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**3.4.3.1: Number of research papers in the Journals notified on UGC website during the last five years**

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<b>Sr. No</b>	<b>Title of paper</b>	<b>Name of the author/s</b>	<b>Name of journal</b>	<b>ISSN number</b>
1	Shakespearean Literature, pp. 88-100	Snober Satavala	Asian Quarterly: An International Journal of Contemporary Issues	2229-581X
2	A Study of an Impact of Inflation on a Layman: A Comparative Overview of 2014 and 2022	Arwah Madan	Purana	0555-7860
3	A Zero-Sum Game? Looking at the Economic Development of Pune City	Manisha Pimpalkhare	Educator Research Journal	2455-0515
4	Pet Humanization: A Sociological Perspective	Vaishali Joshi	National Journal on Social Issues and Problems	2278-3199
5	Dance Movement Therapy for the Elderly: A Holistic Approach	Jaya Rajagopalan	Indian Journal of Gerontology	0971-4189
6	Rapunzel, Rapunzel, Has Finally let Down Her Hair! The Feminist Evolution of "Rapunzel" from the Nineteenth Century to the Twenty-First Century	Komal Tujare	Bookbird: A Journal of International Children's Literature	1918-6983



  
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7	Locomotive Ergonomics: "An Analysis for Effective Stress management of Indian Railway Loco Pilots"	Rama Venkatachalam	International Journal of All Research Education and Scientific Methods (IJARESM)	2455-6211
8	A Comparative Study To Understand Lifestyle Differences In & Amongst Working Women And Non-Working Women & It's Implications For Service Marketers	Rajni Singh	Kalyan Bharati	0976-0822
9	A Study of The Changes in the Buying Behavior during the ongoing Covid – 19 Pandemic'	Jyoti Chintan	Journal of Emerging Technologies and Innovative Research,	2349-5162
10	Impact of Digital Convergence of Media and Entertainment Industries on Stakeholders of Multiplex Theatres in India	Deepanjali Mazumdar	ShodhaSamhita	2277-7067
11	Challenges and Opportunities in Supply Chain Management Post Covid- 19'	Deepanjali Mazumdar	Galaxy Link	2319-8508
12	Impact of Covid 19 on Profitability of Multiplex Theatres in India	Deepanjali Mazumdar	Galaxy Link	2319-8508
13	Analytical Study of Physical Fitness Of College Female Athlete From Different Ball Games With Respect to Body Composition And Cardio- Vascular Endurance	Ekta Jadhav	Entire Research	0975-5020
14	Status Study Of Physical Activity And Stress Management Among College-Going Girls	Ekta Jadhav	Juni Khyat	2278-4632



  
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17	Body Appreciation: through the Lens of Positive Psychology	Jaya Rajagopalan	Indian Journal of Positive Psychology	2229-4937



  
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## SHAKESQUEERING LITERATURE

Snober Sataravala\*

Perhaps what makes Shakespeare truly global across space and time is the universal need to be subversive, to queer things up, in fact, as Jonathan Dollimore says—to be 'radically subversive' which he defines 'as not merely the attempt to seize existing authority, but as a challenge to the principles upon which authority is based' (13). Thus it involves not just a dissident politics of class, race, gender and sexual orientation but a fluidity, contradiction and indeterminacy of the text. This paper views Shakespeare's forte and legacy as literary subversiveness in the transgression of form, structure, genre and themes which become a projection of the collective unconsciousness of a people. It examines these qualities in the form of the Sonnets, queer characters, drag or cross-dressing, costumes and surveillance.

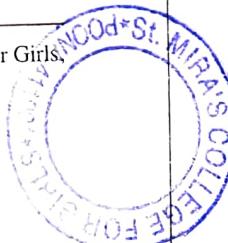
**Keywords:** Queer, radical subversiveness, Dollimore, drag, surveillance

What is 'queer' and what does it mean to 'queer' things up? What does Tony Purvis, in the chapter 'Sexuality' from *Literary Theory and Criticism: An Oxford Guide* (2006) edited by Patricia Waugh, mean when he says terms like heterosexuality and homosexuality are inventions of the 19<sup>th</sup> C and the last twenty years of theory and criticism have experienced a 'queering' of all these terms?

No doubt Oscar Wilde and the more visible upheavals he brought in his wake led to those labels but the act of subversion is as ancient as time

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along with its inescapable coupling with containment. Aristotle describes man as a *zoon politikon*, a social animal wanting to belong and the consequence of that is to contain. However, if one considers all ancient myths informing much of human narrative, whether it be Draupadi in the *Mahabharata* or Gaia in Hesiod's *Theogony*, there is a strong subversive undercurrent that sutures the bedrock of all human unconsciousness—the collective unconscious.

Interestingly, in a way, the entire Elizabethan Age was queer, beginning with a female queen whose legitimacy was debatable as was her virginity despite her title 'The Virgin Queen'. 'Queer' was the normative at the theatre and that's what Shakespeare's forte was, he 'queered' things up. Thus what makes Shakespeare global like the name of his theatre, 'The Globe', is the universal need to be subversive, to queer things up, in fact, as Jonathan Dollimore says—to be 'radically subversive'.

The traces of the word 'queer' available on *Dictionary.com* vary from the adjective meaning strange, odd, unusual, to suspicious, shady, to unwell, to mentally unstable. The verb means to spoil or jeopardize and the noun signifies someone who falls outside the heterosexual mainstream or gender binary. Purvis comments, 'The noun 'queer' in the recent past interpellated the subject on the basis of violence and exclusion' (447). Thus to be 'queer' is in a way to be a victim or a subaltern who is trapped by unconventionality and perhaps can only break out of the master/slave<sup>4</sup> dialectics by inflicting violence, coloured by Eros/Thanatos<sup>5</sup>, which at a metaphorical level demands an act of violence against existing norms resulting in a destruction of all established systems. The master is culture which constitutes heteronormative society whilst the slave is the Other.

<sup>4</sup> Friedrich Hegel (1770–1831), a post-Kantian idealist, in *The Phenomenology of Spirit*

<sup>5</sup> According to Freud, Eros is the love instinct and Thanatos, the death one.

Currently for Purvis in queer theory 'sexualities are conceptualized in terms of fluidity, contradiction and indeterminacy' (442) which is also linguistic and discursive thus texts, practices and methodologies are 'queered'; 'queer readings', 'queering' of literary movements and genres 'displaces practices which seek to preserve an uncontaminated literary past' (444). Thus to 'queer' things up means all identity categories must be disrupted, questioned and queered into radical subversiveness. Theoretical terms like 'queer' and 'radical subversiveness' may have been unknown to Shakespeare but the practice certainly was not. However, whether it be technique, performance, identity, form, or life; he portrayed it in all its varieties allowing for the Other to come.

Eve Sedgwick in *Tendencies* (1994) refers to 'the open mesh of possibilities, gaps, overlaps, dissonances and resonances, lapses and excesses of meaning when the constituent elements of anyone's gender, of anyone's sexuality aren't made (or can't be made) to signify monolithically' (8). In a sense to counter the instinct to conform is an equally powerful and opposite one to resist fixing of any sort whether it be meaning, form or identity. This paper expands the scope of that definition beyond sexuality to textuality and performance.

Purvis adds 'Theorizations of performativity and speech act theory, drag, camp, the carnivalesque and masquerade point in the direction of reconceptualization of sexuality and identity' (444) which is something that Mikhail Bakhtin, the carnivalesque was desirable as it fuelled that subversive instinct. It becomes a space where rules are broken and orders are inverted, a fool is crowned, class borders becomes permeable and identities fluid behind masks and costumes. It is the grand theatre of the streets.

Jonathan Dollimore in his essay 'Shakespeare understudies: the sodomite, the prostitute, the transvestite and their critics' from the book *Political Shakespeare: Essays in cultural materialism* (1994), is

concerned with 'how is social change achieved, and how it is defeated, resisted, pre-empted and co-opted- in one word contained?' (130). 'Shakesqueering Literature' is concerned with how it persisted because of the tendency to queer. For Dollimore one of the objectives of cultural materialism is 'to discern the scope of dissident politics of class, race, gender and sexual orientation both within texts as well as their roles in culture' (130) something which although Shakespeare engaged with he also inadvertently contained.

In the essay, 'Shakespeare, cultural materialism and the new historicism,' Dollimore defines radical subversiveness 'as not merely the attempt to seize existing authority, but as a challenge to the principles upon which authority is based' (13). He asserts subversiveness cannot be 'independent of articulation, context and reception'. He gives the example of the Machiavellian demystification of religion which existed before Machiavelli. According to Dollimore what made Machiavellianism subversive in the Renaissance was that it was taken up by more than the initiated few. Thus the potential to acquire power expanded its scope and became more inclusive. Shakespeare in his own way made that possible through his dramas like *Measure for Measure* with the Duke disguising himself as a Friar surrendering his power as head of state to that of religion which is a realm readily available to the audience whilst that of the head of state is not. The player acting as Duke, acting as Friar in a sense results in the demystification of religion as well as royalty whilst the audience in the 'Pit' participates in its performance and engages with it.

The entire motive behind the Duke's masquerade is surveillance. In this performance his understudy, Lord Angelo, subverts the normative function of restoring law and order by indulging in the criminal himself. The victim is Claudio who through consensual premarital intercourse impregnates his lover Juliet for which he is to be arrested. His virtuous sister Isabelle on the verge of becoming a nun pleads on his behalf only to become an object of Angelo's desire. The diabolical plot is pre-

empted by the Duke-as-Friar who forms an even more subversive plot. Isabella must agree to Angelo's demands but instead of a play-within-a play there is a character-within-a character. Mariana, Angelo's former lover will go in her stead to ensnare him. The plan is Claudio will be pardoned and the masquerade will be protected. However Angelo deceives them and does not pardon Claudio. Once again there is a character-within-a character for the head of a pirate is sent to masquerade as Claudio's. The Duke then reverts to his original guise and listens to Isabella's complaint. The denouement results due to Angelo's confession, Claudio's pardon and of course a proposal. The Duke proposes to the chaste Isabella, God's order is subverted as the church loses a nun and the social order is contained.

Thus literary subversiveness is viewed in the transgression of form, structure, genre and themes which become a projection of the collective unconsciousness of a people. Shakespeare's queering satisfies a deep rooted need in the audience for the same. His plays are not for all time but feed a timeless urge to be dissident. However, ironically, Dollimore warns that 'even as it [transgression] offers a challenge to authority, transgression ever runs the risk of re-enacting elsewhere the very exploitation which it is resisting immediately' (85) and hence often Shakespeare reverts to the status quo just as people tend to do more often than not. Gay people often marry straight ones living a charade of a character-within-a character and those who live with their gay partners often live the normative family life adhering to stereotypical gendered roles even though they are of the same sex. However, despite the pull to conform there is an equal and opposite pull against it.

To chart out the areas where Shakespeare challenges the normative during his age in term of forms and genres would require a full length book and considering the formidable scholarship as well as popular engagement with Shakespeare this paper can only glide briefly on the surface. However, it will attempt to address the subversive or queer in the *Sonnets*, some of the structural issues in his plays and to try and see

how it resonates through to the works and ideas of some contemporary key thinkers.

The father of the sonnet, Petrarch, originally wrote sonnets as a sequence dealing with love for a cold and cruel mistress, which Wyatt structured as an octave turned by the following sestet. The supplicant lover would importune the beloved praising her external beauty and then progress towards her inner qualities. At the most superficial level, Shakespeare 'queered' Petrarch, changing the form of the sonnet to three quatrains followed by an epigrammatic couplet. In sonnet 130 in his description of his mistress, Shakespeare does the diametric opposite:

My mistress' eyes are nothing like the sun;  
Coral is far more red than her lips' red;  
If snow be white, why then her breasts are dun;  
If hairs be wires, black wires grow on her head. (Vendler 556)

He uses Petrarchan conceits like coral and the Sun but subverts and negates them replacing the archetypal beauty of the latter desired by all with a physical monstrosity, inadvertently elevating her, the lover and their love.

Helen Vendler in her remarkable book *The Art of Shakespeare's Sonnets* (2007) distinguishes between a lyric which is 'solitary speech' and the dramatic monologue. If one is to read the *Sonnets* as a lyric then unlike a dramatic monologue there is no implied listener and hence it strips away any social specification of age, regional location, sex, class and even race allowing it to be voiceable by anyone reading it, thus allowing the reader to perform it and become it.

However, on the other hand, Shakespeare's 'reality-effect' tempts and misleads the reader to perceive the *Sonnets* as a documentary of a lived life. Vendler cites Eve Sedgwick who says "Shakespeare's Sonnets seem to offer a single discursive, deeply felt narrative of the dangers and vicissitudes of one male homosocial adventure" (2). Thus already a 'queering' of experience sets in for the reader who is torn between being



the speaker and listening for Shakespeare. To add to the complication of experience, Vendler acknowledges that Shakespeare was 'unusually rich in his borrowing of diction and formulas from patronage, from religion, from law, from courtship, from diplomacy, from astronomy and so on, but he tends to blaspheme in all of these realms. He was a master subverter of the language he borrowed' (2). This adds to the instability of the experience making the reader never quite sure, never fixed in the engagement with meaning.

Inescapably, deep down Shakespeare was a dramatist and hence '...for Shakespeare the Dark Lady sequence is...a proto-sketch for a drama like Othello, with its jealousy, its sexuality, its ambiguous "darkness", its betrayals...' (3) now making the reader yet another player rather than a solitary speaker.

However, on the other hand for Vendler, the true 'actors' in the lyrics are words. She views a new stylistic arrangement or a new linguistic strategy as 'interruptive and interesting as the entrance of a new character' (4). Thus, even if the sonnet is read as a lyric, it is still dramatic but in a different way; as the words are the actors and not the reader. To avoid misinterpretation of the *Sonnets* she stresses that one must make a distinction between Shakespeare, the author, and his fictive self she names as the speaker of the *Sonnets*. Already the reader has gone from speaker-to-player-to-reader of words allowing for multiple meanings to be released from the text.

Vendler divides the *Sonnets* into two cycles wherein the first 126 sonnets concern a young man and the rest a dark-haired, dark-eyed woman or mistress who is the tormenting betrayer of the second cycle. This in itself is radically subversive at multiple levels for according to her:

The *Sonnets* raise powerful sexual anxieties not only by representing a sexual triangle (as other sequences, European and English did not) but by making the speaker's erotic relationship's unusual ones. (15)

In the first cycle concerning the young man the eye seems to be the chief sexual organ and desire is consummated through the gaze. This is a common trope with Shakespeare and even Bassanio in *The Merchant of Venice* casket scene is warned that fancy is bred in the eyes. However, throughout the *Sonnets*, 'The speaker is a rebel against received ideas...No received idea of sexuality goes uninvestigated; and the thoroughly unconventional sexual attachments represented in both parts of the sequence stand as profound (if sometimes unwilling) critiques of the ideals of heterosexual desire, chastity, continence, marital fidelity, and respect for the character of one's sexual partner' (20). In short, everything is 'queer'. In addition, he violates sonnet conventions when he politicizes love as in sonnet 73 with his veiled allusion to the plundered catholic churches as 'Bare ruined choirs' (333).

The dramatic quality of the *Sonnets* signifies not just love but gender as performance which resonates to Judith Butler. Dollimore comments that 'the central premise of both postmodern and Renaissance sonnets is that identity can never be firmly solidified as a quantifiable phenomenon' (137). It is something that is performed, fluid and changing, constantly challenging, never fixed but an interminable play.

More than the *Sonnets*, it is drama that got Shakespeare not just fame but wealth and yet he was a minority writer for he was not part of the court or of the universities. He was the outsider. His drama was primarily for the plebeians, the groundlings and the 'penny stinkards'. Perhaps this writing from the margin gave him the license to queer the very form of drama. Dryden in 'An Essay of Dramatic Poesie' (1668) comments on Shakespeare's violation of the unities and tragic comedy as a uniquely English genre. Dr Samuel Johnson takes up the refrain in his preface to *Shakespeare* (1765). In short, Shakespeare did the unthinkable, he queered Aristotle and was forgiven and then commended for doing so.

Apart from form, Shakespeare explored a variety of themes be it colonization in *The Tempest*, Ant-Semitism in *The Merchant of Venice*,



sexual promiscuity in *Measure for Measure* and *Troilus and Cressida*, betrayal in *Hamlet*, tyranny in *Lear* which are just the tip of the iceberg. *A Midsummer Night's Dream* according to Leonard Tennenhouse's 'Strategies of state and political plays: *A Midsummer Night's Dream*, *Henry IV*, *Henry V*, *Henry VIII*' deals with themes like the complex relationship between authority and the figure of misrule, carnival and festival captured by the exchanging of partners, roles and the costumes. A queen is paired with a poor player by a trickster inverting a hierarchical order, feeding the collective unconscious and hope of the audience further demystifying the unattainable and bringing it within their ken.

Another theme that Jonathan Dollimore addresses in the essay 'Shakespeare, cultural materialism and the new historicism' is the construction of the Other in the form of a sexual deviant. Deviancy in that period was regarded as radically subversive—meaning that which threatens authority. Dollimore acknowledges the paradox of the Elizabethan Age is that although it had laid down some of the worst punishments for homosexual behaviour it was accepting of homoerotic art. He elaborates that the theatre discloses what is behind the demonising even as it exploits it and thus what one has in the theatre is not so much a vision of political freedom but rather an awareness of political domination.

Briefly some of the characters addressed as being representative precursors to the 'queering' endeavour are Hamlet, Antonio & Bassanio, Cleopatra and Duke Vincentio. Ernest Jones' *Hamlet and Portia*, *Cleopatra* and *Duke Vincentio*. Ernest Jones' *Hamlet: The Oedipus* (1954) and in particular in the essay 'Hamlet: The Psychoanalytical Solution' (1947), states in a nutshell that Hamlet has no doubt about his duty which is he must act against his uncle. The reason for his much debated delay, according to Jones, is a special repugnance towards the act, itself. This is rooted deeply in his childhood and when Claudius externalizes the desire Hamlet repressed as a child, and when Claudius externalizes the desire Hamlet repressed as a child, being to kill his father and marry his mother, it results in the resurrection of that memory. The desire is so unbearable that Hamlet goes mad.

Shakespeare's brilliance allows him to portray symptoms of the Oedipus complex however he cannot and nor can the audience articulate it as they suffer the same repression. What Jones does not discuss is Hamlet's cruel treatment of Ophelia, his love/hate relationship with his mother and the brutal sacrificing of Rosencrantz and Guildenstern.

Freud in *Civilization and its Discontents* (1961) explains that the dialectics of love/hate or Eros/Thanatos<sup>6</sup> define most human relations. People cope with the ravages of guilt either through physical aids like drugs or they turn to art, religion and myth. Hamlet the character is made to cope with his guilt through his play-within-the play. Perhaps the origin of his self loathing, his Thanatos towards Ophelia, his sacrificing of friends due to an assumption of betrayal and his suicidal duel with Laertes is because of his repressed homosexual desires. He must die because he does not have the courage to live 'queer' and that is the battle he loses.

Similarly, Antonio in the opening scene of *The Merchant of Venice* is gripped by a depression of which he knows not the cause. He refutes all of Salarino and Salanio's suggestions but his mood lifts when Bassanio enters. One can almost hear Antonio recite to Bassanio 'That time of year thou mayst in me behold' for he is the older man to be replaced by the younger rich Portia and the Thanatos tension between the two remains till the end hinting at the triangle that informs the narrative underscoring the *Sonnets*.

The terms 'drag' and 'queen' have many traces. 'Queen' apart from royalty is slang for an effeminate homosexual whilst one of the traces of the sign 'drag' is to wear the clothes of the opposite sex in a sense to appropriate their gender. In *Gender Trouble*, Butler plays upon the difference between the anatomical body of the performer and the gender being performed. Thus for her drag or cross-dressing is not to be understood as a secondary imitation or enactment of a prior original gender. It is a performance or entering into the role of that gender.

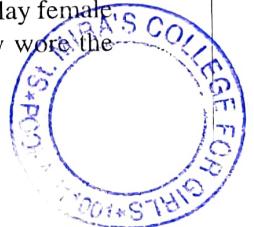
<sup>6</sup> Eros-love instinct, Thanatos- death instinct



In Elizabethan theatre the convention was for young boys to play the part of women. Butler explains, 'The performative is not an act which brings into being the subject it names. Rather the performative is to be understood in terms of the "reiterative power" of discourse to produce the object that it names.' (Purvis 442). Hence a particular way of dressing or walking over time produces that character. Perhaps Butler was not thinking of Shakespeare and he definitely was not aware of her but just as the actor performs his dialogues, each performance is ever so subtly different and each actor will enact the same role in a different way, this will be reiterated infinitely. Each performance is 'queer' due to the fixity of the text and yet its instability—'the very excitability of discourse—can open up a space for an alternative model of agency which is alert to, and at the same time acknowledges its relation to the structure of constraint' (442).

The Shakespearean players without theorizing were pragmatically living and performing the 'queer' each time they dressed in drag and performed the role of a woman as in the case of Portia, re-cross dressed as Balthazar, the young male lawyer. This is not a simple case of reverting to the player's original gender but the cross dressing of an already cross dressed player which opens up a rupture and instability allowing for the 'queer' which not only the actor performs but the audience inadvertently empathises with whilst engaging with and entering into the performance.

Dollimore mentions that dress code violation in the Elizabethan Age was believed to be very serious and to cause a disturbance which resulted in chaos in God's order. It is only in the realm of the theatre that 'drag' was legitimately possible. Shakespeare and theatre of that time was able to constantly subvert and get away with dress code and gender violation by it through Portia or Rosalind, another girl who pretends to be a boy, in *As You Like It*. In his view the theatre had a particular investment in dress violation as not only did boys play female parts but actors also violated dress code of class when they wore the clothes and played the part of a superior rank.



Dympa Callaghan views Renaissance drama as a site of gender instability. According to Dollimore when Cleopatra recalls the night she cross dressed with Antony and took his sword (ii, v, 22-23) sexuality is seen to be rooted in the transfer of power. He goes on to view Cleopatra as 'camp' and a 'queen' and cites Leslie Fiedler's opinion that Mick Jagger was most suited to play her. Dollimore expands the concept of cross dressing to go beyond sexual categories like drag and include social, political and religious one. Shakespeare mastered the genre of the disguised ruler and religious disguises as in *Measure for Measure*.

During the Elizabethan Age diatribes against promiscuity, female self-assertion, cross-dressing and homosexuality were quite common and many viewed this behaviour as symptomatic of an impending dissolution of social hierarchy and consequently civilization. They believed that individual transgressive acts sent reverberations through the macrocosms and even brought down God's vengeance on all. Therefore laying down order and establishing an authoritarian state paralleled by persecution of deviants and dissidents was both enforced by the state and internalised by the authoritarian family. Thus sexuality being subjected to surveillance in *Measure for Measure* captures a complex social moment in a complex play which resonates to a modern world where surveillance has become part of every ordinary citizen's life. Along with that is the inadvertent shrinking of the freedom the subject has in the public sphere which is something Habermas is concerned with.

Michel Foucault in *Discipline and Punish: The Birth of the Prison* (1977) outlines a prison known as the Panopticon that can be read as an allegory for society. The prison is designed to give the illusion that every single prisoner, at all points in time and space, is under the surveillance of a central tower. This resonates to George Orwell's 1984 where Big brother is always watching or Tolkien's 'eye of Sauron' in *Lord of the Rings* to the contemporary Snowden whistle blower controversy. We live in a world of CCTV cameras and the internet, a

digital world where we have nowhere to hide. This is a world that Shakespeare anticipates in *Measure for Measure*, when Duke Vincentio disguises himself as a friar to spy on his subjects in the name of greater good. Similarly, Shakespeare's fool particularly in *King Lear* resonates to Foucault's lunatic who is precious to society because he will say what the normalized have been disciplined into forgetting.

The purpose of this paper is not to gossip whether memorable characters are fairies<sup>7</sup> or dykes<sup>8</sup> but with great sensitivity and respect to recognize that what resonates or in a sense inspires us with wonder is their courage consciously or unconsciously to be 'queer'. The Globe theatre was not just global in its characters, plots and themes, encompassing different countries and issues but what is global is the queer legacy—the anti normative. This tendency once again gains momentum in the Age of Modernism with writers like Pound and Eliot 'queering' form and Auden anticipating the Beat Generation. The legacy Shakespeare leaves us is that the literariness of a text or art by nature is 'queer'. One must queer the forms, themes and along the way reality as well. Shakespeare's legacy is to queer the unqueer which today has resulted in the queer being unqueered. Hopefully what we inherit is a world less shocked by alternate lifestyles and a world that celebrates difference without fear.

