing the needs of present and future generations in those areas.

The vague definition of sustainable development and its subsequent variations has garnered widespread support but has also allowed unsustainable developments to occur under its umbrella. Despite the attention given to the concept, the implementation of sustainable tourism principles has been relatively ineffective, possibly due to the realization that achieving complete sustainability is politically challenging and time-consuming. This situation reflects the 'tragedy of the commons,' where those responsible for resources avoid

actions that sustain them but adopt the sustainable concept in principle to create an appearance of responsibility.

Impact on Tourist Destination :

Sustainability is often presented as having a triple-bottom-line, encompassing economic, environmental, and socio-cultural aspects, each supposedly of equal importance. However, there's an additional factor, the political dimension. If proposed developments and policies lack political acceptance, their implementation is unlikely. Hall argues that researchers have overlooked the political component of tourism, leading to a limited understanding of development. To make significant progress toward sustainable principles in tourism, challenging the political reality is crucial. Advocating for pseudo-sustainability while neglecting key elements like travel and the dynamic nature of tourism is bound to fail, especially in sensitive areas where the consequences can be severe.

The preceding critique of sustainable tourism isn't a call for abandoning the term or rejecting most practices labeled as sustainable tourism. Instead, it urges those managing sensitive environments to critically assess all forms of development, whether claiming to be sustainable or not. This shift emphasizes examining the effects of developments on destinations rather than focusing solely on the demand side, such as the form of tourism.

Espiner et al. echo a similar sentiment in developing a conceptual model linking sustainability and resilience. Resilience, a concept originating from Holling, refers to a feature's ability to return to its original state after a shock. While initially applied in the natural sciences, resilience has gained attention in the social sciences, as seen in Hall's tables showing increased usage across disciplines.

Resilience in the context of tourism often involves communities and ecosystems, initially focusing on destinations recovering from tourism development shocks. More recent studies explore how tourism itself can contribute to destination resilience after other shocks, such as natural disasters.

In sensitive areas, concentrating on enhancing resilience to tourism development and other shocks through measures like entry restrictions, behavior limitations, and prohibitions on certain activities may be more effective. Resilience can be bolstered through various actions, including restrictive measures, engineering, information dissemination, and user education. Although these steps are not new, political and economic pressures often hinder their implementation. Even in well-developed urban destinations, residents protest tourist numbers, demanding restrictions on various aspects of tourism.

In sensitive environments, where local communities may lack alternative economic opportunities, early-stage resilience-building becomes crucial. Initial stages of tourism development often garner support for employment and income generation, making it challenging to impose effective constraints later when issues arise. Ensuring destinations in sensitive environments are resilient to all forms of development in their early stages proves more effective than attempting similar actions later in the development cycle.

Studies on resilience planning emphasize involving local residents and stakeholders from the start, gaining critical political support for success. The importance of preparing for and adapting to change is underscored, incorporating adaptation into community governance. Accepting development solely because it's labeled as sustainable does little for the survival of key destination elements; building resilience in anticipation of impacts is a more likely path to success.

Implication :

Dunphy and Benveniste have delineated six distinct approaches for businesses to engage with sustainability.

The initial two involve rejection, where businesses dismiss both the driving issues and the significance of sustainability, and nonresponsiveness, indicating a lack of awareness regarding sustainability.

The subsequent pair includes compliance and eco-efficiency. Compliant businesses adhere to regulatory requirements and/or pressure from key stakeholders without exceeding those obligations, while eco-efficient businesses surpass compliance by adopting sustainable practices directly tied to cost savings and efficient production.

The fifth approach, termed Strategic Sustainability, is a logical extension of eco-efficiency, recognizing sustainability as a competitive strategy linked to indirect business benefits. In this stage, the primary aim is the sustained viability and profitability of the business.

The final approach is Ideological Commitment or the Sustaining Corporation, fundamentally diverging from previous approaches by prioritizing a clear and substantial contribution to the well-being of the planet and the quality of life for people in general.

Businesses in this approach consider impacts throughout the entire lifecycle of their product or service, evaluate its value to consumers, and actively work towards improving sustainability beyond their industry or sector.

Conclusion :

In numerous delicate environments, human presence is restricted, often concentrated in small communities dependent on activities like fishing, timber, mining, or agriculture, which might be on the decline. Tourism is frequently seen as a valuable and potentially successful means of revitalization. Wall poses an intriguing question: If a fishing community abandons fishing due to dwindling resources and instead attracts tourists

successfully, can this be considered an instance of sustainable development? If not, why? Is fishing or farming inherently more sustainable than a wellmanaged tourism approach? Moreover, what may seem sustainable on one scale might be deemed unsustainable on another. Like many concepts, appearances can be deceiving, suggesting that safeguarding the supply is a more prudent approach than relying solely on cultivating an appropriate form of demand.

Tourism and its associated developments have made commendable strides toward sustainability, with individual establishments and organizations minimizing their energy and resource consumption, waste, pollution, and overall disruption of natural and cultural processes in destination areas. This trend is particularly crucial in sensitive areas concerning environmental impacts. It underscores the importance of viewing sustainability as a holistic concept and integrating tourism as one element in the journey toward sustainable development rather than treating it in isolation.

Current conceptualizations of sustainable tourism often fall within the eco-efficiency and strategic sustainability spectrum. This paper contends that the tourism industry needs to progress towards the Ideological Commitment stage, urging tourism planners, managers, and businesses to aspire to become sustaining rather than merely sustainable. While the provided framework is preliminary and requires further refinement, the case study illustrates its potential to reshape the perspectives of governments, communities, and businesses concerning tourism and sustainability.

However, the overall expansion of nearly all forms of tourism has intensified pressure on most destinations, even those often deemed sustainable. Additionally, fundamental issues with the concept of sustainable tourism identified two decades ago remain unresolved. Given the improbability of curtailing tourism volume based on historical trends, a more pragmatic approach might involve shifting some focus from attempting to alter tourism to enhancing the resilience and, consequently, the survival of sensitive areas destined to attract tourists.

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Sustainable Development Through the Mahatma Gandhi National Rural Employment Guarantee Scheme (Mgnregs) in West Bengal

Kaushik Das

Abstract: The United Nations adopted the Sustainable Development Goals (SDGs) in 2015 as part of a global initiative to end poverty, protect the environment, and ensure peace and prosperity for all by the year 2030.The UN Sustainable Development Goals (SDGs) emphasize the need to balance social, economic, and environmental sustainability, since actions in one area affect outcomes in others (SDG Platform).Sustainable development attempts to increase the standard of living while ensuring that future generations can meet their needs. It accomplishes this by making better use of natural resources and the environment. The Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) introduced in 2006 in India, also alleviates poverty and promotes sustainable rural lives across the country. The MGNREGS promotes poverty reduction and rural development through sustainable practices (SDG Platform) as its basic objectives provide social protection and livelihood stability to rural poor, empower disadvantaged and marginalized groups such as women, SCs (Scheduled Castes), and STs (Scheduled Tribes), and enhance democracy at the grassroots level by increasing openness and accountability in government. The MGNREGS promotes economic equality by granting rural dwellers access to infrastructure and jobs, bringing them on par with metropolitan residents. MGNREGS makes direct payments to the poorest households, which helps to eliminate income gaps. This article aims to look into MGNREGS' contribution to achieving sustainable development goals in West Bengal, and its effectiveness in resolving the state's poverty and unemployment challenges.The study is based on secondary data and has covered the period from 2011-12 to 2021-22. Our study demonstrates that MGNREGS is a successful program for reducing rural poverty and creating jobs for rural residents. Women have become increasingly active in this program throughout time, helping to achieve gender equality. Furthermore, by providing jobs for Scheduled Castes (SCs) and Scheduled Tribes (STs) and promoting their participation in village activities, the weakest parts of society have been reinforced.

Keywords: Sustainable development, MGNREGS, Unemployment, Poverty, Rural development.

Introduction :

Sustainable development is defined as growth that meets current needs without affecting future generations' ability to meet their own. Though it provides no certainty or guidance on how to assess progress toward sustainable development, the statement is reliable and defines a goal that many people strive toward. The word "sustainable development" is commonly used to describe the concept of sustainability. The Brundtland Commission's report Our Common Future in 1987 provided the most commonly acknowledged definition of sustainable development. According to the Brundtland Commission Report, "sustainable development is a development that satisfies current demands without jeopardizing future generations' ability to meet their own". Furthermore, Ban Ki Moon (Former UN General Secretary) emphasized the need of "holding the future in our hands together" and ensuring that our grandkids do not have to interrogate us about why we did not behave morally and leave them to pay the price. The two definitions provided above demonstrate that sustainable development is critical to the future progress and well-being of society. Sustainable development objectives arose from the notion of Millennium Development objectives (MDGs), with the primary goal of eradicating poverty worldwide. It addresses challenges that impact every element of human life.

The United Nations approved the Sustainable Development Goals (SDGs) in 2015 as part of a worldwide movement to eliminate poverty, safeguard the environment, and promote peace and prosperity for all by 2030. The UN Sustainable Development Goals (SDGs) emphasize the importance of balancing social, economic, and environmental sustainability, recognizing that actions in one area have an impact on outcomes in others. In 2006, the Indian government launched the Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) to combat poverty and promote sustainable rural living across the country.

The MGNREGS promotes poverty reduction and rural development through sustainable practices (SDG Platform). This article aims to look into MGNREGS's contribution to meeting West Bengal's sustainable development goals and its effectiveness in resolving the state's poverty and unemployment challenges.

Objective of the study:

Although several studies have been undertaken to examine the contribution of the MGNREGA in West Bengal, no research has been discovered that links schemes such as MGNREGS to sustainable development in West Bengal. So, in this study, we attempted to investigate the role and progress of MGNREGS in achieving West sustainable development goals in West Bengal.

Research Methodology:

This study is based on secondary data and spans 2011-12 to 2021-22. The information was gathered from the MGNREGA website, the Ministry of Rural Development, UNDP, and numerous other websites and periodicals. The data was evaluated using percentages.

Major Sustainable Development Goals:

The 2030 Agenda for Sustainable Development provides a shared road map for peace and prosperity for people and the planet, both now and in the future. In 2015, all UN Member States endorsed it. Essentially, the seventeen Sustainable Development Goals (SDGs) are a demanding global alliance call to action for both developed and poor nations. In addition to addressing climate change and seeking to safeguard our oceans and forests, they recognize that attempts to abolish poverty and other forms of deprivation must include measures to improve health and education, reduce inequality, and encourage economic growth.[1] The seventeen (17) interconnected Millennium Development Goals were no poverty, zero hunger, good health and well-being, quality education, clean water and sanitation, affordable and clean energy, decent work and economic growth, industry, innovation and infrastructure, reduced inequalities, sustainable cities and communities, responsible consumption and production, climate action, life below water, life on land, peace, justice, and strong institutions (UNDP).

Features of Sustainable Development:

The fundamental characteristics of sustainable development can be seen in the following:

1. Real per capita income and economic welfare should gradually improve over time.
2. Sustainable development recommends using resources naturally to avoid misuse.
3. Sustainable development aims to improve human standards while also ensuring future generations can meet their own needs. It accomplishes this by improving the use of natural resources and the environment.
4. Sustainable development aims to promote eco-friendly and biodegradable products, as well as set plans for resource replenishment and replacement.
5. Sustainable development prioritizes ecologically friendly construction practices, including green architecture.
6. It focuses on three R's i.e. Reduce, Reuse, and Recycle. The term 'Reduce' stands for reduce of inequality within and among countries, the term 'Reuse' means Reuse of natural resources, and 'Recycle' means recycle of waste materials into useable and new materials.

Objectives of MGNREGS:

The MGNREGS aims to alleviate rural poverty and ensure social protection and livelihood security for the rural poor, empower disadvantaged and marginalized groups such as women, SCs (Scheduled Castes), and STs (Scheduled Tribes), deepen democracy at the grassroots level, and increase transparency and accountability in governance. Apart from the afore-mentioned aims, the following are the key objectives of MGNREGS:

1. Employment generation
2. Creation of sustainable assets
3. Increase in agricultural wages
4. Reduction in distressed migration

Sustainable Development and MGNREGS Linkages:

Sustainable development is concerned with the development without depleting natural resources. The schemes like MGNREGS can aid in the regeneration of natural resources and achieve sustainable developments in a nation like India, where rural areas directly depend on climate-sensitive industries like agriculture and natural resources. The Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) was enacted in 2005 and commenced operative in 200 districts on February 2, 2006. The projects are organized into ten basic categories: watershed, irrigation and flood management, agricultural and livestock related, fisheries and coastal works, and rural drinking water and sanitation. The MGNREGS assisted in reducing poverty, and by concentrating on various plan variables, sustainable development can be achieved(The 2010 Planning Commission). The program assisted in increasing employment and income, which in turn encouraged investment in agriculture and decreased migration (Banerjee and Saha, p.74). Women workers' incomes have improved and the program has also given them more control over their income, enabling them to become economically independent (Pankaj and Tankha, p.135). It was discovered that the MGNREGA activities had lessened the susceptibility of livelihoods, water resources, and agricultural output to erratic rainfall, water scarcity, and low soil fertility. It seems that MGNREGA is covering many of the goals of sustainable development. It includes the following:

MGNREGS and No Poverty:

Since MGNREGS only applies to the poor in rural areas, it primarily targets poverty in such areas. According to the 2011 Census, seventy percent (70 %) of Indians live in rural regions and as a result, there is a need to concentrate on the country's impoverished rural areas, and MGNREGA accomplishes this goal by giving rural residents economic opportunity. According to estimates from the 2018 global

Multidimensional Poverty Index (MPI), reported by the United Nations Development Programme (UNDP) and the Oxford Poverty and Human Development

Initiative (OPHI), India has made historic progress in eliminating multidimensional poverty as between 2005/6 and 2015/16, the incidence of multidimensional poverty nearly halved, dropping from 54.7 percent to 27.5%.[2]

Graphical presentation of Sustainable Development and MGNREGS Linkages

MGNREGS and Financial Inequalities:

MGNREGS seeks to close the gap between rural and urban areas. Metropolitan locations are more developed than rural areas, which means they require more infrastructure, services, and total job opportunities. The MGNREGS increases economic equality by giving rural residents access to infrastructure and jobs, putting them on level with urban residents. MGNREGS provides payments directly to the poorest households, which helps to reduce income disparities. The increased money assists these households in meeting their fundamental requirements, which can lead to better health and educational outcomes. The construction of long-lasting assets like as roads, ponds, and canals enhance the overall economic environment in rural regions, potentially leading to increased agricultural output and economic activity, which can lessen regional disparities. Wages under MGNREGS are frequently paid into bank accounts, so encouraging financial inclusion. Access to banking services contributes to the financial empowerment of rural households by increasing their ability to save, invest, and get loans. The plan decreases the need for rural households to relocate to cities in pursuit of work by offering local jobs.

MGNREGS, Respectable Employment, and Economic Development:

MGNREGS grants recipients the power to demand work in addition to providing employment guarantees to eligible candidates. This scheme provides work within a 5-kilometer radius of the village, forbidding contractors from working on the property, providing a range of work facilities, including shade, drinking water, rest areas, and crèche facilities, making up for late payments, and offering unemployment benefits are just a few of the features that make this scheme conducive to decent work environments and economic growth. MGNREGS stresses the dignity of labor by ensuring that rural workers are appropriately rewarded for their efforts. The program requires the payment of statutory minimum wages, which helps to recognize and value rural laborers' efforts. MGNREGS offers rural households job stability by ensuring 100 days of work. This regular job allows people to avoid the risks and uncertainties associated with informal, seasonal, or temporary labor. MGNREGS has instruments for social audits and transparency in its implementation process. This ensures that workers are educated about their rights, the salaries they are entitled to, and the nature of the tasks they are expected to perform, fostering respect and accountability in the workplace. The system offers a consistent source of income for rural households, which might be critical to their economic stability. This financial security helps to raise living standards and reduce poverty. MGNREGS workers' earnings are frequently spent on local products and services, resulting in a multiplier effect that boosts the rural economy. This increased demand can benefit local companies and create more job possibilities.

MGNREGS and Gender Equality:

MGNREGS provides equal work opportunities for both men and women. According to the scheme, there should be equal pay for both men and women, at least 33% of workers should be female, and 50% should be female throughout all workplaces. Therefore, all these provisions promote gender equality as this

scheme guarantees one-third of all jobs to women. In reality, more than half of the participants are female. Women's participation in the MGNREGS, defined as women person-days out of total in percentage, was 59.25% in the current financial year 2023-24, 57.47% in 2022-23, and 54.82% in 2021-22 (Sharma, Harikishan, 2023).The overall number of women exposed to employment options has a significant impact on social engagement, maximizing decision-making roles, improving education, and extending marital life.

MGNREGS and Infrastructure:

It aids in the development of rural infrastructure, which benefits farmers as well as the community at large. The development of rural infrastructure was facilitated by the availability of resources like playgrounds, roads, wells, tanks, and ponds. To ensure selfreliance, there was a lot of rural infrastructure construction, such as ponds, drilled wells, horticultural plantings, and vermicomposting pits, which all helped to improve biodiversity and promote sustainable development. Over 5.2 crore assets have been geotagged (as of January 6, 2023) and made available in the public domain.[3]It has enhanced irrigation facilities and water conservation methods, resulting in greater agricultural yields, improved food security, and increased farmer incomes. Through this scheme, better road connections and infrastructure development benefit local economies by improving trade and market access, which may lead to additional business possibilities and employment creation. Aside from that, flood control and water conservation infrastructure minimize susceptibility to natural catastrophes, resulting in more stable livelihoods for rural inhabitants. After the implementation of this scheme access to improved infrastructure such as roads, schools, and healthcare institutions increases rural dwellers' general quality of life, fostering social development and well-being.

MGNREGA and Life on Land:

There are different works permissible under the scheme to make life on land comfortable, healthy, and clean such as Water conservation and water harvesting, Drought proofing including (afforestation and tree plantation),irrigation canals including micro and minor 0irrigation work, provision of irrigation facilities to land owned by households belonging to scheduled caste and scheduled tribes, renovation of traditional water bodies including desilting of tanks land development, flood control and protection work including drainage in water logged areas, rural connectivity to all weather access.

Table No. 1
Total No. Beneficiaries under MGNREGS in West Bengals on 23/05/2024

TOTAL NO. DISTRICTS	23
TOTAL NO. BLOCKS	345
TOTAL NO. OF GPS	3339
TOTAL NO. OF JOB CARDS ISSUED	136.63 (LAKHS)
TOTAL NO. OF WORKERS	257.24 (LAKHS)
TOTAL NO. OF ACTIVE JOB CARDS	73.96 (LAKHS)
TOTAL NO. ACTIVE WORKERS (%)	104.44 (LAKHS)
SC WORKERS AGAINST ACTIVE WORKERS (%)	28.43
ST WORKERS AGAINST ACTIVE WORKERS (%)	8.2

Source:https://nreganarep.nic.in/netnrega/all_lvl_details_da shboard_new.aspx?Fin_Year=2024-2025&Digest=cz7jP1J6fbHTWNeFeforFA

The above table indicates that currently, 73.96 (lakhs) of job cards are active in the state and the total no. of active workers stands at 104.44 (lakhs). Out of these 104.44 lakh active workers, the participation of SC and ST workers stands at 28.43 and 8.2 percent respectively.

The above table indicates that the total employment provided under the MGNREGS was 1987.78 lakhs in 2011-12 that has increased to 3642.28 lakhs in the year 2021-22 in West Bengal. The table also depicts that share of SCs was 28.67 per cent in the year 2011-12 and it has declined to 25.42 in the year 2021-22. Simultaneously, the share of STs has also decreased from 8.89 to7.91 from 2011-12 to 2021-22. To empower women in different areas, MGNREGA contributes a lot the share of women in the total employment was 32.56 percent in the year 2011-12 which increased to 46.75 percent in the year 2021-22. These figures show that during the study period, the share of women workers remains above the stipulated share i.e. 33 percent. The average number of days of employment offered per household under this initiative was 33.78 in 2011-12, and it climbed to 47.94 in 2021-22, demonstrating the value of this scheme in employing in West Bengal's rural areas.

The overall impact of MGNREGS in attaining sustainable development goals in West Bengal:

The Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) has significantly aided West Bengal in meeting itssustainable development goals in West Bengal. The scheme has helped to boost rural employment, infrastructural development, and socio-economic progress.

Employment Generation:

1. Job Creation: MGNREGS has provided many workdays to rural households in West Bengal at 3642.28 lakh person-days till 2021-22. It has been an important source of employment, particularly for marginalised groups like Scheduled Castes (SCs), Scheduled Tribes (STs), and women. Our data analysis shows that the average participation of SC people in the scheme always stands above 25 percent. However, the center-state conflict over the issue of holding payment for 100 days of employment in the state has completely stopped this scheme. As a result, the problems of migration and rural unemployment have grown in the financial two fiscal years, 2022-23 and 2023-24.

2. Income Security: The plan has provided a consistent source of income for rural households, allowing them to meet their basic necessities and eliminate poverty in West Bengal. This has proven especially crucial during low agricultural seasons and periods of economic turmoil. According to figures prepared by the Department of Social Justice and Empowerment (Government of India), 28.6 percent of the rural population lives below the poverty level. According to the 'National Multidimensional Poverty Index: A Progress of Review 2023' report, 11.89 percent of West Bengal's population lives in multidimensional poverty (Rampal, Nikhil, 2023).

3. Women's Empowerment: Women account for a sizable share of MGNREGS workers in West Bengal as the data shows in table no. 2 that women's proportion of total employment was 32.56 percent in 2011-12 which increased to 46.75 percent in 202122.This has resulted in increased financial independence and empowerment for women, as well as an improvement in their status within their families and communities. The initiative frequently includes training for women in a variety of skills connected to employment. This skill development can lead to improved future job chances and improve women's economic prospects. Financial independence through MGNREGS earnings increases women's decision-making authority in their households. They can help with family expenses, savings, and investments, giving them more say over family decisions.

4. Water Conservation and Irrigation: MGNREGS initiatives in West Bengal have concentrated on building water conservation structures including ponds and check dams, as well as upgrading irrigation systems. These projects have increased agricultural output by providing a consistent water supply. Various studies in different districts have found that MGNREGS has a good influence on the development and maintenance of rural roads, improving connectivity and making it simpler for villages to access markets, hospitals, and educational institutions. This has boosted the local economy and improved people's quality of life. MGNREGS projects have included flood control measures, including as embankments and drainage systems, to protect agricultural land and rural settlements from flooding.

