LONDON SCHOOL® OF MANAGEMENT EDUCATION

2020

Report on the Proceedings of

7th LSME International Research Conference on

'Role of Management, Education and Social Sciences in Responsible Research and Innovations: Challenges and Realities'

Dates | **19th – 20th of August 2020**

Editorial Board

Dr Ravi Kumar, Conference Convener
Professor Stephen McKinney, Conference Chairman
Hassan Shifau
Dr Dolly Jackson-Sillah
Dr Sarita Parhi
Dr Peter Gray
Ramaraj Ramasamy

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MESSAGES

THE LORD SHEIKH, HOUSE OF LORDS, UK

The Lord Sheikh

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1st March 2021

Dear Reader,

It is a great pleasure for me to acknowledge that the Seventh LSME International Research Conference was the second LSME international research conference that I have attended in succession and had the privilege of inaugurating. I am much delighted to have done that due to my personal interest in education and research. For the Conference 2020, however, I would have imagined that it would most likely be postponed for a time when we are in a post-Covid era. However, it was a pleasant surprise for me when LSME announced the Conference despite all the challenges, lockdowns, and disruptions around the world. Not only they succeeded in organising the event bigger, but they were also able to extend the invitations to a much wider audience and receive an overwhelming show of interest from over five thousand participants from different parts of the world.

I understand that considering the difficult circumstances worldwide, LSME waived off the conference registration fee as a goodwill gesture. Moreover, they had to toil even harder to screen the participants, review the papers, and prepare for the Conference of this magnitude. But I am sure the success of the Conference was the grand prize!

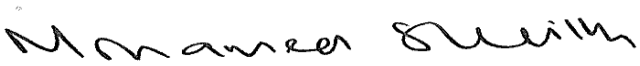
The Covid-19 pandemic has brought devastations and disparities around the world beyond our imagination. Some countries have been set behind decades in terms of the loss of their potential developmental gains, while even the most developed found themselves in a state of desperation in the face of this calamity. Attending this particular Conference was much of a delight for me, as it was a fresh opportunity to start looking at the solutions. I am so glad that a good number of the research papers produced at the forum focussed on some aspect of the Covid-19 pandemic and its implications.

This Conference, particularly meeting young researchers from different parts of the world, has given me a lot of hope for a brighter future in a post-Covid era. A good piece of responsible research would unearth the issues deep-rooted in the society, analyse them, evaluate the results through a prism of differing perspectives and provide recommendations that would be beneficial to society. The point that interests me most is that it would help policymakers frame policies that positively impact the people and the community.

Hence, I am confident that I am looking at several studies here, which would bring desirable changes to our world through this dreadful pandemic and long after it is gone. Thank you all for your contributions, and I look forward to reading more of your works in the future and seeing you at future conferences.

Kind regards,

Yours Sincerely,



The Lord Sheikh

CLLR. ZULFIQAR HUSSAIN, THE MAYOR OF REDBRIDGE, UK

As the Mayor of Redbridge, the more I learn from my work, the more strongly I feel about the role of educational institutions in the borough and their unique ability to contribute to the betterment of society through research, innovations and offering relevant qualifications that meet the needs of the general public. So, I truly welcome this opportunity to share with you some of my thoughts on the theme of this conference, Responsible Research and Innovations.

I will, however, start by commending LSME for creating this unique platform for international researchers to share and discuss their research achievements and challenges and to network and collaborate on this important research agenda. Very few private institutions can or will successfully and simultaneously carry out all their obligations to their external regulators, provide high-quality academic qualifications and introduce academic research as an integral part of the provision. Undoubtedly the institution is poised for continuous growth and success in its future endeavours both locally and internationally.

As a public servant, the theme of this international conference is of paramount importance since it seeks to establish procedures to better integrate societal needs in the process of research development and it is centered on the equal roles and responsibility of all stakeholders including societal actors and innovators. The keyword and phrases for me here are 'impact', 'Securing the future and 'Acceptance of Change'.

Societal impact is key to all research activities. Any research that will not have a short or long-term impact on society is probably not worth doing. In the UK it is obvious that an enormous amount of government funding for research now centres on demonstrating impact. The impact can be demonstrated easily depending on the subject being researched. It is easy to show that a research project has an impact if, for example, you are pioneering a technique to improve food production or to find a vaccine for COVID-19, but it is not quite as easy to show the immediate impact of the work of a philosopher or a linguist. Would this suggest the need to reduce research funding for subjects that do not have an immediate impact?

In the face of government policies that expect us to demonstrate the economic value of research, one has to defend their core principles of autonomy, freedom of enquiry and research excellence. Indeed –I strongly believe researchers can only realise the economic and societal impact of their work if they are committed to autonomy, freedom of enquiry and excellence. Management and Human sciences as broad topics, for example, were chosen well because they can fit both long and short term impact on society and can also demonstrate autonomy, freedom of enquiry and excellence. The theme is therefore relevant in today's society and I am very proud that the researchers have played a meaningful part in sharing their work on relevant topics related to the theme and on the global pandemic.

Responsible research follows the European policy framework that seeks to anticipate future implications and current societal expectations of research and innovation. It is a sound political attempt to militate against the risks of 'failure' in the future by preparing society for the acceptance of future research developments. As such, responsibility and innovation in research is a form of governance in which sustainable investment is secured in the future through ongoing enrolment, engagement, and acceptance of society.

Responsibility in research and innovation should continually evolve as countries, organisations and multi-disciplinary teams' attempts to be responsive to changing educational, technological and societal issues of the day.

I am sure the two days of intense discussion, have considered these three broad concepts and made use of this outstanding opportunity to learn from each other, develop new networks and future research collaborations that would be relevant to society and incorporates ethical principles, gender equality and excellent research governance.

As a person who is impressed by the efforts of academic researchers, I am not under any illusion that the tremendous tasks that lie ahead for you to meet the global challenges that confront us all will be easy. We cannot only rely on scientists and engineers but also experts in the humanities and social sciences, as they can translate these challenges from a human perspective.

And although academic researchers such as yourselves may not always hold all the answers, you must be bound by your duty to society to articulate the right questions that would inevitably change society.

I hope you find the information generated by the conference on RRI very useful.

Thank you.

Cllr. Zulfiqar Hussain
Mayor of Redbridge

H.E DR DURGA BAHADUR SUBEDI, AMBASSADOR EXTRAORDINARY AND PLENIPOTENTIARY OF NEPAL TO THE UNITED KINGDOM

I have the honour and pleasure to state that the London School of Management Education (LSME) has accomplished a great feat by organising an online research conference, amidst the Covid-19 Pandemic bringing together hundreds of young researchers and experts on the theme of Responsible Research and Innovations (RRI).

I am very pleased with the idea of LSME opening up the Conference to an international audience without charging registration fees, keeping in mind the Covid-19 Pandemic and the loss of earnings experienced by many around the world. Despite the fact, they had to sift through thousands of registrations to screen out the best papers, LSME took the challenge, for which I congratulate the College.

This year's theme of Role of Management, Education and Social Sciences in RRI and its Challenges and Realities, could not have been more relevant and current given the circumstances surrounding the new realities confronted by the Pandemic and the socio-economic disruptions across the world. It was interesting to learn that many of the researchers chose to study aspects of the implications of the Covid-19 in the daily lives of their communities. It is the need of the hour, and the responsible thing to do as our progress beyond the Pandemic will depend on how well we are prepared for it. Due to the unprecedented nature of the Pandemic, we have to depend on the research community to provide credible research-informed narratives for our approach towards dealing with life beyond the Pandemic.

Seeing the presenters and the participants' average age and their enthusiasm and passion, I hope this Conference has struck a chord with the young researcher community. I believe this platform will help hone many young researchers in the future. I look forward to these research outputs being disseminated widely, for the benefit of the society.

I take the opportunity to congratulate LSME and all the researchers who were part of this fruitful Conference and wish you great success in your future endeavours.

H.E. Dr Durga Bahadur Subedi
Ambassador Extraordinary and Plenipotentiary of Nepal to the United Kingdom

DR RAVI KUMAR, LONDON SCHOOL OF MANAGEMENT EDUCATION, CONFERENCE CONVENER

Chief Guest Lord Sheikh, distinguished delegates and speakers, colleagues, ladies and gentlemen, we are deeply honoured that you managed to attend the 7th LSME International Conference on "Role of Management, Education and Social Sciences in Responsible Research and Innovations: Challenges and Realities". I would also like to express our sincere gratitude to you all for the enthusiasm you have shown for this virtual conference, even if you were not able to make it. Reading this proceedings booklet in itself supports our accomplishments.

Our sincere gratitude goes to our Chief Guests, Lord and Lady Sheikh and our Guest of Honour Professor Rajan Welukar and Professor T C A Anant. We are ever grateful to you for your support for the institution and for responding favourably to all our invites. We also appreciate your enlightening address during the conference.

Similarly, I am ever indebted to the Organising Committee of this conference made up of Prof Suresh Sharma, Dr Amandeep Singh Marwaha, Professor Stephen McKinney, Dr Peter Gray, Dr Sarita Parhi, Mr Hassan Shifau and the entire management and staff of LSME. To all speakers and delegates, I congratulate you on a job well done. We are indeed honoured to network with you. We had about 350 participants from about 12 countries making the conference truly international. Without your effort and contributions, this conference would not have taken place.

LSME International Conferences

Our first international conference was organised by LSME in collaboration with the International Forum of Research in Education (IFORE) in January 2015. It was an opportunity for us to discuss key points of educational research and to begin to strategise how we should inculcate responsible conduct in research.

Following the success of that inaugural conference, it was agreed by the Conference Planning Committee that we should meet again at a second conference but this time adopt the theme of Responsible Research and Innovations, given that innovations and research development are key drivers of economic growth worldwide. LSME was proud to be the lead organiser and host for this event

Since then, LSME has held annual international conferences either in London or in India, bringing together renowned experts in their respective fields to address the vital issues surrounding Responsible Research and Innovations. Cutting across all disciplines. Responsible research has become increasingly important today, and LSME has facilitated useful discussions on public engagement, open access, gender, ethics and research governance.

For the first time, however, we have organised a virtual conference given the global pandemic, and I must say we were amazed at the initial response. Over 6000 people registered to participate. It would have been very sad indeed if we had gone by our initial plan to cancel this year's conference altogether.

This Year's Conference Theme

The theme of this year's conference is "Role of Management, Education and Social Sciences in Responsible Research and Innovations: Challenges and Realities". With many research activities now taking on a global

dimension, it is imperative to discuss positive approaches towards inculcating best research practices, including examining the role of research in management and human sciences in promoting promote social justice, inclusion and equity; and influence on policy and practice. The COVID-19 Pandemic has also presented unique opportunities for several research activities for our interested domains and it would be interesting to share some of the findings.

I hope that the conference proceedings booklet will present a special platform for all the leading academics and researchers who attended to share their ideas and views on common research issues. The conference booklet will challenge all delegates to think more about responsibility in research which may, in turn, inspire new and practicable standards in the field.

Conference Outcomes

I sincerely hope that the outcome of the conference will not be just another "talk shop". But rather, it will continue the dialogue on educational research and debate on educational reform to enable our academics to formulate a set of recommendations, to be utilised in improving their research agenda. My sincere hope is to see the young and budding researchers develop new ways of thinking about dissemination, impact and social responsibility and serve as an inspiration to others.

Research and Education

Creating a platform for discussion will be especially important for educators and educational institutions growing rapidly as major research universities. It will provide some guidelines against which we can assess how we conduct research and educate our students.

Indeed, it is important to impact good values and practices early on in our young researchers, starting at the undergraduate level. Not only should we guide them on what is inappropriate behaviour, but more positively, we must educate them about how research can engage the public.

But beyond educators and university leaders, it is equally important that the leaders of funding agencies, as well as research institutions, are committed to the best practice in responsible research. Indeed, I am very pleased and heartened to announce that many of the delegates hold leadership positions in their institutions. This bodes well for the future of responsible research.

In closing, I wish you enjoy reading the conference proceedings booklet.

Thank you.

Dr Ravi Kumar
Executive Director of LSME & Conference Convener

PROFESSOR STEPHEN MCKINNEY, UNIVERSITY OF GLASGOW, CONFERENCE CHAIRMAN

The 7th annual LSME International Conference was held on the 19th and 20th of August 2020 and by necessity, was an online conference. The effects of the lockdowns and restrictions caused by the spread of COVID-19 affected all dimensions of academic life in 2020 and this has continued into 2021. Academic conferences across the world moved to online platforms in 2020 and many have advertised their 2021 conferences as online events. Despite some understandable anxieties, there were many advantages to moving the LSME conference online. We attracted a much larger number of participants than usual. Academics from all over the world were able to participate and were not prohibited by travel and accommodation costs. The conference was presented over two days and carefully planned to allow for time differences across the world. We were able to attract a large number of early-career researchers - one of the main aims of the series of LSME International conferences. There were many highlights in the conference, and the keynote by Professor T C A Anant and the special lecture by Professor Rajat Sandhir stand out as key points of the two days. There was a very interesting variety of papers delivered throughout the two days and an excellent level of engagement from the participants in question-and-answer sessions and discussions. The 'chat' function on the zoom links was used extensively and to great effect. We discerned an increased level of knowledge and understanding of the importance of the principles and practical application of Responsible Research and Innovation (RRI).

The smooth operation of the conference was facilitated by the highly efficient organisation of the LSME: the operational leadership of Hassan Shifau and the support of a large team. It was impressive that any challenges presented by the use of the online platform were resolved with alacrity and an enviable calmness. The move to an online conference was very successful. Nevertheless, we did miss the face-to-face physical contact with the participants. We missed the chance to discuss our research over tea breaks and meal breaks. We missed the opportunity to extend the discussion of keynotes and research papers beyond the sessions and establish new friendships. We hope these will be reinstated soon, though the many advantages of the online conference may prompt the LSME team and the conference committee to consider a hybrid model for future conferences.

I take this opportunity to thank all at LSME for a highly successful 2020 conference. The LSME is led by Dr Sarita Parhi and Dr Ravi Kumar, supported by Hassan Shifau and a strong team and the LSME Board, including Dr Peter Gray. There is also an extended team on the Conference Committee that supports the conferences and this group for 2020 included Professor Suresh Kumar Sharma (Conference President), Dr Amandeep Singh Marwaha (Organising Secretary), Dr Dolly Jackson-Sillah, Professor Mokgale Makgopa and Martin McAreavey. I thank them all for their continued commitment to academic research, the principles of RRI and their support for the LSME conferences. I thank the many members of the Conference Advisory Committee. I thank the VIP guests, many of whom are great friends of the LSME. I would like to conclude by thanking all those who participated in the LSME 2020 conference and hope you will participate in future LSME conferences and events.

With very best wishes.

Professor Stephen McKinney
University of Glasgow & Conference Chairman

DR PETER GRAY, NORWEGIAN UNIVERSITY OF SCIENCE & TECHNOLOGY (NTNU), NORWAY

Dear Friends and Colleagues,

Once more, LSME has succeeded in maintaining its forward progress, by holding a major conference online amid the pandemic. I congratulate all those who presented and organized, who wrote and reviewed and rewrote papers, and those who stayed and listened. The annual Responsible Research and Innovation conference is one of LSME's major contributions to changing how research is done, and findings are communicated. But the work you will find in this publication is only the foundation for something much bolder and more ambitious.

The future of scientific research is not in expanding the number of publications but in increasing the quality and significance of research itself. Researchers need to take responsibility for this and ask themselves "Why am I researching this topic?" Of course, researchers, especially in their early careers, are constrained by outdated modes of supervision, whilst even experienced researchers are constrained by unimaginative research management and governance systems. All of us in the academic community have a responsibility to question the workings of research ecosystems. You are part of this academic community by virtue of reading this publication.

LSME will, in the not-too-distant future, become a great university. I have no doubt whatsoever that this will happen, under the inspired leadership of Dr Ravi Kumar, Dr Sarita Parhi and the astonishing LSME team. You may well think of other places than Ilford when "great universities" are mentioned. Oxford, Stanford, Cambridge, Tsinghua...But although Oxford lends its name to one of the vaccines that will get us out of the pandemic, it also produced many of the people who led us into it. You know who.

A truly great university would be producing not only world-class research but also world-class graduates. It is not surprising, given its domination of research funding in the UK, that Oxford produced a vaccine. It is, on the other hand, very surprising that, given around 900 years of teaching experience, Oxford is still producing graduates with impressive degrees but deplorable ethical and moral imaginations.

LSME is small, but its graduates are already far ahead, in their talents and attitudes, of many so-called 'elite' institutions. This is due to their magnificent efforts, combined with the high standards set by Dr Ravi and Dr Sarita. LSME's research is also on a small scale, but it has a big *research vision*, which will, ultimately, grow into something that will change the world. And that is what we need!

Dr Peter Gray
Norwegian University of Science & Technology (NTNU), Norway

INTRODUCTION

London School of Management Education (LSME) organised its 7th Annual International Conference on the "Role of Management, Education and Social Sciences in Responsible Research and Innovations: Challenges and Realities".

This two-day online conference was held from 19 - 20 August 2020 and the event attracted interest and participants from all over the world. This conference provided the opportunity for faculty members/researchers/students a platform for research dissemination through presentations, dialogues, discussions and engagement with policymakers and academic researchers. The Conference aimed at a challenge-based approach in bringing out knowledge from different fields including Technology, Social Sciences, Humanities and diverse activities from research, training and marketing that focus on Innovation. Management and Human Sciences are broadly interpreted to include other disciplines such as Finance, Marketing, Human Resources, Operations, Information Technology, Economics, Psychology, Sociology, and Health. Specific areas of interest include Demographic Change, Social Welfare, Sustainable Development, Climate change and Environmental Action. The overall theme of the Conference was designed to appeal to both academicians and practitioners at all levels of their career development as well as the end-users of research.

Simultaneously, the conference aimed at capacity building, developing and assisting emerging researchers to promote Corporate Social Responsibility or Work in the Nongovernmental Sector aiming at Sustainable Development projects.

OBJECTIVES OF THE CONFERENCE

London School of Management Education embarked on the mission to promote Responsible Research and Innovations to young emerging researchers under its Research Development Strategy and have organised seven International Research Conferences and several research workshops to that end. These conferences' major focus is to produce a breed of researchers who take responsible research seriously and aim to make a tangible positive impact on their society through their research work.

The LSME Seventh International Research Conference targeting to produce credible research on the role of Management, Education and Social Sciences in Responsible Research and Innovations, mainly focusing on the challenges and realities, was convened with the following specific objectives:

- To encourage researchers, especially research degree students and early career researchers, to work on RRI.
- To help in building new thinking about dissemination and implementation of RRI to impact social responsibility.
- To provide examples of Responsible Research as an inspiration to others.
- To recognise participants as responsible and transformational researchers.

GUIDELINES FOR SUBMISSION OF RESEARCH PAPERS

The following are a set of guidelines laid out by the Conference Committee to maintain the standard and uniformity of the paper to enable quality presentation:

- The abstract should not exceed 400 words and should be followed by 4-6 keywords.
- Plagiarism report and declaration must be attached in the annexure.
- The cover page of the manuscript must contain the title of the paper, Author's Name, Affiliation, Email Address. The paper should be typed in Font Style - Times New Roman, Font Size - 12, Line and Paragraph Spacing - 1.5 and 1.
- The total length of full paper must not exceed 3500 words or 12 pages, including Graphs, Tables and Appendices.
- The cover page should not be a part of the paper to facilitate peer review of the paper.
- Submission of the manuscript will employ that it has not been previously published and is not under consideration for publication elsewhere.
- Please submit your abstract and paper in MS-Word format below mentioned email address: conference.2020@lsme.ac.uk.
- Review process: All papers will be evaluated through Blind Review Process Committee constituted by experts from Institutions, Universities and Organisations.
- Plagiarism Alert and Disclaimer: Contributors are advised to strictly follow the Academic Ethics concerning acknowledgement of the original idea borrowed from others. The conference team and editors will not be held responsible for any such lapse of the contributors regarding plagiarism and unnecessarily quotations in the manuscripts.

MISSION STATEMENT: RESPONSIBLE RESEARCH AND INNOVATIONS AT LSME SCOPE OF RESEARCH PAPERS PRESENTED

Responsible Research and Innovations at LSME

LSME promotes the concept of Responsible Research and Innovations (RRI) as part of its Research Agenda. This is a concept for better alignment of research and innovation with the values, needs, and expectations of key stakeholders, particularly the society in which research is conducted. This process implies close cooperation between all the key players during research formulation and education, the definition of research agendas, access to research results and the application of new knowledge in full compliance with gender and ethical considerations.

LSME supports this shift in the evolution of research for the simple reason that it is perceived as a system for inclusive and sustainable growth for its educational research agenda. The challenge for the interaction between educational research and society is the need to nurture and support the collaboration required to conduct RRI with and for society systemically and sustainably. This requires open debates and learning from each other along the lines of RRI while adhering to the highest ethical standards.

To propagate the research agenda both nationally and internationally, LSME initiated an annual International Research Conference series. The main objective of this series is to create a credible platform for the dissemination of RRI works of experts and emerging researchers from across the world. While it becomes an avenue for cross-fertilisation of ideas, it becomes a training ground for young researchers and gives them a boost to step up their research work aligned to the RRI concept.

ABOUT LONDON SCHOOL OF MANAGEMENT EDUCATION (LSME)

London School of Management Education (LSME) is a Higher Education Institution based in the London Borough of Redbridge, United Kingdom.

Vision

To play a leading role in the delivery of global education services in partnership through radical Lifelong Learning training, equipping managers, health and social care professionals, tutors, teachers and trainers, with modern and transformational standards.

Mission

Our mission is to provide affordable and high-quality training for aspiring and practising managers, health & social care professionals and educationalists that is innovative and global in perspective and abides by the United Nation's Principles of Responsible Management Education. Values The School seeks to nurture and sustain a creative and supportive academic environment based upon an ethos of respect and transparency.

Commitment

We are committed to:

- High-quality learning experience
- Developing and sharing expertise to strengthen our capacity
- Professional relationships based on mutual respect and transparency
- Equality and diversity
- Financial robustness

The School's philosophy is enshrined in its slogan: "*Transforming people with skills*". We aim to introduce our students to the innovative skills required for their careers in business, education or health and social care. LSME aims to achieve this by being a facilitator for encouraging scholarly inquiries that examine "education and the learning processes and human attributes, interactions, organisations, and institutions that shape education and its outcomes".

CONFERENCE COMMITTEE MEMBERS

Prof Suresh Kumar Sharma
Panjab University
Chandigarh, India

Conference President

Prof Stephen McKinney
University of Glasgow
UK

Conference Chairman

Dr Sarita Parhi
London School of Management Education
UK

Conference Vice President

Hassan Shifau
London School of Management Education
UK

Conference Vice Chairman

Dr Amandeep Singh
Panjab University
Chandigarh, India

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Dr Ravi Kumar
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Dr Peter Gray
Norwegian University of Science and Technology
Norway

Dr Dolly Jackson-Sillah
London School of Management Education
UK

Martin McAreavey
University of Bolton
UK

Prof Mokgale Makgopa
University of Venda
South Africa

ADVISORY COMMITTEE

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- Professor S.K. Chadha: Panjab University, Chandigarh, India
- Dr Anupreet Kaur Mavi: Panjab University, Chandigarh, India
- Dr Asha Jindal: Kishinchand Chellaram College, HSNC University, Mumbai, India
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- Dr Sabir Ali Siddiqui: Dhofar University, Salalah, Oman
- Dr Anjum Ara Ahmad: Rizvi College of Arts, Science & Commerce, Mumbai, India
- Dr Mashkur Zafar: University of West London, Ras Al Khaimah Branch, UAE
- Dr Mohammad Khalil Ahmad: A E Kalsekar College, University of Mumbai, India
- Er Rachita Sambyal: Panjab University, Chandigarh, India

CONFERENCE PROGRAMME

DAY1: 19 AUGUST 2020 (WEDNESDAY)

09:30 - 09:35	**House Keeping Announcements**
09:35 - 09:40	Welcome Address by Dr Sarita Parhi, Principal of LSME
09:40 - 09:44	Recognition of the VIP Guests by Hassan Shifau, Conference Vice Chairman
09:44 - 09:49	Photo Presentation of LSME International Research Conference Series
09:49 - 09:54	Introduction to LSME Online International Conference 2020 by Professor Stephen McKinney, Conference Chairman
09:54 - 09:58	Remarks by Dr Amandeep Singh Marwaha, Conference Organising Secretary
09:58 - 10:03	Special Remarks from the Conference President, Professor Suresh Kumar Sharma
10:03 - 10:07	Special Remarks by Guest of Honour - Professor Rajan Welukar
10:07 - 10:12	Special Remarks by Guest of Honour - Professor T C A Anant
10:12 - 10:27	Inaugural Address by the Chief Guest - The Lord Sheikh
10:27 - 10:30	Vote of Thanks by Ramaraj Ramasamy
10:30	Inaugural Session Ends

PARALLEL SESSIONS - DAY 1: 19 AUGUST 2020 (WEDNESDAY)

10:30 - 11:00	**KEYNOTE SPEECH 1** **Professor T C A Anant** **Chair: Dr Peter Gray**		
11:00 - 11:30	**Break**		
11:30 - 14:00	**PARALLEL SESSION 1 A: SOCIAL SCIENCES** **Chair: Dr Peter Gray**		
PRESENTATIONS			
Time	**Name**	**Country**	**Title**
11:30 - 11:45	Chandrima Goswami	India	The Global Change in Climate and its Societal Influence
11:45 - 12:00	Sugyanta Priyadarshini	India	Psychosocial Struggles and Economic Lives of Transgender Community amid COVID-19 Pandemic
12:00 - 12:15	Bushra Jabeen	India	Analysing Xenoglossophobia among the Indian Students
12:15 - 12:30	Afreen Niyaz	India	Mapping Worldwide Research on Working Women from 1989-2019: A Scientometric Analysis
12:30 - 12:45	Mayurakshee Gangopadhyay	India	Satisfaction with Life and Death Anxiety: Where Youth Matters
12:45 - 13:00	Rexcel P. Abila	Philippines	The Relationship of Body Mass Index, Gender, and Self-Esteem Levels in Senior High School Students of Zamboanga Del Norte National High School
13:00 - 13:15	Anitha Sannakamaiah	India	A Study on Impact of COVID19 on Migrant Families with Special Reference to Slums of Bangalore Metropolitan City: Prospects & Possibilities
13:15 - 13:30	Santwana G. Mishra	India	Emotional Intelligence in Adolescents - Present Scenario and Future Prospects
13:30 - 13:45	Poonam Dhaliwal	India	Efficiency Evaluation of Airline Industry in India

11:30-14:00	PARALLEL SESSION 1 B: LANGUAGES Chair: Dr Anita Sharma		
PRESENTATIONS			
Time	**Name**	**Country**	**Title**
11:30 - 11:45	Agnes Cathrine S	India	A Recreation of a Few Reformative Philosophies in Raatchasi
11:45 - 12:00	K. Sasirekha	India	Usefulness and Popularity of Webinars During International Disaster with Reference to Corona Pandemic - A Comprehensive Study
12:00 - 12:15	Sudhakar Gouda	India	Multidimensional Human Problems in English Speaking
12:15 - 12:30	Lt. S. Ravibalan	India	Pessimistic Fears to Optimistic Survival: Tracing Historically Notable Mishaps and the Ensuing New World Orders
12:30 - 12:45	Malobika Routh	India	Ethnic and Cultural Diversities
12:45 - 13:00	Sayantina Dutta	India	A Diversified Cultural Pool of Indigeneity in the Narrative of Mahasweta Devi
13:00 - 13:15	R. Subhashini	India	A Brief Introduction on Effective Communication
13:15 - 13:30	R. Rajesh	India	Effectiveness of Online English Language Teaching-Learning During COVID-19 Lockdown in the Rural Areas of Tamil Nadu: A Study
13:30 - 13:45	Rasika V. Shende	India	Alcoholism - An Analytical Study of its Consequences as Seen in the Movie *The Girl on the Train*

11:30 - 14:00	PARALLEL SESSION 1 C: MATHEMATICAL SCIENCES Chair: Professor Mangey Ram		
PRESENTATIONS			
Time	**Name**	**Country**	**Title**
11:30 - 11:45	Sreedevi S	India	A Study on the Effects of Covid-19 Pandemic in the Field of Research and Innovation of India
11:45 - 12:00	Zainab Asim	India	A Cost Optimization Fuzzy Multi-Level Decision Making Model for an Uncertain Closed-Loop Solid Waste Management System
12:15 - 12:30	Abhay Deshpande	India	Selection of Candidate for a Post Using Agglomerative Hierarchical Cluster Analysis
12:30 - 12:45	Lopita Das	India	Studying and Predicting the Population Growth, Sex Ratio and Literacy Rate of India
12:45 - 13:00	Rituparna Roy	India	Healthy Literate Working Life Table from the Perspective of Markov Process
13:00 - 13:15	Sangeeta Arora	India	A Test of Goodness of Fit Based on Gini Index for J-Shaped Distribution
13:15 - 13:30	Sumeeta Sundarlal Dwivedi	India	Effect of Lockdown on Time Management, Health and Learning
13:30 - 13:45	Asha Angnamal Jindal	India	Deterministic Inventory Control: Obtaining Decision Variables Through Simple Approach in Production Lot Size Model with and Without Shortages

11:30-14:00	PARALLEL SESSION 1 D: PURE LIFE AND SCIENCES Chair: Dr Ravneet Kaur		
PRESENTATIONS			
Time	**Name**	**Country**	**Title**
11:30 - 11:45	Antara Bose	India	The Dual Form of Malnutrition among Adolescents: An Overview
11:45 - 12:00	Kanchi Ravi Padma	India	Immunity-Boosting and Balanced Diet Prevents Viral Infections with Special Emphasis on COVID-19
12:00 - 12:15	Mangala K J	India	In-Silico Docking of Flavonoids From Cassia Occidentalis L. for their Inhibitory Activity Against DENV Serotype-1
12:15 - 12:30	Madhuri Murlidhar Deshmukh	India	Biochemical and Antibacterial Studies of Hemidesmus Indicus Root Extracts Against Multi-Drug Resistance Human Pathogens
12:30 - 12:45	Suraj Kumar Dey	India	Modernization Leads to Pitfall of Traditional Culture and Ethno-Medicine in North-East India: A Few Observations
12:45 - 13:00	Irfana Khan	India	Heritability and Genetic Advance Study for Grain Yield and Related Attributes in Husked Wheat (Triticum Aestivum)
13:00 - 13:15	Shalini Jaiswal	India	Microwave-Assisted Organic Synthesis: Working Methodology of Green Chemistry
13:15 - 13:30	Chandan Vinay S	India	Determinants of Malnutrition and Associated Parameters in Subjects with Stable Chronic Obstructive Pulmonary Disease - A Cross-Sectional Study
13:30 - 13:45	Jahangeer Mohd Reshi	India	Eutrophication and Conservation Status of Manasbal Lake of Kashmir Himalaya, India

DAY 2: 20 AUGUST 2020 (THURSDAY)

08:00 - 09:30	PARALLEL SESSION 2A: BUSINESS MANAGEMENT Chair: Dr Mohammad Khalil Ahmad		
PRESENTATIONS			
Time	**Name**	**Country**	**Title**
08:00 - 08:15	Dhananjay Kumar	Bangladesh	Factors Influencing Cross-Border Medical Tourism from Bangladesh: An Empirical Study
08:15 - 08:30	Anusree Bose	India	Conversion of Chalk-Talk to E-Talk to Combat COVID19 - A Study on Teachers' Perception
08:30 - 08:45	Anindita Gupta	India	Indic Perspective of Gender Difference and Depression - A Comparative Study on Levels of Depression of Elderly Men and Women; Widows and Widowers of Bengali Hindu Middle-Class Elderly Residents of Kolkata
08:45 - 09:00	Navnidhi Kaur Khatri	India	Diversity and Gender Inclusivity
09:00 - 09:15	Bhumika Sharma	India	Continual Abuse of Rights of Animals: Need for a Holistic Approach

08:00 - 09:30	PARALLEL SESSION 2B: BUSINESS MANAGEMENT Chair: Dr Amandeep S. Marwaha		
PRESENTATIONS			
Time	**Name**	**Country**	**Title**
08:00 - 08:15	Kirti Prashar	India	Study on E-Governance: A Step Towards Modernized Digital India
08:15 - 08:30	Anupam Bahri	India	Socio-Psychological Impact and Changing Perspective of Educational Institutions in COVID-19
08:30 - 08:45	Samriti Mahajan	India	Green Conduct: Aspect of Price Consciousness and Ecological Concern in Indian Consumer Behaviour
08:45 - 09:00	Javid Majeed Pandith	India	Agrarian Distress in India: Deciphering the Prospects of Smart Agriculture in Bundelkhand Region
09:00 - 09:15	Alok Kumar	India	Managing Indian Telecom Market: 'The Reliance Jio' Way
09:15 - 09:30	Anupam Karmakar	India	A Comparative Study of the Influence Level of Working Wives and House Wives in Family Purchase Decision-Making Process in the City of Kolkata

08:00 - 09:30	PARALLEL SESSION 2C: EDUCATION Chair: Professor Mokgale Makgopa		
PRESENTATIONS			
Time	**Name**	**Country**	**Title**
08:00 - 08:15	Mitu De	India	A Case Study on the Challenges and the Reasonable Accommodations for Students with Autism in the Mainstream Education System
08:15 - 08:30	Amit Joshi	India	Attributes of High-Quality Teachers: An Interpretative Phenomenological Analysis
08:30 - 08:45	Noora Khaleel	Maldives	The Characteristics of Teacher Preventing Misbehavior of Students in A Classroom in an Early Secondary Grade in Male', Maldives
08:45 - 09:00	Chonilo S. Saldon	Philippines	Changing Patterns of High School Students' Attitudes Towards Research
09:00 - 09:15	Shelly Aggarwal	India	Resurrecting Virtual Classrooms Responsibly amid Lockdown: Faculty Experiences and Challenges at Panjab University Chandigarh.

08:00 - 09:30	PARALLEL SESSION 2D: EDUCATION Chair: Dr Tapati Mukherjee		
PRESENTATIONS			
Time	**Name**	**Country**	**Title**
08:00 - 08:15	K S Praveenkumar	India	The Impact of Flipped Classroom in Teaching and Learning Environment
08:15 - 08:30	Fathimath Mumthaz	Maldives	Mobile Learning Readiness: Lecturers' Practice-Based Perception in the Higher Education Institutions of Maldives
08:30 - 08:45	Jeovanny Alabata Marticion	Philippines	Feedback-Rich Environment in Enhancing Physics Learning
08:45 - 09:00	Parminder	India	Role of Non-Governmental Support in Educational Development in India in Post COVID-19

09:00 - 09:15	Piyasa Koley	India	Spatial Distribution of Literacy Rate of the Border Blocks in West Bengal
09:15 - 09:30	Vinod Kumar Kanvaria	India	Reading Sincerity, Important Factors and Challenges in Online Sessions During COVID 19 Times: An Exploration

08:00 - 09:30	**PARALLEL SESSION 2E: PURE & LIFE SCIENCES** **Chair: Professor Rajat Sandhir**		
PRESENTATIONS			
Time	**Name**	**Country**	**Title**
08:00 - 08:15	Mounika Pandey	India	Body Composition: Segmental Analysis Using Bio Impedance among Young Adult Women
08:15 - 08:30	Syeda Farha S	India	Urinary Iodine Concentration as an Indicator of Iodine Status and Correlation Between Iodine Nutrition and Thyroid Function During Pregnancy – An Exploratory Study
08:30 - 08:45	Alka Sahrawat	India	Effect of Dactylotenium Aegyptium Weed Extract on Fungal Phytopathogens and Germination of on Green Gram
08:45 - 09:00	Jasmine Sati	India	Mapping Responsible Research and Innovation Studies: A Bibliometric Analysis of Literature
09:00 - 09:15	Zeljka Ciganovic	India	Lockdown Yoga: Introducing International Students to Yoga amidst the COVID-19 Pandemic
09:15 - 09:30	Jaspreet Kaur	India	Prediction of Potential Vaccine Candidate Proteins for Bacterial Vaginosis by in Silico Analysis Using Reverse Vaccinology Approach

09:30 - 09:55	**KEYNOTE SPEECH 2** **Professor Stephen McKinney**
09:55 - 10:00	**Q&A**
10:00 - 10:30	**Break**
10:30 - 11:25	**Special Lecture 2** Professor Rajat Sandhir
11:25 - 11:30	**Q&A**

11:00 - 12:30	**PARALLEL SESSION 3A: BUSINESS MANAGEMENT** **Chair: Professor S.K. Chadha**		
PRESENTATIONS			
Time	**Name**	**Country**	**Title**
11:00 - 11:15	Aswini Priya S	India	An Empirical Investigation on E-Services in E-Commerce Segment
11:15 - 11:30	Nitin Acharya	India	A Study on Impact of Corporate Social Responsibility and Campaign Marketing on the Mindset of Consumers
11:30 - 11:45	Sk. Md. Nizamuddin	India	Why do Tourists Write Online Travel Reviews? An Empirical Investigation

11:45 - 12:00	Chris C. Emeali	Nigeria	Afcfta Deal and the Nigerian Economy: Implications for the Nigerian Real Sector
12:00 - 12:15	Dominique P. Alistado	Philippines	Generation X and Y Entrepreneurs: A Phenomenological Study on their Entrepreneurial Traits
12:15 - 12:30	Angelea A. Testa	Philippines	Organizational DNA: Its Effects to the Employees' Occupational Stress and Innovation Performance

11:00 - 12:30	**PARALLEL SESSION 3B: BUSINESS MANAGEMENT** **Chair: Martin McAreavey**		
PRESENTATIONS			
Time	**Name**	**Country**	**Title**
11:00 - 11:15	Mohamed Naaim Nazim	Maldives	Exploring the Reasons why the Residents of Thaa Guraidhoo are Hesitant to Participate in Community Based Tourism: A Qualitative Case Study
11:15 - 11:30	Muhammed Yazeed	Nigeria	Application of the Theory of Planned Behaviour in Entrepreneurship Domain: The Moderating Role of Perceived Behavioural Control
11:30 - 11:45	Adamu Ado Abubakar	Nigeria	Innovation Capability and SME Performance: Mediation Effect of Market Innovation
11:45 - 12:00	Vyshnavi Konakalla	India	Breaking Boundaries: Towards Gender-Bender Marketing
12:00 - 12:15	Priya Doris	India	Reverse Mentoring at Workplace
12:15 - 12:30	Monika Chopra	India	Corporate Social Responsibility Initiatives During COVID-19

11:00 - 12:30	**PARALLEL SESSION 3C: EDUCATION** **Chair: Professor Stephen McKinney**		
PRESENTATIONS			
Time	**Name**	**Country**	**Title**
11:00 - 11:15	Rossana Moura	Portugal	Empowering Women Through Information and Communication Technologies in the Fight Against Violence: Project Digital Angels
11:15 - 11:30	Alexandra Okada	United Kingdom	OLAF - Online Learning and Fun to Enhance Enjoyment and Retention in Higher Education
11:30 - 11:45	Alexandre Marino Costa	Brazil	Augmented Reality to Enhance Learning in Secondary Education
11:45 - 12:00	Pettala Ramakrishna	India	Effect of Multisensory Teaching Strategy in Learning Selected Mathematical Concepts Among Students with Hearing Impairment
12:00 - 12:15	Izabel Meister	Brazil	Knowledge in Social Networks to Promote Informal Education: Habitat of Collective Intelligences
12:15 - 12:30	Raquel P. G. Kowalski	Brazil	RRI - A New Didactic Strategy in the Perception of Future Teachers
09:00 - 09:15	Romeo Jr Labendia Lepardo	Philippines	Leadership and Core Behavioral Competencies of Public School Heads: A Regression Model for School Performance

11:00 - 12:30	PARALLEL SESSION 3D: EDUCATION Chair: Dr Peter Gray		
PRESENTATIONS			
Time	**Name**	**Country**	**Title**
11:00 - 11:15	Parinita Sinha	India	Creating an Inclusive World: Learners with Special Needs and Challenges Ahead
11:15 - 11:30	Pinki Chatterjee	India	The Post Quarantine World: Management of Health in Schools
11:30 - 11:45	Ana Karine Loula Torres Rocha	Brazil	Professional Education Policy: Work, Unemployment and Contributions of Responsible Research and Innovation - RRI Considering the New COVID- 19 Pandemic Context
11:45 - 12:00	Cíntia Regina Lacerda Rabello	Brazil	Teacher Education in Higher Education for Technology, Pedagogy and Content Knowledge Integration Beyond Pandemic Times
12:00 - 12:15	Karine Pinheiro de Souza	Brazil	Inquiry-Based Education for RRI: Empowering Youth as Co-entrepreneurs and Social Digital Innovators During COVID-19

11:00 - 12:30	PARALLEL SESSION 3E: ECONOMICS Chair: Dr Anupreet Kaur Mavi		
PRESENTATIONS			
Time	**Name**	**Country**	**Title**
11:00 - 11:15	Nchumthung Murry	India	Economic Analysis of Backyard Poultry Farming in Nagaland, India
11:15 - 11:30	Rimjim Borah	India	Energy Scenario in North-East India: A SWOT Analysis
11:30 - 11:45	Tapati Mukherjee	India	Coronavirus and Migrant Workers - How Coronavirus Turned into a Humanitarian Crisis for Migrant Workers in India? 'Was the Crisis a Boon or a Curse?' Mumbai - a Case Study
12:00 - 12:15	Imtiyaz Ahmad Shah	India	Carbon Dioxide Emission, Economic Growth, and Energy Consumption among Central Asian Countries
12:15 - 12:30	Stesa Elsie Pereira	India	The Financial Turbulence of the Indian Aviation Industry: A Case Study of Jet Airways

VALEDICTORY SESSION

13:00 - 13:05	Announcements & Recognitions of the VIPs
13:05 - 13:10	Introduction to the Valedictory Session by Professor Suresh Kumar Sharma, Conference President
13:10 - 13:20	Overview of the LSME Online International Conference 2020 by Professor Stephen McKinney, Conference Chairman
13:20 - 13:23	'Beyond 2020' by Dr Ravi Kumar, Conference Convener
13:23 - 13:28	Address by Guest of Honour - Dr Peter Gray, NTNU, Norway
13:28 - 13:35	Address by Guest of Honour - Cllr. Zulfiqar Hussain, The Mayor of Redbridge
13:35 - 13:50	Valedictory Speech by Chief Guest - Professor Rajan Welukar
13:50 - 13:55	A Few Words from a Conference Delegate
13:55 - 14:00	Vote of Thanks by Dr Dolly Jackson-SIllah
14:00	Conference Ends

DIGNITARIES AND FACILITATORS

CHIEF GUESTS		
The Lord Sheikh	House of Lords	UK
Lady Sheikh	Office of The Lord Sheikh	UK
Professor Rajan Welukar	Vice-Chancellor, Auro University	India
GUESTS OF HONOUR		
H.E. Dr Durga Bahadur Subedi	Ambassador Extraordinary and Plenipotentiary of Nepal to the UK and the Republic of Ireland	UK
Professor Rajan Welukar	Vice-Chancellor, Auro University	India
Cllr. Zulfiqar Hussain	The Mayor of Redbridge	UK
KEYNOTE SPEAKERS		
Professor T C A Anant	Former Chief Statistician	India
Professor Stephen McKinney	University of Glasgow	UK
GUEST LECTURER		
Professor Rajat Sandhir	Panjab University	India
CHAIRPERSONS		
Dr Peter Gray	Norwegian University of Science & Technology	Norway
Dr Anita Sharma	Himachal Pradesh University	India
Professor Mangey Ram	Graphic Era (Deemed to be University), Dehradun	India
Dr Ravneet Kaur	Panjab University	India
Dr Mohammad Khalil Ahmad	A E Kalsekar College, University of Mumbai	India
Dr Amandeep S Marwaha	Panjab University	India
Professor Mokgale Makgopa	University of Venda	South Africa
Dr Tapati Mukherjee	S.K Rai Degree College of Commerce	India
Professor Rajat Sandhir	Panjab University	India
Professor S K Chadha	Panjab University	India
Martin McAreavey	University of Bolton	UK
Professor Stephen McKinney	University of Glasgow	UK
Dr Anupreet Kaur Mavi	Panjab University	India

RAPPORTEURS		
Dr Dolly Jackson-Sillah	London School of Management Education	UK
Dr Minakshi Kishore	London School of Management Education	UK
Dr Mabel Zvobgo	London School of Management Education	UK
O. Rume. A. Okandeji-Barry	London School of Management Education	UK
Adebayo King	London School of Management Education	UK
PAPER REVIEWERS		
Dr Mashkur Zafar	University of West London, Ras Al Khaimah Branch	UAE
Dr Nitin Arora	Panjab University	India
Dr Tejinderpal Singh	Panjab University	India
Dr Amandeep Singh Marwaha	Panjab University	India
Professor Rajat Sandhir	Panjab University	India
Dr Manjushri Sharma	Panjab University	India
Dr Anupreet Kaur Mavi	Panjab University	India
Dr Anjum Ara Ahmad	Rizvi College of Arts, Science & Commerce	India
Professor Suresh K Sharma	Panjab University	India
Er Rachita Sambyal	Panjab University	India
Dr Asha Jindal	Kishinchand Chellaram College, HSNC University	India

Professor Mokgale Makgopa	University of Venda	South Africa
Professor D K Dhawan	Panjab University	India
Professor Mangey Ram	Graphic Era (Deemed to be University), Dehradun	India
Er Sushant Sharma	Fidelity International	India
Martin McAreavey	University of Bolton	UK
Dr Peter Gray	Norwegian University of Science & Technology	Norway
Professor Stephen McKinney	University of Glasgow	UK
Dr Anita Sharma	Himachal Pradesh University	India
Dr Tanvi Kiran	Panjab University	India
Dr Santwana Mishra	Dr Babasaheb Ambedkar Marathwada University	India
Dr Ravneet Kaur	Panjab University	India
Dr Neeraj Singh	Panjab University	India
Dr Shajratul Dur Khan	Jamnalal Bajaj Institute of Management Studies	India
Dr R K Srivastava	Government of Maharashtra's Sydenham Institute of Management Studies, University of Mumbai	India
Dr Suman Sumi	Panjab University	India
Mrs Spoty Karthik	University of Mumbai	India
Dr Tapati Mukherjee	S.K Rai Degree College of Commerce	India

DELEGATES AND PAPERS PRESENTED

	Presenter	Title	Country
1	Dr Chandrima Goswami	The Global Change in Climate and its Societal Influence	India
2	Ms Sugyanta Priyadarshini	Psychosocial Struggles and Economic Lives of Transgender Community amid COVID-19 Pandemic	India
3	Ms Bushra Jabeen	Analysing Xenoglossophobia among the Indian Students	India
4	Ms Afreen Niyaz	Mapping Worldwide Research on Working Women from 1989-2019: A Scientometric Analysis	India
5	Dr Mayurakshee Gangopadhyay	Satisfaction with Life and Death Anxiety: Where Youth Matters	India
6	Mr Rexcel P Abila	The Relationship of Body Mass Index, Gender, and Self-Esteem Levels in Senior High School Students of Zamboanga Del Norte National High School	India
7	Mrs Anitha Sannakamaiah	A Study on impact of COVID19 on Migrant Families with Special Reference to Slums of Bangalore Metropolitan City: Prospects & Possibilities	India
8	Dr Santwana G Mishra	Emotional Intelligence in Adolescents - Present Scenario and Future Prospects	India
9	Ms Poonam Dhaliwal	Efficiency Evaluation of Airline Industry in India	India
10	Ms Agnes Cathrine S	A Recreation of a Few Reformative Philosophies in *Raatchasi*	India
11	Dr K Sasirekha	Usefulness and Popularity of Webinars During Corona Pandemic Lockdown with Reference to Academicians - A Comprehensive Study	India
12	Mr Sudhakar Gouda	Multidimensional Human Problems in English Speaking	India
13	Lt S Ravibalan	Pessimistic Fears to Optimistic Survival: Tracing Historically Notable Mishaps and the Ensuing New World Orders	India
14	Dr Malobika Routh	Ethnic and Cultural Diversity	India

15	Professor Sayantina Dutta	A Diversified Cultural Pool of Indigeneity in the Narrative of Mahasweta Devi	India
16	Dr R Subhashini	Importance of Communication Skills for Effective Management	India
17	Dr R Rajesh	Effectiveness of Online English Language Teaching-Learning During COVID-19 Lockdown in The Rural Areas of Tamil Nadu: A Study	India
18	Ms Rasika V Shende	Alcoholism- An Analytical Study of its Consequences as Seen in the Movie *The Girl on the Train*	India
19	Ms Sreedevi S	A Study on the Effects of COVID 19 Pandemic in the Field of Research and Innovation of India	India
20	Ms Zainab Asim	A Cost Optimization Fuzzy Multi-Level Decision Making Model for an Uncertain Closed-Loop Solid Waste Management System	India
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38	Ms Alka Sahrawat	Effect of Dactylotenium Aegyptium Weed Extract on Fungal Phytopathogens and Germination of on Green Gram	India
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43	Dr Amit Joshi	Attributes of High-Quality Teachers: An Interpretative Phenomenological Analysis	India
44	Ms Noora Khaleel	The Characteristics of Teacher Preventing Misbehavior of Students in Classroom in an Early Secondary Grade in Male', Maldives	Maldives
45	Chonilo S Saldon	Changing Patterns of High School Students' Attitudes Towards Research	Philippines
46	Romeo Jr Labendia Lepardo	Leadership and Core Behavioral Competencies of Public School Heads: A Regression Model for School Performance	Philippines
47	Dr Shelly Aggarwal	Resurrecting Virtual Classrooms Responsibly amid Lockdown: Faculty Experiences and Challenges at Panjab University Chandigarh	India
48	Mr K S Praveenkumar	The Impact of Flipped Classroom in Teaching and Learning Environment	India
49	Ms Fathimath Mumthaz	Mobile Learning Readiness: Lecturers' Practice-Based Perception in the Higher Education Institutions of Maldives	Maldives
50	Mr Jeovanny A. Marticion	Feedback-Rich Environment in Enhancing Physics Learning	Philippines
51	Ms Parminder	Role of Non-Governmental Support in Educational Development in India in Post COVID-19	India
52	Ms Piyasa Koley	Spatial Distribution of Literacy Rate of the Border Blocks in West Bengal	India
53	Dr Vinod Kumar Canaria	Reading Sincerity, Important Factors and Challenges in Online Sessions During COVID 19 Times: An Exploration	India
54	Ms Parinita Sinha	Creating an Inclusive World: Learners with Special Needs and Challenges Ahead	India
55	Ms Pinki Chatterjee	The Post Quarantine World: Management of Health in Schools	India
56	Dr Ana Karine Loula Torres Rocha	Professional Education Policy: Work, Unemployment and Contributions of Responsible Research and Innovation - RRI Considering the New COVID- 19 Pandemic Context	Brazil
57	Dr Cíntia Regina Lacerda Rabello	Teacher Education in Higher Education for Technology, Pedagogy and Content Knowledge Integration Beyond Pandemic Times	Brazil

58	Professor Karine Pinheiro de Souza	Inquiry-Based Education for RRI: Empowering Youth as Coentrepreneurs and Social Digital Innovators During COVID-19	Brazil
59	Ms Aswini Priya S	An Empirical Investigation on E-Services in E-Commerce Segment	India
60	Mr Nitin Acharya	A Study on Impact of Corporate Social Responsibility and Campaign Marketing on Mindset of Consumer	India
61	Dr Sk Md Nizamuddin	Why do Tourists Write Online Travel Reviews? An Empirical Investigation	India
62	Mr Chris Chukwuebuka Emeali	Afcfta Deal and the Nigerian Economy: Implications for the Nigerian Real Sector	Nigeria
63	Ms Dominique P Alistado	Generation X and Y Entrepreneurs: A Phenomenological Study on their Entrepreneurial Traits	Philippines
64	Ms Angelea Abulencia Testa	Organizational DNA: Its Effects to the Employees' Occupational Stress and Innovation Performance	Philippines
65	Mr Mohamed Naaim Nazim	Exploring the Reasons why the Residents of Thaa Guraidhoo are Hesitant to Participate in Community Based Tourism: A Qualitative Case Study	Maldives
66	Muhammed Yazeed	Application of the Theory of Planned Behaviour in Entrepreneurship Domain: The Moderating Role of Perceived Behavioural Control	Nigeria
67	Adamu Ado Abubakar	Innovation Capability and SME Performance: Mediation Effect of Market Innovation	Nigeria
68	Ms Vyshnavi Konakalla	Breaking Boundaries: Towards Gender-Bender Marketing	India
69	Ms Priya Doris A	Reverse Mentoring at Workplace	India
70	Dr Monika Chopra	Corporate Social Responsibility Initiatives During COVID-19	India
71	Ms Bhumika Sharma	Continual Abuse of Rights of Animals: Need for a Holistic Approach	India
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76	Mr Alok Kumar	Managing Indian Telecom Market: 'The Reliance Jio' Way	India
77	Dr Anupam Karmakar	A Comparative Study of the Influence Level of Working Wives and House Wives in Family Purchase Decision-Making Process in the City of Kolkata	India
78	Dr Nchumthung Murry	Economic Analysis of Backyard Poultry Farming in Nagaland, India	India
79	Dr Rimjim Borah	Energy Scenario in North-East India: A SWOT Analysis	India
80	Dr Tapati Mukherjee	Coronavirus and Migrant Workers – How Coronavirus Turned into a Humanitarian Crisis for Migrant Workers in India? 'Was the Crisis a Boon or a Curse?' Mumbai – A Case Study	India
81	Mr Imtiyaz Ahamd Shah	Carbon Dioxide Emission, Economic Growth and Energy Consumption among Central Asian Countries	India

82	Stesa Elsie Pereira	The Financial Turbulence of the Indian Aviation Industry: A Case Study of Jet Airways	India
83	Dhanonjoy Kumar	Factors Influencing Cross-Border Medical Tourism from Bangladesh: An Empirical Study	Bangladesh
84	Anusree Bose	Conversion of Chalk-Talk to E-Talk to Combat Covid19 – A Study on Teachers' Perception	India
85	Anindita Gupta	Indic Perspective of Gender Difference and Depression - A Comparative Study on Levels of Depression of Elderly Men and Women; Widows and Widowers of Bengali Hindu Middle-Class Elderly Residents of Kolkata	India
86	Navnidhi Kaur Khatri	Diversity and Gender Inclusivity	India
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90	Pettala Ramakrishna	Effect of Multisensory Teaching Strategy in Learning Selected Mathematical Concepts among Students with Hearing Impairment	India
91	Izabel Meister	Knowledge in Social Networks to Promote Informal Education: Habitat of Collective Intelligences	Brazil
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OPENING CEREMONY

INAUGURAL REMARKS BY
THE LORD SHEIKH

LSME Online International Conference 2020 on
'Role of Management, Education and Social Sciences in Responsible Research and Innovations: Challenges and Realities', 19 - 20 August 2020

My good friend His Excellency Dr Durga Subedi, Prof TC Anant, Director Dr Ravi, Principal Dr Sarita, Special Guests, delegates, participants and ladies and gentlemen.