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<sup>7</sup> A disparaging term for an effeminate homosexual

<sup>8</sup> A disparaging term for a masculine lesbian

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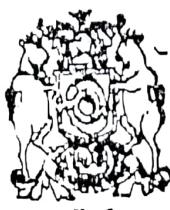
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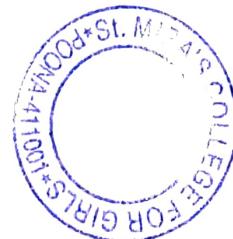
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## A STUDY OF AN IMPACT OF INFLATION ON A LAYMAN: A COMPARATIVE OVERVIEW OF 2014 AND 2022

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### **Abstract**

Inflation is a big deal not only in World Politics but also in several other economic linkages associated with it. Most of the times inflation has crossed 10% in India, the incumbent government has lost power. Besides losing power, experiences from other countries have shown the role of hyperinflation leading to revolts and revolutions like in Venezuela, Congo, Peru, Indonesia and Zimbabwe. After 2014, inflation has never been this high as we are witnessing after the pandemic in India. Indian politicians are acutely aware of the political impact that inflation can have on their government. Societies blame politicians for hikes in price and exhibit their anger through voting. Malignant Inflation in India is associated with slow credit growth, flat demand, disturbed manufacturing, slowing GDP, perennial unemployment, rupee depreciation, high interest rate, negative outlook and lower wages. One may easily witness people complaining about their routine expenditure, rise in fuel, food, shelter and so on. High inflation erodes consumer confidence and precipitates a stock market crash. There are a lot of people around us, whose lives have changed due to inflation. Hence an attempt is made to discuss why that is happening in India in a comparative framework of 2014 and 2022.

**Keywords:** Inflation, Hyperinflation, Stagnation, GDP, Unemployability.

### **Introduction**

History proclaims right from the French revolution to the Arab Spring, inflation can do things more intensely which even powerful opposition leaders can't in any country's political arena. These are common statements issued by Indian politicians across all the political parties as inflation has risen leaps and bounds, the falling GDP on one hand and the rising inflation on the other and the assurance of rectifying inflection related issues and economic sustainability. Inflation impacts more disastrously on a common layman who cries for daily bread and butter or earns hand to mouth. Comparing India with Venezuela is obscure where it had shot up as high as 4000% at one point of time. There are several interviews and examples published in newspapers that showcase the impact of inflation on the common man. It seems difficult for middle class families to fulfil their children's wishes and even to afford a price of milk for cervical cancer patients. India has just fought against a pandemic and on the top of that- inflation has ruined the dreams of middle class families.



nts' faces their job loss. This is why high inflation is kind of an obstacle for any developing economy.

There are several reasons for the inflation in India. The first and foremost reason is that due to the Covid Pandemic, the supply chains across the world are in tatters. A large amount of goods are manufactured, packaged and consumed and sold in different countries. Let's take an account of the iPhone; it is designed in California, America, most of the electronic parts for iPhone imported from Taiwan, these iPhones' get assembled in the factories of China and shipped throughout the world. Due to lockdowns and travel restrictions cargo ships found it difficult to transport goods from one part of the world to another. It resulted in a demand supply ratio disturbance and surged inflation. Market has seen a dried up supply of electronic chips so that its prices were shot up. (Editor, 2022) Apple unveiled the all-new MacBook Air laptop with its latest M2 chipset at WWDC 2022. The new MacBook Air comes with a 13.6 inch display and its price starts at Rs. 119000/- .... After the price hike the customers will now have to shell out Rs. 99900 for the base variant. Supply chain of petrol and edible oil was further dismantled.

The global oil prices have increased since the Russia - Ukraine war began in late February. Russia is the second largest producer of crude oil in the world. India spent 11 billion dollars purchasing oil in December, 2021, 17 billion dollars were spent for around the same quantity of oil in March, 2022. (Shroff, 2022) Comments as Russia's offensive refuses to pause. Since February 24, a little over 2.3 million Ukrainians have fled seeking a safe haven while the Russian army is upping the stakes and making the war exponentially dirtier by attacking civilian enclaves, non-military infrastructure and even hospitals. On March 10, Russia retaliated to the banking, business and commercial sanctions imposed on it by the US and the EU by firing counter-sanctions of its own. Russia's counter-sanctions impose a ban on the export of telecom, electrical, agricultural, auto, medical and tech equipment till the end of 2022. a 10 dollar increase in crude oil price may push retail inflation by 50 to 60 bps. A similar impact has been observed on the price of edible oil. India imports 60% of the raw materials required for the production of edible oils from Russia as well as Ukraine.

Another reason for this inflation was RBI's monetary policies and rate of interest. (Mohanty, 2012) explains, "...With the development of domestic financial markets and gradual deregulation of interest rates, monetary policy operating procedure in India in recent years has evolved towards greater reliance on interest rates to signal the stance of monetary policy. This process is buttressed by significant evidence that policy rate changes transmit through the term structure of interest rates, though the intensity of transmission varies across financial markets." (Hofmann, 2017) asserts, "From a historical perspective, this persistently low level of short- and long-term nominal rates is unprecedented. Since 1870, nominal interest rates in the core advanced economies have never been so low for so long, not even in the wake of the Great Depression of the 1930s". In March 2020, India was under its first lockdown and a lot of shops had shut down. The demand for goods was extremely low, so that people had lost their jobs and a lack of money registered low inflation. High inflation and deflation both are not healthy for the economic development of any progressive country. Negative inflation or deflation reduces purchasing power and RBI comes into



play as like in March 2020. In order to address this problem RBI revived their monetary policy and lowered interest rates. People availed loans and started investing and purchasing, it led to inflation.

Inflation is not just numbers or statistics. This number is impacting a lot in a huge way not just in India but overall the world. In the US bacon surged by 1.38 dollars, eggs by 20.7% and sirloin steak by 2.09 dollars. It is reported that prices were surging more than they have in 30 years. (Sherman, 2022) reports, "Prices jumped at an annual rate of 4.7% last year - faster than any other country in the Group of Seven (G7) advanced economies, according to the Organisation for Economic Cooperation and Development (OECD). In the UK, for example, inflation was just 2.5%. Last month, inflation in the US hit 8.6%, one of the highest rates in the world. A recent study by the Federal Reserve Bank of San Francisco concluded that pandemic relief packages probably contributed to 3 percentage points of the rise in inflation until the end of 2021 - a factor that goes a long way to explaining why US inflation outpaced the rest of the world." It is assumed that inflation in the US may invite global recession.

It is interesting to compare the years 2014 and 2022 on the numbers of inflation as India has witnessed a drastic shift in politics, where inflation was one of the reasons. Recently the ruling government has admitted that the inflation rate jumped 8 years high in April, last time it was high in 2014. (Dhoot, 2022) reports, "Inflation faced by Indian consumers raced to an almost eight-year high of 7.8% in April, from 6.95% in March, with rural inflation accelerating to 8.4%, and urban shoppers experiencing an almost 1 percentage point month-on-month quickening at 7.1%, data released by the National Statistical Office on Thursday show. Food costs led the surge with inflation measured by the Consumer Food Price Index (CFPI) jumping to a 17-month high of 8.4% from March's 7.7%. Food prices rose at a faster clip of 8.5% in rural India." Vikas Dhoot further added that "Driven by continued global crude price upsurge which impacts food, fuel and light, and transport and communication prices in the CPI basket, India's April 2022 CPI inflation turned out to be a 95-month high of 7.8%," noted EY India chief policy advisor D.K. Srivastava. "It was way back in May 2014 that CPI inflation was at 8.3%," he recalled."

Data from Ministry of statistics and program implementation (MoSPI) discloses comparative statistical analysis of April 2014 and April 2022. Refined oil such as sunflower oil price almost doubled. Groundnut oil prices have increased by 90%, mustard oil prices have soared by 95%, lemon by 102%. Hikes in oil prices have broken the economic backbone of a layman. LPG cylinder prices are hiked by 97% within these eight years. (Suraiya, 2022) reports, "Thanks to domestic taxes, petrol and diesel prices in India are among the highest in the world, taking comparative earning capacity into account. And currently the prices of these fuels are at an all-time high. When the price of fuel goes up, the price of everything, from food to factory products, goes up because of the increased cost of transportation and manufacture, both of which are energy-dependent." Pulses are also hiked in these eight years; yellow split pigeon peas (tur) by 48%, green gram (moong) by 29%, red lentils (masur) by 50% and black gram (urad) by 61%. Protein rich foods like eggs are hiked by 42% and milk by 40% and meat and fish prices have risen by 77%. Paneer is also very expensive and fruits are not more available as in 2014; oranges are hiked by 53% and



mangos by 92%. Core inflation indicators which included footwear, personal care, transports are hiked by 6.97%, highest in 95 months. (Magazine, 2022) reports, "High price levels of fuel and food items, especially of vegetables, spices and oils/fats, along with household services, contributed to the sharp rise in inflation, a level which is seen as being partly responsible for preempting the unscheduled repo rate hike of 40 basis points by the RBI last week. Retail inflation surged to a near 8-year high of 7.79 per cent in April, persisting above the Reserve Bank of India's (RBI's) inflation target for the fourth straight month, data released by the National Statistical Office (NSO) showed Thursday." (Banerjee, 2022), According to the data issued by Govt. of India, retail inflation overall increased from 2014 to 2022 is 48%.

Though it is difficult to track the salary or annual income of a lay man, comparative perspective can be accomplished with the numbers of per capita income. Per capita income can be sought by GDP divided by total population of the country. In India, there is a great valley in between poor and rich. Recent article published by (Bureau, 2021) says, "India stands out as a "poor and very unequal country, with an affluent elite", where the top 10 per cent holds 57 per cent of the total national income while the bottom 50 per cent's share is just 13 per cent in 2021, according to the latest World Inequality Report 2022." In 2014 per capita income of India was 1574 dollars and it is now 1935 dollar. This is a 23% increment whereas inflation is growing by 48% in the same span of time.

Thus, despite the huge gap between rich and poor strata of the society, people are becoming poorer due to inflation in comparison with 2014 and 2022. As per the figures if salary is not doubled in these eight years, savings may be zero. Salaries have either stagnated or reduced in the light of high racing inflation. This inflation may lead towards issues like inequality, discrimination, hunger, unemployment and economic slowdown.

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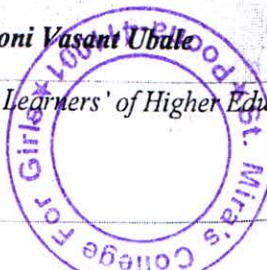


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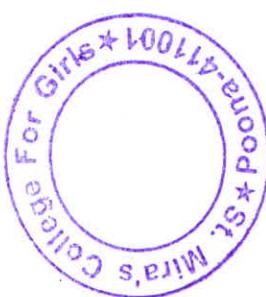


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**A ZERO-SUM GAME? LOOKING AT THE ECONOMIC DEVELOPMENT OF PUNE CITY**

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**Abstract:**

*The conflict between economic development and environment sustainability appears to be never ending. While the world as we know it is melting in the onslaught of climate change manifested in untimely rains, loss of agriculture, and threat to the cities from rising sea levels, a 'global-to-local' vision is imperative for understanding the issues in proper perspective. This paper is an attempt to trace the economic development of Pune city which has emerged as a major urban centre in the last few decades with all its economic glory, in the form of educational centres par excellence, magnificent IT and auto clusters, and a bustling young population. A noticeable change in the social culture has added colours to this development. All these factors converge into an undeniable fact that Pune has arrived on the global map. While this journey is fascinating enough, the questions that need to be asked are about the loss of irreplaceable environmental assets of trees, river bodies, pleasant climate and quality of life that comes from these environmental treasures.*

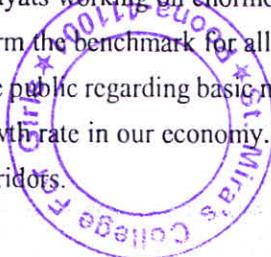
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**Introduction:**

2015 was a monumental year in the history of mankind, not because it saw the Russian intervention in Syria, the devaluation of the Chinese Renminbi from its government, or because of the prominent rise of ISIS. 2015 is monumental because it saw the creation of the 'Sustainable Development Goals (SDGs)' a path-breaking declaration from the United Nations. The SDGs channelled clear paths for the future for all member states of the UN, asking them to set their own goals regarding economic development, ecological sanctity, and public welfare.

What these goals mean for the member States is a subjective matter. Each State has the liberty to design, enforce, and execute its goals using its methods. These goals are quantified and realised by each nation, and then presented to the UN. A significant shift in the Indian method of working with SDGs was seen in the 2020-21 vision. We decided to bring global SDGs to local areas of work. The silent thought behind this concept was that we, as a nation, are a collection of individuals. For example, if each individual does not litter on roads, we, as a nation, stop littering on roads. Therefore, to ensure the seepage of SDGs into every nook and corner of India, the NITI Aayog - India's Planning Authority - decided to "go local."

Such a landmark shift in the vision has ensured a stark upward curve in the economic development of India. We now have local governments, municipalities, and panchayats working on enormous infrastructure development projects for their citizens. Indian metropolitan cities now form the benchmark for all other cities in municipal management, technological development, and ease of access to the public regarding basic necessities. We have more jobs, a steady rise in average household income, and a faster growth rate in our economy. However, we can observe a decline in the presence of one important entity - our green corridors.



In the pursuit of economic development, we have often turned a blind eye to ecological concerns. Today, the fight between choosing economic development or ecological well-being is nothing short of a climactic theatrical conflict. Like every such conflict, we can resolve this in two ways - a zero-sum game, or a non-zero-sum game. We can make a conscious decision to choose one of the two sides, or we can choose to strike a balance between them. The NITI Aayog, in collaboration with local governments, makes the latter choice. We must understand that Sustainable Development has to be a win-win situation. We do not have to give away what we have to achieve something better. Therefore, in a conflict between economic development and ecological conservation, we choose both simultaneously. In this paper, we will try to outline the aforementioned idea through a local lens. We will study the bustling cosmopolitan of Pune, in the state of Maharashtra, to map the conflict between economic development and ecological perseverance.

## Pune: An accelerating beacon of economic development

Identified by many as 'Oxford of the East,' Pune is a metropolis situated in western Maharashtra in India. A city with a population of approximately 3.99 million people, and 5 million if we take into account a larger metropolitan area into consideration, Pune is taken as the 7th largest metro area by population. Pune has seen significant and speedy growth in a majority of sectors of economic development in the last two decades. From being labelled as 'the city for pensioners', Pune has become a brand new IT hub in the span of just a few years. Thanks to the constant growth seen in urban Pune, including the widening of the city's borders, the citizens of Pune can reap certain tangible benefits.

According to a socio-economic survey of Pune city done in 2008-09 by Karve Institute of Social Service, Pune, the growth and development of any city are reflected in its change in population patterns. The specific study states that the population of Pune city grew after the 1920s. The noticeable rise in population size in Pune between 1920 and 1950 was due to an increase in employment and business opportunities after World War II, and mass migration from Pakistan following the partition. Pune has always seen clear population growth since then.

With the coming of the new millennium, Pune saw the entrance of several IT companies. According to reports from 2008, the IT sector grew from being valued at INR 250 crores in 2000 to INR 6500 crores in 2008. In addition to that, Pune's educational institutions have always attracted a slew of students from across the globe, bringing in additional investments into the city.

Pune has phenomenal value in the Indian economy. It plays a prominent and important part in turning the wheel of development in the country. Boasting a GDP of USD 69 B (2017), the city has risen to provide a safe shelter for up-and-coming workplaces, startups, industries, etc. In 2018, the Ease of Living Index, generated by the Indian Housing and Urban Affairs Ministry, ranked Pune as the most liveable city in India. India's Urban Development Ministry has placed Pune as the eighth-fastest city in implementing its Smart City plan. All the aforementioned facts are the credentials of a city decorated with an exemplary economic boom - the icing on the cake - and significant historical and cultural backgrounds - the actual cake.

As it is commonly believed, "With great power comes great responsibility." Similarly, with a large and ever-increasing population comes the duty of accommodating and providing for the said populus. As a result, the urban structure of Pune has seen a constant increase in nature and size. In addition to widening the city's borders, Pune has had to build more houses for the increasing population. To provide for the needs of all these people, the city has seen an outburst in the number of private businesses prominently the construction activity. An increase in private business ventures prompted an increase in the number of jobs. As a result, Pune became an urban dream - a beacon of hope - for all aspiring people living around (but outside) the city. Consequently, Pune saw migrations of a thriving population, majorly made up of young adults, who were willing to relocate to the city, to make it big. That is Pune has continued to provide a ripe land where one can get quality education, - Oxford of the East, remember - indulge

in trade or business, or land a comfortable job. We can derive a very clear image of Pune city from these indicators - the city inspired belief in a young, opportunistic populous. Today, Pune continues to do the same for multiple investment entities, who are aiming to build profitable businesses in a city that continues to grow.

Pune has seen its citizens earn more and spend more with each passing year, ensuring a healthy rate of inflation. Therefore, the city has been able to expand beyond its horizons. In fact, the running joke around the city is that the economic expansion of Pune and Mumbai is at a rate so rapid that soon both cities will form a joint somewhere in the Sahyadris.

A clear indication of economic development is an ardent boost in the Foreign Direct Investment (FDI). Such an impact can be seen in Pune in several corridors, the emergence of industrial areas in and around city limits, a booming IT hub, a bustling auto cluster etc. being a handful of those. The most fruitful development happening in Pune city today, however, has to be that of the Pune Metro.

The concretization of the Pune Metro Project began in 2016. Pune Metro as a mass rapid transit system is projected to be a champion solution to the traffic woes of the city. Pune has been notorious for its traffic congestion issues in the past. In 2018, India Today reported that the number of vehicles in Pune exceeded the human population. That was a first in any urban area in the country, according to Regional Traffic Officials.

The primary goal of the Pune Metro Project is to desaturate the aforementioned traffic in the city at crucial geographical points. Initially, before the project kicked off, the city was not fully convinced that it needed another fresh attempt at a public transport option, especially after the debacle that was the BRT system. However, the project sailed through the bureaucracy and has become a reality today in 2022. Pune Metro argues that it will be monumental in reducing the traffic, pollution, and fossil fuel consumption in the city. That is because the Metro uses about 1/5th of the fossil fuels compared to what any other mode of transport would use, to move around the same number of people over the same distances while reducing the travel time by 50% to 75%.

Pune Metro is a lighthouse for future economic development in Pune, and other cities with similar demographic features. Crucial development projects need to be planned and executed rapidly in urban areas across the country. Only such moves by the national and regional planning commissions can have the necessary economic impact on the country's future. Economic development has the potential to be a label of progress for India, reserving a powerful spot for us on the global stage.

However, the impacts of economic development projects are not limited to progress. In fact, one of the most common conflicts seen in development projects is the impact on the environment. One of the most important provisions in the 17-point SDGs is that of focusing on life on land, life in water, maintaining a clean and healthy environment, clean water, and affordable and clean energy usage.

#### **The Cost:**

While the growth story of Pune has been a fascinating and fast track affair, there is no escape from the omnipresent "cost" of economic development. Let us take the Mumbai-Pune Expressway as an example. It was a huge project undertaken by the state government of Maharashtra. The MSRDC (Maharashtra State Road Development Corporation) opened the road for public traffic in April 2002. The expressway generated revenue for the government and made the 3-hour "Bombay to Poona" drive a reality. MSRDC was successful in creating arguably the most fertile economic zone in India when it connected Mumbai and Pune efficiently. However, the tenders for the expressway were received in December 1997. In all the time it took for completion, a fraction of the Sahyadri mountain range was in constant disarray. There is no tangible data on how many plant and animal species were displaced for the concretization of this tarmac goliath. Such is our behaviour about economic development goals. We race ahead to achieve them all and leave no room for ecological sustainability and conservation.

Bringing the spotlight back to Pune, the Metro project that is rightfully the talk of the town stands tall today.

However, the cost of this venture stands not counted. Just like Pune has been a cushy cradle to educational institutes, the IT sector, and the Metro, it has also fed countless environmental and ecological territories from its bosom. These territories, assets that they are, may be overlooked when the spotlight lies on economic development. We have effectively cut down on our very own green corridors that adorn the city as we have strived to achieve a better economic life. Today, colloquially, a city is known by its tallest skyscrapers, its businesses and profits, its standard of living, etc. Take that away, and what are we left with? The answer is straightforward: the cumulative natural indices of our geosphere, biosphere, atmosphere, and hydrosphere.

Pune Metro consists of three lines running across the city. The 16.59 km Purple line runs from PCMC Bhavan to Swargate. The Aqua line runs from Vanaz to Ramwadi and spans 14.66 km. Another line, Line 3, is a 23 km project that is still in works. It is supposed to run from Hinjewadi to Shivajinagar. Together, these three Metro lines span more than 50 km. That means 50 km worth of municipal land is at stake for the project. The rich environmental elements surrounding all those areas stand before a cliff of unsure futures.

The Environmental Impact Assessment Report of the Metro Project has clearly highlighted the environmental costs of the project rating these as R1 which translates as 'Significant negative impact is expected'. These include pollution effects and loss of trees.

Let us understand the cost of economic development with a clear example. The Aqua Line running from Vanaz joins Karve Road in the Paud Phata locality. 1 km before the Line takes a hard left towards Nal Stop, it starts brushing against the ARAI Hill. The ARAI Hill also known as Vetal Tekdi is a natural hill, a vast serene natural landform connecting numerous localities in Pune. It is home to a lush green cover, with some plants being native to ARAI Hill only. Moreover, it contains some beautiful and rare species of birds and small animals. In fact, the hill boasts of being the home of rare species of owls including hundreds of other birds.

Another incident associated with the Metro Project is the feared loss of bird sanctuary located on Nagar Road Private development around the ARAI Hill, including residential and commercial complexes, has been a clear cause of disturbance for the flora and fauna of the hill. The Pune Metro and its viaduct structure practically kisses the ARAI Hill as it meanders at Paud Phata. In making the viaduct stand tall, the local biosphere and geosphere are constantly losing their comfortable positions due to the onset of nearby economic, mostly infrastructural, development. The hill is also the source of grass and other fodder for grazing animals. As more and more parts of the hill are mowed down, so is the fodder for cows, buffaloes, etc. Local animal owners bring their cattle atop the hill to graze at certain specific times during the day. Such activities, inherently done by locals will deplete in due time if we continue to ignore the vices of our economic development.

A few more examples can be studied to map the cost of economic development. There are more environmental costs associated with fast economic growth of the city. A significant change in the direction of streams including that of Ambil Odha has led to flash floods and loss of value have been reported in the recent past. It is a direct and immediate result of the unregulated construction activity following a rapid influx of population. Hindustan Times takes a cautionary tone when speaking about the Ambil Odha (Ambil Stream) in Pune. The paper goes on to say "In the rapidly expanding city of Pune, natural resources are the ones that are at stake."

Another equally sensitive and critical story is that of Ram river which has practically disappeared from the map. Its existence has been reported as a 48 metre wide river in the old 1890 map of Bawdhan.. The river has practically disappeared due to inappropriate human interventions.

#### Conclusion:

Pune enriches lives. As do all other urban centres of development. Therefore, it is imperative that we, as a society, cumulatively try to make our lives better through our actions, for today and tomorrow. If we are building the tallest skyscrapers for our citizens today, we must not turn a blind eye to preserving our greenest lands. Economic

Development is a necessity; without it, we would all be a victim of Malthus' predictions.

The most important aspect of development, however, is striking a balance between how much we, as a species, fill our plates with, and how much we leave untouched for the benefit of our future generations. The UN SDGs are vital in bringing the human race to a technologically advanced, clean energy-rich, and ecologically comfortable future. We cannot conclude the superiority of our development plans over the sustenance of the environment, and vice versa. We however, can clearly state that overdoing either side will lead to a zero-sum game.

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# **SOCIAL ISSUES AND PROBLEMS**



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**सारांश:** पाळीव प्राण्यांचे मानवीकरण करण्याचा कल दिवसेंटिवस झापाट्याने बाढत आहे. हा बदल फक्त पाळीव प्राणी सेवा उद्योगापुरता मर्यादित नसून याचा संबंध बदलत्या सामाजिक व्यवस्थें आहे. १९९० नंतरच्या दशकांमध्ये या उद्योगात झालेली लक्षणीय बाढ हा निव्वळ योगायोग निश्चित नाही. एका व्यापक सामाजिक बदलाचा हा एक भाग आहे. प्रस्तुत लेखात प्राण्यांच्या मानवीकरणाच्या सामाजिक पैलूंचा आढावा घेण्याचा तसेच या विषयाच्या समाजशास्त्रीय अध्ययनाचे महत्व अधोरेखित करण्याचा प्रयत्न केला आहे. वेगाने वाढणारे शहरीकरण, विभक्त कुटुंब, एकेकट्या रहणान्या व्यक्तींचे बाढते प्रमाण, जागतिक लोकसंख्येतील जेठ नागरिकांचे लक्षणीय प्रमाण असी ठळक वैशिष्ट्ये असणाऱ्या युगात मानवीकरणाच्या संभावना अभ्यास होणे गरजेचे आहे.

**मुख्य शब्द:** प्राण्यांचे मानवीकरण, पाळीव प्राणी सेवा उद्योग, सामाजिक व्यवस्था, सामाजिक विषमता.

**प्रस्तावना:** पाळीव प्राण्यांचे मानवीकरण करण्याचा कल दिवसेंटिवस झापाट्याने बाढत आहे. हा बदल फक्त पाळीव प्राणी सेवा उद्योगापुरता मर्यादित नसून याचा संबंध बदलत्या सामाजिक व्यवस्थेशी आहे. प्रस्तुत लेखात पाळीव प्राण्यांच्या मानवीकरणाच्या सामाजिक पैलूंची चर्चा केली आहे. पाळीव प्राणी म्हणून जरी कुत्रा, मांजर, घोडा इथपासून ते कासव, मासे आणि पोपट अशा विविध प्रवर्गांतील पशु-पक्षी बाळगले जात असले तरी मानवीकरणाचे सर्वाधिक प्रमाण कुत्र्याच्या बाबतीत आढळते. त्यामुळे प्रस्तुत लेखदेखील कुत्रा या प्राण्याला मध्यवर्ती ठेवून लिहिला आहे.