Conclusion:

To summarize, the MGNREGS is emerging as an effective policy platform in West Bengal for achieving sustainable development goals. This scheme integrates multiple inputs and processes to achieve fundamental development goals. These goals include; ensuring stable and sufficient income for individuals and communities, creating equal opportunities for men and women, focusing on marginalized communities, such as Scheduled Castes (SCs) and Scheduled Tribes (STs), empowering economically disadvantaged groups to negotiate better terms in various aspects of life, aligning with initiatives aimed at sustainable natural resource management, implementing measures to mitigate and adapt to climate-related impacts, encouraging local community involvement in decision-making. The scheme has notably contributed to gender equality with an increase in women's employment over the past decade. Additionally, it has empowered marginalized communities by providing employment opportunities and increasing their participation in village-related activities.There should be an effective awareness among the people regarding the various aspects of MGNREGS and there should not be any delay in the disbursement of wages.Though MGNREGA has a positive effect on revenue output, asset development, and most significantly, enhancing standards of life, the current study does demonstrate that it is not without limitations. Needless to say, if the flaws are addressed, MGNREGA's efficacy will grow over time and play a significant part in changing power dynamics in the community as well as the rural poor's capacity to get a sustainable source of livelihood.

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Sustainable Resource Management for Environmental Resilience

Payel Dhara, Sumana Bhuniya, Indira Chatterjee & Tarpan Chakrabarty

Abstract: In response to quick ecological changes, it is really necessary to keep environment save and maintainable. Sustainable management of resources is one of the methods by which we can ensure the environment is kept safe while still making good use of what is available in the ecosystem; this includes using it creatively without causing harm or damage to it. Sustainable agriculture and forestry promotion, water resources effective control, renewable sources of energy development, fossil fuels discharge and waste reduction schemes are some of the strategies. Sustainable resource management for environmental resilience involves the careful and responsible use of natural resources to ensure the long-term health and stability of ecosystems. This approach aims to maintain a balance between human needs and the capacity of the environment to support those needs. It involves strategies such as conservation, restoration, and sustainable harvesting to minimize negative impacts on the environment while meeting the needs of current and future generations. By implementing sustainable resource management practices, communities can build resilience against environmental challenges such as climate change, habitat loss, and pollution, ultimately contributing to the overall health and sustainability of the planet. stainable resource management plays a pivotal role in enhancing environmental resilience, crucial in the face of global challenges such as climate change and biodiversity loss. This abstract explores key strategies and principles involved in sustainable resource management, emphasizing their importance in achieving long-term environmental sustainability. It discusses integrated approaches that balance economic, social, and environmental objectives, highlighting the need for adaptive management techniques to address uncertainties and complexities. The abstract also underscores the role of stakeholders, including governments, businesses, and communities, in fostering sustainable practices and enhancing resilience to environmental changes.
Overall, sustainable resource management offers a pathway towards maintaining ecosystems' health and productivity while securing essential resources for future generations. This abstract underscores the importance of holistic and integrated approaches to sustainability to safeguard our planet for future generations.[1]

Keywords: sustainable resource management, environmental resilience, climate change, biodiversity, adaptive management.

1. Introduction:

In an era marked via speedy environmental adjustments and growing ecological threats, sustainable aid control has emerged as a pivotal approach for ensuring environmental resilience. This technique focuses on the really appropriate use and conservation of herbal sources to hold ecological stability and support long-time period sustainability. By coping with sources in a sustainable manner, we will mitigate the damaging results of human sports, fight climate exchange, and hold biodiversity. The essence of sustainable resource management lies in its capability to harmonize monetary increase with environmental protection, making sure that herbal resources are available and feasible for future generations. This essay explores the importance of sustainable useful resource management in fostering environmental resilience, highlighting key practices, benefits, and challenges associated with this essential technique. Sustainable resource management for environmental resilience is a critical approach to ensuring the long-term health and stability of ecosystems. It involves the careful and responsible use of natural resources to maintain a balance between human needs and the capacity of the environment to support those needs. This approach aims to minimize negative impacts on the environment while meeting the needs of current and future generations.

By implementing sustainable resource management practices, communities can build resilience against environmental challenges such as climate change, habitat loss, and pollution. Strategies such as conservation, restoration, and sustainable harvesting are key components of this approach. These strategies help to ensure that natural resources are used in a way that maintains their availability for future generations while also preserving the integrity of ecosystems.[2]

2. Promotion of Sustainable Agriculture and Forestry:

Sustainable agriculture and forestry are crucial for retaining ecological stability, ensuring meals safety, and fostering biodiversity. Sustainable agricultural practices, including crop rotation, natural farming, agroforestry, and integrated pest management, decorate soil fitness, lessen dependence on chemical inputs, and boom biodiversity. By rotating plants, farmers can enhance soil fertility and decrease pest and disorder outbreaks. Organic farming removes synthetic fertilizers and insecticides, promoting natural soil fertility and pest control strategies. Agroforestry integrates bushes and shrubs into agricultural landscapes, improving carbon sequestration and presenting habitat for natural world.

Similarly, sustainable forestry practices, including selective logging, afforestation, reforestation, and the protection of vintagegrowth forests, assist preserve forest ecosystems, defend wildlife habitats, and sequester carbon. Selective logging allows forests to regenerate naturally, keeping their ecological functions. Afforestation and reforestation initiatives repair degraded lands and enhance carbon garage. Protecting vintage-increase forests preserves biodiversity hotspots and vital carbon sinks. By selling those practices, we can make certain that our agricultural and forest resources continue to be productive and resilient towards weather change and different environmental stresses.

Promoting sustainable agriculture and forestry is crucial for addressing environmental challenges, ensuring food security, and preserving natural ecosystems. Here are some strategies to promote sustainable agriculture and forestry:

2.1 Agroecology and organic farming: Encourage the adoption of agroecological practices and organic farming methods that prioritize biodiversity, soil health, and natural pest management. This includes crop rotation, intercropping, and the use of organic fertilizers and pesticides.

2.2 Conservation agriculture: Promote conservation agriculture techniques such as minimal tillage, cover cropping, and crop residue management to improve soil health, reduce erosion, and enhance water retention.

2.3 Sustainable land management: Support the implementation of sustainable land management practices, including terracing, agroforestry, and reforestation to prevent soil degradation, enhance carbon sequestration, and preserve biodiversity.

2.4 Integrated pest management: Advocate for the adoption of integrated pest management (IPM) strategies that minimize the use of synthetic pesticides through biological controls, crop rotation, and habitat manipulation.

2.5 Water-efficient irrigation: Encourage the use of waterefficient irrigation systems such as drip irrigation and rainwater harvesting to conserve water resources and reduce the environmental impact of agriculture.

2.6 Sustainable forestry practices: Promote sustainable forest management practices, including selective logging, reforestation, and the protection of old-growth forests to maintain biodiversity, sequester carbon, and ensure the long-term viability of forest resources.

2.7 Agroforestry systems: Support the establishment of agroforestry systems that integrate trees with agricultural crops or livestock to provide multiple benefits such as improved soil fertility, enhanced biodiversity, and diversified income sources for farmers.

2.8 Access to sustainable inputs: Facilitate access to sustainable agricultural inputs such as organic seeds, biofertilizers, and natural pest control products to support farmers in adopting environmentally friendly practices.

By implementing these strategies, stakeholders can work towards promoting sustainable agriculture and forestry practices that contribute to environmental conservation, climate resilience, and the long-term sustainability of food and natural resource systems.[3]

3. Sustainable Management of Water Resources:

Water is a fundamental resource for all existence bureaucracy and ecosystems. Sustainable water control involves the green use and conservation of water assets to meet present day and destiny wishes. This can be achieved thru techniques consisting of rainwater harvesting, the implementation of drip irrigation structures, greywater recycling, and the restoration of wetlands. Sustainable management of water resources is essential for ensuring the availability of clean and safe water for present and future generations. It involves implementing strategies and practices that balance water needs for human consumption, agriculture, industry, and ecosystems while minimizing negative impacts on the environment.

Rainwater harvesting collects and stores rainwater for agricultural and home use, decreasing dependence on groundwater and surface water assets. Drip irrigation structures supply water immediately to the plant roots, minimizing evaporation and water wastage. Greywater recycling treats and reuses family wastewater for non-potable functions, conserving freshwater substances. Wetland healing enhances natural water filtration, flood control, and habitat for natural world. Additionally, shielding watersheds and lowering pollutants from agricultural runoff and commercial waste are critical for keeping clean water substances. Effective water control not best supports human and agricultural needs but also continues the health of aquatic ecosystems and the services they provide.

Sustainable control of water sources is vital for ensuring water availability, pleasant, and ecosystem fitness in the face of growing water demand and environmental demanding situations. Here are key techniques and tactics for achieving sustainable water control:

3.1 Water Efficiency and Conservation:

Promoting water efficiency and conservation practices is essential to sustainable water control. This consists of adopting technologies's and practices that reduce water wastage in agriculture, enterprise, and families. Techniques inclusive of drip irrigation, rainwater harvesting, and green water furnishings in homes can substantially lessen water intake even as keeping productivity and comfort tiers. Public recognition campaigns and education packages also can inspire responsible water use behaviors amongst consumers and communities.

3.2 Conservation and efficiency: Promoting water conservation and efficient water use is crucial. This can be achieved through measures such as implementing water-saving technologies, promoting responsible water use behaviors, and fixing leaks in water supply systems.

3.3 Watershed management: Protecting and managing the health of watersheds is vital for maintaining the quality and quantity of water resources. This includes preserving forests, wetlands, and other natural areas that help regulate water flow, recharge.

3.4 Water pollution control: Implementing measures to prevent and control water pollution is essential for maintaining water quality. This can involve implementing strict regulations on industrial discharges, promoting proper waste management practices, and treating wastewater before it is released back into the environment.

3.5 Integrated water resource management: Taking an integrated approach to water resource management involves considering the interconnectedness of different water sources, such as rivers, lakes, groundwater, and rainwater. It involves coordinating the management of these sources to ensure their sustainability and equitable distribution.

3.6 Promotion of Renewable Energy Sources:

Renewable electricity resources, inclusive of solar, wind, hydroelectric energy, geothermal, and biomass, provide sustainable alternatives to fossil fuels. These strength resources are considerable, inexhaustible, and have minimal environmental effect compared to traditional electricity sources. Promoting renewable power includes making an investment in infrastructure, subsidizing smooth power technology, and imposing rules that inspire their adoption.

Solar strength harnesses sunlight to generate power and heat, decreasing greenhouse gas emissions and air pollutants. Wind strength captures the electricity of wind to produce strength, contributing to power security and lowering carbon emissions. Hydroelectric electricity makes use of the power of flowing water, providing a reliable and renewable strength supply. Geothermal power faucets into the Earth's inner warmness for electricity era and heating. Biomass strength converts organic substances into power, warmness, or biofuels, supplying a renewable alternative to fossil fuels. Transitioning to renewable energy reduces greenhouse gasoline emissions, mitigates weather alternate, and reduces dependence on finite fossil fuel sources. Additionally, it is able to create jobs and stimulate monetary growth in new sectors.

4. Transitioning Away from Fossil Fuels:

The transition far from fossil fuels is essential for decreasing greenhouse fuel emissions and combating climate change. This shift involves phasing out coal, oil, and natural fuel in favor of purifier strength assets. Strategies for this transition consist of investing in renewable electricity, enhancing electricity efficiency, and imposing carbon pricing mechanisms.

Transitioning away from fossil fuels is vital for mitigating weather change, lowering air pollution, and achieving sustainable energy protection. This shift entails phasing out coal, oil, and herbal gas in desire of cleaner, renewable energy resources. Here are key strategies and concerns for transitioning faraway from fossil fuels:

4.1 Investing in Renewable Energy:

Investing in renewable energy assets inclusive of sun, wind, hydroelectric, geothermal, and biomass is important for reducing greenhouse fuel emissions and diversifying energy sources.

Governments, organizations, and individuals can guide this transition by means of investment studies and improvement, offering subsidies and tax incentives, and facilitating the deployment of renewable power infrastructure. For example, feedin tariffs and renewable portfolio standards can stimulate investment in renewable strength tasks, making them economically competitive with fossil fuels.

4.2 Improving Energy Efficiency:

Improving power performance throughout sectors such as transportation, homes, and industry can notably lessen energy demand and the want for fossil fuels. Energy-green technologies, practices, and regulations including constructing insulation, efficient home equipment, and automobile fuel performance requirements can decrease strength consumption even as retaining or maybe improving productivity and comfort stages. Governments can sell power performance through guidelines, requirements, and monetary incentives that encourage the adoption of green technology.

4.3 Implementing Carbon Pricing Mechanisms:

Carbon pricing mechanisms which include carbon taxes and cap-and-change systems positioned a fee on carbon emissions, incentivizing groups and consumers to lessen their carbon footprint. By internalizing the social fee of carbon emissions, these mechanisms inspire the adoption of cleanser electricity alternatives and power funding in low-carbon technology. Revenue generated from carbon pricing can be reinvested in renewable energy improvement, power performance programs, and tasks to aid groups tormented by the transition faraway from fossil fuels.

4.4   Phasing Out Subsidies for Fossil Fuels:

Phasing out subsidies for fossil fuels and redirecting economic assist closer to renewable power and electricity efficiency tasks can boost up the transition. Fossil gasoline subsidies artificially lower the value of extraction, manufacturing, and consumption, distorting market costs and discouraging funding in purifier alternatives. Governments can redirect these budgets to aid the development and deployment of renewable electricity infrastructure, promote studies into clean technology, and assist groups and people affected by the transition.

By implementing these strategies, policymakers, businesses, and communities can work towards a sustainable transition away from fossil fuels, leading to a cleaner, more resilient energy system that benefits both people and the planet.

5. Implementation of Waste Reduction and Recycling Programs

Effective waste control is crucial for minimizing environmental effect and maintaining sources. Waste discount strategies, together with reducing packaging, selling reusable merchandise, and inspiring patron conduct changes, assist decrease the quantity of waste generated. Recycling applications make sure that materials like paper, glass, metals, and plastics are reprocessed and reused, lowering the need for virgin assets.

Reducing packaging minimizes waste on the supply, stopping useless cloth use. Promoting reusable merchandise, like purchasing bags, water bottles, and containers, reduces unmarried-use plastic waste. Encouraging patron behavior adjustments, which includes composting and responsible intake, fosters a way of life of sustainability. Composting natural waste can create valuable soil amendments and decrease methane emissions from landfills.

Implementing these packages can conserve natural assets, reduce pollutants, and reduce the environmental footprint of human activities. Implementing waste reduction and recycling programs can help reduce the amount of waste generated and promote a more sustainable approach to waste management. Here are some steps to implement these programs:

5.1   Conduct a waste audit: Start by assessing the current waste generation and disposal practices in your organization or community. Identify the types and quantities of waste generated, as well as the current recycling practices.

5.2   Set goals: Based on the waste audit findings, set specific goals for waste reduction and recycling. These goals can include reducing the overall waste generation, increasing recycling rates, or implementing specific recycling programs for certain materials.

5.3   Develop a waste reduction plan: Create a comprehensive waste reduction plan that outlines the strategies and actions needed to achieve the set goals. This plan should include measures such as source reduction, recycling, composting, and proper disposal methods. Educate and train: Raise awareness and provide training to employees, residents, or community members on the importance of waste reduction and recycling. Provide information on proper waste sorting and disposal methods, as well as the benefits of recycling.

5.4   Provide recycling infrastructure: Ensure that there are adequate recycling bins and containers available in all relevant areas, such as offices, public spaces, or residential areas. Clearly label the bins with instructions on what can and cannot be recycled.

5.5   Partner with waste management companies: Collaborate with local waste management companies or recycling centers to ensure proper collection, transportation, and processing of recyclable materials. Establish partnerships to facilitate the recycling process and ensure that collected materials are properly recycled.

5.6   Monitor and evaluate progress: Regularly monitor and evaluate the progress of the waste reduction and recycling programs. Track key metrics such as waste diversion rates, recycling rates, and cost savings. Use this data to identify areas for improvement and make necessary adjustments to the programs.

By following these steps, organizations and communities can effectively implement waste reduction and recycling programs to minimize waste generation and promote sustainable waste management practices.

6. Adoption of Circular Economy Principles:

The round economic system model aims to create a closed-loop system wherein products and substances are reused, repaired, refurbished, and recycled. This method contrasts with the conventional linear financial system, which follows a 'take-makedispose' pattern. By adopting round economic system ideas, we will lessen waste, lower useful resource consumption, and reduce environmental effect.

Designing merchandise for durability and recyclability guarantees that they may be without problems repaired, repurposed, or recycled. Developing reverse logistics structures enables the return and reprocessing of used merchandise and substances. Creating markets for secondary uncooked substances

encourages the usage of recycled inputs in manufacturing procedures. The circular economic system no longer only conserves assets and reduces pollutants however also fosters innovation and creates economic opportunities via new commercial enterprise fashions.

The round financial system model Is designed to create a closed-loop gadget wherein products and substances are constantly reused, repaired, refurbished, and recycled, in place of the traditional linear financial system's 'take-make-dispose' version. By adopting circular economic system concepts, we can reduce waste, lower useful resource intake, and limit environmental effect.

Adopting circular financial system principles is critical for sustainable aid management and environmental resilience. By designing merchandise for sturdiness and recyclability, developing reverse logistics structures, creating markets for secondary raw materials, encouraging product-as-a-carrier fashions, promoting purchaser awareness, and supporting rules and rules, we can transition to a more sustainable financial version. The round financial system not best conserves assets and reduces pollution but additionally fosters innovation and creates monetary opportunities thru new enterprise models. Through coordinated efforts from governments, organizations, and clients, we are able to build a greater resilient and sustainable future.

6.1 Assess current resource use: Conduct a thorough assessment of the organization's or community's resource use, including materials, energy, and water. Identify areas where resources are being used inefficiently or wasted.

6.2 Design for circularity: Integrate circular design principles into product development and procurement processes. This involves designing products and systems with the intent of maximizing their lifespan, reusability, and recyclability.

6.3 Implement product stewardship: Take responsibility for the entire lifecycle of products, from design to end-of-life management. This may involve implementing take-back programs, extended producer responsibility initiatives, or designing products for easy disassembly and material recovery.

6.4 Promote resource efficiency: Encourage the efficient use of resources within the organization or community. This can include measures such as energy efficiency improvements, water conservation practices, and material substitution with more sustainable alternatives.

6.5 Foster collaboration and partnerships: Collaborate with suppliers, customers, and other stakeholders to create closed-loop systems for resource management. This may involve establishing partnerships for material exchange, sharing resources, or coinvesting in circular economy initiatives.

6.6 Explore innovative business models: Embrace business models that promote the sharing, leasing, or renting of products to extend their lifespan and maximize their utility. Examples include product-as-a-service models and collaborative consumption platforms.

6.7 Educate and engage stakeholders: Raise awareness and provide education on the principles and benefits of the circular economy to employees, suppliers, customers, and the broader community. Encourage participation and feedback to foster a culture of sustainability.

6.8 Advocate for policy support: Engage with policymakers and advocate for supportive regulations and incentives that promote circular economy practices. This may include advocating for measures such as extended producer responsibility laws, tax incentives for circular business models, or eco-design standards.

By integrating these steps into waste reduction and recycling programs, organizations and communities can transition towards a more circular economy model, which focuses on maximizing resource efficiency, minimizing waste generation, and creating value from materials throughout their lifecycle.

Conclusion:

Sustainable aid control is critical for building environmental resilience and making sure the lengthy-time period health of our planet. By selling sustainable agriculture and forestry, managing water sources accurately, advancing renewable energy, transitioning far from fossil fuels, implementing waste discount and recycling packages, and adopting round economic system concepts, we will create a more sustainable and resilient future. These efforts require coordinated motion from governments, businesses, and individuals to obtain lasting high quality exchange. Adopting those strategies can help mitigate weather trade, maintain biodiversity, and make sure a wholesome environment for destiny generations. Through sustainable resource management, we can promote the overall health and sustainability of the planet by preserving the integrity of ecosystems and ensuring the availability of natural resources for future generations. Embracing a holistic approach that considers the interconnectedness of natural systems and the well-being of all communities, human and non-human alike, is crucial for creating a resilient and sustainable future for our planet. It is imperative that we continue to prioritize sustainable resource management to support environmental resilience and ensure a thriving planet for generations to come. Sustainable management of water resources is essential for building environmental resilience in the face of increasing challenges such as climate change, pollution, and growing water demand. By adopting conservation and efficiency measures, protecting watersheds, controlling pollution, integrating water

resource management, adapting to climate change, and engaging stakeholders, we can ensure the long-term availability and quality of water for current and future generations.

Promoting sustainable water resource management not only safeguards ecosystems and biodiversity but also enhances human well-being, supports economic development, and fosters social equity. By working together to implement these strategies, we can create a more resilient and sustainable water future that benefits both people and the planet.

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Fight & Surveillance Against CDS & NCDS

Akash Banik, Jeet Majumder, Suchandra Mondal & Swikriti Dewan

Abstract: Communicable diseases is a type of disease, which is carried from one person to another person or, involved. Non-communicable diseases are always known as a chronic disease, which resides in a human body for a long time. Communicable diseases are treated quickly, but non-communicable diseases are treated very slowly. The prevalence of communicable diseases depends on the number of infectious individuals present, which changes dynamically during an epidemic. Non-communicable diseases (NCD) are caused by genetic, physiological, behavioural and environmental factors. NCDs also occur due to various reasons. Communicable diseases are examples of diseases known to us or, known types of diseases. Non-communicable diseases are unknown diseases that occur in a human body either genetically or environmentally.

Keywords: Human, Known, Treated, Caused.

1. Introduction:

A communicable disease is a most different types of diseases. CDs is an illness caused by an infectious agent or toxic product. It is transmitted by direct or indirect contact between the host and the susceptible individual.

Non-communicable disease is a worldwide disease. In this disease it is an account for a large and increasing burden. NCDs is currently estimated that accounts for approximately 43% of global disease burden and 60% of global deaths. It is difficult to control non-communicable diseases. This is projected to increase to 73% of deaths and 60% of disease burden by 2020. Various factors or causes are responsible for NCDs. In developed countries, NCDs becomes a leading problem.

2. Objectives of CDs & NCDs:

The objective of disease control is to stop the transmission of the infected agent, because no new person is infected and no risk of developing the disease.

Non-communicable diseases (NCDs) are the worst diseases that lead people to death. The most important way to reduce this death is to control the risk factors that lead to its development. One of them is the use of tobacco. There is also the harmful use of alcohol. To maintain an active lifestyle a person needs to consume healthy food and improve the quality of nature air.

NCDs divided into 2 objectives:

General and Specific objectives.

3. Causes of CDs & NCDs:

- Communicable Disease Contact with blood and bodily fluids, breathing in an airborne virus, or by being bitten by an insect.
- Non-Communicable Disease Cancers and Cardiovascular disease, Diabetes and chronic lung illnesses diseases.

