

**ADVANCING RESEARCH
FOR INNOVATION,
SUSTAINABILITY AND
ENHANCEMENT**



Dr. B. BALAJI
Dr. S. VASANTHAKUMARI
Dr. S. KARTHIKEYAN
Dr. DIVYA R. PANJWANI

**ADVANCING RESEARCH FOR
INNOVATION, SUSTAINABILITY
AND ENHANCEMENT**

Editors

Dr. B. BALAJI

Dr. S. VASANTHAKUMARI

Dr. S. KARTHIKEYAN

Dr. DIVYA R. PANJWANI

Advancing Research for Innovation, Sustainability and Enhancement

Editors

Dr. B. Balaji

Dr. S. Vasanthakumari

Dr. S. Karthikeyan

Dr. Divya R. Panjwani

First Published: January 2022

Price: INR 575/-

© Special Minds

E-mail: drbbalaji@specialminds.in

Website: <https://www.specialminds.in>

DOI: <https://doi.org/10.47715/JPC.B.75.2021.9789391303228>



Publisher: Jupiter Publications Consortium

22/102, Second Street, Venkatesa Nagar, Virugambakkam, Chennai 600092.

Email: director@jpc.in.net

Website: www.jpc.in.net

All rights reserved. No part of the publication may be reproduced or transmitted, in any form or by any means, without permission of the Publishers and Editors. The views and interpretations expressed by resource persons and paper presenters are their own and their content in this publication does not imply endorsement of them or any entity that they represent.

S. No.	Contents	Page
1.	Folklore: Caste and Power Subversion Naresh V	1
2.	Inclusive Education to Children with Special Needs: Preparational Context Dr. Shilpi Verma	6
3.	Anatomy of Change: Reshaping Consumer Buying Behaviour During Covid-19 Outbreak Chaitra Umesh, Suraksha and Dini C D	10
4.	E-Working: Job Satisfaction, Challenges and Productivity of Employees Suraksha, Chaitra Umesh and Shivika R. Nayak	15
5.	Parenting Style in Relation to Academic Achievement Among IX Standard Students L. Maria Suganthi	20
6.	Cognitive Styles and Study Habits among College Students Dr. P. Senthamizh Pavai and Dr. Geetha	25
7.	A Study on Pro-Environmental Behaviour Among Higher Secondary Students Vigneshwari J. and T. Banupriya	32
8.	Gastronomy Tourism and its Influence on Tourists' Experience: A Study on South Canara Neepa Premodh and Nikshitha Shetty	37
9.	Redefining Self Through Biofiction: Decrypting Sudhir Kakar's Cultural Narratives Vishakha Sen	42
10.	Indian Myths: A Select Study Dr. Indhu M. Eapen	46
11.	Community-based Tourism: Unique Business Model for Unique Communities Chandan V.	52
12.	Dr. Sudha Murthy – A Revivalist: Challenging the Post-Modern Views Yamuna. S	57
13.	Kabir The Trailblazer of Subaltern Studies K. Gayathri Karun	61
14.	The Study of Psychological Analysis of Alice Walker's - The Color Purple G. Shakila	65
15.	Prevalence of Pelvic Floor Dysfunction Among Women in South India Dr. R. Vijayalakshmi and Dr. D. Celina	69
16.	Effectiveness of Humorous Videos on Depression Among Old Age People in Selected Home R. Ahilan Vinoth Kumar	74
17.	GST Impact and Economic Fall Out Dr. R. Anetta Marginic	77
18.	Business Management Programs in India: Amelioration in Quality S. E. Kannan	79
19.	Evolving Digital Marketing Trends and Techniques in Improvising E-learning Dr. K. R. Manjula	84
20.	A Study of Feminist Criticism and Critical Analysis in the Work of Arundhati Roy 'The God of Small Things' R. Jerusha Keren	87