‘गलेलदृढ पाळीव शवानावर ‘अतिरिक्त चरवी काढण्याची शस्त्रक्रिया यशस्वी’ हि दि. १६ जून २०२१ ला दैनिक लोकसत्तामध्ये आलेली बातमी लक्ष्यवेधी होती. या बातमीतील दोन मुद्दे महत्वाचे आहेत. पहिला म्हणजे पाळीव प्राण्यांमध्ये, विशेषत: कुत्र्यामध्ये बाढणारा लद्दुपणा व त्यातून उद्भवणाऱ्या समस्या. दुसरा मुद्दा आहे कुत्र्याचे मालक ते पालक अशा आपल्या बदललेल्या सामाजिक भूमिकेचा. या दोन्ही मुद्द्यांच्या अनुषंगाने पाळीव प्राण्यांच्या बाढत्या मानवीकरणाकडे अधिक गांभीर्याने व्यवितले पाहिजे. हा प्रश्न मुळभूत हक्कांपासून हजारो माणस वंचित असताना पाळीव प्राण्यांसाठी सर्व सुखसोयी उपलब्ध आहेत. या विरोधाभासापुरता मर्यादित नाही. हा प्रश्न आहे मानवाला द्यायचा अग्रक्रम आपण प्राण्याला द्यायला का तयार झालो आहोत याचा.

राखण्यादार म्हणून पूर्वी दारत असणारा कुत्रा किंवा उराविक वेळेला दूध प्यायला येणारे आणि बाकी सगळा दिवस बाहेर भटकणारे मांजर वघता वघता घरातल्या सोफायावर विराजमान झाले. पाळीव प्राण्याचा, विशेषत: कुत्र्या-मांजराचा आपल्या जीवनातील आधुनिक स्वरूपातील वावर (प्राण्यांचे शो, विविध प्रजातींचे जाणीवपूर्वक केले जाणारे प्रजोत्पादन, गळ्यातील पट्टे आणि कॉलर ई.) साधारण १०० वर्ष जुना असला तरी गेल्या तीन दशकात जागतिक स्तरावर पाळीव प्राणी उद्योगाचे स्वरूप प्रचंड वेगाने बदलले आहे. युरोप, अमेरिका, आणि चीनमध्ये पाळीव प्राण्यांच्या संख्येत तसेच प्राण्यांशी संबंधित बाजारपेठीय उलाढालीत लक्षणीय बाढ झाली आहे.

आज भारतातील पाळीव प्राणी उद्योगाची बाढ झापाट्याने होत आहे. या क्षेत्रातील जागतिक बाजारपेठील खूप मोठा भागीदार होण्याची क्षमता भारतातील या उद्योगाला आहे असे म्हणले जाते.

धरात पाळीव प्राणी असणाऱ्या लोकांची संख्या जस्तजशी बाढत आहे तसेतशी पाळीव प्राण्यांना लागणारे खाद्य, प्रसाधने, औपधे, तसेच चेन, गळ्यातले पट्टे अशा प्राण्यांसाठी बापरण्यात येणाऱ्या विविध प्रकारच्या शोभिवंत वस्तूंची मागणी बाढते आहे. त्याच बरोबर प्राण्यांची हॉस्टेल्स, डे केयर सेंटर या सेवांचीही गरज भासू लागली आहे. प्राण्यांसाठीची खास सलून-म्हा अगदी हॉटल्स देखील सुरु झाली आहेत. मांजरांसाठी समुपदेशन आणि कुत्र्यांसाठी तयार केलेले खास पोषणयुक्त अन्न आणि आरोग्य-विमा इथपर्यंत सर्व काही उपलब्ध आहे. काही वर्षपूर्वीपर्यंत पशुवैद्यक दवाखाने, आणि काही उराविक गरजेच्या गोष्टींची विक्री करणाऱ्या छोट्या दुकानांपुरत्या मर्यादित असणाऱ्या या उद्योगात आता कोट्यावधी रुपयांची उलाढाल होत आहे.

१९९० नंतरच्या दशकांमध्ये या उद्योगात झालेली लक्षणीय बाढ हा निव्वळ योगायोग निश्चित नाही. एका व्यापक सामाजिक बदलाचा हा एक भाग आहे. प्रस्तुत लेखात प्राण्यांच्या मानवीकरणाच्या सामाजिक पैलूंचा आढावा घेण्याचा तसेच या विषयाच्या समाजशास्त्रीय अध्ययनाचे महत्व अधोरेखित करण्याचा प्रयत्न केला आहे. पाळीव प्राण्यांचे मानवीकरण हा विषय ‘प्राणी आणि मानवी समाज’ या व्यापक आंतरिक्षाशाखेची क्षेत्राशी निगडीत आहे. प्राणी आणि मानवी समाज या विषयाच्या अनुषंगाने आतापर्यंत झालेले वहूतांश संशोधन जीवशास्त्र, जैववैद्यकशास्त्र अशा विज्ञानांशी व औषधनिर्मिती, उपभोक्ता संस्कृती, मार्केट सर्वेक्षण अशा क्षेत्रांशी संबंधित आहे. सामाजिक शास्त्रांचा विचार केला तर मानसशास्त्र आणि इतिहास अशा मोजक्या ज्ञानशाखा वगळता अजूनही या विषयाकडे संशोधनाच्या दृष्टीने फार गांभीर्याने व्यवितले गेलेले नाही.

समाजशास्त्रीय दृष्टीकोनातून केलेल्या संशोधनातून या विषयासंबंधी आकलनात मोलांची भर पडल असे प्रतिपादन प्रस्तुत लेखात केले आहे. या लेखांसाठी अन्वेषणात्मक दृष्टीकोनातून आतापर्यंत झालेल्या संशोधनाचा आढावा घेऊन प्राण्यांच्या मानवीकरणाचे सामाजिक पैलूं अधोरेखित करण्याचा प्रयत्न केला आहे. समाजशास्त्रात पुढील संशोधनाला दिशादर्शक होतील अशा मुद्द्यांची प्राथमिक चर्चा या लेखात केली आहे.

पाळीव प्राण्यांचे मानवीकरण ही संकल्पना: सर्वप्रथम पाळीव प्राण्यांचे मानवीकरण म्हणजे नक्की काय ते समजून घेतले पाहिजे.



पाळीव प्राण्यांकडे कुटुंबाचा एक भाग म्हणून पाहणे आणि त्यांचे समोपन घरातील एखाद्या सदस्याप्रमाणे करणे एवढच नाही तर त्यासाठी आपण वापरतो त्या व तशाच गोष्टी आणि सेवा प्राण्यांसाठी वापरणे म्हणजे प्राण्यांचे मानवीकरण होय. मानवी भाव-भावांचे व व्यवहारांचे रोपण प्राण्यांवर करणे हा या प्रक्रियेचा फार महत्वाचा भाग आहे. प्राण्यांना आपली भाषा समजते, ते आपल्या वोलण्याला प्रतिसाद देतात, त्यांना माणसाप्रमाणे संवेदना असतात अशी पक्की धारणा या मानवीकरणामागे आहे. हा बदल घडून येण्यात पाळीव प्राण्यांशी निगडीत बदलत्या समाजधारानांची महत्वाची भूमिका आहे. या प्रक्रियेच्या मामाजिक पैलूंचा विचार करताना म्हणूनच प्राणी आणि मनाज यांच्यातील सहसंवंधांच्या सामाजिक इतिहासाचा आढावा घेणे गरजेचे आहे.

**माणूस आणि प्राणी यांच्यातील सहसंवंधांचा सामाजिक इतिहास:** अगदी आदिम काळापासून प्राणी हे मानवी समाजाचा अविभाज्य घटक रहिले आहेत. वेगवेगळ्या गरजा भागविण्यासाठी मानवी समाजात पशुधनाचा वापर होत आला आहे. तसेच प्राण्यांच्या माणसाळ्याचा इतिहासही खूप प्राचीन आहे. लांडिगराच्या माणसाळ्यातून निर्माण झालेला कुत्रा नावाचा सहकारी अशमयुगापासूनच माणसांच्या सोबत आहे. कुत्र्याचा मानवी समाजातील वावर शोडा, गाय-वैल, आणि शेव्या मेंद्यांच्याही आधीपासूनचा आहे. प्राचीन काळापासून एक मवंगडी किंवा एक बिंगुवळ्याचे साधन म्हणून पाळीव प्राण्यांचे स्थान माणसांच्या आयुष्यात दिसून आलेले आहे. प्राचीन इंजिनच्या पुरातत्वीय अवशेषात दांडग्या कुत्र्यांच्या प्रतिमा आढळतात. रोमन सम्प्राट अलेक्झांडरने पेरीता या आपल्या आवडत्या कुत्र्यांच्या म्मणार्थ एका शाहराचे नामकरण केले होते अशी नोंद आहे. शुभ मंकेत म्हणून सोनेरी मासा घरात ठेवण्याची प्रथा चीनमध्ये चौथ्या शतकापासून नोदवली गेली आहे. भारतीय संस्कृतीचा विचार केला तर आपल्या प्राचीन शिल्पकलेत, चित्रकलेत आणि लोकसंहित्य परंपरेत पशु-पक्ष्यांचे भरपूर उल्लेख आणि चित्रण आहे. पशु-पक्ष्यांकडे आपल्या भावतालच्या चराचरातील एक घटक म्हणून आटरपूर्वक पाहणे ही आपली संस्कृती आहे. अन्न-वस्त्र व निवासांच्या गरजा भागवणांच्या निसर्गातील प्रत्येक घटकावदल आपण कृतज्ञता व्यक्त करत आले आहोत. अनेक आदिवासी आणि हिंदू धर्मांच्या परंपरेत पशु-पक्ष्यांना देवत्व दिलेले दिसते. प्राण्यांमध्ये स्वतःला पाहण्याची मानवी प्रवृत्ती जुनी आहे. पण गेल्या शतकात याच प्रवृत्तीचे झापाट्याने व्यावसायीकरण होत गेले. प्राण्यांना आपल्या व्यक्तिगत, कौटुंबिक जगण्याचा भाग बनवताना आपण प्राणी पाळणे ते प्राण्यांचे पालक होणे हा बदल सहज स्वीकारला. या बदलाची समाजशास्त्रीय कारणमीमासा होणे आवश्यक आहे. आज पाण्यांचा जगत प्राणी-मानव सहसंवंधावर आंतर-विद्याशाखांची दृष्टीकोनातून भरपूर संशोधन होत आहे. एखाद्या समाजाच्या संस्कृतिक मृती व वाग्शाचा महत्वाचा भाग म्हणून पशु-पक्ष्यांच्या स्थानाचा अभ्यास केला जात आहे. भारतीय संदर्भात माणूस आणि प्राणी यांच्यातील साहचर्यांच्या सामाजिक संस्कृतिक इतिहासाचा आढावा घेणे एक महत्वाचा समाजशास्त्रीय संशोधनविषय होऊ शकते.

बदलती समाजव्यवस्था व माणूस आणि प्राणी यांच्यातील संबंध: प्राण्यांन्या मानवीकरणाचा थेट संबंध आजच्या समाजव्यवस्थेशी आहे. आजच्या समाजव्यवस्थेत व्यक्तीचे स्वातंत्र्य, स्वायतता या गोष्टी खूप महत्वाच्या आहेत. विवाह आणि कुटुंब व्यवस्थेत अमुलाग्र बदल होतायत आणि व्यक्तिकैदित व्यवस्थेचे फलस्वरूप एकटेपणा, स्पर्धा, आणि तणाव या गोष्टीचा सामना व्यक्तींना करावा लागतोय. दुर्खीमच्या सैद्धांतिक चौकटीतून बघायचे तर आजूबाजूच्या समाजाशी असलेले व्यक्तींचे संबंध तुटक होत आहेत. समाजमाध्यमांच्या युगात तंत्रज्ञानाच्या माध्यमातून आपण म्हणल तर सतत एकमेकांच्या संपर्कात असतो. पण खून्या अर्थने एकेकेच जगत असतो. अमेरिका, युरोपमध्ये झालेल्या संशोधनातून असे दिसून आले आहे कि निश्वार्थी प्रेम, माया, सोबत, निखल मैत्री या मुलभूत मानवी गरजा भागवण्यासाठी व्यक्ती दुसऱ्या व्यक्तीपेक्षा प्राण्याना प्राधान्य देत आहेत. न्युयॉर्क सारख्या शहराचा उल्लेख 'petropolis' असा केला जातो कारण अमेरिकेतील २/३ कुटुंबात पाळीव प्राणी आहेत. फेर्डमान (२०१४) यांनी केलेल्या संशोधनानुसार अमेरिकेतील घटन्या जन्म-दग्नाचा आणि लहान आकाराचा कुत्रा पाळण्याच्या वाढत्या प्रमाणाचा निश्चित सह-संबंध आहे. ज्या स्त्रियांना मूल नको आहे किंवा वाळतपण लांबवायच आहे अशा स्त्रिया लहान कुत्रा अगदी आपल्या मुलाप्रमाणे सांभाळतात असे या कुटुंबांच्या अभ्यासातून त्यांना दिसून आले. अडचणीच्या काळात घरातील पाळीव प्राणी (प्राधान्याने कुत्रा) हा खूप मोठा आधार व तणाव कमी करण्याचे साधन असते असेही संशोधनातून दिसून आले आहे. मानवी सहसंबंध प्रस्थापित करण्यापेक्षा पाळीव प्राण्यावरोवर जवळकीचे नाते निर्माण करण्याकडे कल दिसून येतो आहे. वेगाने वाढणारे शहरीकरण, विभक्त कुटुंब, एकेकट्या राहणान्या व्यक्तींचे वाढते प्रमाण, जागतिक लोकसंख्येतील जोष्ट नागरिकांचे लक्षणीय प्रमाण अशी ठळक वैशिष्ट्ये असणांच्या युगात माणसांच्या रिकांव्या जागा प्राणी भरून काढत आहेत. माणसांमी एकमेकांच्या भागवायच्या सामाजिक व भावनिक गरजा प्राणी भागवतायत. किंवृता मानवी सहसंवंधांचे व आंतर-क्रियांचे जाळे म्हणजे समाज अशी समाजशास्त्रीय संकल्पना आहे. या सहसंवंधांत प्राणी किंवृत आणि कशा प्रकारे सामावले गेले आहेत या मुद्याचा समाजशास्त्रीय दृष्टीने विचार होणे फार गरजेचे आहे. पाळीव प्राण्यांची वाढती संख्या आणि त्यांच्या मानवीकरणांचे लक्षणीय प्रमाण वघता आपल्या मानवी समाजाविषयीच्या तसेच कुटुंबव्यवस्थेविषयीच्या मुलभूत धारणा विस्तारणाची गरज निश्चित आहे. हे बदल फक्त पाण्यांचा जगत घडतायत अशा भ्रमात न राहता भारतातही प्राण्यांच्या वाढत्या मानवीकरणांच्या प्रक्रियेकडे डोळसपणे बघण्याची आवश्यकता आहे.

समाजशास्त्रीतील मुलभूत संशोधनानुसार स्व ची निर्मिती ही एक सामाजिक प्रक्रिया आहे. व्यक्तीच्या जडणघडणीत कुटुंबातील सदस्य, मित्र, सोबती, कामावरील सहकारी अशा विविध स्तरातील व्यक्तींचा सहभाग असतो. समाजात मिळणान्या आर्थिक व भौतिक लौकिकाचाही स्व प्रतिमेच्या निर्मितीत महत्वाचा वाटा असतो. उत्तर-आधुनिक समाजात एकीकडे व्यक्ती आणि समाज यांच्यातील गोष्टींनात मोलाची भूमिका वजावणान्या प्राथमिक संस्थांचा हीस



होत असताना दुसरीकडे सतत वदलत्या आर्थिक, राजकीय व सांस्कृतिक व्यवस्थेत दैनंदिन जीवन अस्थिर व अनिश्चित स्वरूपाचे होत चालले आहे. लग्न, मुलंबाळ, कामातील यश, प्रगती अशा गोष्टीपेक्षा आपल्या आयुष्यातील पाळीव प्राणी हा व्यक्तीला स्वतःच्या असण्याचा महत्वाचा घटक वाटतो. पाळीव प्राण्याला नुसते सोबती नाही तर स्वतःच्या एक भाग असल्याप्रमाणे वागवण्याच्या या प्रक्रियेकडे संशोधक 'स्व'— विस्ताराची प्रक्रिया महणून वघतात (बेल्क १९८८, मॉस्टलर २००८, गॅडवरी व क्लाईट २०१३). आपल्या आयुष्यात एका प्राण्याचे असणे आणि त्याच्या सोबत राहता येणे ही जीवनाची पूर्तीत आहे अशी भावना निर्माण होणे, किंवा व्यावहारिक पाठीवरील भौतिक सुखाच्या पलीकडे जाणार समाधान पाठीव प्राण्याच्या सहवासातून मिळत अशी भावना होणे यातून प्राण्याचे मानवीकरण अगदी सहज वाटायला लागते. सूक्ष्मदर्शी समाजशास्त्रीय दृष्टीकोनानुसार रोजच्या दैनंदिन व्यवहारातून व्यक्तीचे आयुष्य घडत असते. आपल्या रोजच्या जगण्यातील छोट्या छोट्या गोष्टीतून आपली ओळख, समाजातील स्थान निर्देशित होत असते. पाठीव प्राणी वाढगणे, एखाद्या लहान मुलाप्रमाणे त्याला वागवणे, त्याच्यासाठी वेगवेगळ्या वस्तू खरेदी करणे या सर्व गोष्टीमधून व्यक्ती आपली सामाजिक ओळख निर्माण करत असतात असेही संशोधकांचे म्हणणे आहे. याच गोष्टीकडे व्यापक संरचनेच्या दृष्टीकोनातून पाहिले तर प्राण्याचे सामाजिक स्तरीकरणात असलेले स्थान स्पष्ट होते.

प्राण्याचे मानवीकरण आणि सामाजिक विषमता: सामाजिक विषमता हे मानवनिर्मित समाजव्यवस्थेचे ठळक वैशिष्ट्य आहे. प्राण्यांना ओढून आपल्या समाजात बसवताना माणसाने त्यांच्यावरही सामाजिक विषमता लादली आहे. काही प्रजाती 'विशुद्ध' व 'उच्च', त्यांच्या संकरातून निर्माण केल्या गेलेल्या प्रजाती अनोख्या म्हणून आणखी उच्च तर देशी प्रजाती सर्वसामान्य अशी श्रेणीवद्ध उतंड पाठीव प्राण्यांमध्येही निर्माण केली आहे.

बोर्दुयू यांना त्यांच्या 'Distinction' (१९८४) या ग्रंथात असे प्रतिपादन केले आहे की सामाजिक विषमता टिक्कून ठेवण्यात सांस्कृतिक व्यवस्थेचा खूप मोठा वाटा असतो. अभिजन वर्गाकडे आपल्या उच्च सांस्कृतिक अभिरुचीचे हमखास वापरता येईल असे शास्त्र असते. खानपान, कला, क्रीडा, मनोरंजन अशा सर्व क्षेत्रातील श्रेष्ठ दर्जाची अभिरुची ही त्यांना समाजातील सामान्य व गरीब स्तरातील लोकांपेक्षा पटकन वेगळे करून त्यांचे समाजातील उच्च स्थान दर्शविते. बोर्दुयू यांच्या मते उच्च अभिरुची ही उच्चभू वर्गाची सांस्कृतिक निशाणी असते. समाजातील आपले स्थान अधोरेखित करण्यासाठी उच्च, अभिजन वर्गातील लोक नेहमी अभिरुची आणि रुचीपूर्ण निवड या दोन गोष्टी सांस्कृतिक भांडवल म्हणून वापरतात, किंवृता त्यांच्याकडे असलेल्या आर्थिक भांडवलाइतकेच त्यांचाकडे असणारे सामाजिक व सांस्कृतिक भांडवल महत्वाचे असते. या भांडवलाच्या आधारे त्यांची अधिसना टिकून राहते. पाठीव प्राण्यांशी संवधित निवड आणि निकष या सांस्कृतिक भांडवलाचाच एक प्रकार आहे. पाठीव प्राण्यांशी संवधित निवड आणि निकष प्राणी पाळणाऱ्याच्या सामाजिक दर्जा व स्थानाशी निगडीत आहेत. श्रीमत उच्च वर्गातील घरात 'उच्च' व 'pure' प्रजातीच्या प्राण्यांना प्राधान्य टिले जाते. लंब्रांडॉर,

गोल्डन रीट्रीवर, हस्की, रोटवायलर अशा एकापेक्षा एक मुद्राम संकरीत केलेल्या प्रजाती बाजारपेठेत उपलब्ध आहेत. अशा प्रजातीचा कुक्रा किंवा मांजर खूप जण पाळत असले तरी बोर्दुयू म्हणतात त्याप्रमाणे. प्राणी पाळण्यातील आपल्या विशिष्ट अभिरुचीतून उच्चभू वर्ग एक पायरी पुढे राहतो कुव्याला खायला देण्यासाठी वापरण्यात येणाऱ्या भांडवांपासून व मुद्राम तयार करून घेतलेल्या अन्नापासून ते प्राण्यांचे प्रदर्शन शो आयोजित करून त्याला प्रतिष्ठित वलय मिळवून देण्यापर्यंत सर्व गोष्टीचा समावेश यात होतो.

प्राण्यांचे मानवीकरण आणि निसर्गातील हस्तक्षेप: प्राण्यांना आपल्या सामाजिक वास्तवाचा भाग करून घेताना उच्च-नीच प्रतिष्ठेच्या खोट्या संकल्पना आपण त्यांच्यावरही लादल्या आहेत हा दुर्दैवाचा भाग लक्षात घेतला पाहिजे. आपल्या देशी वाणाच्या कुव्यासाठी वापरले जाणारे 'गावठी' हे संबोधन प्राणी—जगतावर आपण लादलेल्या सामाजिक विषमतेचे द्योतक आहे. गावठी वाणाचे प्राणी पाळले तर पुढे त्यांच्या पिल्लावळीला मागणी नाही म्हणून शस्त्रक्रिया करून त्यांची प्रजननक्षमता कृतिमरीत्या खुंटवून टाकली जाते. दुसरीकडे उच्च प्रजातीच्या प्राण्यांचा समागम मुद्राम घडवून आणला जातो आणि त्यासाठी प्रतीक्षा यादी असते. खोट्या प्रतिष्ठेच्या कल्पनांच्यापायी निसर्गचक्रात वाटेल तसा हस्तक्षेप करून 'टेलरमेड' प्राणी पवनवून घेतले जातात. प्राणी पाळण्याच्या नावाखाली आपण निसर्ग चक्रात भयानक ढवळाढवळ करत आहोत. प्राण्यांच्या मानवीकरणाच्या नादात एकीकडे त्यांच्या निसर्गदत्त शक्तीचा व्यय होतोय व दुसरीकडे आज माणसाने आपल्या जीवनशैलीमुळे ओढवून घेतलेले आजार प्राण्यांच्याही मागे लागतायत. याचा नैसर्गिक आणि सामाजिक पर्यावरणकर कसा परिणाम होत आहे हा स्वतंत्र संशोधनाचा विषय आहे.

सर्पेल या पशुवैद्यकशास्त्रज्ञाने लिहिलेल्या 'In the company of animals' (१९८६) या पुस्तकात त्यांनी याच अनुषंगाने अनेक मुलभूत प्रश्न उपस्थित केले आहेत. त्यांच्या मते मानवीकरणाच्या नावाखाली आपण फक्त ठराविक पाठीव प्राण्यांसोबत जगतोय, तेदेखील या प्राण्यांना त्यांच्या नैसर्गिक जगापासून नोडून. आपापल्या छोट्या उबदार जगात आपल्या पाठीव प्रण्यांसोबत जगताना बाकीच्या नैसर्गिक जगाचे व सूष्टीचे आपले आकलन उलट कमी कमी होत चाललेय. इतर असंख्य प्रजातींचा विकासाच्या नावाखाली विनाश होत आहे याचे आपल्याला भान उरलेले नाही. पाठीव प्राण्यांच्या मानवीकरणाकडे भांडवलशाही विकासव्यवस्थेतील अंतर्विरोध म्हणून गांभीर्याने बघितले गेले पाहिजे.