4. Surveillance of CDs & NCDs:

Surveillance is the most important part of controlling a disease. Infectious diseases are known human diseases. Surveillance for infectious diseases is an important part of health information systems. To control the CD, there are some observations:

- Health education
- Reporting
- Notice
- Continuous monitoring
- Take action
- Investigate

Non-communicable disease surveillance is monitoring and reporting. The main focus of the NCDs Monitoring and Reporting Unit is to improve public health policy. It is also an important monitoring tool to assist in the collection, analysis and dissemination of country-level risk factor data. There are 5 different ways to prevent NCDs. Let's explore:

Some of the major modifiable factors include tobacco use, harmful use of alcohol, unhealthy diet and physical inactivity. In addition, Eastern health systems are a means of prevention through the development and implementation of effective legal frameworks, people-centred healthcare and universal health coverage. High-quality research and development can be promoted.

5. Fight Of CDs & NCDs:

The primary methods of dealing with infectious diseases are to isolate infected patients and to help protect the general public. Use of personal protective equipment (PPE) by doctors and health care workers.

Many non-communicable diseases can be prevented by reducing the general risk. Common risk factors are tobacco use, harmful alcohol use, physical inactivity and unhealthy diet. Many types of other conditions are also considered in NCDs. Injuries and mental health disorders can be included.

6. **Who Response:**

WHO stands for World Health Organization. CDs are a worldwide disease. Progress has stalled in high-burden countries of the world due to CDs. Therefore, WHO has launched some special initiatives. A "FIND" in it. All these initiatives prevent the spread of diseases like measles, rubella and polio. WHO has contributed a lot to reducing the rate of CDs in the world.

WHO's category of non-communicable diseases is an important category of human life. This division is responsible for global leadership, coordination, guidance and technical assistance to reduce premature death and morbidity. WHO has taken huge steps to deal with a dangerous disease like NCDs.

7. **Common CDs & NCDs:**

COMMON COMMUNICABLE DISEASES-
- Pneumonia
- Tuberculosis
- Cold
- Influenza
- Strep Throat
- Hepatitis A, B, C
- Mononucleosis

COMMON NON-COMMUNICABLE DISEASES
- Asthma
- Allergy
- Diabetes
- Cardiovascular Diseases
- Cancer
- Arthritis
- Kidney Failure

8. **Conclusion:**

Communicable diseases are diseases that transfer person to person. An infectious disease is a disease that is usually caused by a previously established or unknown infectious agent. Prevention of these diseases is very important to prevent mortality. These diseases can be spread through various causes, through air, pollutants, even from insect bites. This disease is very important to prevention.

The level of non-communicable diseases in the world is substantial and is recognized as a problem. Various public and private community-based organizations are still trying to combat infectious diseases. Control of treatment is essential to prevent NCDs. Without proper focus, countries around the world will become poorer and poorer.

Promotion of Sustainable Agro-Forestry: Strategies for a Greener Future, Balancing Productivity, and Environmental Conservation

Madhuchhanda Dhole

Abstract: The word sustainability has a long-term application for the development of a country, and its functional sector is very vast. Agroforestry sustainability is considered the development of a country's environment and socio-economic aspects from the present to the future. Deforestation is happening worldwide, both naturally due to natural hazards and manually due to industrialization and urbanisation. The growing population and their need for food will create a demand for a large amount, but a lack of food production also might create famine in the future (A Sustainable Agriculture and Forestry, Position Paper, 2021). In general, the agricultural field is responsible for the emission of greenhouse gases, and this is a reason for climate change. Still, agriculture is essential for food. In this way, there are many reasons responsible for the decrease in arable land and production. All these phenomena include environmental pollution, threats to biodiversity, and the scarcity of good-quality food. The agricultural revolution has been successful in enhancing food production worldwide. The application of pesticides and inorganic fertilisers has been increasing production, but it makes the environment polluted and decreases food quality. The essentiality of food is needed, but the environment and socio-economic development are also vital, so sustainability is one of the best solutions for managing the situation. The FAO report guides many perspectives and suggests required steps that are necessary to be taken (FAO, 2018). The EU, Asian nations, and the US have taken various initiatives and programs that are going on for sustainable agriculture. The Indian government has taken many programmes on this aspect, like Soil Health Management (SHM), the National Mission for Sustainable Agriculture (NMSA), etc., to increase agricultural productivity (Kogut, 2024, March 21; Vikaspedia, 2022; Muhie, 2022). The forest is also an important natural element for the ecosystem and environmental sustainability, so forest management is also essential due to that Common Agriculture Policy (CAP), European Green Deal (EGD), etc. missions have been running as a part of rural development (Meredith et al., 2021; Kniivila, 2012). The objective of this article is to reach out to the need for sustainability in agro-forestry for social development and the measures that have been taken for these actions by the different countries of the world to minimise problems related to unsustainability in these aspects.

Keywords: Biodiversity, Environmental Conservation, Forestry management, Productivity enhancement, Sustainable Agriculture and Forestry Practices.

Introduction :

The term sustainability was used in the Brushland Report, which was published in 1987, and started to be distinct in US legislation in the 1980s, then formally first used in 1985 (Gupta et al., 2021). Its use in multiple sectors in different ways means continuity in development and planning for future conservation without hampering the need for resources at present. It is a longterm development process that is beneficial for society (Wikipedia, 2024). The word originated from forestry economics, and there is an interrelationship between forestry and agriculture, so this term is used with agricultural development and forestry management (Christen et al., 2013, pp. 5). Sustainable agriculture has a vast and great objective. It is a scientific process to establish sustainability in contemporary socio-economic and environmental sectors (Bowler, 2010), supported by governmental initiatives and regulations. FAO's outline principles about sustainable agriculture are: "Boost food chain productivity; protect and spare environmental resources; improve people's wellbeing and economic growth; foster ecosystems and communities' resilience" (Kogut, 2024). Agro-forestry is long-term sustainability in agriculture, which has various positivities for agricultural productivity, environmental conservation, and farmers' economic development (Agro-forestry for Sustainable Agriculture, 2023; FAO, 2018; Sunderland et al., 2019, pp. 48–71). Sustainable agriculture practice aims to reduce the negative effect of agriculture on the environment and increase production, which is called eco-friendly agriculture (Prashant, 2023).

A balance between forest product use to fulfil people's needs and forest environment conservation is called sustainable forestry. It is also called forest management. Local people collect forest products that have been stored for the upcoming generation. People get a lot of physical and biotic-abiotic elements from the forest but return a little to the forest. Many people's economic activities depend on forests. Even the forest has been providing shelter to creatures since the ancient period. According to the FAO, deforestation occurred in a huge area between 2015 and 2020, and it has not been covered till now, but without plantations, their diverse ecosystems are damaged. FAO (2010) estimated 5.2 million hectares of forest loss annually (Kniivila, 2012). To secure the environment and its ecosystem, forest sustainability, such as forest management, is required (Forest Stewardship Council, 2024; FAO, 2018).

Agricultural development is needed to supply the increased people's food demand over time, which should maintain the security and quality of food production in large amounts. Sustainable agriculture intends to maintain a sustainable environment and increase crops through economic development and socio-economic inequality management (Feenstra et al., 2021; Christen et al., 2013, pp. 5; Agenda 21, 1992; Kniivila, 2012). A great arrangement was needed for promoting the system, like the application of good and quality equipment, irrigation, infrastructure, etc. As this is a large and long-term system of development, the term sustainability is used here to analyse this developmental process (Christen et al., 2013, pp. 5).

India has taken a revolutionary initiative by applying four keys in New Delhi in the sector of sustainable agriculture, jointly by the Union Ministry for Agriculture and Farmers and the Union Minister for Rural Development. Initiatives like the School Soil Health Programme, Krishi Sakhi Convergence Programme (KSCP), The Central Fertilizer Quality Control & Training Institute's (CFQCTI) Portal for Fertilizer Sample Testing, Revamped Soil Health Card Portal & Mobile Application, and others have the potential to revolutionise agricultural sample testing and the nation's agricultural landscape (Drishtiias, 2024).

The objectives of this chapter are to explain the main thing and matter of sustainable agriculture and forestry in our society. Also, agro-forestry sustainability finds out the necessity of conserving the environment as well as increasing production for the growing population without sacrificing the current needs of people. A thorough literature review has been done on different articles, blogs, reports, and book chapters related to this topic and has been taken as significant as a helpful or supportive text. The authors have identified agriculture and deforestation-oriented problems in the environment and mentioned the necessities and positive approaches of sustainability in agro-forestry. Authors have asked about the applied and contemporary strategies and techniques in articles; even both authorities, government and non-government, as well as farmers personally, have taken initiatives to convert cultivation systems and have applied sustainability in agro-forestry systems. Different projects and programmes have been going on recently. However, they have not mentioned the present situation and rate of success as the results of sustainability. As it is a longterm system, infrastructure is not very suitable for developing and underdeveloped countries in the application of high technologies, which is a barrier to the application of sustainability in agroforestry in the whole world. It is now essential for all countries because of the near-growing population and their need to fulfil food and sustainability in environmental and socio-economic sectors (Harnly, 2004; Fatima et al., 2024), but there have been suggestions or problem-solving hints given.

Sustainable Agriculture Practices and Management:

Although many different ideologies, laws, and methods have helped achieve these objectives, most definitions of sustainable agriculture share a few basic ideas and concepts. But the basic and primary meaning of sustainable agriculture is the shift of agriculture from the traditional to an eco-friendly system, as it can be reduced to emit harmful gases from the farm and pollute the environment without hampering production, and it should be the quality of welfare from the farmers to the consumers. This system differs from the normal agricultural system on different sides, like how these practices conserve not only the environment but are also safe for soil health and produce healthy and nutritional food quality (Kogut, 2024; Fatima et al., 2024), that is good for human health, has a water-conservative system, a protesting strategy against climate change along with generating more income for the farmers, helps the farmers to adapt crops from the effects of climate change (FAO, 2018), and even, it balances biodiversity. To become successful in this initiative, people should need some regular training focused on sustainable development in agriculture, necessary research in this area for the development of rural infrastructure, needed subsidies in various sectors related to the application of green technologies in the farming system by the farmers, and scientific support for them to produce crops and increase their regular income. Some more initiatives can be helpful for sustainability, like promoting sustainable farming practices, investing in research and development, improving irrigation systems, educating and empowering farmers, conserving biodiversity (FAO, 2018), supporting agroecology, reducing food waste, developing climate resilient infrastructure, encouraging public-private partnerships, promote agro-forestry, etc. (Prashant, 2023). Sustainable development conserves natural resources (soil, energy, air, water, etc.) for future generations to produce crops with proper management strategies in recent years (Kogut, 2024). By changing forests, meadows, and lakes, a cultivating system emerged and needed society's food supply. With the advent of food demand, different countries started to produce and export different crops, like cereals in Central Asian countries, wheat and barley in Middle Eastern Asia, and potatoes and maize in America. They have been starting to use a breeding system for more production; still, it is going on for the long term, i.e., sustainability in agriculture (Christen et al., 2013).

The National Mission for Sustainable Agriculture (NMSA) has been developed to increase agricultural productivity, particularly in rainfed areas, by focusing on integrated farming, water use efficiency, soil health management, and resource conservation synergy. Its objectives are more productive agriculture, integrating the climatic resilience farming system, conserving natural resources, adopting soil health management practices, water resource management, developing the capacity of farmers and stakeholders, improving rainfed areas, etc. Various strategies have been applied and taken up by different programmes by the government of India for promoting and marketing with success. The major programmes are Rainfed Area Development (RAD), On Farm Water Management (OFWM), Climate Smart Agriculture (CSA), Soil Health Management (SHM), and Climate Change and Sustainable Agriculture: Monitoring, Modelling, and Networking (CCSAMMN) (Vikaspedia, 2022; Muhie, 2022). Agricultural sustainability depends on the favourable condition of the natural resources, and it can be promoted by the conservation and needful use of the resources. India has promoted the NMSA programme for enhancing food production to avoid food

scarcity in the near future. To apply sustainability in agriculture in the country, the rainfed regions have been targeted for an integrated cultivation system. The use of water efficiently, managing soil quality, etc. have been taken as a resource conservation process. NMSA has scheduled various agricultural adaptation and developmental programmes framed by the National Action Plan on Climate Change (NAPCC). These missions aim to create a series of adaptations for agricultural development based on some key measures, i.e., management, agricultural insurance, credit support, markets, etc. (NSMA, 2019). The three main measures of agricultural sustainability are the environmental scale (agro-ecological), the social scale (socialterritorial), and the economic scale, etc. (Kogut, 2024, March 21).

India has found 30 different types of sustainable Agricultural Practices (SAPs); for example, Vermicompost is a practice under the permaculture system (Gupta et al., 2021; Wikipedia, 2024). Many practices are used in sustainable agricultural systems in the whole world and these practices are – the application of fertilizer is transformed by nitrogen fixation plants, alter the use of pesticides by natural pests, a crop rotation system for soil and ecological sustainability, less water consuming crop species and apply smart irrigation system, sown land cover crops to protect the soil erosion, reduce the application of tillage for ploughing and preventing soil erosion, application of chemical pest and integrated pest management (IPM), integrated weed management, permaculture use, crop residue management (CRM), organic farming, agroforestry, conservation agriculture, precision agriculture, management of food waste, consumer education, integration of livestock and crops, sustainable agriculture intercropping, mulching, conservation tillage, using biofuels and zero-emissions transport, agro-forestry, urban agriculture, fair price for farmers, implementing agroecology techniques, support to small-scale farmers, investment in research and innovation, crop diversity and genetic conservation, financial incentives to the farmers, regulate farming practices in New Zealand, Internet of Things (IoT) and smart farming, data analysis and predictive modelling, integrated pest management, farmer-to-farmer knowledge sharing, strengthening farmer cooperatives and value chains, community supported agriculture programme, farmers' markets, farm-to-table restaurants, farm tours and workshops, efficient irrigation systems, mixed farming, multiple cropping system etc. (Kogut, 2024; Promoting Sustainable Agriculture; Wikipedia, 2024; Sunderland et al., 2019, pp. 48-71; Muhie, 2022).

The increase in sustainable agro-productivity has grown the global economy, but it is also prominent and important for the local economy. The productivity growth enhances the demand for good quality and safe food, and production also increases in the whole world. Sustainable agriculture is a long-term system to conserve natural resources along with crop production (USAID, 2023).

Sustainable Forestry Practices and Management:

Forests play an essential role in the wild world as well as in civilian society. To manage the forest's sustainability, some practices are mentioned here: the biodiversity of flora and fauna, preserving the soil's health, watersheds with fungal diversity, etc.

The forest sustainability controlling factors are measured by the harvesting of wood and forest products, agro-forestry activities, management of fire, pest and species diversity, etc. According to the Forest Stewardship Council (FSC) report (2024), there are some reasons for unsustainability: deforestation creates threats to biodiversity, and triggers climate change through enhanced greenhouse gas emissions. Overexploitation of natural resources and clean cutting of forests are snatching people's economic activities who are directly dependent on forests. Some sustainable forestry practices have been suggested by this authority, and this consistent change is essential for sustainability practices. This incident makes sure about the biological diversity and stable economic sustainability for the local people. It is possible by following local laws, securing the country's people's rights, giving priority to community relations, striking a balance between forest resources and people's needs, making minimal use of harmful chemicals, being careful with endangered species, and taking necessary steps to manage the forest (Perugia, 2024; Harnly, 2004). Agricultural fields, forestry, and land use patterns emit huge amounts of greenhouse gases (Cakmakci et al., 2023). To mitigate the use of resources unsustainably, increase the growth of resources, reduce the emission of greenhouse gases, and manage biodiversity, the European Green Deal (EGD) formulated a new Common Agricultural Policy (CAP) for rural development and to protect the ecosystem from degradation (Meredith et al., 2021; Kniivila, 2012, pp. 20; Harnly, 2004).

Sustainability in Agro-forestry:

Agro-forestry is a practice that helps to perform sustainable agriculture and a parallel process of cultivation of plants, crops, and livestock that is helpful to all. So, crop production increases and fulfils growing people's food demand through balanced environmental quality. Also, it is beneficial to the agriculturist because he gets not only the cultivable products but also the farmer, who is saved from losses due to low production due to the harshness of nature. It has multifunctional applications and benefits for people, i.e., socioeconomic, environmental sustainability, and enhancing biodiversity. It helps to control climate change, conserve natural resources, and supply jobs with the forest's elements to local people. The systems of agro-forestry are alley cropping, where plantation has been done between two rows of other crops, and forest farming, which also works as a windbreaker that obstructs soil erosion (Agro-forestry for Sustainable Agriculture, 2023).

Environment-friendly agriculture means agricultural practices in which the use of inorganic products are almost not used to produce for cultivation, but it is still possible to balance the fertility of the soil and manage biodiversity and the biogeochemical cycle in a natural way. As a result, a healthy ecosystem exists in the environment. Sustainable, environmentfriendly agriculture conserves not only the environment but also enhances agricultural production. In this practice, engaged farmers produce foods and fruits using organic fertilisers and reduce environmental pollution by keeping in mind that this system protects the ecosystem as well as benefits all people in the world. Besides that, forestry, fishery products, and livestock products should produce and increase production without disbalancing the environment by following this system (FAOLEX Database:

Republic of Korea, 2021).

The government should take initiatives to implement an environmentally friendly agro-forestry system and produce harmful pesticide-free organic food products by applying the required plans and policies with the help of a concerned committee in the administration of a country (FAOLEX Database: Republic of Korea, 2021). Sustainable Agri-Food Systems and Rural Development in the Mediterranean Partner Countries (SUSTAINMED) is a collaborative finance project of the European Union (EU) for promoting the agroforestry and policies of national agriculture, rural development, and trade in the Mediterranean Partner Countries and Turkey (Kniivila et al., 2012). Urban agriculture has multidimensional perspectives and benefits for sustainable agriculture. There is some more potential in urban sustainable agriculture, i.e., it can help to produce crops and ensure food security, along with mitigating the urban heat island effect and helping to manage the surface run-off systems of urban areas (Huan et al., 2024).

Needs, Objectives, and Benefits of Sustainable Agro-forestry:

According to Agro-forestry for Sustainable Agriculture (2023), agro-forestry has multiple benefits for society and helps to conserve the environment and protect the environmental degradation. In this practice, trees, crops, and pasture are done simultaneously, and it reduces greenhouse gases by sequencing carbon from the environment. That means it makes a balance between harmful greenhouse gases and fruitful nongreenhouse gases in the environment, the nutrient cycle is maintained, the soil fertility is balanced (increases organic carbon), and it helps to mitigate climate change and pollution. It has been mentioned before that this system increases biodiversity, creates economic support for the localities through rural overall development, increases income, improves the general life and health of the farmers, and makes people aware of the need for sustainability and environmental pollution, utilisation, and consumption habits transformation from nonrenewable resources to renewable resources with conservation to save and store resources for future generations (Agro-forestry for Sustainable Agriculture, 2023; Kogut, 2024).

Agro-forestry is such a path that emits less but can absorb more than others, but high technology should be applied through these practices, and it has no limited boundary within the EU. This responsibility is to all of the world to save the environment without hampering crop production. In addition to agricultural sustainability to divert biodiversity, sustainable forest management is also needed (Kniivila, 2012). To reach the goal, some policies have been taken, namely the EU Forest Strategy. The achieving steps are the European Green Deal, biodiversity, the bio- and circular economy, clean energy, use of alternative fuels, etc. (A Sustainable Agriculture and Forestry, Position Paper, 2021).

According to FAO, it has been estimated that the rate of deforestation is almost 10 million hectares per year in the whole world. As the forest is a natural habitat for animals, to protect the ecosystem, protection and diversity of species, the forest is essential. Also, forests act as a carbon sinker and source of oxygen, even if they balance the climate and environmental elements and supply the forests' elements, which are the main source of the economy of local people. Some sustainable practices are: following local laws and maintaining a sustainable forestry certification; balancing forest resources and benefits with societal demand, a forest management plan, etc. (Perugia, 2024).

According to the European Union (EU), a goal was settled in the Paris Climate Agreement to reduce at least 55% of greenhouse gas emissions by 2030 from the perspective of the year 1990. It is possible to reach the goal by adopting sustainable agriculture because a huge amount of greenhouse gas is emitted from agricultural fields, but it should be kept in mind that the crop production amount should not be less than before because it may create food insecurity or threaten the growing population in the world. FAO said that almost 60% more food production is essential by 2050 compared to 2007 for people's food demand (Fatima et al., 2024).

According to the FAO, in order to meet the demands of a worldwide population predicted to reach 9.1 billion by 2050, agricultural production of food and biofuels must increase by 70%. Brazil exports a huge amount of food products around the world, and the high price of production has caused deforestation. The result of deforestation is greenhouse gas emissions. More sustainability is needed in livestock farming. Scientific use of land, rural assets, and natural resources creates sustainability (The Nature Conservancy; How to Feed the World in 2050, 2009).

It was an alarming note announced at the international conference on halting deforestation that the deforestation area was 7.3 million hectares in 2000, and it became half the forest area loss that was 3.3 million hectares in 2015. According to Eva Muller, the director of the Food and Agriculture Organisation's forestry department, almost 80% of the forest area has been cleared for agricultural land purposes. It was mentioned in the book "Why Forest? Why Now?" that tropical deforestation happens due to the export of soybean, palm oil, and wood, known as exportcommercial agriculture. A large amount of forest damage in Latin America is due to beef production; soybean production is blamed for deforestation in South Asia. In this way, deforestation occurs for pulp-paper production, timber, palm oil, rubber, coffee, and cocoa production. These are the parts of economic development. There should be diversified agricultural production systems, integrating trees, crops, and livestock with a landscape approach to prevent land degradation and balance land use between agriculture and forest. Forest conservation is another sustainable development like agriculture, and it aims to protect forests, restore and sustain the use of the ecosystem, prevent desertification and land degradation, and preserve biodiversity through a sustainable forest management system. This conveys the socio-economic and ecological benefits of a country. According to Jonah Busch, a senior research fellow at the US-based non-profit Centre for Global Development, forests help to achieve many Sustainable Development Goals (SDGs), including climate and biodiversity, sustainable food security, energy, clean water, and health, and they are very important for sustainable agriculture (Cakmakci et al., 2023; Cao and Solangi, 2023). Yurdi Yasmi, Forest policy officer at FAO, said sustainable forest management and agriculture are considered biodiversity and poverty reduction (Niyogi, 2018; IOM, 2007).

Applying population projection and the expected need for a huge amount of food, forces for taking agricultural initiatives to the administration and scientists. So, the reasons for obtaining sustainability in agriculture are to nourish and restore the soil, save energy, conserve and protect water, value diversity, provide crops with resilience, be in harmony with nature, support local communities, stabilize the food supply, etc. (Shields, 2019).

There are some more benefits except for environmental and socio-economic factors in the sustainable agriculture system of a country, like using less expensive farming techniques, increased crop productivity and food security (FAO, 2018; Wikipedia, 2024), restraining fossil fuels, balancing biodiversity, creating close-tonatural conditions for livestock, removing water contamination, conserving non-renewable resources, managing soil fertility, preventing erosion, etc. (Kogut, 2024).