We have to win this battle against Coronavirus, we are winning it; this is proven by the mere fact that LSME did not give in to organise their annual international research conference, the researchers continued their research, and the participants endeavoured to expand their knowledge by attending this forum, this goes to show that we did not give in. Though the battle is hardly being over, we continue to march head-on and fight. I have taken the Podium of the House of Lords on many issues related to the Coronavirus Pandemic and contributed to a few pieces of legislature related to our pandemic response, management and resources. This gives me some authority to speak here today about the relationship between research and its impact on the current situation around the world.

Having been a University Lecturer and researcher myself, I could not emphasise enough the important role that the researchers play in our society and especially in these unprecedented times of our living history. With the advent of this novel virus and in its path ravaging our ways of life and creating chaos in every sector, one of the key roles in this battle has been played by researchers across many fields. At many laboratories across the world, microbiologists relentlessly worked round the clock finding a vaccine, many countries shared their findings across their counterparts to speed up the search for the solution, they worked with a mission in a race against time to control the loss of human lives to this dreaded pandemic. In the early days of the spread of the virus and caused by the need of putting critically ill patients on ventilators, big corporates repurposed some of their manufacturing to medical-grade ventilators and respirators to help out the struggling healthcare sector. Engineering schools, their students and even very ordinary people rushed to put their innovative skills in developing low-cost ventilators, respirators and other equipment such as PPE to help poorer countries with lesser means and resources to go against this huge wave of imminent disaster. Stories emerged from different parts of the world of innovations from homemade masks to PPE etc. that helped the healthcare professionals, carers and frontline workers to go fearlessly into doing the daily tasks that otherwise will put them at high risk. The point I am raising here is that even in the face of a crisis, research is invaluable. Research and knowledge is the key and the backbone of human civilisation and its progress from the caves to explore new frontiers of the universe. Research has led us here and I am sure will lead the way forward into the future of human civilisation.

I must say, there will be no dull-day in the lives of researchers as the world around you always need you. Our society with much of its fabric weakened by this virus; the healthcare system burdened by the onslaught of the virus; the economy sliding down a curve as we have never seen before; education systems challenged by dilemmas; and the people at a loss due to an uncertain future, researchers have more work to do than ever before.

As I have gathered from the organisers of the conference, and as much I thought, it gives me a great sense of satisfaction and happiness that majority of the papers that are going to be presented here at this Online

Conference for today and tomorrow, are focussed on some aspect of the Coronavirus Pandemic on our daily lives. This conference is very timely, and it has, I am sure brought together the right mix of research work that is much demanded by the times and moment we live in. I have also been told that though we have the participation of researchers from across the globe, the majority of the presenters are from India. With my origins as an Indian, it gives me a tremendous amount of pride, seeing that you have come out with your share of contribution in this huge battle that India is faced with while the pandemic is still showing no sign of respite.

Mr Chairperson, I trust that I will receive a report of this conference, as I eagerly await to hear about the productive work done by our researchers and its anticipated impact on the ground. I have no doubt that you, as the researchers would take the outcomes of your research to appropriate authorities who could then put it into action and I trust LSME, as always, would disseminate the outcomes of this conference freely to those who would further build upon it or use it for developing socio-economic projects with a long-lasting positive impact on improving lives and livelihood.

As my honourable duty today, allow me to declare the LSME Online International Conference 2020 on 'Role of Management, Education and Social Sciences in Responsible Research and Innovations: Challenges and Realities' open.

Ladies Gentle, I have said this number of times in my previous engagements, I particularly applaud the approach of LSME; they always punch above their weight. This is the seventh in a series of International Conferences that LSME is quite successfully organising. This one has gone Online, though not most desirable but with its added benefit of bringing scholars from around the world to one forum while sitting at their home or office. I am sure a tremendous amount of work has gone behind this commendable effort and I congratulate, Dr Ravi, LSME's team working both in London and its associates working from India. Great job and my best wishes for a very productive and fruitful Conference.

Thank you.

DAY ONE – 19 AUGUST 2020 - SESSIONS

NAME OF PRESENTER: PROF T C A ANANT **RAPPORTEUR:** DR DOLLY JACKSON-SILLAH

SESSION: KEYNOTE SPEECH 1
TITLE OF THE PRESENTATION: HAS STATISTICS BECOME OBSOLETE?

Prof T C A Anant started his keynote speech with the question "Has statistics become obsolete?". The talk focused on the fact that we are currently inundated with enormous amounts of data from different sources and there is the tendency to think that traditional methods of structured data collection through the use of statistical tools is becoming irrelevant. He is of a contrary view particularly in the field of social sciences. He illustrated this point with simple questions that are addressed with statistics which he indicated could be the focus of most of the research presentations for the day. The questions included, why do we measure anything? What is the state or level of a situation in society? What will happen? what should we do? Who will benefit from this? How do we check and evaluate what we have done? Each of these questions requires a different set of research data and may show an increasing level of complexity depending on the research being conducted. For example, a descriptive analysis cannot be used to address questions on who will benefit from an intervention. To illustrate this point further reference was made to a descriptive exercise which used a variety of questions on calorie intake to describe the prevalence of poverty in India. This was considered a good source of data until when the issue of poverty alleviation was introduced. The simplicity of the initial measurement of poverty was not robust enough to identify who qualifies as being poor as calorie intake may vary from time to time. The approach to the measurement of poverty had to change and the older methods were discarded.

In another example, Prof T C A Anant illustrated how the CDC set up a surveillance system for flu by collecting information from local hospitals across the USA to generate a flu-map. Google used a simple algorithm to predict the CDC flu-map within 2weeks. However, the Google system was not robust enough to predict local outbreaks and to target specific populations for intervention.

In his conclusion, researchers were urged not to make inferences from readily available existing data if we need to tailor an intervention to specific populations.

SPECIAL LECTURE

NAME OF PRESENTER: PROFESSOR RAJAT SANDHIR **RAPPORTEUR:** DR MINAKSHI KISHORE

SESSION: SPECIAL LECTURE
TITLE OF THE PRESENTATION: WHY DOES COVID IMPACT DIFFERENTLY TO HUMAN BEINGS?

While giving an insight into the very contemporary topic of COVID-19 the speaker, gave a reference to all the life sciences components and discussed how COVID impacts differently to human being. The coronavirus which has 120 nm strand of RNA, a 2 g of which has the capacity of infecting 2 million people, the latest figures reflect that 22 million people are affected across the world, the other side of the story of this pandemic is that nature is found to be reclaiming itself. The speaker mentioned that there is no final answer to how long is the virus going to stay with the human being, it has come as a shock to society, health systems economics and government.

The speaker emphasised that the COVID has emerged out of a Zoonotic disease which meant it has come from a different host like animals', birds and has entered into human beings, some of the factors that have led to the increase in zoonotic diseases are deforestation, anti-microbial resistance, climate change he says if the niche is disturbed over the biosphere then there is out to be a spillover of viruses. Professor Rajat discusses that there are various components in the human body like ACE-2 which is one of the receptors of viruses in the human body however it differs from individual to individual following the DNA conditions which may act as increased risk of severe illness.

While discussing the conditions at increased risk of severe illness from COVID-19 were age, obesity, types 2 diabetes mellitus and other similar sever conditions. The speaker mentions that recent researches are pointing to the facts that the ABO blood groups might play an important role in a person's susceptibility to the virus. He mentions that A blood type was at higher risk of COVID while those with O blood type showed more protection against the infection however why a blood type might increase or decrease a person's risk of getting SARS-CoV-2 is not known, the speaker says that it appeared that certain antigens cover the surfaces of their blood cells; these antigens produce certain antibodies to help fight off pathogens. He mentions that Men suffer more than women from COVID -19. Research showed that bald men are more likely to die after they get the coronavirus than their hairier counterpart, the speaker mentions that the Androgen deprivation therapy may protect against COVID-19. It was also discussed that babies' mysterious resilience to coronavirus intrigues Scientists while discussing why human being does are affected differently also depends on the genetic factors. Studies have predicted that some HLA types bind to a large number of the SARS-CoV-2 peptides while others bind to very few, thus specific HLA alleles would likely be a factor in how effective their immune responses are to fight COVID-19. The speaker says that researchers have observed that countries in which people were required to receive the Bacillus Calmette Guerin (BCG) vaccine, one of the oldest to combat tuberculosis, had fewer cases and deaths from COVID-19. The speaker ended his lecture with a quote by Charles Darwin where he says that 'It is not the strongest of the species that survives, nor the most intelligent, but the one most adaptable to change

SUMMARIES OF THE PAPERS PRESENTED

SESSION: 1A (SOCIAL SCIENCES) **RAPPORTEUR:** DR MINAKSHI KISHORE

NAME OF PRESENTER: CHANDRIMA GOSWAMI
TITLE OF THE PRESENTATION: THE GLOBAL CHANGE IN CLIMATE AND ITS SOCIETAL INFLUENCE

The researcher in her presentation discussed the importance of responsible research and innovation along with the importance of social sciences as a vital part of today's culture and how it touches many areas of life. The presenter discussed the causes of climate changes while discussing the IPCC's 5th report in which the scientific experts have concluded that probably the human activities over the past 50 years are the reason to warm up the climate, along with the industrial activities, deforestation, urbanization and modernization and the Greenhouse Gases emission.

The presenter discussed the adverse impacts of climate changes like the increase in the rising temperature, changes in precipitation pattern, drought and heatwaves to name a few along with the rise in sea level. The presenter also discussed the societal influences like health, as the rise in temperature could cause water-borne diseases, vector-borne diseases and also affect mental health as well and calamities like flood, drought, forest fire and so on. She also emphasises the societal influence leading to environmental refugees and climate refugees which is causing a lot of stress to the people in the society across the globe.

The presenter has suggested some reduction strategies while making policies, they should be such that the people should benefit from these policies, the presenter suggests accelerating energy efficiency and the use of renewable energy. The presenter also suggests that there should be climate initiatives taken while building and developing low carbon, she also suggests coming up with awareness programmes and campaigns on climate change and its cause and effects on human beings.

NAME OF PRESENTER: SUGYANTA PRIYADARSHINI
TITLE OF THE PRESENTATION: PSYCHOSOCIAL STRUGGLES AND ECONOMIC LIVES OF TRANSGENDER COMMUNITY AMID COVID-19 PANDEMIC

The researcher researches the educational level of the transgender and also attempts to study the factors which may affect the psychosocial struggles and the economic lives of the transgender. The researcher in her research attempts to come up with a various hypothesis in regards to the reasons behind the educational constraints faced by the transgender, to mention a few the researcher discusses the factors like the transgender being bullied by peers in school, being bad named by fellow non-transgender students, use of abusive words by teachers, other administrators or being discriminated by teachers and other factors like facing lack of monetary assistance in their educational performance. The researcher mentions a California healthy kids survey on their safety and security, where the report discusses that the level of harassment in educational institutes due to transgender status was trichotomized.

A study was conducted using a 20 item measure of the Center for Epidemiologic Studies -Depression scale (CES-D) was used to quantify the level of depression in transgender adults, according to the results around 75% of the transgender youth were detected with clinical depression. Around 58% of transgender adults have tried committing suicide due to harassment in educational institutes and around 26% of the transgender adults needed serious medical attention. It was suggested in the research that there is a need for the policymakers and the educationalist who can address the issues of hostile school scenario for transgender students, it was also recommended that to eliminate transgender victimization in school, school staff and non - transgender students along with the administration needs to be enlightened regarding different sexual orientation and gender variations.

NAME OF PRESENTER: BUSHRA JABEEN
TITLE OF THE PRESENTATION: ANALYSING XENOGLOSSOPHOBIA AMONG THE INDIAN STUDENTS

The presenter explained the meaning and causes of the word Xenoglossophobia. The presenter mentioned that Foreign language anxiety roots in three psychological challenges like performance difficulty, threat (Actual or Self -perceived, Social or Economic) and Identity Conflict. The presenter also mentioned that the anxiety of a foreign language has a detrimental effect on factors like Motivation to learn the foreign language, attitude towards the foreign language, self - esteem of having been acquainted with foreign language learning. The scope of the research focuses on the human behavioural aspect of language in the given geographical belonging.

The main objective of the study was to analyse the psychological state and the self-esteem of the students with their motivation and attitude towards learning English as a second language. The descriptive correlation method was employed in the analysis of the data. The chosen populations for the study were the students of the secondary and the higher secondary schools where English was taught as a second language, in the year 2019. The total sample size of the population was 800 in number that represented the actual total population of the region of the Kolkata metropolitan city of India. The data was analyzed through the Statistical Package for the Social Sciences (SPSS) software. The analysis of the research shows that the student having Xenoglossophobia which reflects high motivation, positive attitude and high self-esteem towards learning English for the simple reason that they strongly feel unease, worried and anxious about learning English because of the fear of its existing dominance in the society. The researcher mentions that there is a future scope of the study in Xenoglossophobia in the terms of psychology it can be further explored in the geographical constraints of human behaviour in learning other languages on a comparative scale of that of a foreign language. The researcher also mentioned that this could also be counted as a basic limitation of the present study.

NAME OF PRESENTER: AFREEN NIYAZ
TITLE OF THE PRESENTATION: MAPPING WORLDWIDE RESEARCH ON WORKING WOMEN FROM 1989 - 2019: A SCIENTOMETRIC ANALYSIS

The presenter in her research paper discusses the background of the responsibility of women in Indian society and the increase in the trend in the scholarly growth of articles on working women, some of the objectives discussed by the presenter was to examine the year-wise growth of literature on working women, to identify the foremost prolific authors throughout the period along with the document-wise distribution of research productivity and a few more related to this. The methodology used for this study would be through Scientometric mapping of research publication on working women during the year1989-2019. The database used was from the Web of Science (WoS) database. The data was exported and processed in Microsoft Excel to analyze the contribution of leading authors, source titles, language pattern, most productive countries, document types and funding agencies. A total of 84,395 records were retrieved during the study period and later on data was analyzed as per the set objectives of the study

The results indicate that the USA, UK and Canada were found to be the top three countries with the highest share in the scholarly literature on working women which shows that developed countries are more interested in contributing towards the research on working women in comparison to the developing countries, the year 2019 was the most productive year with the highest number of publications (6,769 record count) and the majority of these publications were in the form of journal articles with 75,848 record count which comprised of 89% of the total share in the field. Moreover, it was found that there is an increasing trend in the scholarly growth of articles on working women.

In the concluding remarks, the presenter mentions that an upward trend in the number of papers being published on working women, yet more high-quality research needs to be done on these inspiring women so that further

awareness can be generated especially among the female boosting their motivation levels to become the best version of them!

NAME OF PRESENTER: DR MAYURAKSHEE GANGOPADHYAY
TITLE OF THE PRESENTATION: SATISFACTION WITH LIFE AND DEATH ANXIETY: WHERE YOUTH MATTERS

The presenter introduced his research paper by expressing his views that life satisfaction is closely related to mental health he further elaborates that satisfaction with life denotes the way people express their emotions and feelings towards life, he further expresses that satisfaction with life is related to the mental health of individuals and anxiety caused or evoked with the thought of death is known as death anxiety. The study is framed on the research gaps as found out through reviewing the literature to assess the interrelationship between satisfaction with life and death anxiety if any among youth. The presenter had established few hypotheses in regards to the topic discussed, he had used simple random sampling with a sample size of 200 within the age group of 18 to 22 and the presenter had used a death anxiety questionnaire to collect the data and while analysing the data one-way ANOVA along with correlation and regression analysis to analyse the data.

The analysis reflects that male youth are more satisfied with life than females and female youth are more prone to be affected by death anxiety than males. Gender has a significant impact on satisfaction with the life of youth along with death anxiety. Satisfaction with life and death anxiety have a significant relationship. There were certain implications of this study which says that every individual at a certain point in their life has the chances of developing mental health issues that in most cases go unnoticed or neglected. These neglected issues trigger the level of anxiety in individuals because they cannot gradually comprehend situations, the need for psychological interventions to understand what is lying beneath the anxious mind and why the satisfaction with life is unable to reach a satisfactory level, counselling, proper guidance, and therapeutic interventions as and when required must be provided to every individual and a patience listening and non-judgemental talk can help a lot of people around the world to overcome the stresses of their life.

NAME OF PRESENTER: REXCEL P. ABILA
TITLE OF THE PRESENTATION: THE RELATIONSHIP OF BODY MASS INDEX, GENDER, AND SELF-ESTEEM LEVELS IN SENIOR HIGH SCHOOL STUDENTS OF ZAMBOANGA DEL NORTE NATIONAL HIGH SCHOOL

The presenter discusses on the BMI (body mass index) level can help prevent the causes of low self-esteem in adolescence for what would become a contributory factor to obesity could help families, schools and health practitioners to be measured to help children from becoming too obese. While many studies are tackling this field of expertise, the majority of the studies differ or have inconsistencies when it comes to the relationship of body weight or BMI - body mass index, as well as differences when it comes to gender.

The objective of this study was to investigate the relationship between BMI and self-esteem among adolescents, particularly those in senior high school and also to find out if gender would make a difference in such a relationship between BMI and self-esteem. The data were collected with a structured questionnaire comprising 21 questions related to BMI. The level of self Esteem was rated following the Rosenberg Self Esteem Scale, Body Esteem Scale for Adolescents and Adults and the figures rating Scale, out of 850 participants 320 were chosen as a sample and a T-test was used for the analysis. The results concluded that Gender does not affect an individual's BMI. The results from two out of the three instruments implied that gender influences the self-esteem of a person. The results from one of the instruments implied otherwise while the BMI of an individual has an impact on his or her self-esteem.

NAME OF PRESENTER: MRS. ANITHA SANNAKAMAIAH
TITLE OF THE PRESENTATION: A STUDY ON IMPACT OF COVID19 ON MIGRANT FAMILIES WITH SPECIAL REFERENCE TO SLUMS OF BANGALORE METROPOLITAN CITY: PROSPECTS & POSSIBILITIES

The presenter discusses the hard times during the COVID-19 situation and has attempted to understand the impact of COVID-19 on the migrant families with special reference to slums in Bangalore metropolitan city and how the migrant families of slums were struggling for their daily livelihood with no work and no earnings. Their family members consist of elders, infants, kids, youth and women starving and not able to cope up with the current situation. The objective of the study was to understand the Socio-economic and health issues concerned with migrant families due to COVID19 in slums and also to know about the application of various social work strategies and methods to improve the livelihood of migrant families. The research design selected was descriptive, the sample of the research were the migrant families from 4 slums adopted by the BIRDS NGO in Bangalore metropolitan city as selected for the study. The population for the study consists of only migrant families in the slums of Bangalore city. The study was undertaken from the slums under BIRDS Organization, randomly selected 4 slums such as Hennur AK Colony, HRBR Layout, Byrathi Bunde and from Nagenahalli from each slum 50 Migrant Families were selected, so overall 200 Migrant families were taken as sample and applied census method for collection of data.

The data was collected based on the Nature of work and daily wages of migrant families based on workers in the domestic, construction and other works. Various types of problems ranging from domestic Violence to Alcohol/ Drug Abuse we considered apart from other aspects like the health problems of the Migrant families and the type of illness ranging from skin-related illness to psychological illness was taken into consideration. The results show a very bad impact of COVID-19 on the sample selected and it was suggested by the presented that the social workers in the selected area of study can play a crucial role to overcome the above-mentioned problem. These social workers could support the migrant workers by Networking with government departments and NGOs to provide COVID-19 Relief Care activities and food items given by them, creating alternative jobs which can be done from home such as making agarbattis, sambar powder making, papad making by using sanitary measures, by Provide Tele counselling and psychotherapies for the people with mental illnesses and the people suspected or positive COVID19 patients. To conclude the presenter mentioned that migrant professionals should play different roles to balance their work life and personal life of working women is much required in the pandemic situation. So, there is a dire need for multi professionals to act upon during the community outspread of the pandemic COVID19

NAME OF PRESENTER: DR SANTWANA G. MISHRA
TITLE OF THE PRESENTATION: EMOTIONAL INTELLIGENCE IN ADOLESCENTS - PRESENT SCENARIO AND FUTURE PROSPECTS

The presenter introduces adolescence as a bridge between childhood and adulthood. It is a period of rapid changes in almost all developmental dimensions. It is the age where the emotional disturbances, adjustment problems & confusions regarding their own-self occur. Students experiencing a transition from elementary school to secondary and senior secondary are faced with challenges of the new environment as they adjust to middle school. These challenges are academic as well as interpersonal. This research assesses the level of emotional intelligence in adolescents and explores the models of emotional intelligence which are found to be effective in developing emotional intelligence, a total of 290 secondary Class-IX students were selected randomly from private secondary schools in Aurangabad city, the tool used for assessment of emotional intelligence is the emotional Intelligence Scale This emotional intelligence scale is meant for children of 12 years and above. The scale has 31 items. The reliability and validity coefficient is 0.86 and is significant at 0.01 levels.

The presenter had personally administered to the selected sample and clear instructions were given before-hand. There were 160 male and 130 female students. The data were tested for normality using SPSS.

While analyzing gender-wise, the scores for the emotional intelligence for both male and female students' fell in the range of average emotional intelligence level, there is a significant difference in the level of emotional intelligence between the male and female students, with the female students having a significantly higher level of emotional intelligence. It is suggested to adequately prepare children for future employment; we need to teach a broader range of skills and competencies than is currently addressed in schools. The schools should move towards a preventative approach to promote student's social and emotional development. The researcher agrees to the best approach is comprehensive to develop a broad range of social and emotional skills that can be generalized to many settings and to integrate programs into the curriculum, not as an instructional unit but as a caring learning context that is a comprehensive, multiyear program. The presenter concludes by saying that learning and applying emotional intelligence skills contribute to academic and career success.

NAME OF PRESENTER: POONAM DHALIWAL
TITLE OF THE PRESENTATION: EFFICIENCY EVALUATION OF AIRLINE INDUSTRY IN INDIA

The study of the researcher was around the efficiency evaluation of the airline industry in India; the researcher has done a background study of all the airline companies and their level of efficiency. The object of the study was to compare and calculate the technical efficiency of these selected airline industries by using the DEA approach. A secondary methodology was used to analyse the data. The presenter discusses the input-oriented approach used in the airline industry as it was much easier to control the input than the output. The researcher discusses that a balanced panel of 12 airlines was taken for the study which commands 98% market share, the data was sources from DGCA and the annual reports of the airlines, while analysing the data the TE scores and the inefficiencies were discussed along with slack value, the peer group study, the study of weights (lambdas) along with the table of projections. All the tables were analysed and after the analysis, it was found that there was only one private airline that reveals the best efficiency, consistent and full DEA efficiency score which was Trujet, there were a few who were much closer to Trujet in the analysis.

SESSION: 1B (LANGUAGES) **RAPPORTEUR:** DR MABEL ZVOBGO

NAME OF PRESENTER: AGNES CATHRINE. S
TITLE OF THE PRESENTATION: A RECREATION OF A FEW REFORMATIVE PHILOSOPHIES IN RAATCHASI

The paper focuses on the new reformative of philosophies in *Raatchasi*. Raatchasi is an Indian movie. The paper focused on five themes: on literature a reflection of the society, Periyar and Periyarism, Periyarism an anti-caste philosophy, the three stages.

The modern film directors are not only emphasising entertainment but also educating the masses on the current issues that affect their communities. The film is about a new Headmistress that was brought to a Government school in the rural areas to challenge the stereotypes. Government schools are known to have substandard education. When the headmistress joined in 82 students had already dropped and some of the teachers were corrupt and the whole system was teacher-centered. She worked with the 82 dropouts to help them prepare for their examination and 79 of the students managed to pass the examinations. teachers were given a new task to do so that they felt empowered and values. That brings the question is about education in India, "Are the students failing or is the education system failing the students?"

The method used was using a film to try to depict what was happening in the education system and also challenge the system. The film suggests that the education system should be student-centered not teacher-centered and encourage collaborative learning. The film also suggested educators should also try to break the division or barriers caused by the caste system as the children wore strings that denote their caste. The new headmistress cut and burnt them to represent that all the children must treat the same and not disadvantaged by the caste system.

There were no questions from the audience. The chair suggested that the film should be adapted to other languages as it will benefit other communities. Educators must challenge the status quo if it is not working to the advantage of communities.

The paper explored the 5 themes: literature a reflection of society, Periyar and Periyarism, Periyarism an anti-caste philosophy, the three stages of feminism. The presentation was good and relevant and there were also positive comments on the chat.

NAME OF PRESENTER: DR K. SASIREKHA
TITLE OF THE PRESENTATION: USEFULNESS AND POPULARITY OF WEBINARS DURING INTERNATIONAL DISASTER WITH REFERENCE TO CORONA PANDEMIC - A COMPREHENSIVE STUDY

The paper aimed to find the usefulness of webinars during the national lockdown in India for academic and career enhancement; the role of webinars and their significance in the field of education and to share the research findings, research implication and limitations. A Webinar was defined as a new vista for teaching and learning during COVID 19' lockdown.

The research was carried on using questionnaires of academics in both rural and urban areas. Questions used were self-explanatory and relevant and were a combination of both closed and non-closed patterns. A total of 54 people responded from polytechnic and colleges. 26 found the use of webinar during lockdown useful and relevant and 27 find webinars partial useful and partial relevant and 1 found it useless.

The sample was asked if they prefer to attend seminars or webinars. Some of the positives given of attending webinars included; possibility of listening to international speakers, easy to attend a webinar, the travel time to places gets reduced, which can be utilized for gaining knowledge; affordable and inexpensive platform, easy access to attend more than one webinars in a day. On the other hand, the participation in seminars was lively and contents were received however, webinars face numerous technical problems.

The findings of the paper were that 50% are interested in webinars than seminars. Webinars are economical and cost-effective. People can listen to domain experts and can attend any number of webinars a day.

No questions were asked. There were also positive comments on the chat. It was suggested that webinars are a supplementary link to stay in touch with students. Although they are handy, they can have technical problems and require knowledge of computer literacy, which might exclude other groups from participating. The chat is used for non-relevant communication.

NAME OF PRESENTER: GOUDA SUDHAKAR
TITLE OF THE PRESENTATION: MULTIDIMENSIONAL HUMAN PROBLEMS IN SPEAKING ENGLISH

The paper aimed to find out specific problems in speaking English. The paper wanted to find out why a student who can secure best marks in their theory exams, may not be able to speak English fluently; An illiterate person can speak in his mother tongue very well, but in the case of a literate person, he is unable to speak properly in English; most of the people prefer to speak in their mother tongue when they want to speak about their wholehearted feelings with others.

The reasons for the problems pointed were the Influence of the Mother's tongue, mastery of vocabulary, lack of confidence in English speaking; rules of grammar; Learning English as a second language at a lower level and lack of both listening & speaking English. These reasons were derived from speaking to teachers and students; however, no samples details were given as to how many students and teachers were spoken to.

The solutions to these problems were Task-Based Language Teaching (TBLT). This included: role play; self-introduction. Just A Minute (JAM) speech; Improbable Condition (IC) speech; giving directions; telephonic conversation; debates; group discussions; mock interviews; language games and describing a person/place/thing/event. Each of these factors was discussed in detail. These will help learners to think creatively without hesitation. The teacher will be the facilitator.

The question asked by the chair was how will this affect the new Education Policy in India (the three language formula) and what is presenters take of teaching English online during the pandemic.

The teachers have to take the role of facilitators and coordinators. A proposal was made to educate the educators instead of just blaming the teachers. Language should have seminars and workshops so that they can share knowledge with the young generation, there were no questions from the participants.

NAME OF PRESENTER: SREENI RAVIBALAN
TITLE OF THE PRESENTATION: PESSIMISTIC FEARS TO OPTIMISTIC SURVIVAL: TRACING HISTORICALLY NOTABLE MISHAPS AND THE ENSUING NEW WORLD ORDERS

The paper aimed to show that History has documented that after every Great War, pandemic or political upheaval the world undergoes a drastic change and it re-modifies itself towards the adaptability of a new order. The Societies that had witnessed mammoth setbacks in the form of world wars or pandemics have always paved a way for a new way of living.

Historic tolls examples were given these included: 14th-century bubonic plague: one-fourth of the European population got affected; 1918 - 1920: worldwide influenza had a major death toll; World Wars- whole world suffered in economic crisis and dislocations; chicken-gunya (Avian flu), pulmonary diseases, swine flu, and latest is the COVID 2019.

Mask and the Epidemic, one of the most common masks seen during the famous Carnival of Venice is in the shape of a long beak. These used to be worn by doctors treating patients of the deadly bubonic plague.

World War One known as the Great War because it affected people all over the world and was the biggest war anyone had ever known. It even came to be known as 'the war to end all wars.

The War paved away for Women Empowerment because when war broke out and the men went off to fight, it was women who took on their jobs and kept things running back in Britain. Across the country, by late 1918, nine in every ten workers in the munitions industry were female - jobs which traditionally would have been done by men.

War contributed new weapons and Medical Developments such as donating and giving blood started during World War One. World War II resulted in various major job opportunities. Several youths got regular jobs and better employment opportunities at the end of the Second World War.

COVID- 19. The pandemic, also known as the coronavirus pandemic, is an ongoing global pandemic caused by severe acute respiratory syndrome. The outbreak is a major destabilizing threat to the global economy

COVID 19 has made online learning and teaching practices across the globe. The technical gadgets which were banned in the education field have now become the elixir of imparting knowledge during this quarantine. Webinars, MOOCs, Virtual classes, online quizzes are not alien terms for the students anymore. From mere listening and writing the experience gained through the online mode of learning has become vast. The 21st century is witnessing a new normal due to the ongoing pandemic. Tele medicines have started to kick off. Teleconsultations in India are on the rise. Above everything, the Humanistic approach is found at a certain level and it is extended with compassion and empathy. There were no questions at the end of the talk although there was positive feedback in the chatbox.

NAME OF PRESENTER: DR MALOBIKA ROUTH
TITLE OF THE PRESENTATION: ETHNIC AND CULTURAL DIVERSITIES

The purpose of the study was to comprehend the psychology and examine the challenges and difficulties faced by the Girasiya tribes in Abroad, Rajasthan, India and educate them to realise life beyond the borders and celebrate culture bringing diversity to the table of the land.

Culture, Ethnic and cultural diversity were defined**.** Cultural Diversity**:** difference from other persons. These attributes include factors such as literature, historical background and as well as values and cultural norms. Different societies that emerged around the globe differ remarkably different from others.

At the moment when people hear ethnic, they are guided by their thoughts which can then lead to associating ethnic with inequality, people are unable to think about the positives from the word ethnic. Ethnic has the language, culture and rich in diversity. Culture is a strong part of peoples' lives. It influences views, values, humour and fears. Culture diversity brings a sense of joyfulness.

The method selected for the study is Auto-ethnography, qualitative research since the researcher wanted to understand and experience the difficulties and challenges they confront. The researcher collected that data by observation in close proximity to the tribes. The analysis focused on the understanding and examination of life between nature and land. Secondly, the question triggers how many times did was seclusion from other natives experienced during migrating from one place to the other.

The study will help to understand the following concepts: quality of life, social mobility, language, education, equality and differences.

NAME OF PRESENTER: SAYANTINA DUTTA
TITLE OF THE PRESENTATION: A DIVERSIFIED CULTURAL POOL OF INDIGENEITY IN THE NARRATIVE OF MAHASWETA DEVI

The narrative is about Mahasweta Devi a feminist, writer, activist and Bengali leftist intellectual. Her work was devoted to struggles faced by indigenous communities such as inequality and social exclusion.

Aranyer Adhikar (Rights over the Forest) is a Bengali novel written by Mahasweta Devi. The novel narrates the life and fight of Indian tribal freedom fighter Birsa Munda.

Birsa Munda rallied the tribals to fight against the forceful land grabbing carried out by the British government which would turn the tribals into bonded labourers. Birsa Munda stressed the need for the tribals to study their religion and not forget their cultural roots. He influenced his people to realize the importance of owning their land and asserting their rights upon them.

The novel is a revelation of Mahasweta Devi's concern for the human world and the ecological environment. She focuses on exploitation, survival and struggle, police atrocities, bureaucratic crimes, striving of the poor and underprivileged for survival, identity and dignity.

Unfortunately, the struggle for their rights to resources, culture, environment and self-governance and inching towards empowerment is still a far-fetched dream of these tribal and marginalized groups.

No questions asked due to lack of time. The chair commented that it was a good presentation and was an extension of work done before. Even after seventy-three years of independence, Indian society is still embedded with structural and communal inequality, resulting in oppression, exploitation and suppression of individuals or groups through misuse of power, status or authority.

The oppressed is deprived of one's basic right and freedom and is forced to live in a hapless state. The social exclusion; economic marginalization and cultural subjugation of Indigenous people are pervasive in all regions across the globe. Even today, indigenous people continue to struggle to protect their rights to culture, community, heritage and land.

NAME OF PRESENTER: R. SUBHASHINI
TITLE OF THE PRESENTATION: IMPORTANCE OF COMMUNICATION SKILLS FOR EFFECTIVE MANAGEMENT

The paper focused on effective communication and its advantages in the workplace. Communication is the art and process of creating and sharing ideas. The first step in communicating effectively is to have a predetermined communication goal and also examines the pivotal role of mangers ineffective communication.

Managers play a key part in maintaining effective information flow and promoting harmonious relationships within the peer group. The paper pointed out the importance of effective communication to preserve workplace rapport; magnify productivity; uplift innovation; boost crisis management; develop team-building and increase inter-departmental cooperation.

The paper also explored other skills needed for effective communication such as communication skills, leadership skills, and other areas as delegation, collaborating, strategy planning, decision making and delegation.

It concluded that when workplace communication is effective, it allows the management to come up with a clear vision for the company. Whatever the nature of the team and the interrelationships between colleagues, successful management depends upon motivation at all levels - as leaders, as followers and as learners.

NAME OF PRESENTER: DR R. RAJESH
TITLE OF THE PRESENTATION: EFFECTIVENESS OF ONLINE ENGLISH LANGUAGE TEACHING-LEARNING DURING COVID-19 LOCKDOWN IN THE RURAL AREAS OF TAMIL NADU: A STUDY

The purpose of the paper was to observe the effectiveness of the online English language. The study has been conducted among Tamil Nadu College students & Professors.

The themes explored during the observation over online classes included Mute your Mic & Camera**;** Wrong Notion over Online Class**;** Wrong Pedagogical Implications; Wrong Pedagogical Implications; Ignorance of Contextualization and Second Language Acquisition online and Assessment.

It was observed that the impact of muting microphones and switch off cameras makes teaching one-way communication, teacher-centred classroom and no learner autonomy. It also keeps the learners' passive receptors, and 65% of the students conveyed that they're not listening to monotonous lectures.

The wrong Notion over Online Class observed 89% of the teachers think that online class means Zoom and Google platform, 75% of the teachers conveyed that online class is ineffective and it's not a substitute for a traditional

class. 77% of the teachers think that online classes may not enable the students to communicate fluently in English and finally, 89% of the teachers stated that assessing the performance of the students attending online class is not possible.

Concerning Wrong Pedagogical Implications, it was observed that 70% of the teachers stated that they are using only oral lecture and they are not using PPTs, Videos, Google add-ons, Google forms, worksheets, interactive contents, web tools & online teaching resources. 78% of the teachers are unaware of Learning Management Systems (LMS), Open Broadcaster Software (OBS), adding text/sound to the video.

On Ignorance of Contextualization and Second Language Acquisition online, contextual teaching is completely ignored by 97% of the teachers.

In relations to assessment, 87% of the teachers conveyed that they don't know how to assess online teaching and learning English. 95% of the teachers are unaware of Analytical Rubric and other online assessment tools and 96% of the teachers ignore the assessment part.

ELT Methods, Techniques, Strategies to Teach English Online should be adopted. To promote higher-order thinking on the Web, online learning must create challenging activities that enable learners to link new information to old, acquire meaningful knowledge, and use their metacognitive abilities.

The focus of language teaching also expands from the teacher-centred manipulation of discrete grammatical structures to the student-centred acquisition of communicative competence.

Motivation and participation of students are ignored. Students do not get the chance to exercise their cognitive skills. Second Language Acquisition gets less attention. Hence Communicative Competence of the students in English is not improved. It is the instructional strategy, not the technology that influences the quality of learning.

It was concluded that if the English Language learning online atmosphere was conducive, the teaching of English in rural areas will be more effective.

However, one of the participants pointed out that not all lecturers in the rural areas find online challenging most of them are keen to use the technology. The role of the teacher, the role of students, and the role of materials should be clearly defined in online teaching so that the teaching-learning process would be effective. *Although we have* respondent percentages the researcher did not specify the size of the sample of this study.

NAME OF PRESENTER: RASIKA V SHENDE
TITLE OF THE PRESENTATION: ALCOHOLISM - AN ANALYTICAL STUDY OF ITS CONSEQUENCES AS SEEN IN THE MOVIE - 'THE GIRL ON THE TRAIN'

The purpose of the paper is about Alcoholism based on the movie the Girl on the Train, an award-winning dramatic thriller mystery. Movies are brilliant tools for bringing awareness and change to society.

The major themes of this paper are betrayal, deception and perception, gender and role of women, the pain of loss, alcoholism and digital communication. The word alcoholism occurred in 1849 and has several definitions; this paper has used that definition that alcoholism is a disease caused by chronic compulsive drinking.

The girl in the movie (case study) is called Rachel who suffered from frequent blackouts, loss of memory, irrational thinking, shaky hands, and imbalance while walking and slurred speech and antisocial personality disorder and psychiatric disorders like anxiety, depression.

In the movie, Rachel suffers from the pain of loss, loneliness. She is suspected of murder as well as child abduction and abused by her husband. She was infertile, divorced, betrayed, fired from her job, her life was not great.

The paper explores women and alcoholism. The number of women drinking and too much is increasing significantly. (*This was not clear whether this was a reference to India or in the world*). There is a stigma attached to alcoholism which makes acceptance and recovery of an addict even more difficult. In the case of women, this stigma is further invigorated by the tight frame women are made to fit in.

The research paper analysed the deteriorating consequences of alcoholism on an individual with the help of the fictional stereotypical character from the movie, The Girl on the Train- Rachel. The disturbing turn of events in the life of this lady makes her vulnerable and degenerated. One problem leads to a series of problems. The problems are not just related to health but are social, economic and psychological.

SESSION: 1C (MATHEMATICAL SCIENCES) **RAPPORTEUR:** O. RUME. A. OKANDEJI-BARRY

NAME OF PRESENTER: SREEDEVI S
TITLE OF THE PRESENTATION: A STUDY ON THE EFFECTS OF COVID 19 PANDEMIC IN THE FIELD OF RESEARCH AND INNOVATION OF INDIA

The paper took the format of a review, and it mainly focusses on current research and innovations in India in a context of responsible research policy and innovation framework in light of the current pandemic, CODVID-19. Some of the innovative findings retrieved by the author from the review were the invention of the Robot that replaced human duties in every office and other congested public places. Asimov Robotic invented this idea, and the essence of the robotic inventions was to distribute hand sanitisers, deliver health messages relating to CODVID-19 and delivery of food and medication to patients in isolation wards. The presenter also identified Aarogya Setu, which is an app developed by the Government of India to trace CODVID-19. The installed app on the phones of individuals informs and sensitise people of their disposition to the risk of the virus. Similar apps invented included, KlinicApp and Practo, which helps to deliver CODVID-19 test to people at home, including online consultation with medics. Besides, Agoza technologies and Persian developed chemical formulated majorly to sanitise public places. Marut Dronetech, on the other hand, collaborated with the state government to foster the use of drones to monitor the adherence of social distancing measures, allocate medical supplies and temperature check using thermal imaging. The presentation was majorly a theory-based study that collated an innovative approach that has been put together by inventors and has notably prevent, manage and protect individuals in India during the current and ongoing pandemic. The author concluded that the best is the Aarogya Setu app because of the ability to trace contact and recommended by industry, academia, citizens and the government. The author, therefore, recommended that India should develop a well stable platform that creates and support the progression of innovations in the country to develop tools that can fight CODVID-19 while restoring the socio-economic aspect of the country that has been disrupted due to the pandemic.

A participant recommended that apart from looking at the inventions from India as a country, the author should consider comparing invention data from the different state in India.

NAME OF PRESENTER: ZAINAB ASIM
TITLE OF THE PRESENTATION: A COST OPTIMIZATION FUZZY MULTI-LEVEL DECISION-MAKING MODEL FOR AN UNCERTAIN CLOSED-LOOP SOLID WASTE MANAGEMENT SYSTEM

The study objective was to present a mathematical decision-making model for managing and allocating quantities of waste within different waste facilities. Minimising total cost and delivery time while maximising the revenue generated from the waste treatment. According to the presenter, multilevel decision making, Fuzzy goal programming, which consist of two types named Fuzzy and probabilistic uncertainty are some of the different factor considered in the model. The model was applied to waste collection from different part of the countries and was received by the distribution centre through a transportation means. The distribution centre is responsible for sorting usable and non-usable components where the usable part is transported to treatment facilities before the conversion process. In contrast, the non-usable part is transported directly to the dumping sites. The notable, waste treatment creates residues at the treatment facilities which is sent to disposal centres and the products obtained from waste treatment are distributed to different markets. According to the presenter, the model effectively allocates the inventories and the amounts of waste to be transported from one centre to another to satisfy three major objectives which are to minimise the cost in the transportation wastes within different centres, maximises the revenue which is generated at the different treatment centres and to minimise the total time involved in the whole process of transportation. The notations, which consist of an index set of "*I* to*p*" were defined along with the parameters and decision variables. Some of the constraints involved were waste generation rate, waste collection centres, waste distribution centre, the amount of inventory at the waste distribution centre, the demand of waste at treatment facilities and waste processing at treatment facilities. Other constraints identified were time availability at the treatment facilities, the inventory levels at waste treatment

facilities, creation of residues and disposal capacity related constraint. The study concluded that minimising the total system cost and delivery time maximising the revenue generation are considered to be the goals of the model, and fuzzy programming is applied to solve the model.

One of the audience asked if the model can be applied to the blockchain, which is a significant parameter. However, the response from the presenter indicates uncertainty, and another participant asked if there has been any practical application for this model. The presenter responded Yes, and that it was applied in 2018.

The chair of the session recommended that the presenter should consider applying the model to the blockchain as a significant parameter.

NAME OF PRESENTER: ABHAY DESHPANDE
TITLE OF THE PRESENTATION: SELECTION OF CANDIDATES FOR A POST USING AGGLOMERATIVE HIERARCHICAL CLUSTER ANALYSIS

This study aims to shortlist the profile of candidates for a job interview using the technique of Agglomerative Hierarchical Clustering with Python in Google Colab environment. The study is based on secondary data of 48 applicants for a position in a firm who have been judged on 15 variables namely form of a letter of application, Appearance, Academic ability, Likeability, Self-confidence, Lucidity, Honesty, Salesmanship, Experience, Drive, Ambition, Grasp, Potential, Keenness to join and suitability. The dendrogram is used to understand the Hierarchical relationship between candidates for selection of call for an interview. The result from the marginal Seaborn plot indicated that cluster number 0 and 1 have more candidates concentrated in the blue area of the chart. After doing hierarchical cluster analysis, eight clades or sub-clusters are formed, and three clusters are formed with those clades which include the entire data of the dataset. With the use of agglomerative hierarchical clustering, candidate number 0, 1, 2, 4, 5, 6, 7, 8, 9, 10, 11, 15, 16, 19, 20, 21, 22, 23, 43, 45 may be directly put to advance stage or round of recruiting procedure by the recruiters, which will save precious time and limited resources. The presenter concluded that the word method is best suitable for the data, and time and resources are saved.

A participant wanted to know what is the novel approach to the research? The presenter responded that it is to save limited time and resources when the model is used adequately.

NAME OF PRESENTER: LOPITA DAS
TITLE OF THE PRESENTATION: STUDYING AND PREDICTING THE POPULATION GROWTH, SEX RATIO AND LITERACY RATE OF INDIA.

According to the presenter, the study aim was to find out the state-wise decadal growth rate of population from the year 1951, predict the growth of population for the upcoming year of 2021 in India, study the population division in rural and urban areas, check the rise in literacy rate of India and the rise in the sex ratio of India. The presenter used a secondary data collection form the reserve bank of India official website, the ministry websites of India used to study the policies and effects. Graphical analysis, incremental increase, arithmetic increase, geometric mean was some of the methods used to predict the literature rate. The presenter reported that Bihar had the lowest LR of 61.8% whereas the state of Kerala has the highest literacy rate of 94% in 2011 and the formula used for the Geometric Mean Method was $P_n = P_0(1+(r/100))^n$. Using the incremental increase method formula of Y0 = P0+n*x+(n(n+1)/2)*y, the findings reported by the presenter shows that the state with the highest population in 2021 will be Uttar Pradesh and the lowest will be Sikkim. Applying the formula for Arithmetic Increase Method as Pn = P0+n*xbar, the Highest Top 3 states as per the author's prediction are Kerala with 1093, Meghalaya with 995 and Andra Pradesh and Tamil Nadu with 994. The lowest Top 3 states still based on forecast are Jammu and Kashmir with 891, Sikkim with 887 and Haryana with 880. The presenter, therefore, concluded that Lakshadweep has the lowest population in India but the highest LR of 91.85% among the Union Territories. Delhi will have the

highest population among Union Territories and Maharashtra with the highest population of Urban population. Chandigarh with 89.80% and Kerala will have the highest literacy rate of 94% in 2021. INDIA's total population for 2021 will be 1373277, rural population - 44537, urban population - 928431 literacy rate will be 82.8%, sex ratio will be 942 females per 1000 males.