समारोप: पाठीव प्राण्यांचे मानवीकरण हा बदल वरवर दिसतो तितका सोपा नाही. या विषयाच्या सामाजिक पैलूंच्या चर्चेतून त्यातील गुंतागुंत स्पष्ट होते. प्रस्तुत लेखात मांडलेल्या मुद्रायांव्यतिरिक्त या विषयाला इतरही अनेक कंगोरे आहेत. त्या सर्वांची सविस्तर मांडणी इथे शक्य नसली तरी त्यांचा उल्लेख करणे आवश्यक आहे. वैज्ञानिक व शैक्षणिक संशोधनासाठी प्राण्यांचा वापर, प्राण्यांना दिली जाणारी क्रूर वागणूक, जाहिरात, मिनेमा किंवा इतर व्यावसायिक हेतूसाठी प्राण्यांचा वापर, प्राण्यांचे हक्क, प्राण्यांचे कल्याण, त्यासाठीची चळवळ आणि राजकारण,



साहित्य आणि लोकप्रिय संस्कृतीतील प्राण्यांचे चित्रण, शाळा, धार्मिक झास्या, प्रसारमाध्यमे अशा सामाजीकरणाच्या संस्थांद्वारे प्राण्यांसंबंधी बिंबवरे जाणारे विचार.

पाळीव प्राण्यांच्या मानवीकरणाच्या चर्चेत प्राण्यांना दिल्या जाणाच्या प्रेमळ व लाडाच्या वागणुकीचाच विचार होणे साहजिक असले तरी या लेखाच्या निमित्ताने मानवी इतिहासाच्या बदलत्या टप्प्यांवर प्राण्यांचा वापर बचक ठेवण्यासाठी, जरव बसवण्यासाठी, प्रसंगी मुडते पाडण्यासाठी केला गेला आहे याची आठवण ठेवणे आवश्यक आहे. माणूस आणि प्राणी यांच्यातील संबंध खन्या अर्थात साहचर्याचे हवे असतील तर ते केवळ माणसाच्या सोयीप्रमाणे व फायद्याप्रमाणे असून चालणार नाही. प्राण्यांकडे एक सोबती म्हणून वयण्याची प्रक्रिया एकप्रकारे आत्मभान देणारी प्रक्रिया असली पाहिजे. संपूर्ण मृद्धीचा विचार केला तर

'माणूसपण' हा अस्तित्वाचा केवळ एक प्रकार आहे, एक अवस्था आहे. 'प्राणीपण' हि नितकीच महत्वाची व स्वतंत्र अवस्था आहे. अस्तित्वाच्या वैविध्यपूर्ण शक्यतांचा स्वीकार व आदर करणे हेच संपूर्ण माणूस बनण्याचे लक्षण आहे.

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## स्त्री अत्याचार : कारणे, परिणाम व ऊपाय

डॉ. निसर्ग शिंदार्थ, समाजशास्त्र विभाग प्रमुख, सर सव्यद कला, वाणिज्य व विज्ञान महाविद्यालय, औरंगाबाद.

**गोषवारा:** स्त्री हा कोणत्याही समाजाचा अविभाज्य घटक असतो. स्त्रीशिवाय समाजाचा सर्वसमावेशक विकास अशक्य आहे. त्यामुळे स्त्री घटकाचा विकास अपरिहार्य आहे. मात्र, भारतातील पुरोगामी महाराष्ट्रात स्त्री संबंधीच्या गुन्ह्याचे स्वरूप 'हायटेक' बनले आहे. हुंडावळी, भुणहत्या, प्रेमभंगातून हत्या, बलात्कार, सामुहिक बलात्कार, अॅनर किलींग, पोरंग्राफी कॉटुविक हिसाचाराच्या प्रमाणाणे तीव्र वाढ झाली आहे. स्त्रियांवरील अत्याचाराची वाढती आकडेवारी, स्त्रियांचे शोषण, द्रुयमत्त्व हे जाती व्यवस्था, वर्ग व्यवस्था, पितृसत्ता, स्त्रीयांप्रती बुरस्टलेल्या दृष्टिकोनाच्या पायाकर उभी आहे. हे शोषण दृढ करण्यासाठी स्त्रियांचा वारंवार वापर केला जातो. त्याचेच उदाहरण म्हणजे खैरलंजी, सोनर्ड, जवखेडा, कोपर्डी व सद्यास्थितीतील औरंगाबाद आहे. महाराष्ट्रातील स्त्री अत्याचाराचे समूळ उच्चाटन होण्यासाठी सुशिक्षित स्त्री समाज व पुरुषांचा स्त्रियांप्रती बुरस्टलेला दृष्टिकोन बदलण्याची आणि महिला वर्गाच्या आर्थिक सक्षमीकरणाची गरज आहे.

**मुख्य शब्द:** महाराष्ट्र, स्त्री, अत्याचार, वास्तवीकता, कारणे, परिणाम, ऊपाय.

**प्रस्तावना:** जगातील कोणत्याही राष्ट्राचा जलद, चिरंतन व सर्वसमावेशक विकासासाठी समाजातील सर्व घटकांचा पर्याप्त विकास होणे गरजेचे आहे. त्यातही स्त्री वर्गाचा विकास अपरिहार्य आहे. कारण, स्त्री हा कोणत्याही समाजाचा अविभाज्य घटक असतो.. परंतु स्त्री या घटकावर विविध मार्गांने, विविध प्रकारे अत्याचार केले गेले व केले जात आहेत. जागतिकीकरणानंतर या अत्याचाराच्या प्रकारात मोठ्या प्रमाणात बदल झाले आहे. त्यामुळे स्त्री अत्याचाराची दाहकता फक्त राष्ट्रापुरतीच मर्यादित नसून ती वैशिक पातळीवर देखील पाहावयास मिळते. भारतासारख्या विकसनशील राष्ट्राचा विचार केला तर सर्वच्या डोळ्यांसमोर दिल्लीचे निर्भया प्रकरण समोर येते. या प्रकरणानंतर संपूर्ण राष्ट्र स्त्री अत्याचाराच्या विरोधात ऊभा राहिला. फक्त काही काळ, यानंतरीही अत्याचाराच्या प्रमाणात वाढ झाली आहे. भारतात केवळ ३४.४ टक्के गुन्ह्यांच्या केसेस नोंदविले जातात आणि त्यातही केवळ सुशिक्षित आणि मध्यमवर्गांयाद्वारेच गुन्हे नोंदविले जातात. म्हणजेच ६५ टक्क्यांच्या जवळ्यास गुन्हे नोंदविलेच जात नाहीत. निम मध्यमवर्गांय आर्थिक अभावग्रस्तामुळे गुन्हे नोंदवित नाहीत. ऊच्च मध्यमवर्गांय आर्थिक ताकदीवर गुन्हे पचवितात म्हणून केवळ ३४.४ टक्के गुन्हे नोंदविले जातात, म्हणजेच स्त्री संबंधी नोंदवित जाणाच्या गुन्ह्यांची संख्या ही हिमनगाप्रमाणे अत्याचाराचा मुळ उच्चाटणासाठी ऊपाय सुचविले आहे.

**संशोधनाची उद्दिदेशी:** १. महाराष्ट्रातील स्त्री अत्याचाराबाबतची स्थिती अभ्यासणे. २. स्त्री अत्याचारामागील कारणांचा व परिणामांचा शोध घेणे. ३. स्त्री विकासात महाराष्ट्र राज्य महिला आयोगाची भूमिका तपासणे. ४. स्त्री अत्याचाराच्या अत्याचाराचार्या समूळ उच्चाटणासाठी ऊपाय सुचविले आहे.

संशोधनाची उद्दिदेशी: १. महाराष्ट्रातील स्त्री अत्याचाराबाबतची स्थिती अभ्यासणे. २. स्त्री अत्याचारामागील कारणांचा व परिणामांचा शोध घेणे. ३. स्त्री विकासात महाराष्ट्र राज्य महिला आयोगाची भूमिका तपासणे. ४. स्त्री अत्याचाराच्या अत्याचाराचार्या समूळ उच्चाटणासाठी ऊपाय सुचविले आहे.



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## Dance Movement Therapy for the Elderly: A Holistic Approach

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### ABSTRACT

*The purpose of this qualitative study was to find out the therapeutic usefulness and influence of Dance and Movement Therapy (DMT) on senior citizens (n = 10, 60 years and older, females) residing in old age homes. The DMT treatments lasted 36 hours over 18 sessions and were led by professionally trained facilitators. The movement activities in the sessions focused on increasing physical fitness and general wellbeing, improving social interaction and self-esteem. Thematic analysis was used for the processing of data, gathered using unstructured interviews and coding sheets. In the physical, spatial, cognitive, emotional, and social paradigms, progressive alterations were observed. Physical well-being, social relationships, psychological health, and coping were among the significant themes that emerged. Positive movement experiences increased one's connection to one's body and self. The group DMT sessions provided a therapeutic chance to express feelings with others, resulting in pleasant communal experiences, social empowerment, and improved coping methods for overcoming loneliness. Qualitative data analysis reveals that DMT improves the elderly's quality of life, increases their engagement in activities, and contributes to a sense of meaning, purpose, and energy in life. The implications for future intervention programmes are examined to integrate movement therapy as part of a holistic approach to working with the elderly.*

**Keywords:** Dance Movement Therapy, Elderly, Holistic intervention



  
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Dance movement therapy is defined by the American Dance Therapy Association (ADTA), as the psychotherapeutic use of movement to increase an individual's emotional, social, cognitive, and physical integration. DMT (dance movement therapy) is a mind-body intervention that combines physical training with psychosocial therapeutic elements. Dance movement therapy (DMT), as a resource-oriented treatment approach, is becoming increasingly significant because it preserves the dignity of the elderly, respects their particular requirements, and improves social engagement. Koch, *et al.*, (2014) conducted a meta-analytic review of 23 pieces of research and found that DMT had an impact on depression, quality of life, positivity of mood, and emotional health in varied populations. DMT emphasises the mind-body connection in particular: "The utilisation of dance movements as a therapeutic or healing therapy is rooted in the belief that the body and the mind are inextricably linked" (Levy, 2005). DMT is transferable to any culture due to the universality of mental illness and dance and movement; as a result, the concepts and fundamentals of DMT have been adapted and practiced all over the world.

Successful ageing is a concept that must be promoted and nurtured. It is crucial to understand older people's physiological and psychological requirements and how they might be met to promote healthy ageing and increase the quality of life. As the population of people over the age of 65 continues to rise, healthy ageing is becoming increasingly important. Physical health, personality, degree of intellectual functioning, availability of support systems, adequacy of economic resources, and the ability to fulfill social duties are all elements that influence how people approach old age. Isolation, physical inertia, and loss of independence are some of the most significant issues that the elderly encounter. Rooms full of elders reclining for hours in front of a television, shoulders hunched, head dropped, napping the day away is not uncommon in long-term care settings. While it is vital to acknowledge the natural slowing down and physical decline that comes with ageing, it is also useful to break up such stagnation with activities that foster meaningful involvement on occasion. Old age may present a once-



in-a-lifetime opportunity to engage in artistic hobbies that allow for self-expression and fulfillment.

Physical activity on the part of the elderly is crucial. The individual's homeostasis is maintained by a complicated set of internal systems. As we get older, it takes more effort for our bodies to get back to normal after periods of stress and activity (DeVries, 1979). Dance/movement therapy provides an accessible and highly suited channel for the elderly to engage in constant physical activity. It can preserve exercise levels by facilitating improved mobility of bodily parts and can help establish a realistic body image and deepen self-awareness, offering a physical foundation for identity. It may also provide some structural body alignment corrections and pain relief at stress spots where chronic tensions and inappropriate weight distribution have accumulated (Cruz -Fereira,*et al.*, 2015). Dance/movement therapy may improve sensory perceptions while also stimulating the respiratory, circulatory, and skeletal systems. Muscle tone, balance and coordination, and spatial orientation can all benefit from it. Dance motions, according to research, activate numerous brain functions at the same time: kinesthetic, logical, melodic, and emotional. This sort of exercise necessitates the simultaneous use of mental, physical, and emotional strength, resulting in a full-body and soul workout. Senior individuals were placed in a 21-year study (Cross,*et al.*, 2012) to examine if any physical or cognitive recreational exercise influenced mental acuity. Dancing regularly was the activity with the highest proportion of dementia prevention (76 percent). It had the largest risk decrease of any cognitive or physical exercise studied. This is because, rather than engaging one section of the brain at a time, dance therapy stimulates numerous areas at the same time.

Multiple loss can be a prominent topic in the experience of growing older in terms of the psychological components of ageing (Butler, 1969). These losses can include the death of a spouse, friends, or relatives; the deterioration of physical health and the impending death of a loved one; and the loss of social position, money, and participation. The elderly have a strong desire to express their sentiments over such losses and rediscover a sense



of purpose in life. Dance and movement therapy can help people create meaningful psychological experiences. It provides an authentic sensation of activity in the present, boosting the elderly's ability to take charge. Spontaneous movement expressions might provide older folks a sense of aliveness and vigour, isolation may be lessened, and self-confidence and self-esteem may be enhanced.

The dance/movement therapy group allows the elderly to express and share their feelings and experiences, combining nonverbal and verbal communication (Dunphy, *et al.*, 2019). The necessity to build and develop a primary contact with the older person becomes increasingly important as the treatment process progresses.

Dance movement therapy sessions for the elderly consist of three key components. The first area of attention is physical fitness, which includes exercises that help elderly people enhance their mobility, blood circulation, stamina, as well as relief from tension and stress, improve breathing, and positively impact their overall health. These workouts are largely focused on improving an individual's physical well-being rather than their mental well-being. The second set of exercises that are frequently seen in nursing homes comprises some 'creative movement,' which entails activities performed to music to enhance spontaneity, boosting bodily awareness, letting go, and improving social contact, as these are usually done in groups. Finally, DMT-based activities employ a multi-modal approach, including dance, movement, visuals, storytelling, drama, and so on. These activities aren't only about physical fitness; they're also about a more holistic approach to growth. These exercises entail giving movement significance and expressing oneself via movement. They elicit emotional responses, cathartic expressions of one's inner state, and make social interactions easier. Movement-based dance lessons enhance gross motor skills, relieve anxiety, improve functional fitness, physical activity, mental state, quality of life, and alleviate depression (Strassel, J. K., *et al.*, 2011). These activities are not the main focus of the sessions in this case; rather, the focus is on creating a therapeutic and secure environment in which these elderly people can find a more holistic manner of enhancing their physical, mental, psychological, emotional, and spiritual well-being.



In India, there is a scarcity of studies on the use of movement therapy in the elderly. The current study's goal was to investigate the therapeutic usefulness and influence of Dance and Movement Therapy (DMT) on senior citizens. The argument was that dance/movement therapy can help prevent and treat illness in the elderly, as well as function as a motivator for them to reach their full potential throughout their lives.

### Method

#### Sample

The participants were a cross-section of ten female senior citizens (60 and older) living in an old age home. Participants were 60 to 70 years old ( $M = 65.12$ ;  $SD = 2.17$ ). Cognitive impairment, physical handicap, and psychiatric conditions were used as exclusion criteria for sampling.

#### Procedure

The study used a qualitative research approach that included unstructured interviews and coding sheets. The DMT treatments lasted 36 hours over 18 sessions and were led by professionally trained facilitators. After each session, a coding sheet was utilised to assess all of the participants on specific categories such as physical, spatial, emotional, and cognitive variables. The participants were evaluated in a group and individually, where they had been observed for 18 sessions in a group and 13 sessions individually.

The participants were interviewed about the sessions which had been conducted. The focus of the interviews was on the sessions that made them feel, what they experienced during the sessions, whether there were any changes as they progressed through the sessions and whether they would participate in something similar again. Data saturation occurred after interviewing approximately 10 senior citizens. Participants were given complete information regarding the interview method and the time commitment required for this study, and they gave their informed consent. The interviews were performed to have a better grasp of the participants' perspectives on DMT. The participants



were evaluated based on the coding sheet and the interviews after all of the sessions were completed.

#### *Analysis of Data*

The coding sheets were compared across the group sessions to evaluate change across categories. The observational notes in each of the sessions recording the changes in the physical, spatial, emotional, cognitive, and social domains were analysed in conjunction with the coding sheets.

Thematic analysis was done using Grounded Theory (Strauss & Corbin, 1990). A thematic content analysis of the interview transcripts was done with a low degree of abstraction to evaluate the qualitative components of this study. The investigator created codes out of words and phrases. For recurring and salient codes, definitions were created. Two researchers coded transcripts and met again to compare and contrast their initial findings to finalise codes. Finally, themes emerged that identified patterns in individuals' accounts of their feelings, perceptions, and understandings.

#### **Results and Discussion**

The purpose of this study was to explore the therapeutic usefulness and impact of Dance and Movement Therapy (DMT) on senior citizens in the community setting of an old age home. The qualitative inquiry aimed at exploring the participant's experiences around movement sessions

The participants were individuals who are simply aged and were experiencing everything that comes with growing old. These are individuals who are going through the usual stages of ageing, such as losing a spouse or friends, retiring, losing physical mobility, or dealing with other emotional challenges in their personal lives. Individuals' general physical well-being, social engagement, and emotional wellbeing were therefore prioritized in the study.

The therapy improved the elderly's engagement in group activities and increased their body movement, indicating a reasonable amount of progress in specific elements such as physical, emotional, spatial, cognitive, and social characteristics.



### Analysis of the coding sheet for the group

From the first to the 18th session, the participant's body language, memory, and sequencing, response to instructions, social interaction, eye contact, verbal articulation, physical touch, awareness of each other, and inventiveness all exhibited a progressive transition from low to good/high. From the first to the 18th session, the participants' spatial awareness, energy level, group coordination, motivation/interest, listening skills, engagement, adaptability, and physical stamina improved somewhat from moderate to good. In the domain of leadership, the group demonstrated a progressive change from low to high.

Table 1 .

#### CODING SHEET for GROUP PARTICIPATION (Average Scores)

1- Poor,2- Low,3 - Moderate,4 - Good,5 - High.

Categories	Session1 scores	Session18 scores
Body Language	2	4
Memory And Sequencing	2	4
Response To Instructions	2	4
Awareness Of Each Other	2	2
Social Interaction	2	5
Eye Contact	2	4
Verbal Articulation	2	4
Physical Contact	2	4
Creativity	2	4
Spatial Awareness	3	4
Energy Level	3	4
Group Coordination	3	4
Motivation/Interest	3	5
Listening Skills	3	4
Participation	3	5
Adaptability	3	4
Physical Stamina	3	5
Leadership	1	5



**Table 2.**  
**CODING SHEET for Individual Observations (Average Scores)**  
 1- Poor,2- Low,3 - Moderate,4 - Good,5 - High.

Domains	Session1 scores	Session18 scores
<b>Physical Domain</b> Bodily Flexibility, Fine Motor Skills, Ability to Relax and Breathing Patterns	3	4
<b>Spatial Domain</b> Level Of Awareness and Exploration of Their Own and Others' Personal Space	4	5
<b>Emotional Domain</b> Self-Confidence, Range of Emotional Expression, Acceptance and Tolerance of Peers' Ideas, Emotions, and Movements	3	4
<b>Cognitive Domain</b> Responses To Guided Imagery, Verbal and Physical Simultaneity, Capacity to Solve Movement Puzzles, Creativity and Imagination	3	5
<b>Social Domain</b> Leadership Skills, Communication Clarity	1	5

**Observational notes on the physical, spatial, emotional, social, and cognitive domains.**

Throughout the sessions, the *physical domains* of bodily flexibility, fine motor skills, ability to relax, and breathing patterns were of a moderate level. There was a gradual transition from moderate to good.

The *spatial factor* paradigm assessed how the individual explored the space around her and also understanding of others' space. The participants demonstrated a high level of awareness of their own and others' personal space. The participants partially investigated the vertical, horizontal, sagittal, and lateral planes. There was also an outward movement flow among the participants.

The *emotional paradigm* measured trust in the therapist and peers, self-esteem, self-confidence, and motivation, as well as



emotional range, body image, acceptance and tolerance of peers' ideas/movements, and impulse control. In terms of self-confidence, range of emotional expression, acceptance, and tolerance of peers' ideas, emotions, and movements, the results showed a gradual transition from moderate to good.

The *cognitive domain* assessed the higher-order mental processing of the individual. The cognitive paradigm, which includes responses to guided imagery, verbal and physical simultaneity, capacity to solve movement puzzles, creativity, and imagination, had shifted from moderate to high in the participants.

The *domain of social factors* assessed the individual's social awareness. The participants demonstrated a progressive shift in leadership skills from low to high, as well as a shift in communication clarity from moderate to good.

Data analysis of the interviews focused on the development of themes and relationships so that the essence of the experiences that participants had in the sessions of DMT was revealed. Physical well-being, social interactions, psychological health, and coping were the three key themes that emerged. The results of the coding sheets matched the findings of the interview, which revealed that the activities enhanced togetherness (social connection), creativity (since the activities forced them to think and do things differently), memory, and physical stamina (as they feel energetic and fresh by doing the activities).

Table 3.  
Identified Themes

Themes	Quotations
Physical Well Being	<i>After the session, I feel very energetic, happy, and playful (Participant 1)</i>
Social Interactions	<i>"I feel a sense of oneness and togetherness, and it's made me want to try new things and participate in other activities." ( Participant 4)</i>
Psychological Health	<i>"We are asked to concentrate on the music and our actions when we dance. I forget about all my worries at that time." (Participant 2)</i>



### Physical well-being,

All of the participants had increased their physical activity. Increased physical activity referred not just to increasing strength and endurance, but also to engaging in beneficial stretching. Such motions required greater flexibility and limberness from each participant, as well as the ability to move their bodies in ways they were not accustomed to. A positive experience of movement improved connection to the body and oneself. Participants reported that *"After the session, I feel very energetic, happy and playful..."* (Participant 1) and *"When I am dancing with the therapist, I feel very light and I forget about my knee pain through the session"* (Participant 5).

DMT interventions supported a reduction in physical limitations. Focussing on the whole body helped to update self-image and strengthened personal boundaries. DMT thus appeared to promote movement-based psychoeducation, an emphasis on pleasant experiences, the development of personal abilities, and the expansion of pain-coping mechanisms, lending support to earlier research that movement-dance lessons increased mobility, motor-cognitive function, and gait (Butler et al., 2016).

### Social Relationships

This theme focused on the participants' feelings of loneliness, as well as the purpose and determination that the dancing intervention generated. The reality of older adults' struggles with loneliness, motivation, and the need to be socially active with others became apparent through this theme. Dancing with others, forming relationships, and offering a scheduled activity that motivated them to join the sessions were all examples of increased social interaction.

The group DMT sessions provided a therapeutic opportunity to express feelings with others, resulting in positive community experiences and social empowerment. Others in the classroom encouraged participants in various ways, as reported by the participants. Because of the prevalence of social isolation, the development of friendships was critical. The movement-dance sessions provided not only a physical and emotional growth environment for the participants but also a place for them to make friends and participate in an activity that gave them a sense of belonging.



Participants said that "In one activity, we were instructed to softly massage the hand of our companion. I felt quite comfortable like as if we share a relationship" (Participant 3), "I feel a sense of oneness and togetherness, and it's made me want to try new things and participate in other activities." (Participant 4), "I've noticed that I've changed and that I've started talking to people I'd never talk to before. This occurred because we were forced to participate in activities in groups." (Participant 1). DMT can help people cope with the loss of relationships by providing engagement. DMT promotes pleasant community interactions and assists in overcoming loneliness and regaining confidence in networking. The therapist encourages social networking and serves as a contact point.

"Dancing together reminded me of the moments when I used to dance as a kid." I felt like I could accomplish it after learning easy steps." (Participant 6) Elderly persons experience feelings of being a burden to and reliant on others, as well as a sense of not being needed, of no longer participating in others' lives, and of contemplating about the meaning of life. Participants reported that DMT made them experience a sense of belonging and improvisation made them feel confident in their abilities.

The therapist in her observations notes "It's difficult not to smile while watching M, who is 64 years old. The joy she exudes when dancing is contagious: her energy immediately changes the mood of the room, causing others to become more aware. M's dance has an impact on everyone! When she dances, the other occupants come alive and look at her with a brightened expression. Some others also joined her." M's dancing appears to help the group through resonance, which Young describes as "a mutual sense of aliveness, breath, and a constant rhythmic interconnectedness...a vibration or throbbing energy" (Young, 2017). According to a research on mirror neurons, when we see someone move, our brains fire the identical neural pathways as if we were executing the activity ourselves. M's dance is a gift that allows others who watch it to feel as though they are experiencing her motions for the first time.

### Psychological Health and Coping

The death of a loved one can cause loneliness and social withdrawal in the elderly. Participants shared how the group



movement sessions helped them to overcome the sense of loneliness and nurture the bonding with their fellow inmates

*"The movement games forced us to interact with one another, and it felt good to be in a group." (Participant 2). When these sessions take place, I feel less lonely." (Participant 8).*

Being in the moment was one of the themes that emerged. This theme expands on the participants' understanding of how the movement-dance lessons taught them to be present at the moment. Participants said the emphasis was on simply focusing on the dance and the teacher's instructions, which led to them focusing on the present and not thinking about anything else. The movement-dance lessons were widely regarded as providing an organised outlet for stress relief as well as a different pastime from simply watching television throughout the day. Participants stated that the seminars assisted them in focusing on something productive rather than watching television, "We are asked to concentrate on the music and our actions when we dance. I forget about all my worries at that time." (Participant 2). "Dancing led to good recollections (here, a couple of dances with the therapist) brought back memories of dancing with my husband. As a result, I came in a bright spirit and intend to continue dance and yoga classes at the center." (Participant 7).