Table-1. Indicators of Sustainable Agriculture by Organisation for Economic Co-Operation and Development (OECD).

Table-1. Indicators of Sustainable Agriculture by Organisation for Economic Co-Operation and Development (OECD)		
Dimension	Factor	Indicator
Environment	Water quality	Groundwater level, Use of Fertilizer
	Biodiversity	Species genetic diversity
	Land use and Landscape	Arable land and land use patterns
Economic	Farm output	Partial production
	Financial condition	Income and profitability
	Farm management	Organic farming
Social	Welfare	GDP and Employment
Source: OECD, 2008; Kniivila, 2012		

The Organisation for Economic Co-Operation and Development (OECD) has mentioned a set of indicators that are used to indicate the sustainability of a country. Here, environmental, economic, and social dimensions are shown in Table 1 in general, which are important indicators for sustainability that vary with the countries because of their dimension variations.

Strategies for Applying the Sustainability in Agriculture and Land Use:
Drastic changes happened in agriculture for applying high technologies, chemicals, etc. after the middle of the twentieth century in India. People's demand for food and livestock was raised. As the production amount increased, the production rate decreased, and then food purchase rates decreased. There were some positive effects along with some negative effects, which were very harmful to the environment and threatened human health. Besides that, natural resource storage was becoming scarce, and it was a threat to civilians. So, it has become necessary to understand the sustainability perspectives of the agroecosystem and food system (Brodt et al., 2011; Kogut, 2024; Cakmakci et al., 2023).

One of the strategies of sustainable agriculture is to minimise the use of fertilizers in the field to conserve the ecosystem and prey harmful insects and weeds with good insects in natural processes. So, farmers plant shrubs along the edge of the fields and help to create their habitat. Genetic diversity is another process to resist harmful pets and infected diseases (Brodt et al., 2011).

In sustainable agriculture systems, some technologies have been applied for monitoring, promoting and use as a problem-solving tool in sustainability and these are – i) Enable an ongoing monitoring system by the application of remote sensing, ii) EOS Data Analytics (EOSDA) crop monitoring system by using EOS SAT satellite images, iii) Effective use of chemicals by Variable rate application (VRA) maps, iv) Application of Vegetation and Water Indices to point out the effect of water use (Normalized Difference Vegetation Index or, NDVI, Normalized Difference Moisture Index or, NDMI, Renewable Energy Corporation of India or, ReCI, Modified Soil-Adjusted Vegetation Index or, MSAVI, Normalized Difference Red Edge Index or, NDRE etc.) (Kogut, 2024).

Obstruction Used to Face for Applying This Practices:

The three pillars acting as barriers to sustainable agriculture are issues related to society; climate change as an environmental obstruction; and lack of financial support or investment trends in agriculture, which is an economic barrier (Wikipedia, 2024).

Though it is necessary for the whole world, if people lack awareness, it becomes tough to imply in a large sector. Moreover, the lack of suitable infrastructure and economic stability, as well as the money crisis, are big issues for fulfilling and reaching the goal (Agro-forestry for Sustainable Agriculture, 2023).

There were many challenges for EU nations to reach the target for protecting forestry, i.e., there was an oscillation about the application of the Green Deal and its impact on food security. The EU's other target was a 10% additional land area restriction by 2030 for forest management, but disproportion in ownership rights, the principle of subsidiarity, and controversy related to the 10% restricted land with the forest owner states of the EU made this initiative rejected (A sustainable agriculture and forestry, Position Paper, 2021).

Though this system is beneficial for society, some negativity may impact the atmosphere. Because agricultural activity is responsible for 10% of greenhouse gas emissions (USA, in the year 2019), air pollution is emitted from fossil fuel emissions from agricultural equipment and methane from livestock areas (Kogut, 2024).

China's economy has faced some obstacles in sustainable agriculture that have damaged the economy, social, and environmental sectors. The Multi-Criteria Decision Marketing (MCDM) technique was applied to analyze the challenges and benefits of this system, mainly in advancing the Sustainable Development Goals (SDGs). To solve this situation and develop sustainable agriculture, they applied the Analytical Hierarchy Process (AHP) and Simple Additive Weighting (SAW) techniques (Cao and Solangi, 2023).

Initiatives to Implement the Sustainable Agro-forestry:

Carbon trading is a carbon management system and DMRV tool. This technology known as Digital Measurement, Reporting, and Verification (dMRV) holds the potential to completely transform the Voluntary Carbon Market (VCM) by bringing about more accountability, efficiency, and transparency that helps to control and verify the carbon offsets and establish the authenticity of carbon trading (Agro-forestry for Sustainable Agriculture, 2023; Climate, 2023).

The expected food demand of growing populations is going to be a practical issue in the coming days around the world. Scientists are already thinking about this, and there is an opportunity to survive this problem, which is to restore the degraded land conversion into an agro-forestry region. This system can help produce more cultivable products and animal commodities needed in everyday life and can benefit environmental sustainability. For example, permaculture and zero-budget natural farming in Anantapur, a drought-prone district of Andhra Pradesh, the state of India, are helping by generating supplement income for the local farmers of this region, i.e., a benefit of agro-forestry (Niyogi, 2018; Gupta et al., 2021).

Eastern Zambia's farmers took on a sustainable project, namely the Community Markets for Conservation (COMACO), the Landscape Management Project, based on simple technologies with the collaboration of the Zambian government, the World Bank, and the private sector, to protect forests, prevent soil erosion, save the environment, and mitigate climate change (Mubanga et al., 2020). Building Capacity for Sustainable Agriculture plays a crucial role in this initiative by the East African Community (EAC). Agricultural training and research centres have been organised to develop local people's awareness (Promoting Sustainable Agriculture).

The NMSA has been promoted for sustainable agriculture. So, the agricultural department of the Indian government has inaugurated many programmes to enhance crop production with environmental resilience. Mostly rainfed areas are selected for this mission because almost 60% of the yield area of India is included in this region and 40% of crops are produced in total crop production (NSMA, 2019; Gupta et al., 2021).

The European Union, USA, Asian countries, and Middle Eastern countries have inaugurated different policies for sustainability in agriculture and to achieve its benefits (Wikipedia, 2024). Sustainable Agriculture

and Rural Development (SARD) is needed for both developed and developing countries, and policies are needed to implement these. Different programmes have been implemented for sustainable agriculture, and SARD is one of these programmes (Agenda 21, 1992).

According to the committee's report, National Academy Press (1993), the application of agricultural technology and land use practices can develop the agricultural system of the humid tropical region. There is a necessity for broad sectoral development in social, economic, and political space throughout the system to promote sustainability in agriculture. Progress depends on the existence of technologies in the nation along with environmental favorability. The objectives of this policy were to execute the people's needs without disturbing the natural resources entirely long-term, i.e., sustainability. The adapted strategies helped to change the outlined goals, which are to manage forests and land resources more effectively and encourage sustainable agriculture.

Air pollution can be controlled and improved by applying some practices, like reducing the use of fossil fuel-powered appliances; methane from this process can be a renewable energy source if it is captured; changing the feed for cattle to reduce the amount of methane produced by enteric fermentation; and controlling the breakdown of manure (Kogut, 2024).

There is no policy on sustainable development in South Africa, but they seek to promote this policy by addressing five pillars, one of which is the protection of natural resources, and starting policies Aon agriculture for sustainable development (Khwidzhili and Worth, 2017).

Conclusion:

At the end of the discussion, the needed and various practices have been known for agricultural and forestry sustainability. Many countries have started to follow the agro-forestry system for a long time and developed their strategies. Besides the economy, environmental sustainability is required and responsible for human beings. Because the environment and farming system both benefit society (Prashant, 2023), as it was mentioned before, environment, social, and economic sustainability are interrelated, and agroforestry sustainability has an impact on them and is indispensable for human survival. However, some people's lack of awareness creates backwardness in the development of society. Only policies can make sustainability in agriculture more integrated (Brodt et al., 2011). Sustainable agriculture and forestry are required for an ecofriendly environment not only in rural areas for its development but also in urban areas for sustainable development as well as environmental sustainability (Huan et al., 2014).

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The Role of 21st Century Skills in transforming India into a Knowledge Society

Dr. Jyoti Baijal & Dr. Richa Chaurasia

Abstract: The transformation of India into a knowledge society hinges on the widespread adoption and integration of 21st-century skills. Critical thinking, creativity, collaboration, communication, and digital literacy are not just academic concepts but essential competencies for navigating the complexities of the modern world. By prioritizing these skills in educational frameworks and professional development, India can harness its potential and attain sustainable growth. As the nation embraces this paradigm shift, it stands poised to emerge as a global leader in knowledge and innovation.

This chapter underscores the importance of 21st-century skills in India's journey towards becoming a knowledge society. By integrating references and real-world examples, it offers a detailed understanding of the necessary competencies and the significance of their development amongst the youth. By addressing both challenges and opportunities, it provides a roadmap for leveraging these skills to achieve transformative progress.

Introduction :

India stands on the brink of a significant transformation, poised to evolve from a developing nation into a leading global knowledge society. This evolution is deeply intertwined with the cultivation of 21st-century skills among its populace. As the digital age reshapes economies and societies, India's ability to harness these skills will determine its trajectory towards becoming a knowledge-centric power. This chapter explores how 21st-century skills—such as critical thinking, creativity, collaboration, communication, and digital literacy—are instrumental in this transformative journey.

The Knowledge Society Paradigm:

"Knowledge societies are about capabilities to identify, produce, process, transform, disseminate and use information to build and apply knowledge for human development." (UNESCO 2005)

"The term knowledge society refers to a society in which the creation, dissemination, and utilization of information and knowledge has become the most important factor of production. In such a society, knowledge assets (also called intellectual capital) are the most powerful producer of wealth, sidelining the importance of land, the volume of labor, and physical or financial capital." (International Encyclopedia of the Social Sciences 2008)

Knowledge Society can be defined as a new society formed due to contemporary societal change propelled by technological innovation and institutional transformation, as also about human beings, their personal growth and their individual creativity, experience and participation in the generation of knowledge."...

Knowledge societies leverage human intellect, advanced technologies, and strategic management to drive economic growth and social development. For India, a country with a rich historical legacy and a burgeoning young population, the transition to a knowledge society represents both a challenge and an opportunity. Unlike traditional industrial economies, which emphasize physical labor and capital, knowledge societies thrive on intellectual capabilities, technological advancements, and continuous learning. For India, with its vast human resources and burgeoning tech sector, the transition to a knowledge society involves leveraging these assets through targeted skill development initiatives.

Definition of 21st Century Skills:

Twenty-first-century skills are abilities and attributes that can be taught or learned in order to enhance ways of thinking, learning, working and living in the world. The skills include creativity and innovation, critical thinking/problem solving/decision making, learning to learn/metacognition, communication, collaboration (teamwork), information literacy, ICT literacy, citizenship (local and global), life and career skills, and personal and social responsibility (including cultural awareness and competence) (Binkley et al. (2012))

The Role of 21st Century Skills:
1. Critical Thinking and Problem-Solving

In a rapidly changing world, critical thinking and problemsolving skills are paramount. These skills enable individuals to analyze complex situations, evaluate options, and make informed decisions. According to the World Economic Forum (2020), these skills are essential for innovation and adaptability. In India, where the economy is evolving and facing diverse challenges, fostering these skills can drive progress. Thus, enhancing critical thinking across educational institutions and workplaces in India, is crucial. Initiatives such as project-based learning and real-world problemsolving scenarios can help students and professionals

develop these abilities. By fostering a culture that values analytical reasoning and innovative solutions, India can address societal challenges and improve its global competitiveness. The National Education Policy (NEP) 2020, for example, promotes experiential learning and critical thinking as core educational objectives (Ministry of Education, 2020).

2. Creativity and Innovation

Creativity allows one to look at problems and challenges from different angles and to come up with solutions that may not be immediately obvious. This ability to think outside the box is essential in today's fast-paced, rapidly changing world.

Creativity is the cornerstone of innovation, which drives economic growth, societal progress and competitive advantage. In India, fostering a creative mindset can lead to the development of new products, services, and business models. India's startup ecosystem exemplifies this potential, with cities like Bengaluru and Hyderabad emerging as global innovation hubs (NASSCOM, 2021). Encouraging creativity through interdisciplinary education and supportive policies can harness this potentia and let India traverse its journey of progress. The NEP 2020 advocates for the integration of creative subjects and practical experience into the curriculum, aiming to cultivate a generation of innovators (Ministry of Education, 2020). Programs that integrate arts and sciences, and collaborations between educational institutions and industry, can further stimulate creativity. Studies indicate that creative education fosters problem-solving skills and entrepreneurial spirit, crucial for India's economic development (Kapur & Lee, 2022).

3. Collaboration and Teamwork

The ability to collaborate effectively across diverse teams is increasingly important in a globalized world. Collaboration across disciplines and borders lead to groundbreaking innovations, efficient problem-solving and enhance productivity. Research by the McKinsey Global Institute (2018) highlights that collaborative skills are vital for high-performance teams and innovation. In the Indian context, promoting teamwork through educational practices and professional environments can bridge regional and sectoral divides. Initiatives like collaborative projects in higher education and industry partnerships can facilitate this process, contributing to a more cohesive and innovative knowledge society. India's diverse and multicultural landscape presents both opportunities and challenges for collaboration. Building a collaborative culture involves promoting teamwork skills in educational settings and creating platforms for cross-sector partnerships. Successful implementation of collaborative projects can enhance India's research capabilities and drive collective progress.

4. Communication Skills

Effective communication underpins all aspects of a knowledge society, from leadership to international business relations. It is a key to sharing knowledge, building relationships, and driving change. The ability to articulate ideas clearly and persuasively is essential not only for leadership and professional success but also establishing oneself in the global arena. India's emphasis on multilingualism and diverse cultural contexts necessitates the development of strong communication skills across different mediums—verbal, written, and digital. Educational reforms and corporate training programs focused on communication can equip individuals to articulate ideas effectively and engage with a global audience.

According to the OECD (2016), strong communication skills enhance employability and career advancement. Educational institutions must develop both traditional and digital communication skills to prepare individuals for a globalized economy.

The importance of development of soft skills amongst the youth of India can be gauged from the latest staggering Indian budgetary allocation of ₹2 lakh crore for education and employment. India is on the cusp of a transformative era that emphasizes not just unicorn startups but the thriving potential of MSMEs. The target is to create 100 million jobs over the next decade, marking a significant leap towards sustainable economic growth.

However, as we invest in skilling and employment, there is an imperative need to harness India's soft power—particularly communication skills. Effective communication is the bedrock of innovation, collaboration, and leadership, and it is essential for India to rise at a faster pace in the global arena.

The Importance of Communication Skills

Communication skills encompass a range of competencies, including verbal and non-verbal communication, listening, empathy, and the ability to convey ideas clearly and persuasively. In a world increasingly driven by digital and interpersonal interactions, these skills are critical across all sectors—be it business, education, healthcare, or governance. Honing these skills would lead to:-

(a) Enhancing Employability and Productivity: Effective communication is a key determinant of employability. Employers across industries prioritize candidates who can articulate their thoughts clearly, collaborate with teams, and engage with clients effectively. For MSMEs, where resources are often limited,

having employees with strong communication skills can significantly enhance productivity and drive business growth.

(b) Fostering Innovation: Innovation thrives in environments where ideas are freely exchanged, debated, and refined. Communication skills facilitate this exchange, enabling teams to brainstorm effectively, share diverse perspectives, and arrive at innovative solutions. As India aspires to transition from a replicator or outsourcing economy to a creator economy, fostering a culture of open communication and intellectual property creation becomes crucial.

(c) Leadership Development: Strong communication skills are a hallmark of effective leadership. Leaders who can inspire, motivate, and connect with their teams are more likely to drive organizational success. As India focuses on skilling its workforce, developing future leaders with exceptional communication abilities will be key to steering the nation towards its economic and social goals.

5. Digital Literacy and Technological Proficiency

Digital literacy is foundational for accessing, evaluating, and utilizing information in the modern world. It is the foundation of a knowledge society. Proficiency in digital tools and technologies empowers individuals to access, evaluate, and utilize information efficiently. As India advances its digital infrastructure and integrates technology into various sectors, digital literacy becomes increasingly critical (World Bank, 2021).India's rapid digitalization and the rise of the IT sector accentuate the importance of digital literacy. Programs aimed at enhancing digital skills, such as coding bootcamps and online courses, are essential for preparing the workforce for future demands. Initiatives to enhance digital skills, such as coding programs, online courses, and digital literacy campaigns need to escalated amongst the populace.. Ensuring widespread access to digital resources and integrating technology into education will help bridge the digital divide and prepare individuals for the future workforce. The Digital India initiative highlights the government's commitment to improving digital literacy and infrastructure, which is crucial for supporting a knowledge-driven economy (Government of India, 2015).

6. Challenges and Opportunities:

The path to becoming a knowledge society is fraught with challenges. Disparities in access to quality education, regional inequalities, and a lack of infrastructure can hinder progress. Addressing these challenges requires concerted efforts from government, industry, and educational institutions. Policies that promote equitable access to education and technology, along with investments in skill development programs, are essential.

Opportunities abound for India to leverage its demographic dividend and technological advancements. By aligning educational curricula with industry needs, fostering public-private partnerships, and promoting lifelong learning, India can create a robust knowledge ecosystem. Additionally, embracing global best practices and adapting them to local contexts will further enhance the country's ability to thrive in the knowledge economy.

India faces several challenges in its path to becoming a knowledge society, including disparities in educational access, regional inequalities, and infrastructural constraints. According to the Annual Status of Education Report (ASER) 2021, educational quality and access remain significant issues (ASER Centre, 2021). Addressing these challenges requires comprehensive policies and investments in education and technology. By aligning educational strategies with industry needs and promoting lifelong learning, India can create a robust knowledge ecosystem.

Conclusion:

India's aspiration to transition into a leading knowledge society is both a strategic necessity and a reflection of its dynamic demographic landscape. As the global economy evolves towards an increased reliance on knowledge, the role of 21st-century skills becomes paramount. The transformation of India into a knowledge society hinges on the widespread adoption and integration of 21stcentury skills. Critical thinking, creativity, collaboration, communication, and digital literacy are essential for navigating the complexities of the modern world and driving sustainable development, fostering innovation and driving socio-economic growth. By addressing challenges and leveraging opportunities, India can harness its potential and emerge as a global leader in knowledge and innovation. The strategic focus on these skills will not only facilitate economic growth but also contribute to a more inclusive and dynamic society.

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Predictive Analysis of Popularity Dynamics in social media using Data Mining Models

Syed Rizwan N, Rathi Kumar D & Dr. A. Shanker Prakash

Abstract: With the exponential growth of social media platforms, understanding and predicting the dynamics of popularity have become paramount. This paper proposes a novel approach Popularity Dynamics Social Media Predictor (PDSMP) to analyse and predict popularity using combined Machine Learning Models. By leveraging machine learning techniques, social network data, and user engagement metrics, our methodology aims to provide valuable insights into the factors influencing the popularity of content on social media platforms. The experimental results are presented through demonstration of the effectiveness of the approach in accurately predicting the popularity of various types of content, thereby offering significant implications for content creators, marketers, and platform operators. The results showed augmented results of PDSMP (88%) outperforming the existing models.

Keywords: Social Media, Popularity Dynamics, Social Media, Predictive Modelling, Machine Learning.

Introduction :

The rise of social media has revolutionized the way information is disseminated, and content is consumed. Understanding the factors driving the popularity of content on these platforms has become crucial for various stakeholders, including marketers, advertisers, and content creators. While several studies have explored this phenomenon, there remains a gap in effectively predicting popularity trends using advanced data mining techniques. In this paper, we propose a comprehensive approach to analyse and predict popularity dynamics on social media platforms. Social media platforms have emerged as powerful tools for communication, information sharing, and content dissemination in the digital age. The dynamics of popularity on these platforms play a pivotal role in shaping user engagement, influencing consumer behaviour, and driving digital marketing strategies. Understanding and predicting popularity trends have thus become essential for content creators, marketers, and platform operators to effectively harness the potential of social media.

The primary objective of this research is to develop a comprehensive framework for analysing and predicting popularity dynamics on social media platforms using data mining models. Specifically, the research aims to identify the key factors influencing the popularity of content on social media, develop predictive models that accurately forecast the popularity of diverse types of content, including text posts, images, videos, and links, evaluate the performance of different data mining techniques in predicting popularity trends and provide actionable insights for content creators, marketers, and platform operators to optimize their strategies and enhance user engagement.

This research focuses on popular social media platforms such as Facebook, Twitter, Instagram, and YouTube. The research aimed to analyse a wide range of content types and user interactions to capture the complexity of popularity dynamics on these platforms. The scope of this study encompasses data collection, feature engineering, model development, and performance evaluation, with a focus on providing practical solutions for real-world applications. Despite the growing importance of popularity analysis on social media, existing approaches often lack predictive capabilities and fail to capture the dynamic nature of user engagement. The problem lies in the complexity of social media data, which involves diverse content formats, user behaviours, and network structures. Additionally, traditional analytical techniques struggle to handle the large volumes of data generated on social media platforms, limiting their effectiveness in predicting popularity trends.

Addressing these challenges requires advanced data mining techniques capable of processing large-scale social media data, extracting meaningful insights, and predicting future trends with accuracy. By developing predictive models grounded in datadriven analysis, this research aims to bridge the gap between descriptive and predictive analytics in the context of social media popularity.

I. Literature Review:

Prior research in the field of social media analytics has primarily focused on descriptive analysis and correlation studies to understand the factors influencing popularity. While these studies have provided valuable insights, they often lack predictive capabilities. Recent advancements in data mining and machine learning offer promising avenues for addressing this limitation by enabling the development of predictive models based on historical data. Smith et al. (2023) [1] delve into the intricate dynamics of popularity on social media platforms, employing a data-driven approach to analyse the factors influencing the spread and adoption of content. Chen et al. (2023) [4] present a machine learning framework for predicting content virality on Instagram, leveraging features such as image aesthetics, user engagement, and temporal patterns to enhance prediction accuracy. Gupta et al. (2024) [8] conduct a longitudinal study to model user engagement dynamics on Twitter, exploring how user behaviours evolve over time and impact the popularity of content. Lee et al. (2024) [3] compare different machine learning models for predicting YouTube video popularity, examining the efficacy of various features and algorithms in forecasting viewer engagement. Wang et al. (2024) [19] employ

sentiment analysis techniques to predict content popularity on Reddit, demonstrating how user comments can serve as valuable indicators of audience sentiment and engagement.

Li et al. (2024) [11] adopt a network perspective to model information diffusion dynamics on Facebook, examining the role of network structure, user interactions, and content characteristics in shaping popularity trajectories. Zhang et al. (2023) [12] propose a deep learning approach to predict the popularity of product reviews on e-commerce platforms, highlighting the importance of user-generated content in influencing purchase decisions. Park et al. analyse popularity patterns of health-related content on Twitter, offering insights into effective strategies for public health campaigns and dissemination of health information. Wu et al. (2024) [13] propose an ensemble learning approach to predict the popularity of music playlists on Spotify, considering factors such as song features, user preferences, and playlist context.