Participant acknowledged that the survey was good, and the following question and response were retrieved. What is the method used for projection? The presenter responded that three methods were used, and it includes an incremental increase, arithmetic increase, geometric mean.

NAME OF PRESENTER: RITUPARNA ROY
TITLE OF THE PRESENTATION: HEALTHY LITERATE WORKING LIFE TABLE FROM THE PERSPECTIVE OF MARKOV PROCESS

The study aimed to develop a model for healthy literate working multistate life table in the context of Markov process to design the transition intensity and transition probability matrix for the combined index Healthy Literate Working. Other objectives of the study include deriving several particular cases and different inequalities from the proposed indicator. It discusses some related issues, especially the rank of the moderately high probability of transition in different age-ranges viz 0-5, 5-20, 20-60 and 60+. Various inequalities from the probability transition matrices can be derived based on the cases discussed. The report from the presenter shows that the value of the probability of transition varies in different age ranges, the researcher dealt with such issues and categorise the moderately high probability of transition by assigning ranks according to their influence in different age-groups (0-5, 5-20, 20-60 and 60+). In the age-group 0-5, the transition from 100 to 100, i.e. from healthy status to health status is most desirable. In the age-range, 5-20 literacy is the most important characteristics, followed by a healthy status. So, in this age-group, the transition from 110 to 110 is most desirable, accompanied by 010 to 010. The researchers observe that in different age ranges, different transition matrices can be considered, which in turn incorporates different interpretation for different transition probabilities. The presenter concluded that Multistate Life table methods from the perspective of Markov Processes help in dealing with such complex transitions which involve transitions of a combined factor from one state to another. And the application of all design requires several datasets that enable the calculation of the transition matrices.

NAME OF PRESENTER: SANGEETA ARORA
TITLE OF THE PRESENTATION: A TEST OF GOODNESS OF FIT-BASED ON GINI INDEX FOR J-SHAPED DISTRIBUTION

The study aimed to test the goodness of fit based on the GINI index for the J-shaped distribution. Accordingly, a goodness of fit test for the J-shaped distribution was introduced using the estimator of the Gini index. The presenter reported that the test is seen to have reasonably good power against some of its existing competitors. The Gini index was defined as G=1−2 $\int_0^p F^{-1}L(p)dp$ while the goodness of fit test for J-shaped distribution was introduced using the estimator of Gini index. These distributions are referred to as the J-shaped distributions because, (x)>0, $'x$<0 and $f''x$>0, for all 0<x<b, where f' is the first derivative of f and $f''$is the second derivative of f. Also, the exact and asymptotic distributions of G n under the null hypothesis of uniformity are stated in 2 theorems. The equation was applied to real-life data on survival times for 30 light bulbs in months presented by Butler (2011), and the result shows that ν =0.507418, β =6.014481 and value of G n=1.288976 and the critical values 1.226448, 1.254533, 1.4000330 & 1.431020 at levels 0.01, 0.05, 0.95 & 0.99 respectively. Hence the null hypothesis that the given data set follows J-shaped distribution was accepted. The result is also confirmed by the KS (p value = 0.2391), CVM (p value = 0.2087912) and AD (p value = 0.497776). Observation revealed that the proposed test performs very well as compared with the other tests for some alternatives. The presenter concluded that the test procedures could also be employed for testing goodness of fit for those distributions which involve upside-down bathtub for its failure rate, for example, lognormal distribution, inverse Gaussian distribution and generalised Gamma exhibit such type of failure rate.

NAME OF PRESENTER: SUMEETA SUNDARLAL DWIVEDI
TITLE OF THE PRESENTATION: EFFECT OF LOCKDOWN ON TIME MANAGEMENT, HEALTH AND LEARNING

The study aimed to determine the effect of lockdown on time management, health and learning. Some of the objectives determined by the researcher include the time utilization for fitness and healthy life, learning of new courses and activities, mobile and television: all of these variables were measured against before and during the lockdown. Exercise and household chores were highly preferred at 37.4% and 35.2% respectively, while the least preferred was reading (0.9%) and Art, reading (2.3%). The most-watched content before lockdown is Movies (43.4%) followed by News (38.8%) and Sports (24.7%) and Others. Also, the most-watched content during lockdown is News (54.8%) followed by Movies (43.8%) and Informative content (27.9%) and Others. Using Wilcoxon signed-rank test with continuity correction V = 882, p-value < 2.2e-16, the result concluded that the number of hours on average people slept in the day during lockdown was greater than before lockdown ($p<0.05$). Furthermore, the Shapiro-Wilk normality test

W= 0.96667, p-value = 0.01682, reveals that the number of hours spent on an average for office work/attending classes per day during lockdown is greater than the hours spent on an average for office work/attending classes per day before lockdown. The result analysis using Fisher's Exact Test for Count Data hybrid using asym. chisq. Iff (exp=5, perc=80, Emin=1) p-value = 1.82e-07 reveals that the time spent by people on mobile during lockdown is greater than the time spent by the people before lockdown while the time spent by people on TV during lockdown is greater than the time spent on TV by the people before lockdown. Exercise and house shores were the most common activities participant engaged in during the lockdown, and the study concluded that there is no difference between the time spent on activities for fitness, time spent on TV, time spent on office work/attending classes by people during the lockdown and before lockdown.

On the contrary, the time spent on mobile and extracurricular activities was increased during the lockdown.

Finally, the activities that are done for fitness & time spent on those activities, time spent on office work/lectures activities have impacted the overall well-being and learning habits of people.

NAME OF PRESENTER: ASHA ANGNAMAL JINDAL
TITLE OF THE PRESENTATION: DETERMINISTIC INVENTORY CONTROL: OBTAINING DECISION VARIABLES THROUGH SIMPLE APPROACH IN PRODUCTION LOT SIZE MODEL WITH AND WITHOUT SHORTAGES

The study aims to improve topic instruction, to obtain the optimum run size q_0 (Economic Order Quantity) such that the total cost per unit of time is minimum using simple arithmetic and finally to obtain the optimum time interval between the start of two production run (t_0), the minimum total cost per unit of time, minimum total relevant cost over time T are calculated using relationship with optimum run size. Production lot size model without and with shortages were the two models used. The assumption from the production lot size model without shortages included a finite production rate, a shortage is not allowed, zero lead time. At the same time, demand occurs at a uniform rate. On the contrary, the production lot size model with shortages assumes that the rate of production is finite, shortages are allowed, the lead time is zero, and the demand occurs at a uniform rate. Findings from the use of the models reveal that optimum time interval between the start of two production runs $t_0 = q_0/r$, the minimum total cost per unit of time, minimum total relevant cost over time T are calculated by substituting the value of optimum run size q_0 in their respective expressions. Therefore, it was concluded that the simple Arithmetic method used in the above models improves topic instruction. Students learn the usage of application of what they learn in their previous years. It is easy to understand, saves time without the use of differential calculus. There might be other simpler method of solving the above models which need to be explored. Was advised to include some recent papers and analyse the results in more publishable research.

SESSION: 1D (PURE & LIFE SCIENCES) **RAPPORTEUR:** DR DOLLY JACKSON-SILLAH

NAME OF PRESENTER: ANTARA BOSE
TITLE OF THE PRESENTATION: THE DUAL FORM OF MALNUTRITION AMONG ADOLESCENTS: AN OVERVIEW

The presentation is an overview of initiatives taken by the government and third sector organisations to reduce malnutrition among adolescent females in India. It focused on an in-depth explanation of the dual nature of malnutrition, where undernutrition resulting from a reduction in calorie intake can lead to Undernutrition further is categorized into stunting, wasting, and being underweight while overnutrition from the excessive intake of calories and fats, leads to obesity and being overweight. The researcher's main concern is the biochemical changes that eventually give rise to various clinical signs and symptoms as a result of dietary alterations. For example, being overweight or obese can give rise to non-communicable diseases such as type II diabetes, hypertension, cardiovascular diseases, arteriosclerosis, liver cirrhosis, dyslipidaemia, polycystic ovarian syndrome, and several types of cancer which are becoming common in the global context. The adolescent phase of growth is of particular concern since the reproductive phase of human development characterised by a rapid growth phase with a demand for nutritious foods in comparison to the average requirement of an adult. This affects females more in comparison to males due to gender discrimination at birth in low and middle-income countries. Hence inadequate nutrition in adolescents can ultimately deplete the economic development of both low and middle-income countries. The presenter then discussed some initiatives ranging from the introduction of iron, folic acid and nutritional supplementations, vocational training on awareness of nutritional deficiencies and maintaining a balanced diet.

NAME OF PRESENTER: DR K. R. PADMA
TITLE OF THE PRESENTATION: IMMUNITY BOOSTING AND BALANCED DIET PREVENTS VIRAL INFECTIONS WITH SPECIAL EMPHASIS ON COVID-19

The presentation is a compilation of treatment options for Coronavirus and some RNA-Virus infections and concluded that the use of Coronavirus-specific treatments, antiviral treatments and convalescent Plasma should be useful in controlling the clinical progression of COVID-19. Also, the author recommended the need for immune-boosting diets.

The presenter elaborated on the relevance of boosting immune responses to offer some protection against the Coronavirus. The virus is said to enter its target cells (alveolar epithelial type II cells) using the Angiotensin-Converting Enzyme -2 (ACE-2) Receptors. The virus also encodes proteins such as Papain-Like Proteases (PLP) and Chymotrypsin-like (3C-like) proteases which are essential for viral replication. and also inhibits the innate immune responses of the host. Making a case for the need to boost the host's immune responses, the presenter made a case for the inclusion of flavonoids in our diets. These compounds have antioxidant properties and are found naturally in many fruits and vegetables and are said to contain antiviral properties.

The rest of the presentation included diagrams of useful immune-boosting foods and general advice and guidance on healthy lifestyle choices that can boost immunity. These included the reduction of stress, avoiding sleep deprivation, regular exercise and the maintenance of good hygiene. The presenter emphasised the need to consider these measures together with treatment options including ACE2-inhibitors and PLP inhibitors (coronavirus specific) and the use of passive immunotherapy with convalescent plasma. A suggestion to check the nutritional status of each infected patient before the introduction of general treatment and the administration of

the current children's RNA-virus vaccines including influenza vaccine to uninfected people and health care workers was made.

Questions emerged on whether the authors have tried any immune-boosting products on COVID-19 cases and whether they have considered probiotics. The author's response suggested that current trials are on flavonoids and Vitamin D. The Chair recommended the need to consider the effect of the viral load on the prognosis of the patients. Another recommendation from the audience was for the presenter to clarify the sources of information for the review.

NAME OF PRESENTER: MANGALA K J
TITLE OF THE PRESENTATION: IN SILICO DOCKING OF FLAVONOIDS FROM CASSIA OCCIDENTALIS L. FOR THEIR INHIBITORY ACTIVITY AGAINST DENV SEROTYPE-1

The presentation shows how for the first time, a selection of flavonoids forms Cassia Occidentalis L, has been extracted to investigate its inhibitory properties against dengue viral proteases using molecular docking. Cassia Occidentalis L is an annual or perennial Ayurvedic plant used in several traditional medicines to cure various diseases because of its antibacterial, antifungal, anti-diabetic, anti-inflammatory, anti-cancerous, anti-mutagenic and hepato-protective activity.

The presenter emphasised the importance of Dengue Fever and Dengue Haemorrhagic fever as arthropod-borne viral infection transmitted by *Aedes aegypti* (a spp of mosquito), infecting over 50 million with mortality of 10000 annually in tropical and sub-tropical countries. *Aedes aegypti* transmits the Dengue Virus which is the most important mosquito-borne virus in tropical and sub-tropical countries and yet there is no known treatment for the condition.

NS2B and NS3 proteases are non-structural proteins encoded by the Dengue Virus and are required for viral replication and serve as a promising target for antiviral drug development for Dengue Virus.

The presenter explains the process of the in silico docking studies and how flavonoids from *Cassia Occidentalis L* have been docked against Dengue Virus NS2/NS3 protease 3L6P for serotype 1 to investigate its inhibitory property. Six different flavonoids were extracted from the plant and the inhibitory activity of one of them, chryso-obtusin was identified as a lead molecule against Dengue Virus protease 3L6P of serotype 1 with the highest binding affinity (binding energy of -14.1kcal/mol). The presenter concluded that further work is required to synthesize these flavonoids and test their potential use as drugs against Dengue Virus.

Questions emerging from the presentation included how to deal with mutations within silico docking studies. The presenter suggested that the trials induced several mutations in the virus and chryso-obtusin has been tested on the mutated strain with similar results.

A recommendation from the audience included the need to include more clarity on the selection of the plant and how ethical clearance was obtained for the research.

NAME OF PRESENTER: MADHURI M. DESHMUKH
TITLE OF THE PRESENTATION: BIOCHEMICAL AND ANTIBACTERIAL STUDIES OF HEMIDESMUS INDICUS ROOT EXTRACTS AGAINST SELECTED MULTI DRUG RESISTANCE HUMAN PATHOGENS

The presenter's work focuses on the identification of antibacterial properties of *Hemidesmus indicus,* a plant that is proven to have several medicinal properties including its positive effect on Syphilis, Elephantiasis, Kidney and Urinary Disorders, Blood purifier and certain cancer-causing cell lines. The author was particularly interested in Multi-drug resistant bacteria.

An explanation of how the root of the plant was cultivated and how they were harvested to facilitate the extraction of phytochemicals was provided. The biomolecules which are present in the roots of *Hindicus* were reported to possess 2-hydroxy-4-methoxy benzaldehyde, rutin, Lupeol Octacosanoate, hexatriacontane hemidesmine, hemidine, hemidesine. The antimicrobial actions of the extracted plant chemicals were tested using the Well Diffusion and the Disc Diffusion Methods. They were tested on bacteria with MDR properties such as *E. coli, K. pneumonia, P. aeruginosa, S. aureus, M. luteus, V. cholera and S. typhi with* streptomycin as positive control and DMSO as a negative control in the Well Diffusion method and Tetracyclin as a positive control in the Disc Diffusion Method. Anit-bacterial properties were determined with the diameters of the inhibition zone on the culture plate.

The findings presented suggested promising antibacterial properties for the extracts from *H. indicus on the range of MDR bacteria tested.*

Emerging questions after the presentation were focused on the methodology to ascertain how standardisation of plant extract and how the lethal concentration was determined. The author's response suggested the use of literature and trial methods to achieve an optimum lethal concentration.

Recommendations made included the need for the presenter to include the biochemical studies as suggested by the title of their presentation in their full manuscript. This aspect of the work was missing in the presentation.

NAME OF PRESENTER: SURAJ KUMAR DEY
TITLE OF THE PRESENTATION: MODERNIZATION LEADS TO PITFALL OF TRADITIONAL CULTURE AND ETHNO-MEDICINE IN NORTH-EAST INDIA: A FEW OBSERVATIONS

The presentation started with a brief introduction of North-east India as home to a large number of tribal communities with rich culture and traditional knowledge, which have great significance for humanity with a depth of their traditional culture understood by the fact that many of the ethnomedicinal plants used by these tribes are yet to be explored. The main objectives were to identify the pitfall in exploring the ethnomedicinal plants and traditional culture of North-East India due to modernization and to raise awareness of the potential steps to conserve traditional education and culture.

Using a systematic review of published data on traditionally used medicinal plants for bronchitis and their antiviral activity and floras of Assam and the Himalayan countries, from a bibliographical database such as PubMed, Scopus, Google Scholar, Web of Science, the presenter explored their links to various traditional dances in the region. This knowledge he said is disappearing due to the influence of modernisation. The presenter gave specific examples such as the Sweet extracts *Ocimum basilicum* including compounds like apigenin and ursolic acid which have exhibited potent effects against herpes viruses, hepatitis B, and enterovirus and *Ocimum tenuiflorum*, also known as tulsi, has been shown to increase immunity, which may help fight viral infections, as well as the *Allium*

sativum, popular natural remedy for a wide array of conditions, including viral infections. He concluded that Garlic may have antiviral activity against influenza A and B, HIV, HSV-1, viral pneumonia, and rhinovirus, which causes the common cold although this has not been adequately researched. The presenter concluded that those practising these culture and have remedial knowledge, are stronger, having better fertility, better immune system and lived longer as compared to those who choose modernization over these practices. As the presenter had run out of time, the only question entertained was the relevance of showing the cultural dances alongside this presentation. The author confirmed that these dances have or were becoming extinct as modern practices take over the way of life of people in the region.

NAME OF PRESENTER: IRFANA KHAN
TITLE OF THE PRESENTATION: HERITABILITY AND GENETIC ADVANCE STUDY FOR GRAIN YIELD AND RELATED ATTRIBUTES IN HUSKED WHEAT (TRITICUM AESTIVUM)

The paper focuses on finding the Heritability and Genetic Advance attributes in husked wheat in two generations (F1 and F2) and explored all possible combinations of the twelve genetically diverse genotypes by studying the several phenotypic characteristics including Plant Height, Days to reproductive phase, No of tillers per plant, No of grain per spike, Length of a spike, No of Spikelet per spike, Biological yield per plant, Harvest index, Grain yield per plant, grain yield per spike and1000-grain weight using the Randomized Block Design (RBD) and Analysis of Variance (ANOVA) Test. The findings suggested a significant difference between the characters of the two generations where F1 Generation shows a considerable amount of heterotic response and F2 Generation shows dissimilarities between the genotypes. The findings also suggested a significant contribution of non-additive components for controlling traits like grain weight per spike and a considerable heritability estimate (both low and high) in the economic attributes. High heritability improves the progeny selection and low heritability improves the bulk selection. A question on how the harvested index was calculated yielded appropriate answers that indicated that it was a representation of the amount of plant harvested in the field per day.

NAME OF PRESENTER: SHALINI JAISWAL
TITLE OF THE PRESENTATION: MICROWAVE ASSISTED ORGANIC SYNTHESIS: WORKING METHODOLOGY OF GREEN CHEMISTRY

The presentation started with an introduction of Green Chemistry as an attractive concept for sustainability. The paper suggested that the conventional method of organic synthesis usually need longer heating time, tedious apparatus setup, which results in higher cost of the process and the excessive use of solvents/ reagents that lead to environmental pollution. Green chemistry was defined as the use of a set of principles that reduce or eliminate the use or generation of hazardous substances in the design, manufacture, and applications of chemical products. The presented highlighted the use of microwave-assisted organic synthesis in recent years for the Fields of screening, Combinatorial chemistry, Medicinal chemistry and Drug Development. The presenter went on to discuss microwave heating in more detail as dependent on the ability of a specific material (solvent or reagent) to absorb microwave energy and convert it into heat. The application of microwave irradiation in chemical synthesis involves its use in the acceleration of chemical synthesis. Microwave-enhanced synthesis results in faster reactions, higher yields, and increased product purity. Besides, due to the availability of high-capacity microwave apparatus, the yields of the experiments have now easily scaled up from milligrams to kilograms, without the need to alter reaction parameters. Microwave-assisted synthesis can be suitably applied to the drug discovery process. The presenter concluded that the most obvious advantage, namely energy efficiency, requires a strong

absorption of microwave irradiation by one component of the reaction mixture—either the solvent, reagents, catalyst or a subsector. In addition to energy efficiency, the application of microwaves in conjunction with other green conditions, e.g. solvent-free reactions, reactions in water or neoteric solvents, has enabled the green applications of this methodology to be expanded. Questions raised after the presentation included the provision of practical examples where microwave has been compared with other traditional methods of healing. The presenter answered that while heating takes 2 minutes with microwave, the traditional method will take three hours.

NAME OF PRESENTER: CHANDAN VINAY S
TITLE OF THE PRESENTATION: DETERMINANTS OF MALNUTRITION AND ASSOCIATED PARAMETERS IN THE SUBJECTS WITH STABLE CHRONIC OBSTRUCTIVE PULMONARY DISEASE (COPD) - A CROSS-SECTIONAL STUDY

The introductory statement suggested that COPD is the number two cause of death in India and can also lead to malnutrition and cachexia. The presenter described COPD as a preventable and treatable disease characterised by an abnormal inflammatory response of the lung to noxious particles or gases leading to a progressive airflow limitation that is not fully reversible. Extrapulmonary effects - weight loss, malnutrition, skeletal muscle dysfunction - severe disease and cachexia develops when we have respiratory muscle dysfunction, reduce exercise capacity & Quality of Life.

The main objective of the study was to assess the nutritional status, identify malnutrition and its association with the adequacy of calorie intake, pulmonary function, dyspnea and health-related quality of life in subjects with stable COPD aged between 40-75 years. Subjects were excluded if they had an acute exacerbation of COPD heart disease, cirrhosis, uncontrolled diabetes and chronic renal failure. Using the PGSGA (Patient-Generated Subjective Global Assessment) Score the subjects were classified as normal (stage A), moderately (Stage B) or severely malnourished (Stage C).

The results suggested a significant correlation between the Nutritional status and per capita income, percentage of ideal body weight, Fat-free mass and fat mass, Forced Expiratory Volume in 1 second, actual energy intake, adequacy of energy intake, physical activity level, gastro-intestinal symptoms and MMRC (Modified Medical Research Council) Dyspnoea score.

The presentation concluded by suggesting that a significant proportion of outpatients with stable COPD were malnourished and their PGSGA scores highlight the need for oral nutritional support among the subjects with GI symptoms. GI symptoms lead to a Chronic reduction in Food intake and exacerbate the development of malnutrition. Dyspnea was related to GI symptoms and affects Calorie intake. A routine nutritional assessment of stable COPD patients will help in the early detection and correction of malnutrition.

The audience questioned whether this nutritional impact is similarly related to the COVID-19 disease. The response indicated that a poor nutritional status can affect the viral load and hence the immune responses an individual can generate. This is the reasoning behind the provision of a high protein diet to COVID-19 patient.

NAME OF PRESENTER: JAHANGEER MOHD RESHI
TITLE OF THE PRESENTATION: EUTROPHICATION AND CONSERVATION STATUS OF MANASBAL LAKE OF KASHMIR HIMALAYA INDIA

This interesting presentation focused on the eutrophication of the Manasbal lake of Kashmir. It commenced with the definition of a lake as a watershed landscape with topography, soil, geology and vegetation that determines the kinds of materials it contains and its water quality. The presenter stressed the nutrient enrichment of lakes as one of the major environmental problems in many countries. This is based on the premise that although nutrients stimulate the growth of plants (algae as well as higher plants), nutrient enrichment ultimately leads to deterioration of water quality and degradation of entire ecosystems. In recent decades, population growth, agricultural practices and sewage runoff from urban areas have increased nutrient inputs many folds to the level of their natural occurrence, resulting in accelerated eutrophication.

The lake in this research is surrounded by the Baladar mountains on the east, by an elevated plateau known as 'Karewa' comprising lacustrine, fluviatile and loessic deposits on the north and bounded by the Ahtung hills in the south, which are used for limestone extraction. This lake serves as an important source of water but also offers facilities for navigation and transportation, fisheries, harvesting of economically useful plants, sightseeing, tourism and recreation. The current study sought to evaluate the water quality status of Manasbal Lake and identify the factors responsible for variation in water quality parameters of the lake as well as its pollution status, to make suggestions for its future restoration. Biological samples were obtained from 7 sites along the lake.

The findings suggested an overall high conductivity of Manasbal Lake depicted high ionic concentration with the maximum at site 7. This ionic state is attributed to nutrients released from wastewaters and through the decomposition of organics waste. Another key finding was the high alkalinity and chloride concentration of the lake and the increased hardness of the water. Sodium phosphorous and sulfate concentration was also high in various areas and attributed to domestic waste. Eutrophication was recorded and confirmed by the test results in the lake with *Ceratophyllum demersum* recorded increase in the lake area and a further decreasing species diversity, increase in the period of anoxic conditions and accumulation of H2S in deeper waters has been reported and pollution has also taken place due to lack of wastewater treatment plants. With the siltation due to noxious run-off from adjoining fields, stone quarries and lime kilns the flow of sewage and use of fertilizers in the agricultural fields in its adjoining villages have all contributed to the development of a thick blanket of weeds.

Questions invited from the audience included what has been done so far to restore the lake. The presenter indicated that periodic desilting of the lake and many more ideas have been proposed including public awareness of the effect of their practices on the ecosystem. The audience wanted to know how the presenter has calculated the pollution index. He indicated that it is yet to be accomplished as part of the PhD thesis. Others wanted to know whether there were examples of cultural practices that may have affected the lakes. The presented suggested the unsustainable harvesting of microphytes and bathing of animals in the lake as cultural practices that affect the water quality of the lake.

DAY TWO – 20 AUGUST 2020 - SESSIONS

NAME OF THE KEYNOTE SPEAKER: PROFESSOR STEPHEN J. MCKINNEY, SCHOOL OF EDUCATION, UNIVERSITY OF GLASGOW

SESSION: KEYNOTE SPEECH 2
TITLE OF THE PRESENTATION: RESPONSIBLE RESEARCH AND INNOVATION: COVID-19: FOOD INSECURITY, CHILD POVERTY AND EDUCATION

INTRODUCTION

The rapid spread of the Covid-19 pandemic has had a major impact on the education of children and young people across the world. Schools throughout most of the world were closed as part of lockdown procedures. The percentage of children who were out of school rose to 91% which equaled 1.6 billion children. There were serious implications and consequences when the vast majority of children and young people were not attending school. There were concerns about the quality of home education and how well-equipped parents and guardians were for home education. There were serious issues about the impact of the digital divide, or digital exclusion, in the pre-Covid-19 world and that became increasingly highlighted in the lockdowns enforced by the Covid-19 pandemic (McKinney, 2020). There were erroneous assumptions that most children had access to computer equipment and the internet, certainly in developed countries. Some families may have had internet access but did not have sufficient income to pay the bill for the internet. There were concerns about the physical and mental wellbeing of children. Vulnerable children became more susceptible to mental, physical and sexual abuse (United Nations, 2020a). The challenges of ensuring equal access to school, and to sufficient and nutritious food for children worldwide pre-Covid-19, became more problematic during the pandemic.

This paper will commence with a short introduction to Responsible Research and Innovation (RRI) and the role of RRI in supporting the aims and implementation of the Sustainable Development Goals. The paper will then examine poverty and child poverty and food security and examine some of the effects of Covid-19 on child poverty, school education and food security for children. The paper will conclude by arguing that RRI can make a significant contribution to research on these themes at this time.

RESPONSIBLE RESEARCH AND INNOVATION

Responsible Research and Innovation aims to include a wide group of stakeholders in the process of research to seek a better alignment between the process and outcomes of the research and the 'values, needs and expectations of society' (European Commission, 2020a). The promotion and advancement of RRI do not imply that previous research and concurrent research has not been, and is not, responsible. RRI seeks a greater degree of responsibility that is reflected in the inclusion of stakeholders at every stage of the research. This is effectively a strategy to ensure that the research and the results of the research will be of benefit to stakeholders and society. There is a commitment to open access to the results/findings of the research and an aim to disseminate these results/findings to a wide audience.

RRI means being acutely aware of the following process requirements: Diversity and Inclusion; Anticipation and Reflection, Openness and Transparency and Responsiveness and Adaptive Change. (Klaassen et. al., 2014). These four process requirements are described as follows:

Diversity and Inclusion. Be sensitive to research biases, include diverse voices and make results beneficial to a wider community.

Anticipation and Reflection. Think about the purposes and possible implications of your research and its outcomes and envisage all possible strategies and methods.

Openness and Transparency. Share objectives, methods and, whenever possible and appropriate, results, and information about potential conflicts of interest.

Responsiveness and Adaptive Change. Be responsive to changes and external inputs, adapting your research plans to changing social values and expectations.

Some key issues should also be taken into account: Ethics, Gender Equality, Governance, Open Access, Public Engagement and Science Education.

The European Commission identified seven societal challenges in the Horizon 2020 funding programme for research (European Commission, 2020b). These were:

1. Health, demographic change, and wellbeing;
2. Food security, sustainable agriculture and forestry, marine and maritime and inland water research and the bio-economy;
3. Secure, clean and efficient energy;
4. Smart, green and integrated transport;
5. Climate action, environment, resource efficiency, and raw materials;
6. Europe in a changing world – inclusive, innovative and reflective societies;
7. Secure societies – protecting the freedom and security of Europe and its citizens (European Commission, 2020c).

RRI projects under Horizon 2020 sought solutions to these societal challenges. As horizon 2020 comes to completion, the societal challenges continue to require serious attention to create more inclusive, healthy, ecologically responsible and sustainable communities.

There is another set of challenges that have been set by the United Nations. In 2015, seventeen Sustainable Development Goals (SDGs) were accepted by the member states of the United Nations. These replaced the eight Millennium Development Goals (MDGs) that had aimed to improve the quality of lives around the world by, for example, halving poverty rates and providing universal primary education between 2000 and 2015 (United Nations, 2015). There are mixed views about the long-term impact of the MDGs. Sachs (2012) argues that the MDGs had no intermediate objectives and milestones and the available data was often out of date. There were some successes, but the achievement of the goals was more marked in the 'developed countries rather than the 'developing countries. The 'developed' countries were supposed to be supporting developing countries.

The purpose of the SDGs is to continue and to improve on the work of the MDGs and to 'end poverty, protect the planet and improve the lives and prospects of everyone, everywhere (United Nations 2020b). This is part of the 2030 Agenda for Sustainable Development. The Sustainable Development Goals are best understood to be interrelated rather than a series of single and discrete goals, and there is an increasing emphasis on ecological matters and the sustainability of the current use of the global natural resources. Three main goals will be featured in this paper: Goal number 1, No Poverty; Goal number 2, Zero Hunger and Goal number 4, Quality Education (United Nations, 2020b).

POVERTY AND CHILD POVERTY

Poverty is best understood as multidimensional as there are different ways to understand poverty and the effects of poverty (McKinney, 2014). Poverty is often caused by a lack of resource, usually financial, to meet the basic needs of the person (or the household). These basic needs are essential for the growth and development of the individual. There is some debate on the scope and quantification of basic needs (or basic human needs) (Economic Democracy Advocates, 2017, Quintavalla and Heine, 2019). There is also a very close connection with human rights (Office of the United Nations High Commissioner for Human Rights, 2008). There are physical needs such as food, water, sanitation facilities, shelter, clothing and medical support. These all need to be qualified as follows: regular access to nutritious food and safe, clean water; appropriate sanitation facilities; safe shelter; adequate clothing; available and good quality medical support (United Nations, 1995). The understanding of needs can be extended to cultural, social and spiritual needs (Stavenhagen, 2003). This includes education and this also needs to be qualified: an available, accessible, acceptable and adaptable and inclusive education (United Nations, 1999; United Nations, 2020c).

Some of the distinctions between different types of poverty such as absolute poverty (poverty where choices have to be made about basic needs), extreme poverty (poverty is measured about a baseline income – currently, those living on less than $1.90 a day), relative poverty (poverty relative to the standard of living in a national context), and persistent poverty (poverty that is experienced over some time) are useful (The World Bank, 2020). The distinctions between developed and developing countries have some limited value as there are very high levels of poverty in some of the developing countries. However, distinctions cannot be overstretched as many people are poor in developed countries and people who are not poor in developing countries.

Poverty can be triggered by external forces and events, including economic recession, warfare and the effects of warfare (internal and external migration) ecological disasters that ruin crops and livelihoods and, as we have experienced in 2020, a pandemic. The statistical figures for poverty across the world, then, are subject to fluctuation at national and international levels. At the time of writing, the figures for global poverty in 2020 are being predicted to rise as a result of Covid-19 and economic recession (The World Bank, 2020). The number of people in extreme poverty could rise to 9% and the number of people living on less than $3.20 could rise to 23%. The number of people who live on less than $5.50 a day could rise to 42%. This is a volatile period and the figures will be higher or lower in different parts of the world.

The SDGs aim to address the levels of poverty at national and international levels. There is a strong relationship between poverty and unemployment for many people, but it cannot be assumed that employment is necessarily a viable route out of poverty (McKinney et al., 2012; Scottish Government, 2019). In the United Kingdom, there has been a rise in people who are living in 'working poverty' (Bourquin et al., 2019). Many of the suggested strategies in the progress to alleviate poverty in the UK promote a greater degree of financial security in the household. These strategies include an increase in sustainable employment, improvement in earnings and security for those in low paid employment, an adequate benefits system and further provision of low-cost housing (McKinney et. al., 2020, Goulden, 2020).

As has been seen, the statistics on poverty vary at national levels and are subject to fluctuation; the statistics on child poverty also vary. Covid-19 will have a serious effect on the levels of poverty and child poverty worldwide. Pre-Covid-19, there were 663 million children throughout the world living in poverty (Unicef, 2020a). This means that one in three children were living in poverty. 385 million children were living in severe poverty. The aim of SDG goal number 1 is to halve child poverty and to end severe child poverty by 2030.

Children are dependents and their poverty and level of poverty are normally determined by the resource available to the household. Children in single-parent families in the UK have high poverty rates. In the period 2018/2019, where a single parent was working full time, the figure was that 22% of children were living in poverty. (Joseph Rowntree Foundation, 2020). Where the single parent was working part-time the child poverty figure was 41%. Where the child lived with a couple and one of the adults was working, the child poverty figure was 38%.

Child poverty can affect the education of children, especially in the early years of education (McKinney, Hall and Lowden, 2020). One of the ways to identify the effects of poverty on school education is to refer to an 'Attainment Gap' between children who are more advantaged and those who are less advantaged. This is a one-dimensional approach, often focussed on literacy and numeracy, and an alternative is a holistic approach that works across sectors and systems and addresses the needs of all children and young people, rather than solely focus on attainment (McKinney et.al., 2013; Mowat, 2018).

FOOD INSECURITY

The aim of SDG Goal number 2 is to achieve zero hunger by 2030 (United Nations, 2020d). It is important to distinguish between hunger and food insecurity. Hunger is caused by a lack of calories sufficient for the energy required for the day and manifests itself in discomfort and pain (Food and Agriculture Organisation of the United Nations, 2020). If this is a regular occurrence, then the situation becomes chronic and leads to undernourishment and malnutrition. Food insecurity means a person does not have regular access to a sufficient amount of safe and nutritious food that will enable growth, development and healthy life. Food insecurity is categorised by the Food and Agriculture Organisation of the United Nations as 'moderate food insecurity and 'severe food insecurity.

Moderate food insecurity means that there is inconsistent access to food that is required for a healthy diet. Severe food insecurity means that people may not have eaten for several days and will be experiencing hunger. There is also a very serious issue about the nutritional value of the food that is eaten and there are major concerns about the rise in the levels of obesity and malnutrition often caused by regular consumption of processed foods that are insufficiently nutritious.

The aim is to achieve food security at individual, household, national, regional and global levels. Food security is defined as follows:

Food security exists when all people, at all times, have physical and economic access to sufficient, safe and nutritious food that meets their dietary needs and food preferences for active and healthy life (World Food Summit, 1996).

The current United Nations figures that are referred to below were calculated pre-Covid-19. The current figures are that 750 million experienced severe levels of food insecurity and around 2 billion people were not able to access safe, nutritious and sufficient food in 2019. This figure had risen by 60 million in five years. The figures for hunger are lower and around 690 million people worldwide were hungry (8.9% of the world population). This figure is lower as would be expected from the distinction between moderate and severe food insecurity and the relation to hunger. The United Nations points out that the ambitious target of zero hunger by 2030 will not be met and there will be a worldwide rise in hunger. In the pre-Covid-19 Calculations, the figure for people experiencing hunger will be 840 million by 2030 (9.8% of the world population).

THE EFFECTS OF COVID-19 ON CHILDREN, THEIR HEALTH AND EDUCATION

The effects of Covid-19 on children, their health and education, is a grave challenge for countries throughout the world. Previous to Covid-19, the United Nations reported that 260 million children worldwide (around one-fifth of the children) were not in school. The effects of Covid-19 meant that many countries closed schools to avoid the spread of infection and this affected 91% of school children worldwide (United Nations, 2020a). The figure for April 2020 was that 1.6 billion children were out of school across the world. There were also very serious implications for the 369 million children across 143 countries who were reliant on school meals.

Covid-19 has exacerbated the pre-existing problems of food insecurity, hunger and malnutrition (The Lancet, 2020). There has been disruption to food supply chains in some parts of the world because of lockdown restrictions. Farmers have been unable to access local markets to sell crops and livestock. Families in Afghanistan, for example, faced food shortages as the price of food escalated during Covid-19 (Save the children, 2020). This affected 7.3 million children. The figures indicate that approximately 2 million children below the age of 5 suffer from life-threatening extreme hunger on an annual basis. The scarcity of doctors means that they may not receive the medical treatment they require.

The position for children in other areas of conflict has become equally desperate. The conflict in Yemen has lasted five years and four out of five children (12.3 million) require aid (Unicef, 2020b). The conflict has damaged the infrastructure of the country and the health services. The poor condition of the health service has created major obstacles to the treatment and containment of Covid-19. There are serious shortages of staff, equipment and medicines in the health service. The majority of children (10.2 million) do not have access to basic health children. There are two million children under five suffering from malnourishment. An increasing number of children face hunger and malnutrition as a result of Covid-19. Before Covid-19, two million children were not attending school in Yemen. The closure of schools as a result of Covid-19 meant that another 5.8 million children were not attending school. While this will have a detrimental effect on the education of the children, the closure of schools also means that children cannot access school food programmes.

In Scotland, almost 1 in 4 children live in poverty (Scottish Government, 2020). The figure for child poverty in the city of Glasgow, the largest city in Scotland, is one of the highest for the country: there are I in 3 children living in relative poverty. This equates to more than 37,000 children. (Glasgow City Council, 2019). In 2015, the Scottish Government introduced free school meals for all children between primary 1 (children aged 5) to primary 3

(children aged 7), irrespective of family income (mygov.scot, 2020). Glasgow City Council extended the provision of free school meals in the City of Glasgow to primary 4 (children aged 8) in 2018. After primary 3 free school meals become a means-tested benefit (after primary 4 in Glasgow) (McKinney, Hall and Lowden, 2020). The free school meal programme was extended in the school summer holidays of 2020 during the period of lockdown and phased exit from lockdown in response to Covid-19 (Glasgow City Council, 2020; mygov.scot, 2020). This extension was available to any child that met the means test. The number of children eligible for free school meals in the pre-Covid-19 period was 122,000. This had risen to 175,000 during the pandemic, a rise of 53,000 (Beaton, 2020).

CONCLUDING REMARKS

The global rate of poverty and child poverty was alarming in the pre-Covid-19 time. There were signs that the levels of poverty and child poverty were increasing in parts of the world and this has now been accelerated by the effects of Covid-19. There is a pressing need for research on the impact of children being out of school around the world and the effects of their education and physical and mental health and wellbeing. The levels of food insecurity and hunger for children have risen for children across the world.

There is also a pressing need for a more sophisticated understanding of the sources of food for children and young people who suffer from the effects of poverty and the nutritional value of this food. It is not enough to succeed in tackling hunger, food security means access to 'sufficient, safe and nutritious food' that meets dietary needs to enable an active and healthy life (World Food Summit, 1996). These sources of food include free school meal programmes, food banks and the type of food available in local stores. There is also a pressing need in some parts of the world to understand the levels of intake of processed foods and the relation to levels of obesity.

Responsible Research conducted according to the aims, principles and practices of RRI includes a commitment to responsiveness and adaptive change. This means responding to the current situation and it also means finding ways to share the results/finding of research with a wide audience beyond the academic community. RRI can make a significant contribution to research on the pressing and urgent themes of child poverty, education and food insecurity. These themes are integral to the Sustainable Development Goals and the health and future of children and young people throughout the world.

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SESSION: 2A (BUSINESS MANAGEMENT) **RAPPORTEUR:** DR MABEL ZVOBGO

NAME OF PRESENTER: DR DHANONJOY KUMAR
TITLE OF THE PRESENTATION: FACTORS INFLUENCING CROSS-BORDER MEDICAL TOURISM FROM BANGLADESH: AN EMPIRICAL STUDY

Medical tourism is defined as the sum of all the relationships and phenomena resulting from a journey by people whose primary motive is to treat or cure a medical condition. It is becoming the most popular social phenomenon for common people globally.

This paper explores the theoretical and empirical aspects of cross-border medical tourism and the possibility of integrating this concept into the developmental strategies for Bangladesh. The objective of the paper was to identify the cross-border medical tourism and the important factors of medical tourism that influences the patients of Bangladesh.

The study has 5 hypotheses:

Ho1: 'Preferring to take foreign medical services, there is no significant relationship in 'Preference Expertise Medical Support'.
Ho2: Preferring to take foreign medical services, there is has no significant relationship in 'Available Better Medical Services'.
Ho3: 'Preferring to take foreign medical services, there is no significant relationship in 'Medical Service Packages'.
Ho4: 'Preferring to take foreign medical services, there is no significant relationship in 'Treatment and Transportation Cost'.
Ho5: 'Preferring to take foreign medical services, there is no significant relationship in 'Congenial Health Environment'.
The methodology included both qualitative and quantitative research approaches. Primary data was collected using various methods including interview method; observation.

Method and library work method. A self-administered questionnaire was developed. The final questionnaire was distributed to the selected respondents using social media, specifically, WhatsApp and Messenger. Participants were requested to answer questions to two major sections, where Section-I was on the seven (7) demographic variables of the study, and section-II was on the 14 (fourteen) independent variables and one dependent variable. A total of 400 questionnaires were distributed but 221 usable questionnaires were selected for final data analysis Statistical Package for Social Science (SPSS) developed by) and Structural Equation Modeling (SEM).

Some statistical tools were used to analyze the data. These include frequency tests, reliability tests, exploratory and confirmatory factor analysis, ANOVA analysis, correlations analysis, regression analysis and also hypotheses testing.

The findings of the study were that medical facilities that are available in the home country are not sufficient. It was found that a large number of patients in Bangladesh prefer to take better treatment of foreign countries for any sort of diseases. Most of the respondents prefer India most for their suitable medical care. The study revealed that accommodations are very easily available in India. The language, culture, eating habits, medical cost and easy entry visa help to choose India as the most suitable medical tourism destination for Bangladeshi patients.

The study recommended that the government of Bangladesh should take severe steps urgently and make strong efforts to improve the medical industry of the country promptly. First of all, international standard hospital, diagnostic centres and medical colleges should be arranged so that local people can receive better medical care in the country. However, huge investments from the private and public sectors are required for the medical

infrastructural development and the development of human capital, i.e., doctors, nurses and medical staff. The government should formulate and implement appropriate policies, rules and regulations to attract investment by the private and foreign sectors in hospitals, diagnostic centres and medical colleges.

The limitation of the study was that results cannot be generalised since the needs of each patient differs and the sample was small.

The question was how the research gap was identified since it was not discussed in the paper. The researcher said that it was identified by reviewing around 100 articles. It was recommended that as 6 % of Bangladesh people go to India than America, the government must take initiative in the medical sector to prevent such occurrences.

NAME OF PRESENTER: ANUSREE BOSE
TITLE OF THE PRESENTATION: CONVERSION OF CHALK-TALK-TO E-TALK TO COMBAT COVID 19-A STUDY ON TEACHERS' PERSPECTIVES

Due to the outbreak of the coronavirus, the government decided to close all the educational institutions without any certainty of reopening keeping the health of the students in mind.

The objective of the study is threefold, firstly, to compare e-learning and classroom learning based on the quality of teaching to judge the relevance of link-up of the internet with the teaching process. Secondly, to assess the challenges faced by the teachers to cope with the digital world overnight due to shut down of educational institution during the time of the pandemic. Thirdly to measure the effect of online teaching on maintaining the work-life balance of the teachers during the period of COVID19.

A pilot survey was conducted on digital mode within 30 respondents to gather basic knowledge about the issues and challenges faced by the teachers. Then based on the factors identified a structured Google questionnaire has been prepared to conduct a market survey within 288 teachers of various colleges and universities in Kolkata. The time of this study was 3 months - April 2020 to Jun 2020.

The data thus gathered has been analyzed by applying the Descriptive Statistics, One-Sample independent t-Test & Chi-square test at a 5% level of significance. Cramer's V correlation & Phi- coefficient has also been used here to measure the association between the attributes. Wilcoxon Signed-Rank test is applied in this study to make a comparison between e-learning and classroom learning based on the quality of teaching.

The study had several findings, firstly online teaching increases the work pressure compared to the previous circumstances. Secondly converting the teaching material into digital format overnight was very much challenging for the teachers. Thirdly, teachers get all the support from the family of the students while conducting the online classes. Fourthly online teaching makes the teachers interested to take part in the content creation for various digital educational platforms. Finally, the E-learning system can be the future of the educational system in India.

This online teaching also creates a lot of challenges in the personal life of the teachers. Due to the enhancement of workload sometimes it hampers the work-life balance of the teachers. The teachers affect the obstacles creating by technological skills to cope up with the digital teaching procedure. No questions were asked by the participants. The chair summarised that it was a good statistical study. The pandemic has created opportunities for teachers to update their online skills. Teachers are eager to conduct online teaching or to learn new skills.

NAME OF PRESENTER: DR ANINDITA GUPTA
TITLE OF THE PRESENTATION: INDIC PERSPECTIVE OF GENDER DIFFERENCE AND DEPRESSION - A COMPARATIVE STUDY ON LEVELS OF DEPRESSION OF ELDERLY MEN AND WOMEN; WIDOWS AND WIDOWERS OF BENGALI HINDU MIDDLE-CLASS ELDERLY RESIDENTS OF KOLKATA

The study aims to compare the levels of depression of the two gender groups of elderly persons and widows and widowers.

The status of women in India has been subject to many changes throughout recorded Indian history. Practises such as female infanticide, dowry, child marriage and the taboo on widow remarriage, have had a long duration in India, and have proved difficult to root out, especially in caste Hindu society in northern India. Many laws have been introduced to protect women rights over the years. Women's rights under the Constitution of India mainly include equality, dignity, and freedom from discrimination; additionally, India has various statutes governing the rights of women.

The paper looked at gender and disparity, a crime against women and the reasons responsible for the deterioration of the status of women in India. Some of the reason for the deterioration include the patriarchal joint family system, forced widowhood i.e. denial of the right to remarriage after widowhood, denial of the right to divorce, child marriage and the purdah system.

The paper discusses how depression manifests between men and women. The psychological and social causes of depression.

The study had 2 Hypotheses: to find out whether**:** Elderly men display greater tendencies of depression than elderly women and widowers feel more depressed than widows.

A purposive sample of 50 males and 50 females of the age group 60 - 80 years were selected from Bengali Hindu residents of Kolkata. They were from middle socioeconomic status families. Elderly people irrespective of marital status were included in the study.

Tools used for analysis included the Beck Depression Inventory to measure the depression scores of the elderly. Statistical Analysis: Mean, Standard Deviation, T-Test and Mann Whitney test was performed.

The present study reveals that there is a significant impact of gender difference on the depression scores of the elderly. It indicates that elderly males are more depressed compared to elderly females. Moreover, widowers are more depressed than widows.

The paper concluded that sadly women are still fighting for equality- at home and workplace, for respect and the freedom to make choices. There was a time when the word 'feminism' or ‘women empowerment was not even coined. Even now women struggle to break society’s so-called ‘norms’ and achieve what they are truly born to be**.** No questions were asked by the participants. The chair summarised that the study was very relevant to society and that women are contributing tremendously the societies.

NAME OF PRESENTER: NAVNIDHI KAUR KHATRI
TITLE OF THE PRESENTATION: DIVERSITY AND GENDER INCLUSIVITY

In India, women have achieved success and account for approximately 40% of the total workforce and these numbers are going to increase up to 50% in the near future.

Diversity was defined as **Diversity** refers to any perceived difference among people: age, race, religion, functional speciality, professional, sexual orientation, geographic origin, and lifestyle, tenure with the organization or position and any other perceived difference. Diversity management is ensuring that factors are in place to provide for and encourage the continued development of a diverse workforce by melding these actual and perceived differences among workers to achieve maximum productivity.

The paper looked at why it is important the benefits of diversity management, women inclusive environment. There is still much poverty, unemployment, illiteracy, and discrimination when it comes to women, but there is a certain segment of them that is making a mark in the corporate world, in the media, in literature and the IT sector. Globalization has provided opportunities for the educated, middle-class woman to build her dreams and excel in fields, which were earlier perceived as complete male domains.

Research Design**:** Employees from various departments in organizations were the target area for this research, although the major proportion of employees consisted of sales executives. Fifty (50) employees were the considered sample size for the survey conducted. The "Simple random sampling" method was used to select employees. A questionnaire was the instrument used for this research work. The data were analysed using SPSS software through which the correlation between several dimensions Factor analysis was carried out to decrease the number of variables. No questions were asked by the participants. The chair summarised that the study was very relevant to society and that women are contributing tremendously the societies.

NAME OF PRESENTER: BHUMIKA SHARMA
TITLE OF THE PRESENTATION: CONTINUAL ABUSE OF RIGHTS OF ANIMALS: NEED FOR A HOLISTIC APPROACH

The study research objectives are: to point-out the developments in the context of rights of animals in India; to highlight various violations of the rights of animals in India; to emphasise the role of humans to take care of animals; to present in brief the legislative and judicial approach regarding animal rights in India and to give possible suggestions, modifications, amendments, alternatives for the development of animal rights in India.

The researcher used various secondary resources such as books, journals, legislations etc. This study uses a historical approach to explore the tension between the humane impulse to alleviate animal suffering and the sense of human superiority that permits animal exploitation.