The therapist notes "One of the participants came to feel she could share her despair and let her hands and head flop in passive weight," She was then encouraged to use her hands to convey more positive emotions, such as stroking and holding herself. She began to build a sense of self-worth as a result of these basic actions, and she was able to open herself up to the other members of the group. They showed their support by rubbing their hands together and giving her good verbal attention, as well as praise for her bravery in voicing her sentiments."

As a result, DMT encourages and improves coping skills for overcoming loneliness. The focus is moved from the negative parts of one's existence to the positive aspects of one's existence, awareness changes to the present, resulting in freedom and calmness. To summarise, DMT tends to assist clients in discovering new hobbies and validating their sensations and views of reality. This has a



revitalising effect and contributes to a sense of purpose and meaning in one's life.

DMT programmes not only bring people together, but they also give a safe and comfortable environment in which to express oneself and engage in activities. They can regain their integrity, body image, ego, and most significantly, as previously mentioned, working in a group provides them a sense of belonging, purpose, and acceptance that they desperately need (Stockley 1992). The new study backs up previous research that shows that dance/movement therapy can improve mood, cognitive function, and sensorimotor competence in the elderly (Kshatriya, et al., 2015).

### Conclusion

The findings suggest that movement-dance lessons help older persons reduce stress and boost positive effects, promote physical activity, and foster a sense of belonging. As a result, caretakers must understand how to include both physical and mental health supports while assisting older persons. This study lays the groundwork for future research on the impact of group-based movement-dance classes on older adults' mood and stress levels, socialisation, and the physical body.

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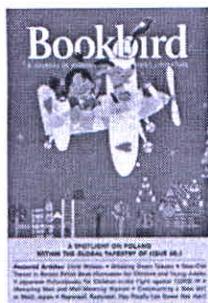
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## Bookbird: A Journal of International Children's Literature

### padlock Rapunzel, Rapunzel, Has Finally Let Down Her Hair! The Feminist Evolution of "Rapunzel" from the Nineteenth Century to the Twenty-First Century

Komal Tujare

Bookbird: A Journal of International Children's Literature

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Rapunzel's fairy tale as a mirror to the ideological structures of society.  
The portrayal of Rapunzel has evolved considerably over the years. She emerges first as a submissive, silenced, passive character with no choice or agency throughout the story. She is the protagonist, and it is her name that makes the title of the story, and yet she has hardly any action to her credit in the story. However, as her tale travels through time, ideologies about

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**Abstract**

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Although children's literature and cinema are seldom studied critically for their thematic relevance in social structures, their influence on young, impressionable minds cannot be denied, and they are often the first teachers of gender politics to new generations. The study of gender conditioning in light of the Grimm Brothers' fairy tale "Rapunzel" and its evolution from the classic tale to the blockbuster Disney animation *Tangled* in 2010, then traveling to India as a short story by Sowmya Rajendran in 2015, is the focus of this article. Feminist theories support the discussion here.

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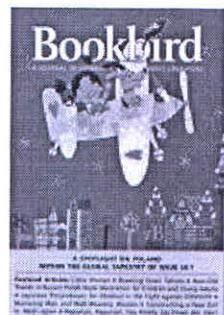
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# Rapunzel, Rapunzel, Has Finally Let Down Her Hair!

## The Feminist Evolution of "Rapunzel" from the Nineteenth Century to the Twenty-First Century

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by KOMAL TUJARE

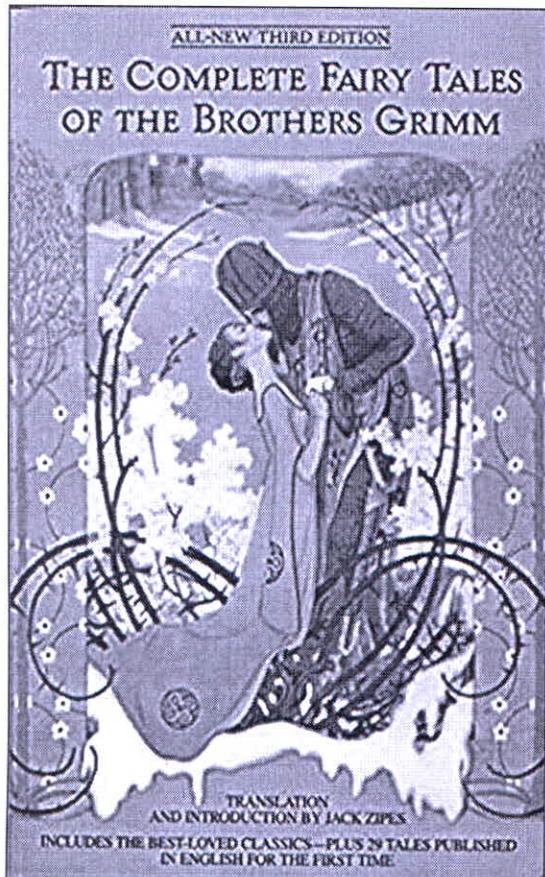
*Although children's literature and cinema are seldom studied critically for their thematic relevance in social structures, their influence on young, impressionable minds cannot be denied, and they are often the first teachers of gender politics to new generations. The study of gender conditioning in light of the Grimm Brothers' fairy tale "Rapunzel" and its evolution from the classic tale to the blockbuster Disney animation *Tangled* in 2010, then traveling to India as a short story by Sowmya Rajendran in 2015, is the focus of this article. Feminist theories support the discussion here.*

Although this critical study of Rapunzel begins with the German tale first published in 1812 by the Brothers Grimm, it must be noted that this version is neither the first nor the original. The 1812 version is considered an adaptation of a French story titled "Persinette," by Charlotte-Rose de Caumont de La Force, which in turn was heavily influenced by an Italian tale titled "Petrosinella," by Giambattista Basile. It is also significant to note that like most children's literature that often gets passed orally and alters with each telling, the story of Rapunzel has also undergone several alterations. In fact, the original tale by the Brothers Grimm itself was altered considerably in its final edition of 1857. The story has since had multiple adaptations and translations owing to its global popularity. However, the scope of this article will not extend beyond the two versions of the story by the Brothers Grimm, the Disney film *Tangled* (2010), and the short story "Rapunzel" from the collection *Girls to the Rescue* by Sowmya Rajendran, published in 2015. The following article examines Rapunzel's fairy tale as a mirror to the ideological structures of society.

The portrayal of Rapunzel has evolved considerably over the years. She emerges first as a submissive, silenced, passive character with no choice or agency throughout the story. She is the protagonist, and it is her name that makes the title of the story, and yet she has hardly any action to her credit in the story. However, as her tale travels through time, ideologies about



women in society change. Women gain more rights and gender stereotypes get challenged. When the story reaches the twenty-first century, ideas of femininity have evolved and patriarchal structures are getting challenged across all fields. This is observed in the film *Tangled* (2010), which presents Rapunzel as a driven, passionate, lively girl who seeks freedom and voice to a great extent. Finally, the Rapunzel that reaches Indian short fiction for children in 2015 is a complete contrast to the original Rapunzel of the Brothers Grimm. She is assertive, determined, fierce, and ambitious. The story rejects stereotypes surrounding women, but also challenges the conventional gender binary, gender roles, and heteronormativity. These alterations in the representation of gender and sexuality are important to note as they give a glimpse into the ideologies about women that permeate all social structures. In new historicist terms, the attempt is to understand the “texuality of history (of women) and the historicity of texts (about women)” (Montrose, 588).



**Rapunzel Entrapped—The Brothers Grimm**  
The portrayal of Rapunzel in both the versions of the tale by the Brothers Grimm is similar. The word *rapunzel* is first used in the story to refer to rampions that grow in the witch's garden. The rampions in the witch's field become an object of intense desire to a woman who is eventually to give birth to the protagonist. This intense desire the woman experiences is one so strong that she says she would die if she does not have some of the rampions. When her husband trespasses on the witch's garden and brings her a handful of rampions, the consumption of these only makes her desires grow threefold. The rampions mentioned here, evidently, have a symbolic function. They become external symbols of the woman's unfulfilled desires, which her husband strives to satisfy by trespassing on the “forbidden garden” (a euphemism for the female genital organ). By extension, the rampions that, once consumed, make the woman crave them even more acutely can be seen as a symbol of excess

female sexual desire, which, if not curbed, will bring extreme repercussions (as it does in the story when the witch takes the child away). While the 1812 version states that the craving for the rampions is on account of pregnancy, the 1857 version seems to hint at pregnancy as a consequence of the quenching of the intense desire. It is also noteworthy that the child born to the woman is then named “Rapunzel,” meaning “rampion.” At birth itself, Rapunzel is already described as a personification of an object of intense sexual desire. It is not surprising, then, that she does not step out of this objectification throughout the story.

For Immanuel Kant, humans differ from animals in that they have

“dignity” or what can also be described as “inner worth.” “Humanity,” therefore, according to Kant, stands for the potential for rational choices and pursuing one’s own ends (42). Neither of these applies to the Rapunzel of the Brothers Grimm. In addition, Kant explains, when an individual with humanity is reduced to the status of an object through “degradation,” “subordination,” and “dishonouring” of humanity, it is called objectification (163–64). This applies perfectly to Rapunzel. At birth, she is passed off to the witch as an object of barter. Thereafter, we know nothing of her except that she is “the most beautiful child under the sun,” with “splendid long hair, as fine as spun gold.” Sexual objectification is understood as when a woman’s body or body parts are singled out and separated from her as a person and she is viewed primarily as a physical object of male sexual desire (Bartky, 27). This is true of Rapunzel. She is tucked away as an object of possession in a tower in a forest at the age of twelve, and her life and choices subsequently are governed by the witch. In fact, when she finally gets “married” to the prince, it is not a choice she exercises but rather a lack of choice she expresses: “He would rather have me than would old Frau Gothel.” Her objectification has been internalized by this point. Women often self-objectify (Fredrickson and Roberts 177–178). As such, Rapunzel’s choice of marrying the prince (submitting herself physically to him), the first man she laid eyes on, serves as an indication of her objectification of herself. When her secret affair is discovered, there is still no agency afforded to her as Gothel cuts off her long tresses (maiming the beauty that is her only identity) and throws her in the wilderness. She is rescued from her life of misery when the prince finds her. She then restores his eyesight with her magical tears and lives a life of stereotypical marital bliss. Interestingly, she remains the damsel in distress who is rescued by the prince even though she is the one with the power of healing, which remains understated. In the words of Simone de Beauvoir, “He is the Subject, he is the Absolute—she is the Other” (26). Even though the title of the story is “Rapunzel,” she is not the hero of the story—she remains secondary as the “other” in her own tale.

### Rapunzel Enabled—*Tangled*

The Disney film *Tangled* emerges 153 years, or more than one and a half centuries, later. At first, the objectification of Rapunzel seems to continue with the description “a healthy baby girl is born, a princess, with beautiful golden hair.” Rapunzel is soon raised by Gothel and is warned to stay indoors, locked in a tower. She is told repeatedly that the outside world is too dangerous for her. This idea of limiting women to domesticities is not new or uncommon. In her essay “A Room of One’s Own,” Virginia Woolf writes, “Women have sat indoors all these millions of years, so that by this time the very walls are permeated by their creative force.” But this is what marks the departure of *Tangled* from the tale of the Brothers Grimm. Disney’s Rapunzel has not submitted to her fate. She is unhappy about her oppressed condition and gives voice to that unhappiness instead of making her peace with it. In the song “When Will My Life Begin,” Rapunzel enumerates all her daily chores. Although initially it appears



like Rapunzel fits the stereotype of “the angel of the house” as she sweeps, polishes, waxes, does the laundry, mops, and shines up, and then sweeps again, you soon realize that Disney is not building but rather breaking stereotypes. Rapunzel can clean, sweep, cook, and knit, but she can also read, play the guitar, and paint in her very own gallery. Her creativity is also exercised in papier-mâché, ballet, chess, pottery, ventriloquy, candle-making, sketching, and so on. Her creativity is her escape from the torture of reality. *L'écriture féminine* as female writing (and creativity) that stems from the female body is important. Hélène Cixous, in “The Laugh of the Medusa,” calls for sisterhood in terms of celebration of the female creative body. The body is to be used profitably to produce works by women, about women, and for women. Rapunzel’s depiction of productive creativity forces us to see the female body as a source of creativity. She rejects her objectification by assuming the role of a subject, a doer, a maker. And this leads her to her desire for more from life than her state of captivity.

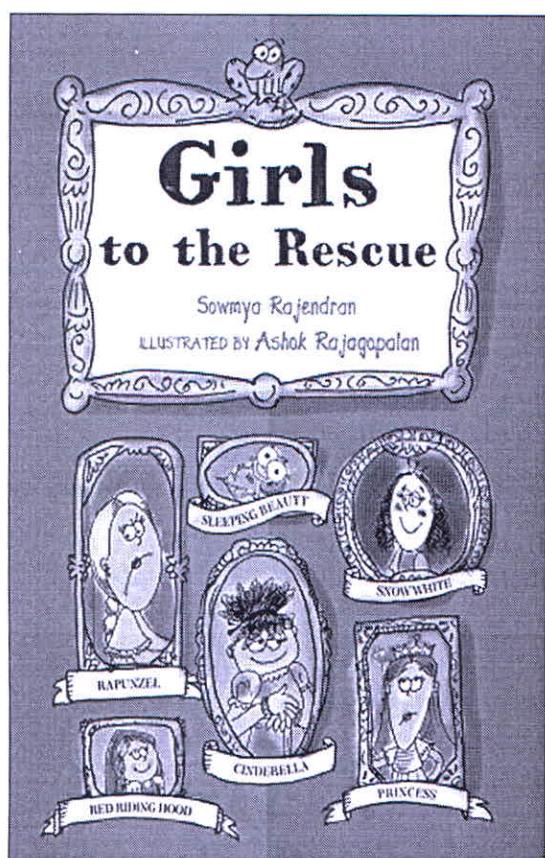
Rapunzel’s rejection of objectification continues further when Flynn Rider enters the tower. She does not, like the 1857 Rapunzel, hand herself over to him as an object. Instead, she attacks, deliberates, and rationally comes to the decision of using Flynn as a means of escape from the tower. Her priority is her dream—going to see the lanterns. But the lanterns are merely symbolic. They represent her desire to shine bright and float freely across the sky. She is in no hurry to find a husband who can take her away from Gothel. Instead, as in Simone de Beauvoir’s description of a young girl, she “throws herself into things with ardor, because she is not yet deprived of her transcendence; and the fact that she accomplishes nothing, that she is nothing, will make her impulses only the more passionate. Empty and

unlimited, she seeks from within her nothingness to attain All” (374).

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There is also subversion of conventional tropes in the film. Rapunzel is often the headstrong and determined one who rescues Flynn Rider from harm. She also encourages others to step out of their stereotypical roles and discover their true selves—the thugs and ruffians have dreams of becoming florists, doing interior design, baking cupcakes, knitting, sewing, doing puppet shows, and collecting ceramic unicorns. Men are not conventionally involved in such activities as they aren’t considered “masculine” tasks. But Disney consciously breaks the stereotype of “macho” or “real” men and portrays a softer side of the thugs and ruffians, which is as much a part of their masculinity as their physical strength. In fact, the title of the film itself was changed from *Rapunzel* to *Tangled* before the film’s release to present it gender-neutrally.

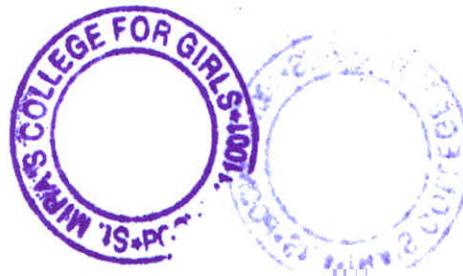


The popular love theme in the film, “I See the Light,” is a celebration of the freedom that Rapunzel has found at last. She has spent eighteen years of her life looking out from a window. Now she has finally found her place in the outside world, where she is free from her stepmother’s tyranny and can choose to live her life on her terms. Her greatest dream has been realized and she has found a companion in Flynn to share her joys with. Rapunzel’s song becomes a loud celebration of her choices and subsequent freedom. She is no longer the “other” to a prince. She claims the “self” of her identity by assuming responsibility for herself and her choices. The song also leads to the moment of epiphany for Rapunzel. The symbol of the sun, which is a recurrent motif in all her paintings, now brings the promise of freedom to her. Her artistic creation stemming from her body leads her to her historical past. It is only when Rapunzel steps out of her oppressed state that she can witness the richness of her past—inspiring all women to do the same. Her story, therefore, ceases to be a romantic tale. It is a tale of attaining empowerment and finding liberation.

Conventionally, Disney movies portray women being rescued by men. A “true love’s kiss” from a man is capable of rescuing women from spells and curses. But *Tangled* subverts all conventional archetypes. In the film, it is Rapunzel who continually rescues Flynn, even from death at the end, where she uses her magical powers to bring him back to life. Her magic is symbolic of female power. It is the ability to reach out and make a difference rather than sit passively and wait. Rapunzel’s journey is a journey of self-discovery—a journey much like a traditional bildungsroman that will lead her to her identity as a mature adult who seeks passion and creativity, freedom and agency, companionship and equality. It is also a journey that enables her to take charge and attain transcendence instead of submitting to perpetual immanence. She is no longer waiting—to be saved, protected, married. This subversion is crucial in changing ideologies about women in society. It is only when children are exposed to these empowering ideas through literary and cinematic texts that true equality can be attained.

### Rapunzel Emancipated—Sowmya Rajendran

Building on this trajectory of breaking out of conventions appears a short story titled “Rapunzel,” written by Sowmya Rajendran, a contemporary Indian writer and winner of Sahitya Akademi’s 2015 Bal Sahitya Puraskar. The story appears in an illustrated short story collection titled *Girls to the Rescue*. The subversion is already evident in the title. Rajendran notes that these princesses in Western fairy tales are, essentially, “mega bores,” who spend their whole lives waiting—to be saved, to be protected, to be married. An article in *Bound India* penned by editor Avani Udgaoonkar reads, “This portrayal of the docile, biddable woman in fairy tales is representative of a far larger problem. Children are constantly being hardwired for life, and what they absorb at such young ages affect their outlook, their beliefs and their abilities for the rest of their life.” It was this thought that led to the creation of *Girls to the Rescue*, which offers a retelling of “Rapunzel,” among other fairy tales, like those of Cinderella, Snow White, and Red Riding Hood.



Rajendran's Rapunzel is unlike the Rapunzel of the Brothers Grimm and the Rapunzel of *Tangled*. She is not a princess. She is an ordinary girl with extraordinarily long hair that she has grown to despise. Ironically, her father is a barber who believed that as per their family tradition, women must keep their hair long. He therefore refused to give Rapunzel a haircut. Her mother, an astronaut who was away on a mission to the moon, had shaved off all her hair, much to the father's vexation. Rapunzel rebels against her father's control. She is not submissive like the earlier Rapunzels. She is fierce, assertive, and rebellious. She is also not one to sit and wait. She decides to stealthily cut off her hair by stealing the scissors from her father's kit. She is caught before she can cut off her plait, however, and then locked in a tower by her father.

Rapunzel does not submissively sit in silence like a docile lady. She screams and shouts, asking to be let out. When Prince Charming arrives, he is the antithesis of all stereotypical princes. His cloak has resplendent rainbow colors, and noticing Rapunzel locked in the tower, he is nervous about what he is expected to do. He also confesses to his inability to climb ropes and admits that he prefers studying beetles and slow dancing. Rapunzel doesn't expect his help, though. Using her intellect, she devises a plan. She asks him to throw his sword up to her and uses it to chop her braid. She then uses her long braid to clamber down the window and eat cheese sandwiches with Prince Charming, as she is ravenous. The story ends with Prince Charming confessing that he'd rather not marry her and Rapunzel declaring herself a "woman of the world." The two agree to enjoy the moment.

The story, although very brief and seemingly simple, addresses many pertinent issues. Rapunzel is not tortured and victimized by Frau Gothel in this tale. It is her father that attempts to oppress her. This is a significant alteration as the father becomes symbolic of a traditional Indian patriarch who asserts his control over the women in his family and through this derives a sense of superiority and self-worth. As Simone de Beauvoir puts it, "No one is more arrogant toward women, more aggressive or scornful, than the man who is anxious about his virility." What marks this Rapunzel's departure from the previous two is perhaps the fact that she has an empowered mother with an ambitious career as an astronaut. Empowered women inspire empowerment. Rapunzel is unafraid when her father threatens her, and she refuses to submit to his unjust domination. She is also not one to wait and mope about her miserable condition in the tower. Instead, she decides to find a way out of the situation by working actively toward solutions. She doesn't need male support to bring her freedom to fruition.

Rapunzel's desire to cut her hair so that she can dribble a ball at games and her rejection of her father's suggestion to "learn some embroidery" are all indications of how she moves out of stereotypical molds of femininity. She also openly admits to being ravenous—a confession most women avoid as they believe it makes them appear less feminine. Simone de Beauvoir states, "To be feminine is to show oneself as weak, futile, passive, and docile. The girl is supposed not only to primp and dress herself up but



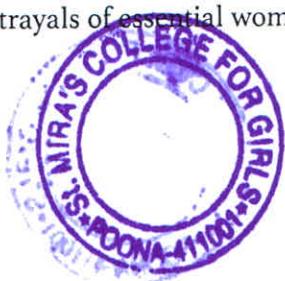
also to repress her spontaneity and substitute for it the grace and charm she has been taught." This is the internalization of the "eternal feminine," or what can be described as femininity in the stereotypical sense. Rajendran's Rapunzel shuns it entirely.

It is Prince Charming in the story, however, who goes one step further in breaking stereotypes. Prince Charming looks dapper in his resplendent rainbow cloak—a clear indication of his status outside the heteronormative structure. Judith Butler explains in her book *Gender Trouble* that we must not assume that gender is always to remain as two—a binary of male/female. To think of it as a binary is to also believe that sex and gender bear a mimetic relation whereby gender mirrors sex. This is flawed and must be avoided. As such, Rajendran's Prince Charming rejects stereotypes of machismo and brute physical strength and instead embraces his softer side, which experiences fears and finds joy in slow dancing. This does not make him less of a "man." The archetype of "desperate-princess-meets-eligible-prince-and-they-live-happily-ever-after" is also negated. Rapunzel does not seek a husband to attain self-worth. She declares herself a "woman of the world." Prince Charming also rejects the idea of marrying Rapunzel in an implicit attempt to tell readers that he doesn't fit into the cisgender, heterosexual group. The idea that a relationship between a man and woman must be one of intimate romance is refuted.

### Conclusion

As Simone de Beauvoir puts it, "What would Prince Charming have for occupation if he had not to awaken the Sleeping Beauty?" (237). The answer is clear. Prince Charming and Rapunzel can enjoy their moment of companionship happily, without promises of matrimony. Their individual ambitions and nonstereotypical traits inspire a generation of readers who will find ideals of empowerment through the story. The only way for women to rise out of their self-objectification is through a change in their conditioning from a young age. Instead of romanticizing toxic relationships that oppress and victimize, literature and cinema for young minds must put companionship and solidarity in focus. It is not only important to have a plural and inclusive representation of what it means to be a woman; it is also important to have heterogeneous representations of the gender spectrum instead of a binary. Having a children's tale offer these representations is even more significant as it changes the conditioning offered to young minds. Manjari Singh, a department member at the Jawaharlal Nehru University, states in her work *Gender Issues in Children's Literature* that the manner in which genders are represented in children's literature impacts children's attitudes and perceptions of gender-appropriate behavior in society. She also adds that "[s]exism in literature can be so insidious that it quietly conditions boys and girls to accept the way they see and read the world, thus reinforcing gender images."

Judith Butler writes that "woman itself is a term in process, a becoming, a constructing that cannot rightfully be said to originate or to end. As an ongoing discursive practice, it is open to intervention and resignification" (33). Women are made, not born. Portrayals of essential womanhood and



femininity or manhood and masculinity in literature and media become norms that condition children further into gender roles. These also limit the scope of gender identity to a binary and the scope of sexuality to a singular. If this is to change, children's conditioning must change. Literature and cinema, two of the most influential sources of conditioning, must change. And these changes, although already in progress to some extent, must make the construction of gender and sexuality fluid and liberating rather than rigid and limiting. This resignification is possible and attempted by contemporary children's authors. As Kate Millett puts it in her book *Sexual Politics*, "Whatever the 'real' differences between the sexes may be, we are not likely to know them until the sexes are treated differently, that is alike" (29).

The journey of Rapunzel gives hope for further resignification of gender norms to make them more inclusive and fluid. Tales travel and evolve across time, and the evolution of Rapunzel's tale is proof of a dynamic society that has grown through the different phases of women's fight for empowerment. Representations of women are getting challenged in contemporary writings, and this has influenced children's literature as well. The shift in representation of gender is crucial as it paves the path not only for empowerment of women but also for the perception of gender on a spectrum instead of a binary. Children's literature will have endless evolutionary scope once its transition out of conventional tropes is complete.