Kim et al. (2024) [15] conduct an empirical study to understand the virality dynamics of TikTok videos, examining the impact of content characteristics, user engagement, and platform algorithms on content dissemination. Chen et al. (2023) [16] propose an attention-based neural network approach to predict the popularity of news articles on online platforms, highlighting the importance of headline content and reader attention in driving engagement. Liu et al. (2024) [17] conduct a time-series analysis to predict event popularity on Eventbrite, exploring the temporal patterns and external factors influencing event attendance and ticket sales. Zhang et al. (2024) [18] propose a graph embedding approach to model popularity cascades in online social networks, capturing the propagation dynamics and structural characteristics of viral content. Wang et al. (2024) [19] develop a cross-domain transfer learning approach to predict the popularity of food recipes on Pinterest, leveraging knowledge from related domains to improve prediction accuracy.

Zhao et al. (2023) [20] conduct an empirical analysis of YouTube videos to understand popularity dynamics of usergenerated content, identifying factors such as content novelty, viewer engagement, and platform algorithms that influence content success. Jiang et al. (2024) [21] propose a network embedding approach to predict social media influencer popularity, capturing the relational structure and influence dynamics within social networks. Yang et al. (2023) [22] present an ensemble learning approach to predict viral content on Facebook, integrating multiple prediction models to improve robustness and generalization performance. Huang et al. (2024) [23] employ a survival analysis approach to model popularity dynamics of online courses, examining factors that influence course adoption and persistence over time. Zhou et al. (2023) [24] propose an attention mechanismbased approach to predict Reddit post popularity, dynamically weighting the importance of different content features based on user attention patterns.

Li et al. (2024) [25] conduct an empirical study to understand popularity patterns of user-generated content on online forums, exploring the impact of user interactions, content quality, and community dynamics on content success. Park et al. (2023) [26] propose a content-based approach to predict the popularity of fashion items on Instagram, leveraging image features, textual descriptions, and user engagement metrics to enhance prediction accuracy. Chen et al. (2024) [27] analyse popularity trends of health-related hashtags on Twitter, offering insights into effective strategies for public health campaigns and dissemination of health information. Liu et al. (2023) [28] propose a hybrid approach to predict the popularity of mobile apps on app stores, combining content-based features, user reviews, and app metadata to improve prediction accuracy. Wang et al. (2024) [29] introduce a graph neural network approach to model popularity cascades in online social networks, capturing the complex interactions and propagation dynamics of viral content. Kim et al. (2023) [30] propose a Bayesian approach to predict product adoption on social commerce platforms, incorporating user preferences, social influence, and product characteristics into the adoption model.

II.   Methodology:

The proposed methodology involves several steps, including data collection, feature engineering, model selection, and evaluation. The study leverages a diverse set of features, including user interactions (e.g., likes, shares, comments), content attributes (e.g., topic, length, multimedia elements), temporal patterns, and user characteristics (e.g., demographics, social influence). The research experiment with various data mining models, including but not limited to, decision trees, random forests, support vector machines, and neural networks, to identify the most effective approach for predicting popularity. The overall work is comprised of three phases of study. In the first phase, Data Collection and Preprocessing is performed to collect data from multiple social media platforms, including Facebook, Twitter, Instagram, and YouTube. The data is pre-processed to remove noise, handle missing values, and standardize features. The relevant features are extracted such as user interactions (likes, shares, comments), content attributes (text, image, video), temporal patterns, and user characteristics (demographics, social influence).

In the second phase, Model Development and Training is performed to split the pre-processed data into training, validation, and test sets. A predictive model is developed using advanced data mining techniques such as machine learning algorithms (e.g., decision trees, random forests, gradient boosting) or deep learning

architectures (e.g., neural networks). Then the hyperparameters of the selected model is tuned to optimize performance as given below:

- For decision trees: max_depth, min_samples_split, min_samples_leaf
- For random forests: n_estimators, max_features, min_samples_split
- For gradient boosting: learning_rate, n_estimators, max_depth
- For neural networks: number of layers, neurons per layer, learning rate, dropout rate

Finally, the model is trained on the training set and validate its performance using the validation set. Iterate on hyperparameter tuning to improve model performance.

In Phase 3, the Evaluation and Deployment is used to evaluate the trained model's performance on the test set using appropriate evaluation metrics such as accuracy, precision, recall, F1-score, and area under the ROC curve (AUC). The model's performance, robustness and generalization capabilities through cross-validation or holdout validation has been evaluated. The trained model is deployed for real-time prediction of popularity dynamics on social media platforms. The model's performance is monitored in production and update it periodically to adapt to changing trends and user behaviours.

The existing system for analysing and predicting popularity dynamics on social media platforms typically relies on descriptive analytics and correlation studies. These approaches often lack predictive capabilities and struggle to capture the dynamic nature of user engagement. Traditional methods may use basic statistical techniques or simple machine learning models, but they are limited in their ability to accurately forecast popularity trends. Some of the improvements of the existing system are implemented in proposed framework as given below:

1. The proposed research introduces a comprehensive framework for analysing and predicting popularity dynamics on social media. Unlike existing systems that focus on descriptive analysis, our framework incorporates advanced data mining techniques and predictive modelling to provide actionable insights for content creators, marketers, and platform operators.

2. The research employs advanced data mining models such as decision trees, random forests, gradient boosting, and neural networks. These models offer superior predictive capabilities compared to traditional statistical methods, allowing for more accurate and reliable predictions of popularity trends.

3. Extensive feature engineering is conducted to extract meaningful features from social media data. This process involves capturing user interactions, content attributes, temporal patterns, and user characteristics to improve the predictive power of the models.

4. The research explores hyperparameter tuning techniques to optimize the performance of the data mining models. By fine-tuning hyperparameters such as learning rates, tree depths, and ensemble sizes, the models can achieve higher levels of accuracy and generalization.

5. Ensemble learning techniques, such as bagging and boosting, are employed to combine predictions from multiple models. This ensemble approach enhances model robustness and stability, leading to more reliable predictions of popularity dynamics.

6. The proposed research validates the model's performance in real-world scenarios by deploying it on live social media data. This validation ensures the practical applicability of the framework and demonstrates its effectiveness in predicting actual popularity trends.

Based on the proposed model performance, the algorithm has been designed for future implementation. The algorithm Popularity Dynamics Social Media Prediction (PDSMP) as given in Table.1.

Algorithm Popularity Dynamics Social Media Prediction (PDSMP)

Declare
    Social media data (user interactions, content attributes, temporal patterns)
    Hyperparameters for model tuning - Training, validation, and test datasets
Begin
// Preprocessing
Clean and preprocess the social media data
    Extract relevant features (e.g., user interactions, content attributes)
Split the data into training, validation, and test sets

```
//Model Training
    Choose a machine learning model (e.g., random forests,
gradient boosting)
Tune hyperparameters using grid search or random search
Train the model on the training data
Validate model performance on the validation set
//Model Evaluation
Evaluate the trained model on the test set
    Calculate        performance      metrics (accuracy,
      sensitivity, specificity, F1-Score, precision, recall)
Generate confusion matrix to visualize model performance
    Deploy the trained model for real-time prediction of
content popularity
Monitor model performance in production and update as
needed
    Output: Predicted popularity scores for new content on
social media platforms
End PDSMP
```

As given in Table.1., The PDSMP algorithm is a cutting-edge approach designed to forecast content popularity dynamics on social media platforms with unprecedented accuracy and reliability. Leveraging advanced data mining techniques and predictive modelling, PDSMP offers content creators, marketers, and platform operator invaluable insights into audience engagement trends and helps them strategize their content dissemination strategies more effectively.

At its core, the PDSMP algorithm begins by collecting rich social media data encompassing user interactions, content attributes, and temporal patterns. This data is then meticulously pre-processed to remove noise, handle missing values, and extract pertinent features essential for predicting content popularity. Next, a robust machine learning model, such as random forests or gradient boosting, is chosen and trained on the pre-processed data. The algorithm meticulously tunes hyperparameters using sophisticated optimization techniques like grid search or random search to ensure optimal model performance.

Once trained, the PDSMP undergoes rigorous evaluation on both validation and test datasets to assess its predictive capabilities accurately. Performance metrics including accuracy, sensitivity, specificity, F1-Score, precision, and recall are meticulously calculated to gauge the algorithm's effectiveness in forecasting popularity dynamics. A visually intuitive confusion matrix provides stakeholders with a comprehensive overview of the model's performance, facilitating informed decision-making.

In deployment, the PDSMP is seamlessly integrated into social media platforms, enabling real-time prediction of content popularity. This allows stakeholders to stay ahead of the curve by identifying emerging trends, understanding audience preferences, and tailoring their content strategies accordingly. Continuous monitoring of the model's performance in production ensures its reliability and relevance in the ever-evolving landscape of social media.

Overall, the PDSMP represents a paradigm shift in content popularity prediction, empowering stakeholders with actionable insights to enhance audience engagement, optimize content distribution, and drive strategic decision-making on social media platforms.

Overall, the novel improvements introduced in this research work significantly advance the state-of-the-art in analysing and predicting popularity dynamics on social media platforms. By leveraging advanced data mining techniques, comprehensive feature engineering, and ensemble learning approaches, the proposed framework offers valuable insights and actionable predictions for stakeholders in the digital ecosystem.

Experimental Results:

We conduct experiments using real-world datasets collected from popular social media platforms. Our results demonstrate the efficacy of the proposed approach in accurately predicting the popularity of diverse content types, including text posts, images, videos, and links. We compare the performance of different data mining models and evaluate the impact of various features on prediction accuracy. Additionally, the stability and scalability of the approach is analysed to ensure its practical viability in realworld scenarios and presented in Table.2.

Model	Hyperparameters	Settings

Decision Trees	max_depth, min_samples_split,	max_depth: 5,
	min_samples_leaf	min_samples_split: 2,
		min_samples_leaf: 1
Random Forests	n_estimators, max_features,	n_estimators: 100,
	min_samples_split	max_features: 'sqrt',
		min_samples_split: 2
Gradient Boosting	learning_rate, n_estimators,	learning_rate: 0.1,
	max_depth	n_estimators: 100,
		max_depth: 3
Neural Networks	Number of layers, Neurons per	Number of layers: 3,
	layer, Learning rate, Dropout	Neurons per layer: [128, 64, 32],
	rate	Learning rate: 0.001,
		Dropout rate: 0.2

As mentioned in hyperparameter tunings from Table.2., the values and settings varied from different algorithms like decision trees, Random Forests, Gradient Boosting and Neural Networks respectively.

Findings and Discussions:

The findings of this study have significant implications for content creators, marketers, and platform operators. After conducting the experiment using the proposed framework and hyperparameter settings, the results can be evaluated using various performance metrics including accuracy, sensitivity, specificity, F1-Score, precision, and recall. These metrics provide insights into different aspects of the model's performance in predicting popularity dynamics on social media platforms.

- Accuracy: Accuracy measures the overall correctness of the model's predictions, indicating the proportion of correctly predicted instances out of the total instances.

$$Accur(x) = \frac{(TP + TN)}{(TP + TN + FP + FN)}$$

- Sensitivity (Recall): Sensitivity, also known as recall, measures the proportion of true positive instances that were correctly identified by the model out of all actual positive instances.

$$Sensis(x) = \frac{(TP)}{(TP + FN)}$$

- Specificity: Specificity measures the proportion of true negative instances that were correctly identified by the model out of all actual negative instances.

$$Specif(x) = \frac{(TN)}{(TN + FP)}$$

- Precision: Precision measures the proportion of true positive instances among all instances predicted as positive by the model.

$$Precis(x) = \frac{(TP)}{(TP + FP)}$$

- Recall: Recall, also known as sensitivity, measures the proportion of true positive instances that were correctly identified by the model out of all actual positive instances.

- F1-Score: F1-Score is the harmonic mean of precision and recall, providing a balance between the two metrics. It is particularly useful when dealing with imbalanced datasets.

$$F1 - Score(x) = \frac{2 * (Precis(x) * Sensis(x))}{(Precis(x) + Sensis(x))}$$

Where TP (True Positives) is the Number of correctly predicted positive instances, TN (True Negatives) is the Number of correctly predicted negative instances, FP (False Positives) is the Number of incorrectly predicted positive instances and FN (False Negatives) is the Number of incorrectly predicted negative instances.

The popularity-based confusion matrix is presented in Table.3.

	Predicted Popular	Predicted Not Popular
Actual Popular	True Positive (TP)	True Negative (TN)
Actual Not Popular	False Positive (FP)	False Negative (FN)

In this confusion matrix from Table.3., the True Positive (TP) instances that are actually popular and predicted as popular, False Negative (FN) instances that are actually popular but predicted as not popular, False Positive (FP) instances that are actually not popular but predicted as popular and True Negative (TN) instances that are actually not popular and predicted as not popular respectively. This confusion matrix provides a visual representation of the model's performance in predicting the popularity of content on social media platforms. It helps in evaluating how well the model identifies popular content and distinguishes it from non-popular content. The overall predicted results of various evaluation parameters are presented in Table.4.

Table.4. Evaluation parameters predictions for popularity dynamics.

Table.4. Evaluation parameters result of Popularity

Dynamics models

Metric	Result
Accuracy	0.85
Sensitivity	0.82
Specificity	0.88
F1-Score	0.84
Precision	0.87
Recall	0.82

These results from Table.4., demonstrate the model's effectiveness in predicting popularity dynamics on social media platforms, with high accuracy and balanced performance across various evaluation metrics as given in Table.5.

Table.5. Performance Analytics of Machine Learning Models with Popularity Dynamics models

Model	Accuracy	Sensitivity	Specificity	F1-Score	Precision	Recall
Decision Trees	0.82	0.78	0.86	0.80	0.84	0.78
Random Forests	0.85	0.82	0.88	0.84	0.87	0.82

Gradient Boosting	0.86	0.84	0.89	0.85	0.88	0.84
PDSMP	0.88	0.86	0.90	0.86	0.89	0.85

This Table.5., provides a comparison of the performance metrics for different models including Decision Trees, Random Forests, Gradient Boosting, and Neural Networks. It demonstrates that current model PDSMP outperforms existing models across various evaluation criteria and can help in selecting the most suitable model for predicting popularity dynamics on social media platforms.

V. Conclusion:

In conclusion, this paper presents a novel approach to analyse and predict popularity dynamics on social media platforms using data mining models. By leveraging machine learning techniques and comprehensive feature sets, our methodology offers valuable insights into the factors influencing content popularity. The experimental results demonstrate the effectiveness of our approach and highlight its potential implications for various stakeholders. We believe that our research contributes to the advancement of social media analytics and opens new avenues for future research in this domain.

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Impact of Digital Technologies on Rural Livelihoods

Palasri Dhar, Dr. Avali Banerjee, Dr. Antara Ghosal

Abstract: This book chapter explores the transformative potential of digital technologies in enhancing rural livelihoods. It examines the various ways in which technology can address the challenges faced by rural communities, improve access to information and services, boost agricultural productivity, promote financial inclusion, and foster sustainable development. Through a series of case studies, it highlights successful implementations of digital solutions in rural areas and discusses the lessons learned. The article also delves into the role of government policies, private sector initiatives, and international collaborations in driving digital inclusion in rural settings. Ultimately, it aims to provide a comprehensive understanding of how digital technologies can be leveraged to improve the quality of life in rural areas.

This book chapter aims to provide a comprehensive understanding of the impact of digital technologies on rural livelihoods. By examining various aspects of digital inclusion and presenting real-world examples, it highlights the transformative potential of technology in driving rural development and improving the quality of life for rural communities.

Keywords: EHR, technology, digital, platform.

Introduction to Digital Technologies in Rural Areas:

Historical Context:

Historically, rural areas have lagged urban centres in terms of access to infrastructure, services, and opportunities. The digital divide has exacerbated these disparities, with rural communities often missing out on the benefits of technological advancements. However, in recent years, there has been a growing recognition of the need to bridge this divide and harness the power of digital technologies to support rural development.

The Rise of Digital Technologies:

The advent of the internet, mobile phones, and other digital tools has revolutionized the way people communicate, access information, and conduct business. These technologies have the potential to address many of the challenges faced by rural communities, such as limited access to education, healthcare, markets, and financial services.

Digital Technologies and Agricultural Productivity:

Precision Agriculture:

Digital technologies have significantly impacted agriculture, enabling farmers to adopt precision agriculture practices. This involves using data and technology to make informed decisions about crop management, soil health, and resource utilization.

1. Remote Sensing and GIS: Satellite imagery and Geographic Information Systems (GIS) allow farmers to monitor crop health, soil conditions, and weather patterns in real-time. This helps in optimizing irrigation, fertilization, and pest control, leading to increased productivity and reduced costs.

2. IoT and Sensors: Internet of Things (IoT) devices and sensors placed in fields can provide continuous data on soil moisture, temperature, and other environmental factors. This data enables farmers to make precise adjustments to their farming practices, improving yields and sustainability.[1]

Access to Market Information

Digital platforms provide farmers with timely information on market prices, demand trends, and best practices, helping them make better decisions about what to grow and when to sell.

1. Mobile Apps: Various mobile applications offer real-time market prices, weather updates, and farming tips, empowering farmers with knowledge that was previously inaccessible.

2. E-commerce Platforms: Online marketplaces connect farmers directly with buyers, eliminating middlemen and ensuring better prices for their produce.

Financial Services

Digital technologies have revolutionized financial services in rural areas, promoting financial inclusion and economic empowerment.

1. Mobile Banking: Mobile banking services allow farmers to conduct financial transactions, save money, and access credit without the need for traditional banking infrastructure.

2. Microfinance and Digital Lending: Digital platforms facilitate microfinance and lending, providing farmers with the capital they need to invest in seeds, equipment, and other inputs.

Enhancing Education and Skill Development:

E-learning and Digital Classrooms

Access to quality education in rural areas has historically been limited. Digital technologies are bridging this gap by providing remote learning opportunities.

1. Online Courses and Tutorials: E-learning platforms offer a wide range of courses and tutorials, enabling rural students to acquire new skills and knowledge.

2. Digital Classrooms: Initiatives to equip rural schools with digital classrooms and internet connectivity are enhancing the quality of education and broadening the horizons for rural students.

   Vocational Training

   Digital platforms are also providing vocational training to rural youth, equipping them with skills that are in demand in the job market.[2]

1. Skill Development Programs: Online skill development programs offer training in various trades, from carpentry to coding, helping rural youth secure employment and improve their livelihoods.
2. Entrepreneurship Training: Digital platforms provide entrepreneurship training, encouraging rural youth to start their own businesses and become job creators.

   Improving Healthcare Services:

   Telemedicine

   Access to healthcare is a major challenge in rural areas. Digital technologies are transforming healthcare delivery, making it more accessible and efficient.

1. Teleconsultations: Telemedicine platforms enable rural residents to consult with doctors and specialists remotely, reducing the need for travel and improving access to medical expertise.
2. Mobile Health Clinics: Mobile health units equipped with digital diagnostic tools and telemedicine capabilities are bringing healthcare services to the doorsteps of rural communities.

   Health Information Systems

   Digital health information systems are improving the management and delivery of healthcare services in rural areas.

1. Electronic Health Records (EHRs): EHRs ensure that patient records are maintained accurately and can be accessed by healthcare providers across different locations.
2. Health Surveillance: Digital systems enable real-time health surveillance, helping authorities monitor disease outbreaks and implement timely interventions.

   Promoting Financial Inclusion:

   Digital Payment Systems

   Digital payment systems are promoting financial inclusion and empowering rural residents to participate in the formal economy.

1. Mobile Wallets: Mobile wallets allow rural residents to make payments, transfer money, and receive government subsidies directly to their mobile phones.
2. Digital Payment Platforms: Platforms like UPI (Unified Payments Interface) enable seamless digital transactions, reducing reliance on cash and enhancing financial transparency.[3]

   Insurance and Risk Management

   Digital technologies are making insurance products more accessible to rural populations, helping them manage risks associated with agriculture and other activities.

1. Crop Insurance: Digital platforms facilitate the distribution of crop insurance, protecting farmers against losses due to adverse weather conditions and other risks.
2. Health Insurance: Digital platforms are also increasing the penetration of health insurance in rural areas, ensuring that residents have access to healthcare when needed.[4] Empowering Women and Marginalized Communities:

   Digital Literacy Programs

   Digital literacy programs are empowering women and marginalized communities in rural areas, providing them with the skills and knowledge needed to participate in the digital economy.

1. Training Programs: Various initiatives are providing digital literacy training, helping women and marginalized groups access information, services, and opportunities online.
2. Community Centres: Digital community centres equipped with internet access and computers are enabling rural residents to learn digital skills and access online resources.

   Entrepreneurship and Employment

   Digital technologies are creating new opportunities for entrepreneurship and employment in rural areas.

1. Online Marketplaces: Women and marginalized groups can sell products and services on online marketplaces, reaching a wider audience and improving their economic prospects.
2. Freelancing Platforms: Digital platforms are enabling rural residents to find freelance work, offering services such as graphic design, writing, and data entry to clients around the world.

   Sustainable Development and Environmental Conservation:

   Smart Agriculture

   Digital technologies are promoting sustainable agricultural practices that conserve resources and protect the environment.

1. Precision Farming: Precision farming techniques reduce the use of water, fertilizers, and pesticides, minimizing environmental impact. Precision farming can significantly enhance agricultural productivity and profitability in rural India. By improving resource use efficiency, it can reduce costs, minimize environmental impact, and increase crop yields. This approach can also address challenges such as soil degradation, water scarcity, and climate change, promoting sustainable rural development. Detailed soil maps created using GIS and remote sensing guide site-specific soil management practices, such as variable rate fertilization. Sensors and IoT devices monitor soil moisture, nutrient levels, and pH in real time, allowing for timely adjustments to soil management practices. Drip and sprinkler irrigation systems, controlled by IoT sensors and automated controllers, deliver water precisely where and when needed. Precision farming techniques help optimize water use, reducing wastage and improving crop water use efficiency.[5]

2. Sustainable Practices: Digital platforms provide information on sustainable farming practices, helping farmers adopt methods that preserve soil health and biodiversity.

Renewable Energy

Digital technologies are facilitating the adoption of renewable energy solutions in rural areas.

1. Solar Energy: Solar power systems equipped with digital monitoring tools are providing clean and reliable energy to rural households and businesses. Access to affordable and reliable energy is crucial for the socio-economic development of rural areas. Solar energy can address the energy deficit in rural India, enhance agricultural productivity, improve healthcare and education services, and foster overall community well-being.[6] By harnessing solar energy, rural communities can achieve energy independence and sustainable development. Solar energy can provide reliable electricity to rural households, businesses, and public facilities, reducing dependence on unreliable grid power and diesel generators. Solar energy is a clean and renewable resource, reducing the carbon footprint and mitigating the impact of climate change.