India is facing the following challenges: attack on wild animals; threatened species and extinction; deaths and of companion animals; the death of animals during natural calamities and permission and power to cull vermin animals. Recent examples recent violations of rights of animals were highlighted such as the death of a pregnant elephant that drowned after collapsing in Velliyar River in Palakkad district on 27 May 2020. The pregnant cow's mouth and jaw were found heavily injured in the Bilaspur district of Himachal Pradesh by some explosive material that people in rural areas use to deter animals from damaging their crop.

Various legislation has been passed in India to protect the animals such as the Prevention of Cruelty to Animals Act, 1960 and Allied Rules; Wildlife Protection Act, 1972 and Allied Rules; Indian Veterinary Council Act, 1984 and Allied Rules & Regulations; Biological Diversity Act, 2002 and Biological Diversity Rules, 2004 and Prevention and Control of Infectious and Contagious Diseases in Animals Act, 2009.

Concerning the role of Higher Judiciary, the Supreme Court of India pointed the five freedoms of animals namely freedom from hunger, thirst and malnutrition; freedom from fear and distress; freedom from physical pain and discomfort; freedom from pain, injury and disease; and freedom to express normal patterns of behaviour.

The paper did not have results, but several suggestions including A Universal Declaration on Animal Welfare needs to be adopted officially by the General Assembly of the United Nations. It would protect animal welfare in an incredible range of ways and encourage governments to create or improve animal welfare laws. The perspective of the rights of animals independent of the rights of humans has to be stopped and be replaced by the adoption of the 'One-Health' Approach. Communication between human and veterinary medicine, agronomy and ecological, environmental, and evolutionary science must be promoted. It is essential to include ecology and evolution in any medical, veterinary, and agronomic training. The development of collaborative national and international research networks is a must. Lastly, a comprehensive understanding of the life cycles of pathogens, transmission pathways, and transgression of species barriers would help prevent future pandemics caused by zoonotic diseases. No questions were asked by the participants. The chair summarised that it was a good presentation highlighting the importance of respecting animal welfare.

SESSION: 2B (BUSINESS MANAGEMENT) **RAPPORTEUR:** DR DOLLY JACKSON-SILLAH

NAME OF PRESENTER: KIRTI PRASHAR
TITLE OF THE PRESENTATION: STUDY ON E-GOVERNANCE: A STEP TOWARDS MODERNIZED DIGITAL INDIA

The presentation started with the explanation of the acronym SMART in Smart Governance. S is Simple and stands for simplifying the process of government services. M is Moral which means collaborating ethical values in the administrative or political system. A is accountable meaning-making the government more accountable for their work. R is for responsive means speed up of the responsive system of the government machinery and T stands for transparent meaning to bring transparency in government functions and other important information. This type of Smart governance of E-Governance is still emerging and has not been fully adopted in India. The objective of the current research to study the concept and different models of E-Governance, to study various government schemes regarding E-Governance and to create awareness regarding challenges and opportunities for the E-Governance system in India.

The research was conducted using descriptive methodology on the sample size of 100 respondents to extract the public response regarding the governance mechanism of India and the need for E-governance in India. Correlation analysis and Chi-Square test were conducted to find the relationship between geographic location and preference for E-Governance. The majority (82%) of respondents were urban dwellers, 56% were females. The majority of respondents felt that if the E-Governance mechanism is established it will be beneficial for all whereas a significant number of respondents felt that it is only beneficial to the rich and influential sector. Others felt proper governance will lead to a reduction in errors and corruption in India and agreed that the current governance mechanism was not up to standard. 60% of respondents were aware of the E-Governance plans initiated by the government of India.

The presenter concluded by highlighting the significance of E-Governance in the era of artificial intelligence and technology up-gradation.

NAME OF PRESENTER: ANUPAM BAHRI
TITLE OF THE PRESENTATION: SOCIO-PSYCHOLOGICAL IMPACT AND CHANGING PERSPECTIVE OF EDUCATIONAL INSTITUTIONS IN COVID-19

The presentation started with a historical background of how global pandemics have led to the closure of universities and highlighted the present situation with the COVID-19 pandemic leading to the cessation of face-to-face learning. The research examined the limitations imposed by this strategy at the Students, Teachers, Educational institution and Administrative levels including the discussion on safeguards in the operations, financial constraints and the lack of resources to ensure continuity to the training activities. The presentation came to a close with an emphasis on the realities of the current pandemic, the collective threat to our well-being - physical, social, and psychological and the need for resilience from individuals, communities and countries. The presenter urged societies to learn from this and improve our understanding and emergency response to such pandemics in future.

NAME OF PRESENTER: SAMRITI MAHAJAN
TITLE OF THE PRESENTATION: GREEN CONDUCT: ASPECT OF PRICE CONSCIOUSNESS AND ECOLOGICAL CONCERN IN INDIAN CONSUMER BEHAVIOUR

The introductory part of the presentation highlighted the concept of green marketing and the significance of understanding the relationship of consumers' attitude and behaviour intention to purchase green products as a very crucial factor for the marketers as it helps to formulate suitable strategies for developing markets for green products.
Green marketing must try to achieve the aim of satisfying People, the Planet and making a profit. This concept deals with the marketing of environmentally safe products. The current research was based on 5 hypotheses as follows:
H1-Green Conduct is positively associated with green consumption
H2-Green conduct is positively associated with ecological concern
H3-Ecological concern is decidedly connected with green consumption
H4-Price consciousness plays a negative moderating role between green conduct and green consumption
H5-Price consciousness plays a negative moderating role between ecological concern and green consumption

The research was a descriptive analysis of variables using a 5 point Likert scale ranging from strongly disagree to strongly agree to examine variables such as green conduct, gender differences, ecological concern, price consciousness. Age differences, education, income, and green consumption. A correlational analysis of the variables revealed that buyers & natural duty fundamentally influence green consumption aim. Price consciousness assumes a negative direction in the connection between ecological concern and green consumption.

With the increment of ecological concern, people with low price consciousness are bound to buy green items than those with significant expense. The positive connection between green conduct and green consumption is not moderated by the price consciousness consumers.
This investigation likewise has some reasonable ramifications for strategy originators.
To help green consumption, policymakers could incorporate ecological instruction to improve buyers' ecological obligation. There is also a need to create a green promoting technique that targets decreasing the value affectability of buyers.

NAME OF PRESENTER: JAVID MAJEED PANDITH
TITLE OF THE PRESENTATION: AGRARIAN DISTRESS IN INDIA: DECIPHERING THE PROSPECTS OF SMART AGRICULTURE IN BUNDELKHAND REGION

The presenter gave a brief description of the study site Uttar Pradesh (population > 220 million) as the most populous state of India. As per Census 2011, 59% of its workforce was engaged in agriculture, average holding size was just 0.76 ha with 92% of holdings being small and marginal and 29% of its population was below the poverty line in 2011-12. Bundelkhand is considered to be one of the backward regions of the state, six out of seven districts of the Bundelkhand region in Uttar Pradesh fall in the backward category and depend on agriculture as the main source of income. However, the infertility of the land, low productivity, improper land distribution in which a few medium and large farmers have a major share in landholdings, lack of irrigation facilities and unscientific cultivation in terms of non-use of modern methods in agriculture have kept the agriculture-based economy on the verge of subsistence only. The presenter described Smart Agriculture as the incorporation of a multi-disciplinary approach like Econometry, Geography, Management socio-economic indicators, demography, credit available, agri-infrastructure, family size, access to education, Rural Infrastructure, Access to market and adoption of AI and Information Technology in agric processes. This is perceived as the method for risk mitigation and sustainable solutions in long run for Bundelkhand. Using a literature review on existing publications on this

mechanism, the presenter concluded that the state of investment in agriculture needs a push from Public-private partnership, requires behavioural changes and integrated strategy for agricultural development.

NAME OF PRESENTER: ALOK KUMAR
TITLE OF THE PRESENTATION: MANAGING INDIAN TELECOM MARKET: 'THE RELIANCE JIO' WAY

The presentation started with a historical analysis of Reliance Jio telecommunication company. Indian Telecom Sector is the 2nd largest in the world and had Undergone Exponential Growth in the last few years to 14 operators with the entry of Reliance Jio- which was the 5th largest in Sept. 2016 with a welcome offer. Over time they reached 50 million subscribers within 90 days and 350 million subscribers 3 years while some major Operators closed down their operation due to tough competition in 2019-20 the number of telecom operators reduced to 4 (Vodafone Idea, Airtel, Reliance Jio & BSNL). The project aimed to find out the reason behind the huge success of Reliance jio & its business model as well as the Marketing strategies adopted by Reliance Jio and its impact on the telecom industry of India. The findings suggested that Reliance Jio Ltd had a brilliant use of 4Ps of Marketing mix which are Product, Price, Place and Promotion and managed to achieved customer satisfaction by providing customer solutions, reducing customer cost, marketing products that are convenient to the customer and improving communication with their clients (4Cs- Buyer point of view). Another reason for their huge success was the huge initial investment, robust & wide network with high-speed internet, created an appetite for data by offering free services and bundling of data & voice as well as the amazing promotional activities. Their weaknesses included their late entry into the industry, activation problems, pricing Issues and too many free services. The presenter concluded with the overall impact of Reliance Jio on the industry as the acquisition, merger & shutdown of companies, the negative growth rate of other telecom companies, a huge reduction in tariff leading to a tariff war between operators while the Reliance Jio established itself as the No.1 Telecom operator in India. Other operators were forced to revisit their strategies again and again.

NAME OF PRESENTER: ANUPAM KARMAKAR
TITLE OF THE PRESENTATION: A COMPARATIVE STUDY OF THE INFLUENCE LEVEL OF WORKING WIVES AND HOUSEWIVES IN FAMILY PURCHASE DECISION-MAKING PROCESS IN THE CITY OF KOLKATA

The researcher outlined the objectives of the study as examining whether working wives of Kolkata exert more influence in consumer decision-making than housewives and to analyze how far working wives and housewives have assumed the role of decision-makers beyond their traditional roles and to what extent such a role has been legitimized in India.

For this, primary data was collected based on a questionnaire and secondary data were collected from published sources from February 2019 to December 2019. A questionnaire was administered on 300 working wives and 300 housewives from 141 wards of Kolkata selected by Simple Probability Sampling.

The study concluded that working wives of Kolkata exert more influence in the second stage of the family purchase decision-making of FMCG, first and second stages in case of furniture, third and fourth stages in case of domestic appliances / routine housekeeping, the third stage in case of automobiles because automobile purchase is still dominated by husbands as per the study data reveals. In the case of women's clothing working wives exert greater influence than housewives in all three stages of purchase decision-making. The only exception is electronic goods like TV/Mobile/laptop where the influence level of both working wives and housewives are more or less the same. Moreover, in Kolkata's society, social mores play an important part in the influencing role measures of working wives and housewives.

SESSION: 2C (EDUCATION) **RAPPORTEUR:** ADEBAYO KING

NAME OF PRESENTER: DR MITU DE
TITLE OF THE PRESENTATION: A CASE STUDY ON THE CHALLENGES AND THE REASONABLE ACCOMMODATIONS FOR STUDENTS WITH AUTISM IN THE MAINSTREAM EDUCATION SYSTEM

The study objective was to identify the challenges faced by students with disabilities, especially invisible ones like Autism Spectrum Disorder (ASD) in the mainstream education system and how affected students can be accommodated to eliminate discrimination by meeting their varied needs and attending to their differences and diversity to ensure inclusive education. The presenter explained autism as a neurodevelopmental disability with a major need in social-communication; a spectrum of abilities, needs, etc. and a different way of thinking and interpreting the world. The following are among common signs of autism - avoiding eye contact, delayed speech and inappropriate use of language, being upset by relatively minor changes, unexpected reactions to sounds, tastes, sights, touch and smells, preference of being alone and difficulty interacting with others. Altogether 15 students (aged between 6 and 21 years) with ASD in mainstream education and their parents were interviewed using a semi-structured questionnaire. Based on the exercise, the following challenges were identified: Interruptions or calling out during classes, correcting the teacher/instructor, usually out of seat/fidgety, strange mannerisms or noises, meltdowns or outbursts and apparent rude behaviour. Breakdown of results: 100% of students reported that they were misunderstood by teachers and classmates, 60% reported that they often failed to understand instructions, 30% reported that they found school overwhelming; too noisy; too chaotic,10% reported that there were no special educators in their school. Furthermore,100% of students reported that they were teased by their classmates regularly, 45% of students reported that they were often punished for their behaviours in class, 25% of students had few classmates who were supportive and friendly while 95% of parents reported that they got complaints from school. The study's main discovery is that the issue was not academics but social communication, social interaction and social imagination. The study recommends that to have an inclusive education where no learner feels unsupported or being left out, the following action should be considered: Set up a structured classroom by creating physical structure, creating individual schedules, incorporate visuals throughout rooms and providing a visual structure within activities. In conclusion, there should be a modification, that is, changing **what** they are learning; and accommodation, which is changing **how** they are learning.

Questions invited from the participants were on how we generalise for the small size with this wide range of age group representation? Is it possible to provide individual attention in general schools? The answers suggested that it is possible through shadow teachers, provision of equipment and resources. Also efforts from parents, government and authority.

NAME OF PRESENTER: DR AMIT JOSHI
TITLE OF THE PRESENTATION: ATTRIBUTES OF HIGH-QUALITY TEACHERS: AN INTERPRETATIVE PHENOMENOLOGICAL ANALYSIS

This study aims to identify the critical attributes of teachers for effective teaching in higher education institutions. The presenter emphasised the need for teachers' conceptual understanding and knowledge to develop students' knowledge and learning. Education, according to the author, is in three stages - input, process and output. While input is "students", the process refers to "teachers" and output will be "achievement" or otherwise. In other words, teachers have a major role to play in students' learning and achievement, hence the need to possess

certain traits to overcome some of the impediments to good and quality teaching like lack of motivation, inability to connect with students or engage them and using outdated methods. Therefore, it is not only the aptitude that makes a good teacher, but there are other qualities required by teachers for effective teaching. Interpretative phenomenological analysis (IPA) of qualitative research methodology has been used to do an in-depth analysis by using semi-structured interviews with 14 HE teachers (7 males, 7 female) of not less than five years of teaching experience (5 postgraduates and others PhD holders) and between ages 26 and 55 who participated. This study found that Teachers' Passion - the driving force that helps to contribute to student engagement; Creativity - teachers' new teachings and approaches found outside the box that helps to create effective learning and differential learning; Paralanguage - influential factor for teaching and students' learning that helps to make lectures impactful; Emotional intelligence - which helps teachers deal with the new challenges that come with problematic groups of students and other behavioural issues and Resilience - toughness, enabling teachers to recover quickly from difficulties are critical traits for effective teaching in Higher education institutions. In conclusion, these attributes are important for effective teaching and have positive outcomes in classroom management and student's performance in higher education institutions.

One question was on whether self-perceptiveness and feedback were considered along with emotional intelligence and the answer suggested they contributed to self-effectiveness for teachers in totality.

Another question was whether the researcher had triangulated the results, especially with the phenomenological approach. The answer suggested that the 5 traits are very important irrespective of the mode, whether face-to-face setting or online.

NAME OF PRESENTER: NOORA KHALEEL
TITLE OF THE PRESENTATION: THE CHARACTERISTICS OF TEACHER PREVENTING MISBEHAVIOUR OF STUDENTS IN THE CLASSROOM IN AN EARLY SECONDARY GRADE IN MALE', MALDIVES

The study aims to explore the importance of teacher's pedagogical, ethical, interpersonal and disciplining characteristics in preventing misbehaviour in the classroom through teachers' and students' perspective. This has become necessary because of teachers' pedagogical - methods of teaching; ethical - teachers' ethical standards from dress code to honesty and fair treatment for all students; interpersonal - the relationship between teacher and students and disciplining - teachers' response to minimizing negative behaviours and maintaining positive behaviours; are styles that were found to be correlated with students' negative behaviour in classrooms. In conducting the research, a good sample of 88 students of a population of 114 and 18 teachers out of a total of 19 was used. Quantitative research through a cross-sectional survey questionnaire was undertaken with questions using a Likert scale on a 5-point scale from 1 for critical to 5 for unimportant for the importance of the characteristics and 1 for never to 5 for always for teacher characteristics. The same questionnaire was used for both groups and the results are as follows: For pedagogical characteristics, 50% of the students believed that teachers do not give feedback, majority of teachers perceived that this happens rarely; giving individual attention was also found to be different and some needy students were perceived to be receiving little or no individual attention from Maldivian teachers. With regards to ethical characteristics, 22% of teachers believed ignoring the students who are not interested in learning were important. Similar patterns are obtained for: the importance of having high moral standards, honesty in their awarding of marks and grades, do not tease/ridicule or insult when students ask questions for both teacher and student groups. Result also revealed that teachers of Maldives engage in ridiculing of weaker learners, verbal bullying and humiliation of students. Concerning disciplining, motivating students, monitoring students' behaviours and the willingness to listen to students' problems/concern show close

agreement between teachers' and students' perception. Teachers perceived that they are 'rarely' involved in negative disciplining behaviour but, students perceive that teachers 'sometimes' engaged in negative disciplining behaviour. However, Booth, et al. (1998) identified that teachers in Maldivian schools often provide unjust punishments and rewards. For interpersonal characteristics, both teachers' and students' opinions are almost the same for caring, understanding and helpful; cooperative, respectful and tolerant character of the teacher. However, the majority of the students believed that sometimes teachers are not friendly and approachable, while the majority of teachers believe that they are friendly and approachable most of the time. Study's recommendations and conclusion include: Correlation between teachers' characteristics and the students' behaviour is very strong, therefore, teachers must be empowered to enforce school rules and good discipline; obtaining students' feedback at different point of time; continuous evaluation of teachers; teachers to be given more opportunities to explore and involve the four aspects of the teacher characteristics and, finally, enhance education and training programs by considering these characteristics of teachers.

NAME OF PRESENTER: CHONILO S. SALIDON
TITLE OF THE PRESENTATION: CHANGING PATTERNS OF HIGH SCHOOL STUDENTS' ATTITUDES TOWARDS RESEARCH

The research aimed to sow the seed of research in the younger generation, asking them to take three research subjects to encourage them and ultimately improve their attitudes towards research. Steps were taken to accomplish these were to describe students' attitudes towards research before taking the three research subjects; describe the students' attitudes towards research after taking the three research subjects, and test if there is a significant change in the students' attitudes towards research prior-and-after taking research subjects.

METHODS

- The questionnaire was completed twice by a total of 89 STEM students using a small sample.
- Attitude Towards Research (ATR) scale by Papanastasion (2005) used. 7- print Likert-type scale, consisting of positive and negative dimensions.
- McNemar's Test - treated with mean computations.

CONCLUSION

Different avenues for research dissemination were provided and external conferences also attended, changing the students' attitudes towards research to a positive one.

RECOMMENDATIONS

1. Introduce various research designs to students.
2. Expose them to various pedagogical activities.
3. Give them opportunities for experiential learning as well as avenues for their research output
4. Intensify enriching activities designed to improve students' attitude towards research and extend support for them as required.
5. In future, research on students' ATR could be done through pre-designed set activities and gradual, stage by stage measurement.

NAME OF PRESENTER: DR SHELLY AGARWAL
TITLE OF THE PRESENTATION: RESURRECTING VIRTUAL CLASSROOMS RESPONSIBLY AMID LOCKDOWN: FACULTY EXPERIENCES AND CHALLENGES AT PANJAB UNIVERSITY, CHANDIGARH

The objectives of the research were to identify challenges faced by teachers while administering online classes amidst COVID – 19 Pandemic because teachers not only teach but have also become engineers. Google Form was constructed as a tool for data collection and email was randomly sent to 150 teachers from various departments out of which 89 were from Engineering and Technology, Education, Humanities and Sciences responded. The results suggested that the major of teachers who faced problems during online teaching was analysed as followed: the commonest problem was Internet connectivity (67.4%) and the lack of human contact (57.0%). Other problems included the lack of eye contact and lack of attention. Only a handful (1.1%) did not experience any problems. The results also indicated that teachers made contact with students via WhatsApp (93.3%), email (73%) and phone calls (1. 1%). With regards to online teaching experience, the result showed that 14.6% said they were very satisfied**,** 49.4% satisfied and 29.2% felt it was good.

Challenges being faced by teachers include but not limited to the following: Organization and upfront planning, Efficient Technology Handling, Achieving Learning Outcomes, Meeting Students, Parents and Management Expectations, dealing with Connectivity Issue, Assessment, Evaluation and Plagiarism, Joining Lower-income learners to Technology Access and Challenged Learners, requiring special accommodation. It was recommended that future research should consider feedback from parents and students alike.

SESSION: 2D (EDUCATION) **RAPPORTEUR:** O. RUME. A. OKANDEJI-BARRY

NAME OF PRESENTER: K S PRAVEENKUMAR
TITLE OF THE PRESENTATION: THE IMPACT OF FLIPPED CLASSROOM IN TEACHING AND LEARNING ENVIRONMENT

The study documented the impact of the flipped classroom in the teaching and learning environment. According to the presenter, the flipped classroom learning approach is a blended learning design that involves shifting the one-way delivery of content online to use the face-to-face contact time for collaborative and applied learning through pre-recorded video lectures, structured learning modules and online tests. The importance of a flip classroom lies in the fact that the lectures are not time-bound; students can access and review the same lecture numerous times while the homework is done at home. While in the class, teachers and students are discussing and solving question with more personalised guidance instead of lecturing. Flipped classrooms have brought dynamism to the whole concept of imparting knowledge to students. Another impact highlighted by the presenter is that flipped classrooms have transformed the one-to-many model of passive teaching into one-to-one active coaching. However, the limitations highlighted by the presenter included waiting to resolve issues in class when faced with missed steps in the following exercise while at home. Also, poor attendance may be recorded when the student is unable to complete tasks ahead of schedule, cost implication for high-quality screen software and an increase in staff workload due to longer preparation time in generating class resources. Notwithstanding, the presenter reported that Institutions of higher education have increasingly embraced online education, and the number of students enrolled in distance programs is rapidly rising in colleges and universities throughout the country. In response to these changes in enrolment demands, many states, institutions, and organisations have been working on strategic plans to implement online education. At the same time, despite the rising popularity of online courses, traditional (classroom) training is fighting back and trying to adopt newer means of retaining learners' interest. The researcher concluded that by highlighting that there are always two sides to a coin. For some individuals, online training is more appropriate, while for others classroom training is the preferred delivery method.

Some of the questions asked and the response given by the presenter include; What is your recommendation, should they avail the flip model? Yes. Have you researched if this is applicable? Yes. Can this research apply to rural areas as well? It should be accommodated by all because it is the only way to learning safely during the COVID-19 pandemic.

Other questions asked by the participants but not answered because of limited time include; How do you ensure the quality of teaching and learning process through flipped or other modes of teaching?

In a family which has one gadget and there are three children, how would you justify your stand?

NAME OF PRESENTER: FATHIMATH MUMTHAZ
TITLE OF THE PRESENTATION: MOBILE LEARNING READINESS: LECTURERS' PRACTICE-BASED PERCEPTION IN THE HIGHER EDUCATION INSTITUTIONS OF MALDIVES

The research aimed to explore the mobile learning readiness of lecturers who facilitated distance programs at the higher education institutions of Maldives. The percentage of Maldives higher education students owning mobile phones and obtain internet access are explored, and the extent to which students have basic mobile skills and advanced skills were also analysed through the perceived judgment of the lecturers. The study was a quantitative survey, and a single-stage cluster sampling was used to select 150 lecturers who facilitated in the distance and flexible delivery programs in the higher education institutions. An e-questionnaire adopted from a study conducted at Indira Gandhi open university to find out mobile learning readiness and perception of teachers of five commonwealth Asian countries in 2017. There were more females (59.6%) than males (40.4%) in most of the participants (67.0%) were between the ages of 31-45 years and participants were either part-time (36.8%) or full-

time lecturers (63.2%). The presenter reported that all participants owned a mobile phone and mostly carried it with them, 76% used laptop, 79% used home Wi-Fi, 54% used their own mobile data packages as the sources of the internet while others use campus Wi-Fi or Mi-Fi. The results reveal that multiple sources and devices were used. The participants generally reported very good basic mobile skills such as sharing image/audio/video (86%), sending and receiving instant messages (94%). Also, most of the variables of advance mobile skills of participants were rated good but was lower for skills such as bogging (14%), downloading offline games (24%), playing online interactive games (31%). There was a significant correlation between basic and advance mobile skills (p=0.01), also as the age of the lecturer increases their mobile skills decreases. Therefore, it was recommended by the presenter that the higher education institution should provide training opportunities for lecturers to develop their emerging mobile skills to meet the needs of mobile-first learners of the twenty-first century.

NAME OF PRESENTER: JEOVANNY ALABATA MARTICION
TITLE OF THE PRESENTATION: FEEDBACK-RICH ENVIRONMENT IN ENHANCING PHYSICS LEARNING

The study aims to explore the use of a feedback-rich environment in enhancing physics learning. The study was a mixed-method which uses a pre and post-test questionnaire to collect quantitative data while qualitative data was collected through focus group discussion among the selected students. The result from the study reveals that there was an increase in the mean score of students' achievement after the intervention as compared to before the interventions and this differences was find to be statistically significant at a 0.05 level of significance. Overall, after the intervention of using the feedback-rich environment through guided worksheets and feedback system. The presenter reported that there was an increase in self-esteem, deeper understanding of the concept, development of critical thinking skills, utilisation of the techniques, sense of autonomy, the significant role of interaction in the learning process, correcting misconceptions, and communication as learning tools. The implications suggested that school administrators, together with teachers, can formulate a policy framework on implementing formative assessments utilising quick feedback techniques. Also, the presenter suggested that future research can focus on other variables such as student's anxiety, motivation, strategies, misconceptions in learning Physics concepts and learning resources before and after the intervention.

The fast feedback method is recommended by chunking the tasks into smaller parts and provide fast feedback for the learners based on the parts taken for each session. When using these methods, the student should always be allowed to ask questions at each stage for increasing development.

NAME OF PRESENTER: PARMINDER
TITLE OF THE PRESENTATION: ROLE OF NON-GOVERNMENTAL SUPPORT IN EDUCATIONAL DEVELOPMENT IN INDIA IN POST COVID-19

The study aims to explore the role of corporate social responsibility (CSR) before COVID-19 and during COVID-19 in educational development in India, the specific initiatives taken by corporates during COVID-19 in educational development. According to the presenter, the methods used for the study was a documentary analysis which evaluated cooperate social responsibility activities that were available on websites of corporates, articles in newspaper and magazines, books, journals. And the information available on the official website of government authorities was done to evaluate the corporate social responsibility practices during the COVID-19 in educational development. The analysis revealed that supporting technical/vocational Institutions for their self-development, academic education by way of financial assistance to primary, middle and higher secondary schools, adult Literacy amongst those belonging to BPL, awareness programmes on girl education, counselling of parents and special attention on education training and rehabilitation of mentally and physically challenged children/persons are some of the CSR in educational development in India. During CODVID-19, the initiatives of CSR in education include digital learning has emerged as an indispensable resource for education in this time of crises. All around the world, schools are leveraging e-platforms for classroom teaching like Zoom. The presenter also highlighted

the various engaging resources that are available for students; these include Khan Academy, TEDed and Minecraft Education. The presenter reported that the Ministry of Human Resource Development of India mostly focuses on Digital / E-Learning platforms to catalyse learning both at school and higher education level in multiple subjects. The researcher concluded that today, CSR is not seen or operate merely as a charity instead as a way for a Corporate to be visible for doing the public good. Digitised education and easy access to the internet is transforming the approach to learning with virtual classrooms, but it may change the landscape of school education forever.

NAME OF PRESENTER: PIYASA KOLEY
TITLE OF THE PRESENTATION: ROLE OF NON-GOVERNMENTAL SUPPORT IN EDUCATIONAL DEVELOPMENT IN INDIA IN POST COVID-19

The study analysed the spatial pattern of male-female literacy rate, to find out the gender gap in the literacy rate, rural-urban literacy rate, compare the literacy rate of border blocks concerning the country level. The study was quantitative and used secondary data from the primary census abstract of different district of West Bengal. The level of literacy was calculated using arithmetic and nested mean. According to the presenter, the level of literacy rate is low in the Border area of North Bengal than South Bengal, and both male and female literacy rate is poor in the border area of West Bengal. At the same time, the gender gap is higher in North Bengal. Also, the 24 blocks of the 56 blocks of the border area have an urban area, Nadia, on the other hand, have developed in respect to total literacy rate and most of the blocks of Uttardinajpur, Malda and Murshidabad have very low literacy rate. Also, Swarupnagar block has shared greater than 90% of the urban literacy rate while Bhagawangola-II has shared a negative rate of gender difference in Literacy rate. Only Eleven blocks have a total literacy rate below the national level total literacy rate. The presenter concluded that education can change the position of society and can reduce the inequality of our society. The literacy rate was not good all over border blocks of Westbengal, except North Twenty Pargana and Northern part is poorer in literacy rate than the southern region. Therefore, proper planning and development programmed can reduce inequality and backwardness in education.

Participants asked to know what is the recommendation and the presented responded that the Literacy rate varies in the different border area and as such suggested that education programme should be tailored based on the need of the area.

NAME OF PRESENTER: VINOD KUMAR KANVARIA
TITLE OF THE PRESENTATION: READING SINCERITY, IMPORTANT FACTORS AND CHALLENGES IN ONLINE SESSIONS DURING COVID 19 TIMES: AN EXPLORATION

The study sprung up from the researcher inquisitive mind of wondering if participants listen to programmes, webinars or presentation sincerely before responding to or commenting on issues on the chat. The research, therefore, seeks to find out how sincere people are in programmes, what are the motives behind the attendance and what are the main challenges of the organiser towards the response of the participants. According to the presenter, the study took the form of a quasi-experimental design, using observation and a random sampling technique to find out the variable and their control. The communication telegrammed was used, the median, and the end time, the researcher studied the instructions for registration of programmes for joining, and for participation. Whether free or paid, the certification was also reviewed as one of the motives behind the attendance of participants. The programme was executed for two weeks. The presenter reported that free registration got more attention, 80% to 90% of the people do not read the brochure carefully and a high number of participants will register to a certified programme than programmes that are not certified. Based on the outcome, the researcher concluded that creating quality future online programmes should be promoted.

SESSION: PARALLEL SESSION 2E **RAPPORTEUR:** DR DOLLY JACKSON-SILLAH

NAME OF PRESENTER: MOUNIKA PANDEY
TITLE OF THE PRESENTATION: BODY COMPOSITION: SEGMENTAL ANALYSIS USING BIO IMPEDANCE AMONG YOUNG ADULT WOMEN

The presentation focused on the analysis of the body composition of young adult women. Measurement of body composition allows for the estimation of body tissues, organs, and their distributions in a living person without inflicting harm. Factors that influence this composition include age genes, hormones and gender. The presenter went on to explain bio-electric impedance is a basic tool that provides the measure of body mass to body fluids showing current health status by passing a small amount of electrical signals through the body. Impedance values are higher in fat tissues and lower in muscle tissues**.** The main objective of the study was to assess the patterns, of distribution of different body composition parameters classified based on BMI among healthy young adult women (20-35 yrs.) of the University of Mysore using bio-electrical impedance technique through Inbody analyzer 770. A total of 200 participants were purposively sampled and provided information on demographic characteristics and health issues using a questionnaire.

Body composition analysis showed a significant positive correlation with BMI.

The whole body phase angle also showed that undernourished subjects had lesser lean mass with lower cell integrity, overnourished subjects had optimal lean mass, higher fat mass with higher cell integrity. The segmental lean analysis showed higher significant in right and left arms, fat analysis was highly significant for all the segments. All the body composition parameters showed a positive correlation for BMI except for protein and Left leg lean mass. This study concludes that the use of segmental BIA variables aids in the improved evaluation of nutritional status.

Questions included the consideration of cellular and extracellular water composition which the presenter indicated was not analysed. The idea behind the purposive sampling was also questioned and this was attributed to the time and logistic arrangement for the dissertation. The application of t-test statistics was also questioned without the presenter checking the distribution of the data. Another interesting angle was the need to have a thorough check of the lifestyle of participants. The presenter indicated that all those with sedentary lifestyles were offered education.

NAME OF PRESENTER: SYEDA FARTHA S
TITLE OF THE PRESENTATION: URINARY IODINE CONCENTRATION AS AN INDICATOR OF IODINE STATUS AND CORRELATION BETWEEN IODINE NUTRITION AND THYROID FUNCTION DURING PREGNANCY - AN EXPLORATORY STUDY

The introduction to the presentation considered Iodine a micronutrient that is important for the production of thyroid hormone. Inadequate iodine intake may result in irreversible foetal brain damage and complications- during pregnancy and is also known to be associated with an increase in thyroid hormone requirements due to physiological modifications. The deficiency of iron is considered the most common cause of anaemia and is highly prevalent in developing countries like India. Iron deficiency with or without anaemia affects the child development and may also have multiple adverse effects on thyroid metabolism- reducing heme dependent thyroperoxidase activity in the thyroid and may blunt the efficacy of iodine prophylaxis. Since the majority of the iodine ingested is excreted in the urine, urinary iodine (UI) is an excellent biomarker of recent iodine intake and spot urine samples that are easy to obtain and are relatively cost-effective is proposed to be the best indicator for

the iodine status of the population. This relation has not been reported in Mysore and the objective of the research is to assess the UI concentrations and evaluate the relationship between haemoglobin levels, UI concentrations and thyroid status in the first trimester of pregnancy.

In a cross-sectional design, 110 pregnant women aged between 18 and 40 and in good physical health were obtained through convenient sampling. Those with metabolic conditions or a history of thyroid problems were excluded. A questionnaire was used to obtain socio-demographic information. Anthropological measurements calculated included (Height, Weight and BMI). Other biochemical parameters including daily iodine intake (µg/day) were calculated as UI concentration (µg/L) x 0.0235 x body weight (kg) and the Hb (Hemoglobin) was estimated with the Hemoglobinometer, TSH=Thyroid-stimulating hormone, FT3=Free triiodothyronine and FT4=Free thyroxine were assessed with the immunometric assay.

The findings suggested low Hb levels may affect the thyroid function of pregnant women as previously reported, resulting in higher TSH and lower FT4 concentrations in the first trimester of pregnancy. A significant positive correlation between UI concentration, Hb, FT3, FT4 and iodine intake and a significant negative correlation between UI concentration and TSH levels were observed. A negative correlation between the TSH and FT3, FT4, Hb, daily iodine intake and UI concentration was observed.

It was, therefore, suggested that maintenance of adequate iodine nutritional status during pregnancy is important. Hence, monitoring of the iodine and Hb status and educating the pregnant women on adequate intake is needed during pregnancy due to the direct consequences of neonates.

The presentation generated an interesting discussion on the soundness of the statistical approach to analysis and why the presenter chose convenient sampling. This was explained that using the hospital setting for research of this nature, the most convenient and logistically possible approach is convenient sampling. Other researchers suggested needing to shed more light on the biological reasons behind the correlation between the low Hb, and Iodine levels.

NAME OF PRESENTER: ALKA SAHRAWAT
TITLE OF PRESENTATION: EFFECT OF DACTYLOTENIUM AEGYPTIUM WEED EXTRACT ON FUNGAL PHYTOPATHOGENS AND GERMINATION OF ON GREEN GRAM

The presenter describes weed as a native species that colonizes and persists in an ecosystem in which it did not previously exist and can inhabit all environments.

There are approximately 250,000 species of plants worldwide; of those, about 3% or 8000 species behave as weeds. As it is well known that weed survives and escaped many diseases and insect pests as they have various defence systems for plant pathogens and many other herbivores. The current study included a chemical analysis of weed extracts from *Dactylotenium aegyptium* using Methanol, Heptane, Ethyl acetate, Benzene and Butyl alcohol as solvents. These extracts were observed for their antifungal activity against soil-borne fungi such as the *Rhizoctonia solani, Sclerotium rolfsi, Sclerotinia sclerotiorum* and *Fusarium oxysporum.* Dactylotenium aegyptium are found in the majority in the vicinity of the main crop and our surrounding crops with these weeds can be a good alternative for the chemically based fungicides to control fungal plant pathogens. There were no questions after this presentation as the process was curtailed due to audio issues.

NAME OF PRESENTER: JASMINE SATI
TITLE OF THE PRESENTATION: MAPPING RESPONSIBLE RESEARCH AND INNOVATION STUDIES: A BIBLIOMETRIC ANALYSIS OF LITERATURE

This interesting presentation started with a detailed definition of the concept of RRI and Bibliometric analysis. This was described as a useful tool in quantitative analysis and statistics related to the data of publications to draw patterns of publication within a specific subject domain or body of literature. Bibliometric analysis is used as a tool to explore the impact of the domain and its researchers and identifies specifically cited or impactful papers within that domain by using a wide range of applications, such as titles, authors and their affiliations, keywords, sources, and references. The author gave examples of some bibliometric studies which have been attempted to map RRI research to examine its global outreach. A variant of this method is the scientometric analysis that provides a broader yet concise capturing and mapping of a scientific knowledge area by identifying structural patterns and tracing salient research frontiers using mathematical formulae and visualization using a mapping technique called VOS (Visualisation of Similarities). In this study an effort is made in similar directions to analyse the RRI research literature by using the Bibliometrics research method to present a descriptive and structural view of RRI research trends during the period 2000-2019 through Quantitative data and Visualisation, retrieved from ISI Web of Science indexes of SCI-EXPANDED, Science Citation Index and Social Science Citation Index SSCI, A&HCI Databases.

The results suggest that 2124 authors contributed towards RRI publications, and some of these authors have written more than one paper as their names have appeared 2298 times.

The studies by single authors amount to only 130 and there is a strong emphasis on collaborations as the data revealed more than 4 authors per document keeping in tune with the interdisciplinary nature of RRI. The average citation per document is more than 11, which shows the foundational role of the concept and idea of RRI in further research publications.

The annual percentage growth rate was 19.91 % per year indicating a substantial enhancement in researches on the theme. The findings from the bibliometric map suggested that the most productive and influential countries in terms of RRI research come from the USA (348), United Kingdom (207), Netherlands (133) and France (115) and several European countries.

The researcher concluded that RRI is a recent concept and the literature is limited as is the number of authors working in the domain which chiefly belong to the countries associated with the European Commission.

To spread the concept of Responsible research and make it an indispensable part of Innovation and technology, more collaborative efforts with Asian and African countries are required.

The themes of the RRI researches are beginning to incorporate the ideas of participation, reflection and care indicating a propensity towards socially acceptable and sustainable research.

The participants explored the use of bibliometric analysis in different subject areas. The response from the presenter was that it has been used in the pharmaceutical and science domains but not yet incorporated in different areas.

NAME OF PRESENTER: ZELJKA CIGANOVIC
TITLE OF PRESENTATION: LOCKDOWN YOGA: INTRODUCING INTERNATIONAL STUDENTS TO YOGA AMIDST THE COVID-19 PANDEMIC

Describing university students as the most vulnerable segment of the population, with stressors emanating from interpersonal relationships (friends, family, professors) and various challenges (academic performance, economic issues, future planning, values), the presenter commented on their unhealthy diet and physical inactivity. Yoga

was presented as a very helpful technique for students as it reduces their depression, anxiety and stress, and improves self-esteem, attention, concentration and memory. A free 7-week online Yoga session is being delivered to all international students at Mangalore University after the COVID-19 pandemic. The current study proposes to identify students' preferences with the yoga sessions in terms of the frequency, duration, content and mode of delivery using mixed methods research. A questionnaire was used to collect baseline demographics information and pre and post-intervention information. Brief interviews were also conducted although the total number of participants was not stated.

Findings suggested that all female participants asked for permission to keep their video off and the main barrier to regular attendance named was poor internet connectivity. Religious activities did not prevent participants from regularly attending classes. The participant indicated that yoga Improved relaxation, sleep quality and a better overall feeling. Most of the participants would like to attend yoga classes at least twice a week of 75 minutes' duration in the future. There were no questions after the presentation due to time constraints.

NAME OF PRESENTER: JASPREET KAUR
TITLE OF THE PRESENTATION: PREDICTION OF POTENTIAL VACCINE CANDIDATE PROTEINS FOR BACTERIAL VAGINOSIS BY IN SILICO ANALYSIS USING REVERSE VACCINOLOGY APPROACH

The author presented Bacterial vaginosis (BV) as one of the highly prevalent vaginal disorders of women of reproductive age, causing serious health implications. The pathogenesis of BV is considered a polymicrobial infection, with *Gardnerella vaginalis* as the most predominant bacterial species that is responsible for the production of antibiotic-resistant biofilm on the vaginal epithelium. Since there is no vaccine currently available against bacterial vaginosis, the current study predicts potent vaccine candidates against *G. vaginalis* using in silico analysis of the core proteome of three strains of *G. vaginalis*. Extracellular proteins and proteins localized in the cell wall and outer membrane with adhesion probability of 0.5 or more, number of transmembrane helices <2 with no similarity with human, mouse and pig proteome were selected. Prediction of epitope peptides of the selected proteins found in the core *proteome of G. vaginalis* that bind with class I MHC CD8+ and class II MHC CD4+ molecules were also done.

The reverse vaccinology approach has been used to identify epitopic peptides, which could be used as potential targets for rational drug designing against *G. vaginalis.* In this approach, the genes of the core proteome were analyzed, which are the most desirable targets as they are likely to be broad-spectrum rather than species or strain specific. Also, the two selected proteins found in this study (HMPREF0424_0423 & HMPREF0424_01196) are the conserved genes and also among the essential genes of the *G. vaginalis strains* used in this study. Thus, they become the most suitable drug targets. Additionally, some uncharacterized proteins also qualified the criteria required for vaccine development. So, their functional characterization was done based on the molecular functions or their involvement in specific biological processes defined by the Gene Ontology (GO).

A total of 47 MHC Class-I alleles and 51 MHC Class-II alleles were screened using ProPed-I and Propred respectively to predict epitopes. Also, the length is an important factor to consider for peptide antigen binding with MHC or TCR or both, since most MHC class I molecules prefer binding to peptides of 9 amino acids in length. The predicted epitopic peptides in this study are also of ~9 amino acids in length. The prediction of epitopes was done at the lowest threshold value of 1.0 % (in Proped-I server) as the threshold plays a vital role in determining the stringency of prediction. A lower threshold value increases the stringency of prediction with a lower rate of false positives. Also, the predicted MHC binders were filtered based on the prediction of proteasome cleavage sites at 1% threshold value. The study succeeded in identifying putative target proteins, which provide a basis for vaccine development against *G. vaginalis* to overcome the challenges of bacterial vaginosis. However, the experimental validation of these targets needs to be done for defining their specific role in bacterial survival and pathogenicity.

SESSION: 3A (BUSINESS MANAGEMENT) **RAPPORTEUR:** DR MABEL ZVOBGO

NAME OF PRESENTER: S. ASWINI PRIYA
TITLE OF THE PRESENTATION: AN EMPIRICAL INVESTIGATION ON E-SERVICES IN E-COMMERCE

The e-commerce businesses started to recognize that success or failure depends neither on low price nor the website presence. But it depends upon e-service quality. Studies defined e-service quality as *"overall customer assessment and judgment of e-service delivery in the virtual marketplace."* There is also a need for the researchers to reformulate the items of SERVQUAL model when it is used in the online context.

The study intends to find the effect of service quality dimensions on overall service quality in the e-commerce sector by using a customized version of SERVQUAL framework.

The dimensions were still filtered to form a global scale assessing service quality which is termed as SERVQUAL. They are empathy, tangibles, responsibility, reliability and assurance. Re-formulated e-service quality dimensions in the e-commerce sector include security and privacy, website designs, the fulfilment of customer service, credit card auto payments, fast shipping, responsiveness to mention a few.

The study had 7 hypotheses:

H_1: Website design in online site positively influences overall service quality.
H_2: Contact in online site positively influences overall service quality.
H_3: Reliability in online site positively influences overall service quality.
H_4: Responsiveness in online site positively influences overall service quality.
H_5: Trust in online site positively influences overall service quality.
H_6: Personalization in online site positively influences overall service quality.
H_7: Credibility in online site positively influences overall service quality.
The dimensions for service quality used in the study are website design, contact, reliability, responsiveness, trust, personalisation and credibility.

The methodology for the study is Quantitative research-survey based research methodology and non -probability sampling. The sample size was 300 (e-commerce users in the age group of 18-32). The tools used for data analysis was SPSS. The Constructs are website design, reliability, and responsiveness, contact, personalization, trust, credibility, overall service quality.

Among all the dimensions of service quality, website design is found to be an important predictor and it positively influences the overall service quality of e-commerce customers. The results also indicated that the contact dimension positively persuades the overall service quality of e-commerce customers. The responsiveness dimension also significantly and positively influences the overall service quality of e-commerce customers.

Managerial implications, the study provides implications for online retailers which will be useful for conducting e-commerce. As more customers find website design to be the most influencing factor in assessing the overall service quality of e-commerce companies, the retailers should focus more on the design of the website and it should be visually appealing to the customer by framing a user interface design.

Online companies should also focus on the reliability and responsiveness of the service by updating the current technology, ensuring prompt delivery of service, responding to the queries, retrieving the information, navigation speed in the website which intends the customer to purchase that e-commerce website. There were no questions but the presentation stimulated a lot of positive comments in the chatbox.

NAME OF PRESENTER: NITIN ACHARYA
TITLE OF THE PRESENTATION: A STUDY ON IMPACT OF CORPORATE SOCIAL RESPONSIBILITY AND CAMPAIGN MARKETING ON THE MINDSET OF CONSUMER

The paper defined CSR as the moral structure of the organization for the benefit of society. Corporate social responsibility has now become a duty for every individual for the balance in the economy and ecosystem of the country and the world.

The research objectives are firstly to measure the consumer mindset for the company engaged in corporate social responsibility. Secondly, is to understand changes in consumer buying behaviour towards the company doing corporate social responsibility. Lastly, is to measure the loyalty of consumer towards the company doing CSR activity.

The research was descriptive, with the primary data sample of 201 from Ahmedabad.

Null Hypothesis (H0): There is no positive mindset of consumer towards company engaged in corporate social responsibility

Alternative Hypothesis (H1): There is a positive mindset of consumer towards company engaged in corporate social responsibility.

Data analysis used Chi-Square Tests to test the hypothesis.

The study concludes that CSR plays an important role in the organization and it can be used positively as a campaign marketing tool to promote their brand and attract a large audience. As most of the consumers do get attracted to the CSR campaign and they do change their buying behaviour, the companies should focus on corporate social responsibility. This can bring multiple benefits as CSR can balance society needs, can build a positive brand image, and can also earn a large number of consumer base and can convert the business into a profitable market**.**

NAME OF PRESENTER: DR SK. MD. NIZAMUDDIN
TITLE OF THE PRESENTATION: WHY DO TOURISTS WRITE ONLINE TRAVEL REVIEWS? AN EMPIRICAL INVESTIGATION

The study aims to find out why tourist online reviews and why study about consumer reviews. The information that is available online plays an important role in the decision-making process. Online reviews have become an important resource for consumers. The impact of e-WoM and online travel reviews on consumer behaviour in travel and tourism has attracted considerable research. Online travel-related information search is one of the most popular online activities, with more than half of people admitting to using online reviews every time they pre-plan a vacation.

The research gap is that online travel-related information search is one of the most popular online activities, with more than half of people admitting to using online reviews every time they pre-plan a vacation.

The research question was why tourists post hotel reviews and the objective was to identify the motivators to post hotel reviews. The research design was descriptive and was a cross-sectional study. The study took 1 year in 2018. The respondents were tourists visiting Pondicherry. Structured questionnaires using a 5-point Likert scale

were used to collect the data. Trip advisor-listed hotels served as data collection locations and permission obtained from Hotel Managers to approach tourists in the lobby with a structured questionnaire.

The population was approximately 20 000 the estimated size - 384 (Cochran's formula, 1977). Actual size - 389 completed surveys

The finding of paper Review utility *(i.e. review as something useful for others)* as the leading motivator for posting reviews and *Review as retribution* comes up as only the fourth factor explaining the motivation to post reviews. Review altruism is identified in this study also as a motivator to post reviews.

The study was limited to tourists who visited the state of Pondicherry (time-specific and place-specific.

The implication of the study identifies the various aspects of tourists which motivates them to write online consumer reviews and helps in understanding the nature of consumer reviews and their use. This helps the hoteliers to understand the expectations of guests. The chair recommended the need to update the references for more current publications.

NAME OF PRESENTER: CHRIS C. EMEALI
TITLE OF THE PRESENTATION: AFCFTA DEAL AND THE NIGERIAN ECONOMY: IMPLICATIONS FOR THE NIGERIAN REAL SECTOR

AfCFTA is a policy issue that must be gotten right by the managers and handlers of the Nigerian economy. AfCFTA is just an acronym for *African Continental Free Trade Area* (agreement) which proposes a common market area for the entire African continent.

The objectives of the study are to determine the extent to which trade-liberalization ***correlate*** with the Nigerian GDP.; to find out the *linear-nexus* between trade-liberalization and the Nigerian FDI; to ascertain the ***r***elationship between trade-openness and the Unemployment rate in Nigeria. to determine the ***effect*** of trade-liberalization on the Nigerian GDP and to find out the ***impact*** of trade liberalization on the Nigerian FDI and to determine the ***consequence*** of trade-openness on the Nigerian unemployment rate.

The study used twenty-year longitudinal data sourced variously from CBN, NBS, AFREXIM BANK, and World Bank Group. It is a longitudinal study, using previous data in other to predict the outcome of AfCFTA deal for Nigeria. The study adopted Correlation and Regression analysis in analysing the data.

The findings imply that although trade Liberalization and economic growth and development of Nigeria is positively correlated and directed, the relationship is not significant enough to influence Nigerian economic growth and development more than what is already obtainable before the proposed AfCFTA.

The second implication is that Trade Openness and Unemployment rate significantly correlated statistically. This implies that opening up trade will increase (significantly) the unemployment rate of Nigeria as feared by the Manufacturers Association of Nigeria (MAN) and will not also significantly help the growth of the Nigerian economy.