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Australian author Shaun Tan is the winner of the Kate Greenaway Medal in 2020, received for *Tales from the Inner City* (2018), including *Dog*. The theme of creating and solidifying the human-canine affiliation has the potential to resonate and appeal emotionally across generations of readers. We can watch their walk through both time and space together. Their bond is indicated within a relationship of action and reaction in which the expression of one is mirrored in the behavior of the other.

*Dog* is a miniature of high artistic quality, with its precision and thoughtfulness in verbal, visual, and graphic forms. Its compact nature along with its semantic and expressive brevity cater to various perceivers, from less patient to more demanding and thoughtful readers. *Dog* confirms Tan's acceptance speech for the Greenaway award: "Good books, good words and images...are at least the start of new conversations."

Olga Kubeczková



*Dog*

Shaun Tan  
London, UK: Walker Studio, 2020. 48 pp.  
ISBN: 9781406397147  
(Pictorial book; all ages)

# Locomotive Ergonomics: “An Analysis for Effective Stress Management of Indian Railway Loco Pilots”

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## ABSTRACT

Work stress is inevitable in human life. People working in any organizational setup experience stress at some point in their work life. Work stress leads to lack of interest in work, creates discontent, increases absenteeism as well as mental health issues, which can be seen as a rising trend these days. Many organizations conduct regular workshops and training sessions for managing work stress. But there are certain factors which are not considered in prime fascia. One such factor is ergonomics. Most of the studies have proven that work stress is caused by the workstation design or workplace environment. An appropriate workstation design supports the need of the employees to work in a conducive work environment and utilize and explore their potential to the fullest. The main discussion of ergonomics workstation design in this paper includes control stand, operating equipment, working chairs, lighting, pollution level, sound proof and air pressure level. This paper presents a study on 42 Loco Pilots of Pune Division Indian Railways, channeling in various directions. Descriptive statistics is used for data analysis. The findings support that the control stand, operating equipment, working chairs, lighting, pollution level, sound proof and air pressure levels are not favorable to loco-pilots. Therefore this paper is focused on the importance of ergonomics with respect to occupational stress and its need for improvement in the cabin interiors of loco pilots. The study is concluded with some effective suggestions after having a discussion with a few respondents.

**Keywords:** Loco Pilots, Occupational Stress, Stress Management, Ergonomic, Workplace

## INTRODUCTION

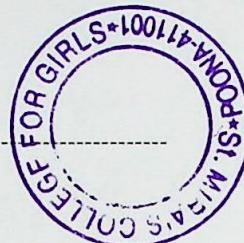
“Ergonomics is also known as human factors. It's the way of disciplined scientific study that helps us to study and understand the human interactions with the products, equipment, environment and systems.” (Journal of Ergonomics Research.)

It is an open truth that the ergonomics can make our job easier and keep our work force safer. Safety is an asset which has to be valued more than just a priority. But it's given very little light on. One of the factors that assure safety is Ergonomics. Therefore, it must be incorporated and treated as an asset. Ergonomics began in the United States during World War II, when scientists designed new advanced systems without fully considering the people who would use them. Gradually it became clear that systems and products should be designed to take into account many human and environmental factors if they should be used safely and effectively. This awareness of the physical requirements of the people resulted in the discipline of ergonomics. Safety and ergonomics are the sciences of human factors. Both play a significant role in the success of a design or task. They can work synergistically to enhance each other, improve safety and productivity and also reduce employer's costs.

Both safety risk assessments and ergonomics help to identify hazards in the workplace that are at risk, and determine adequate preventive measures and risk monitoring. Each type of evaluation must be based on a holistic approach considering the total burden on the body while at work.

**Loco Pilots means Engine Loco Pilots or any other competent Railway servant for the time being in charge of driving a train under the system of working. This Paper focuses to identify the efficiency of ergonomics of Loco Pilots, Indian Railways.**

Loco Pilots are the unsung heroes of the Indian Railways. Their contributions have seldom been appreciated. Working for almost 10 hours a day, Loco Pilots not only have to perform their duties with mere perfection but they also have to ensure the life safety of other people. They cannot afford the slightest errors because the work that they do has always given them stringent punishment for errors, that is life or fatal accidents. The greater injustice is that even though the Loco Pilots may receive salary, allowances, reimbursement, quarters etc. to that of Class 3 employees, the workload as well as stress is preeminent to Class 1 employees. Work pressure is unbearable and cannot be described in words.



The job requires Loco Pilots to be in their full attentive zone, a slight miss of focus or attention could be a serious mistake. Even small mistakes like missing a signal or crossing the speed limit of the track could be attributed as a reason for an accident. In addition, their working conditions with extreme noise pollution and irregular working hours affects their sleeping patterns as well. Most of the Loco Pilots are facing ear related ailments such as hearing loss, vertigo in the later stages of their careers due to their long working hours in the noisy environment. The odd timings and erratic working hours greatly affect their regular activities, which leads to disturbances in their social life/interactions; a reason for rising mental related issues in their profession. Unlike other professions they don't even have a loo or toilet in the loco (cabin) and they are not supposed to take toilet breaks in between their work schedule. It is shocking to note that some of them use tracks to relieve themselves. The small loco cabin with just two people is another addition to their occupational hazard. Many times, the loco pilots witness accidents where animals or humans get run over by the train, which create a lasting impact on them. It greatly affects their mental well-being.

Lack of facilities such as AC in their cabins adds to the discomfort to work in hot, humid or even cold conditions be it day or night. A Loco Pilot job requires them to pull mostly night shifts and work on weekends giving them very little time to spend with their family members. All this in some way or other adds worries to their already stressful life.

#### Objectives of the Study

1. To study the ergonomics of loco cabins of Loco Pilots.
2. To study the impact of ergonomics of loco cabins on Loco Pilots in their occupational stress.
3. To analyze the need for improvements in the ergonomics of loco cabins.

#### Hypothesis

H0: Ergonomics of Loco Cabins are appropriately designed for a conducive working environment for a loco pilot.

H1: Ergonomics of Loco Cabins are not appropriately designed for a conducive working environment for a loco pilot.

#### REVIEW OF LITERATURE

**Kian Sek Tee, Eugene Low, Hashim Saim, Wan Nurshazwani Wan Zakaria, Safinaz Binti Mohd Khairuldin, Hazlita Isa, M. I. Awad and Chin Fhong Soon (2017)** "A study on the ergonomic assessment in the workplace", This document aims to review the approaches and instruments used by the previous works of the researchers in the evaluation of ergonomics. Ergonomics has earned attention and taken into consideration the workers of different fields of work recently. It has had a great impact on the comfort of workers who directly affect efficiency of work and productivity. The workers have claimed to suffer pain and injuries in their workplace. Musculoskeletal disorders (MSDS) are the most common problem that workers frequently report. This problem occurs due to the lack of knowledge and alertness of workers to ergonomics in their surroundings. The two main methods that are often used for ergonomic evaluation are the rapid assessment of the upper extremities (rule) and the rapid body assessment (REBA). Popular devices are inertial measurement units (IMU) and Microsoft Kinect.

**kayla. M. Fewster, Maureen,F, Riddle, Surabhi Kadam and Jack.P.Callaghan(2019),** "The need to accommodate Monitor Height changes between sitting and standing", has emphasized on the necessity of sit-to-stand workstations in the workplace. The study has identified a research gap regarding the height adjustments of the desk from sitting to standing, for which there is not much study conducted so far. To overcome the limitation the study was conducted on 16 participants who stood and sat at a sit-to-stand workstation while adhering to current Canadian Standards Association (CSA) Guidelines for Office Ergonomics.

**Dennis R. Jones(2015),** "The relationship between working conditions and musculoskeletal / ergonomic disorders in a manufacturing facility – a longitudinal research study", the researcher studied the relationship between the working conditions and musculoskeletal / ergonomic disorders in a manufacturing facility. The researcher claims that the biomechanical and psychosocial aspects of work have a significant influence on the individual worker's health and well-being. The data was collected from a large manufacturing unit. The objective of the research was to identify the stressful working conditions and the means to arrest it. The overall aim of this research was to improve the long-term health and well-being of workers in a manufacturing facility. The methodology applied was the Balance Theory Model of Smith & Carayon-Sainfort. The study identified a research gap that more research studies need to be done in order to provide an answer to the existence of the link between biomechanical factors and psychosocial factors, and musculoskeletal disorders.

**R. N. Sen and A. K. Ganguli (1982),** "An Ergonomic Analysis Of Railway Locomotive Loco Pilots Functions In India", had conducted a 3-tiered analysis of electric locomotive Loco Pilots functions in India and a task-operation-subsystem. The researcher concluded that there were serious deficiencies in the design of the current cabins of the locomotives of the Indian railroads. These defects made in-occupant working conditions, and opened the door to "human

error" accidents. Therefore, the role of man, the activities he has to carry out, and the physical and social environment in which they have to do work, all must be given detailed consideration to optimize the relationship of man-machine-environment. Only in this way can efficiency and alertness be ensured, along with both physiological and psychological well-being. It must be remembered that the correct design of the workplace is an essential part of operational security and reliability.

**Kate Dobson (2015), "Human Factors and Ergonomics in transportation control systems",** The research paper observes the evolution of Human Factors (HF) and ergonomics in the railroad from Operator's point of view. The practical areas for the application of HF at specific points in rail signaling and control systems are briefly described. HF's considerations in advanced train control systems and movement towards automation are discussed, as well as the impact of new technologies in the context of the operation itself. It has been claimed that there is a greater dependence on the operator to be vigilant and react efficiently when the intervention is required in the automation, both within the control room and within the environments of the control cabin. This article illustrates some of the human performance concerns for the new transport control systems that are faced today and analyzes how this area of cognitive care, human error and workload is difficult to evaluate and predict.

From the above review of literature, the identified gap is the study related to stress management of Loco Pilots. A very few studies are conducted on this topic. For a long time not much research has been done on this area. Since we are rapidly witnessing revolution in climate, culture and society, it is the utmost need to conduct more such researches to serve the betterment of railways in the fast-progressing society. This paper fulfills one of the purposes to reduce the widening research gap in this area and also provide a scope for future research studies.

### RESEARCH METHODOLOGY

In order to fulfill the objectives, the study has adopted the survey method for soliciting the relevant data. The Loco Pilots connected with the train movement who formed the sample representing the universe for the study, were approached personally by the researcher at their workplaces and residences.

The collected data was codified and transferred to summary sheets for tabulation. The codified data was converted into percentages and based on the frequency and percentage the analyzed findings were presented in the form of tables and graphs. Hypothesis is tested and the conclusions were drawn accordingly.

### Sample DESIGN

The universe for this study comprises the following personnel.

All Loco Pilots and assistant Loco Pilots connected with the train movements.

The Loco Pilots are groups that are distinct and therefore each group can be considered as a stratum. Stratified random sampling method is adopted for drawing 30% of sample from the total population of Loco Pilots of Pune division. Sample is chosen as follows.

Sr.No	Category	Population	Sample	Percentage
1	Mail LP	39	16	41%
2	Passenger LP	8	3	37.5%
3	Goods LP	36	6	16.67%
4	Asst LP	76	17	22.36%

The total size of the sample is the sum of the samples drawn from the four categories i.e.,  $16+3+6+17 = 42$ .  
Therefore 42 is the sample size for the Loco Pilots.

### FINDINGS

The study has the following hypothesis set to be tested.

H0: Ergonomics of Loco Cabins are appropriately designed for the conducive working environment for a loco pilot

H1: Ergonomics of Loco Cabins are not appropriately designed for the conducive working environment for a loco pilot

The study has considered 3 aspects of Ergonomics – Control Stand, Driving Seat and working space. For each of these aspects, the researcher had prepared statements to assess the status. The respondents were given three options for each of the statements – Always, Sometimes and Never. The statements were made in such a way that; if the respondent perceives ergonomics as conducive, he/she will respond as “Always”. The tool was administered on 42 loco pilots. Table 1 below gives the number of responses to a particular category for each of the statements under the aspect “Control Stand”

**Table 1a: Number of Responses to Each of the following statements under Control Stand**

	Always	Sometimes	Never	Total
Uniform design of control stands	3	6	33	42
Easily accessible	6	30	6	42
Are Gauges and Displays readable during night time on run	8	29	5	42
Is Front visibility clear in all types of Locos	3	37	2	42
Are lookoutglasses clear	5	36	1	42
Are wipers working properly during the raining season	2	39	1	42
Is the head light focus sufficient during Night Time	3	37	2	42
Is speedometer easy to read on run	5	36	1	42
Is digital speedometer more convenient to you	38	4	0	42
Is the location of speedometer convenient to Loco pilots	5	34	3	42
Is the speedometer parallel to the Loco pilot's eye view	1	24	17	42

The above table clearly shows that the number of respondents saying “Always” is very low, not even 25% of respondents showed content in the statements regarding the control stand. The only aspect of the digital speedometer showed satisfaction; which could be overall interpreted as the loco-pilots are not happy with respect to the control stand aspect.

The assessment was done in one more way. There are 11 statements under “Control stand”. Total of “Always” response was calculated. Following table depicts the number of “Always” responses out of 11.

**Table 1b: Count of “Always” response out of 11 statements**

	Frequency	Percent
0	3	7.1
1	25	59.5
2	4	9.5
3	4	9.5
4	3	7.1
5	1	2.4
6	1	2.4
8	1	2.4
Total	42	100.0

The table 1b shows that, out of 11 statements; maximum of 25 respondents have said “Always” for only one statement.

This again could be interpreted as the control stand aspect is not favorable to loco-pilots.

Table 2 below gives the number of responses to a particular category for each of the statements under the aspect "Driving Seat"

**Table 2a: Number of Responses to Each of the following statements under Driving Seat**

	Always	Sometimes	Never
Does adequate technical maintenance take place	6	26	10
Height Adjustment	6	28	8
Forward and Backward movement	5	30	7
Side Adjustment(Right to left)	5	30	7
Back Rest	10	25	7
Hand Rest	5	30	7
Proper cushion seat	9	28	5
Foot Rest	6	17	19

The above table clearly shows that the number of respondents saying "Always" is very low, not even 25% for all statements; which could be interpreted as the loco-pilots are not happy with respect to the driving seat aspect. The assessment was done in one more way. There are 8 statements under "Driving Seat". Total of "Always" response was calculated. Following table depicts the number of "Always" responses out of 8.

**Table 2b: Count of "Always" response out of the 8 statements**

	Frequency	Percent
0	28	66.7
1	4	9.5
2	8	19.0
7	1	2.4
8	1	2.4
Total	42	100.0

The table 2b shows that, out of 8 statements; maximum of 28 respondents have said "Always" for 0 statements; i.e., for none of the statements respondents have said "Always". This supports the finding that driving seat's aspect is not favorable to loco-pilots.

Table 3 below gives the number of responses to a particular category for each of the statements under the aspect "Working Space"

**Table 3a: Number of Responses to each of the following statements under Working Space**

	Always	Sometimes	Never
Enough working space	2	34	6
Effective heating and cooling systems	2	27	13
Are the drivers trained in the use of cabin components	18	23	1
Is Driver cab pollution free	1	3	38
Are drivers' cabin sound proof	0	0	42
Are the horns located far from the driver's cab	0	35	7

The above table clearly shows that the number of respondents saying "Always" is very low, not even 25% for all statements except 8.22; which could be interpreted as the loco-pilots are not happy with respect to the working space aspect.

The assessment was done in one more way. There are 6 statements under "Working Space". Total of "Always" response was calculated. Following table depicts the number of "Always" responses out of 6.

Table 3b: Count of "Always" response out of 8 statements

	Frequency	Percent
0	23	54.8
1	16	38.1
2	2	4.8
3	1	2.4
Total	42	100.0

The table 3b shows that, out of 6 statements; maximum of 23 respondents have said "Always" for 0 statements; i.e., for none of the statements, respondents have said "Always" and 16 respondents have said "Always" for only 1 statement.

This supports the finding that working space aspect is not favorable to loco-pilots.

#### SUGGESTIONS

The study would like to suggest certain points for the improvement of the conditions of locomotives. This may help in reducing the stress of loco pilots due to poor ergonomics.

##### Table No: 1a (Control Stand)

The loco pilots are working with various types of diesel and electric locos on a day-to-day basis. The cabs and operating handles are differently designed on each loco which may create stress and confusion among them. Therefore, introducing a uniform cab is very essential. It's been a long-standing demand from the loco pilots.

The regular maintenance and upgrading of the following such as head light focus, proper working of wipers and sanders, visibility of important cab gauges, visibility of speedometer or digitizing it is recommended.

During the summer season, the temperature of the loco cabin is normally higher than the atmospheric temperature for about 5 -7 degrees and vice versa. In the winter season the cab is not air proof to work efficiently. As Loco Pilots efficiency is bound to suffer if the temperature of the cab is either too low or too high, it is essential to have air-conditioning in the cab.

It has been noticed that the Joy Stick type throttle handle provided may be prone to accidental movement while operating. E.g., Jumping to dynamic brake while easing the throttle and vice versa and over jumping the notches. Operating switches and controls shall be clearly marked, so that they are easily identifiable by the Loco Pilot. Critical controls should be positioned or designed (e.g. covered) to prevent accidental operation. Operating switches and controls shall be positioned in such a way as to enable easy navigation of the cab controls.

##### Table No: 2a (Driver's seat)

The loco pilots' working chairs should be upgraded with modern features such as cushion seat, height adjustment, side adjustment, forward and backward movement, back rest, hand rest, foot rest etc. It will provide comfort for working long hours on duty. Compressed air suspension seats will be preferred to absorb the vibrations so that back pain is minimized.

##### Table No: 3a (Working Space)

Prolonged Exposure to loud noise more than permissible may lead to stress and deafness. Various studies proved that noise can cause hearing impairment, hypertension, ischemic heart disease, annoyance, mental stress, sleep disturbance as well as changes in the immune system. Therefore, the loco cab should be sound proof and both the side horns can be shifted far end off the cab. Noise levels in the Loco Pilot's compartments must be kept as low as possible by limiting noise at its source through appropriate measures (acoustic insulation, sound absorption) using the 'State of the art' technology available at the time of installation.

Doors of the Loco Cabin should be wide in such a manner that accommodates different body sizes of Loco Pilots. It has been noticed that internal and external doors of the Loco Cabin are open frequently and distract the attention of the Loco Pilot due to improper latches.

Loco Cab and Running plate floor surfaces should be slip resistant.

It has been noticed that no Emergency Exit doors are provided in all types of Locos. It will play a vital role in case of accidents when the Loco is capsized and normal doors are unable to open.

#### General Suggestions:

The interview and discussion with the Loco Pilots helped to identify their problems and the requirements that need to be taken care of.

Driving crews must be protected against sudden and major air-pressure fluctuations that might occur - especially at high speeds - when passing other trains and/or travelling through tunnels (both of these may occur at the same time). This system should also be capable of being adjusted manually by the Loco Pilot.

Loco should design and construct cabs which reduce exposure to Electromagnetic Fields to the minimum that can be achieved. The driving cab must be regularly tested to ensure that the exposure to Electromagnetic Fields (EMF) is kept to a minimum. In the electrified section Locos are running constantly with a prolonged time under the 25 KV watt. There is no proper adjusting windscreen provided in look out glasses to avoid sun glazes.

All indicator lights must be designed and positioned so that they can be read in all variations of natural or artificial lighting especially during periods of bright sunlight. Indicators should be positioned on the desk in such a way that windscreen glare is mitigated during periods of darkness. Indicator lighting behind the Loco Pilot should be kept to a minimum and shrouded to prevent windscreen glare during periods of darkness. When additional lamps are provided (e.g. a lamp for the ALP) these must not dazzle the Loco Pilot. Desk and instrument lights should be provided with a rotary control dimmer so that the lighting levels within the cab can be kept to a minimum to aid vision during times of reduced visibility and darkness.

Toilet facilities must be provided on Locos since Loco Pilots are working long hours on duty, sometimes without stopping for a longer period. It will help to minimize the physical and mental stress of Loco Pilots by holding back the natural calls.

#### CONCLUSION

The construction and design of the Locomotive is one of the factors highly influencing the performance of the train Loco Pilots in security related matters. The cabin is the daily workplace of the Loco Pilots; the facilities offered are of great importance to them both physically and mentally. Control stand, Driver seat, working space are the three variables taken for the present study. The study found that Loco Pilots face a common problem of lack of uniformity in the control stand, which is similar to a dashboard for a four-wheeler of different Locos. This leads to confusion among them which can cause stress leading to some grave mistakes.

Another major problem is noisy cab since the Engine sound and Horn can cause hearing ailments among the loco pilots. Most Loco Pilots also suggested more comfortable driving seats. Since the working hours exceeds more than 8 hours, it's a necessity to have comfortable seats, or else which could lead to other health problems such as backache etc. Considering all these major issues, the working space should be acoustic and of high standard.

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## A COMPARATIVE STUDY TO UNDERSTAND LIFESTYLE DIFFERENCES IN & AMONGST WORKING WOMEN AND NON-WORKING WOMEN & IT'S IMPLICATIONS FOR SERVICE MARKETERS

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Maharashtra, India (SPPU).

### **Abstract**

The present study was conducted to measure the lifestyle differences amongst working and non-working women leading to how it impacts the service marketers. The research developed and analysed via consisting items below was administered to the sample of (N=40) of sectorial and living area of the Pune city. The sample was divided into two categories 20 working women and 20 non-working women. Out of which, can be seen different preference of choices amongst both classes of women which computed for the statistical analysis of data. The findings indicate significance difference between working and non-working women regarding the positive well-being.

**Keywords:** Lifestyle; Working Women; Non-working Women; Service Marketers; Pune City.

### **Introduction:**

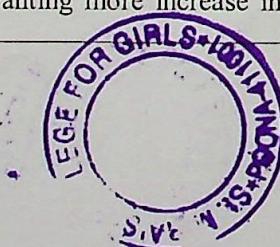
Lifestyle is the interests, opinions, behaviours, and behavioural orientations of an individual, group, or culture. The term was introduced by Australian psychologist Alfred Adler with the meaning of "a person's basic character as established early in childhood". Lifestyle is a combination of determining intangible or tangible factors. Tangible factors relate to demographic variables, whereas intangible factors concern the psychological aspects of an individual such as personal values, preferences, and outlooks. The aim of the current study was to find out the lifestyle differences amongst working and non-working women affecting the service marketers in the Pune city.

Regardless of working or non-working, different women have different opinion, aspects, outlook over different parts to life. Some women tend to be happy being on own terms and some are bounded to certain lifestyle and still happy, some maybe unhappy of particular domain and satisfied with the others.

People will feel more satisfied when they perceive that their standards of fulfilment have been met with best of the services and less satisfied when they have not been met.

### **Objectives:**

The main objective of the current research study is to make people aware about the implications faced by service sectors in treatment towards working and non-working women in accordance to their lifestyle differences. The current study will give you a brief knowledge of how different preference by two classes leads to different tactics of marketing services is provided to convince the customers. Also, it encourages and gives idea of women wanting more increase in the working sector. Talks about



service starts at home by getting a hand of help from family in day-to-day work for non-working-class women. How extra services required like crutch services, maid services, tutor services, etc. is a basic and important requirement for working women in today's world. The current study has vast preferences covered which makes people aware about the women's likings and dislikes.

Here, the study makes you aware of the practices done, challenges faced, situations of life handled by both working and non-working women.

### Significance of the Study:

Every other individual having vast preferences to opt from makes it more competitive to the marketers to come up with new ideas and services that can be offered to its customers. In the current study you can identify the analysis done over these preferences of working and non-working-class women where you can think of what is best to provide whom and also, when and why.

"All progress is born of inquiry. Doubt is often better than overconfidence, for it leads to inquiry, and inquiry leads to invention."

Increased amounts of research make progress possible. The current study inculcates scientific and inductive thinking and it promotes the development of logical habits of thinking and organization. Importantly, the current study helps to have a broader knowledge on learning terms and to have a practical relevance of know-how with the help of sample survey collected, personal interview done, public sources read. The current study is a great learning opportunity as a part of the course (Service Marketing).

### Limitations of the Study:

Due to the nature of the research questions and varied preference of choice, for the most part, yield statistically significant results is of difficulty. From the subjective purpose, a bias between of how the topic to be presented and understood and accepted was different for researcher, working women and non-working women. Basically, how the study put up and how it was understood by the women were not always appropriate and convincing. Due to the different understanding and looking purpose, lack of co-ordination, delay of work, more time-consuming survey/ interview was seen.

While analysing the survey data collected it was difficult to conclude over a particular option to all as due to difference in opinion. Also, language being a barrier to some while interview process. In totally was difficult to understand the consumer behaviour.

The study shows and gives more of suggestions than solutions.

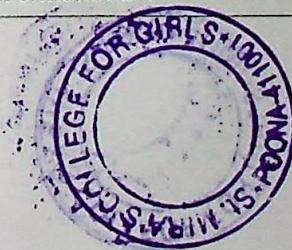
### Hypotheses:

1. There would be significant difference on score of lifestyle scale amongst working and non-working women in Pune city.
2. There would be significant difference on score of marketing of services amongst working and non-working women in Pune city.

### Theoretical Background:

#### (A) Lifestyle-

The term was introduced by Australian psychologist Alfred Adler with the meaning of "a person's basic character as established early in childhood".