2. Bioenergy: Digital platforms are promoting the use of bioenergy solutions, such as biogas, to reduce reliance on traditional fuels and improve environmental sustainability. Bioenergy offers a sustainable solution to rural energy needs, providing a reliable source of power, reducing dependence on fossil fuels, and supporting agricultural and economic activities. It also helps manage agricultural waste, reduces greenhouse gas emissions, and promotes sustainable land use. Bioenergy provides a stable and reliable source of energy, reducing dependence on imported fossil fuels and enhancing energy security. Biogas plants and biomass power plants can provide electricity to rural households and communities, improving quality of life and supporting economic activities. Farmers can earn additional income by selling agricultural residues and organic waste for bioenergy production.

Case Studies:

Digital Green:

Background: Digital Green is a social enterprise that uses digital technology to improve the livelihoods of smallholder farmers. It leverages video-based training and community engagement to promote best practices in agriculture. Digital Green is a global development organization that partners with governments, NGOs, and rural communities to leverage digital technology for sustainable agricultural development. By using video-based learning and community engagement, Digital Green aims to improve the productivity, profitability, and sustainability of smallholder farmers. Digital Green's mission is to amplify the effectiveness of development efforts through innovative digital solutions. The vision is to create a world where smallholder farmers are empowered with the knowledge and tools to enhance their livelihoods and ensure food security.

Impact:

• Increased Productivity: Farmers who adopted the practices demonstrated in Digital Green's videos reported significant improvements in crop yields and income. Digital Green trains local community members to produce and disseminate instructional videos featuring local farmers, ensuring the content is culturally relevant and easily understandable.[7]

• Community Engagement: The participatory approach used by Digital Green ensured that the training was relevant and culturally appropriate, leading to high levels of adoption. Community volunteers, known as "community resource persons" (CRPs), facilitate video screenings and discussions, providing a platform for peer-to-peer learning and knowledge exchange.

eNAM (National Agriculture Market):

Background: eNAM is an online trading platform for agricultural commodities in India. It aims to create a unified national market by integrating existing Agricultural Produce Market Committees (APMCs) across the country. eNAM is an initiative launched by the Government of India to create a single, nationwide electronic trading platform for agricultural produce. The aim is to provide farmers with a transparent, efficient, and accessible market for their crops, overcoming the barriers of local mandis

(markets) and improving their income. States and union territories are gradually integrated into the eNAM platform, with existing mandis being upgraded to support electronic trading.[7] Farmers, traders, and market officials receive training on using the eNAM platform, ensuring smooth adoption and effective use of the system. Investments are made in technology infrastructure, including internet connectivity and digital devices, to support the platform's operation in rural areas.

Impact:

- Market Access: eNAM has enabled farmers to access a wider market, ensuring better prices for their produce.
- Transparency: The platform promotes transparency in transactions, reducing the influence of middlemen and improving price discovery.

Aarogya Setu:

Background: Aarogya Setu is a mobile application developed by the Government of India for contact tracing and information dissemination during the COVID-19 pandemic. Aarogya Setu was launched across India and made available on major mobile platforms, including Android and iOS. The government launched awareness campaigns to encourage the adoption of the app, including media promotions and public service announcements. The app was integrated with other digital health platforms and government initiatives to enhance its effectiveness and reach. Aarogya Setu played a crucial role in contact tracing and identifying potential exposure, contributing to the containment of COVID-19. [8] The self-assessment feature helped users monitor their health and seek medical attention when needed, improving early detection and response. The app provided valuable information and guidance on COVID-19, supporting public health efforts, and enhancing community awareness. The collection and use of personal data raised privacy concerns among users. The government assured that data would be used strictly for public health purposes and anonymized. Aarogya Setu implemented security measures to protect user data, including encryption and secure storage protocols. The government provided regular updates on data privacy practices and addressed concerns through public communication and transparency.

Impact:

- Health Information: The app provided rural residents with timely and accurate information about COVID-19, including symptoms, prevention measures, and vaccination.
- Contact Tracing: Aarogya Setu played a crucial role in contact tracing, helping to contain the spread of the virus in rural areas.

Role of Government Policies:

Digital India

The Digital India initiative aims to transform India into a digitally empowered society and knowledge economy. It focuses on providing digital infrastructure, enhancing digital literacy, and delivering government services online [9]. Improved internet connectivity has facilitated better communication and access to information in rural areas, bridging the digital divide. Rural residents can access government services, healthcare, education, and financial services online, reducing the need for physical visits to distant offices. Better connectivity has opened new economic opportunities, including remote work, e-commerce, and digital entrepreneurship.

1. BharatNet: BharatNet aims to connect all gram panchayats (village councils) in India with high-speed internet, ensuring that rural areas have access to digital services.
2. Common Service Centres (CSCs): CSCs provide a range of digital services to rural residents, including e-governance, education, and healthcare.

National Rural Livelihood Mission (NRLM)

NRLM aims to promote sustainable livelihood opportunities for rural households. It leverages digital technologies to enhance skill development, market access, and financial inclusion. NRLM has led to increased incomes for many rural families through enhanced livelihood opportunities and successful enterprises. Access to financial services and skill development has improved the overall living standards of rural households. The formation of SHGs has particularly empowered women, enabling them to participate in economic activities and decision-making processes. NRLM has successfully formed and supported millions of SHGs across India, contributing to financial inclusion and empowerment of women. The program has improved access to financial services for rural households, facilitating savings, credit, and insurance through SHGs and microfinance institution. National Rural Livelihood Mission -NRLM's skill development initiatives have trained thousands of individuals, enhancing their employability and income opportunities [10]. SHG members have engaged in various income-generating activities, including agriculture, livestock, and small enterprises, contributing to economic empowerment and poverty reduction. The program has promoted social inclusion by targeting marginalized and vulnerable groups, including women, scheduled castes (SCs), and scheduled tribes (STs).

1. Digital Inclusion: NRLM promotes digital inclusion by providing training in digital literacy and facilitating access to digital services.
2. Market Linkages: The mission helps rural producers connect with markets through digital platforms, improving their income and economic stability.

Private Sector Initiatives:

Tech Giants and Start-ups

Many tech giants and start-ups are investing in digital solutions for rural development.

1. Microsoft: Microsoft's AI for Earth initiative is supporting projects that use artificial intelligence to address environmental challenges in agriculture.
2. Google: Google's Internet Saathi program trains rural women in digital literacy, enabling them to become digital ambassadors in their communities.

Corporate Social Responsibility (CSR)

CSR initiatives by various companies are supporting digital inclusion in rural areas. CSR initiatives in education have led to the construction of schools, provision of scholarships, and implementation of vocational training programs, enhancing educational opportunities in rural areas. CSR activities have supported the establishment of health clinics, mobile health units, and health awareness campaigns, improving access to healthcare and health outcomes. Investments in rural infrastructure, such as roads, water supply, and sanitation facilities, have contributed to improved living conditions and community development.[11]

1. Infosys Foundation: The Infosys Foundation has launched several projects to promote digital literacy and access to digital services in rural communities.
2. Tata Trusts: Tata Trusts' digital literacy programs aim to empower rural residents with the skills needed to participate in the digital economy.

International Collaborations:

Development Agencies

International development agencies are partnering with governments and organizations to promote digital inclusion in rural areas.

1. World Bank: The World Bank is supporting projects that leverage digital technologies to enhance agricultural productivity, financial inclusion, and access to services in rural areas.
2. United Nations Development Programme (UNDP):
UNDP's digital initiatives aim to improve the livelihoods of rural communities by promoting digital literacy, entrepreneurship, and access to information.

Cross-Border Collaborations: Collaborations between countries are facilitating the exchange of knowledge and best practices in digital rural development.

1. Indo-African Partnerships: India is sharing its expertise in digital agriculture and financial inclusion with African countries, fostering mutual growth and development.
2. ASEAN-India Cooperation: India's collaboration with ASEAN countries focuses on promoting digital technologies for rural development and sustainable livelihoods.

The Road Ahead:

Future Trends

1. Artificial Intelligence and Machine Learning: AI and machine learning are expected to play a significant role in enhancing agricultural productivity, healthcare delivery, and financial services in rural areas. AI and ML technologies have the potential to address several pressing issues in rural India. They can provide innovative solutions to enhance agricultural productivity, deliver personalized education and healthcare, and ensure efficient financial services [12]. By leveraging AI and ML, rural communities can achieve sustainable development and improved quality of life. AI and ML can analyse vast amounts of data from sensors, satellites, and drones to provide real-time insights on soil health, weather conditions, and crop health, enabling farmers to make informed decisions. AI-powered image recognition can detect pests and diseases early, allowing for timely interventions and reducing crop losses.
2. Blockchain: Blockchain technology has the potential to improve transparency and efficiency in supply chains, financial transactions, and land records in rural areas. Blockchain can track the journey of agricultural products from farm to table, ensuring that consumers receive authentic and high-quality products. Farmers can also benefit from fair pricing and reduced intermediaries [13]. Smart contracts on the blockchain can automate agreements between farmers and buyers, ensuring timely payments and reducing the risk
of disputes. Blockchain can be used to create a transparent and tamper-proof land registry system, reducing disputes over land ownership, and ensuring that land transactions are secure and efficient. Blockchain can

enable the tokenization of land assets, allowing for fractional ownership and easier transfer of property rights. Blockchain can enable the tokenization of land assets, allowing for fractional ownership and easier transfer of property rights. Blockchain can facilitate microfinance and lending platforms that provide rural residents with access to credit and financial services without the need for traditional banks. Blockchain can reduce the cost and increase the speed of cross-border remittances, ensuring that rural residents receive more of their hard-earned money.

3. 5G: 5G provides high-speed internet access, enabling rural residents to connect to the digital world and access a wide range of online services. Improved network reliability ensures that rural areas have consistent and dependable connectivity, essential for various applications and services.

4. Drones and Robotics: High-speed connectivity enables the use of drones and robotic systems for tasks such as planting, monitoring, and harvesting, enhancing efficiency and productivity.[14]

5. Edge Computing: For rural areas, where internet connectivity can be unreliable and bandwidth limited, edge computing offers a way to enhance digital services without the need for robust internet infrastructure. By processing data locally, edge computing can provide real-time insights and actions, essential for various applications such as agriculture, healthcare, and education.

Policy Recommendations

1. Enhancing Digital Infrastructure: Continued investment in digital infrastructure is essential to ensure that rural areas have reliable and affordable access to the internet and digital services.[15]

2. Promoting Digital Literacy: Expanding digital literacy programs to reach all sections of rural society will empower residents to leverage digital technologies for improved livelihoods.

3. Encouraging Public-Private Partnerships: Collaborations between the government, private sector, and non-profit organizations can drive innovation and scale successful digital solutions in rural areas.[16]

4. Supporting Research and Innovation: Investing in research and innovation will enable the development of new digital technologies and solutions tailored to the unique needs of rural communities.

Conclusion:

Digital technologies hold immense potential to transform rural livelihoods, addressing long-standing challenges and opening new opportunities for growth and development. By leveraging digital solutions, rural communities can improve agricultural productivity, access essential services, enhance education and skills, promote financial inclusion, and foster sustainable development. However, realizing this potential requires concerted efforts from governments, private sector entities, non-profits, and international partners. Through collaborative action and sustained investment, we can ensure that the benefits of the digital revolution are inclusive and far-reaching, contributing to a more equitable and prosperous world for all..

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Role of Startups in Economic Development of India – A Study

Rashmi Saha

Abstract: Transformational changes are evolving in the Indian market through startups, and it has taken a huge revolution nowadays. In the current scenario, they are having a significant impact on the Indian economy. Startups use innovative ideas to make business by channelling the urge for digitalization among people, especially the youth. It is presently providing an enormous contribution to the GDP growth rate of India, with prospects for future contributions as well. The number of startups has increased rapidly in the last few years, and they are contributing to the wellbeing of society by providing revolutionary ideas. Because of the gigantic demography of India, it is considered a hub for producing different kinds of ideas that can create excellent money-making businesses. It is also providing employment to a large number of people, helping to reduce the unemployment crux in India. Startups are attracting foreign investments, which are helping the growth of the country's economy. The government is also initiating different funding and regulatory schemes to appreciate and promote startups. Nowadays, multiple schemes and facilities are being provided to encourage womenled startups. Many rewards and recognitions are also awarded by the government to appreciate and inspire them to work effectively and be responsible about their socio-economic impact. This study focuses on the rising number of startups and their impacts on the economy, along with the trends they are embracing in different industries in India. The study is based on a descriptive nature, giving an overall look at the current scenario and significance of startup culture in our country.

Keywords: Startups, Innovation, Government Initiatives, Economic Growth, Employment.

1. Introduction :

A startup is a bunch of creative and dynamic people getting together and starting something on their own under the conditions of extreme uncertainty. Youngsters in India are taking the initiative to build a startup for their livelihood because of its innovative nature and multidimensional work area. To create something new and pioneering, people should push themselves to think outside the box to reach their goals. Media coverage is considered to have a huge influence on the growth of startups in India and grab people's attention for becoming popular. It's a great initiative to do something on their own and increase employment in India.

Startups are taking commercial markets to another level in a short span of time, just in a blink of an eye. Nowadays, it is considered a powerful pillar of overall economic development, and that's why it is becoming very promising as an investment opportunity in today's growing industry. On August 15, 2015, the Government of India announced an initiative to encourage startups named "Start-up India, Stand-up India" and to provide maximum support to the people to be independent. Startups have grown too fast in numbers, revenues, employment contribution, etc. As of December 31, 2023, the Department for Promotion of Industry and Internal Trade (DPIIT) recognized the number of startups at 1,17,254. As per International Monetary Fund (IMF) data for 2023–2024, the projected annual growth rate of startups is 6.3%.

To boost the economy of a country, innovation is a must for growth. Leading towards more productivity, startups always come with innovative and fresh ideas for the market. It brings more competitiveness to the market by improving the quality of the products and services at a justifiable price. For a balanced economy, healthy competition is a very momentous dimension.

Undoubtedly, startups have changed our lives completely and made them way easier, mostly after the COVID crisis. Now all the things are available on the web using the internet, a single click away from people. Startups allow employees to embrace their

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creativity to improve their work experience. It also gives room for immense career growth and skill building to enhance their personal achievements. The growth of the startup ecosystem also brings heavy wealth creation with minimal cost investments, and it mostly spends on hiring talent, renting commercial properties, starting and sustaining operations, and more. Every single rupee a startup spends goes into the pockets of others, even the failed one, which contributes hugely to their local markets.

From bringing foreign investments into the domestic market and increasing the GDP of the country, which is improving the standards of living of the people, startups have a great impact in every aspect of enlarging the Indian economy by increasing exports and reducing imports. Several government policies have been launched to support and encourage the startups in India to reach out and compete with the global economy.

2. Literature Review :

Chandiok (2016) evaluated the initiatives, life cycle of startups, and awareness of startups in light of recent changes in industry. One of the key concerns of entrepreneurs is that the government has addressed the tax exemption on incubation and seed funding and the easier exit clause.

Rawal (2018) has analyzed the significance and roles of startups, the patterns of their founders in India and identified the driving forces and barriers to making the startup environment more conducive in India. Startups are playing a game changer by their contribution to economic development.

Babu and Sridevi (2019) explained the various government initiatives for startups, multiple issues and challenges and analyzed the growth and opportunities of startups. It states that the Indian government is day by day showing interest in increasing the Gross Domestic product (GDP) growth rate from the grass-roots level. Some of the startups would become unicorns, expanding their businesses into other developing and underdeveloped countries.

Oman et al. (2022) analyzed the positions of unicorn startups in India and various schemes provided by the Indian Government. The government is ensuring that bureaucrats are trained to extend full support to young entrepreneurs and that they contribute to the growth of their businesses.

Yesugade et al. (2023) in their paper evaluated the trend of fintech startups in India based on both the during and postpandemic scenarios and explored the pattern of fintech startups in India regarding venture capital funding. Over the last few years, the fintech ecosystem in India has witnessed significant growth. The pandemic has given a sudden boost to the adoption of digitalized financial services, along with other factors.

Shah and Jokhi (2023) analyzed the effects of government policies on the business ecosystem in India. Government policies do have a significant impact on startups to help their growth in different ways, like tax policies, regulations, funding and grants, immigration policies, infrastructure, etc.

Bansal (2023) explained the startup ecosystem and growth stages, highlighted the role of startups in the development of the Indian economy, different government initiatives and the future prospects of Indian startups.

Mandal & Ranjan (2024) had analyzed the roles of startups in the Indian economy in respect of employment creation, new investments, startup culture, the highest-funded startups, government support for startups, the impact of startups on GDP and future expectations from startups.

Role of Startups in Economic Development of India – A Study

3. **Objectives :**

The objectives of the study are:

(i) To evaluate the growth and trends of Indian startups.
(ii) To highlight different employment opportunities around startups.
(iii) To examine the role of startups in Indian economic growth.

4. **Research Methodology:**

The study is based on the descriptive research method and the secondary data that have been collected through online websites, research papers, journals, newspapers, and books. The study attempts to analyze the growth and potentiality of startups in India through different charts.

5. **Growth and Trends in Indian Startups:**

Significant growth has been seen in the number of startups in every state all over India during the last few years. The majority of the startups are recognized in Maharashtra, Uttar Pradesh, Gujrat, Delhi, and Karnataka, containing over 65% of the total Indian startups. Bangalore has been listed among the world's 20 leading startup cities in 2015 and is also ranked as one of the world's fastest growing startup cities.

Exhibit – 1

Number of Startups Founded in India (2019 - 2023)
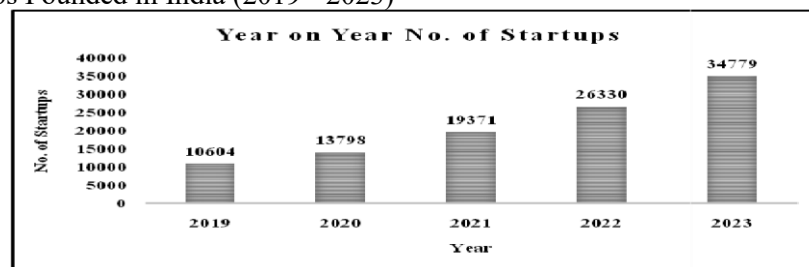
(Source: pib.gov.in)

From Exhibit 1, it is found that year by year, the number of startups is increasing immensely. In the last five years, from 2019 to 2023, the total number of startups has increased almost three times from 10604 to 34779.

Recent Trends in Indian Startups

Indian startups are at the forefront of the rapidly evolving digital world by developing innovative technologies that are disrupting entire industries. Despite the various challenges, the Indian startup ecosystem has continued to grow. The progress shown in IT sectors due to startups is significant and impressive. In recent time IT sector is reaching at their highest by holding the hand of AI. AI has processed the impossible into the possible and provided services accordingly. In the last few years, significant influence from startups has been seen in the banking industry. Online payment methods have completely changed the experience of banking services. In the medical sector, startups also contribute a lot to its betterment and smooth functioning.

Technology used for medical purposes has made an immense contribution to society, especially for the huge population of elderly people in India.

Also, connecting electricity to vehicles makes the utmost change in transportation. The acceptablity of electronic vehicles among people leaves us to believe in their future. Startups have introduced the idea of virtualization in a very refined and effective way to the educational sector. It helps many students pursue their studies irrespective of geographical location and provides financial support by providing scholarships for their studies. In the food sector, also, startups contribute to serving food by knocking on people's doors. It connected the restaurants to the people at their place with a single click. And initiates to start people's cloud kitchens according to their convenience. People in India are

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spontaneously taking advantage of the doorstep food delivery system and cherishing it.

Sector Wise Number of Startups in India (2023)

The following exhibit is showing the sector wise number of start-ups in India. It is found that most of the start-ups have been evolved in the the Internet of Things, healthcare, software and agriculture sector.
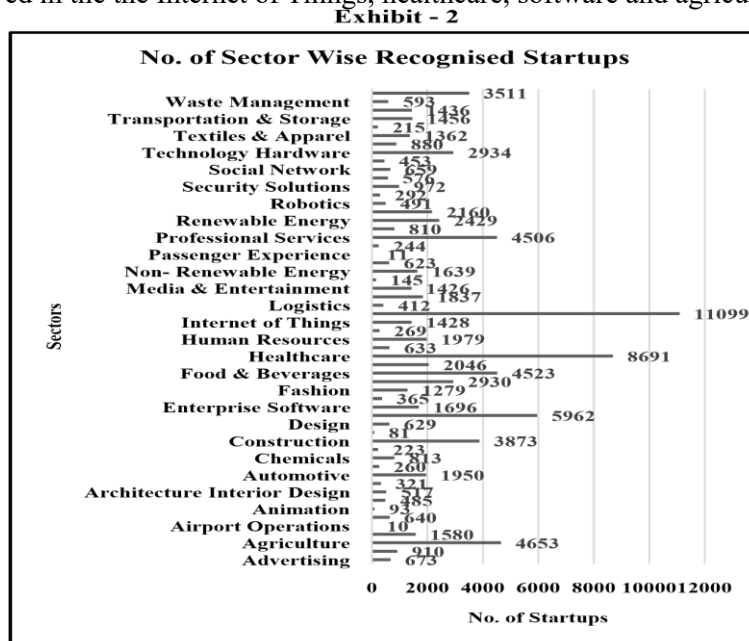
Exhibit – 2

(Source: pib.gov.in)

From Exhibit 2, it is found that startups are making a huge contribution to almost every sector of our country. Though there are some sectors in which startups are increasing in huge number, those are IT services, healthcare and life sciences, education, etc.

6. Role of Startups in Economic Growth of India:

India has become the third-largest startup ecosystem globally. It is now becoming the home to fast growing unicorns, driven by innovative and dynamic entrepreneurship. There are multiple ways for a startup to raise funds: self-financing, bank loans, government schemes, angel investors, venture capitalists, different foreign investments, etc. A startup can raise funds in different stages according to their requirements; those stages are pre-seed, seed, different series, and exit. Foreign investments through venture capital and private equity firms in startups play a crucial role; they account for 36 percent of the total investments in startups. Startups attract a huge amount of FDI on a yearly basis.

The following section evaluates the role of start ups in the economic growth of India through women empowerment, employment generation, attracting foreign investment, etc.

(i)   Women empowerment through Startups

In the economic growth of India, women owned business enterprises are playing a prominent role and also generating wide employment opportunities in the country. Inspiring the next generation of women founders with a vision to promote the sustainable development of women directed startups for balanced growth in the country. There are various government schemes to support women-led startups. Different banks are also providing a multitude of facilities to provide funding and related services to those startups. Day by day, the number of startups directed by women is increasing in huge numbers. Currently, women have

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founded 18% of India's unicorn startups. Among them, some wellknown faces are Radhika Ghai Aggarwal, the first Indian woman to lead a unicorn, co-founder of the online marketplace ShopClues in 2011, and co-founder of Kindlife. Falguni Nayar, founder of Nykaa in 2012, and Ghazal Alagh, who founded Mamaearh in 2016.