21.	Impact of Globalization on Women Dr. Kausar Unnisa	89
22.	The Significance of E-Commerce in Emerging Markets Manjula S.	93
23.	An Experimental Study to Assess the Effectiveness of Information, Education and Communication (IEC) Package on Knowledge of Self-Care Management of Gestational Diabetes Mellitus (GDM) among Antenatal Mothers attending Antenatal OPD of Egmore Maternity Hospital at Chennai, Tamilnadu Annakamatchi	100
24.	A Study on Consumer Attitude towards Online Shopping with special reference to Tumakuru City, Karnataka State Noor Ayesha	109
25.	Effectiveness of Community Based Nursing Intervention Strategies on Quality of Life Among Alcoholics in Selected Rural Communities Dr. Dinesh Selvam	117
26.	A Comparative Study on Engagement Outcomes of Generation Y and Generation Z Employees Working in IT Sector Lydia Arockia Mary. A and Dr. Anita Raman	120
27.	The Indian Economy and Efficacy of MSME Financing in the wake of the COVID-19 Pandemic: A Perspective Saumya Trivedi and Dr. Amit Sinha	126
28.	Self-Scrutiny of Breast by Economically Empowered Women: Experimental Study Sreelekshmi G. S.	135
29.	The Challenges of Covid-19 on Social Solidarity of India - A Sociological Perspective Sunil K.	144
30.	Crypto Currencies- A Block-ed Chain of Human Ledger Dr. S. Belina V J Sara and Dr. S. Silvia Priscila	149
31.	Study of Cloud Computing Technology Vybhavi B.	156
32.	Converging 5G with FTTx Network: Drive CAPEX Reduction Indian Telecommunication Service Providers Dr. S. Karthikeyan	158
33.	A Study on Export Competitiveness of Indian Pharmaceutical Products Dr. Nagamani K. N.	161
34.	Unconventional Narrative Strategies as Literary Experimentation to express Dalit Authenticity in the select Dalit Novels: A Study Kavitha H S and Aravinda Reddy N	165
35.	Challenges and Quality Measures of Online Teaching Practices of B.Ed. Trainees: Action Research Dr. Manohar Kumar Das	170
36.	Sustainable Leadership: The Vital Determinant in VUCA World Dr. C. B. Venkata Krishna Prasad and Dr. M. R. Jhansi Rani	177
37.	Role of Online Learning on Psychological Well-Being of Students Anjali Singh and Dr. Azra Ishrat	182

38.	Economic Status of Working Women in Hosiery Industries: With Special Reference to Tiruppur District, Tamil Nadu Dr. P. Deivakani	190
39.	E-Waste Management - Beadledom and Behavioural Awakening through School Teaching Learning Pratusha Srivastava, Dr. Mahima Gupta and Dr. Rakesh Kumar Sharma	196
40.	Gender Equality and Justice in India - A Sociological Outlook Dr. Ashwini B. Jane	200
41.	Role of NGOs in Transforming the Face of Rural India through Rural Electrification Shilpashree M. C.	205
42.	Emerging Trends of Digital Marketing in India Dr. Sumathi S.	209
43.	India's Rising Stature: Aspirations to Emerge a Vishwaguru Chaitra C.	212
44.	An Interventional Study to Prevent and Control Osteoporosis among Women in Selected Rural Communities at Madurai Dr. J. Vijaya Rajakumar	215
45.	A Study to Assess the Effect of Aerobic Exercise to Reduce Blood Pressure for Patients with Hypertension in Selected Rural Areas in Kanyakumari District, Tamil Nadu. Ajay Moses	217
46.	Effectiveness of Health Education Campaign Regarding Vasectomy to Increase Knowledge and Change in Attitude among Married Men S. Selva Priya	218
47.	Design and Optimization of Turbonator Fitted into Intake of Diesel Engine by Investigation of Emission Parameters Selvarasu K. and Dr. Mohan R.	223
48.	Intrapreneur's Visionary Leadership in Hi-Tech Companies: A Structural Equation Modelling Approach Anuja Sehgal and Dr. Neelam Saxena	229
49.	A Deep Learning approach for Indian Coin Recognition based on CNN-RNN Sarika K. Katariya and Ashutosh A. Abhangi	237
50.	A Study to Assess the Effectiveness of Kegel's Exercises on Stress Urinary Incontinence among Mothers Admitted at Government Head Quarters Hospital, Erode Vino and Dr. S. Vasanthakumari	242
51.	Role of Technology in Boosting Customer Satisfaction in Retail Banking Services Dr. M. Murugesan	249
52.	Effectiveness of Butterfly Exercise on Menstrual Irregularities and BMI Changes among Adolescent Girls with Poly Cystic Ovarian Syndrome Dr. P. Padmavathi	255