**(B) Working women-**

Working women are referred to those women, who go outside the home and earn some reasonable money.

**(C) Non-working women-**

Non-working women are referred to those women who live at home all the time and look after their families.

**(D) Service Marketing-**

The AMA defines services as- "Activities, benefits and satisfaction which are offered for sale or are provided in connection with the sale of goods."

**Review of Literature:**

The researches read, written by varied researchers have had led to vast exposure of women being treated and accepted in the society on different roles they play in life whether it be a professional oriented or home-maker, preferring lifestyle by own choice or adapted a forced lifestyle, confident enough to face the outer world or dependant on family.

The researches also help you understand how women deal with anxiety and depression, their life satisfaction, self-definition for recognition in the society as an individual, facing Partner Abuse, Conflict Resolution Tactics, marital satisfaction and quality of life. It let you have a conclusion of how women deserve to be treated in the society, how to give out the best lifestyle options to them according to their needs and preference.

**Research Methodology:**

**1. Population/ Participants**

For the current study, a sample consisted of forty women (N=40) was selected from Pune city. The sample was further divided into two categories, twenty working women (20 participants from banking, IT and hospitality service) and twenty non-working women (20 local women resident of Pune city). A comparative implications of service marketers over working and non-working women is compared in the study.

**2. Inclusion & Exclusion**

The age range of participants was from 18 to 60 years. The minimum educational level of the participants was matriculation and they were selected from different socioeconomic backgrounds. Such working women are excluded who run home business.

**3. Sample Design/ Method**

Random sampling design/ method was selected as it eliminates bias by giving all individuals as equal chance to be chosen.

**4. Sample Size**

Taken in consideration banking, IT and hospitality sectors for working women (20 participants) and local residential area for non-working women (20 participants).

**5. Data Collection-**

**5.1. Primary Data Collection**

The primary data sourcing was done by observation, survey, interview.

The observation regarding the current research says that the implications over the service marketers to convince non-working women is easier than that of a working woman having better knowledge of



understanding and analysing the services. On the other hand, many non-working women accepting less exposed to outside world usually fail to avail the best of the services.

The research survey gives us different aspects to different angles where most of the non-working women feel "Men not to be a part in household chores" whereas, most working women feel the contribution of men in household service as an important aspect. The survey also helps us to know about the extra needs of busy working women, which may include: crutch/ day care facility service for her children, maid at house, driver service, tutor service for children, cook service, home delivery services, online shopping services, etc. are comparatively more preferred to that of a non-working women preferring towards family service like self-cooking service, child care, etc.

From the experience of interview, came across why the marketing of services is higher in working class women. It is so because of less time available for self-care, family, relaxation, entertainment, to look after children, basically due to less leisure hours for busy working women who wants a little reduction of these hurdles choose easy alternatives to manage lives i.e., getting easiest services. When you get Saloon services at home than why go parlour, obviously a grab on opportunity service to the working-class women. This doesn't mean the non-working women are neglected or ignored, they are given the same services but preference and acceptance is comparatively low here.

In totality, the marketing of same service is not enough until you provide demonstrations to it to the non-working class so as to get a better perception to adapt that service or not.

## 5.2. Secondary Data Collection

The published sources on newspapers, magazines, research journals, research papers on global scholar, sources on internet have had add on strong and validating views which are acting as the secondary/sourced information. The links to these is attached in the reference section at the end of the study.

## 5.3. Data Collection Tools

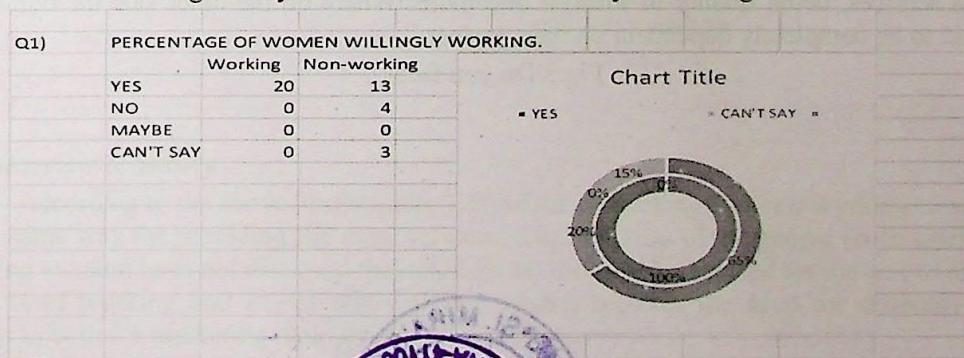
Data collection was done by Random Sampling Method for the Survey Questionnaire. There are two sets of questionnaires attached to the end of the current study where, one is towards the lifestyle of working women & it's implications on the Service Marketers in Pune city and the second is towards lifestyle of non-working women & it's implications on the Service Marketers in Pune City.

## 5.4. Data Collection Period

The data surveyed and analysed was taken during the period July-August 2019.

## Results:

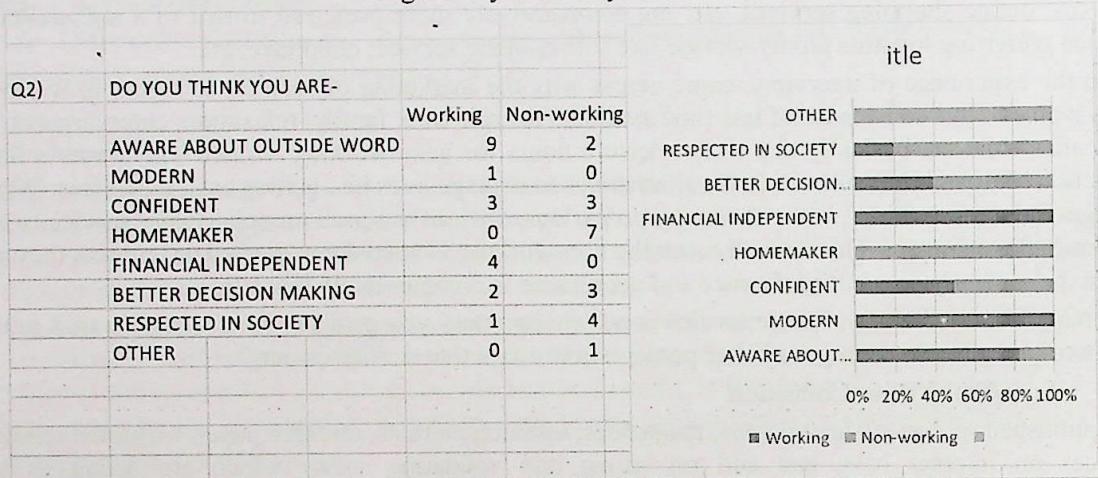
Fig:1 Do you work/ don't work out of your willingness?



**Source- Interview & survey**

**Inference-** According to the above information 100% of the female workers are passionately and willingly dedicated towards their work. But according to non-working women, 65% of female are willingly non-working, 20% are situation bound non-workers and remaining 15% didn't disclose the information.

Fig:2 Do you think you are a-



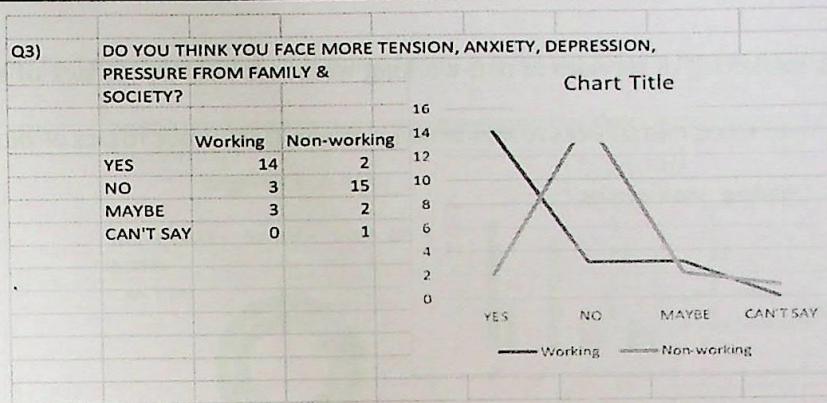
**Source- Survey**

**Inference-** According to the above information the working women are more aware about the outside world than the non-working women, considering a better modern working women than the non-working women, the confidence level is seen equal in both working and non-working women here but during the interview we saw working females more confident to speak in public, choose their preferred services, demand for the required services than comparing to the non-working women. Of course, the working women being a busy one will require more need of services in life to enrol than of the non-working women who are the best home makers. Respect from family and society is considered more in non-working women, where a need of question arises why aren't the working women treated likewise?

Financial independency obviously plays a vital role for the working women which allows them to incur best of the marketing services like tourism and travel, best education services for children, getting higher loan services, better quality of lifestyle and more. Where on the other side the non-working females said to be completely dependent on their partner.

Fig:3 Do you face-

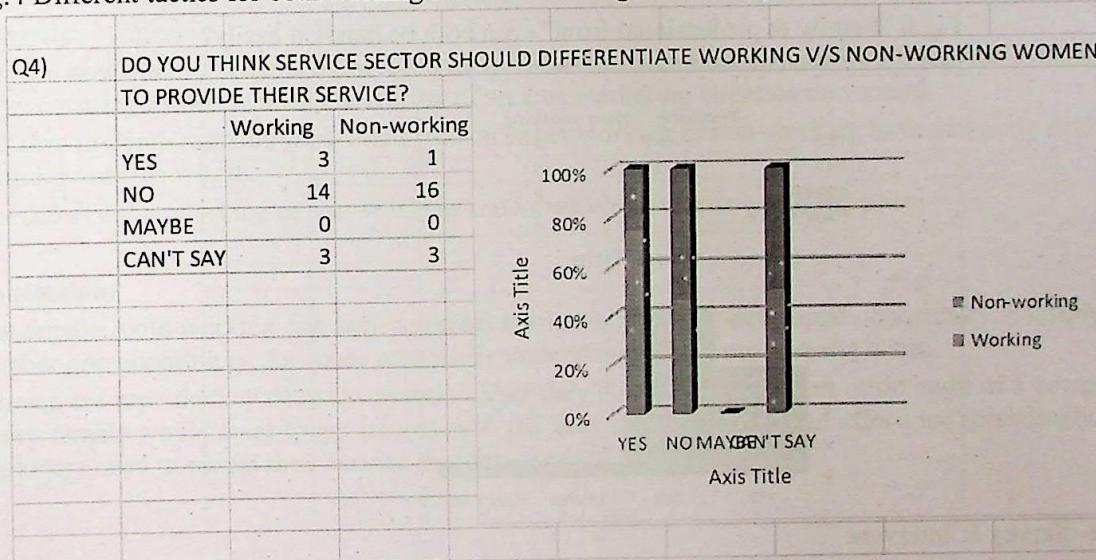




### Source- Survey & Interview

**Inference-** According to the above observation, 14 out of every 20 working women and 2 out of 20 non-working women suffer from almost or many of these health issues, however the number of non-working women is higher who do not face such issues in life. A 10% of combine population of both working and non-working women take it to be neutral choice of facing these problems in life. However, in the interview with working women regarding the daily problems of life the most highlighted of all other than this was not able to spend enough time with the family as per their expectations.

Fig:4 Different tactics for both working and non-working women required for marketing of services?

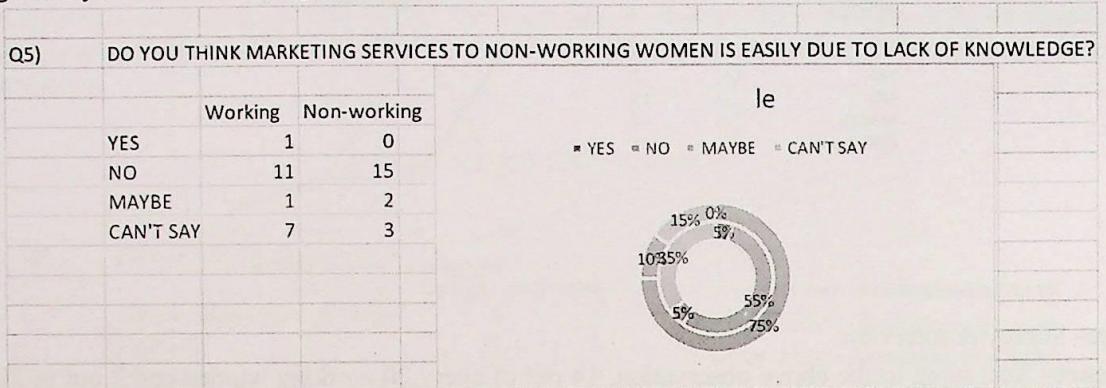


### Source- Interview & Survey

**Inference-** According to the above observation, 77% of the of working and non-working class says of keeping it same way for providing the same services. The rest 14% of the people (both working and non-working women) have not disclosed their choices for differentiation need for the way to marketers and rest 7% of working and 2% of non-working women requires the need for different kind of approaches to both for marketing their services



Fig:5 Do you think marketing of services to non-working women is easy due to lack of knowledge?

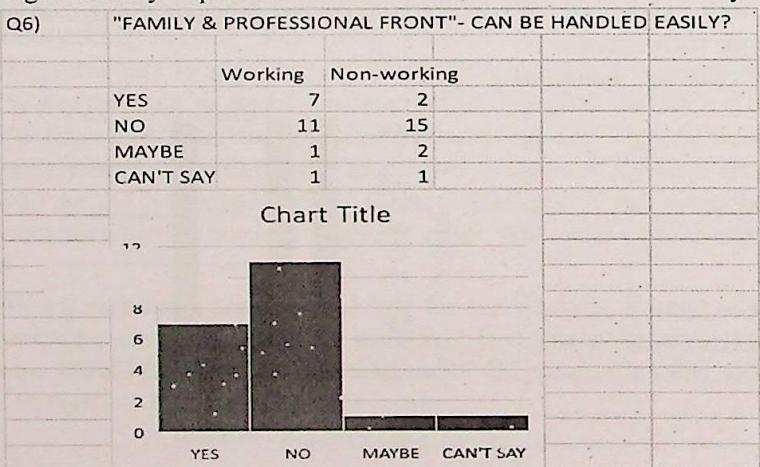


### Source- Survey

**Inference-** 75% of non-working and 55% of working women raised the bar saying no it is not easy to fool any women either be working or non-working with easy market of services.

There are 5% of working women who believe that it is possible. The women of any class are to be treated equal and specially to reach and help out to those who have problems in adapting or understanding your services. This will lead to increase in loyal customer relationship when you start treating everyone with equal importance.

Fig:6 "Family & professional front"- can both be handled easily?



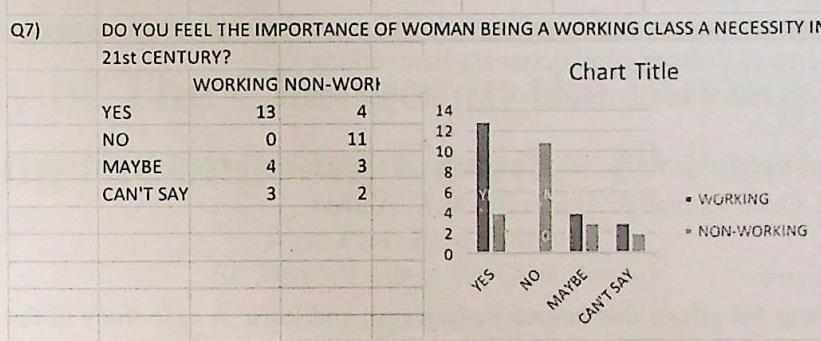
### Source- Survey & Interview

**Inference-** According to the above observation, both the working and non-working-class woman feel the most that the professional front and the family cannot be easily handled together. But, still 7 out of 20 women believe they can handle both work front and family the best possible.

In the Interview with SBI Branch Manager (Kharadi Branch) MS. Khushboo Jha had her views that a working woman can never have enough time for her family how much ever she tries to maintain and always the work load makes it difficult for her to spend time with her husband and children.



Fig:7 Do you feel the importance of woman being a working class a necessity in 21<sup>st</sup> century?



### Source- Survey

**Inference-** A very contrasting answer from both where 13 out of 20 working women and only 4 out of 20 non-working women agree that woman being a working class is of importance in this century. The other hand there are no supportive from working women who says it is not a necessity but 11 out of 20 non-working women defines it as not a necessity. 10% of the people have stayed neutral or have not disclosed their choice.

In today's every changing world, being independent is the most important for the women so as the have the best in life and avail best of the services as per their needs and requirements.

### Analysis:

Women now control 30% of the world's wealth. It should come as no surprise therefore to financial service marketers that women are worthy of serious marketing attention and spend.

Our own in-depth research shows that women either working or non-working have distinctly different attitudes towards wealth.

Women of either working or non-working knows which service is worth the price.

### Conclusion:

The female (both working and non-working) market is an under-developed opportunity, possibly the number one opportunity, for those who really understand what women really want.

Women are now the key decision-makers either they do household chores or do audit of a company. Every female would want to get treated with the best of services she can afford to; accordingly, the marketers need to mould their service that they want to provide.

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~ Dr. Mohammad Khalil Ahmad & Anjum Ara M.K. Ahmad

Page no. 60

9. Book name- Cosmos

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~ Prof. Dr Shobha Dadlani

Page no. 47

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~ Dr. Harasankar Adhikari

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~ Muhammad Arshad & Sidra Gull & Dr. Khalid Mahmood

13. Gender, Social class, and women's employment.

~ Kathleen L McGinn & Eunsil Oh

14. Topic- "A comparison of working and non-working women in terms of self-definition, Partner Abuse, Conflict Resolution Tactics, marital satisfaction and quality of life".

~ Barahmand U





## “A Study of The Changes in the Buying Behavior during the ongoing Covid – 19 Pandemic”

Asst. Prof. Jyoti Chintan  
St. Mira's College for Girls Pune.



### Abstract:

Consumers are relying on the digital world more than ever and industries are required to adjust their strategies and change towards digital transformation with much more urgency than before. Spending and buying habits amongst Indian consumers have transformed during the ongoing COVID-19 pandemic. This study used descriptive data analysis through online questionnaire. In India online shopping market has a difficult start but in recent years started growing rapidly.

**Key words:** Covid 19, Buying Behaviour and Digital transition.

### Introduction:

The world is witnessing drastic changes in the market conditions, as well people's response to the COVID-19 pandemic. We are seeing a dramatic shift from visiting store and buying products to transition in digital shopping. Consumers are trusting more into the digital transition than ever and industries are forced to adapt their strategies and shift toward digital transformation with far more urgency than before. Shopping behaviour amongst Indian customers has changed through the ongoing COVID-19 pandemic. Throughout the initial phases, a large number of Indian consumers were also in containment zones or there were limited options available for making their necessary and discretionary purchases. This forced consumers to try new techniques in purchase of goods and brands, which in turn has caused changes in consumer's shopping habits and their path to purchase. Recent studies show that there has been a four-fold increase in broadband business during the last pandemic year.

### Pre – Pandemic

In India, before this COVID-19 crisis, everything was dependent on the fluctuations of Stock exchange. For example, Pre pandemic times, food business was generating enough money. The street vendors were constantly engaged specially during evening time. The bigger restaurants contributed a lot towards the monetary growth of the country through paying taxes. This growth is obvious by witnessing the evolution of the FMCG companies. Individuals preferred to buy their daily-need products from visiting the store and enjoying the shopping experience in normal days. E-commerce in the business sector was also growing while other business sectors were having a bull run. Every has the ability to earn money in spite of their strength and weakness.

### During Pandemic

Once the Covid crises set in, the Indian stock market became bearish, Nifty 50 and BSE Sensex fell down. From the starting of the year, the total market capitalization lost by 27.31%. In the last few months, companies are stepping back because of the negligible growth experienced by them – this in turn have also affected the compensations of employee and multiplied the layoff. More than 40% of stocks have

*Jyoti*  
**Principal Incharge**

*St. Mira's College for Girls, Pune.*

plummeted and adverse impact is also observed in the sectors like entertainment, tourism and hospitality. Although low-income families felt the effect of slowdown early on, more wealthy households highlighted the lack of accessibility as the biggest restriction on expenditure - most stores remained closed and lockdown transformed a lot in the market particularly the buying behaviour of the consumers.

### Change in buying behaviour in Pandemic

In India, by offering services such as no delivery charges, discounts, buy 1 get 1 free and exchanging offers, a significant majority of B2C e-commerce retailers attract online shoppers. Shoppers in India are conservative and cost-conscious and count them as the part of their value system or culture. Still online shopping is growing rapidly in the market. The best way to avoid Covid disease is by staying home as it spreads when a person comes in contact with the infected person or it can also spread by touching a place which has a virus. It was also observed that there is a rise in number of first-time-e-commerce-users in India. It is no surprise that more customers have turned to online shopping to buy the goods they need and want, as many brick-and-mortar stores have shut their doors for the time being and shoppers have a tendency to reduce danger by remaining in their homes.

### Objectives:

- To study the consumer buying behaviour in the pandemic phase.
- To study the changes to consumer's shopping habits and their preference to online shopping
- To study whether shopping in physical stores have undergone any transformation and will it make a comeback in near future.

### Statement of Problem:

- There is increasing preference of consumers towards Online shopping in the Covid -19 pandemic phase.

### Literature Review:

Niharika Lal (2020), 'Online grocery shopping is clicking with consumers amid pandemic' The research paper discusses the growth of online grocery shopping in India and the increasing impact it has on the lives of the country's citizens during the pandemic. The ever-increasing consideration for health safety has led to a booming e-grocery market with a 76% rate of growth over the year 2019. This has led fast food servicing companies joining the bandwagon and provide essentials as a part of the product mix. The availability of fresh and organic produce in online stores has increased the consumers' appetite towards living a healthier life than before and furthermore contributing to the growth of online grocery purchases. As the pandemic surges, consumers are choosing to stay at home, especially the senior citizens who are more susceptible to the virus. This change in consumer behaviour has also led to households increasing their online grocery shopping budgets as multiple orders are now being placed by users of the service. To conclude, it is highly probable that online grocery shopping and its benefits have been clearly showcased in the current pandemic and it is a marketplace that is here to stay for a while, Anupama Ambujakshan, (2012), 'Changing Buying Behaviour Patterns of Indian Consumers: A study towards instant food products with special reference to Ahmedabad city, in this paper the author has studied that more and more industrialisation, growth of service sector and better employment opportunities have increased consumer's income developed new lifestyles and awareness and a drastic change are often seen in their buying behaviour. Their preferences have changed from home-cooked food to fast and prepared in no time and easy to serve, the young consumers want food in the restaurant with nutrient values, besides these processed foods are widely accepted as cooked food due to convenience. To understand the factors the author has studied the various factors affecting changing buying behaviour of Indian consumers, awareness among the consumers towards the branded ready-to-eat food preference, and reasons for instant foods.

Subrato Dey, (2017), A Study on Changing Buying Behaviour of Indian Customers, the paper focuses on the current years, the way Indian consumers are spending their money on several items has changed. The penetration of the internet and social media has improved as a result, the purchasing behaviour of Indian

consumers has changed drastically. Development is a constant phenomenon in India and is influencing the lifestyle and buying behaviour of consumers. The study is focussing on the perception, buying behaviour and satisfaction of Indian consumers.

Abhishek Chilka and Sandeep Chauhan, (2018), "Study on Recent Trends in Online Shopping", The researcher has studied the current trends in online shopping in India. According to the author, online shopping is much better than going into stalls and shop to buy goods and ask for service to be rendered- it saves a lot of time. One can easily browse through various online shops and e-commerce stores to choose whatever they want within a second. There is a lot of arguments why customers today prefer shopping online.

Kantar & Amazon Advertising conducted a study in July 2020, to understand the impact of COVID-19 on buying preferences of Indian urban active internet users. In this survey, one can see the change in buying behaviour among consumers. Almost 42% of Indian urban consumers are actively following online shopping during the COVID-19 pandemic, with nearly half of those being first-time online shoppers. 46% of these 'new to online shoppers' reside in Tier-1 and 2 cities.

Razaullah Khan, (2021), A Study of Changing Consumer Behaviour of Four Metro Cities in India during Covid-19 Pandemic, the author has studied on the fast and extensive spread of the Covid-19 pandemic has become a major distraction in the life of the people as well as in the buying pattern. The government is taking several efforts to control the spread of Covid-19. This paper studies the change in consumer behaviour on food habits and dietary patterns, health and hygiene, work patterns, social interactions based on key demographic factors like age and household income. After conducted an online survey the results confirm that COVID-19 impacted and changed the behaviour of city-based consumers based on their income level and age about concerning buying well-being products by using digital mode has increased promptly.

Dr. Deepak Halan, (2020) 'Impact of COVID-19 on online shopping in India' Amazon – one of the leading e-commerce players in the country, and the world, has announced on the site that the purchasers are counting on them like never before in their social distancing and self-quarantine efforts. The Indian retail market also includes a huge share of the unorganised sector, about 13.8 million conventional family-run neighbourhood stores. Then came the highly contagious COVID 19 pandemic with its unique set of challenges - Since it spreads primarily through contact with an infected person (when they cough or sneeze) or when an individual carrying virus touches any surface the virus begins to spread, the best way to guard against it is to stay at home. This has effectively restricted offline shopping and increased online shopping usage, globally. It has increased in the number of FTUs or first-time-e-commerce-users in India, who had been so far inhibited to shop online. The SARS outbreak that infected over 2700 people in 2002, is known to have intensively transformed people's shopping habits as they were scared of shopping outdoors.