The third implication is that Trade Liberalization will contribute insignificantly to the growth and development of the Nigerian economy in international business through foreign direct investment.

The fourth implication of Hypothesis 4 Trade Openness will contribute significantly to the growth of unemployment in Nigeria as already feared by the Manufacturers Association of Nigeria (MAN).

The recommendations were Nigeria to be able to leverage the benefits that AfCFTA will offer, governments at all levels must tackle infrastructural deficits and insecurity of lives and property to help the Nigerian infant industries measure-up competitively with their foreign counterparts. The Nigerian trade experts, policymakers and implementers must work together as a team to work out strategies that will block any form of loopholes that might prove injurious to the Nigerian economy if Nigeria must join the free trade bloc.

The study concluded that it is comprehensibly logical to state that the free trade agreement, no doubt, offers the country unique continental market access that could be supported with an increasing focus on industrialization as a catalyst for growth and development. It is comprehensibly logical to state that the free trade agreement, no doubt, offers the country unique continental market access that could be supported with an increasing focus on industrialization as a catalyst for growth and development.

Some questions in the chatbox were as follows: Given that the findings had no significant effect on the growth of the Nigeria economy. What do you suggest the country should do?

What is the level of FDI during the COVID Pandemic effect? Everyone is trying to deglobalise why Nigeria wants to join the block. How many countries in Africa are members of this Block at the moment? As there was no time to address these, the presenter was encouraged to use the chatbox to answer these questions.

NAME OF PRESENTER: DOMINIQUE P. ALISTADO
TITLE OF THE PRESENTATION: GENERATION X AND Y ENTREPRENEUR A PHENOMENOLOGICAL STUDY ON THEIR ENTREPRENEURIAL TRAITS

The research aims to find out the different traits of Generation X and Y entrepreneurs. Generation X -Zoomers are said not to be motivated by money, seeks work-life balance, favour flexible working hours, value opportunities for learning, self-advancement, and new challenges. Whilst Generation Y - Millennials are proficient in assimilating information quickly, grabbling for new knowledge and high capability of multitasking.

The research design is Phenomenology and the sample was generation X and Generation Y Entrepreneurs from Dipolgog City, Zamboanga del Norte, Philippines. The study used purposive sampling. The data was collected using semi-structured interviews. Thematic analysis was used to analyse the data.

The findings were Generation X entrepreneurs were resourceful, had strong people skills, empathy towards customers, problem solvers, entrepreneurial backgrounds and perseverance. Whilst, Generation Y has empathy towards customers, have entrepreneurial backgrounds, patience, technology-savvy, persistent, adaptable and flexible. The similarities and differences were also pointed out.

The chair asked what the most important trait from the study results and the size of the sample. The presenter said from her study the most important trait was empathy towards customers. The sample of the study was six composing of three entrepreneurs from each generation.

Recommendations included the following: Entrepreneurs always take the calculated risk; hence it should be one of the dimensions mentioned in the study. The study should have focused on a larger area to increase the sample size.

NAME OF PRESENTER: ANGELEA A. TESTA
TITLE OF THE PRESENTATION: ORGANIZATIONAL DNA: IT'S EFFECTS TO THE EMPLOYEES' OCCUPATIONAL STRESS AND INNOVATION PERFORMANCE

The paper aims to find the effects of Organisational DNA on its employees' occupational stress and innovation performance. The DNA composes of 4 blocks namely decisions rights, motivation, information, and structure. Each dimension was explained in detailed. The sample consisted of 146 teachers and 30 non-teaching staff from public schools in the Philippines. The study was carried in 208-2019 before the COVID pandemic.

The dimension of Organisation DNA can provide aspects That influence the occupational stress of employees. The teaching staff were more stressed than the non-teaching staff.

The implication is that school organisation should contact assessment of good alignment DNA.

2. What is the structure important in the DNA? The structure is constantly changing with new headteachers, teachers and non-teaching staff joining the schools. That is why it is important to include a structure in DNA, as heads of schools bring their leadership style. Why was the study not carried in both public school and private schools? The study aim was to focus on the differences in the stress level in public schools.

Summary of Suggestions and Recommendations

A comparison study should be carried out between private and public schools to see whether there are any differences in occupational stress.

SESSION: 3B (BUSINESS MANAGEMENT) **RAPPORTEUR:** DR DOLLY JACKSON-SILLAH

NAME OF PRESENTER: MOHAMMED YAZEED
TITLE OF THE PRESENTATION: APPLICATION OF THE THEORY OF PLANNED BEHAVIOUR IN ENTREPRENEURSHIP DOMAIN: THE MODERATING ROLE OF PERCEIVED BEHAVIOURAL CONTROL

The presentation was centred around how the Theory of Planned Behaviour (TPB)

although useful and applicable in predicting behaviour in different domains, is not sufficient in predicting intention and behaviour as suggested by many authors. This is particularly so in areas of volition control in entrepreneurship were people rarely have or perceive that they have perfect behavioural control (PBC). The current research study attempts to investigate the moderating role of PBC measured by (Perceived Capacity and Perceived autonomy) on the attitude and subjective norms relationship with entrepreneurial intention. The presenter explained that perceived capacity is the extent to which people believe they are capable of performing behaviour while Perceived autonomy is the degree to which people feel that behaviour manifests themselves under their own will. Using primary data collection, a survey of 441 individuals (obtained by simple random sampling from 9945 individuals) was conducted to understand the domain of TPB by investigating the interaction of PBC with ATE (Attitude Towards Entrepreneurship) and SN (Subjective Norm) to predict EI (Entrepreneurship Intention). ATE and SN were found to lead to the intention to perform behaviours. when entrepreneurs believe in their ability to perform, they act. Hence the behavioural change interventions in entrepreneurship education should be promoted among students. This means that entrepreneurship-promoting education initiatives can focus on improving students PBC.

NAME OF PRESENTER: MOHAMMED NAAIM NAZIM
TITLE OF THE PRESENTATION: EXPLORING THE REASONS WHY THE RESIDENTS OF THAA GURAIDHOO ARE HESITANT TO PARTICIPATE IN COMMUNITY-BASED TOURISM: A QUALITATIVE CASE STUDY

The research was aimed to examine the factors towards the hesitancy of residents participating in Community Based Tourism (CBT) at Thaa Guraidhoo and to examine the global outlook on CBT practices, the factors preventing the locals from participating in CBT at Thaa Guraidhoo, explore CBT in context of the Maldives for the island of Thaa Guraidhoo and make recommendations of the opportunities present through CBT to the residents of Thaa Guraidhoo. Thaa Guraidhoo has a total population of 2,060.

The islanders are heavily involved in fishing and a tourist resort opened up near the island in 2013, employing the locals of Thaa Guraidhoo and other neighbouring islands. The island has undergone a 45-hectare land reclamation project. Interviews were conducted with samples from 5 different segments (Stakeholders (Segment A), Business entrepreneurs (Segment B), Employee currently working in the tourism industry (Segment C), Local residing in the island (segment D), Local currently residing in Male (segment E). Data was grouped and categorized according to the internal and external factors and Pattern matching was carried out and explanations were built. Triangulation and discourse analysis was conducted.

QDA Miner Lite software was used to organize the data.
The findings suggested that Stakeholders exhibited poor leadership skills and minimal effort to develop CBT due to their lack of vision and lack of organizational structure. The Locals have some knowledge of the tourism industry but need guidance from CBT employees and experts in the government or private sector. There was a lack of social cohesion due to the political turmoil and the geographical location of the island is a challenge coupled with the poor relationship between the island and the resort. Although the locals openly welcome the idea of CBT due to the availability of land, the authorities have failed to act on it.

The presenter concluded by indicating that the participation of public and private sector entities as well as NGOs is a necessity. The island council need to be more transparent and discuss the use of land with the community members to finalize the land use plan and to develop a functional public transport system. The monitoring framework for tourism development needs to be implemented effectively to sustain tourist development in the Maldives.

NAME OF PRESENTER: ADAMU ADO ABUBAKAR
TITLE OF THE PRESENTATION: INNOVATION CAPABILITY AND SME PERFORMANCE: MEDIATION EFFECT OF MARKET INNOVATION

The presentation was on how SMEs in developing countries are influenced by market innovations. The researcher hypothesised that the effective performance of SMEs is influenced by SMEs owners/managers that are challenged by market demands and consumers' preferences to develop different product lines. Thus, the research models and hypotheses were developed from existing literature and depicted by this conceptual framework. There were a few hypotheses as follows; H1-Product Creativity is related to SME performance. H2-Product Process Innovation affect SME performance H3-Market innovation mediates the effect of product creativity on SME Performance, and H4 - Market innovation mediates the effect of product process Innovation on SME Performance. A survey was conducted among 142 SME's in Kaduna in the northern part of Nigeria. This sample was selected using G*Power to obtain a purposive sample. PLS-SEM was used to test the significance of relationships.

The results suggested a statistically significant relationship between SME Performance and Market innovations, product creativity. The empirical findings support three hypotheses and do not support one hypothesis developed and also supported the key theoretical positions upon which the present study has been drawn.

The presenter concluded by the indication that the practical implications of this study are for the owners/managers of SMEs to develop a capacity in idea generation within its network partners, through product or service improvements that are capable to compete with its rivals in an existing or potential market. This could create not only the level of growth but increase the survival rate and improve the level of SME performance.

NAME OF PRESENTER: VYSHNAVI KONAKALLA
TITLE OF THE PRESENTATION: BREAKING BOUNDARIES: TOWARDS GENDER-BENDER MARKETING

The authors aim to highlight the potential opportunities for marketers due to the dynamic trends that are taking place towards gender-inclusive products. The objectives of the presentation were to understand the influence of demographic variables on the consumer response to unisex marketing, to study the viability of gender-inclusive marketing and to determine whether there is a significant effect of the independent variables proposed on the dependent variable. The presenter based the work on the S-O-R model. They defined Brand Concept as giving consistency to the brand and curates a distinctive identity in the market and the minds of the consumers and Brand direction as the movement of brand gender from feminine or masculine to gender-neutral, while attributes are the consumer gender role attitudes (but not of biological gender) that has an effect on the evaluation of the gender bender marketing. Using both qualitative (review of 45 research articles) and quantitative data (survey of 267 respondents (obtained via convenience sampling) out of which 105 were male respondents and 162 were female respondents), the researchers tested the following hypotheses using ANOVA and Regression analysis.

H1: There is a significant relationship between Brand Concept and Consumer's Attributes.
H2: There is a significant relationship between Brand Concept and Consumer' Acceptance Behaviour.
H3: There is a significant relationship between Brand Direction and Consumer's Attributes.

H4: There is a significant relationship between Brand Direction and Consumer' Acceptance Behaviour.
H5: There is a significant relationship between Consumer's Attributes and Consumer' Acceptance Behaviour.
H6: There is no significant relationship between Gender and Brand Direction.
H8: There is no significant relationship between the Annual Income and Brand Concept.
H9: There is no significant relationship between Marital Status and Brand direction.
H10: There is no significant relationship between Residence and Acceptance behaviour.
H11: There is no significant relationship between the Residence and Brand Direction.

More specifically, this study highlights several beneficial effects of gender bender marketing and adds a critical perspective on the brand concept. The results of the current study establish that gender has an impact on the brand direction, whereas the brand concept that is choosing functional and symbolic products is based on the annual income. Female respondents are influenced by the brand direction. The study done shows that the variables taken for the study have a great influence on acceptable behaviour. Based on the finding, the presenter concluded that gender bender marketing is a viable marketing strategy.

NAME OF PRESENTER: PRIYA DORIS
TITLE OF THE PRESENTATION: REVERSE MENTORING AT THE WORKPLACE

The paper presentation summarises the concept of Reverse Mentoring in an organization. The objectives of the research are to study the Employee Engagement of the Boomers and the Millennials and to Identify the benefits and limitations of Reverse Mentoring, Analyze the Growth of the Millennial in this process and Study the Development of the Innovation Factor as a result of Cross-Generational Learning. In their methodology, the authors collected primary data and also made use of secondary data in descriptive design. In a stratified random sampling of respondents, a survey was conducted using a questionnaire. The presenter discussed reverse mentoring under broad concepts such as Cross-Generational learning, Growth of the Millennial, Development of the innovation factor using reverse mentoring, Sustainability of the organization, Employee engagement of the Boomers and Millennial and the attitude of the employees involved in the process of reverse mentoring.
The presentation concluded with a suggestion that Reverse Mentoring can be one of the best tools to operate in industry 4.0 where automation, machine learning and IOT are coming into place.
The organization has to get itself updated with the changing technological scenario, which has to be done through the formalization of reverse mentoring programmes.

NAME OF PRESENTER: MONICA CHOPRA
TITLE OF THE PRESENTATION: CORPORATE SOCIAL RESPONSIBILITY INITIATIVES DURING COVID-19

This project was based in India where the concept of CSR applies to Companies having an annual turnover of Rs.1000 Cr or more, a net worth of Rs.500 Cr or more or a net profit of Rs.5 Cr or more. By law, companies are required to spend a minimum of 2% of their average net profits for its proceeding three financial years amount on CSR activities.

Companies can invest their profits in 12 major areas according to Schedule Seventh of Section 135 of the Companies Act. During COVID-19, the Ministry of Corporate Affairs has notified that expenditure made by companies in promoting healthcare, sanitation and disaster management would be considered as valid CSR activities. The author took a closer look at the activities of 7 companies in India, namely ONCG Ltd, Reliance Industries, IOC Ltd, Vedanta Ltd, Infosys Ltd, HDFC Bank Ltd and Tata Steel Ltd. The presenter highlighted how these companies have invested heavily to several health care industries during the COVID Pandemic. The presenter also highlighted some challenges including the drastic impact on the traditional CSR measures, exhaustion of current budgets being allocated for CSR activities, funding problems for NGOs some organisations

taking a backseat to critical social issues, non-reliability of third parties and non-consideration of contribution to State Relief Fund for COVID-19 as a CSR activity.

SESSION: 3C (EDUCATION) **RAPPORTEUR:** ADEBAYO KING

NAME OF PRESENTER: ROSSANA MOURA
TITLE OF THE PRESENTATION: EMPOWERING WOMEN THROUGH INFORMATION AND COMMUNICATION TECHNOLOGIES IN THE FIGHT AGAINST VIOLENCE: PROJECT DIGITAL ANGELS.

The presenter introduced the topic with a discussion on physical and sexual violence in households with one in three women being victims. Gender-based violence has increased during the COVID-19 Pandemic lockdown with 90% of the cases of violence against women occurred in the victims' homes in Ceará. With the use of ICT, women could be empowered to access information and support. The presenter considered the main aspect of the Digital Angels Project as the promotion of the emancipation of women from rural areas through ICT, based on digital literacy and women's rights against violence. The project targeted rural women at risk of domestic violence and aged between 19 and 60 years. Using qualitative research with in-depth interviews of three indigenous and six agricultural women, the researchers investigated how to identify and quantify women who suffer domestic violence in rural areas and train them in ICT, enabling them to access information related to social networks, resources and support for victims of domestic violence and to make them aware of their role in society and the family. The findings suggested that a large proportion of women suffered physical and psychological violence from husbands who have lost their jobs or were unemployed during the pandemic. The presenter recommended open access and ICT training with participatory and fun learning activities and forming collaborative networks and mentorship programmes to empower women in rural areas.

NAME OF PRESENTER: DR ALEXANDRA OKADA
TITLE OF THE PRESENTATION: OLAF - ONLINE LEARNING AND FUN TO ENHANCE ENJOYMENT AND RETENTION IN HIGHER EDUCATION

The study aimed to Improve students' retention and performance using online learning and fun.

Methods:

Emancipatory Fun - This is using real-life experiences to transform oneself through awareness, curiosity and research. This method empowers students in that, they are to reflect on actions of the past or present and the outcome of the experience forms the transformation.

Collaborative Fun - Interacting with peers, working together and sharing experience will create knowledge thereby, fostering connection, group activity and social bonding among students. In the end, they can learn from one another.

Individual Fun - When students work at their own pace, it enables them to build their understanding hence, enhancing productivity by being able to think critically, focused and learn independently. This forms an equilibrium of their life.

Optimal Fun - This is by aligning challenges to develop skills that enable students to participate to exhibit capabilities. By this, students feel good while they burn out stress and this balances their lifestyle.

Findings:

From the data provided:
1.It was discovered that, for students to learn effectively, they MUST enjoy learning, be happy to learn and learning should involve FUN
2. Fun activities do not interrupt students' learning.

Conclusion: Creating fun for online learning will:
1**.** Enhance students' awareness of fun in learning
2. Provide opportunities for other types of fun
3. Rethink about learning design to give rise to optimal experience
4. Discover the role of Technologies to enhance the fun in online learning
During the discussion and question time, it emerged that Blended learning is very much important and should have been incorporated in the study. The presenter was also advised to differentiate between simulation games and ICT for teaching.

NAME OF PRESENTER: ALEXANDRE MARINO COSTA
TITLE OF THE PRESENTATION: AUGMENTED REALITY TO ENHANCE LEARNING IN SECONDARY EDUCATION

Aim: Use of argumentation to enhance learning in Secondary Education during COVID-19
Methods:
1.For organization and presentation purposes, the QR code set together with a graphic element that identifies the application with augmented reality will be gathered in a Card
2.Products will be developed by the Computational Technologies Laboratory
Findings:
1.Data generated revealed that most students felt motivated, fun and satisfied, and will consider its application in other disciplines.
2.AR application supports the teaching-learning process through an engaging environment with fun activities.
Conclusion:
Immersive learning requires planning, access to resources, mobile devices and pedagogical approaches.

NAME OF PRESENTER: DR PETTALA RAMAKRISHNA
TITLE OF THE PRESENTATION: EFFECT OF MULTISENSORY TEACHING STRATEGY IN LEARNING SELECTED MATHEMATICAL CONCEPTS AMONG STUDENTS WITH HEARING IMPAIRMENT

Aim: Effective Multisensory teaching strategy in learning selected Mathematical Concepts among students with Hearing Impairment

Methods: The investigator adopted an experimental method by selecting a sample of 10 students with hearing impairment studying 6th standard in a special school for the hearing impaired using the following tools:

Tool 1: Teacher Made Test (TMT)

TMT consisted of 30 close-ended multiple-choice questions from selected three mathematical concepts such as ratio (10), a fraction (10) and trigonometry (10).

Tool 2: Multisensory Instructional package:

VAKT (Visual, Auditory, Kinaesthetic, Tactile) approach

Findings:

The data analysis result reveals that multisensory teaching strategies have a significant effect on learning selected mathematical concepts among students with hearing impairment (SwHI).

Conclusion:

1.The placement and the teaching methods for SwHI are both extremely important in their education.

2.Based on both theoretical foundation and experimental research studies, it is found that teachers should aware that not all students are at equal levels of mental maturity in mathematics thus, various modalities of presentation need to be incorporated to teach math lessons.

3.The current study revealed that multisensory teaching strategies have a significant effect on learning selected mathematical concepts among SwHI.

4.It is recommended that the multi-sensory teaching strategy can be adopted by a mathematics teacher to teach various concepts to SwHI.

Summary of discussions from question time

Q: Was there any comparison of mathematical aptitude of children who are otherwise "normal" but with difficulties in math with children with such special but differently intellectual and with disabilities?

A: No, research concentrated on children with disabilities only.

NAME OF PRESENTER: DR IZABEL MEISTER
TITLE OF THE PRESENTATION: KNOWLEDGE IN SOCIAL NETWORKS TO PROMOTE INFORMAL EDUCATION: HABITAT OF COLLECTIVE INTELLIGENCE

Aim: Promoting social networks in Informal Education: habitat of collective intelligence

Methods:
1. Qualitative Approach - Ethnography Fields of research
2. Facebook Colearn public group
3. Data Collection

Findings:

From May 2020, the COVID-19 pandemic became a real and important subject that increases sharing and diversity of languages. Although, low interaction inside of the group remains. It demonstrates more expansion than convergence. by weak ties connecting abroad. At this moment this network is less chaotic, more inside a complex context in the Cynefin Framework.

In contrast, this node of the Co-learn network has more convergence with comments and expansion by sharing. However, less actuality is demonstrated. Time of visibility is based on importance, utility, and meaning. More balance between convergence and expansion can drive the network to borders of chaotic scenarios.

Conclusion:

1.The network can be chaotic, non-linked and systematic knowledge, which is the result of collective fruition in the "artefact-actor-network" spectrum and different dimensions and instabilities.

2.The network works with a diversity of content (created, inserted and/or feedback), as much as with a diversity of languages. Weak ties are so much important as strong ties. The first expands the net and the second maintain its performance.

3.Each action, connection, interactivity, transforms the collective memory and guides other participants, in complex dynamics of collaboration and thinking that transcend their creation and are realized through knowledge (collective intelligence).

4.The process of weaving knowledge on virtual social networks is sophisticated and dependent on the interactions and connections activated by relevance.

5.The State of Relevance theory establishes the visibility time of information, as a result of articulating the process of convergence and the expansion of networked knowledge. It is given by the relevance established from four pillars in different granularities, scales, frequencies and intensities: importance, utility, timeliness and meaning. "We can say, then, that we know about the network itself, woven in its time of visibility and relevance, incomplete in search of connections (minimum persistent knowledge), which is organized by the collective intelligence operating in the network and through the networks." (MEISTER, 2012, p. 161).

NAME OF PRESENTER: ROMEO JR LABENDIA LEPARDO
TITLE OF THE PRESENTATION: LEADERSHIP AND CORE BEHAVIOURAL COMPETENCIES OF PUBLIC SCHOOL HEADS: A REGRESSION MODEL FOR SCHOOL PERFORMANCE

Aim: To measure leadership and core behavioural competencies of public school heads

Methods:

1. The level of leadership and core behavioural competencies of school heads used as the mean and standard deviation

2. The level of school performance through OPCR ratings described using the frequency and percentage

Findings:

Considering the data provided it was discovered that, where both leadership and core behavioural competencies were combined, it turned out that only leading people was the significant predictor of school performance. This result is consistent in model 1.

Conclusion:

This study failed to reject two hypotheses, which state there is no significant effect of the school head's core behavioural competencies on school performance, and there is no significant effect of school heads' leadership and core behavioural competencies when combined on their school performance. However, the researcher recommends conducting a study among educational leaders and other types of organizations. Further researches could lead to additional information into the factors that cause or influence the manifestation of exemplary performance and role model leadership and core behavioural skills within organizations not only among the associates but also among the school leaders.

NAME OF PRESENTER: DR RAQUEL P. G. KOWALSKI
TITLE OF THE PRESENTATION: RRI - A NEW DIDACTIC STRATEGY IN THE PERCEPTION OF FUTURE TEACHERS

From RRI's perspective, the research aimed to look at the use of Open Educational Resources (OER) and Digital Technologies in teacher education.

Objective

To develop a set of practical digital resources and actions aimed at raising awareness, disseminating, training and implementing RRI as a pedagogical practice. This will enable how to contextualize RRI's approach to teacher education to integrate curricular knowledge involving current topics of socio-scientific relevance.

Methods

Comprised of 2 Stages:
1st stage - comprised of 2 Modules: Setting and Adopt:
Setting - Scientific research questionnaire; Interview with Professor Alexandra Okada; Article - Responsible Research and Innovation in Education: Presentation of the Thematic Dossier and Infographic RRI.
Adopt - Videos - Portray real situations presenting the 10 elements that characterize the structure of the RRI.
Article - Environmental Education Experience Using RRI - PUCPR in the European Engage Project.
Presentation - RRI's assumptions.
Article - Responsible Research and Innovation for Facebook Media: Community Involvement in The Study of Agrobiodiversity.
2nd stage - 176 undergraduate students from different higher education courses at PUCPR were distributed into 4 classes: Class 1 - 43; Class 2 - 43; Class 3 - 45; Class - 45.
Altogether, 77 participants started the course in the following format: 73% - Female; 45.5% aged up to 20 years and 21% aged between 21 and 24 years (age compatible with undergraduate courses); 83% in undergraduate courses and 22% in bachelor's degrees; 69% still do not practice teaching, in contrast to 31% who are already working in the labour market, in less than 5 years. Acting in basic education: (10%) in high school followed by 5% in elementary education and 6% in early childhood education.

Results

RRI Application: Two strands of elaborations:

1. As students of the course exploring skills in general, demonstrating their application as a citizen before COVID-19;

2. As future teachers exploring hypothetical situations in the classroom about the pandemic in general or in specific problems related to it.

RRI Application as future teachers:

1. Generic practice without specific context
2. Approach to a specific curriculum content
3. In project learning
4. When conducting problem-solving

SESSION: 3D (EDUCATION) **RAPPORTEUR:** O. RUME. A. OKANDEJI-BARRY

NAME OF PRESENTER: PARINITA SINHA
TITLE OF THE PRESENTATION: CREATING AN INCLUSIVE WORLD: LEARNERS WITH SPECIAL NEEDS AND CHALLENGES AHEAD

The study aims to examine the nature and suitability of the online medium for education, especially for learners with disabilities, to provide an overview of challenges faced by the differently-abled learners in attaining educational objectives, and lastly to check available options and opportunities for advocacy and dignity of life for the differently-abled individuals. According to the presenter, the paper was a review of literature conducted among disabled, inclusive practices and awareness in rural and urban India and the world. The significant sources of information include the united nations, UNESCO, world health organisation, world bank, census of India, 2001, census of India, 2011, Samagra Shiksha (India). The presenter reported that the analysis of the literature revealed that the obstacles that are faced by the differently-abled include compromised quality of life due to lack of support or apathy from society and self-inflicted stigma of being different from others. Self Esteem issues due to lack of opportunities in participating and contributing to society in meaningful ways adding to the sense of loss at a personal level. Negation/denial of invisible disabilities in social discourse along with cultural taboos create a barrier between meaningful conversation among the differently-abled communities and self -help groups. Distance from rehabilitation centres and safety concerns, especially in the case of a girl child leads to higher drop-out rates in schools and colleges. There is huge economic loss owing to the lack of participation of the differently-abled communities as they do not get the right opportunity or assistance at the workplace making it difficult for them to provide for themselves and their families. Some individuals are unable to find a suitable job late into their careers which also renders them lonely in their battle to survive. They might also be seen either as a burden on family or as victims of fate who must be dealt with sympathy and pity. Therefore, there is a need to create better assistance facilities at the school level, safety precautions, availability of appropriate accommodations at the workplace and ensuring to make a suitable difference in all areas.

There were no questions at the end of the presentation but the presenter recommended capacity building and empowering through inclusive technologies, creating inclusive pedagogies to engage special learners, implementing Universal Design for Learning (UDL), addressing diversity as an excellent human resource, Demystification of differences and disability through well-planned strategies. For example, "Barkha" textbook introduced at the primary level by NCERT, addressing cultural, social stereotypes and substituting with knowledge of brain and body diversity; also creating positive body image, developing supportive and inclusive learning-friendly (ILFE) environment. Other recommendation includes tools equipped for diverse needs, declaring schools and colleges as no tolerance zones for discriminatory practices, ensuring setup and proliferation of rehabilitation centres in a uniform way across the country, ensuring transport and commuting facilities for needy at a minimal price.

NAME OF PRESENTER: PINKI CHATTERJEE
TITLE OF THE PRESENTATION: THE POST QUARANTINE WORLD: MANAGEMENT OF HEALTH IN SCHOOLS

The paper reviewed the post quarantine world and the management of health in schools. The following models/health programmes adopted by different countries include FRESH, the Ottawa Charter, the comprehensive School Health Programme (USA), The National Healthy Schools Programme (UK), School Lunch Program (Japan), Integrated School Health Programme (South Africa) Ayushman Bharat (India). While the adopted by India are School Health Scheme, Mid-Day Meal Scheme, Ayushman Bharat, National Health Mission, Rashtriya Bal Swasthya Karyakram (RBSK), Rashtriya Kishor Swasthya Karyakram (RKSK). School Health Scheme. The school health programmes adopted by India are School Health Scheme, Mid-Day Meal Scheme, Ayushman Bharat, National Health Mission, Rashtriya Bal Swasthya Karyakram (RBSK), Rashtriya Kishor Swasthya Karyakram (RKSK). The presenter also reported that the basic health measures to be adopted are checking the temperature daily, checking whether every student is carrying a sanitiser and wearing a mask or not. They also include providing

soaps to students to wash their hands, daily awareness during school prayer/assembly. Post quarantine health management in schools highlighted by the presenter included medical inspection of the students, ensuring good health for both students and school staff, maintenance of health records, more than one sick room with special provision for difference beds, utilising the health service and benefits of the government. Besides, compulsory Mid-day meal provisions for students in government schools, adopting special methods of teaching health were part of the findings retrieved from the review. The presenter concluded that stringent measures are to be kept in place to improve and maintain good health.

NAME OF PRESENTER: ANA KARINE LOULA TORRES ROCHA
TITLE OF THE PRESENTATION: PROFESSIONAL EDUCATION POLICY: WORK, UNEMPLOYMENT AND CONTRIBUTIONS OF RESPONSIBLE RESEARCH AND INNOVATION - RRI CONSIDERING THE NEW COVID- 19 PANDEMIC CONTEXT

The study investigates the professional education policy for indicating alternatives to promote reflections for improvements, whose concerns were intensified with the COVID 19 pandemic, especially for the population in social vulnerability conditions. This study is theoretically based on the Responsible Research and Innovation - RRI, emphasising the co-learning through co-inquiry related to Socio-Scientific dilemmas highlighted with and for society. The study was based on an empirical study on qualitative research (BOGDAN E BIKLEN, 1994), supported by social representation instruments (MOSCOVICI, 2009), focusing on content analysis technique (BARDIN, 2009) and cognitive cartography through mental maps (OKADA, 2008). A questionnaire and interview were carried out with a population of 34 graduates. The researched subjects are mostly from the Irecê territory itself, age between 19 and 40 years old. Half of the subjects find themselves working and, from those, only 36,84% work in the professional area that they graduate from. 41% said that, previously, they have never worked in their graduation field and from the 27% that already worked in their graduation field, only 9% was formal. Findings reported by the presenter revealed that for the researched subjects, the professional-work means more than a simple task performing, but the inherited condition to their human dignity. Based on the study outcome, the presenter concluded that policies must consider that professional education can promote not only scientific and technological development but also the insertion of the subjects on the labour market and professional career development, through an educational curriculum model that aims not only technical knowledge but prepare youth to become capable of understanding, intervening and carry out social innovations responsibly based on research and work to co-create a sustainable world and desirable future.

NAME OF PRESENTER: CÍNTIA REGINA LACERDA RABELLO
TITLE OF THE PRESENTATION: TEACHER EDUCATION IN HIGHER EDUCATION FOR TECHNOLOGY, PEDAGOGY AND CONTENT KNOWLEDGE INTEGRATION BEYOND PANDEMIC TIMES

According to the presenter, internet connection is an issue in implementing remote teaching, and teachers are not comfortable or confident in using technology. The researcher analysed the feelings of the lecturer's at UFRJ about technology-mediated instruction during COVID-19, their needs and difficulties in terms of teacher education for technology integration and lastly their views concerning remote teaching. The study uses an ethnographic-based longitudinal case study which included previous research in 2015, 8 lecturers at UFRJ, online interview and qualitative data analysis. Findings from the study revealed that feelings towards technology-mediated instruction before and during COVID-19 includes Needs and difficulties, Views on remote teaching, however, after the CPD course were found to have improved the situation and findings revealed loos of fear and difficulties concerning the use of technology. Five out of the eight participants felt confident or fully confident to teach remotely while three felt partially confident. Some of the views recorded by the lecturer towards remote teaching reveal a sense of satisfaction, interest in integrating remote teaching strategies after the pandemic is over, dissatisfaction with remote teaching activities during the first semester and lastly concern about student

learning during this period. The presenter concluded that the challenges and opportunity would be useful in planning future CPD.
The presenter recommended that continue teacher education should focus on TPACK during and after the pandemic in Brazil and CPD should also be promoted.

NAME OF PRESENTER: KARINE PINHEIRO DE SOUZA
TITLE OF THE PRESENTATION: INQUIRY-BASED EDUCATION FOR RRI: EMPOWERING YOUTH AS CO-ENTREPRENEURS AND SOCIAL DIGITAL INNOVATORS DURING COVID-19

The study examines the correlations between the principles and skills presented by these two RRI projects with the practices developed in the Ceara State of Brazil to support science with and for society. According to the presenter, the study uses digital ethnography and thematic analysis with a set of categories which includes skills for RRI of the ENGAGE, C model for we SPOT Project (Okada, 2014), Co-entrepreneurship skills (Souza, 2014). Findings from the qualitative cut-outs advanced projects regarding the skills and engagement of the RRI project reveals that: RRI project shares curiosities, bring their stories to life through questioning and source interrogation. Also, they project a strong ability to work as a team, interact to promote group interaction, using the skill of data communication, attentive to context, develops projects according to the social problems of the community, using data analysis and drawing a conclusion. RRI uses ethics, estimate risks and examines consequences to establish intersection spaces and finally, the skill for justifying opinions and criticising claims are used to comment on the experiences, challenges at each step in the forums to ensure cooperative learning.

Some of the key recommendations given by the researcher include Harnessing local problems when elaborating questions, Planning projects with social issues (with the group), Using, sharing, interacting in the digital world, a guide to explore new contexts, identify new creative opportunities, Develop and evaluate actions in/with the network, Promoting scientific and digital thinking, cooperative learning/ co-learning/ co-entrepreneurship.

SESSION: 3E (ECONOMICS) **RAPPORTEUR:** DR DOLLY JACKSON-SILLAH

NAME OF PRESENTER: DR NCHUMTHUNG MURRY
TITLE OF THE PRESENTATION: ECONOMIC ANALYSIS OF BACKYARD POULTRY FARMING IN NAGALAND, INDIA

The presentation highlighted the economic impact of backyard poultry farming in Nagaland, a mountainous state in the North Eastern Region of India, with a total geographical area of 16,579 km2 and a population of 19.78 lakh as per the 2011 census. This state is among one of the high meat consumption states in India because the majority of the population are non-vegetarian and accustomed to consuming the meat of various kinds as there are no social or cultural barriers. In recent years, there has been a large increase in taking of poultry as an enterprise for additional income among farming households in Nagaland. In this context, it is important to understand the cost, return and profitability of the enterprise.

Three districts of Nagaland; Dimapur, Mon and Wokha were selected for this analysis. Purposive multi-stage random sampling was used to sample respondents. From each district two (2) RD blocks were selected covering 20 villages. A sample of 120 poultry farmers was selected for the detailed study. The primary data was collected through pre-tested questionnaires for collecting details on socio-economic parameters and cost and return from backyard poultry growers.

Using cost concepts from farm management studies, the following were calculated:

Total Cost= Total Variable Cost (TVC) + Total Fixed Cost (TFC)
Gross Income (GI)= Total production (Kg) × Selling Price per Kg
Net income = Gross Income - Total cost (TVC+TFC).
Benefit cost ratio on variable cost= Gross income / Total Variable cost.
Benefit cost ratio on total cost= Gross income / Total cost.
The findings suggest that the majority of the poultry farmers were middle-aged female Occupational characteristic of the respondent revealed that Agriculture + Animal Husbandry (40.83 %) was the commonly practised farming system, followed by Agriculture + Horticulture + Animal Husbandry (30.00 %. The majority of the respondent poultry farmers maintained 50-100 birds with 2 - 5 years' experience. Economic analysis of backyard poultry farming revealed that the total cost for production of 100 birds per cycle was Rs. 18095. Out of the total cost, variable cost accounts for Rs. 15565 (86.02 per cent), whereas the total fixed cost was Rs. 2530 (13.98 per cent) with a gross income of Rs. 27600 with a net income of Rs. 9505 per 100 birds in one production cycle. The Benefit-Cost ratio of backyard poultry farming over total cost was found out to be 1.55, this implies that backyard poultry farming is profitable and sustainable as the enterprise earns Rs.1.53 for each rupee invested.

The presenter concluded that backyard poultry farming is economically lucrative and presents a means of alleviating poverty, creating employment opportunities and reducing income inequalities apart from providing nutritional security to the farm household. This practice should be expanded in the region to encourage social mobility.

Participants suggested the need to elaborate more on the methodology and sampling sections of the presentation. A question from the audience on the production cycle was answered as 2 to 3 months.

NAME OF PRESENTER: RIMJIM BORAH
TITLE OF THE PRESENTATION: ENERGY SCENARIO IN NORTH EAST INDIA: A SWOT ANALYSIS

The presenter introduced the current state of energy provision in the NE of India and the need to examine its strengths, weaknesses opportunities and threats. The presentation highlighted energy as a basic requirement for education, income, environment, health, water, sanitation and other amenities of human life such as cooking,

lighting, heating, cooling, entertainment, transport, agriculture, industrialization, urbanization, Information and Communication Technology (ICT) etc. The rationale behind the project is that although the NE part of India is rich in fossil fuel, the unbalanced development in rural and urban sectors means that these renewable energy sources have low per capita energy consumption. The project utilised the collection of secondary sources of data from various Government Reports such as Statistical Year Book of India, Statistical Year Book of Assam, Economic Survey of Assam, NEDFI, Census Report of India Energy Statistics of India, dissertations, books, periodicals & journals and online sources of data and used the information for the SWOT analysis. It was then concluded that there are potential for the development of energy in this region. The government has also taken various initiatives to reduce energy poverty but despite this, rural people are deprived of these facilities. The development gap of the region can be bridged by better infrastructure, proper energy policies and planning, proper transport and communication connectivity.

The chairperson recommended the need to update the information used in this analysis to 2020 to make it more relevant. There is also the need to explore the use of any interventions to the rest of the states to assess its overall impact.

NAME OF PRESENTER: TAPATI MUKHERJEE
TITLE OF THE PRESENTATION: CORONAVIRUS AND MIGRANT WORKERS: HOW THE CORONAVIRUS PANDEMIC TURNED INTO A HUMANITARIAN CRISIS FOR MIGRANT WORKERS IN INDIA? WAS THE CRISIS A BOON OR A CURSE: THE MUMBAI CASE STUDY

The research sought to evaluate the problems faced by Migrant workers in India pre and post COVID 19 era and to explore the reasons why Mumbai is the most desired destination of India migrant workers and list the steps taken for the well-being of the workers during the lockdown and the paper was in three parts.

Part 1) the macro scenario of migrant workers in this country to understand the history behind migrant workers and the reforms and policies that increased their vulnerability.
Part 2) Micro Scenario enumerated the reasons why Mumbai attracts more migrant workers than the rest of India using a short survey of migrant workers such as skilled workers (plumbers/carpenters) and unskilled workers such as construction and infrastructure workers in a pre and post COVID situation in the city.

In part one the presenter provided a historical background of migration within India and highlighted that amongst the biggest employers of migrant labourers in the construction sector (40 million); followed by domestic work (20 million); textile (11 million); brick kiln work (10 million), transportation, mines, quarries and agriculture also add to the workforce. Maharashtra alone accounts for 2.3 million migrant labourers with Mumbai accounting for as much as 70% labourers. The presenter went on to discuss some of the issues affecting the migrant worker population and this included the following:

- Lack of critical skills and bargaining power leads to their exploitation by the employers and normally do not have any employee benefits.
- They often do unskilled work and receive minimal remuneration. Lack of identity and legal protection further aggravate their problems which further increase when they cross the boundaries of States. Left with bare minimum shelter and food, they work in grave situations.
- Mumbai being the big city attracts the flow of migrant labourers.

Hence the lockdown was a catastrophe for this group of workers. While 50% of the labourers left the city on March 23rd while the borders were still not sealed, the rest were trapped. The presenter highlighted the MGNREGA, 'Mahatma Gandhi National Rural Employment Guarantee Act 2005 which aimed at reducing migration within the country stressing its loopholes and the reasons why it has not worked.

Part two of the presentation was a survey of 35 migrants using interviews. Out of the study population, 15% were skilled workers such as plumbers, carpenters, drivers and 85% were unskilled workers namely construction workers, maids, milkman, security guards etc. No locals (who possessed domiciles of Mumbai) were interviewed. The purpose of the questions was to elicit responses about the main reason for migration and what were their plans in this pandemic scenario. A 70:30 gender ratio was maintained for the survey (70% Males and 30% for Females) Questionnaire - the Questionnaire was divided into 2 sections for ease of response. (Pre & Post COVID responses). Their reasons for migrating were varied and answers ranged from, high wages compared to the rest of India, joining Bollywood and meet Stars or finding long term jobs. MNRega job cardholders who could have been in the comforts of their homes opted to migrate from rural areas to urban areas for the lure of money and big-city adventure.

Migrant workers who lived in the city for more than a year (less than 5 years and/or more than 10 years) have on an average 4 kids thus making their incomes insufficient to take care of their families in times such as the lockdown where the daily income came to a standstill.

Workers lacked the proper documents such as ration cards to avail facilities. Migrant workers who returned to their hometowns started small-time work on their own due to all the experience gained in the big cities. This was evident in the increase in the rural economy post-COVID. The mass exodus of migrant workers made cities like Mumbai realize their importance and take cognizance of training local workers for big infrastructural projects. Hence the situation was a boon for the migrants.

Rumours, fear and anxiety that was felt by these migrant workers weren't addressed by the Government resulting in a crisis-like situation. There were no questions at the end of the presentation which exceeded the time.

NAME OF PRESENTER: IMTIYAZ AHMAD SHAH (PHD. SCHOLAR, CENTRE OF CENTRAL ASIAN STUDIES, UNIVERSITY OF KASHMIR)
TITLE OF THE PRESENTATION: CARBON DIOXIDE EMISSION, ECONOMIC GROWTH AND ENERGY CONSUMPTION AMONG CENTRAL ASIAN COUNTRIES

The presenter highlighted the relationship between economic development and climate change. According to the Environmental Kuznets Curve (EKC), economic growth, particularly from industrialization, will cause both environmental deterioration and income inequality during the early phase of economic growth. However, after reaching the threshold, the trend is reversed based on the understanding that in the later phase of economic transformation, industrial products are switched from products to a service-based economy. In a service-based economy, environmental degradation is reduced both from the supply side as well as from the demand side. This phenomenon was tested in central Asia to examine the relationship between carbon dioxide emission, economic growth, and energy consumption among five Central Asian Countries during the period 2000-2017, using literature review and econometric modelling.

The finding suggested a positive correlation between CO2 emission and energy consumption, and GDP. The presenter recommended the need for the transformation of low carbon technologies and sustainable economic growth to preserve the environment for future generations. With a positive and significant relationship between CO2 emission and energy consumption, he recommended policies to promote investment in renewable energy sources like wind energy, solar and natural gases, and less emphasis on non-renewable sources like petroleum, coal, etc. Also, efficiency in energy consumption, together with public awareness, can be a possible solution to environmental degradation.

The audience recommended the need for the researcher to identify the interpretation of the model used appropriately.

NAME OF PRESENTER: STESA ELSIE PEREIRA (VVM'S SHREE DAMODAR COLLEGE OF COMMERCE & ECONOMICS)
TITLE OF THE PRESENTATION: THE FINANCIAL TURBULENCE OF THE INDIAN AVIATION INDUSTRY: A CASE STUDY OF JET AIRWAY

The presenter used a review of the literature to show the crises plaguing several aviation companies and Jet Airways and to evaluate a selection of performance indicators over 5 years from 2013-14 to 2017-18. The study concluded that the performance of Jet Airways seems to be varied as the company has been generating profits as well as losses over the study period. Improper utilisation of its resources to the maximum extent eventually disturbed the overall efficiency of the business. The Jet Airways assets were not enough to meet the company's liabilities. The company had to either clear the liabilities or increase assets. Although the management efficiency ratios were on the positive side, the rising debt within the company coupled with rising operational cost and lower profitability led to the collapse of Jet Airways. This was the last presentation before the lunch break and did not stimulate further discussions.

VALEDICTORY SESSION

The closing ceremony started soon after the paper presentations on day 2. After a few announcements by the MC, Professor Suresh Kumar Sharma gave a brief overview of the proceedings highlighting some of the key messages, success and challenges faced during the organisation of our first virtual international conference. He thanked all VIP guests, delegates and members of the Organising Committee and Peer reviewers for all the efforts they put into making the conference a success.

Professor Stephen McKinney reiterated some of the take-home messages from the presentations discussed in the last two days. He thanked all delegates from the UK, Maldives, Philippines, Brazil Portugal, India and Sri Lanka for their participation and for sharing their research experience with us. He commended Professor Anant for his insightful address on the nuances of statistics and Professor Rajat Sandhir for providing us with very fine details of the scientific aspect of the COVID-19 Pandemic.

This was closely followed by a short remark from Dr Ravi Kumar, the Conference convener and the Executive Director of LSME. In his remark (Beyond 2020) he expressed a sincere appreciation for the hard work and dedication of the conference organizing committee as well as researchers and delegates. He emphasized some challenges faced in the organization of the conference and advocated for a face to face conference in London or India in the near future. He announced the publication of the conference papers, appreciating the changes faced by HE globally in the COVID-19 era. He appreciated all the verbal and written feedback received and extended a special thanks to all chairpersons who kept to the allowed time for paper presentations. This was followed shortly by a short remark from Dr Peter Gray and the Mayor of the London Borough of Redbridge, Cllr Zulfiqar Hussain.

The highlight of the closing ceremony was the valedictory speech by the Guest of Honour and Vice-Chancellor of the Auro University in India, Professor Rajan Welukar. In his address, Professor Welukar commended the team for pulling it off once again despite their numerous engagement.

He emphasised the importance of the event and urged all delegate to work towards sustaining the sharing of research expertise periodically. He also expressed his appreciation for Dr Ravi Kumar and Dr Sarita Parhi for their remarkable achievement which he believes has come about as a result of an incredible vision, hard work and commitment. He also considered research as a powerful tool that can yield both positive and negative outcomes with some notable examples. The tenets of responsible research, including inclusivity, open access and its responsiveness to the community needs were addressed. He urged all researchers to ensure that their work is useful and fits the context of their local environment and the relevance of the transformational message is always discussed more in-depth. Dr Tapati Mukherjee delivered a few words of appreciation on behalf of all the delegates.

The Conference concluded with a Vote of Thanks delivered by Dr Dolly Jackson-Sillah, followed by a virtual photography session.

ABSTRACTS OF THE PAPERS PRESENTED AT THE CONFERENCE

THE GLOBAL CHANGE IN CLIMATE AND ITS SOCIETAL INFLUENCE

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ABSTRACT

Development and industrialization have been an important part of a nation's growth but at the same time, they may change the lifestyle of its people manifold. With development, follows in largescale overexploitation of resources often with the generation of pollution. With the increasing need for energy, there has been large-scale overuse of non-renewable resources like fossil-fuels leading to the emission of greenhouse gases into the environment. With the greenhouse gases and the aerosol particles increasing in concentration, there is an alteration in the energy balance of the climate system with warming or cooling effects on the atmosphere of the earth. Climate change is the newest and foremost environmental problem that got recognition over three decades and is becoming a subject of mass debate. This is leading to adverse impacts and irreversible consequences on the earth. Pathways are being projected by the government and policymakers on finding out reduction strategies to reduce the emission of greenhouse gases and aerosols. Presently, greenhouse gases and aerosol particles are part of climate discussions with significant work to be done in the field of awareness generation and climate research. In the present research work, the major causes of climate change and their relationship with an increase in temperature on the earth has been reviewed. Both greenhouse gases and aerosols have been found to hold an effective position in degrading the atmosphere and making it a matter of concern for society.

Keywords: Aerosols, Climate Change, Global Warming, Impacts, Greenhouse Gases

PSYCHOSOCIAL STRUGGLES AND ECONOMIC LIVES OF TRANSGENDER COMMUNITY AMID COVID-19 PANDEMIC

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ABSTRACT

The COVID-19 pandemic has adversely impacted the health, livelihood and socio-economic lives of the Transgender community of India. Since, majority of the Transgender population is dependent on begging, street entertainment, and paid sex for their daily bread and butter; thereby are subjected to a heightened risk of starvation and poverty amid COVID-19 lockdown. On one hand, social distancing, travel restrictions, work from home, curfews have limited the spread of coronavirus infection but on the other hand, has halted the income of millions of transgender people who are solely dependent on socially interactive gig works like entertaining in weddings and baby showers. Consequently, the lost livelihood has resulted in a clogged income stream, food insecurity, exhausted savings and psychological imbalance imbuing from financial turmoil. Further, discontinuity in hormonal therapy, lack of contact with health care professionals, distance from loved ones and getting trapped in hostile homes have pushed them towards emotional breakdown. This community is socially ostracized forcing them to stay in slums which is considered as a hotbed for coronavirus infection. The socially marginalized community of Transgender is previously victimized to pervasive stigma and violence fueling HIV vulnerability among them owing to social exclusion at the micro and macro level and the budding of Coronavirus infection has worsened their situation from bad to worse. This study describes the socio-economic lives of transgender people amid nationwide lockdown and has also focused on their psycho-social distress taking into account their financial constraint, emotional detachment, lack of community support and health provider discrimination. In-depth interviews with 120 transgender respondents from India is conducted to evaluate their woes amid the pandemic.

The study has come forward with efficient recommendations based on content analysis of several research work and aired information to redress the existing wounds of the community of transgender people amid the COVID-19 pandemic.

Keywords: COVID-19, Transgender, Social Exclusion, Economic Instability, Psychological Disorder, India

ANALYSING XENOGLOSSOPHOBIA AMONG THE INDIAN STUDENTS

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ABSTRACT

Speak English or you can't survive in the society of the elite class! Has become a new growing hurdle among the lives of the Indian students; English dominance in the modern society schools of India is no doubt a great step towards globalisation and developing a liberal attitude towards the western standards of learning and education. However, it does not come up without major difficulties and obstacles that add up to the drawback of the lives of the middle-class Indian students, when they are trying to cope with other day-to-day problems of their lives. There are several dramatic evident cases of student suicides that are related to foreign language phobia, which is the phobia of not knowing the English language. Moreover, the failure to speak English with fluency or in a certain accent plays a very significant role in classifying such population into a distinct class of a lower stratum. The existence of xenoglossophobia in Indian society needs a very strong address among the growing issues of Indian students.