53.	School Children and Airway Blockages: Measurement and Demographic Influences R. Revathi	259
54.	A Study to Appraise the Efficacy of Antenatal Exercises in Recession of Labour Pain Encompassed by Primi Gravid Mothers in Preferred Hospital, Erode K. Vijayalakshmi	263
55.	A Study to Monitor the Efficacy of REBT on Academic Stress among Adolescent Girls in a Selected School, Salem S. Shanmuga Priya	266
56.	Preference of TCE (Traditional Method of Clinical Examination) Vs OSCE (Objective Structured Clinical Examination) among the Final Year B.Sc., Nursing Students of Selected College at Namakkal District – Comparative Study K. Jothilakshmi	271
57.	A Study on Problems and Prospect of Small and Medium Enterprises on Business Process Modelling Dr. P. Anbuoli	275
58.	Knowledge And Practice Regarding Prevention of Infection Control on Covid-19 Transmission among Health Care Personnel Gowri R.	281
59.	Communication Board to Mechanically Venitlated Patients for Satisfaction Over Communication Malathi P.	288
60.	KOCHI – Emerging Destination for Cruise Tourism Rigin Sebastian	292
61.	Impact of MIS Development in Enterprise Resource Planning Dr. G. Gayathri	297
62.	Methodology of Research and Application of Statistical Techniques in Modern Research Methodology Dr. Deepak Kumar Routray	301
63.	A Journey into the Self with special reference to “Maya Angelou’s “Still I Rise and I know Why the Caged bird sing” B. P. Krithika	305
64.	Dark Web Its Impact in Online - A Critical Analysis and Privacy Helaria Maria X	308
65.	A Study among IT Employees towards Happiness at Work Bawthra.R	311
66.	A Study on Causes and Effects of Communication Breakdown in Organizations Sugerthana Helena Seles	318
67.	Total Quality Management and Sustainability Divya Baliga B	323
68.	A Study on Impact of Best Sustainable Human Resource Practices on Organisational Development Monalisa Dutta and Dr. Somnath Chatterjee	327