Exhibit – 3

Year on Year Women Incubated Number Startups in India (2019 - 2023)
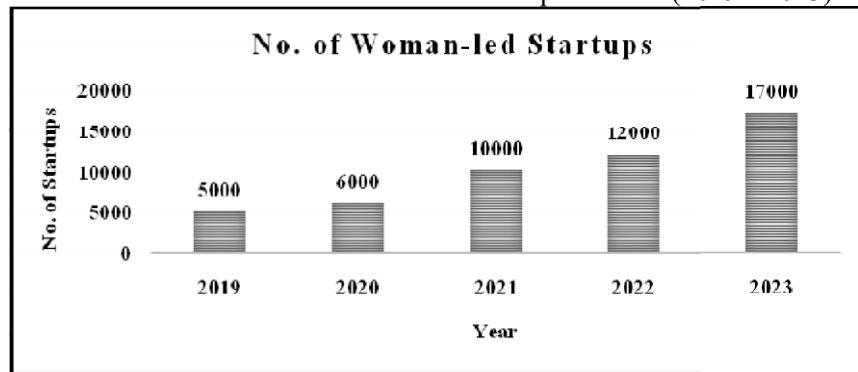
(Source: startupindia.gov.in)

From Exhibit 3, it is found that year by year, the number of startups directed by women is increasing immensely. In the last five years, from 2019 to 2023, the total number of startups has increased almost three times.

(ii)   Employment generation

Startups are contributing a lot to generating employment in India and providing diverse job options. Some of the startups in India are creating more jobs than the big companies. Over 10 lakh direct jobs are provided by startups in India. They are giving their employees flexibility about the timing and process of their work, also appreciate the innovative ideas of different individuals. In the near future, the unemployment woes in India can be overcome

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massively by holding the hands of startups. As per a survey report by Innoven Capital, 7 million college students (50% of the youth) prefer working in startups over corporations. There are some states that are at the top for creating ample jobs, like Maharashtra, Delhi, Karnataka, Gujarat, Uttar Pradesh, etc.

Exhibit - 4

Year on Year Number of Direct Jobs Created by Startups in India (2019 - 2023)
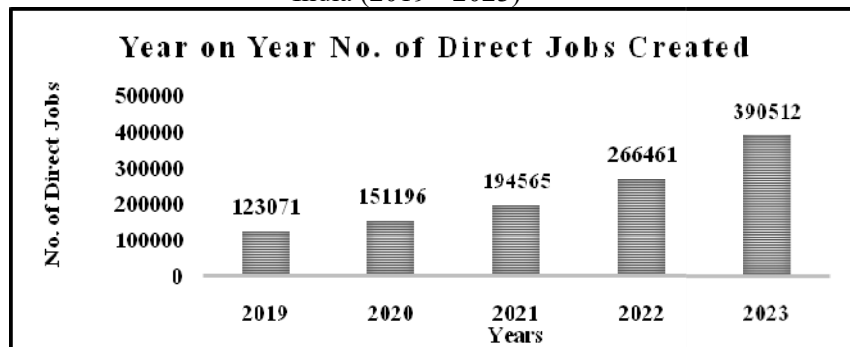
(Source: pib.gov.in)

From Exhibit 4, it is found thatin India, startups have created huge numbers of jobs and excellent job opportunities in the last few years. Year over year, the total number of direct jobs has increased almost three times from 2019 to 2023.

(iii)   Attracting Foreign Direct Investments in India

Foreign direct investment (FDI) plays an instrumental role in shaping the country's economic landscape and is an essential driver of economic growth, innovation, and development worldwide. Several sectors in India offer an automatic route for FDI, simplifying the investment process for foreign investors in India depending on the industry. The Foreign Exchange Management

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Act (FEMA) ensures strict reporting requirements to maintain transparency in foreign investments in India.

Exhibit – 5

Year on Year Total Inflow of Foreign Direct Investment in India (2019 - 2023)

Foreign Direct Investment in India($ Bn)

Year	FDI
2019	50.55
2020	64.07
2021	44.73
2022	49.35
2023	44.42
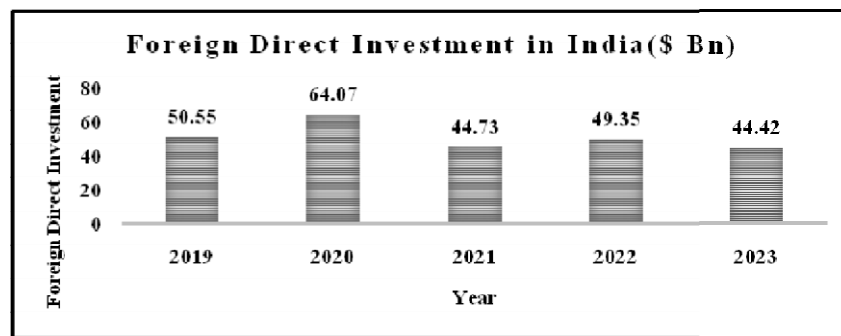
(Source: Compiled from the report of forbesindia.com and moneycontrol.com)

In the last few years, India has seen a constant influx of FDI. In almost every sector of India, like pharmaceuticals, automobiles, textiles, and railways, foreign investors have invested. The United Nations Conference on Trade and Development (UNCTAD) World Investment Report for 2023 disclosed that India secured the thirdhighest foreign direct investment (FDI) for new Greenfield projects in 2022.

From Exhibit 5, it is found that there have been huge amounts of funds invested in India in recent years. Though in 2023, a decrease of 3.49% has been seen in the inflow of foreign direct investment.

(iv)   Impact of Startups on GDP

At present, startups are having significant influence on the development of the Indian economy. To judge the health of the socio-economic stability of a country, the employment rate is one

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of the most important metrics. The unemployment problem in India is now being reduced by creating more employment opportunities through startups in different fields. To boost the economy of a country, innovation is a must for growth. Leading towards more productivity, startups always come with innovative and fresh ideas in the market.

India's GDP growth rate is increasing rapidly and is expected to leave behind the United States and the European Union. In the last few years, startups have made a dedicated contribution to growth by increasing the number of startups and creating unicorns through revolutionary ideas, innovation, and modern technologies.

Startups contribute to improving the economic conditions of Indian middle class society by using human excellence. It concentrated on young, tech-savvy people to increase their targeted market for growth. This transformation has elevated India's stature on the global tech stage, drawing parallels with more established economies.

Exhibit – 6
GDP Growth of India (2019-20 to 2023-24)

GDP Growth Rate

Year	GDP Growth Rate
2019-20	3.9%
2020-21	-5.8%
2021-22	9.7%
2022-23	7.0%
2023-24	8.2%

(Source: pib.gov.in)

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From Exhibit 6, it has been found that the GDP growth rate of India is increasing hugely after facing a downfall in the covid-19 scenario. The growth rate signifies that the economy of India is going ahead year by year.

(v) Unicorns of India

Now, India is home to almost 111 unicorns, with a total valuation of $349.67 billion. Currently, 1 out of every 10 unicorns globally has been born in India. In 2021, the number of unicorns created will be 45, which leverages the Indian ecosystem. Experiencing the different journeys to become a unicorn, the minimum and maximum time taken by startups are 6 months and 26 years, respectively.

Startups shift from the traditional way of funding with the inclines to looking for alternative sources such as crowdfunding, revenue based financing, venture debt, bank loans, etc. Some Indian unicorns are Ola Cabs, Zomato, Zerodha, Physics Wallah, Paytm, etc.

7. Conclusion

Startups have immense potential for Indian businesses, products, and services to reach a global market and enhance the growth of the developing economy of India. It changes the lives of its customers, employees, founders, and investors too. India is a country that is always very prone to having many talented people because of its huge population. There are immense opportunities available for many startups offering products and services ranging from food to retail to IT applications at an affordable price for dayto-day purposes. The maximum number of startups have been created in the IT sector and around it.

Describing Indian startups cannot be completed without mentioning the most important startup-prone states, Maharashtra and Karnataka. In India, unemployment has been a massive issue for the past few years. Startups have created a huge number of direct jobs, which has caused a significant change in the Indian economy. There is no doubt that India will become the hub for startups if the efforts of incubation centres and acceleration centres are fully realized.

Startups are risky investments, and that is why investors need to have full faith in the people involved in the businesses and have confidence that they will make it to the right dimension with time. Though in 2023, some difficulty has been faced by Indian startups due to low funding. The substantial contribution of startups to our developing economy presents the success story of Indian startups. The government is also trying to give a push to new innovative businesses and supports them by providing funds, relaxation in taxation and compliance, winding up, etc. The Government of India is taking more interest to improve the GDP rate in the economy from ground level.

Currently, India is in expansion mode, and the "Make in India" campaign is a great opportunity for Indian startups. Our country has a healthy environment for startups and endless money-making opportunities. Because of that, it is the third-largest startup ecosystem in the world after the US and China. The rapid progress of startups is bringing a revolution towards a radical transformation of the Indian economy.

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The Role of MSMEs in Promoting Entrepreneurship Among Tribal Youth in Jharkhand

Dr. Anurag Kumar Gupta & Dr. A. Shanker Prakash

Abstract: As a pivotal government initiative, Start-up India aims to cultivate an entrepreneurial culture in India, fostering long-term economic development and substantial job opportunities. The program is designed to empower small businesses by incentivizing innovation and creation. Over the past half-century, small and medium-sized enterprises (MSMEs) have become integral to India's economy. They play a crucial role in addressing regional disparities and promoting industrialization in rural and tribal areas. MSMEs significantly contribute to the country's socioeconomic advancement, serving as ancillary units to larger enterprises. Various government initiatives aimed at bolstering this sector have been instrumental in advancing economic growth and job creation. This study explores the pivotal role of MSMEs in the start-up ecosystem for tribal youth in Jharkhand, India.

1. Introduction:

The MSME sector has emerged as a highly adaptable and competitive industry in the Indian economy over the past fifty yea₹ MSMEs play a crucial role in creating extensive employment opportunities with relatively lower capital investments compared to large factories. They also contribute significantly to the growth and development of rural, tribal, and underdeveloped regions, thereby reducing regional disparities. Serving as ancillary units to larger factories, MSMEs make a substantial contribution to the socioeconomic development of these areas. Strategically, MSMEs occupy a pivotal position in India's economic landscape. They contribute approximately 29% to the country's GDP and employ over 9.3 million people. MSMEs account for 45% of the country's manufacturing output, 50% of total exports, and manufacture more than 8,000 value-added products ranging from traditional to hightech.

1.1 Micro, Small and Medium-sized Enterprises (MSMEs)

Micro, small, and medium-sized enterprises (MSMEs) are globally recognized as pivotal drivers of economic development in every nation. In India, MSMEs have gained significant attention and importance. Various financial institutions offer a wide range of services and facilities to support the growth and consolidation of
MSMEs.

They play a crucial role in India's economic development, despite facing challenges such as inadequate and timely financial provisions, shortage of working capital, lack of education, innovation, and technology. India's vibrant and dynamic MSME sector plays a crucial, effective, and innovative role in driving economic growth, enhancing trade, creating substantial job opportunities, and fostering new skill development. MSMEs serve as the backbone of communities and contribute significantly to global prosperity. The Government of India, through the Ministry of Micro, Small and Medium Enterprises (MSMED), has enacted the MSME Act of 2006. This legislation offers a variety of incentives, schemes, and initiatives aimed at addressing major challenges faced by MSMEs, including financial shortages and management skill gaps. These measures are designed to support and empower the MSME sector, ensuring its sustainable growth and contribution to the nation's economy.

1.2 MSMEs Classification Based on Investment Slabs

Micro Enterprises in the manufacturing and service sectors must invest no more than ₹ 1 crore in plant and machinery or equipment and have an annual turnover of no more than ₹ 5 crores. Small businesses must invest no more than ₹10 crores in plant and machinery or equipment, and their annual turnover must not exceed ₹50 crore. Medium-sized businesses must invest no more than ₹ 50 crores in plant, machinery, or equipment and have an annual revenue of no more than ₹ 250 crores. The importance and future engagement of micro, medium, and small firms is backed by both theoretical and empirical statements. SMEs are frequently viewed as more successful and egalitarian in their allocation of national, state, tribal, and rural revenue. Furthermore, this sector contributes to the economy by promoting sustainable industrial development in all tribal and rural areas. The MSME firm fosters economic activity by generating jobs for people who are averse to working in large corporations. Using local services and knowledge to their full potential is made easier with the help of MSME. As a result, "Micro, Small and medium-sized businesses (MSMEs)" are more likely to have the necessary abilities to create new commodities or develop new strategies for existing ideas. Several major corporations depend on small businesses in the same area to perform various business functions via externalization, which is beneficial to both large and small businesses. Additionally, tiny businesses aren't always small. They often change over time. When Nike and Microsoft first started out as modest businesses, they were major participants in the overseas market. When a small business grows into a large one, it always stays in the same neighborhood where it started,

boosting the local economy and creating employment. Additionally, by broadening and diversifying the country's economy, a strong MSME sector helps tribal youth be more resilient in the face of economic crises (UNDP 2013). MSMEs' reduced reliance on a few large businesses or specific sectors protects a wide range of workers against sector-specific shocks and changes in overseas markets (Dalberg 2011). MSMEs are critical for development because they can ensure the achievement of the country's key economic objectives and enable the efficient use of natural and human capital resources for prescribed purposes.

1.3 MSMEs' Acceptability Among Tribal Youth

MSMEs are crucial for the economic and social development of rural and tribal communities. Their lifecycle, which is highly adaptive, ensures that MSMEs can respond swiftly to changing market conditions. MSMEs help diversify the economy, making it more resilient to economic crises.
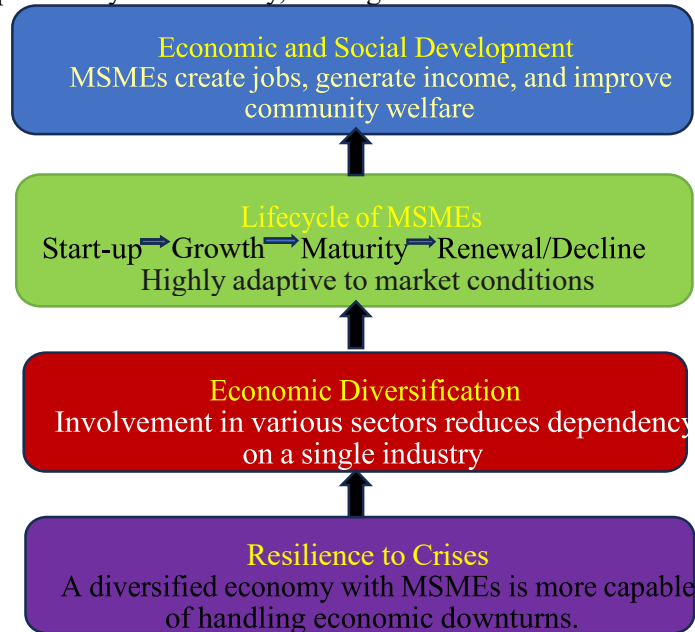

Figure 1: MSMEs Life Cycle
Source: Authors' Own Compilation

2. Literature Review :

Srinivasan (2015) states that MSMEs are critical for balanced and sustainable economic growth, job creation, entrepreneurial skills development, and export revenues. Most small and mediumsized enterprises (SMEs) cannot tackle the challenges of globalization mainly due to financial restrictions. The liberalization of the Indian economy requires measures to increase credit flow to this sector. SMEs contribute significantly to the economy by fostering balanced and sustainable growth, creating jobs, developing entrepreneurial skills, and generating a substantial percentage of export income. Despite their effectiveness, financial restrictions hinder most SMEs from meeting the demands of globalization. SMEs rarely receive the recognition they deserve within the economy. To address this, the government is reducing red tape and eliminating the need for multiple levels of approval to give SMEs a more prominent role.

According to the MSME Development Act (2006), this sector comprises more than 800,000 businesses nationwide. These companies are nurseries of entrepreneurship, incorporating innovation, and will be critical to India's future development. The sector is expected to play a crucial role in achieving the National Manufacturing Program's goal of increasing the GDP share to 25 percent and creating 100 million new jobs by 2022. However, despite their growth potential, MSMEs face several obstacles.

Garg (2020) notes that MSMEs in India span various sectors, including industry, agriculture, and services. They add value, create jobs, and utilize entrepreneurial skills and resources effectively. However, they face numerous challenges, such as insufficient and untimely financing, lack of innovation, difficulty sourcing raw materials, high credit rates, barriers to entering foreign markets, a shortage of skilled labor, small-scale manufacturing capability, and infrastructure issues. These challenges can cripple businesses, often categorizing them as sick industries. The financial structure of this sector is weak, with low credit ratings.

Dey (2014) explains that for small businesses, every dollar invested is critical. Over or under-provisioning due to seasonal peaks is a common problem, leading to losses and idle resources. Every firm undergoes shifts, which are vital phases in the life cycle of any business, whether large or medium-sized. Unlike large corporations with ample manpower and funding to implement reforms easily, SMEs face

substantial obstacles. Maheshwari (2014) highlights the growing interest of investment bankers in small businesses. Previously focused on large-scale transactions, investment bankers are now finding SMEs increasingly attractive. Both boutique and high-street banks are exploring the potential of this market. For example, Indusland, a private bank, has established an investment banking division for MSMEs. Niche players like Keynote, specializing in small-cap stocks, and firms like Edelweiss Capital, Yes Bank, and Ernst & Young are also entering this market segment.

The article "Enterprises with Udyog Aadhaar Number" (2015) suggests that start-ups find lending to SMEs an appealing entrepreneurial opportunity. Finding finance has long been a challenge for India's millions of small enterprises, which represent the 'missing middle' of the financial pyramid often overlooked by lende₹ About 57.7 million Indian businesses are sole proprietorships, most of which are microenterprises. Numerous start-ups now offer debt finance and working capital loans to these businesses. Venture and private equity funds are also contributing to this ecosystem. The government plans to enlist public sector undertakings (PSUs) to revive closed MSMEs. The 'Make in India' initiative mandates domestic production of defense and other ancillaries instead of relying on imports. Units shut down for various reasons might also contribute to the program (Chamber of Commerce and Industry, 2018).

3. Objectives and Hypothesis of the Study:

3.1. Objectives of the Study

- To understand the role and functions of MSMEs in the startup ecosystem for tribal youth of Jharkhand.
- To examine how MSMEs and start-ups can aid in the development of tribal youth.
- To explore the financial challenges and sources of funding for SMEs and start-ups.
- To identify government schemes for rural and tribal youth entrepreneurs.

3.2. Hypothesis of the Study

H_{01} -MSMEs do not have a significant role in the start-up ecosystem for tribal youth of Jharkhand.

H_{02} -MSMEs and start-ups do not significantly aid in the development of tribal youth.

H_{03} -MSMEs do not face significant financial challenges.

4. Methodology:

4.1. Methods for Obtaining Data

Both primary and secondary data were used in this study. A questionnaire was employed for primary data collection, while secondary data was gathered from journals, the internet, and magazines.

4.2. Sample Size

A probability/random sampling method was used, with a sample size of 176 MSMEs. Simple random sampling ensures that every member of the population has an equal chance of being selected.

5. Data Analysis:

5.1. The Rural and Tribal Entrepreneurship Start-up Ecosystem

Various government initiatives, such as the Ministry of Skill Development and Entrepreneurship and the Rural Self Employment and Training Institutes (RSETIs), support entrepreneurship among rural and tribal youth. These programs provide education, mentorship, and market linkages. For youth and women in India, the Indian government has implemented entrepreneurship development schemes and programs through the Ministry of Skill Development and Entrepreneurship (MSDE). These initiatives include entrepreneurship education, handholding, mentorship, and essential connections to market institutions. An initiative led by the MSDE aims to help first-generation business owners, unemployed youth, high school and college dropouts, and women and youth from underserved communities realize their entrepreneurial potential in six temple towns in India: Puri, Varanasi, Haridwar, Kollur, Pandharpur, and Bodh Gaya.

The PM YUVA (PM Yuva Udyamita Vikas Abhiyan) pilot program focuses on providing entrepreneurship learning, training support, and easy access to the entrepreneurship network. It targets students and graduates of the skilling environment, such as the Industrial Training Institute (ITI), Pradhan Mantri Kaushal Kendra, and Jan Shikshan Sansthan. The Indian government also undertakes skill development training programs via Rural Self Employment and Training Institutes (RSETIs), which provide bank credit for the establishment of micro-firms by skill trainees through the Ministry of Rural Development. The goal of this program is to increase the employability of impoverished rural youth, whether for paid work or self-employment. With 585 RSETIs, 23 leading banks (public and private sector and a few Gramin banks) are now implementing the RSETI program in 33 States/UTs, spanning 566 districts. Odisha has 30 RSETIs, including three in the KalahandiBalangir-Koraput area, which provide free training in various skill entrepreneurship development activities to the rural poor to help them establish their businesses.To assist the rural poor in escaping poverty by helping them establish businesses and providing support until those businesses are stable, the Ministry of Rural Development is implementing the Startup Village Entrepreneurship Program (SVEP). This program focuses on delivering selfemployment opportunities with financial assistance and training as entrepreneurs In 23 states, including Odisha, SVEP has provided business support services and cash infusions.

Developed by the Ministry of Tribal Affairs, the Pradhan Mantri Van Dhan Yojana (PMVDY) aims to help tribal self-help groups grow into Tribal Producer Corporations. Under the Stand-up India Scheme, sponsored by the Department of Financial Services of the Government of India, at least one borrower from a Scheduled Caste or Scheduled Tribe and at least one woman borrower must be able to get a loan from a Scheduled Commercial Bank between ₹ 10 lakh and ₹ 1 crore. Additionally, the Indian government is implementing the Prime Minister's Employment Generation Program (PMEGP) through its Ministry of Micro, Small and Medium Enterprises (MSME). This program aims to create selfemployment opportunities through the establishment of microenterprises in the non-farm sector. Manufacturing projects can cost up to ₹ 25 lakh, while service industry projects can cost up to ₹ 10

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lakh. The PMEGP incentive is only available to newly constructed residences.