The main purpose of the present paper is to study the psychological state of the self-esteem of the students with their motivation and attitude towards learning English as a second language. The descriptive correlation method was employed in the analysis of the data. The chosen populations for the study were the students of the secondary and the higher secondary schools where English was taught as a second language, in the year 2019. The total sample size of the population was 800 in number that represented the actual total population of the region of the Kolkata metropolitan city of India. The analysis was performed with the help of a Statistical Package for the Social Sciences (SPSS) software.

The main hypothesis of the study is that the students tend to reflect a higher motivation and a positive attitude towards learning English if they fear the language; which means that there is an existence of a positive correlation between xenoglossophobia of English and inclination towards that language in terms of motivation and attitude of the students towards the English language. The major finding of the study is that the students reflected high self-esteem with high motivation and a positive attitude towards learning English.

In the concluding remarks, it can be stated that the student having xenoglossophobia will reflect high motivation, positive attitude and high self-esteem towards learning English for a simple reason that they have suffered a strong feeling of unease, worriedness and anxiety for learning English because of the fear of its existing dominance in the society.

Keywords: Xenoglossophobia, Indian Students, Motivation, Attitude, Self-esteem

MAPPING WORLDWIDE RESEARCH ON WORKING WOMEN FROM 1989-2019: A SCIENTOMETRIC ANALYSIS

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ABSTRACT

Previously, women were confined at home to be full-time housewife and their spouse were the only bread earners for the family. However, time has changed now. Women are now actively involved in their professional lives, breaking the glass ceiling and proving their worth. They have gained tremendous confidence and are working shoulder to shoulder with their male counterparts. Empowerment of women is a global concern and this doesn't mean that women are trying to overpower the opposite sex but instead, they aim to survive through the ever-growing competitive surroundings. Any kind of discrimination and inequality towards women must be stamped out to preserve their rights as well as unleash their concealed potentials. The paper is an attempt to explore the scientific global literature on "Working Women" indexed in the Web of Science (WOS) core collection from 1989 to 2019. Mostly, a bibliometric analysis is done to evaluate both research trends as well as scholarly networks in different research disciplines. Such analysis guides the budding researchers and encourages them to conduct further researches. The scientometric study examines the year-wise distribution of articles, document types, productive authors and editors, the geographical distribution of articles, leading source titles, top funding agencies and the most trending linguistic pattern. During the study period, it was found that a total number of 84,395 articles were published on working women in the past 3 decades. The results indicate that the year 2019 has the highest publications (6,769 record count) and the majority of these publications are in the form of journal articles with 75, 848 record count which comprises 89% of the total available records. Kivimaki M is the most prolific author with 209 publications and the leading source title being the Plos One with 799 record count. The top contributing country is found to be the USA with 13,739 publications on working women and the most productive language being the English language with 34,723 publications i.e. comprising 94% of the total scholarly publications on working women. Among the funding agencies, the United States Department of Health Human Services is at the top with 3,372 publications.

Keywords: Bibliometrics, Research Productivity, Working Women, Scholarly Publications, Web of Science, Research Analysis

SATISFACTION WITH LIFE AND DEATH ANXIETY: WHERE YOUTH MATTERS

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ABSTRACT

In the multidimensional facets of the developing world, people constantly search for a satisfying life. All they focus to do is to secure healthy well-being. Parallel to life there exists a fine line of death which people ignore or give more importance than life. Thus there are chances of death anxiety among individuals either latently or prominently. This is interesting to understand that life and death are the two most unpredictable yet constant realities. Understanding this relationship is not easy. Therefore, the present study was conducted to find out the interrelationship between satisfaction with life and death anxiety among youth. For this purpose, a general information schedule, Satisfaction with Life scale by Diener (2006) and Death Anxiety Questionnaire by Conte, Weiner and Plutchik (1982) were administered to college students aged between 18 to 22 years based in Kolkata, India (N=200). The hypotheses were statistically tested by using measures of Descriptive Statistics (Mean), Measures of Variability (Standard Deviation), One-Way ANOVA, Correlation and Regression Analysis. The findings reveal that satisfaction with life and death anxiety were significantly but negatively correlated with each other, i.e., the higher is the satisfaction the lower is the death anxiety. It also states that death anxiety can be predicted by satisfaction with life. If the focus is given to the present pandemic scenario, the entire world is suffering from mental health issues. The most crucial event of life is accepting death. But when every individual in this world is living at the edge of death then a growing level of anxiety is obvious and therefore urgent attention must be given to mental health and well-being issues. Professionals must constantly monitor the healthy well-being of individuals so that the minimum possible satisfaction may at least persist and may resist unwanted phenomena like suicide and other gruesome mental health issues.

Keywords: Satisfaction with Life, Well-being, Death Anxiety, Youth

A STUDY ON "IMPACT OF COVID19 ON MIGRANT FAMILIES WITH SPECIAL REFERENCE TO SLUMS OF BANGALORE METROPOLITAN CITY.": PROSPECTS & POSSIBILITIES

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ABSTRACT

Bangalore is a hub of special economic zones of technology, educational institutions, commercial establishments and as a result of this many migrants migrating to the city for the sake of a job, as they were unskilled they will easily get into the unorganized sector especially domestic work and construction work. The researcher has randomly taken 4 slums of Bangalore which will be undertaken by the BIRDS NGO. In March 2020, migrant families of Hennur AK Colony, HRBR Layout, Byrathi Bunde and from Nagenahalli struggling for their livelihood as no work, some of them though work is there they were not allowed due to social distancing, they were daily wage workers. In addition to this, BIRDS staff researchers visited the migrant families for the study as well as to support their livelihood. Migrant families struggling for the survival of their children, elders, women, youths and adolescent girls as their socio-economic condition are worsening day by day. The objectives of the study are to Understand the Socio-economic and health issues concerned with migrant families due to COVID19 in slums. To know about the application of various social work strategies and methods to improve the livelihood of migrant families. The researcher used a descriptive research study design for the current study. This paper is confined to understand the socio-economic and health issues of migrant families in slums and finding the various ways to overcome the issues and improve the livelihood of the migrant families. During this pandemic period, there is a dire need for professional social workers to understand the issues concerned with migrant families in slums as they were more prone to the difficulty of survival. They used to earn and lead their daily life, due to pandemic outburst they couldn't earn and not able to get their bread to survive. So, here the investigator along with the staff of the NGO put an effort to study and support their livelihood through the application of Focused Group Discussions, counselling and provided referral services to overcome their socio-economic and health issues. Investigator along with the field staff of BIRDS NGO made an effort to improve the livelihood and survival strategies of migrant families irrespective of COVID19.

Keywords: Migrant Families, COVID19, Slums, Socio-economic Status, Livelihood

EMOTIONAL INTELLIGENCE IN ADOLESCENTS - PRESENT SCENARIO AND FUTURE PROSPECTS

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ABSTRACT

Living in harmony within oneself and with one's natural and social environment is a basic human need. The National Curriculum Framework emphasizes the need for developing life skills in secondary school students which also includes emotional intelligence competencies. To adequately prepare children for future employment, we need to teach a broader range of skills and competencies than is currently addressed in schools. The different studies across the world are also reviewed to understand the construct of emotional intelligence and its development in adolescents. The papers assess the emotional intelligence level of secondary school students in Aurangabad city. A total of 160 male and 130 female class-IX students were selected as a sample from various secondary schools. The tool used for the assessment of emotional intelligence was Emotional Intelligence Scale developed by Dr Arun Kumar Singh and Dr Shruti Narain. The scale has a high reliability and validity coefficient of 0.86. It was found that the level of emotional intelligence is average in adolescents and there is a significant difference between the emotional intelligence levels of male and female students. The paper argues that there is a need to uncover the diversity in emotional intelligence training across varied population groups in India to promote training programs in secondary schools. Various models and constructs of emotional intelligence are used by researchers around the world to develop training programs to enhance the level of emotional intelligence. It is concluded that the studies on development programs for enhancing the level of emotional intelligence and its effectiveness are few and inconclusive.

EFFICIENCY EVALUATION OF THE AIRLINE INDUSTRY IN INDIA

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ABSTRACT

With the rise in the standard of living and a decline in the cost of air transportation, the demand for air travel in India has seen steady growth in the last decade. The swift growth encouraged small players to enter the airline market that has improved the regional connectivity. The rise in the number of flyers in the middle-income segment indicates that airfares have become more affordable. Despite the rapid expansion, the volatile nature of the airline market negatively affects the performance of firms. This has inspired the present study, which intends to estimate and compare the efficiency of domestic airlines in India using Data Envelopment Analysis. The study covers the period from 2012 to 2018. Regression analysis is also conducted to investigate the effect of input variables and output variables on the efficiency score estimated by DEA. The findings will help in taking responsible policy decisions to make the existing framework of the airline industry in India more sustainable.

Keywords: Efficiency, Airlines, DEA Analysis, Regression Analysis

A RECREATION OF A FEW REFORMATIVE PHILOSOPHIES IN RAATCHASI

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ABSTRACT

The constitution of India in its "Article 21-A and the RTE Act, which came into effect on 1st April 2010" (Department of School Education & Literacy, MHRD, Govt of India, 2019) promises "free and compulsory education to children between 6 and 14 years". In the year 2019, one of the reports on NDTV education section informs, that India's literacy rate is 69.1. As a responsible citizen, one tends to question, why is a country, where there is a fundamental right to free education, the progress in literacy rate is at such a snail's speed? The search for an answer to this question will expose the lapses and corruption in the education sectors of the nation. Patrick Awuah, in one of his TED talks on educating leaders' remarks that every problem has three strong reasons: corruption, weak institutions and the people/leaders, who run them. The same finds reflected in the movie Raatchasi released in 2019, directed by Syed Gowthamraj. We live in a highly commercialized world, where corruption is rampant. The solution to it is raising a new generation of thinkers, that can reform society and not become mere imitators. Hence, the need of the hour is authorities like Geetharani (character name), the hero. The paper aims at bringing to the forefront the multiple themes, which are interwoven so intricately in this movie. The movie from the researcher's perspective expounds on major reformative philosophies like Feminism, Marxism, Periyarism and is a strong critique of classism and casteism. Interestingly, a movie released in 2019 covers these age-old problems, precisely for the reason, that these problems are more recent than we imagine them to be. Although, the movie reiterates certain stereotypes, to a greater extent it subverts many. In that light, one can say, that the movie is a realistic portray of society and thereby, proves it as responsible research. The title of the movie and the book the hero reads, in the last scene are nuanced innovations in the movie, to drive home a strong social message. On the whole, it suggests a horizontal management system in the education sector as a solution. The paper shall use a Transformative approach, qualitative design and interpretation method.

Keywords: Marxism, Feminism, Periyarism, Horizontal Management Style

USEFULNESS AND POPULARITY OF WEBINARS DURING INTERNATIONAL DISASTER WITH REFERENCE TO CORONA PANDEMIC - A COMPREHENSIVE STUDY

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ABSTRACT

The study in detail presents the usefulness of webinars among academicians in a global context during COVID-19. The intervention involved is the lockdown management and utility of webinars. The webinar is being accepted throughout the world for various types of teaching-learning settings as a global link communication tool. Though it's been widely used, it has gained momentum because of worldwide quarantine and lockdown. Hence the paper surveys the diverse role of the webinar during the global disaster period concerning the epidemic of Coronavirus. The prime aim of the webinar is to connect with a large group audience which emerged as a user-friendly communicative function. Thus this research paper accounts for the researchers' work-related webinar experience (teaching and learning) and the strategies adopted for the teaching-learning process. The study circumscribes to the webinars attended by the researchers during the national lockdown, India. Further, the study attempts an in-depth study of the following objectives:

- The usefulness of webinar during the national lockdown, India for academic and career enhancement
- Role of the webinar and its significance in the field of education
- Sampling, data collection and interpretation of data analysis (through questionnaire, opinions, interviews, surveys, etc)
- Technical and non-technical difficulties faced by participants and the host while attending/hosting the webinar

Keywords: Webinar, Teaching Learning, Pandemic, Lockdown

MULTIDIMENTIONAL HUMAN PROBLEMS IN ENGLISH SPEAKING

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ABSTRACT

This paper portrays the importance of gaining mastery in English Speaking Skills which is the need of the hour and it explains in detail the different aspects of speaking skills.

To get command of any language basically, we depend on LSRW (Listening, Speaking, Reading, and Writing) Skills. Among the four skills "SPEAKING" plays a vital role in communication because it is one of the productive skills.

The focus is emphasized on the problems in Speaking English in different situations. Pointed out the reasons which cause the problems in speaking and explained in detail the reasons which become the obstacles in speaking English.

The special functions of English in our day-to-day life demand special skills in the teacher by way of equipping himself with relevant knowledge and a variety of techniques to train the students of various levels. In this regard, the English faculty helps the students to improve their speaking skills.

This paper stresses "Mastering Speaking Skills in English". Task-Based Language Teaching (TBLT) is a viable contemporary option in language pedagogy. TBLT allows learners to be more active in the language class. It includes the activities like Role play, JAM speech, IC speech, describing a person/place/thing/event/festival, Giving directions, My locality, Telephone conversation, Debate, Group Discussion, Self-Introduction, Mock Interviews, Language Games etc.

The learners can attain spoken competence in English by conducting the above-mentioned activities for a group/pair/individual in language learning.

PESSIMISTIC FEARS TO OPTIMISTIC SURVIVAL: TRACING HISTORICALLY NOTABLE MISHAPS AND THE ENSUING NEW WORLD ORDERS

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ABSTRACT

In the yester centuries, History has documented that after every Great War, pandemic or political upheaval the world undergoes a drastic change and it remodifies itself towards the adaptability of a new order. Pandemics are not new to the world, only is the COVID-19. The hype about COVID -19 has been created by the sensational news through statistics and combat aspects. How has history recorded the pandemics or other great mishaps and the aftermath of it? Has the world retrograded and crashed down or it emerged anew creating new avenues and opportunities? How relevant is tracing history in the current scenario when the entire world is locked down due to the novel coronavirus? When tracking is attempted one could witness that there is a detailed description of pandemics in literature way back from the times of Homer. The Societies that had witnessed mammoth setbacks in the form of world wars or pandemics have always paved a way for a new way of living. For instance, the culture of wearing wigs in the English Society emerged after a pandemic. On the other hand, in the late 20th century technical gadgets like radios, transmitters came for public usage in the 1960s and the 1970s which was a period of bitter cold war among various countries. Now that in the 2020s COVID-19 has brought in a major shift everywhere including the education sector, living patterns and ineffective human bonding. The novel coronavirus has made viral online learning and teaching practices across the globe. The technical gadgets which were banned in the education field have now become the elixir of imparting knowledge during this quarantine. Webinars, MOOCs, Virtual classes, online quizzes are not alien terms for the students anymore. From mere listening and writing the experience gained through the online mode of learning has become vast. The 21st century is witnessing a new normal due to the ongoing pandemic. The paper tries to explore the various social, psychological and technical transitions that the Post COVID is to impinge the changes where humankind is made to adapt through adeptness.

Keywords: British Plague, Spanish Flu, World Wars, COVID-19, Inventions and Discoveries, Revolution

ETHNIC AND CULTURAL DIVERSITY

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ABSTRACT

Diversity is the embodiment of language, values, societal norms, beliefs and way of life, on the other hand, ethnic epitomizes people who follow traditional norms and remain secluded from the urban community, retaining a resilient influence on cultural characteristics. Further, cultural diversity personifies values, language, norms, beliefs and way of livelihood and each domain is encumbered with conventional norms. Apart from this, diversity is universal, pervading everywhere and culture imparts values about traditions, patterns, norms and beliefs. If the cosmos had designed a garden with different living entities, then why are we different in characteristics and for what reason the question remains dormant when we know that universal consciousness pervades everywhere? We are no different from others, we have experienced living with tribes not in close proximity but in the environment. So is there a substantial difference in identity? If so in what way would identity influence characteristics? Secondly, we have manifested to live in harmony influencing the cultural assortment enriched within and reject the narrow tamed toxic ideology. The tribes are distinct in socio-cultural landscapes therefore festivals are unique, cushioned with traditions. They have emerged very significant to preserve the ancient mythological traditions. The purpose of the study was to understand the psychology of the entrenched culture predominant in the tribes, who secluded from the mainstream to reside in the forests. The study would explore the Girasiya tribes who live in the forests of Abu Road, Rajasthan, India. The phenomenon of the study would examine the reasons of seclusion despite profound cultural appearances and interpret the essence of diversity, a journey beyond the catastrophe of better and bitter. The method selected for the study was Autoethnography, qualitative research to narrate the underpinning motives in context to their socio-cultural characteristics. The findings would reveal that cultural diversity is all-inclusive and cannot be separated since it is predominant and inseparable. Moreover, ethnic enriches the magnetism to follow the norms of the community and celebrations, portraying the embedded intense flavour of cultural diversity. The researcher felt it depends on the circumstantial situations life challenged, the culture cannot erase the traditions that the tribes shadowed with an extreme sense of living in diversity. The study would conclude to state that traditions build diversity and pave the way to a more secure, safe, surrounded culture, whether the community lived in the forests or floors.

Keywords: Ethnic, Cultural Diversity, Tribes, Characteristics, Traditions

A DIVERSIFIED CULTURAL POOL OF INDIGENEITY IN THE NARRATIVE OF MAHASWETA DEVI

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ABSTRACT

Even after seventy-three years of independence, Indian society is still embedded with structural and communal inequality, resulting in oppression, exploitation and suppression of individuals or groups through misuse of power, status or authority. In such a situation, the oppressed is deprived of one's basic right and freedom and is forced to live in a hapless state. The social exclusion, economic marginalization and cultural subjugation of Indigenous people are pervasive in all regions across the globe. Even today, indigenous people continue to struggle to protect their rights to culture, community, heritage and land. In India, tribals are mostly considered as the Indigenous people and their heritage, ways of life, stewardship of this planet, and cosmological insights are an invaluable treasure house for all. These indigenous people have traditionally enjoyed a close kinship with the forest providing them food, health, spirituality, and identity. Their land is both a critical resource that sustains life and a major cause of struggle and even death. Each indigenous culture is distinct and unique, tracing back to different histories, environments, and creative spirits. The tribal people have different culture, custom, tradition, languages and religions. They are dispersed and disconnected among themselves having different ancestral lineage. They are independent and autonomous, having their own set of rules and practices.

This paper explores the richness of the tribal culture and civilization in the text of Mahasweta Devi. In this respect, the novel *Aranyer Adhikar* (*The Rights of the forest*) is taken into consideration revealing Mahasweta Devi's concern for the human world and the ecological environment. Her love and responsibility for the protection of the environment and the injustice and oppression inflicted on the tribals by the dominant class, especially the atrocities against tribal women are reflected through her narrative. Mahasweta's narrative becomes a critical discourse on exploitation, survival and struggle, with police atrocities, bureaucratic crimes, striving of the poor and underprivileged for survival, identity and dignity. The struggle for their right to resources, culture, environment and self-governance and inching towards empowerment is still a far-fetched dream of these tribal and marginalized groups.

Keywords: Culture, Ecological Environment, Indigenous People, Struggle

IMPORTANCE OF COMMUNICATION SKILLS FOR EFFECTIVE MANAGEMENT

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ABSTRACT

In general, communication skills plays a vital role all over the world, especially in the role of a management system. The present article gives a brief introduction to effective communication and its advantages in the workplace. The art of management cannot be understood and learnt in just a day - it is a process that encompasses ones' lifetime some of the myriad leadership responsibilities of management are discussed in this paper. More particularly, it examines the pivotal communicative role of managers, who play a key part in maintaining effective information flow and promoting harmonious relationships within the peer group. Effective communication promotes good professional ties, increased productivity among the peer group, and helps the company accomplish its objectives. The article mainly focuses on some of the effective management skills are communication skills, leadership skills strategy planning, problem-solving, collaboration, delegation and decision-making The following are some of the benefits of communicating effectively in the workplace it promotes motivation, teamwork, growth, innovation, positive mindset, company reputation, and transparency, and also it boosts efficiency and loyalty aids in resolving conflict.

When workplace communication is effective, it allows the management to come up with a clear vision for the company.

Keywords: Effective Management, Communication Skills, Leadership Qualities

EFFECTIVENESS OF ONLINE ENGLISH LANGUAGE TEACHING - LEARNING DURING COVID-19 LOCKDOWN IN THE RURAL AREAS OF TAMILNADU: A STUDY

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ABSTRACT

Teaching of English online during COVID-19 lockdown in rural areas of Tamil Nadu needs special attention that the linguistically mediated strategies in English Language Teaching (ELT) can alone have the capacity of removing fossilization of the rules of the language, phobia towards an effective spoken and written language, negative opinion on the practice of innovative techniques in English Language Teaching etc. The wrong pedagogical implications without minding advancements in applied linguistics have severely affected the online teaching and learning of English in rural areas very much. It is certain that if a conducive English Language learning atmosphere is created online besides practising all necessary cognitive skills, the teaching of English in rural areas will be more effective.

Keywords: Online Teaching, English Language Teaching, Second Language Acquisition

ALCOHOLISM - AN ANALYTICAL STUDY OF ITS EFFECTS ON AN INDIVIDUAL THROUGH THE MOVIE "THE GIRL ON THE TRAIN"

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ABSTRACT

The need to consume alcohol arises basically because of the want for deriving pleasure, out of peer pressure and as an escape route. The chemical composition of alcohol impacts the neurological responses on habitual consumption and ultimately results in addiction. The problem of alcoholism has affected human beings on a large scale but still, the issue remains inadequately addressed in interdisciplinary research. There is a vast presence of alcohol in popular culture especially in cinema, literature, advertisement and social media. All these mediums not just influence society but also act as a mirror. This paper analyses the multi-dimensional impacts of psychosomatic disease-alcoholism on an individual with the help of the leading fictional character- Rachel.

Rachel in the movie "The Girl on the Train" directed by Tate Taylor released in the year 2016 based on the novel "The Girl on the Train" by Paula Hawkins; is an alcoholic. She faces difficulty in remembering anything after drinking and is thus abused by her husband Tom. She goes through a divorce, loses her job, fails to conceive a baby, is repelled by society, is charged with child abduction and suspected of the murder of another character called Martha; all because of the drinking problem.

The movie is a crime thriller with Rachel struggling with a drinking problem during most of the screen time. The depressive state of Rachael pushes her towards self-destruction and she drinks even more to forget her sorrows. There appears no end to her drinking. On the other hand, she attends counselling sessions to overcome the problem, but the influence of alcohol on her does not permit that. Gradually, she starts to fear her self.

The paper thus provides the analysis of how alcoholism is detrimental to the socio-economic and psychological condition of an individual through Rachael from the movie "The Girl on the Train".

Keywords: Alcoholism, Addiction, Movies, Fiction, Psychosomatic Disease, Sorrow

A STUDY ON THE EFFECTS OF COVID 19 PANDEMIC IN THE FIELD OF RESEARCH AND INNOVATION OF INDIA

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ABSTRACT

Research and innovation is a vital piece of advanced education and it is quickly developing in India. The nature of research and its significance are significant components with regards to the dependable exploration plan. There is a need for imaginative thought as the pandemic is spreading in a significant number of the creating nations and administering bodies are thinking that it's hard to control. Even though, a lot of overall exploration distributions is 5.1% that of licenses stays simply 1.3%. There are only four researchers for every 10,000 representatives in non-scholarly fields. Of the 36.3 million understudies, 160,000 are selected for a PhD. In this paper, a study on current research and innovation in India is made in the context of responsible research policy and innovation framework. Researchers and innovators have reacted across India have reacted instantly to control the challenge of the COVID-19 epidemic. Several innovations, some emerging tools that have been implemented by the institutions have been seen in recent weeks.

There several reasons why there is the need to implement tools and measures in place, including the insistence of the caring situation and a positive approach to crowdsourcing thoughts from the government.

Keywords: Research, Innovation, Research Policy, COVID19, Arogyasetu, Pandemic

A COST OPTIMIZATION FUZZY MULTI-LEVEL DECISION MAKING MODEL FOR AN UNCERTAIN CLOSED-LOOP SOLID WASTE MANAGEMENT SYSTEM

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ABSTRACT

This paper presents a decision plan to effectively allocate the amounts of waste to respective units of a closed-loop solid waste management system. The objectives of the study constitute the minimization of associated cost, transportation times and the maximization of the generated revenue obtained from the treatment of waste. Decision making is considered to be decentralised with different levels where the decision variables are partitioned within these levels. Waste generation rates are considered to be uncertain following a normal distribution. The proposed model is tested on a hypothetical illustration and is solved using fuzzy goal programming. Linear membership functions are created for fuzzy objective functions and decision variables under the control of different level decision makers. The model tries to capture most of the real-life properties of a solid waste management system. The model is, therefore, highly useful for generating efficient decision-making plans for the management of real-life solid waste management systems.

Keywords: Closed-loop, Solid Waste Management, Revenue, Multi-level Programming, Fuzzy Programming

SELECTION OF CANDIDATE FOR A POST USING AGGLOMERATIVE HIERARCHICAL CLUSTER ANALYSIS

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ABSTRACT

This study aims to shortlist the profile of candidates for interview using the technique of Agglomerative Hierarchical Clustering with Python in Google Colab environment. The study is based on secondary data of 48 applicants for a position in a firm who have been judged on 15 variables namely form of a letter of application, Appearance, Academic ability, Likeability, Self-confidence, Lucidity, Honesty, Salesmanship, Experience, Drive, Ambition, Grasp, Potential, Keenness to join and Suitability. A dendrogram is used to understand the Hierarchical relationship between candidates for selection of call for an interview.

Keywords: Applications, Clustering, Colab, Dendrogram, Python, Linkage

STUDYING AND PREDICTING THE POPULATION GROWTH, SEX RATIO AND LITERACY RATE OF INDIA

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ABSTRACT

Population, in simpler terms, is the number of people in a city or town, region, country or world. The population is usually determined by a process called a census. India is a developing country with the second-highest population in the world having 28 states and 9 union territory currently, previously it was 29 states and 7 union territories. For this project, we have considered the previous data for the current predictions. This research project was carried out to find out the state-wise decadal growth of population from the year 1951 and to predict the growth in population for the upcoming year of 2021 in India. The reasons for increase or decrease of growth rate, increase or decrease of the urban and rural population, the fluctuating sex-ratio and the reason behind it, literacy rate of India and unemployment rate of rural and urban males in between last five decades for all Indian States and Union Territories and the reasons behind them will be answered during this research project.

Secondary data was taken from the official website of the Reserve Bank of India. Time series analysis of these helped us build a model and get proper insights into the data. We have used statistical techniques- Interpolation, ARIMA, Population Projection, Geometric Mean Method, Linear Models, etc. to analyse the data.

The low female literacy rate has a dramatic negative impact on family planning and population stabilisation efforts in India. Few states have an increasing trend of population growth while few have a decreasing trend. We have studied and compared policies and schemes launched by governments, the measures are taken to control population, increase in female count, increase in employment, etc and till what extent it proved to be successful.

Keywords: Time Series, Growth Rate, Population, Predictions

HEALTHY LITERATE WORKING LIFE TABLE FROM THE PERSPECTIVE OF MARKOV PROCESS

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ABSTRACT

Healthy Literate Working is the most desired quality of life for any individual. But one cannot achieve or continue to enjoy this status without going through several transitions in life. To measure such transitions, we used the method of Multistate life table from the perspective of Markov processes and tried to design the transition intensity matrix and transition probability matrix along with their summary measures. From these matrices, we further observed a few particular cases which in turn gave us some inequalities to be considered while estimating the transition intensities, transition probabilities and expected sojourn times. This paper also puts forward some related issues with a moderately high probability of transition which arises in different age-ranges so we have attempted to rank a moderately high probability of transition into several parts like- Very Bad (VB), Bad (B), Not Good (NG), Not Satisfactory (NS), Satisfactory (S), Good (G) and Very Good (VG) in different situations or age range.

Keywords: Expected Sojourn Times, Multistate Life Table, Markov Processes, Transition Intensity, Transition Probability

A TEST OF GOODNESS OF FIT BASED ON GINI INDEX FOR J-SHAPED DISTRIBUTION

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ABSTRACT

Different methods for the goodness of fit are introduced by researchers in view of the goodness of fit tests based on empirical distribution function, empirical characteristic function, etc. In this paper, a goodness of fit test based on the estimate of the Gini index is proposed for the J-shaped distribution. J-shaped distribution is very useful in many situations like mortality rates of humans, online product reviews, library user patterns. J-shaped distribution is also related to Pareto distribution as the shape of the pdf of Pareto distribution is also J-shaped. In this context, its application is also seen in income setup. The power of the proposed test under various alternatives is compared with another test through Monte Carlo simulation. The critical values of the proposed test are obtained through simulation. An illustration of the test statistics is also presented through real-life data sets. Comparison of the proposed test with the existing tests for goodness of fit for J-shaped distribution is also taken up in the manuscript.

Keywords: Goodness of Fit, Gini Index, J-shaped Distribution, Power

EFFECT OF LOCKDOWN ON TIME MANAGEMENT, HEALTH AND LEARNING

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ABSTRACT

The pandemic has resulted in lockdowns across the world in many sectors. This research analyzes the habits and time management of people during the lockdown. Time management is very crucial and it may affect an individual's overall performance, ethers it education or health and all of these are related to how individuals manage their time during lockdown to suit their daily living or to make it flow steadily with their routines. The study aims to determine the effect of lockdown on time management, learning and health. A questionnaire was designed for data collection and the data was collected through google forms. Statistical techniques like descriptive statistics, multiple logistic regression, paired t-test, fisher's test, Wilcoxon test, graphs were applied for analysis.

The study has 203 samples which consist of 117 females and 86 males, who are from different occupations including students. The result of our study related to time management revealed that the number of hours on average people slept in the day during lockdown is greater than before lockdown. The time spends by people on activities during lockdown has increased than before lockdown. The result related to health states that there is no significant between the people frequently affected on an average in a week due to ill condition before and after lockdown. There is no significant difference between time spent per day on an average for fitness during the lockdown and before lockdown. The time spent by people on mobile during lockdown is greater than the time spent by the people before the lockdown. The study also shows that number of hours spent on an average for office work/attending classes per day during lockdown is greater than the hours spent on an average for office work/attending classes per day before lockdown. It also shows that 51.6% of people prefer reading to keep themselves busy during lockdown followed by cooking, drawing and others. The model accuracy as 0.62295. Activities are done for fitness & time spent on those activities, time spent on office work/lectures, activities to spend regular time spent on those activities have impacted overall well-being and learning habits of people.

Keywords: Time Management, Health, Activities, Gender, Courses

DETERMINISTIC INVENTORY CONTROL MODELS: OBTAINING DECISION VARIABLES THROUGH SIMPLE APPROACH IN PRODUCTION LOT SIZE MODEL WITH AND WITHOUT SHORTAGES

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ABSTRACT

Inventory is maintained for the smooth and efficient running of business affairs. If the producer has no stock of raw, semi-finished or finished materials at all then on receiving a sale order he has to place the first order for the purchase of these materials, wait for their receipt and after receipt begin the production. Thus, the customer may have to wait for a long time for the delivery of goods which may turn to other suppliers, this lead to a heavy loss of business. So it becomes necessary to maintain an inventory. In this paper, researchers have made an effort to derive the optimum run size q_0 (Economic Order Quantity) such that the total cost per unit of time is minimum using simple arithmetic in place of differential calculus using their experience and expertise in the Production Lot Size Model with and without shortages. Other decision variables like optimum time interval between the start of two production run (t_0), the minimum total cost per unit of time, minimum total relevant cost over time T are calculated using relationship with optimum run size q_0.

Keywords: Inventory, Deterministic Models, Optimum Run Size, Production Rate, Shortage Cost

THE DUAL FORM OF MALNUTRITION AMONG ADOLESCENTS: AN OVERVIEW

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ABSTRACT

Nutrition is an all-time requirement for the healthy well-being of an individual. Good nutrition is always associated with a healthy lifestyle and thus reduces the risk of chronic diseases. Malnutrition is defined as a deficiency or excess of intake of nutrients that further imbalances the health of an individual. These impaired capacities give rise to the dual form of malnutrition that is undernutrition and overnutrition. The prevalence of a dual form of malnutrition is a major public health issue affecting the adolescent's age group. The change in socio-economic, demographic lifestyle contributes to the increase in overweight and obesity. Though evidence suggests that the prevalence of undernutrition is reduced but simultaneously overnutrition has increased at an alarming rate due to the adoption of western lifestyle, physical inactivity, and consumption of unhealthy diets. The adolescent group is the transitional group between children and adults were rapid growth and development take place, thus the nutritional health status is a very concerning issue over the growing population. The dual form of malnutrition is directly related to the overall health of adolescents where undernutrition causes several infectious diseases as well as on the other hand overnutrition leads to overweight and obesity which serves as a prime cause of non-communicable diseases such as hypertension, diabetes, cardiovascular diseases and several types of cancer. The present paper discusses the nutritional status of the adolescent group with respect to the dual form of malnutrition. The paper also highlights the causes and consequences, government interventions, and recommendations in tackling the dual burden among adolescents in India, which would otherwise delay the process of growth and development with an increase in mortality and morbidity.

Keywords: Development, Growth, India, Over-Nutrition, Undernutrition

IMMUNITY BOOSTING AND BALANCED DIET PREVENTS VIRAL INFECTIONS WITH SPECIAL EMPHASIS ON COVID-19

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ABSTRACT

Background and aims: A balanced nutritional diet is essential in maintaining immunity and for deterrence as well as desisting of viral infections. Nevertheless, currently, very less information is available online regarding nutrition consumption during the period of coronavirus infection i.e., (COVID-19). In our systematic review article, we portrayed and aimed to evaluate evidence from various previous clinical trials which was based on nutritional interventions for viral diseases and given a concise overview.

Methods: A systematic search was carried out employing 3 key medical databases: PubMed®, Web of Science® and SciVerse Scopus®. Studies were performed and evaluated suitable if clinical trials in humans, appropriate immunological parameters on viral and respiratory infections need to perform. Basic Clinical trials on nutritional vitamins, minerals, nutraceuticals as well as probiotics were included.

Results: We have explored 10 review articles and extracted data for our study. A total of 2000 participants were included and excluded several other trace elements as well as various vitamins but inclusion criteria mainly concentrated on those which have shown propitious immune-modulatory effects against viral respiratory infections.

Conclusions: We have encapsulated the potential health benefits of some minerals, vitamins as well as certain designer foods, nutraceuticals and probiotics in viral infections. Based on this nutritional interventional strategy available from our present data, it could be promising to abstain and reduce the COVID-19 infection replication and boost our immunity to fight against the virus.

Keywords: COVID-19, Neutraceuticals, Clinical trials, Immunity, Vitamins, Nutritional Intervention Strategy

IN-SILICO DOCKING OF FLAVONOIDS FROM *CASSIA OCCIDENTALIS* L. FOR THEIR INHIBITORY ACTIVITY AGAINST DENV SEROTYPE-1

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ABSTRACT

Dengue virus (DENV) belongs to the family Flaviviridae and is one of the most important emerging mosquito-borne disease in tropical and subtropical countries. According to the world health organization (WHO), two-fifths of the world's population is at risk of getting infected with DENV. The high burden on public health care and the limited options of therapy for dengue disease has led to great efforts to identify and characterize potential viral drug targets against NS2/NS3 serine proteases and to design and evaluate antiviral inhibitors that are equally effective against the four dengue virus serotypes and related members of the Flaviviridae. Phytochemical constituents have always been an alternate source for chemical compounds. *Cassia occidentalis L.* has been used in traditional medicine to cure many diseases because it is a rich source of flavonoids but work has not been carried out to study its antiviral property on DENV protease.

Therefore, in the present study, we have selected flavonoids from *Cassia occidentalis* L. to investigate its inhibitory property against dengue viral protease by molecular docking. Our study revealed potent inhibitory activity of chrysoobtusin as a lead molecule against DENV protease 3L6P of serotype 1 with the binding energy of -14.1 kcal/mol. Furthermore, the study indicated that the potent inhibitor can be subjected to chemical modification and tested for its cytotoxicity assay by in vitro studies.

Keywords: DENV, 3L6P**,** *Cassia Occidentalis.* L, Potent Inhibitor

BIOCHEMICAL AND ANTIBACTERIAL STUDIES OF *HEMIDESMUS INDICUS* ROOT EXTRACTS AGAINST SELECTED MULTI-DRUG RESISTANCE HUMAN PATHOGENS.

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ABSTRACT

The present study was undertaken to evaluate in vitro biochemical analysis and antibacterial activity of Methanol, Ethanol, Chloroform, Pet. Ether and Aqueous extracts of *Hemidesmus indicus* root extracts against selected multidrug Resistance Human Pathogens. The selected bacterial strains were *Escherichia coli*, (ATCC 25922), *Pseudomonas aeruginosa* (ATCC 27853), *Klebsella pneumonia (ATCC-13883) Staphylococcus aureus* (ATCC 25923), *Salmonella typhi*, (MTCC-734)., *Micrococcus luteus* (ATCC-9341), *Vibrio cholerae* (MTCC-756).. The result proved to be most effectivity of Petrolium Ether extract against *S. typhi* and *S.aureus* Multidrug Resistance Human Pathogens.(21mm and 20mm resp).by Well Diffusion Method. Methanol and Ethanol extracts showed a satisfactory Zone of inhibition against V. *cholerae* and *P.aeruginosa.* (14mm). The method used to test the antibacterial activity of root extracts were the Well Diffusion and Disc Diffusion Method.

The result obtained from the present investigation was proved for the presence of various biochemicals such as Alkaloid, Flavonoid, Phenol and Cardiac glycosides. The Phenolic compounds which were obtained in root extracts might be responsible for potential antibacterial activity.

Keywords: *Hemidesmus Indicus* Root Extracts, Multi-Drug Resistance Human Pathogens, Streptomycin, Tetracycline, Well Diffusion and Disc Diffusion

MODERNIZATION LEADS TO PITFALL OF TRADITIONAL CULTURE AND ETHNO-MEDICINE IN NORTH-EAST INDIA: A FEW OBSERVATIONS

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ABSTRACT

North-east India is home to a large number of tribal communities with rich culture and traditional knowledge, which have great significance for Humanity. North-East India sandwich between Eastern Himalayas and Indo-Burma biodiversity hotspots is a treasure of medicinally and economically valuable plants. The depth of their traditional culture can be understood by the fact that many of the ethnomedicinal plants used by these tribes are yet to be explored. These plants are enriched with various valuable phytochemicals viz., saponins, alkaloids, sterols, flavonoids, glycosides, terpenoids; which have tremendous medicinal values, are used to produce drugs or medicine to cure a variety of infectious and non-infectious diseases. In the era of modernization, the newer generations are showing less interest to acquire their community culture and traditional knowledge of ethnomedicine due to western influence, which results in pitfall and disappearance of traditional education. This paper deals with the pitfall of ethnomedicinal plants and the traditional culture of North-East India due to modernization. Through this paper, I want to make people socio-politically aware to take potential steps to conserve traditional education and culture.

Keywords: Traditional Culture, Ethno-medicine, North-East India

HERITABILITY AND GENETIC ADVANCE STUDY FOR GRAIN YIELD AND RELATED ATTRIBUTES IN HUSKED WHEAT (*TRITICUM AESTIVUM*)

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ABSTRACT

Twelve husked wheat strains were intermated in diallel fashion, excluding reciprocal parents along with F1 and F2 generation were evaluated for plant height, days of reproductive phase, productive tillers per plant, length of the spike, grains per spike, spikelets per spike, biological yield per plant, harvest index, grain yield per plant, grain weight per spike, and 1000-grain weight. The heritability and genetic advance were estimated for all the attributes in-narrow sense using genetic components.

High heritability (more than 30%) was observed for plant height, days to of reproductive phase, grains per spike, spikelets per spike and harvest index in both the generation for grain yield per plant in F1 and biological yield per plant in F2 generation. Moderate heritability (10% to 30%) was noticed in productive tillers per plant, length of spike and 1000-grain weight in both the generation and grain weight per spike in the F2 generation. Low heritability (less than 10%) was exhibited in grain weight per spike in the F1 generation. An advancement of 6.98g based on F1 and 5.92g based on f2 were expected per cycle of selection for grain yield per plant. For 1000-grain weight, it was approximately 3g. The expectation for advancement in grain weight per spike and the length of the spike was quite meagre. Considering comparative genetic advancement in percentage over mean, maximum advancement to the tune of approximately 42% was estimated for grains per spike, whereas an approximation of 22.25% of mean was estimated for plant height, days to reproductive phase, harvest index and grain yield per plant. Genetic advance is conforming to the heritability estimates.

To achieve expected genetic advance, the highly heritable attributes (above 30%) may be improved through progeny selection, whereas attributes like grain weight per spike for which the heritability estimates were moderate, bulk selection followed by progeny selection would be appropriate. Considering heritability estimates, the economic attributes like grain yield. It was moderate to high quantified the involvement of non-additive gene action in considerable proportion. Hence the improvement in grain yield, the progeny selection followed by a biparental mating world be appropriate.

Keywords: *Triticum Aestivum*, Heritability**,** Genetic Advance, Grain Yield, F1 Generation, F2 Generation

MICROWAVE ASSISTED ORGANIC SYNTHESIS: WORKING METHODOLOGY OF GREEN CHEMISTRY

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ABSTRACT

The most important sustainable development goal is to reduce the harmful consequences of the materials we use and produce. The role of chemistry is essential in ensuring that our next generation of chemicals, materials and energy will be more sustainable than the current generation. The global demand for environmentally friendly chemical processes and products requires the development of new and cost-effective approaches to prevent pollution. One of the most attractive concepts in chemistry for sustainability is green chemistry, which is the use of a set of principles that reduce or eliminate the use or generation of hazardous substances in the design, manufacture, and applications of chemical products. It should be noted that the rapid development of green chemistry is due to the recognition that long-term environmentally friendly products and processes will be economical.

The microwave field of the electromagnetic spectrum is located between infrared and radiofrequency. Microwave-assisted organic synthesis is an enabling technology to accelerate drug discovery and development processes. Green chemistry is the design of chemical products and processes that reduce or eliminate the use and production of hazardous substances. One of the principles of green chemistry involves using microwaves radiation. The microwave-assisted organic reaction has been proven to be environmentally friendly with higher controversy. Therefore, it is one of the accepted fields in green chemistry. Short reaction times, a wide range of reactions, minimal exposure to hazardous chemicals and maximum energy use; These features enable Microwave-Assisted Synthesis as an effective and useful tool for the industry as well as academic research. Microwave-assisted synthesis is mainly used in three areas of pharmaceutical research: biological drug screening, peptide synthesis and DNA amplification.

Keywords: Conductive Heating, Green Chemistry, Microwave Heating, Solvent-free, Sustainable Goal

DETERMINANTS OF MALNUTRITION AND ASSOCIATED HEALTH PARAMETERS IN SUBJECTS WITH STABLE CHRONIC OBSTRUCTIVE PULMONARY DISEASE - A CROSS-SECTIONAL STUDY

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ABSTRACT

Chronic obstructive pulmonary disease exerts local and systemic manifestations including malnutrition which has deleterious consequences on health, quality of life and survival. Nutritional status is known to impact the prognosis of COPD. An attempt was made to study the nutritional status of subjects with stable COPD using PGSGA, identify malnutrition and analyze the factors associated with it. Using convenient sampling, 110 subjects with stable COPD were included in the study. The subjects underwent spirometry, anthropometry, body composition, calorie intake and health-related quality of life analysis. Differences in the parameters between groups of subjects with varying nutritional status and association with PGSGA score was statistically evaluated. Moderate to severe malnutrition was seen in 59% of the subjects. The fat-free mass ($p<0.01$), fat mass ($p<0.01$), calorie intake ($p<0.01$) and SGRQ score ($p<0.01$) were significantly lower in the malnourished group. FEV_1 (r-0.215), energy intake (r-0.446), presence of GI symptoms (r-0.675) and severity of dyspnea (r-0.312) were associated with PGSGA score. Half of the subjects reported a lack of appetite and/or early satiety. The severity of dyspnea increased with lower nutritional status ($p<0.01$) and in the presence of GI symptoms ($p<0.01$). The activity and impact scores were significantly higher in the malnourished groups ($p<0.01$). A significant proportion of outpatients with stable COPD were found to be malnourished. The severity of dyspnea was related to the presence of GI symptoms thereby affecting the calorie intake among the subjects. Nutritional status had an impact on the HRQOL of the subjects. Routine nutritional assessment of stable COPD patients is necessary to identify and treat malnutrition.

Keywords: PGSGA, COPD, Malnutrition, Pulmonary Function, Dyspnea

EUTROPHICATION AND CONSERVATION STATUS OF MANASBAL LAKE OF KASHMIR HIMALAYA, INDIA

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ABSTRACT

In freshwater ecosystems, water quality plays an important role in determining the status and condition of that freshwater ecosystem. During the present study, an attempt was made to assess the eutrophication and conservation status of Manasbal Lake of Kashmir Himalaya. The Manasbal Lake, a marl lake, is located in district Ganderbal in the UT of Jammu and Kashmir, India The actual location of the Manasbal catchment is defined by latitudes $34^0$14' - $34^0$16' N and longitude $74^0$40' - $74^0$43' E, and has an altitude position of about 1551m a.s.l. The lake catchment covers an area of about 22 km^2 located in district Ganderbal at a distance of 30 km north from the Srinagar city of Jammu and Kashmir.

The Manasbal Lake a semi-urban lake was getting modified as a result of cultural eutrophication due to anthropogenic pressure, siltation and the wastewater released from the nearby kilns and residential areas. From the present study, it can be concluded that the higher values of Phosphates (PO4), Alkalinity, Hardness, Electric Conductivity, Free carbon dioxide and lower values of dissolved oxygen and transparency depicted higher trophic status of Manasbal Lake. It can also be concluded that climatic factors, untreated sewage and solid garbage from the surrounding population, fertilizers containing Nitrates and Phosphates and slit load were the main causes for the degradation of water quality of the studied lake.

Hence, periodic monitoring of Manasbal Lake is necessary for assessing the quality of water for human and animal consumption as well as for aquatic life. Besides, immediate remedial measures should be taken up for the protection and conservation of this monomictic lake to save it from further pollution and deterioration.

Keywords: Anthropogenic Pressure, Climatic Factors, Cultural Eutrophication, Manasbal Lake, Physico-chemical Parameters

BODY COMPOSITION: SEGMENTAL ANALYSIS USING BIO IMPEDANCE AMONG YOUNG ADULT WOMEN

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ABSTRACT

Body composition is the extent of fat and fat-free mass in our body. It measures the estimation of body tissues, organs, and their distribution in an individual without delivering any harm**.** Body composition assessment in terms of fat mass and fat-free mass is the best indicator of nutritional wellbeing.

Research has demonstrated that body composition is directly proportional to health. A balance of muscle to fat ratio is related to acceptable wellbeing and life span. Imbalances of which leads to altered body composition, incurring risks to related Co-morbidities.

Bio-electric impedance is a basic tool that provides the measure of body mass to body fluids showing current health status by passing a small amount of electrical signals through the body. Impedance values are higher in fat tissues and lower in muscle tissues. This paper aims to study segmental body composition (fat mass, fat-free mass, body fluids) using a bioelectric impedance procedure. Inbody 770 BIA Analyser was the tool used to assess the body composition involving a sample size of (n=200) healthy young adult women (20-35 Yrs.) of the University of Mysore.

Body composition analysis showed a significant positive correlation between weight and BMI. Whole-body phase angle (φ 50kHz) showed that undernourished (14.5%) subjects had lesser lean mass with lower cell integrity, overnourished (5.5%) subjects had optimal lean mass, higher fat mass with higher cell integrity. The segmental lean and fat analysis reported that the majority of the subjects had fat deposition in the trunk, followed by right and left legs. The observations made were significantly associated with impedance passed through the body.

The results revealed that 97.5% of the subject's had cautionary health status with 'C' shaped body representing lack of skeletal muscle mass and higher body fat mass. Tan impedance (phase Angle) can be considered as the upcoming biomarker for measuring overall health.

Keywords: Body Composition, Bioelectrical Impedance**,** Fat Mass, Fat-Free Mass, Body Mass Index-BMI, Phase Angle(φ)

URINARY IODINE CONCENTRATION AS AN INDICATOR OF IODINE STATUS AND CORRELATION BETWEEN IODINE NUTRITION AND THYROID FUNCTION DURING PREGNANCY - AN EXPLORATORY STUDY

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ABSTRACT

Background: Pregnancy is associated with increasing requirements of both thyroid hormones and iodine. To prevent potential iodine insufficiency which is essential for fetal growth and development additional iodine intake is necessary. Medically, an increase or decrease intake of iodine has negative effects on the individual's health.

Objective: To assess the UIC and evaluate the relationship between haemoglobin levels, UIC and thyroid status in first-trimester pregnant women which is less explored in southern India, Karnataka.

Methods: A cross-sectional hospital-based study was undertaken to assess the iodine status among healthy pregnant women (N=110) at the 13th week of gestation. Urinary iodine concentration (UIC), anthropometric measurements and selected biochemical parameters (TSH, FT3, FT4 and Hb) were assessed.

Results: The median Urinary iodine concentrations (mUIC) was 194.203 µg/L and Hb was 10.55 g/dL, among the subjects only 23.6% had normal UIC. Significant inverse relationship between UIC and TSH (r = -0.487, $P<0.001$), Hb and TSH (r = -0.355, $P < 0.001$), and between TSH and iodine intake (r=-0.476, $P<0.001$) were observed. It was interesting to observe that those with insufficient UIC were found to have mild anaemia and low FT4 levels and those with excess UIC had lower TSH levels. Though the values for TSH and FT4 were on the lower side they remained within the normal range. The median UIC of pregnant women in the current study was normal and were found to be mildly anaemic.

Conclusion: Increased attention among pregnant women should be focused on iodine status along with iron status and thyroid functions.