69.	Impact of Force Majeur in Supply Chain Pallikkara Viswanathan	333
70.	Speaking skills and Fluency: An Exploratory Research with Tertiary Level Students R. Nilavu	339
71.	Emotional Support Intervention for Stress and Quality of Life among Breast Cancer Subjects Dr. Sampooram W.	344
72.	The Pilgrim's Progress through the Lens of Psalm 23 Asmitha Jenni S.	348
73.	A Study on Buying Behaviour of Consumers towards Private Label Apparel Brands B. Selvakumar	351
74.	Retailing in Cyberspace: Customer Engrossment in a Diverse Demography R. Nithya and P. Kamalakannan	357
75.	Retention Strategies and Challenges of SME Workers in India M. B. Risaldar and Dr. Poornima Charantimath	361
76.	Transgender Persons (Protection of Rights) Act, 2019 - A Systematic Review Aishwarya.K and Josephine Rebecca	366
77.	A Study to Assess the Effectiveness of Topical Application of Amla Juice on Wound Healing among Clients with Diabetic Foot Ulcer Admitted at Selected Hospital, Tiruvannamalai, India R. Suguna and Dr. S. Vasanthakumari	371
78.	A Study on Staff Retention Techniques in Insurance Sector Rajani H Pillai and Dr. A. Arumugam	373
79.	A Study to Assess the Effectiveness of Nadi Shodhana Pranayama on General Wellbeing among Adolescents Studying in Selected Schools, Tiruvannamalai, India R. Thamizhazhagi and Dr. S. Vasanthakumari	378
80.	Sociological and Economical Impact of Covid'19 on Indian Education System Anil Kumar Singh	380
81.	Social Media Strategies in Marketing with Special Reference to Online Shopping in India Satish D.	384
82.	Peer Review in an English Preparatory Class: Impact on the Improvement of Students' Writing Ability Meltem İpek Öner	389
83.	Academic Buoyancy of High School Students: A Comparative Study on the Basis of Family Type Divya R. Panjwani	399
84.	Rights of Women in National and Global Scenario Huma Naz	402
85.	Women Empowerment in India Sadia Shakeel	405
86.	New Media Redefining Education - To Create a New World Manisha Singh	408

Academic Buoyancy of High School Students: A Comparative Study on the Basis of Family Type

Divya R. Panjwani

Research Scholar, Integral University, Lucknow

Before World War II, psychology deals with treatment of mental illness, it takes care of nurturing individual talent and focusses on normal life and happiness of people where importance was given to human relationship and develop leaders.

According to H Pops, S Oak, after Post World War II, psychology as a developed faculty takes a turn and started treatments for mental illness, research and development was focused to develop new treatments for soldiers who came back from the war with high mental risks. Drugs related with depression and psychosis were discovered in the year 1955. Expansion is found among people related to understanding of Mental Illness. The practitioners developed different ways for therapy for mental illness.

“Positive psychology is a science of positive aspects of human life, such as happiness, well-being and flourishing. It can be summarized in the words of its founder, Martin Seligman, as the ‘scientific study of optimal human functioning [that] aims to discover and promote the factors that allow individuals and communities to thrive” (Seligman, 2002).

According to Martin and Marsh (2008) under Academic Settings, most of the time students are unknowingly end up in zero-sum reward games as in competition where the whole class participated and every student put his maximum effort to gain the rewards, only a few students achieve the proper recognition while motivation and confidence of majority get dampens who put their efforts to maximum still ends up with low performance. Martin, (2007) conclude that the majority of students observe schooling as an experience which is often connected with fear, disappointment and anxiety. As pointed out by S. Miller et al. (2013); D.W. Putwain, (2008) the journey of education is a challenging course of action, leading to significant academic stress to majority of the students. Thus, a few students are not able to cope with academics successfully which leads to continuing negative effects.

According to Martin (2014); Martin and Marsh (2009) “Academic buoyancy refers to students’ ability to overcome setbacks and challenges that characterize everyday academic life (e.g., poor grades, competing deadlines, exam pressure and difficult school work)”

Table 1: Mean and Standard Deviation of Academic Buoyancy Score of Family Type

Family Type	Mean	SD	N	Mann-Whitney U Test	p-value	p-value
Nuclear	102.41	11.21	732	154107	0.0002	0.05*
Joint	100.47	11.98	468			
Total			1200			