Figure 2: Awareness of Government Schemes (in percentage)
Source: Authors' Own Compilation

Majority of the respondents have limited awareness and very few have complete awareness of government schemes for the Rural and Tribal Entrepreneurship Start-up Ecosystem

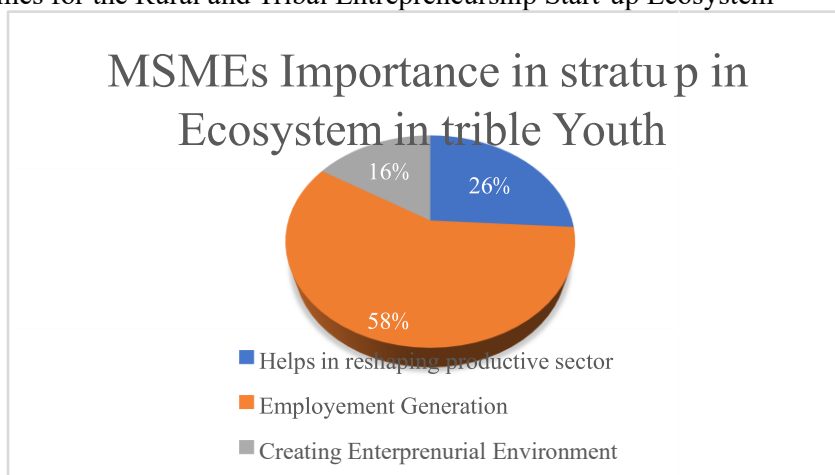Figure 3: Importance of MSME Start-ups Ecosystem
(in percentage)
Source: Authors' Own Compilation

5.2. Entrepreneurs' Willingness to Form a Business
5.2.1. Sector
Most respondents preferred the manufacturing sector, though the service sector was also represented.
5.2.2. Nature of Operation
Respondents expressed a preference for long-term and seasonal business activities.
5.3 Output of Data analysis

Hypothesis	Test Conducted	Sample Data	Statistical Results
H01: MSMEs do not have a significant role in the start-up ecosystem for tribal youth of Jharkhand	Independent Samples T-test	- With MSME Involvement (n=108): Average role score = 29.4, Std Dev = 7.6 - Without MSME Involvement (n=68): Average role score = 9.2, Std Dev = 3.3	- t_stat: 6.11 - p_value: 1.12e-07
H02: MSMEs and start-ups do not significantly aid in the development of tribal youth	One-sample T-test	- Development Impact Scores (n=176): Mean score = 8.9, Std Dev = 1.2	- t_stat: 7.43 - p_value: 2.64e-07
H03: MSMEs do not face significant financial challenges	Chi-Square Test	- Financial Challenges (n=176): - 'Yes': 120 (68%) - 'No': 56 (32%)	chi2_stat: 6.4 p_value: 0.011

The results of the data analysis provide clear insights into the role of MSMEs and their impact on tribal youth in Jharkhand.

Firstly, the Independent Samples T-test results for Hypothesis H01 indicate a significant role of MSMEs in the start-up ecosystem for tribal youth. The average role score for start-ups with MSME involvement (29.4) is markedly higher than those without (9.2), with a t-statistic of 6.11 and a p-value of 1.12e-07, leading to the rejection of the null hypothesis. This suggests that MSMEs play a crucial role in fostering entrepreneurship among tribal youth.

Secondly, the One-sample T-test results for Hypothesis H02 reveal that MSMEs and start-ups significantly contribute to the development of tribal youth, with a mean development impact score of 8.9 and a t-statistic of 7.43. The low p-value of 2.64e-07 confirms that the aid provided by MSMEs and start-ups is statistically significant.

Lastly, the Chi-Square Test results for Hypothesis H03 show that MSMEs face considerable financial challenges, as evidenced by 68% of respondents reporting financial difficulties. The chisquared statistic of 6.4 and a p-value of 0.011 indicate significant financial stressors affecting MSMEs. Overall, these findings underscore the pivotal role of MSMEs while highlighting the financial hurdles they face.

6. **Findings:**
   - MSMEs play a significant role in the start-up ecosystem for tribal youth in Jharkhand.
   - There has been an increase in MSMEs and start-ups in the tribal market, creating an environment conducive to entrepreneurship.
   - Financial difficulties and lack of awareness are significant challenges faced by tribal youth MSMEs.
   - Government start-up programs have facilitated the establishment of businesses in the service and manufacturing sectors.

7. **Suggestions:**
   - Awareness of government initiatives should be increased among tribal youth.
   - Financial institutions should provide tailored and costeffective lending to MSMEs.
   - Internet access should be provided to remote areas to support entrepreneurial activities.

8. **Conclusion:**

The analysis clearly demonstrates that Micro, Small, and Medium Enterprises (MSMEs) are vital for economic growth and job creation among tribal youth in Jharkhand. The significant role of MSMEs in the start-up ecosystem is evidenced by the Independent Samples T-test, which shows a substantial difference in the role scores between ventures with MSME involvement and those without. This indicates that MSMEs are not only pivotal in providing entrepreneurial opportunities but also in enhancing the overall start-up environment for tribal youth.

Furthermore, the One-sample T-test results affirm that MSMEs and start-ups significantly contribute to the development of tribal youth. The high mean development impact score underscores the positive effect that these enterprises have on the skill development, financial stability, and economic prospects of tribal communities. This contribution is crucial for empowering tribal youth, offering them a pathway to achieve economic independence and professional growth.

However, despite their significant impact, MSMEs face notable challenges, particularly in securing adequate funding and accessing skilled labor. The Chi-Square Test results reveal that a substantial proportion of MSMEs encounter financial difficulties, which can hinder their growth and sustainability. Addressing these challenges is essential for maximizing the potential of MSMEs.

Government start-up schemes and supportive policies are therefore critical in assisting tribal entrepreneurs. These initiatives should focus on providing financial support, fostering skill development, and creating a conducive environment for business innovation. Ensuring the right policy framework at both national and state levels is fundamental to the success of tribal start-ups. By addressing financial constraints and enhancing access to resources, the government can help tribal MSMEs thrive, thereby supporting economic growth and job creation within these communities.

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Informal Education & Role of Different Agencies

Pallab Saha Biswas

Abstract: Education is a thought full process by which the inner powers of the individual are developed. Education has the same importance as food and shelter and it is known to be essential to a life of an individual. The process of education continues from birth to death, but some specific institution plays more important part in it. All of these institutions are the agencies of education, and they include all these factors, bases, places or institutions, which have an educative influence upon the Child. Hence, the institutions, agencies and bases of education mean the same thing, and should be interpreted as such. Here are discussing about informal education and its agencies only.

Keywords: Education, Informal Education, Family, Society, Peer Groups, Library.

INTRODUCTION

Education is a thought full process by which the inner powers of the individual are developed. Education may be defined as a purposive conscious or unconscious psychological, sociological, scientific and philosophical process which brings about the development of the individual to the fullest extent and also the maximum development of society in such a way that both enjoy maximum happiness and prosperity. T. Reymont has rightly remarked – "Education is that process of development in which consists the passage of human being from infancy to maturity, the process whereby he adapts himself gradually in various ways to his physical, social and spiritual environment." Education has the same importance as food and shelter and it is known to be essential to a life of an individual. As food is considered necessary for the health and shelter for the body, education is needed for the mind. Education in the largest sense is any act or experience that has a formative effect on the mind, character, or physical ability of an individual. In its technical sense, education is the process by which society deliberately transmits its accumulated knowledge, skills, and values from one generation to another.

There are three important types of education,

a. **Formal education** is that education where according to predetermined aims and methods of teaching, definite dozes of knowledge are thrust into the mind of a child at a specific place during a set duration of time by a particular individual. E.g. Schools, Universities etc.
b. **Informal education** is natural and incidental. There are no predetermined aims, curricula, methods, teachers and places where children receive informal education: E.g.: Family, Community, Peer groups, etc.
c. **Non-formal education** is in-between the formal and informal types of education. It is midway because it is partly formal and partly informal it is both intentional and incidental. E.g. Open School, Open Universities, Correspondence Course etc.

Sir Godfrey Thomas has written, "The whole of environment is the instrument of man's education in the wildest sense. But in that environment certain factors are distinguishable as more particularly concerned, the home, the school, the church, press, the vacation, public life, amusement and hobbies". Generally, of course, the process of education continues from birth to death, but some specific institution plays more important part in it. All of these institutions are the agencies of education, and they include all these factors, bases, places or institutions, which have an educative influence upon the Child. Hence, the institutions, agencies and bases of education mean the same thing, and should be interpreted as such. Here are discussing about informal education and its agencies only.

INFOMAL EDUCATION

Education for no formalities are observed is known as informal type of education. In this type of education there is modification of the behaviour of the learner but no conscious efforts are made for it. Whatever it is learnt here is not pre-planned. It is natural and incidental. Here neither the teacher nor the learner is conscious of the process of teaching learning. In this type of education there are no pre-determined aims, no definite curriculum no well thought methods of teaching, no qualified and trained teachers and no definite place of education. Here education is received by the company of friends, relatives, community etc. whatever as education is received plays a very important and significant role in the life of educate. Informal education complements the formal education which has a particular pattern. Education of this kind has no specific time or place at which it is provided. Even the educator is not fixed. All fixed syllabi, rules, formalities are absent from it. Education of this kind in the education one receives while playing in field, talking to family members in the house, roaming around somewhere, in fact everywhere. This kind of education never comes to an end.

And it teaches the individual more than he ever learns through his formal education. A child learns many things when he comes in contact with new people. He discovers many new words when he goes to new places. This education that he receives cannot be evaluated as formal education can. Format education can be evaluated by some specific techniques and the quality and quantity of education imbibed by the educate can be known. But this is not true of informal education for there is no standard or measure in its case. It also does not provide the recipient with a certificate or a degree. Informal education is gradual process, for people learn a few things after years of experience. But the things learnt in this manner prove to be more valuable than all the degrees accumulated through formal education. Informal education is more general in nature.

CHARACTERISTICS OF INFORMAL TYPE OF EDUCATION

1. This type of education is informal because formalities are observed here.
2. No conscious efforts are made either by the teacher or the taught.
3. It is in no way pre-planned activity.
4. It is incidental.
5. No formal goals are fixed up.
6. No formal means are used to attain the goals.
7. There are no fixed or appointed teachers.
8. There is no prescribed curriculum and no time table is observed.
9. There is none who organize this type of education.
10. There is no fixed place for it.
11. This type of education is never completed as there is no fixed syllabus.
12. There are no examinations of any type.
13. It is all a natural way of teaching –leaving.

AGENCIES OF INFORMAL EDUCATION

The major agencies of informal education are the following.

A) HOME OR FAMILY

This is most true of the family, for the family makes a sizeable contribution to the child's education, irrespective of the quality of this education. As an agency of education family should perform the following duties.

1. **PLACES OF AFFECTIONS**: Every home fundamentally is a piece of affections especially for the younger ones. The head of the family or the elderly person in the home is a source of affection for others. They have their lovers for the younger. It is a different story that now due to disintegration of families, some youngsters have stated showing hatred for the elders. Naturally in such circumstances, there is to be decrease of affections. Through the system of education, there is need of receiving good old tradition like adoring the elders.

2. MAKES SOCIAL: Every home makes the child more and more social in nature. In the home, there is interaction between the different members of the family. In the street, there is interaction with the children coming from neighbouring homes. It develops the qualities of mixing with others. One is also able to modify one's behaviour in accordance with others in whose contact one comes. It is but natural that children learn more from other children. So it is the peer-group that helps the child in becoming more and more social.

3. **MAKES MORALLY SOUND**: The home teaches the child many things of morality. The child, is able to understand the importance of truth, honesty etc. All this is able to learn from the parents or the grand-parents. Besides, the company of good children also helps in this regard. Moral training is the basic function of the family.

4. IMPARTS EDUCATION: The home educates the child directly or indirectly. The educated parents and other members of family who are educated are able to educate the younger's directly. But in the case of uneducated parents, the home helps indirectly in educating them. Here education means all round developed of the child.

5. STATISTICS ECONOMICS NEEDS: The home creates statistics economic needs of the child. Money is needed by the child for various activities. It is also needed for giving him right type of diet. All these facilities are provided by the parents. A good home makes earn money rightly and utilize it properly. "Family is a well-knit economic unit". In a good home, the child enjoys economic security. He finds himself free from any type of economic worries. All this helps the child have a balanced personality.

6. RECREATES: Recreation is also important for the proper growth and development of the child. At home, there is provision of recreation. Radio, T.V or other instruments of recreation are used in the homes. They provide the required type of recreation to the child.

7. HELPS IN PHYSICAL DEVELOPMENT: Parents are always careful about the health of their children. They try to provide the required type of diet. They inculcate among them the habits of cleanliness and sense of healthful living. They make the children work at the time of work and then allow them to play. Thus the home or the parents help in the proper physical growth and development of their children.

8. HELPS IN MENTAL DEVELOPMENT: Full care is also taken at home for mental development of the children. Here mental development means development of mental power such as thinking, language development etc. The parents make efforts so that their children are able to use the mother tongue rightly in their expression. Intellectual development of this stage helps the children later on because their education largely depends upon it.

9. HELPS EMOTIONAL DEVELOPMENT: Emotional development is very important for the proper growth and development of the child. The parents at home help a good dual in this regard. The child learns at home about emotional stability. The home develops in the child healthy and positive emotions like sympathy, affection, courage etc. Only well adjusted home environment helps in this direction.

10. HELPS RELIGIOUS DEVELOPMENT: Religion and religious beliefs refine the personality of a child. The basic foundation of religion and spiritual faith are laid down at home. In fact, family is the only institution where religious development of the child can be ensured. From home child learns the basic fundamentals of spirituality. From home he gets a concrete form of religion. India being a secular country, the duty of parents to impart religious education to the children becomes too important. Only religious environment of the family develops the duty of every home to create peaceful atmospheres in order to enable the boys and girls to drive pleasure by staying at home.

B) SOCIETY OR COMMUNITY

Society performs a number of educational functions which are briefly explained below:

1. ESTABLISHES SCHOOLS: The society establishes the schools, maintains them and glorifies them. It educates the children and enables them to stand on their own feet. Besides, it also helps in bringing all round development of the children.

2. MAINTAINS STANDARD OF THE SCHOOLS: The society helps the schools in maintaining good standards. It fixes up standards with the help of higher controlling authorities and then it verifies with the help of school, board or university whether the students have attained the desired goals or not.

3. HELPS IN ALL ROUND DEVELOPMENT OF INDIVIDUAL: The society creates proper environment in the school so as to bring about different types of development of the learner-physical, moral, social, cultural, academic etc. Thus it makes the individual a fit person for the society.

4. SETS UP AIMS AND OBJECTIVES OF EDUCATION: It is needed at different levels of education. Then it checks their appropriateness. It also corrects them, reflexes them and redefines them if need arises there to.

5. PLANS NATIONAL SYSTEM OF EDUCATION: The society prepare national scheme of education keeping in view the needs and requirement of the people. It also tries to find out whether the system is according to the aspiration of the people.

6. MAKE PROVISION OF SUITABLE CURRICULUM: The society takes the opinions of experts and makes provision of suitable curriculum where the learner should be able to grow and develop fully so as to achieve the target fixed up by the society.

7. SUPERVISION: The society supervises the school and its various components with the purpose of bringing improvement in the school, teachers, students etc. Through regular supervision, it ensures proper and smooth functioning of the school. Thus it is also able to root out the ills and draw-backs of the school.

8. APPOINT COMMISSIONS AND COMMITTEES: The society sets up commission and committees as per needs of the situations. The main purpose behind is overall improvement of the school.

9. PRESERVES TRADITIONS AND CONVENTIONS: The society has its rich heritage, healthy traditions and conventions and it wants to preserve them. It does so by stabling museums art galleries. It does propagate good values through T.V, radio, News-papers, Magazines etc.

10. ENCOURAGES RESEARCH: The society encourages research in various fields by supporting the financially so as to improve the teaching-learning environment of the school.

11. CO-ORDINATE DIFFERENT AGENCIES: Society inters links school and home. It helps in making them realize that they can server many useful purposes. Schools exist but society makes them better and better. Home exists society tries to improve it. It provides them with guidance and thereby helps them do wonderful job for the betterment of the individuals. Surely this approach improves the home, improves the school and improves the society itself.

12. INCULCATES MORAL AND SPIRITUAL VALUES: Society has in its store the cultural heritage of humanity. Moral and spiritual values are maintained by it. It tries to inculcate those values in the individuals. Honesty, sincerity, truth, simplicity of life and high thinking behaviours, hard working, fellow-feelings etc. are noble values. The society advocates and propagates these values among the masses.

C) STATE

State is also informal agency of education. The proper management of education is an important task of the state. Apart from school, family and society, state also educates as on as informal agency of education. People always learn something or other from the state without any definite rule, place or time. Briefly, the main duties of the state as an educational agency are given below.

i. Instead of taking the place of the individual or the family, the state should help in the development of both.
ii. It is the duty of the state to establish its own schools and provide assistance to private schools.
iii. State is responsible for the change in the form of schools according to needs.
iv. State is to establish inter relationship among various agencies of education.
v. It has to establish relationship among various schools in order to avoid wastage so that higher standard of education may have established.
vi. It should prepare a list of minimum achievements for school and lay down broad guide-lines for them.
vii. State should keep education free from local cries by allowing some local elements to participate in the process of education but subordinating them to the national system of education.
viii. It should provide sound attitude to parents towards education.
ix. Arrangement of free and universal education for a definite period is an important task of the state.
x. State is to take the responsibility of educational expenditure and persuade other institutions for this task.
xi. Proper arrangement of training for teachers is to be made by the state so that the standard of education may full.
xii. State should give proper advice to educational institutions. State in expected to organize suitable committees and commissions for this purpose.
xiii. State should pay special attention to the security of nation's culture.
xiv. State is expected to help inculcate feeling of duty to the nation in the minds of its citizens and it should contribute in the development of normal idea for social efficiency.

D) PEER GROUP

Peer in one who is equal in rank older boys and girls form groups of their peers called peer groups. As an agency, peer group seems insignificant but the hard fact in that it is a very significant one and it plays a very important role in education. Generally, it is seen that what the student cannot learn from the teacher, the same thing he/she can learn easily and in a much better way in the peer group.

FUNCTIONS OF THE PEER GROUP

1. **SOCIALIZES:** In the peer group, everybody learns how to behave with each other and how to live well in the group and how to make their group strong. Good interaction takes place there.
2. **MODIFICATION OF BEHAVIOR:** Peer group helps in modifying the behaviour of the individuals of the group. The simple reason being that there is free and frank. In the self created environment, everybody comes out as better individual with modified behaviour.
3. **WE- FEELING:** We-feelings are inculcated in the individual of the peer groups. The individuals feel that they belong to one group. The feel more secured. Fellow feelings are born in them. With their togetherness, they find themselves stronger.
4. **HELP IN ALL ROUND DEVELOPMENT:** Unlike class room learning the peer group provides the individuals full freedom and more opportunities of mixing each other. They are able to learn together; they

are able to play together. They are able to have better instruction with one another. All this helps in all round growth and development of the individuals.

5.   **TEACH THEM TO WORK INDEPENDENTLY:** Peer groups instil in the individuals as way of life where they become self dependent.

E) MASS MEDIA-Media used for the masses to communicate something is known as mass media. Radio TV, Film News papers etc; serve the purpose of mass media. In our country, the chief faction of these media is informal education.

a) FILM-Although films have some other purpose to achieve, we can also learn something from them. Children learn many things from the films. People also listen to the message of the actors. Film can promote social welfare if they screen good stories and adopt techniques suiting the needs of society. Scientific and informative documentary films shown by other institutions are also very educative.

b) RADIO- In our daily life we learn something from radio programmer. We receive sufficient education from the speeches on different subjects delivered by the great scholar. Now radio program organizers sometime arrange for well planned education to be impacted to different age groups of people. Some programmers are especially meant for school children some for women-folk, some for teachers and so on. Sometimes, some education talk of some great person is relayed from all radio station. Radio does educate us informally.

c) TELEVISION-Children can use visual as well as auditory sense organs in enjoying TV programs which are not only source of recreation but also of education. TV educates us informally and sometimes TV education is more effective then school education.

d) PRESS -We get some new experience by reading daily news papers, weekly papers, fortnightly and monthly margarines, annual or half yearly journals and various bulletins.

F) OTHER AGENCIES-

SPORTS: Children are naturally interested in games. Adults are also interested in play. By means of games and sports feelings of co-operation honesty and love are developed in children. This is also an important informal agency of education.

LIBRARY: Libraries provide education by making available various papers, journals, magazines, great reference books and books on many subjects for reference study. Library performs a number of educational functions which are briefly explained below

➢ **As an Educational Centre:** The need for an agency available to all, which provides access to knowledge in printed and other formats to support formal and informal education, has been the reason for the foundation and maintenance of most libraries and remains a core purpose for the library. Throughout their lives people require education either at formal institutions, for example, schools, colleges and universities, or in a less formal context related to their employment and daily life. Learning does not end with the completion of formal education but is, for most people, a lifelong activity. In an increasingly complex society people will need to acquire new skills at various stages of their life. The library has an important role in assisting their process.

➢ **Library as a Cultural Center:** The library should function as a cultural center in two senses. It should provide books which will stimulate and bring to expression the creative talents of individuals and develop their faculty for aesthetic appreciation. It should also organize cultural programmes like music concerts, dances, dramas, and painting competitions for children, exhibition of paintings, etc., and thus enrich the cultural life of the community. It should function as a real cultural center.

➢ **Library as an Information Center:** The rapid growth in the volume of available information and the continuing technological changes, which have radically affected the way information is accessed, have already had a significant effect on libraries and their services. Information is very important to the development of the individual and of society. The library should also function as an information center in the sense of providing information relating to the socio-economic needs of the people. A vital role for the library is to bridge that gap by providing public access to the Internet as well as providing information in traditional formats. Libraries should recognize and exploit the opportunities provided by the exciting developments in information and communications technology. They have the opportunity to become the electronic gateway to the information world. Some of the areas in which a library can interest itself to the benefit of its community are career development, agricultural information, health, etc.

MERIT AND DEMERIT OF INFORMAL EDUCATION:

MERITS:

a)   There are no strains of any type on the mind of the learner.
b)   It is a natural way of teaching learning
c)   The learner is self-motivated in process of learning.
d)   Most of the learnt things are situational as they are learnt in one situation o the other. So they are remembered for a long time.
e)   In this type of education there is dependence on rote learning.

   DE-MERITS

a)   It does not give much confidence to the learner. In spite of good knowledge, the learner may feel inferiority complete in a group of highly educated person.
b)   Here education is received in the absence of a so called 'guru'- the teacher. One may not learn the right things.
c)   Whatever is expected to be learnt in the company of equal age group that is missed here? Class fellow feeling, discipline, good habits, attitudes etc. may not be acquired properly and rightly.

CONCLUSION:

The truth is that none of the above discussed agencies is complete in itself. Each gives a certain type of education which is only a part of the whole. In reality both formal and informal agencies of education are mutually complementary and supplementary for the complete and whole some development of personality. Thus, both the agencies should co-operate in educating the child. There must be a balance of working by both the agencies for the total development of the child. No one is to be neglected as both complete the desired development.

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Saheed Anurup Chandra Mahavidyalaya

A State-Aided Degree College, Govt. of West Bengal
Burul, South 24 Parganas, West Bengal-743318

www.sacm.ac.in