Keywords: Iodine Intake, Thyroid Hormones, Pregnancy Complications, Haemoglobin

EFFECT OF *DACTYLOCTENIUM AEGYPTIUM* WEED EXTRACTS ON FUNGAL PHYTOPATHOGENS AND GERMINATION OF ON GREEN GRAM

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ABSTRACT

As it is well known that intensive and indiscriminate use of chemicals in agriculture has caused very serious problems to the environment and as well as human beings as it has poisoned our food also contaminated soil and water. Aim to make light of the adverse effect of these chemical pesticides the extract of *Dactyloctenium aegyptium* was used against the soil borne plant pathogens *i.e. Fusarium oxysporium, Rhizoctonia solani, Sclerotinia sclerotiorum and Sclerotium rolfsi.* The effect of extracts was also observed on the different parameter of moong crop. To test the Allelopathic effect by the Phytochemical, extracted from the weed *Dactyloctenium aegyptium*. In which the heptane extract of the weed was found to be most effective against the fungal plant pathogens followed by methanol and benzene *i.e.* 0.00, 3.25 and 4.65 over the control which was 6.3 in *Fusarium oxysporium.* The overall effectiveness of the different extract against the fungal plant pathogens was found significantly effective. As the weeds are found in the majority in the vicinity of the main crop and our surrounding these weeds can be a good alternative of chemically-based fungicides to control these kinds of fungal plant pathogens.

Keywords- *Dactyloctenium aegyptium,* Fungal Phytopathogens, Moong Crop

AN OVERVIEW OF RESPONSIBLE RESEARCH AND INNOVATION STUDIES IN THE LAST TWO DECADES

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ABSTRACT

The concept of Responsible Research and Innovation (RRI) is a recent one with a history of only twenty years. With its aims of public engagement and ethically acceptable, sustainable and socially desirable research and innovation outcomes, RRI needs to be the touchstone of all science and technology research and policy. Analysis of RRI studies provide an opportunity to see the pattern of panning of the concept and its ramifications. These findings can be used in widening the circle of awareness and acceptability of RRI and its incorporation in aligning policy frameworks with societal needs and ethics. This paper is an attempt to give an overarching view of research in RRI and to tag the milestones of its journey in the last two decades. By employing a bibliometric analysis methodology, it presents a descriptive and structural understanding of the field, specifically in the comprehensive citation data of multiple databases.

Keywords: RRI, Bibliometric Analysis

LOCKDOWN YOGA: INTRODUCING INTERNATIONAL STUDENTS TO YOGA AMIDST THE COVID-19 PANDEMIC

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ABSTRACT

Background

Due to a sudden COVID-19 pandemic we have, in coordination with the International Students' Centre of Mangalore University, conducted *Lockdown Yoga - Total Health through Yoga* (a free 7-week online yoga programme) for international students studying at Mangalore University (MU), Karnataka, India.

Purpose

The purpose of this study was to obtain information directly from international students studying at MU about their preferences for a yoga programme.

Methodology

This mixed-methods study examined the benefits of a 7-week yoga-based intervention for international students of MU. The intervention consisted of yoga asana, pranayama, relaxation, basic acupressure points and tips on Yogic diet and lifestyle. Classes were conducted from 31 March till 19 May 2020, twice a week, 75 minutes each session. Participants were offered live and recorded classes (in case they missed the live ones), along with basic handouts and additional audio recordings of relaxation. Baseline demographics, pre-and post-intervention questionnaires were administered and brief individual interviews were conducted with study participants.

Results

23 students (male n=17; female n=6) registered, out which 15 (male n=13; female n=2) were regular in live classes (mean=11) or confirming to teacher about watching recorded sessions. Participants belonged to different nationalities, equally dispersed, and to most of them (74%) this was their first encounter with yoga.

The main reasons for joining the yoga programme were a curiosity to find out more about yoga, learn how to solve sleeping problems, get rid of low back pain, relieve headaches and eye problems, improve concentration, and digestion. They were very satisfied with the structure and flow of classes, content and teaching speed. All-female participants asked for permission to keep their video off. Religious activities did not prevent participants from regularly attending classes.

Lockdown Yoga fulfilled participants' expectations and helped them gain perceived benefits, such as improved relaxation, sleep quality and a better overall feeling. Most of them would like to attend yoga classes at least twice a week and 75 minutes is optimal.

Conclusion

This study demonstrates that international students show a big interest in yoga and that yoga helps them feel better.

Recommendations

All universities in India should be investigating opportunities for organizing yoga programmes for their international students regularly, at least twice a week, 75 minutes each session. Due to cross-cultural differences, we suggest having separate batches for female and male students, as that might increase both the registration and attendance rates.

Keywords: Yoga, International Student, Lockdown, COVID-19, India

PREDICTION OF POTENTIAL VACCINE CANDIDATE PROTEINS FOR BACTERIAL VAGINOSIS BY *IN SILICO* ANALYSIS USING REVERSE VACCINOLOGY APPROACH

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ABSTRACT

Bacterial vaginosis (BV) is one of the highly prevalent vaginal disorders of women of reproductive age, causing serious health implications. The pathogenesis of BV is considered a polymicrobial infection, with *Gardnerella vaginalis* as the most predominant bacterial species that is responsible for the production of antibiotic-resistant biofilm on the vaginal epithelium. Since there is no vaccine currently available against bacterial vaginosis, thus potent vaccine candidates against *G. vaginalis* have been predicted by *in silico* analysis using the core proteome of three strains of *G. vaginalis* in this study. Extracellular proteins and proteins localized in the cell wall and outer membrane with adhesion probability of 0.5 or more, number of trans-membrane helices $\leq$2 as well as no similarity with human, mouse and pig proteome were selected. Prediction of epitope peptides of the selected proteins found in the core proteome of *G. vaginalis* that bind with class I MHC CD8+ and class II MHC CD4+ molecules were also done.

Keywords: Bacterial Vaginosis, Reverse Vaccinology, Epitopes, Adhesion Probability, MHC Alleles

A CASE STUDY ON THE CHALLENGES AND THE REASONABLE ACCOMMODATIONS FOR STUDENTS WITH AUTISM IN THE MAINSTREAM EDUCATION SYSTEM

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ABSTRACT

Despite children with disabilities gaining access to higher education, there are a number of exclusionary practices taking place as a result of lack of knowledge and awareness; more so in cases of invisible disabilities like Autism Spectrum Disorder (ASD). Inclusive education is fundamental for tapping the human resource potential of all students. There are many important stakeholders on who rests the success of Inclusive Education viz. teachers, peers, administrators and parents of students without disabilities. Autism Spectrum Disorder (ASD) manifests itself in various ways in different individuals and this fact must be kept in mind while teaching them. Given the complexity of the disorder, often the educational needs of persons with autism remain largely unmet. Students with autism require attitudinal and social support to be integrated into mainstream education for the maximum realisation of their human resource potential. Teachers work in complex situations and the success of inclusion is dependent on the class teacher accepting diversity, different learning styles and maintaining a flexible system. However, as disability awareness is often not a regular in-depth component of teacher-training courses it makes most teachers ill-equipped to manage disability. This is not due to a lack of intent or understanding. In this case, study students with ASD who are in mainstream education were interviewed using a semi-structured questionnaire. This paper highlights the challenges these students with autism face daily in mainstream education. Several strategies could reduce these challenges to a certain extent. Reasonable accommodations and support systems that must be in place for students with ASD in mainstream education are discussed. It is time to shift the focus away from talking about individual 'deficits', to look at how we can develop environments, attitudes and curricula that are more enabling and empowering for these students with autism.

Keywords: Autism Spectrum Disorder (ASD), Reasonable Accommodations, Mainstream Education, Challenges

ATTRIBUTES OF HIGH-QUALITY TEACHERS: AN INTERPRETATIVE PHENOMENOLOGICAL ANALYSIS

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ABSTRACT

It's not only the intelligence quotient (IQ) that make a good teacher, but there are other traits required by teachers for effective teaching. This present study aims to identify the critical traits of teachers for effective in higher education institutions. Interpretative phenomenological analysis (IPA) of qualitative research methodology has been used in this research. In this research, teachers from Higher education institutions have been selected as the respondent to understand the critical traits required for effective teaching. This study has done an in-depth analysis by using semi-structured interviews with teachers. The interview was subjective which generates an opportunity for the investigator to understand the perception of the participant which arises from their experience and involvement in a particular phase of an event. This research found that Teachers' Passion, Creativity, Paralanguage, emotional intelligence and resiliency are critical traits for effective teaching in Higher education institutions. The findings of the study will be helpful for Higher education institutions. These critical traits should be considered while recruitment and selection of teachers, as positive traits, contribute to teacher effectiveness for making effective teaching

Keywords: Critical Traits, Teachers, Effective Teaching, Interpretative Phenomenological Analysis

THE CHARACTERISTICS OF TEACHER PREVENTING MISBEHAVIOR OF STUDENTS IN CLASSROOM IN AN EARLY SECONDARY GRADE IN MALE', MALDIVES

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ABSTRACT

The study aims to identify the characteristics of teacher which prevent misbehaviour in the classroom through students' and teachers' perspective. Literature shows that ethical, disciplining and interpersonal and pedagogical characteristics of teacher are strongly correlated with the behaviour of students. Middle school and early secondary school students are more prone to misbehaviour than high school students (Balfanz, R., Herzog. L, Iver. D.J. M., 2007). Hence a total of 88 students and 18 teachers from grade 8 (early secondary grade) from a public school in Male (the capital island of Maldives) were randomly chosen as respondents of this study. A quantitative survey method using a questionnaire was employed to obtain the data which was analyzed through the Statistical Package for the Social Sciences (SPSS). The findings showed there is no significant difference between teachers and student perception of the importance of ethical, disciplining and interpersonal characteristics of the teacher, however, there was a significant difference between the perceptions of pedagogical characteristics of the teacher in preventing misbehaviour. The correlation between the present teacher characteristics and the level of misbehaviour was highly positive. It also shows that there is a difference between teachers and student perception of the present teacher practices. Teachers perceive that they are carrying out the responsibilities or practising those characteristics while students believe that teachers are not often practising them. Furthermore, it was evident that some teachers do not want to get involved in the discipline system, which however could not be avoided from the teacher's responsibilities. This study gives implications for behavioural management in schools such as obtaining students feedback, providing quality professional development programs for teachers, engaging in continuous evaluation of teachers, teacher training institutes to address these qualities in teachers, ministry and the management of schools to exercise stringent measures in the recruitment and selection of teachers.

Keywords: Teacher Characteristics, Students' Misbehavior, Behavioral Management, Disciplining

CHANGING PATTERNS OF HIGH SCHOOL STUDENTS' ATTITUDES TOWARDS RESEARCH

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ABSTRACT

The Philippines is among the last countries which have adopted the 12-year basic education. In its K-12 Education Curriculum, which aims to equip students with 21st Century skills, senior high school students have to take three (3) research subjects, namely: Practical Research I (Qualitative Research), Practical Research II (Quantitative Research) and Inquiries, Investigations & Immersion (3Is). For Science, Technology, Engineering and Mathematics (STEM) students, their requirement for 3Is is a science investigatory project (SIP). Several studies indicate that students manifested excessive stress due to research subjects. This study investigated students' attitude toward research. Using a pre-post-assessment design, a total of 89 students completed the Attitude Towards Research (ATR) Scale before taking up the first research subject and after completing the three research subjects. Students underwent lectures, exercises, several upskilling activities, completed and presented research output for each of the three subjects. Results indicated that before taking up the first research subject, students' attitudes towards research was described as "negative". The post-assessment, however, registered students' attitude towards research as "positive". McNemar's test showed that there was a significant change in students' attitudes towards research before integration of the program and after the completion of the three subjects. This indicates that at first glance, students may have negative feelings, anxiety and misconceptions about the subject. However, these feelings subside when subjected to various strategies and activities designed to capacitate students on research. The study recommends that research teachers employ various strategies to make research interesting to secondary school students.

Keywords: Attitude Towards Research, Senior High School, Research Capabilities

LEADERSHIP AND CORE BEHAVIORAL COMPETENCIES OF PUBLIC SCHOOL HEADS: A REGRESSION MODEL FOR SCHOOL PERFORMANCE

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ABSTRACT

This study described the level of leadership and core behavioural competencies as well as the school performance of school heads. The leadership competencies include leading people, people development, and people performance management, while the core behavioural competencies covered self-management, professionalism, and ethics, results-focused, teamwork, service-oriented, and innovation. It also estimated the effects of these competencies on the school performance of school heads based on Office Performance Commitment and Review ratings. Using the descriptive method of research, it administered a survey questionnaire to 192 randomly chosen school heads from the 37 districts of DepEd Division of Surigao del Sur. It also data mined performance ratings from the division office. Using regression analysis, it tested three hypothesized models of school performance. Results revealed that school heads had a high level of leadership and core behavioural competencies and they also had a very satisfactory school performance. Leading people was a significant predictor of school performance both in models 1 and 3. However, model 1 appeared to be more robust based on the determination coefficient. Thus, leading people can best explain the improvement of the school performance of school heads.

Keywords: Results-Based Performance Management System, Leadership, Core Behavioral, Competencies, Regression Model for School Performance

RESURRECTING VIRTUAL CLASSROOMS RESPONSIBLY AMID LOCKDOWN: FACULTY EXPERIENCES AND CHALLENGES AT PANJAB UNIVERSITY CHANDIGARH

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ABSTRACT

The digitalized modes of Teaching have revolutionized the Education Scenario amid inescapable COVD-19 curfew, whereby the teaching faculty has to take the front foot and confront the challenge of responsibly joining the students at the virtual platform and to accomplish the learning outcomes. The current study is an attempt to analyze the experiences and the challenges faced by the faculty at Panjab University Chandigarh while administering the online classes. To conduct the study a questionnaire in the form of Google form was sent via e-mail to one hundred and fifty faculty members from various departments at Panjab University and only eighty-nine responses were received. The majority of the respondent teachers were from Engineering and Technology, Education, Humanities and Sciences. The findings suggest that during the lockdown period, teachers have undergone the adoption of technology and are enthusiastically undertaking webinars, Faculty development programs and Training to practice their hands on the latest tech-applications to administer online classes effectively. The most commonly used online platforms were found to be zoom, cisco-Webex, Google meets, Google classrooms, Microsoft teams, Google forms, Microsoft forms etc. The teachers are putting in their best efforts but, only three-forth of the students were able to attend the class and lack of internet connectivity was the main issue being faced. Teachers were managing the practical work via simulation method, Virtual labs and receiving assignments via e-mail. A few teachers opined that it's the irony of time that they had to opt for online teaching otherwise classroom one to one teaching could never be replaced. Though the Panjab University Management system has been developed for managing classes, examinations, etc still a few of the teachers believe that there is a need to buy a Centralized licensed online platform so that the classes could be conducted safely as well as efficiently. Virtual learning has brought a revolution in the area of edification and has paved the way for opting for Blended and Flipped modes of instruction, for enhanced learning outcomes in the post lockdown era in India.

Keywords: Virtual Classrooms, COVID-19, Lockdown, Online Teaching

THE IMPACT OF FLIPPED CLASSROOM IN TEACHING AND LEARNING ENVIRONMENT

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ABSTRACT

A flipped classroom is an instructional strategy. "Flipping" a classroom entails switching up the usual model through which students encounter new knowledge. It moves activities, including those that may have traditionally been considered homework, into the classroom. In a flipped classroom, students watch online lectures, collaborate in online discussions, or carry out research at home while engaging in concepts in the classroom with the guidance of a mentor. Digital technologies can play an integral role in the success of the flipped classroom: from the capacity to support and engage students, to understanding how students learn through learning and assessment analytics. The increasing ubiquity of enabling technologies allows for an array of opportunities for educators to augment teaching and learning strategies for the flipped classroom. However, technology continues to be an ongoing challenge for educators. Bergman in 2013 identifies technology as the "second hurdle" to implementing a flipped classroom. Part of this challenge is that while technology can be integral to the flipped classroom, the specific technologies and how they are used need to be deeply connected to the context in which the classroom is offered. The purpose of this paper is to suggest a methodology for evaluating the effectiveness of the flipped classroom model over traditional lecture-based teaching. It also proposed a tool to measure students' perception of the flipped approach in the context of Indian management education.

Keywords: Educational technology, Flipped classroom, Learning design, Curriculum design, Collaborative Learning, Active Learning Strategies

MOBILE LEARNING READINESS: LECTURERS' PRACTICE-BASED PERCEPTION IN THE HIGHER EDUCATION INSTITUTIONS OF MALDIVES

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ABSTRACT

The flexibility in the use of smart mobile devices had been an essential part of educators' life such that it has a heavy role in the facilitation of higher education. The unique, as well as adaptable features of mobile learning, have been utilized in the higher education institutions of Maldives to facilitate learners in recent years. However, the archipelago of Maldives has been one major cause of several challenges in teaching and learning. This paper intends to explore the mobile learning readiness of the lecturers who facilitated distance learning programs in different higher education institutions of Maldives. The research also focuses on the readiness of basic and advanced mobile learning skills practised by the lecturers in their facilitation. A sum of a hundred and fifty (n=150) lecturers who facilitated distance programs from three higher education institutions participated in the online survey questionnaire, who had shared their experience in practising mobile learning skills. The data collected were analyzed using SPSS. The findings indicated that the majority of lectures acquired basic and advanced mobile skills required for mobile learning. Overall, the results confirmed that lecturers facilitating distance education programs at the higher education institution had a positive perception and were ready with mobile skills to facilitate mobile learners in the Maldives.

Keywords: Mobile Learning, Perception, Lecturer Readiness, Basic Mobile Skills, Advanced Mobile Skills, Higher Education Institutions, Maldives

FEEDBACK-RICH ENVIRONMENT IN ENHANCING PHYSICS LEARNING

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ABSTRACT

The study aims to investigate the effect of a feedback-rich environment as an intervention in teaching General Physics 1. The researcher used feedback techniques informative assessments for Physics lessons which included rotational motion, simple harmonic motion, gravitation, fluid mechanics, mechanical and sound waves, heat and temperature and thermodynamics. The participants of the study were the eighty (80) Grade 12 Science, Technology, Engineering and Mathematics (STEM) students. Guided worksheets and formative assessment tools were validated by content experts. Data from the pretest and post-test for each lesson was gathered before and after the implementation. The researcher conducted a focus group discussion after the intervention. Observations were also conducted to assess its implementation using a feedback-rich environment protocol. Independent t-test revealed a highly significant difference between the means of test scores. Post-test scores showed higher means compared to pretest scores. Through a feedback-rich environment, participants were able to correct misconceptions, boost their self-esteem, improve their critical thinking skills and establish a positive atmosphere in learning Physics. This shows how feedback plays a vital role in the teaching-learning process. It is a required element in providing attention to how learning takes place. Furthermore, a feedback-rich environment serves as a learning step for them to achieve the required competencies. The researcher recommends the development and implementation of formative assessments using feedback techniques in Physics and other STEM specialized subjects.

Keywords: Feedback, Physics Learning, Formative Assessments, Feedback Techniques

ROLE OF NON-GOVERNMENTAL SUPPORT IN EDUCATIONAL DEVELOPMENT IN INDIA IN POST COVID-19

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ABSTRACT

The impact of COVID-19 sweeps across the world making all sectors to be upended and vulnerable especially the entire education system of all types and at all levels (local, national and global). The present study focuses on examining corporate social responsibility (CSR) initiatives taken by corporates during COVID-19 in educational development in India. Documentary analysis of reports and records on corporate social responsibility activities available on websites of corporates, articles in newspaper and magazines, books, journals and information available on the official website of government authorities was done to evaluate the corporate social responsibility practices during the COVID-19 in educational development. The largest disruption of education systems in history has been created by the pandemic across the globe, affecting nearly 1.6 billion learners in more than 190 countries and all continents. Across India, more than 32 crore students have been affected by the various restrictions and the nationwide lockdown during the COVID-19 period (UNESCO, 2020). To reinforce educational development and Sustainable Development goals (SDGs), a partnership between different stakeholders like government, NGOs, scholarly community, volunteer groups, bankers, consumers, policymakers, educational thinkers and the corporate world is essential to effectively execute sustainable growth agenda. Therefore, the role of Corporate Social Responsibility (CSR) to promote education and to revitalize the education system in this tremendous challenging time needs to be examined. To empower the underprivileged learners and to promote education during COVID-19, an IT company extends digital literacy to around 70,000 people (where 55% were women participants) through 70 active digital centres as the CSR initiative. It may be suggested that corporate, government and every stakeholder need to initiate activities which focus on addressing learning losses and preventing dropouts (especially of marginalized groups); offering employability and skill development programmes; support the teaching profession and teachers' readiness; expand the definition of the right to education to include connectivity; remove barriers to connectivity; strengthen the articulation and flexibility across levels and types of education and training etc.

Keywords: Educational Development, Corporate Social Responsibility, Corporates, SDGs

SPATIAL DISTRIBUTION OF LITERACY RATE OF THE BORDER BLOCKS IN WEST BENGAL

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ABSTRACT

In Human Resource Development, Education is the centrepiece and literacy is one of the major indicators. A region cannot be developed without a better education. India has shared the longest border with Bangladesh and it is the fifth-longest land border in the world. Ten districts of West Bengal have shared the longest border area. 15% population of the W.B. state is living in the border blocks. Generally, the border area is remote, inaccessible, economically backwards and people are insecure here. Better education and greater literacy rate is a key factor of the socio-economic development, health and autonomy of women. Hence, the spatial distribution of literacy rate was studied in border blocks of West Bengal. The objectives of the study are to find out the spatial pattern of male-female literacy rate, the gender gap in the literacy rate and rural-urban literacy rate. Also compare the literacy rate of border blocks in respect to district, state and country level. This paper is based on secondary data, i.e. District Census Handbooks (2011). To classify the level of literacy the arithmetic mean and nested mean method has been applied. For the calculation of the data, Microsoft Excel has been used. Choropleth map has been prepared by QGIS 3.14 software for a better understanding of the spatial distribution. Gaighata block of the north 24 pargana have the highest total literacy rate. Among the 56 border blocks 11, 3 & 13 blocks have more than the total literacy rate of National, State and District level respectively. Blocks of North-24-Pargana have shared greater than 80% of the literacy rate. The male and female literacy rate is poor all over blocks of the border area in West Bengal. Bhagawangola II has shared a negative rate of gender difference in Literacy rate. With respect to the gender gap in literacy, all the blocks have less than the national level. Urban literacy is high than the rural literacy rate. The sub-districts of Swarupnagar has shared greater than 90% of the urban literacy rate. Border blocks of North-24-Pargana and Nadia district are in a better position with respect to literacy rate. Blocks of the northern part of the state are educationally low developed.

Keywords: Border Area, Male-Female Literacy Rate, Rural-Urban Literacy Rate, Gender Gap

READING SINCERITY, IMPORTANT FACTORS AND CHALLENGES IN ONLINE SESSIONS DURING COVID-19 TIMES: AN EXPLORATION

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ABSTRACT

As soon as the COVID 19 time started, there has been a flood of sessions through online seminars (webinars), online conferences and other online programs. The majority of these online sessions have lectures and presentations by experts. It is in public domain knowledge that most of these online programs are free to register and provide free e-certificate for participation, and another well-known fact is around one-third of registered people attend these programs seriously or sincerely. In the very beginning, they start asking for links for feedback and attendance as these are the conditions for getting a certificate for such events. So, by observing this very fact, it dawned in the mind of the researcher that whether the participants of such online programs even read the brochure or poster information carefully, whether they follow the instructions meant for such programs, what is the main factor that affects such participation out of free participation, free certificate, paid participation, paid certificate and no certificate. For this purpose, the researcher designed and carried out a quasi-experimental study on 163 participants, found using random sampling technique, spread over two months from the first week of June 2020 to the last week of July 2020. Keeping in mind, the need and nature of the study, in all, seven online programs were conducted having focused variables as instructions, participation and certification. For this study, the unusual platform Telegram was used for textual communication, before and during the online sessions, as most of the people are habitual of using WhatsApp, not the Telegram for such academic and professional events. Typical and unusual instructions were shared through posters for getting registered. The means for sharing the information for these sessions, registration process and some other variables were controlled. Some amazing facts were arrived at regarding the reading sincerity and important factors related to the participants and these online programs. The output of this study can give further insight into the mushrooming of such online programs and the important factors affecting such programs. The findings also provide insight into the challenges lying ahead and pave the way to sort out problems related to some challenges for better output.

Keywords: Reading Sincerity, Instructions, Participation, Certification, Online Programs

CREATING AN INCLUSIVE WORLD: LEARNERS WITH SPECIAL NEEDS AND CHALLENGES AHEAD

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ABSTRACT

Education has functioned as a great equalizer among people of diverse backgrounds. New techniques and innovative ways of teaching add new solutions to old problems of humanity.

Disabled people deserve better ways of learning, work culture and lifelong support. In the ongoing crucial time and age, we require more policymakers, parents, teachers, governments and stakeholders to come forward and create a world that is based on the values of equality, diversity and inclusiveness.

Many policy changes at the national and international level have been incremental in bridging the gap with specific tools, learning environment and assistive technologies. An interesting convergence has been forged between online learning and social media platforms and classroom studies. Measures to increase online accessibility and social media presence have transformed identity dynamics across the world. There is an opportunity for disabled individuals to form virtual groups, pages and stories that transcend their physical limitations and barriers. This has given them an impressive virtual realm of presence that can cut through the unjust social, historical and cultural structures of assumptions that have labelled them as 'disabled.

It is in this context, that this paper intends to align itself with the needs and requirements of learners with Special Educational Needs. There are two major themes in this paper: the first one being an investigation of resources, methods and techniques which are available to create inclusive spaces with special reference to disabled learners. Secondly, there is an attempt to evaluate the impact of the developments and achievements made towards the betterment of the quality of life, learning and identity of the disabled. Thirdly, there is a review of policies and frameworks which have supported disabled people in achieving their goals. The author has attempted to give a comprehensive view of the effectivity of virtual educational environment with regards to the disabled learners, the issue of identity formation with an online presence and the problems that are yet to be tackled at the higher levels of policymaking.

The current COVID-19 crisis has challenged previous notions of the classroom, learning styles and management of education for all. It has also led to various changes in the relationship between teacher and students. Better decision making and policies aimed at delivering to the disabled population of the country could contribute to upliftment and larger participation in society.

Keywords: Disability, Online Learning, Accessibility, Identity

THE POST QUARANTINE WORLD: MANAGEMENT OF HEALTH IN SCHOOLS

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ABSTRACT

The sudden outbreak of the COVID-19 situation which infamously assumed the role of a pandemic and is gaining in strength with each day has left the world shaken, wounded and paralysed. We are left to deal with challenges every day in almost every domain of our lives. The most fatal effect this pandemic has afflicted the human race is in the sphere of health and this has often left us wondering how to tackle issues that are related to our health and wellbeing. Although it has been believed that children are less prone to coronavirus, it affects them nonetheless. Now in the sheltered spaces of their house, they are shielded away from its perils owing to the total shutdown of schools and being watched over closely by their parents but in the post quarantine hours, when they would have to go to schools, there would be an increased risk of being affected by the virus if the health facilities of the schools are not in tandem with the needs of the situation. This paper aims to look at certain constructive ways through which schools can adopt and manage better health facilities like mandatory medical examinations, upholding various facets of school health programmes and so on. This objective of the paper would be achieved by looking at certain models, education reports of a few countries with special emphasis on India.

Keywords: COVID-19, School, Children, Health, Education

PROFESSIONAL EDUCATION POLICY: WORK, UNEMPLOYMENT AND CONTRIBUTIONS OF RESPONSIBLE RESEARCH AND INNOVATION - RRI CONSIDERING THE NEW COVID-19 PANDEMIC CONTEXT

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ABSTRACT

This work is about a previous study regarding Professional Education at the State of Bahia- Brazil, highlighting unemployment as one of the biggest concerns among the young. This study revealed that this condition is considered something traumatic, because, besides losing the maintenance capacity of their basic needs, also creates a feeling of social exclusion (Rocha, 2018). Because of the COVID 19 pandemic, the unemployment rate increased significantly not only in Brazil but also all over the world. Recent studies during the pandemic (Okada, 2020) suggest that evasion will be one of the biggest challenges in education after the pandemic.

This study investigates the professional education policy for indicating alternatives to promote reflections for improvements, whose concerns were intensified with the COVID 19 pandemic, especially for the population in social vulnerability conditions. This study is theoretically based on the Responsible Research and Innovation - RRI, emphasizing the learning through coinquiry related to socioscientific dilemmas highlighted with and for society. This RRI study considers that the political formulation is a process that the problem solving is co-created and evaluated by decision-makers, scientists and citizens this collaborative involvement is essential in the formation of policies, allowing to analyse the risks and benefits related to global and local contexts. This study seeks to analyse the professional education policy in the Identity Territory of Irecê (TTI) from social representations built by Youth (subjects) about their work and education (the social objects). This empirical study is based on qualitative research (BOGDAN E BIKLEN, 1994), supported by social representation instruments (MOSCOVICI, 2009), focusing on content analysis technique (BARDIN, 2009) and cognitive cartography through mental maps (OKADA, 2008).

Findings revealed that for the researched subjects the professional-work means more than a simple task performing, but the inherited condition to their human dignity. With this study, policies must consider that professional education can not only promote scientific and technological development but also the insertion of the subjects on the labour market and professional career development, through an educational curriculum model that aims not only technical knowledge but prepare youth to become capable of understanding, intervening and carry out social innovations responsibly based on research and work to co-create a sustainable world and desirable future.

Keywords: Professional Education. Educational Policy. Social Representation. Cognitive Cartography. COVID-19. Responsible Research and Innovation - RRI

TEACHER EDUCATION IN HIGHER EDUCATION FOR TECHNOLOGY, PEDAGOGY AND CONTENT KNOWLEDGE INTEGRATION BEYOND PANDEMIC TIMES

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ABSTRACT

The COVID-19 pandemic has highlighted the shortage of teacher education for technology and pedagogy integration in all sectors. A study during COVID-19 with 20 countries indicated much higher education organizations have initially focused on transitioning to the online environment, and now are focusing on online pedagogy (Crawford et. al. 2020). In Brazilian public higher education, the need for remote practices has unleashed uncertainties and difficulties as many teaching staff do not feel confident about using online applications in education. Moreover, a recent survey indicated that more than 50% of the Brazilian teaching staff were not prepared to teach online with the lockdown (Instituto Crescer, 2020). The pandemic and its consequent social distancing measures evidenced the central role of technology and digital literacy practices in our society. In the educational field, technology has been playing a key part in enabling the continuity of formal education instruction through remote teaching strategies and online learning. This ongoing ethnographic-based case study converges to previous research (Rabello, 2015) which evidenced the need for continuing professional development (CPD) for technology, pedagogy and content knowledge - TPACK (Koehler & Mishra, 2008) integration in higher education in Brazil. It investigates lecturers' beliefs and attitudes about online learning and technology used for remote teaching at a public university in Rio de Janeiro during the pandemic as well as the contribution of a CPD online course targeted at introducing these lecturers to technology in education. This work is underpinned by the Responsible Research and Innovation (RRI) approach to explore how to align societal needs in Education with research and innovation about a novel CPD model that integrates TPACK. RRI is a useful participatory approach for engaging educational communities, researchers, consultants, policymakers and citizen to help the next generation develop inquiry skills with and for society (Okada & Sherborne, 2018). Participants comprised 11 lecturers of different areas at *Universidade Federal do Rio de Janeiro* who had previously completed an online CPD course on digital technologies in higher education. Open Data for the current research was generated from an online interview and investigated their perceptions of digital technologies for online learning during the pandemic. Initial findings reveal lecturers' needs and expectations towards remote teaching and the online CPD course as well as their difficulties concerning technology integration and digital fluency. The study provides contributions of a CPD online course to develop lecturers' confidence in the integration of TPACK to promote students' engagement and learning during the COVID-19 pandemic. It also expands the previous research findings reinforcing the need for teacher education practices that promote digital literacy in higher education.

Keywords: Digital Technologies, Teacher Professional Development, Higher Education, Remote Teaching, Technology, Pedagogy and Content Knowledge

INQUIRY-BASED EDUCATION FOR RRI: EMPOWERING YOUTH AS CO-ENTREPRENEURS AND SOCIAL DIGITAL INNOVATORS DURING COVID-19

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ABSTRACT

One of the main barriers to education during the pandemic period is connectivity, approximately ⅓ of the population in Brazil who do not have access to the internet (CGI, 2018) in particular in rural areas (Souza, 2020). Although 89% of young people have internet access (CGI, 2019), only 25% of young people perform elementary learning tasks and 2% of students have some abilities to access reliable sources of information (Fraillon et al, 2020). The majority of youth have difficulties dealing with disinformation and develop critical thinking. So that, equipping youth as an active learner, researcher and co-entrepreneur has become very relevant to be able to face contemporary issues affected by COVID-19. Inquiry-based learning for Responsible Research and Innovation (RRI) has become very relevant in Europe with practices developed in Brazil through two European projects weSPOT and ENGAGE.

Both projects offered pedagogical approaches and participatory technologies to engage researchers, youth and educators to bridge formal, informal and non-formal learning with topical socio-scientific issues. This study aims to examine the correlations between the principles and skills presented by these two RRI projects with the practices developed in the Ceara State of Brazil to support science with and for society.

This qualitative study centred on four RRI principles: respect, diversity, equity and inclusion. The methodology is supported by digital ethnography and thematic analysis with a set of categories. These categories integrated the inquiry skills for RRI of the ENGAGE (Okada & Sherborne 2018) and C model for weSPOT Project (Okada, 2016), including Co-entrepreneurship skills: dream, conceive, develop, implement, evaluate. (Souza, 2014). The inquiry skills for RRI include devise questions, interrogate sources, analyse data, draw conclusions, justify opinions, use ethics, examine consequences, estimate risks, justify opinions and communicate ideas. The C Model includes seven sets of skills to become an entrepreneur, technical, proactive, interactive, reflective, scientific and innovative learner. These categories were used to analyse learning practices developed by young people from the Student Clubs course, in a class with 50 young people - Moodle / AVACED (2019/2020). The outcomes of this study revealed that youth were able to develop and show technical and proactive skills through the projects that they developed using the various technologies in Moodle. However, some of their difficulties were: reflexive and scientific skills; in a particular device, scientific questions, interrogate sources and communicate ideas based on evidence. This requires further investigation. The analysis based on the Co-entrepreneurship skills of the majority were able to develop their projects cooperatively by setting meaningful goals, implementing collective procedures, sharing information with a common purpose.

The key issue was to be able to evaluate their achievements. Some recommendations for educators are provided: harnessing local problems when elaborating questions, planning projects with social issues, using, sharing, interacting in the digital world; a guide to explore new contexts, identify new creative opportunities, develop and evaluate actions in/with the network - all these recommendations will be useful for promoting scientific and digital thinking.

Keywords: Digital Technologies, ENGAGE. Co-entrepreneurship Skills, High Education, Technology and Pedagogy, Empowering Youth

AN EMPIRICAL INVESTIGATION ON E-SERVICES IN E-COMMERCE SEGMENT

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ABSTRACT

In the present era, the online B2C market is growing radically and consumers progressively prefer e-shopping. The companies also started to advertise and sell their products and services in the virtual platform, wherein they can contend with their players in the e-commerce marketplace. The e-services are mostly prevailed by all the consumers when they purchase the product and e-services also plays a key role in shaping the decisions of consumers. The research on e-services in the e-commerce platform is scanty and hence this particular study aims to determine the effect between service quality dimensions and overall service quality in the e-commerce segment. The purpose was empirically tested by administering the survey to the age cohorts of 18-32 e-commerce users. A total of 332 responses were obtained, out of which, 32 responses were neglected due to response bias and unfilled responses and a valid of 300 samples were retained to proceed with the analysis. Finally, it is clear from the findings that the overall service quality is influenced by the design of the website, responsiveness, trust, contact, personalization, reliability, and credibility dimensions of e-service quality dimensions. In simple, the e-service quality dimensions significantly influence overall service quality in the e-commerce sector. The study also outlines managerial implications, limitations and recommendations for further research.

Keywords: Credibility, E-Services, E-Commerce, E-Service Quality, Responsiveness, Trust, E-Shopping

A STUDY ON IMPACT OF CORPORATE SOCIAL RESPONSIBILITY AND CAMPAIGN MARKETING ON MINDSET OF CONSUMER

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ABSTRACT

In the last decades, corporate social responsibility (CSR) has become an important part of every small and large organization. The organization carries the CSR activities in every different way. Today, CSR has been an important topic for every business manager and research scholar. The company uses CSR as a campaign marketing to reach an audience of a large number. Hence, CSR has become a need in the marketing field. But are they successful in winning more customers? This research paper will analyze the impact of CSR carried out by the companies on the mindset of the consumer. Through this research study, we will be measuring the usage of CSR as a campaign marketing tool and its effect on consumer buying behaviour. We have conducted primary research and collected response from Ahmedabad to understand the consumer mindset for the organization that carries CSR activity as a campaign marketing.

Keywords: Corporate Social Responsibility, Campaign Marketing, Consumer Mindset

WHY DO TOURISTS WRITE ONLINE TRAVEL REVIEWS? AN EMPIRICAL INVESTIGATION

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ABSTRACT

Background: The advent of the Internet has brought about a word-of-mouth revolution. Through the Internet, individuals can make their thoughts, opinions easily accessible to the global community of Internet users by sharing their experiences. (Dellarocas, 2003). A Deloitte (2015) research shows that a third of holidaymakers post a travel-related review on a review website and 16% have posted or discussed holiday experiences on Social media. As consumers move from consuming content to creating it by writing reviews, they become more powerful in influencing other consumers

Purpose: The purpose of this study is to delineate the factors why tourists write travel reviews.

Methodology: The respondents for the study included 300 tourists at the predetermined hotels that are reviewed on the popular hotel review website, TripAdvisor. The respondents were identified using a systematic sampling approach. Every nth guest (depending on the prevailing occupancy) was approached and given a questionnaire for self-completion. The respondents had to meet the inclusion criteria such as bonafide tourist who have stayed at Pondicherry hotels and visited hotel review websites.

Findings: The findings of this study identify *review utility* (that is, review as something useful for others) as the leading motivator for posting reviews and *review as retribution* (that is, creating negative word-of-mouth as a way to punish a bad service provider) comes up as only the fourth factor explaining the motivation to post reviews. Review altruism is identified in this study as a motivator to post reviews. Review as an ego expression (consisting of items such as makes me feel good and important) emerged as a unique and new finding from this study.

Keywords: Word of Mouth (WOM), Online Travel Review, TripAdvisor, Hotel Reviews

AfCFTA DEAL AND THE NIGERIAN ECONOMY: IMPLICATION FOR THE NIGERIAN REAL SECTOR

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ABSTRACT

This study examined the implications of the African Continental Free Trade Area (AfCFTA) deal on the Nigerian economy. Specifically, the study assessed the influence of trade Liberalisation as proposed by AfCFTA agreement on Nigerian Gross Domestic Product (GDP), Foreign Direct Investment (FDI) and the Unemployment rate. The study adopted correlation and regression analysis for testing of the hypotheses using 20-year-longitudinal data, starting from 1999 to 2018. Correlation analysis established a linear-nexus between the variables, while regression analysis revealed that AfCFTA deal will have an insignificant effect on Nigerian GDP and FDI. However, the unemployment rate will increase significantly by 30.7% which will impliedly mean domestic job-losses to foreign nationals. The study concluded that since the economy will not be significantly affected positively, Nigeria should reconsider the deal as taking away jobs from the locals will portend grave danger for the Nigerian infant industries and developing economy.

Keywords: AfCFTA, GDP, FDI, Unemployment Rate, Nigerian Economy, Real Sector

GENERATION X AND Y ENTREPRENEURS: A PHENOMENOLOGICAL STUDY ON THEIR ENTREPRENEURIAL TRAITS

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ABSTRACT

Successful entrepreneurs are often thought of as a nation's asset. They are known to greatly contribute to society's economic progress. But, not all entrepreneurs are the same. The study focuses on generationally diverse entrepreneurs and focuses on generations X and Y. The people of generation X were born in the early years of the technology age (1965-1977). On the other hand, generation Y were the first generation to grow up immersed in the digital age (1978-1994).

Since entrepreneurs have a great impact on economic growth through entrepreneurship, it is essential to understand and analyze generationally diverse entrepreneurs and their trait. The purpose of the study is to find out the relationship between entrepreneurial traits and generation X and Y entrepreneurs to see whether differences and similarities are associated with the in Dipolog City.

Using purposive random sampling, the study sample comprised three (3) generation X and three (3) generation Y entrepreneurs in Dipolog City. With the use of thematic analysis to cull down relevant ideas from the data, the study revealed that Generation X and Y have similar traits such as empathy and entrepreneurial backgrounds. The differences between the generations are that Generation X entrepreneurs possess resourcefulness, strong people skills, being a problem-solver, and perseverance while the generation Y entrepreneurs possess the patience, being technology-savvy, persistent, adaptability and flexibility.

ORGANIZATIONAL DNA: ITS EFFECTS TO THE EMPLOYEES' OCCUPATIONAL STRESS AND INNOVATION PERFORMANCE

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ABSTRACT

Every organization experiences problems where the people involved are blinded by its root causes. Employees' innovation performance *(speed, transparency, accountability)* and occupational stress portrayed as factors that can be influenced by the organization. This study identified effects of the Organizational DNA (*decision rights, motivators, information and structure*) that took place in an educational setting involving 146 secondary public school teachers and 30 non-teaching personnel. A correlation analysis was performed to determine the significant relationship between the organizational DNA, occupational stress and innovation performance where sex, age, educational attainment, length of service and job position were also evaluated. Statistical results of the study revealed that employees' decision rights and structure were significantly related to occupational stress. Meanwhile, only the rapid response to the actions of others and the flow of information *(speed)* correlates with organizational DNA. Among them, only educational attainment has a significant difference in the effects of organizational DNA. These findings suggest that the decisions and hierarchy of tasks among employees influence their level of stress and performance.

Keywords: Public School Employees, Organizational DNA, Occupational Stress, and Innovation Performance

EXPLORING THE REASONS WHY THE RESIDENTS OF THAA GURAIDHOO ARE HESITANT TO PARTICIPATE IN COMMUNITY BASED TOURISM: A QUALITATIVE CASE STUDY

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ABSTRACT

Community-Based Tourism (CBT) has bloomed in the Maldives in the past decade. However, the islanders of Thaa Guraidhoo have not participated in this form of tourism. The purpose of this study is to explore the reasons why the locals of Thaa Guraidhoo are hesitant to participate in CBT. Key literature has identified that tourism development from a bottom-up structure is much more sustainable rather than letting oversea companies run business enterprises within a destination (Tamir, 2015). In the Maldives, CBT is identified as "Local Island Tourism" (LIT), where guesthouses are run by families (Ahmed, 2018). Statistics from the Ministry of Tourism (2018), *Figure 7,* shows that 40% of all guesthouses are concentrated in Kaafu atoll. There is only 1 guesthouse operation in Thaa Atoll alone, indicating that there has been a lack of participation in CBT in not only Thaa Guraidhoo but the entire atoll as well. Maldives is a mass tourism destination however, with the country becoming more open to the idea of CBT, a study in this field is required. This research is strategized as a case study. Secondary data was collected for four objectives and exploratory research was conducted through collecting qualitative data through purposive sampling from the community on the island via interviews. An inductive approach, to some extent theory-driven, has been taken for the study. 4 major factors have given rise to the hesitation in CBT participation among locals and a total of 11 themes have emerged from the data. The study highlights a need for Land Use Planning, a monitoring framework for tourism development and, public transport systems.

Keywords: Community Based Tourism, Local Island Tourism, Sustainability, Community Participation, Tourism Development

APPLICATION OF THE THEORY OF PLANNED BEHAVIOUR IN ENTREPRENEURSHIP DORMAIN: THE MODERATING ROLE OF PERCEIVED BEHAVIOURAL CONTROL

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ABSTRACT

Despite this significant breakthrough in the application of the theory of planned behaviour, little work has explored when or under what conditions attitude towards entrepreneurship(ATE) and subjective norms (SN) influences EI, particularly in the entrepreneurship domain. This study was set to examine the moderating role of perceived behavioural control (PBC) on the relationship between attitude towards entrepreneurship, subjective norms and entrepreneurial intention. Cross-sectional survey research designed was used to collect data from the research respondents using a simple random sampling procedure. 441 useful responses were used to analyse the data using partial least square structural equation modelling PLS-SEM (World, 1982) with the aid of SmartPLS 3. The results revealed that PBC constructs (i.e. perceived autonomy) significantly moderate the relationship between ATE and SN while perceived capability only interacts with SN while no interaction was found with ATE. Since, this study is one of the few to conceptualize perceived behavioural control as a reflection of people's capacity and autonomy over the decision to perform a behaviour, the result of the study revealed that PBC interacts with attitudes and subjective norm to improve entrepreneurial intention. Based on the findings, it is recommended that educational initiatives to foster entrepreneurship could focus on improving PBC over the act of creating a new business, which in turn would raise the positive effects of attitudes and subjective norms on entrepreneurial intention.

Keywords: Entrepreneurial Intention, Perceived Behavioural Intention, Attitude towards Entrepreneurship, Subjective Norms

INNOVATION CAPABILITY AND SME PERFORMANCE: MEDIATION EFFECT OF MARKET INNOVATION

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ABSTRACT

SME in developing countries is compounded with the inefficient capacity to withstand competitive pressure and achieve some level of performance improvement over time. The ability of the owner/manager to overcome or defy all challenges is daunted by the market innovation needs. Hence, this study explored the intervening process of market innovation in the relationship between innovation capability and SME performance. The aim was to examine how product creativity and innovation process predict market innovation and SME performance and to assess how the mediation effect of market innovation improve this relationship. Purposive sampling techniques were used to administer 382 questionnaires to SME owners/managers. After an initial screening of the returned questionnaire, 289 was utilised for the final data analysis. PLS-SEM v 3. 2 was used for data analysis for its robust and suitability to handle complex models to test the mediation process of the model. The findings showed that the mediating effect of market innovation exists between the two different types of innovation capability. The result revealed that product creativity has a significant relationship with SME performance, while the product innovation process was not significant in its effect on the dependent variable. This proves that market innovation is one of the mechanisms that explain the effect of innovation capability on SME performance largely, due to the high intensity of the market. We argue that this study will lead way for further research on the mediation and interaction effect of market innovation in the relationships between innovation capability and SME performance.

BREAKING BOUNDARIES: TOWARDS GENDER-BENDER MARKETING

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ABSTRACT

The purpose of this study is to establish the reasons marketers should transition toward gender bender marketing. Gender bender marketing is introducing unisex products instead of stereotyping them into masculine and feminine categories of products. The research papers provide insights into the sociological, anthropological, and psychological reasons that influence consumer behaviour towards gender-neutral products. A theoretical framework based on the stimulus-organism-response model is proposed. The survey was conducted on 267 respondents through convenience sampling. The primary and secondary data collected were further analysed. The author's results of the data analyses presented that there is a significant relationship between the acceptance behaviour of the consumer and their attributes. The study has applications that would be useful to marketers in future branding strategies. It also has implications in future studies to determine the brand extension strategies to marketers. It is believed that this study adds a fresh multidisciplinary perspective to the existing literature on gender-bender marketing.

Keywords: Brand Direction, Unisex, Consumer Attributes, Brand Concept, Consumer Behaviour

REVERSE MENTORING AT THE WORKPLACE

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ABSTRACT

The concept of Reverse Mentoring is becoming an emerging practice in different organisations, in different sectors, where they find the need for the Boomer and the Millennial to work together. In order to create a sustainable human resource, the leading organisations have primed Reverse Mentoring for creating congeniality among the multigenerational employees to work together.

The baby-boomers are going to retire in near future and there is a perceptible entry of generation Y into the workforce; keeping these tech-savvy new entrants, 'Reverse Mentoring' acts as an inevitable tool, to keep them engaged, and be participative by sharing ideas and suggestions to the senior management thereby enhancing loyalty towards the employer. Engaging millennial and providing growth opportunities is one of the top priorities of the management and also develop millennial leaders which can foster organizational growth.

This paper focuses on four major aspects raising the following points; How the cross-generational learning is initiated; How does the knowledge sharing increases the subject or technology expertise; How transformational leadership skills are formed in the millennial; How do they work together to create innovative strategies, which helps in the organization's growth.

The researcher used a descriptive design for this study. The study reveals that nearly half of the respondents have strongly agreed, that there is a good scope of reverse mentoring in their organization. Very few have agreed reverse mentoring as a tool that can inculcate good efficiency, which will influence projects undertaken.

The study also revealed that reverse mentoring is one of the important aspects of bringing in all the diverse generations, to work towards the organisation goals. Thus fostering cross-generational learning and nurturing their recognition through productive responses. There has been an appreciable increase in retention rate among the millennial generation with the use of 'Reverse Mentoring'.

Reverse Mentoring can be one of the best tools to operate in industry 4.0, where automation, machine learning and IOT are coming into place and disruptive innovations also happen. The organization has to get itself updated with the changing technological scenario which can be done through the formalization of the reverse mentoring program.

Keywords: Reverse Mentoring, Cross-Generational Learning, Gen Y, Gen X, Baby Boomers

CORPORATE SOCIAL RESPONSIBILITY INITIATIVES DURING COVID-19

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ABSTRACT

India is the first nation in the world to make Corporate Social Responsibility mandatory for corporations after amending the Companies Act, 2013 in April 2014. Corporate Social Responsibility is the commitment of business towards society by providing them affordable products and services especially enhancing the lives of underprivileged sections. Apart from focusing on financial health, CSR brings into consideration social, environmental and natural resources aiming to improve the welfare and solving various issues of the society. In the present times of COVID-19, the social-economic status of the whole world has been disturbed. CSR has emerged as a self -acting model by undertaking various measures to help their stakeholders and the general public to overcome this pandemic situation. The Ministry of Corporate Affairs in March has announced that the spending of CSR funds for COVID-19 related activities will be considered as eligible CSR activity. Connecting people through Corporation Social Innovation measures, organisations are supporting mental well-being, financial security and stakeholder's social and professional needs. Despite slow economic activities and returns, corporations are supporting society by donating funds, offering medical, food and various relief measures during these unusual times. In future, it will help the corporations in building a good brand image, leaving a good impact in the minds of people and earning employee's loyalty.