*Significant

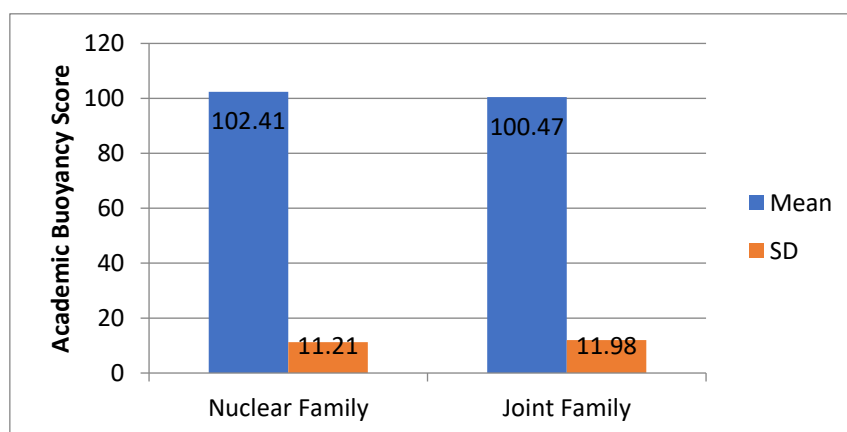


Figure 1: Mean and Standard Deviation of Academic Buoyancy Score of Family Type

Rights of Women in National and Global Scenario

Huma Naz

Lecturer, Faculty of Education, Integral University, Lucknow

Abstract: This paper attempts to analyse the status of rights of women in India and highlights the issues of women's rights. Today women's rights have become one of the most important concerns of 21st century. But practically women's rights are still an illusion of reality. We observe in our day-to-day life how women become victimized by various socially evils. In 2013, the Indian government took positive steps to improve the lives of women. The key issue for women in relation to governance and human rights is arguably the question of discrimination against women and their perceived lower status in society. As far back as 1979, United Nations adopted the convention on the elimination of all forms of discrimination against women. It was clear that the definition of human rights seemed to exclude women's rights, hence the need to formulate a specific treaty addressing women's rights and in particular the issue of discrimination against women and the needs for creating equality between men and women. The various policies at continental level on governance and human rights are all premised on the fact that women suffer discrimination on the basis of gender and significant progress has been made in recognition of these facts. This has been achieved through deliberate efforts ranging from increasing the enrolment of girls in school; through affirmative action initiative to accelerate women's rising in government and private institutions and increased support for women's national economies in different ways. This paper is mainly focused on rights of women in India. This paper aims to identify emerging perspective and issues of women's rights in global and national scenario.

Keywords: Women's Rights, Global Scenario.

Introduction

Women's rights are the rights and entitlements claimed for women and girls worldwide and formed the basis for the women's rights movement in the nineteenth century and feminist movement during the 20th century. In some countries, these rights are institutionalized or supported by law, local custom and behavior, where as in others they are ignored and suppressed. They differ from broader notions of human rights through claims of an inherent historical and traditional bias against the exercise of rights by women and girls in favor of men and boys. Issues commonly associated with notions of women's rights include, though are not limited to the right; to bodily integrity and autonomy; to be free from sexual violence; to hold public office; to enter into legal contracts; to have equal rights in family laws; to work; to fair wages or equal pay; to have reproductive rights, and the right to work for equal pay. "Gender equality is at the very heart of human rights and united nations values. A fundamental principle of the United Nations charter adopted by world leaders in 1945 is equal rights of men and women, protecting and promoting women's human rights is the responsibility of all states."

Women's Role in Society

The modern women are inclined towards the social issues and trying hard to improve the social status of women at large. Increased awareness and education had inspired women to come out of the four walls of the home. Many women actively supported and participated in the nationalist movement and secured eminent positions and offices in administration and public life in free India. Traditionally in India women exist because of the family and for the family. Now, the spread of education, especially that of women and with that the changing social attitudes of educated women have changed the order.

Status of Women in Indian Society

Women held high status and position in ancient times. In later ages, her status deteriorated. Evidently, a majority of the women still do not enjoy equal status. Women's position in the family very much depends upon the level of their education. Higher the level of her education, greater equality she enjoys in the family. It appears that Indian woman is still not treated at par with man in social and family life. The educated women even today though earning, are in acquiescence with the doctrine of the male domination. The education may have made them economically independent, but they still lack the needed self-confidence. However, in our times, her role has changed. Society has started recognizing her contribution. There is need for complete equality among men and women. She has all the rights to command equal status with men.