The present paper attempts to cover the CSR initiatives undertaken by corporations during COVID-19 and the challenges faced by them in undertaking CSR activities. Secondary information has been collected from various online sources and reports.

Keywords: Corporate Social Responsibility, COVID-19, Initiatives, Companies Act 2013, Challenges

Continual Abuse of Rights of Animals: Need for a Holistic Approach

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ABSTRACT

Animals are often focused on subjects of art, objects of awe, or quarries. Over the centuries, humans have transformed their relationship with animals. In this journey, in the modern industrialised world, animals are killed for money, adventure or merely to show humans' power upon them. Though numerous constitutional and legal rights have emerged in their favour. Bestiality is spreading and few countries also consider this immoral act legal. Recently, in India, an elephant along with a baby elephant died ruthlessly. The list of abuses against them is never-ending. The world is witnessing a terrible health emergency for the last seven months. More than five lakhs of deaths of humans have taken place due to COVID-19. Since the COVID-19 is a zoonotic disease, transmitted through animals, it is high time to recognise and implement the varied rights of animals. "One Health" approach involves coordinated investments in human, environmental and animal health. The approach involving cross-sectoral and coordinated investments in human, environmental and animal health appears a viable key. Collaboration across disciplines and sectors may be helpful in monitoring and regulating such challenges. There is a need to accept that the health of people is closely related to the health of animals and the shared environment. The focus should be directed to learn about how diseases spread among people, animals, plants, and the environment. The relationship between humans and animals needs to be redefined in light of the role played by them in the entire ecological cycle. It is hoped that gradually the world would start treating animals as sentient and fulfilling its duties towards them. It is further envisioned that the One Health approach would be adopted and benefit everyone - humans as well as animals. The paper is based upon doctrinal study. The paper aims to discuss the violations of the rights of animals in recent and suggest the best approach to integrate the rights of humans and animals.

Keywords: Animals, COVID-19, Humans, One Health, Sentient

STUDY ON E GOVERNANCE: A STEP TOWARDS MODERNIZED DIGITAL INDIA

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ABSTRACT

Governance refers to the management of various activities which upgrade human capabilities and increasing the efficiency in delivering services to the masses. Electronic Governance means the use of ICT Information and Communication technology while performing various government services or processes. The research paper aims to study the concept of E-Governance as SMART Governance and its role in increasing the efficiency and development of the nation. The research describes the various latest models of E-Governance which include: Critical Flow Model, Broadcasting Model, Comparative Analysis Model, E advocacy and Interactive Service Model. The research also aims to find the relation between two variables which are geographic location and preference to change to E-governance mechanism. To test the correlation between given variables Pearson correlation test is used and a Chi-Square test is conducted to find the level of correlation. The test reveals that both variables are highly significant. People belonging to the urban region have a greater preference for E-Governance services and people belonging to the rural region are still not sure about this change. Increased information among citizens of India will increase their awareness of the rights and laws of India. The paper thus concludes the significance of the adoption of the E-Governance system in India and suggests improving the functioning of these systems for greater success in future. Proper E-Governance will reduce the administrative work and will also lead to the reduction in the work of administrators thus giving them time to work on other core areas. The paper has huge relevance in today's world which is the era of artificial intelligence and technology up-gradation. It will guide the readers to adopt the best E-governance model to bring more transparency in the system and improve the working or organizations.

Keywords: E-Governance, SMART Governance, Critical Flow Model, Broadcasting Model, Comparative Analysis Model

SOCIO-PSYCHOLOGICAL IMPACT AND CHANGING PERSPECTIVE OF EDUCATIONAL INSTITUTIONS IN COVID-19

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ABSTRACT

The outbreak of coronavirus disease 2019 (COVID-19) has created a global health crisis that has had a deep impact on the way we perceive our world and our day-to-day lives. Not only the rate of contagion and patterns of transmission threatens us, but the safety measures put in place to contain the spread of the virus also require social distancing and self-isolation by refraining from doing is what is not inherent by a human. Within this context of physical threat, social and physical distancing, as well as public alarm, which has been the impact in our lives at individual, social, psychological and societal levels? Within this ample framework of complexity, the research addressing the impact and the role of educational institutions during the COVID-19 pandemic, on the students.

Keywords: Covid-19, Educational Institutions, Impact

GREEN CONDUCT: ASPECT OF PRICE CONSCIOUSNESS AND ECOLOGICAL CONCERN IN INDIAN CONSUMER BEHAVIOUR

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ABSTRACT

Green word: When an individual hears about green the mind frame starts to reflect automatically fresh, free from pesticides, no chemicals, healthy. Whereas the buyer also thinks about its significance in today's era. Buyers have numerous factors which affect his/her buying behaviour for green products. Based on these significantly progressed examinations of impact factors for green conduct we have studied the aspects of price consciousness and ecological concern.

Be that as it may, a little examination has investigated the impact of buyers' ecological concern on green consumption and how this impact was mediated by ecological concern and moderated by price consciousness, particularly when purchasers at the same time give close consideration to green conduct and ecological concern.

This examination explores the aspects of ecological concern on green conduct and the aspects of price consciousness. Data were collected from respondents via an online questionnaire. Then further analysis was done to get the outcome.

The results show that ecological concern positively affects green conduct and has a positive outcome on green consumption. Price consciousness shows a negative moderation role in the relationship between ecological concern and green conduct.

The study concludes that buyers are still price conscious while buying green food products over conventional products. On the other hand, buyers show positive aspects of the ecological concern while utilising green products.

The policymakers can improve buyers' ecological obligations and ecological concern through numerous correspondence channels to show different ecological issues.

Findings also administer to create a green advertising methodology that targets the diminishing price for the buyers.

Keywords: Green Conduct, Price Consciousness, Ecological Concern, Green Marketing, Sustainability, Consumer Behaviour

AGRARIAN DISTRESS IN INDIA: DECIPHERING THE PROSPECTS OF SMART AGRICULTURE IN BUNDELKHAND REGION

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ABSTRACT

Agriculture is the most comprehensive word used to denote many ways in which crop plants and domestic animals sustain the global human population by providing food and other products. The agriculture sector employs nearly half of the workforce in the country. However, its contribution is 17.5% of the GDP (at current prices in 2018-19. Uttar Pradesh with a population of more than 220 million is the most populous state of India. As per Census 2011, 59% of its workforce was engaged in agriculture, average holding size was just 0.76 ha with 92% of holdings being small and marginal and 29% of its population was below the poverty line in 2011-12. Bundelkhand is considered to be one of the backward regions of the state, six out of seven districts of the Bundelkhand region in Uttar Pradesh fall in the backward category. Bundelkhand region is predominantly agriculture-based and economy drives from the primary sector in this region. But the infertility of the land, low productivity, improper land distribution in which a few medium and large farmers have a major share in landholdings, lack of irrigation facilities and unscientific cultivation in terms of non-use of modern methods in agriculture have kept the agriculture-based economy on the verge of subsistence only. The paper takes a holistic view about smart agriculture by incorporating multi-disciplinary approaches like Econometry, Geography, Management socio-economic indicators, demography, credit available, agri-infrastructure, family size, access to education, Rural Infrastructure, Access to market and adoption of AI and Information Technology. The study shall explore the risk of agriculture in Bundelkhand and the methods for risk mitigation and sustainable solutions in long run via smart agriculture. The mixed-mode analysis will be used to understand both quantitative and qualitative aspects. The study will have policy implications as it is expected to understand the crisis in Uttar Pradesh at a disaggregate level.

Keywords: Bundelkhand, Smart Agriculture, Agri-infrastructure, ICT, Credit Access, Agrarian Distress, AI

MANAGING INDIAN TELECOM MARKET: 'THE RELIANCE JIO' WAY

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ABSTRACT

The Indian telecom sector is the second largest in the world with more than 1.19 billion subscribers. Reliance Jio Infocomm Limited is an Indian telecommunications company and subsidiary of Jio Platforms, which has managed to capture the market within few months of its launch. The hugely acclaimed success of Reliance Jio is a case to be studied as to how did they manage to do so and what were their strategies, how were those strategies implemented and why did the people got attracted to Reliance Jio in such a short period. In this research, we will be looking at the reasons behind the immediate success of Reliance Jio and the strategies they opted for the same. In other words, we can also say that a digital tsunami was required in the Indian telecom industry and Jio has played a critical role in transforming the sector by bringing digitalization within the entire industry. The key and most important feature of Jio's business model is that it offered the services at the lowest possible price. High-speed internet data is also one of the key elements within the business model of Reliance Jio. As far as the reasons for the immediate success of Reliance Jio is concerned, creating an appetite for data by offering free services for almost a year is one of the major reasons why Jio was able to capture the market in a matter of few months. They offered the 'bundling of data & voice' and that too in a price range that makes it user pocket friendly. The company made a huge initial investment in this project and applied some amazing promotional strategies and branding through top celebrities. By using the management tool, 'SWOT analysis' the assessment of the strengths, weaknesses, opportunities and threats of Reliance Jio has been done. Marketing is relevant but the core is also equally important. If you don't have a strong offering, branding and other marketing skills will not be able to do much. In the case of Reliance jio, the magic is in the core offering that is a state of the art optical fibre network, which empowers the service provider to give high-quality bandwidth. The world is moving from voice to data, so Jio would remain a dominant player in future also. As per the above-stated reasons the Reliance Jio has established itself as a no.1 company in the Indian telecommunications industry.

Keywords: Telecommunication Sector, Marketing, Management, Reliance Jio, Business Strategy, SWOT Analysis

A COMPARATIVE STUDY OF THE INFLUENCE LEVEL OF WORKING WIVES AND HOUSE WIVES IN FAMILY PURCHASE DECISION-MAKING PROCESS IN THE CITY OF KOLKATA

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ABSTRACT

In Kolkata city participation of women in the workforce has increased during the last few decades. This reduces gender inequality in the workforce. The reasons for such increased participation of women in the labour force can be attributed to good infrastructure and flexibility in jobs, maternity leave, no longer holding the idea that women are meant for household works, expanding service sector, adequate family support etc. So a dominating role is played by Kolkata's women in family purchase decision-making compared to her husband in many cases. They are joining the workforce for financial independence and which gives them the required confidence to participate vigorously in the purchase decision-in the family. Similarly, housewives are also participating in the family purchase decision-making but their level of participation is different from the working wives as they are not financially independent. Against this backdrop, the study attempts to analyze the behaviour of working wives and housewives. The study is based on primary data where responses were collected from 300 working wives and 300 housewives from 141 wards of Kolkata based on the questionnaire. The two objectives of this paper are: (1) To examining whether working wives of Kolkata exert more influence in family purchase decision-making than their nonworking counterparts, (2) To analyze how far working wives and housewives have assumed the role of decision-makers beyond their traditional roles and to what extent such roles has been legitimized in the Indian family structure. The main contribution of this study is that marketers and marketing academicians can develop a better understanding of the behaviour of both working and non-working wives, their needs and motivations, influence level and attitude towards the family purchase decision-making.

Keywords: Decision-making, Inclination, Likert Scale, Behaviour, Working Wives**,** Housewives

ECONOMIC ANALYSIS OF BACKYARD POULTRY FARMING IN NAGALAND, INDIA.

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ABSTRACT

There is a growing popularity of poultry farming among rural and semi-rural populace in Nagaland, India. Backyard poultry farming provides additional income, employment and livelihood opportunities besides providing nutritional security to the farm household. Traditional rearing of local chicken in the home backyard has been an old age practice among Nagas, especially in rural areas. These days with the accessibility of extension support, availability of improved breed of poultry and other technical intervention many are adopting poultry farming on a commercial basis. India's per capita consumption of poultry meat is only 3.35 Kg/ annum as compared to the world average of 17 Kg/annum. The poultry sector in India is valued at about Rs. 80,000 crores, with a poultry population of 729 million. There are around 30 million farmers engaged in backyard poultry as per the 19th Livestock Census. Poultry enterprise can be looked at as an alternative employment opportunity for the unemployed rural masses, especially among youth and women. The study found that the majority of the poultry farmer were female (64.16 per cent) and belong to the middle age group of 30-50 years (45%). The occupational characteristic of the respondent revealed that Agriculture + Animal Husbandry (40.83 %) was the most practised farming system, followed by Agriculture + Horticulture + Animal Husbandry (30.00%). The majority of the respondent poultry farmers maintained 50-100 birds (45.83%) and has a poultry farming experience of 2 - 5 years (60.83%) followed by above 5 years (24.17%) and less than 2 years (15%). Economic analysis of backyard poultry farming revealed that the total cost for production of 100 birds per cycle was Rs. 18095. Out of the total cost, variable cost accounts for Rs. 15565 (86.02 per cent), whereas the total fixed cost was Rs. 2530 (13.98%). Considering the prevailing market price during the study period, the gross income from the selling of meat was found to be Rs. 27600 with a net income of Rs. 9505 per 100 birds in one production cycle. The Benefit-Cost ratio of backyard poultry farming over total cost was found out to be 1.55, this implies that backyard poultry farming is profitable and sustainable as the enterprise earn Rs. 1.53 for each rupee invested.

Keywords: Nagaland, Backyard, Poultry, Economic, Benefit-Cost

ENERGY SCENARIO IN NORTH-EAST INDIA: A SWOT ANALYSIS

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ABSTRACT

In recent years, energy is considered as the basic needs as it affects education, income, environment, health, water, sanitation and other basic amenities of human life. It is an important mechanism for better provision of cooking, lighting, heating, cooling, entertainment, transport, agriculture, industrialization, urbanization, Information and Communication Technology (ICT) etc. Rural household energy consumption pattern plays a vital role in the rural development process. Clean energy is vital for the existence of modern life. Energy access can improve the quality of life of rural people in many ways. The absence of modern energy sources affects the lives of rural people. The detrimental effects of energy poverty are mostly felt by rural women. Most of the women don't get much more time for productive and income-generating activities due to biomass collection as they are considered as energy supplier of rural households. Energy poverty leads to income poverty, low education and threats to employment opportunities. The North Eastern Region comprises eight states i.e. Arunachal Pradesh, Assam, Meghalaya, Manipur, Mizoram, Nagaland, Sikkim and Tripura.

This region is full of bio-geographic and ethno-geographic diversities. The energy status of the region is not so good as compared with other states of the country. The present study is an attempt to study the Energy scenario in North-East India: A SWOT Analysis. The data were collected from secondary sources. It was found that in North-East India, the energy sources for lighting are electricity, kerosene, solar energy and other oil. Some households also don't have any lighting facility. In Arunachal Pradesh, the use of solar energy as a source of lighting is highest i.e. 2.9 % which is higher than all India average i.e. 0.4 per cent. There are so many potentialities for the development of energy in this region. Although access to improved energy has been an important component of the development of a country, the government has also taken various initiatives to reduce energy poverty; still, rural people are deprived of so many facilities of modern energy. Energy access to every people will truly improve the lives of rural households which ultimately reduce income poverty.

Keywords: Energy, Energy Poverty, SWOT Analysis

CORONAVIRUS AND MIGRANT WORKERS: HOW CORONAVIRUS TURNED INTO A HUMANITARIAN AND ECONOMIC CRISIS FOR MIGRANT WORKERS IN INDIA MUMBAI – A CASE STUDY

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ABSTRACT

The Indian economy today, needs huge infrastructure development to sustain its growth and has been working on hundreds of huge projects like special economic zone (SEZs) power plants, airports, railway corridor high ways and bridges, real estate etc. This has led to a large number of daily wage workers migrating from various parts of the country for employment. India's topography and unequal opportunities have been the main reason for the migration of daily wage labourers to the big cities namely, Mumbai, Delhi, Bangalore, Chennai, and Kolkata. But the extent of the economic impact of this migration came to the fore during the breakout of the disease COVID 19 pandemic that hit India in March 2020. COVID-19 former name being coronavirus is a deadly and infectious disease that first originated in China's Wuhan region that causes acute respiratory and other complications in the affected person. India's dense population and varied socio-economic groups gave rise to an unprecedented situation that reached an unmanageable state when the first lockdown was announced on March 22nd 2020.

While India's population stands at 1.3 billion, it came in terms with the changes of enforced social distancing. India's 40 million migrant workers (around 70% work in Mumbai) had different challenges to contend with. Out of fear and anxiety, millions of migrant workers trapped far away from home with no jobs or money, mostly from Bihar, U.P and West Bengal, tried to defy the lockdown and gathered near railway stations in Mumbai city to demand a ride back home, thus jeopardizing all infrastructural projects in the city. This unexpected displacement of people led to a) the increase in the possibility of spreading the disease b) A humanitarian crisis c) A complete stall of infrastructure projects d) a Drop in the availability of skilled workers and unskilled workers such as maids, plumbers, carpenters etc.). Mumbai the economic capital of India, on the path of massive infrastructural development employs the services of thousands of migrant labourers who come from decimated agricultural sectors, escaping from dire poverty, and diseases at home. Where are they working? Why have they reached this state of penury and how did they manage to shake the economic balance? are some of the questions this paper aims at answering.

Keywords: Disease, Daily Wage Workers, Employment, Reasons for Migration, Infrastructure

CARBON DIOXIDE EMISSION, ECONOMIC GROWTH, AND ENERGY CONSUMPTION AMONG CENTRAL ASIAN COUNTRIES

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ABSTRACT

The paper examines the relationship between carbon dioxide emission, economic growth, and energy consumption among five Central Asian countries during the period 2000-2017. To verify the said relationship, we have used both static (pooled OLS and Fixed effect) and dynamic Generalized Method of Moments. The results indicate that GDP has a significantly negative impact, while a square of GDP has a significantly positive impact on carbon dioxide emission. Therefore, our findings support the U-shaped Environmental Kuznets Curve. Also, energy consumption is having a significantly positive impact on carbon dioxide emissions. The findings emphasize the use of non-renewable sources of energy, low carbon emission technologies, and sustainable growth.

Keywords: Central Asian Countries, CO_2, GDP, Energy, Panel Data

THE FINANCIAL TURBULENCE OF THE AVIATION INDUSTRY: A CASE STUDY OF JET AIRWAYS

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ABSTRACT

The aviation industry is the business sector that caters to operating and manufacturing all types of aircraft. Air transport is a vital component of the transport infrastructure of a nation. It features a major contribution to the process of development by generating employment opportunities, improving productivity and providing more efficient transportation ofproducts and services. The Indian aviation industry has proven to be one of the fastest-growing industries within the country's economy. India has become the third-largest domestic aviation market in the world. Jet Airways Ltd. founded by Naresh Goyal which operates international airlines is currently a bankrupt and grounded Indian international airline.

The present study aims to analyse the financial performance of Jet Airways over 5 years from 2013-14 to 2017-18 using ratio analyses. The study attempts to understand the strengths and weaknesses of Jet Airways before the crisis. It also examines the underlying problems faced by Jet Airways which led to its downfall and discontinuation of operations. The result of the study provides supplementary information about the years in which it operated with maximum efficiency and made a maximum profit as well as the years in which it incurred maximum losses or operated poorly.

Keywords: Aviation Industry, Jet Airways, Financial Performance, Bankrupt

FACTORS INFLUENCING CROSS-BORDER MEDICAL TOURISM FROM BANGLADESH: AN EMPIRICAL STUDY

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ABSTRACT

Bangladesh is one of the most densely populated states in the world. Though the health sector of this country is moderately low it is being enhanced day by day. A huge number of Bangladeshi patients are taking overseas medical treatment due to the high cost, the poor feature of healthcare service and the absence of specialized treatment and medical services in the country. Evidence suggests that people of Bangladesh are travelling to neighbouring countries including India, Thailand, Malaysia and Singapore to get quality medical treatment having utilized their savings. The purpose of the study is to deliberate on the Cross-Border Medical Tourism from Bangladesh and find out the important factors that influence the preference for foreign medical treatment of Bangladeshi patients. Data were collected from 221 patients from Bangladesh. For collecting the data, non-probability convenience sampling and structured questionnaires have been used. Statistical Package for Social Science (SPSS) has been developed by Nie et al., (1975) and Structural Equation Modeling (SEM) has been used to process the data. Some important statistical tools like frequency tests, reliability tests, exploratory and confirmatory factor analysis, ANOVA analysis, correlations analysis, regression analysis and also hypotheses testing have been taken. It was found that the majority of people go to other countries from Bangladesh for cardiovascular treatments, dental treatments, fertility/IVF, wellness evaluations and cancer treatments that were identified as the major medical treatments which persuade the patients to choose a different country. India is the most preferable country for these people to get medical aid. However, the other preferable countries are Singapore, Thailand, etc. For getting these services, relatives, friends and doctor's advice have been given priority more. The major factors giving people to take foreign medical services are the availability of medical expert and better service quality, sufficient medical facilities and services, medical treatment and transportation cost, and hygienic, safety, security and attractive tourist medical place. To prefer foreign countries for taking medical aid, age, sex, occupation, monthly income, destination country, sources of medical information and types of disease play a significant role.

Keywords: Medical Tourism, Health Sector, Medical Services and Bangladesh

CONVERSION OF CHALK-TALK TO E-TALK TO COMBAT COVID19 – A STUDY ON TEACHERS' PERCEPTION

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ABSTRACT

Covid19 not only creates a drastic crisis for our health but also invites a lot of new challenges in our day to day activities. Education is an integral part of our life as the future of nations is highly dependent on it. But, due to the exceeding spread of this coronavirus, Govt. has to close all the educational institutions keeping the health of the students in mind. But shutting down the institutions can't be the reason for the closure of the students' learning. That's why teachers take a revolutionary step of converting the classroom to the e-classroom. But this transformation raises a lot of challenges not only to the students but also to the teachers. Still by accepting all of these challenges and short-comings teachers are continuing their jobs so efficiently keeping the fear of the pandemic in the side. This paper mainly intends to analyze the issues and challenges faced by the teachers due to online teaching during the pandemic period. A structured questionnaire on 5 points Likert scale is prepared to conduct a market survey within 288 teachers of various colleges and universities in Kolkata. Data thus gathered has been analyzed by using **Cramer's V correlation** is also conducted here to measure the association between various attributes. Further, this paper conducted a comparison between e-learning & classroom learning by applying the **Wilcoxon Singed Rank test** on basis of the quality of teaching to judge the relevance of this link-up of the internet with the teaching process.

Keywords: Covid19, Education, One-Sample Independent T-Test, Cramer's V Correlation, Wilcoxon Signed Rank Test Etc

INDIC PERSPECTIVE OF GENDER DIFFERENCE AND DEPRESSION - A COMPARATIVE STUDY ON LEVELS OF DEPRESSION OF ELDERLY MEN AND WOMEN; WIDOWS AND WIDOWERS OF BENGALI HINDU MIDDLE-CLASS ELDERLY RESIDENTS OF KOLKATA

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ABSTRACT

Depression is a serious condition that can impact every area of our life. It can affect our social life, relationships, career, and sense of self-worth and purpose. And for women, in particular, depression is common. In fact, according to the National Mental Health Association, about one in every eight women develops depression at some point during their lifetime. Women are more likely to experience symptoms of atypical depression. Women are about twice as likely as men to suffer from depression. Many factors have been implicated, amongst them are biological, psychological, and social factors. The present study aims to compare the levels of depression of elderly men and women along with widows and widowers. A sample of 50 male and 50 female elderly were selected from Bengali, Hindu residents of Kolkata (West Bengal, India). Beck Depression Inventory was used to measure depression. The mean and the standard deviation was calculated. T-test was performed to find out the difference between the mean depression scores of elderly men and women. Results revealed that elderly men were more depressed than elderly women. Mann Whitney test was performed and the results showed that the widowers were more depressed than the widows. The present study, therefore, revealed that there is a significant impact of gender difference on the depression scores of the elderly. It indicates that elderly males are more depressed compared to elderly females and the widowers are more depressed than the widows.

Keywords: Depression, Elderly, Widows, Beck Depression Inventory, T-Test, Mann Whitney Test

DIVERSITY AND GENDER INCLUSIVITY

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ABSTRACT

Indian and Global companies are emerging as a factor of how diversity and inclusion are built in their culture and strategy. Diversity & Inclusion (D&I) is focused on becoming a vision of employers and a great workplace for all employees, irrespective of gender, race or different needs. Organisations are placing more emphasis on diversity, both as a 'good to do' and as 'good for business.

In Indian organisations, the scope of D&I is expanding from a Human Resource initiative to boardroom discussions. There is a strong focus on gender diversity with greater efforts towards improving women's representation at work. Communication, sensitization and a gradual attempt are done by the Organisations to track the success of D&I initiatives, the future policies, actions needed and ensure the presence of women at various levels.

The purpose of the research was to study the practices and policies which are followed by the organizations to ensure diversity and gender-inclusivity in the work-environment. The study examined the different aspects of an inclusive environment, some of which were considered for the research are Organizations Network, Part-time job option, Flexible work schedules, Medical coverage, Equal employment opportunity, Work from home, Training sessions, Tie-up with crèches, Flexibility to transfer/relocation, Fair appraisal, Accommodation facilities, Pick and drop facility and Recreation activities. The research involved surveys, inquiries and questionnaire interviews for the collection of data. The analysis further stated the inclusive environment level at organizations based on different parameters. The results received reflected that the employees were satisfied with certain parameters like culture, training, opportunities, teamwork, rewards and recognition, delegation, and commitment. Although the results also reflected certain parameters that needed improvement. The overall level of an inclusive environment in the companies was thus identified by a few common best practices which prevailed in all the organizations which showed that there were policies and practices in the organizations aimed at empowering women but there still are measures which are necessary to be considered to meet the aspirations and expectations of working women in India and their presence at various levels.

Keywords: Women, Diversity, Inclusion, Organisation, Policies

EMPOWERING WOMEN THROUGH INFORMATION AND COMMUNICATION TECHNOLOGIES TO COMBAT VIOLENCE: PROJECT DIGITAL ANGELS

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ABSTRACT

Recent studies indicate that the main challenge during the pandemic in rural areas is the high rate of domestic violence. Gender-based violence increased significantly after government-imposed lockdowns (Wilson Center, 2020). According to the report (Brazilian Public Security Forum - FBSP, 2020), the total of cases is very high and requires the attention of society. Femicide cases between March / April of this year, grew 22.2% in relation to the same months of the previous year. The highest number was in Acre with -31.2%, that is, more women were left unprotected. There was a reduction in cases reported at police stations because of the stay-at-home measures. However, there were more telephone complaints, with a 27% growth compared to the previous year.

This study in development explores strategies to enable the expansion of information, awareness and digital literacy to foster women's networks, responsible for protecting victims of violence. Online platforms, scientific repositories and social networks are undoubtedly great allies in tackling domestic violence since they allow access to information, communication and co-creation of knowledge. Scientific studies about domestic violence of women in rural areas are very limited. This study examines women views about measures of prevention, their awareness about types of violence and the use of social networks, open educational resources, repositories and online learning with fun participatory approaches (Okada & Sheehy, 2020) to promote collaboration, emancipation, engagement and enjoyment.

This work is supported by the RRI approach - Responsible Research and Innovation, to understand the needs of rural women, to help them promote emancipation through Information and Communication Technologies, This study aims to contribute with recommendations for promoting a training programme for co-learning - collaborative open learning denominated "Project Digital Angels". This programme is designed to foster the use of technologies, access to information about domestic violence It is based on coinquiry tools for participants to identify alternatives, check reliable information and help each other with social media and co-create knowledge for praxis - social transformation (Okada & Sherborne, 2018).

This exploratory study focused on 9 women who were interviewed by telephone. These participants were members of the project Digital Angels, which is about a women network in different rural areas of Northeast Brazil. The interviews were recorded, and the transcriptions were annotated using thematic analyses.

This is original research since it proposes prevention strategies through ICTs for rural women who are isolated during the COVID-19. Findings revealed women's views about domestic violence in rural areas. Four thematic categories emerged during the qualitative analysis: types of violence, actors involved, potential causes and consequences. This study based on preliminary provides also recommendations to empower women through information and communication technologies, social networks, community computer centre and mobile devices and informal learning approaches.

OLAF - ONLINE LEARNING AND FUN TO ENHANCE ENJOYMENT AND RETENTION IN HIGHER EDUCATION DURING COVID-19

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ABSTRACT

Recent studies indicate that the key challenges in Education will be improving students' retention and performance. UNESCO indicated that the COVID-19 virus affected more than 1,5 billion learners, which refers to 91.4% of total enrolled learners in 192 country-wide closures. This study examines the components that influence students' enjoyment of online learning during the pandemic in Brazil. Although there is a growing body of research about students' engagement with distance education, a research gap exists concerning the value of fun in online learning to promote students' enjoyment and achievement. Literature is very limited to the meaning and value of fun in learning. This work is underpinned by the RRI - Responsible Research and Innovation approach to understanding the needs and expectations of online learners to better align technology and pedagogy innovations to promote students' achievement. Participants were 190 learners (109 women) from all group ages and 5 geographical areas including undergraduates, postgraduates, teachers' educators, pre-service and in-service teachers, educational consultants and institutional policymakers. Participants replied to a self-reflective instrument adapted from previous studies (Sheehy, 2019; Okada & Sheehy, 2020) and provided their views about fun, online education and learning experience during COVID-19. The findings revealed that 99% of participants valued fun in online learning; 44% mentioned that fun in learning is about wellbeing, 30% self-improvement, 20% achievement, 6% motivation, 3% enjoyment with friends and 1% pause for distraction. Nobody found that fun is wasting time. The principal component analysis revealed 3 groups: (1) socio-constructivist learning with fun; (2) transmissive learning with fun that disturbs and (3) constructivist learning with no fun. This study also provides key recommendations for online learning experiences with fun.

Keywords: Fun, Online Learning, RRI, Four Levels of Fun, Enjoyment, Retention

AUGMENTED REALITY TO ENHANCE LEARNING IN SECONDARY EDUCATION DURING COVID-19

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ABSTRACT

COVID-19 has affected the education systems across the globe. In Brazil, more than 23 million secondary students were affected during the pandemic due to school disclosure and social isolation. Studies indicated that one of the key challenges of educational institutions during the pandemic is to provide remote teaching with online learning supported by digital technologies and innovative pedagogies.

This qualitative study examines the use of Augmented Reality - the RA project (http://raescolas.ufsc.br/pt/) - in Brazil for students to explore 3D parts of the Human Body. It aims to make an abstract acquisition of knowledge more exciting by enabling students to explore three-dimensional human organs and cells and extend the real world with Augmented Reality. The research question focused on "what is the value of the AR technology for teachers to guide secondary students in the subject of Science to learn the cardiovascular system (CS) and the nervous system (NS)?

The methodological approach was a qualitative analysis of the results based on workshops implemented by academic students and researchers with elementary school and students and teachers. A survey form was applied to assess the acceptance of AR as a learning tool, as well as a questionnaire to verify its efficiency. Teachers, researchers and students from nine schools participated in this study. Data generated revealed that most students felt motivated, fun and satisfied, by willing its application in other disciplines. Findings suggested that AR application supports the teaching-learning process through an engaging environment, contributing to the teaching-learning process. However, it requires planning, access to resources, mobile devices and pedagogical approaches to promote meaningful immersive learning.

Keywords: Augmented Reality, Basic Education, Biology, Educational Technologies

EFFECT OF MULTISENSORY TEACHING STRATEGY IN LEARNING SELECTED MATHEMATICAL CONCEPTS AMONG STUDENTS WITH HEARING IMPAIRMENT

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ABSTRACT

Children with hearing loss have difficulty with all areas of academic achievement, especially reading and mathematical concepts. Mathematics is often said to be an organized structure of knowledge if one can understand the structure, then he/she capable of surviving in the world of mathematics. Engagement in mathematical processes such as problem-solving, developing logic and reasoning and communicating mathematical ideas depends upon children having good communication skills. In comparison with their hearing peers, deaf/hearing-impaired children miss out on various concepts and vocabulary that hearing children pick up incidentally. Multi-sensory approaches (involving visual, auditory, and tactile-kinesthetic techniques simultaneously) are effective in many settings. The idea that learning experienced through all the senses helps reinforce memory has a long history in pedagogy. Multisensory techniques are frequently used for children with learning differences. Multisensory techniques enable students to use their areas of strength to help them learn. The common difficulties faced by these children in learning mathematics are limitation in organizing ideas, method and devices used for solving the mathematics. The purpose of this study was an attempt to examine the effect of multisensory teaching strategy in learning selected mathematical concepts among students with hearing impairment. The study was an experimental method using pre-test and post-test design with the control group. The sample of the study was 10 students studying 6th standard in Special school for the hearing impairment, and the sample was chosen through a purposive sampling procedure. The sample (10) was divided into control (5) and experimental (5) based on Teacher Made Test scores. The tools developed by the researcher and used in this research was a Teacher Made Test (TMT) and a multisensory intervention package on selected mathematical concepts contains three domains namely fraction, triangle and ratio respectively. Multisensory Intervention was given to the experimental group and the control group was taught by conventional classroom teaching method. To analyze the collected data "Mann Whitney U-test" was used. The Mann Whitney U-Test analysis reveals a significant improvement in learning selected mathematical concepts through multisensory teaching strategies. Gender wise analysis reveals no difference in learning selected mathematical concepts and locality of residence wise analysis reveals urban students learnt selected mathematical concepts better than rural SwHI. The study reveals the benefits of providing a multisensory teaching strategy for learning mathematical concepts among students with hearing impairment.

Keywords: Multisensory Approach, Mathematical Concepts, Students with Hearing Impairment, Communication Skills

KNOWLEDGE IN SOCIAL NETWORKS TO PROMOTE INFORMAL EDUCATION: HABITAT OF COLLECTIVES INTELLIGENCES

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ABSTRACT

Social isolation, remote work and distance education are established states during the current pandemic that require responsible research and innovation (RRI) to align technological and scientific development with societal needs. The COVID-19 event requires the emergence of thinking and appropriating knowledge-building structures, mainly supported by connections that have meaning, sense, scope and can be articulated in new contexts. One of the key challenges in Education is to promote the opportunities for communities to learn and build knowledge in a network, openly and collaboratively, instituted of collective intelligence, as a foundation in the Theory of Relevance (MEISTER, 2012). This theory seeks to establish elements for the construction and diffusion of knowledge in chaotic and complex environments, such as virtual social networks. This study aims to understand how knowledge is created in the context of resilience and adversity, such as the COVID-19 pandemic. Networks can be spaces of connection between formal, informal and non-formal educational actions, bringing together two worlds - physical and virtual. However, connected practices are not commonly promoted by teaching staff, curriculum developers and course teams through open education, open communities, open courses and open schooling to promote skills for RRI (Okada & Sherborne, 2018). This study focuses on ethnography supported by social network analysis observing three components: knowledge, complexity and collective intelligence. Participants are from the CO-LEARN community created in the OpenLearn virtual learning environment in 2008 with various members from Brazil interested in Open Education enhanced by Technologies. This community including educators, students, researchers and professionals migrated to Facebook in 2012 including WhatsApp in 2013. Data generated during the pandemic were analysed to explore the relationship between RRI and social network interactions. Findings revealed that the relationship with RRI lies in the possibility of establishing research, knowledge and innovation networks based on the understanding of how knowledge construction takes place in virtual social networks. This construction is an articulation and constant review of the networks themselves as a space for scientific discussion. A portrait, to subsidize this conjuncture of articulation between RRI, collaborative and open virtual social networks, and the formulation of a network's knowledge established by this work, can be done in the interlocution with the framework developed by Dave Snowden, in 1999, called Cynefin Framework. It is for decision-making. In it, within the scope of the Complex, we have unpredictable processes, emerging experiences that give meaning and the possibility of response. It is a space for learning, close to the space of Knowledge (LÉVY, 2011). This study provides some recommendations to promote the articulation between RRI and open and collaborative virtual social networks, endowed with a sense of collective intelligence, in their power for research and knowledge construction.

Keywords: Knowledge, Social Networks, Informal Education, Collective Intelligence, Responsible Research and Innovation – RRI

METHODOLOGICAL PROPOSAL PROJECT BASED LEARNING WITH A FOCUS ON THE RRI

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ABSTRACT

COVID affected the Education system in the world. Many universities closed in the world during the pandemic in 2020. According to UNESCO (2020), more than 8.5 million students were affected in Brazil. Studies during the pandemic in the area of higher education (Okada & Sheehy, 2020; Okada, 2020) indicate two challenges to reduce dropout and maximize retention with fun and effective pedagogical approaches to increase satisfaction and learning success. Old and new teaching methodologies are undergoing reflections to reinvent themselves, becoming more active, collaborative, creative and inclusive, to meet the demands of the contemporary world and its accelerated transformations. This study aims to restructure the methodological proposal Project Based Learning with a focus on the RRI perspective presented by Kowalski (2018). Therefore, it was built to create a new model of a project methodology for more flexible teaching. Responsible Research and Innovation (RRI) (EC, 2014) support the concept of collaborative learning (TORRES et al., 2016) and aim to ensure that participants in this process understand the risks and benefits of scientific progress and make responsible decisions with skills based on research (Okada & Sherborne, 2019). To connect RRI's actions with education, some initiatives were made, such as the European projects weSPOT and ENGAGE. These projects were financed by the European Commission to promote RRI through the connection between technology and science (OKADA et al., 2015). The RRI curriculum, developed by the Engage project, is aimed at three components: students, scientific knowledge and the ten scientific research skills for RRI. The ten skills are intended to empower students for active involvement in contemporary science (Okada, 2016). The objectives of this study are to investigate technologies, equipment, activities and procedures on project methodology. This case study used a semi-structured questionnaire developed based on RRI. Results indicate that several students use YouTube, Instagram and Facebook. In terms of devices they use Smartphones and Notebooks and in terms of activities, the most used are videos and readings. It was observed that eight steps were useful for the development of RRI skills: proposing a theme, examining sources, exposing concepts, thinking visually, questioning proposals, producing ideas, communicating conclusions and evaluating the project. The recommendations of this study highlight the use of projects to be developed more flexibly, for teaching, emphasizing all the skills of RRI.

Keywords: RRI, Project-Based Learning, Teaching Methodologies

SUMMARY OF CONFERENCE EVALUATION

The 7th Annual International Research Conference took place on both the 19th and 20th of August 2020. Due to the COVID-19 pandemic, the conference was moved to an online platform.

Although this was not the intended format, the online platform did enable us to facilitate many more research papers, which were run simultaneously across parallel sessions.

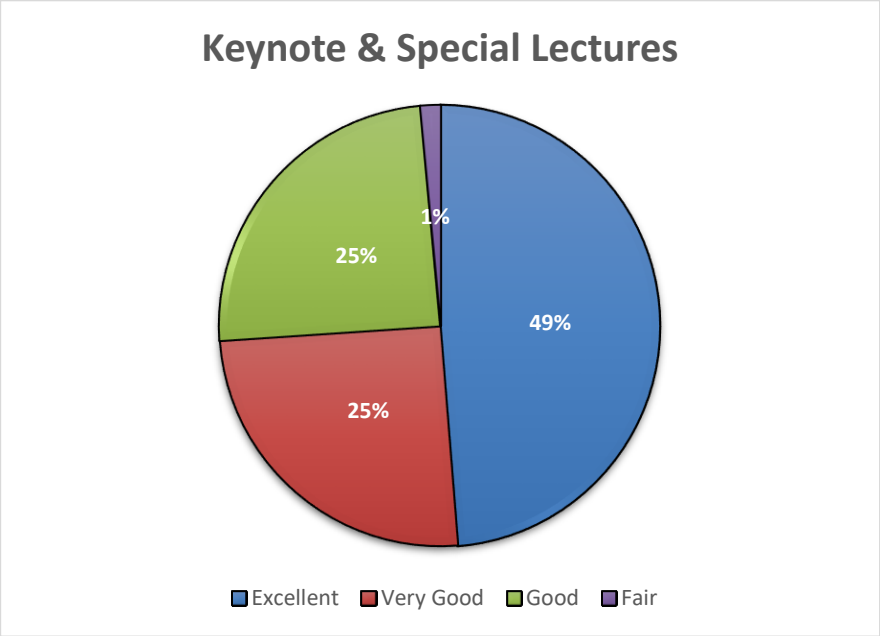
At the end of the conference, both presenters and participants were asked to share their experience and feedback with us. As the conference took place online, this made it easier to distribute and collect the feedback, which was issued in the format of a survey with both closed-ended questions for analysis, open-ended questions for feedback on good practices and areas of improvement.

Below are the findings from the survey responses:

Concept of the Conference

There was a very good reception for the concept of the conference, with responses being positive throughout (100%). This shows that we have chosen a relevant concept for this year's conference, and the categories were appropriate in exploring the areas of Management, Education and Social Sciences and discussing the to understand the challenges and realities.

There was a wonderful reception to the Keynote and Special Lecture sessions, with 99% sharing positive feedback on these sessions. The sessions were highly informative and well-presented and participants found these sessions very insightful as specialists were able to share their expertise with a well thought out scenarios, methods used to conduct the research, as well as how the findings could provide support for the solution.

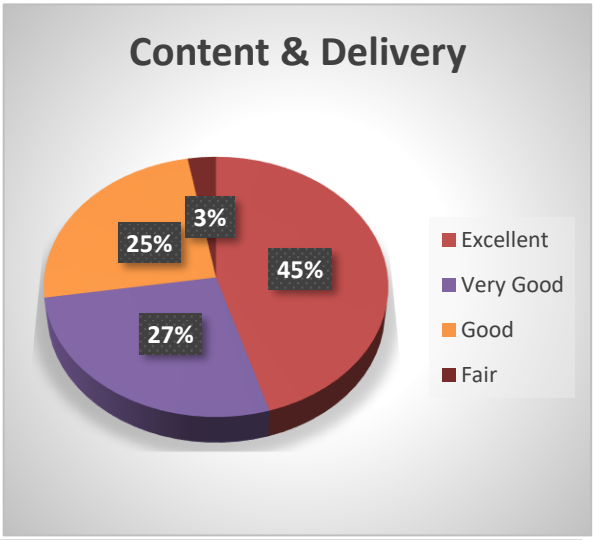


The same was felt of the Inaugural and Valedictory session, as the sessions were able to tie in the conference together.

The sessions were split into the following categories:

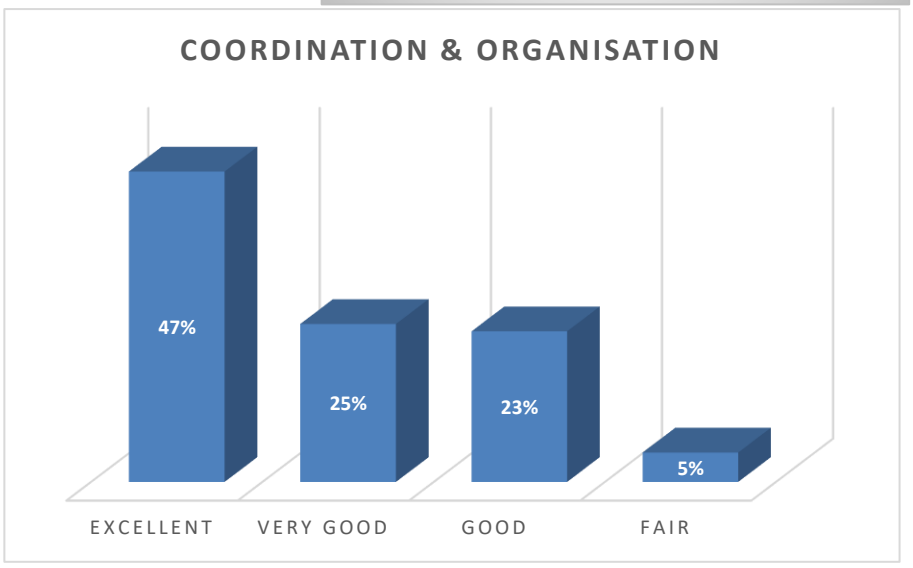
- Pure & Life Sciences
- Mathematics
- Social Sciences
- Education
- Business Management
- Economics

All who had presented and attended the conference were happy with the content and delivery of the presentations, as there were once again no negative responses, which shows that the vetting process in collecting the right papers to be presented in this year's conference has worked. As such, we will continue to use similar methods to ensure that the papers selected for future conferences are up to high standards.

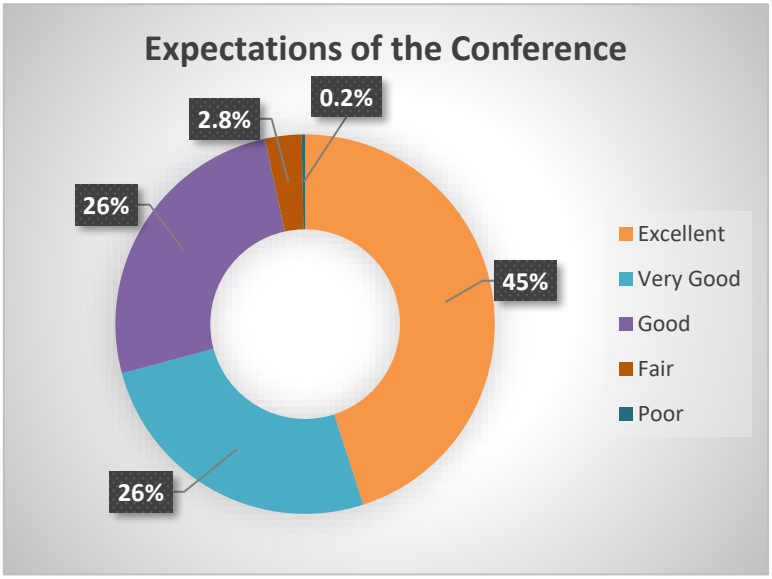


Participants felt the sessions were very informative and inspiring. Others suggested that there could be more detailed papers in the future to allow further discussion and ideas to be explored.

The team's efforts were not only present in the selection of content for delivery, but also the organisation of the conference both prior, to and during the conference. In coincidence with the other areas of the conference, we have positive responses on how the conference was organised, which demonstrates the teams' capability to manage the international conference both online, as well as in person as we do in our normal format.



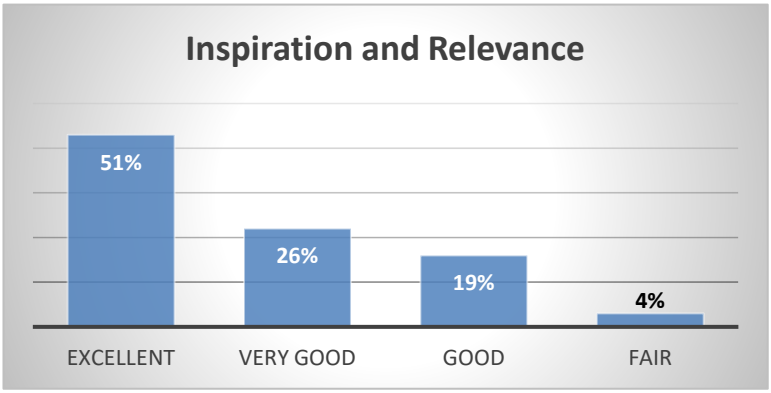
As such, participants felt the conference was well managed, especially as it is the first time it has been conducted online. However; others felt that as the conference took place online, there could have been more technical support offered to candidates.



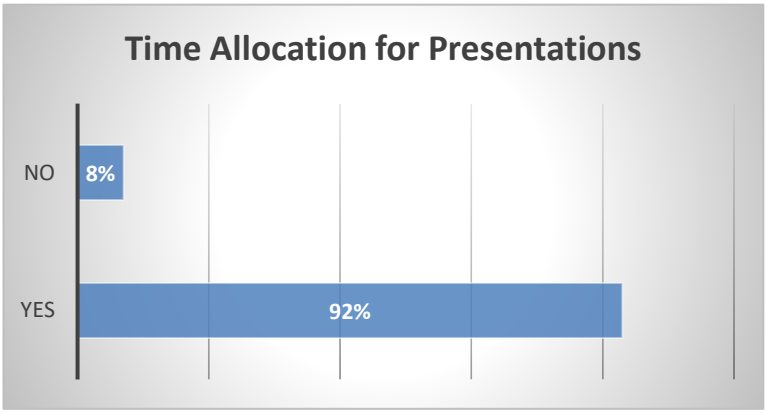
The team's consistent efforts to manage high standard international conferences can be identified in the expectations held by the presenters.

Many had very high expectations for the conference, and all but less than 1% thought otherwise.

Presenters and participants said the conference was "outstanding". Others gave feedback that it was an excellent conference and everything was conducted well.



Many, if not all the presenters were inspired by the topics covered in this year's conference. Other than three presenters, who did not have much to share on this, all other presenters felt the topics were relevant to the theme of this year. Many presenters shared that this has inspired them to incorporate more methods in their future research projects, and the conference has been an enriching educational experience.



The sessions were chaired by a nominated chairperson, and following the conference, presenters were asked to share their feedback on the presentations.

The majority felt that presenters were given enough time to present their papers and to share their findings, whereas 7.8% felt that more time could have been allocated to presenters.

Others added that although there was time for the presentations, there was enough time allocated for any Q&A sessions, which would have benefitted many who had attended the parallel sessions.

Some participants also added that there could have been more time allowed for networking, as this was something they felt was lacking in this conference, as they were able to do so in previous international conferences.

One such comment was relating to the technology, which proved to be a hindrance to some presenters, who struggled with internet connections and could not share their findings to the full capacity as they had wished. Others who had been viewing the presentations also found this distracting and felt there could have been better management of the technological platform.

Others felt that there could have been better time management, as some presenters had limited time to present due to previous sessions either overrunning, or delayed starts. Some had mentioned this was due to the chairperson's management of the session. However; this could have been avoided had sessions started on time and all presenters and participants had joined in a timely manner. This has been noted for the future conferences.

Overall, the presenters were very happy with the conference, however, had a few points to share on improving the conference for the next year, as 97% of presenters and participants would like to attend the next conference, though they would like to see more participants and more papers being shared in the future.

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