Van kin Pham (2020), 'A study on the COVID-19 awareness affecting the consumer perceived benefits of online shopping in Vietnam', This paper described how online shoppers adapted their purchasing behaviour during Covid-19 time in terms of perceived benefits. Covid-19 plays a moderating part in buyer's awareness of utilities, which encourages buyers towards Online shopping. Social Distancing norms and safety concerns during the Covid-19 pandemic forced companies to adopt marketing policies that influenced online shopping significantly. These outcomes can contribute to understanding consumer behaviour, help businesses to deal with similar conditions as well as recommendations for the government to support businesses effectively in the future.

#### **Data and Methodology:**

The Methodology is an important characteristic of any research study. It enables the study to look at the problem in an efficient, systematic process. The present study is descriptive and analytical.

Primary data is also known as raw data as the data is collected first-hand by the reviewer or researcher himself for the specific research purpose or project problem.

Secondary data is the data that is collected by someone else than the user or surveyor himself to derive newer information, that is, the collected data is not original, is second-hand information, and has gone through statistical analysis before.

The data for this study were collected by referring to few research papers related to the topic.

The research design applied in this study is of descriptive in nature, which focuses on the change in consumer buying behaviour during the ongoing Covid 19 Pandemic.

### Sampling method:

The present research study has applied the Simple Random Sampling method for data collection - the questionnaire was circulated among the consumers.

The respondents of the present study involve online and offline consumers.

### Data Collection:

The sample is random with limited respondents,

For the collection of data, the questionnaire was created with the help of Google form and circulated within among consumers.

### Limitations:

The sample is limited in this study, the researcher can study in depth by using more respondents.

### Analysis and Interpretation:

From the random sampled data, it is observed that the 66.7% respondents are from the two-age group 18-25.

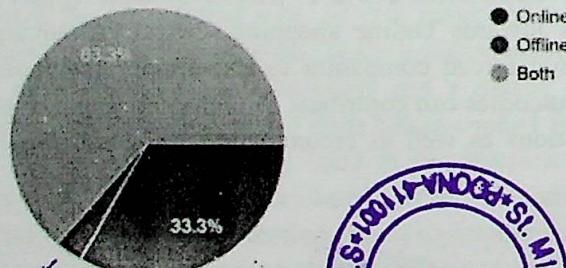
It is observed that 70% of the respondents are Female and the remaining are Male respondents.

66.7% of the respondents are working full-time while 13.3% are from home whereas 50% of the respondents fall in Rs.40000 & above income group.

50% and 36.7% respondents are graduates and post-graduates respectively, while 10% of the respondents have acquired 10<sup>th</sup> to 12<sup>th</sup> standard.

1. In pandemic which mode of shopping did you prefer?

30 responses

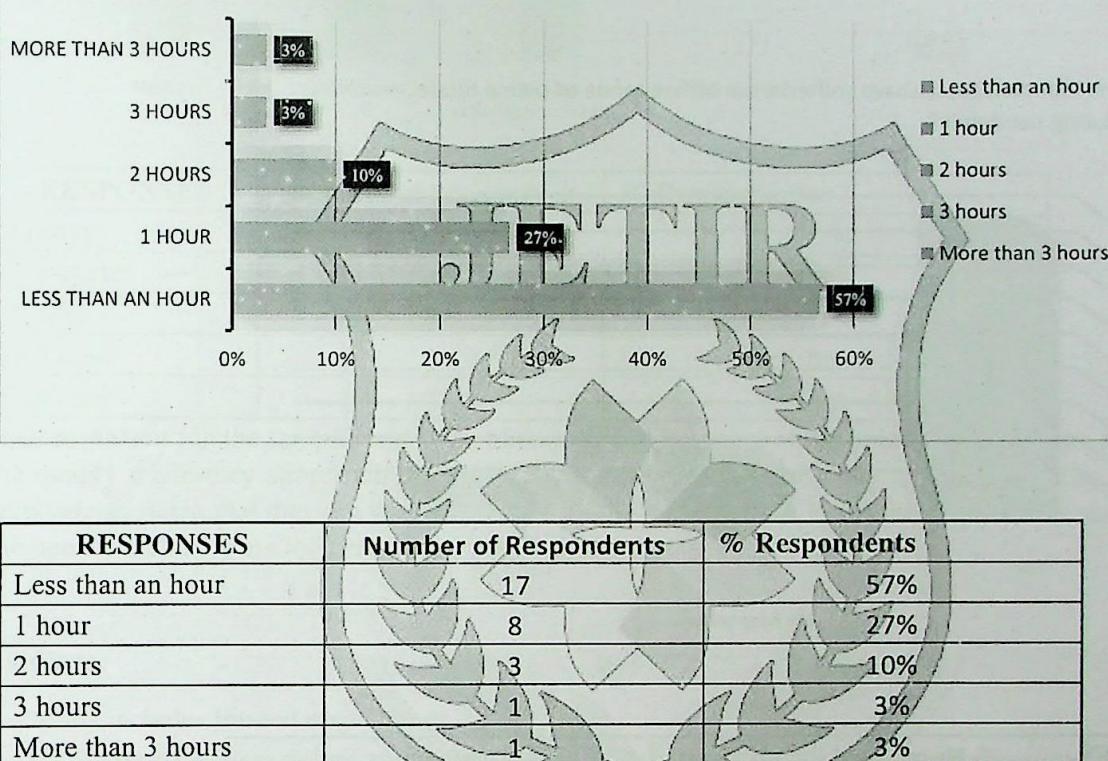


RESPONSES	Number of Respondents	% Respondents
Online	10	33.3%
Offline	1	3.4%
Both	19	63.3%

**Interpretation** - In the sampled data, 63.3% of the respondents stated that they use both mode for shopping, while 33.3% of the respondents stated that they use online shopping. 3.4% of the respondents were of the opinion that they like to use offline shopping.

## 2. How much time do you spend for online shopping

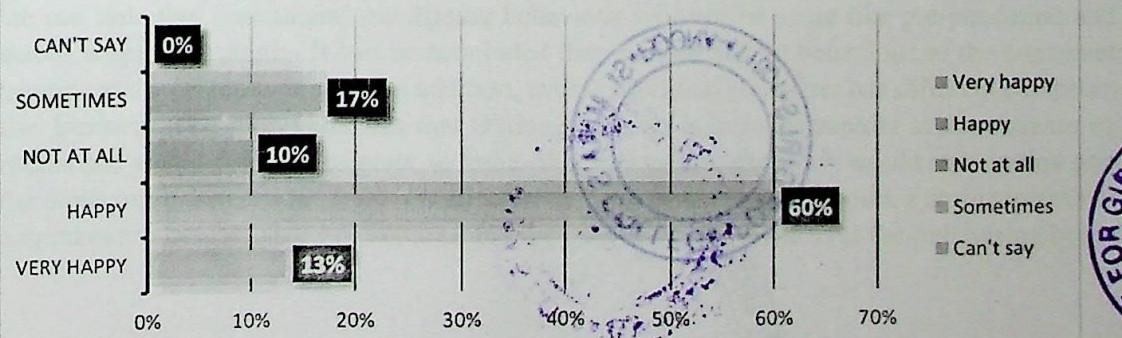
30 responses



**Interpretation** : In the sample data, 57% of the respondents stated that they spend less than an hour, while 27% stated that they spend an hour to shop online. 10% of the respondents were of the opinion that they spend two hours, only 3% of the respondents stated that they spend more than 3 hours to shop online.

## 3. Do you experience hassle free payment in online shopping

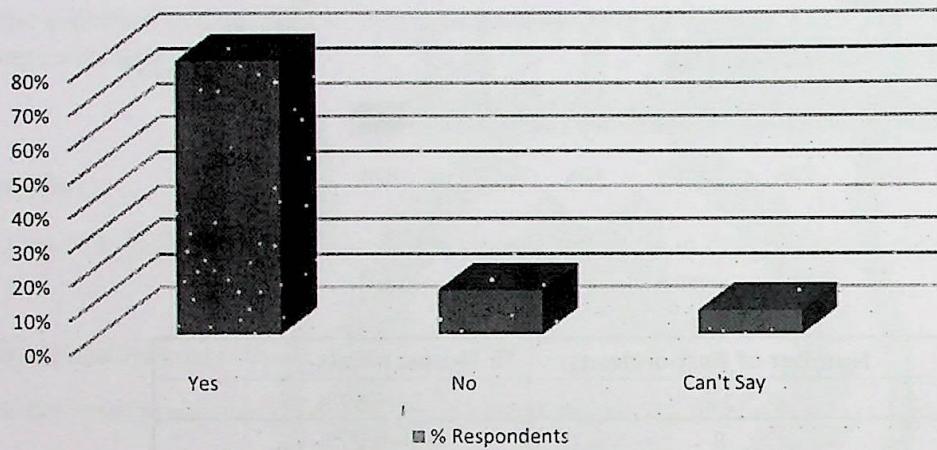
30 responses



RESPONSES	Number of Respondents	% Respondents
Very happy	4	13%
Happy	18	60%
Not at all	3	10%
Sometimes	5	17%
Can't say	0	0%

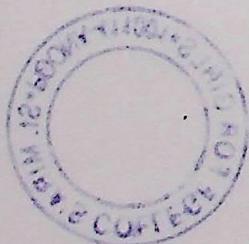
**Interpretation :** In the sample data, 60% of the respondents were of the opinion that they are happy with the hassle-free payment in online shopping, while 17% respondents stated that sometimes they are happy. 13% of the respondents stated that they are very happy with the payment, only 10% of the respondents stated that they are not at all with the payment in online shopping

4. Do you think that consumers have shifted from offline mode to online mode of shopping during pandemic?

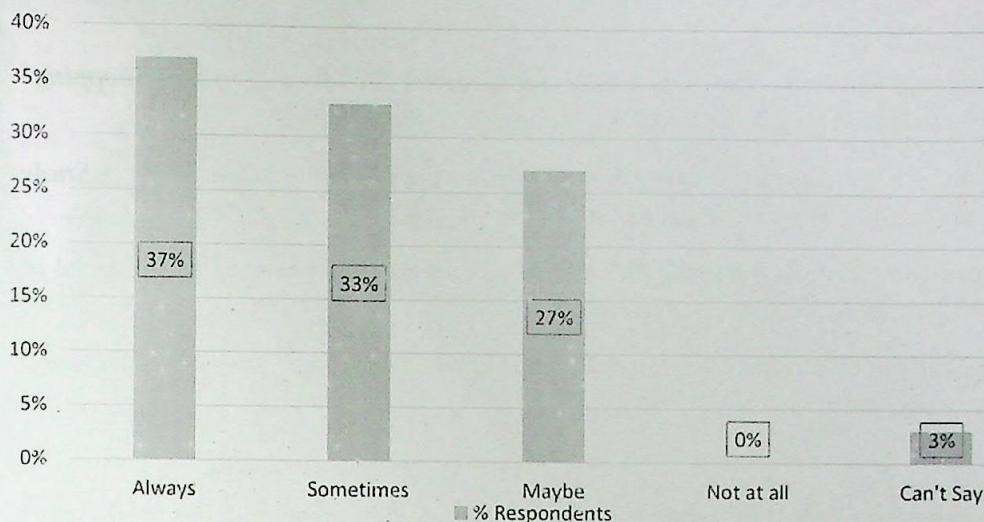


RESPONSES	Number of Respondents	% Respondents
Yes	24	80%
No	4	13%
Can't say	2	7%

**Interpretation :** In the sample data, 80% of the respondents were of the opinion that people have shifted from offline to online shopping, while 13% stated that they no they aren't shifted. 7% of the respondents stated that they can't say whether the shift is happened or not.



## 5. Would you like to continue online shopping in future



RESPONSES	Number of Respondents	% Respondents
Always	11	37%
Sometimes	10	33%
Maybe	8	27%
Not at all	0	0%
Can't say	1	3%

**Interpretation :** In the sample data, 37% of the respondents were of the opinion that they are satisfied with the quality while they shop online, while 20% stated that they can't say about the quality. 10% of the respondents stated that they are very satisfied with the quality, only 3% of the respondents stated that they the items which they are looking for are not available

#### Findings:

- Study includes limited respondents.
- 63.3% opted to shop online and offline, out of which 33.3% respondents were shopping online
- 40% of respondents feel that it is safe to shop online.
- 30% of respondents were buying clothing and 57% respondents spend less than hour to shop online.
- 60% respondents stated they are happy with the hassle-free payment in online shopping.
- 80% respondents stated that people have shifted from offline shopping to online shopping.
- 37% respondents confirmed that they would like to continue online shopping in future.

#### Conclusion:

One can state that consumers' purchasing behaviour will not be same like pre-pandemic and businesses need to adapt accordingly. It can be concluded that the purchasing behaviour of the consumers is rapidly changing and it is hard to predict. In addition, every individual consumer has different perspective for every other business. The study indicates that Online shopping is growing rapidly at the expense of other sales process and would continue to grow in India. Whether online shopping would sustain this pace of growth after pandemic crises is over, is very hard to predict and needs further studies. Future scope involves a more comprehensive research study to understand the impact of pandemic over the purchasing behaviour.



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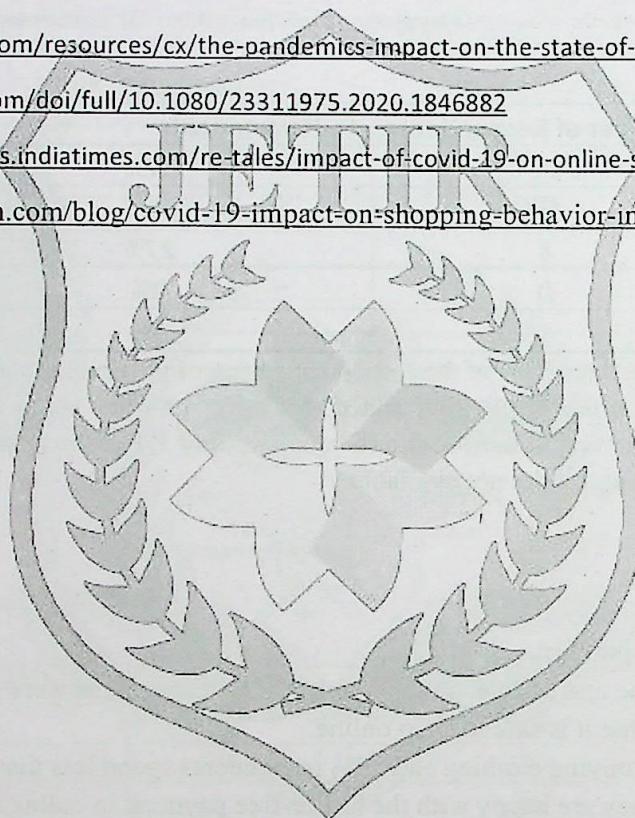
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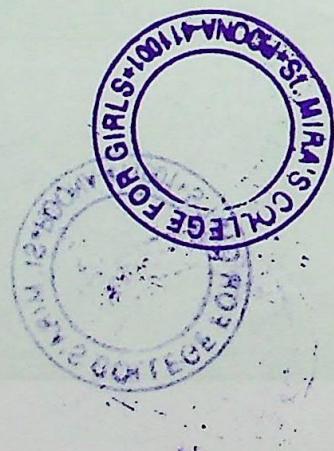
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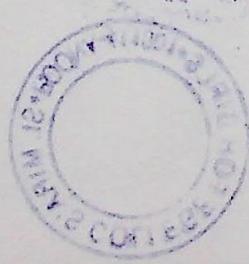
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## IMPACT OF DIGITAL CONVERGENCE OF MEDIA AND ENTERTAINMENT INDUSTRIES ON STAKEHOLDERS OF MULTIPLEX THEATRES IN INDIA

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### Abstract:

Media and Entertainment Industry has seen a rapid progress in last one decade due to increased investments in this sector and hence entered into the next era of global entertainment. Multiplex theatres provides a wide range of options to its customers to select from due to operation of multiple theatres and diversified businesses such as Food and beverages, advertisement, parking, ticketing, etc. With growth in the spending power of consumers on entertainment, there is an increase in the income of multiplex theatres as it caters to both the shopping and cinema needs respectively. The stakeholders of Multiplex theatres include Management, Customers, Government, General Public, employees, etc. The growth of Multiplex theatres leverages the development of Media and Entertainment industries leading to enhanced standards for its stakeholders. The motive of this paper is to study the impact of digital convergence on different stakeholders of multiplex theatres. The study provides a mixed result on relation between digital convergence and growth of Multiplexes Theatres and its stakeholders.

**Keywords:** Multiplex Theatres, Stakeholders, Digital Convergence, Media, Entertainment.

### Introduction:

#### Media & Entertainment Industry (M&E)

Media and Entertainment Industry has seen a rapid progress in last one decade due to increased investments in this sector and hence entered the next era of global entertainment.

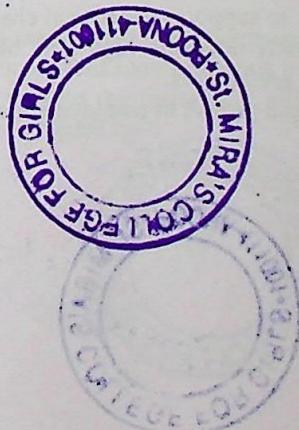
(M&E) industry is a growth trending sector for the economy and is making significant strides because of rising consumer demands and improving advertising revenue.

Media & Entertainment industry is in a transformation phase and hence there is coexisting of both digital and non-digital models. The major revolution in this includes the use of internet, digitization, use of multiple platforms for audio-video and globalisation of services.

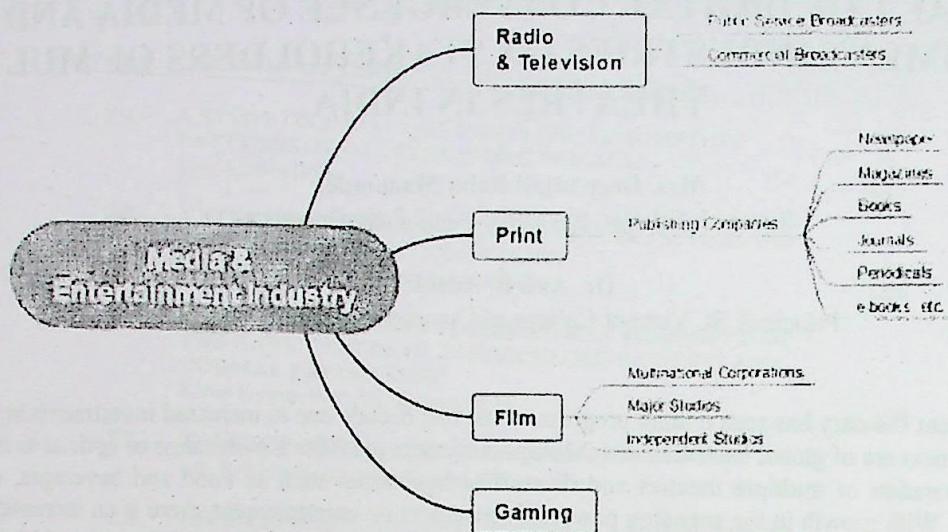
The traditionally model had gone through a major change due to technology innovations and consumer demands. By its integral nature, the industry is potentially dependent on cultures, markets, languages, and consumer segments.

#### Segments in Media and Entertainment industries

The Media and Entertainment industry is having multiple vertical segments constituting; Movies/Cinema showing Multiplexes/ Cinema halls, Television, Music, Publishing, Radio, Internet, Advertising and Gaming. These segment trends and drivers vary across sub-segments, geographies, and consumer. These verticals either competes, compliments or combine to fulfil the increasing demand for entertainment and information globally.



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#### Next Generation

There is going to be a catalyst change in the Media and Entertainment industry with revolution in the field of media with development in digital world such as internet, Social Media, Cloud Computing, wireless, mobile, devices, digitization, etc.

#### Market Study

According to the FICCI-EY report 2021, the M&E (Media and Entertainment) business is projected to grow 25% in future. Also, Online Video Trends and Omdia Consumer Research Highlighted that OTT subscriptions, reached ~62 million in 2020 from ~32 million in 2019.

Further, it is estimated that digital adoption will grow to Rs. 2.23 trillion by 2023 and hence M&E Sector is identified as the champion sectors by the Government of India due to boom in audio-visual sector and services at the rate of 25%.

#### Multiplex theatres

The introduction of multiplex Theatres in India after liberalization has completely changed the nature of cinemas and has given a completely different experience to the patrons. Multiplexes has been in operations since 1997, after which the Indian Entertainment Industry has expanded very fast. Almost every city in the country has shown a rapid infrastructural development for multiplexes and it is considered as leisure infrastructure.

We can see a rise in the infrastructural development in cities and small towns, which includes large investments in residential societies, shopping malls, etc.

The growth of massive shopping malls takes care of valuable public spaces which includes fashion stores, grocery stores, entertainment, eateries and obviously multiplexes. Such shopping malls has the capacity to give a complete shopping and entertainment experience to the customers. Also, the patrons like to visit such multiplexes which gives them complete experience.

#### Stakeholders of multiplex theatres

M&E is unique due to its psychological, emotional, and aspirational appeal to its customers who is the influential key stakeholder of this sector. Quality and acceptance tend to become subjective to each individual. Earlier method, content creators another key stakeholder, were the deciders on what to supply – the critical change in the new era is that demand is completely consumer driven. The new age consumer not only demands what they like, but also in the format they like, additionally, they also want to customize the content to their preferences.

Integration of multiplex theatres and Malls has resulted in rapid growth in employment opportunities.

Also, increase in number of multiplexes has led to:

- increased employment opportunities
- growth of small and large enterprises





- mushrooming of different start-ups
- Change in audience taste

#### Digital Convergence and its Impact

Integration of technologies has enhanced user experience and ubiquitous access to the users. With rapid increase in the processing of digital information, many different scopes of technological integration have become possible. Such as multiple modes or platforms for releasing films led to both opportunities and challenges for stakeholders of multiplex theatres.

#### Examples of Digital Convergence:

- Smart devices such as smart television (TV), Smart Phones
- Cloud Computing for storing data
- media convergence (digital form of data instead of printed form, social media, online and video)
- Internet of Things (IoT)
- Over-the-top (OTT) media platform (Digital video platform bypassing cable, radio and satellite TV Channels)
- Online streaming platforms (Netflix, Hotstar, Amazon Prime, You Tube, etc.)

Hence, we can say that Digital Convergence and internet or telecommunication networks has led to: - Increased subscription for digital connections

- easy access of digital data, texts, audio, video (movies), etc.
- new mergers, new investments

Stakeholders of Multiplex Theatres	Impact of Digital Convergence
Customers	Customers prefer OTT platforms as it gives them choice of wide range of content, convenience of service, personal medium and availability of International content. more control over what they are watching, how they are watching them, where, and when.
Distributors	The distributors revenue increases with increase in distribution to multiple multiplexes. The share of revenue earned by distributors from multiplexes will be impacted negatively.
Government	Censorship and governmental control, challenges to regulatory policies and responsibilities
Employees	The Employee Benefit cost and others will reduce for multiplexes if movies are released online rather than on multiplexes. Hence, digitization has to be implemented in a controlled way to reduce the negative impact on employment.

#### Research Objective

- To Analyse the impact of digital convergence on Multiplex theatres.
- To analyse the challenges and opportunities of digital convergence on the stakeholders of Multiplex theatres.

#### Covid-19 and digital convergence of media and entertainment

This pandemic has brought about a shutdown of movie theatres but has proved as a boon to Media and Entertainment industry with respect to OTT services which provides the features of video-on-demand. The subscriptions for the platforms such as Amazon Prime, Netflix, Hotstar, etc. have gone up.

#### Literature Review





Kate McCallum (2012), identified 32 elements as seeds for future for online international assessment. In this social networking for cultural change got the highest ranking. Some of the identified seeds for future were Electronic Publishing, smart Gaming, cyber-techno and classical arts and many more. The study concluded that Cinema will adopt Transmedia strategy to achieve global demographics.

Yasheng Chen; Feng Xiong (2019) researched on Live streaming entertainment services in China who bases its business model on viewers buying virtual gifts. The paper tried to find out the reasons for the success of these streaming services. The paper discussed the business model of live streaming in China and also the challenges faced by different stakeholders. The paper concluded that the strength of the partnership between host unions and hosts is important for the success of Live streaming entertainment.

Chynthia Wijaya did an analysis on the film industry and the challenges they face as a result of media convergence. The impact was studied on the different stakeholders such as consumers, film production and Government. The study concluded that the challenges faced by the film industry led to digital media convergence. The consumers got the option of On Demand Cinemas, internet provided an easier way to get into the film industry by giving different ways to distribution and for the government, regulation of

media can be done in favour to help the local film industry.

Mr. Monojit Dutta, Ms. Sayani Sen (2020), in their paper undertook a study different multiplexes in Indian market, specifically PVR Ltd and Inox Leisure Limited.

The study was based on the financial statement analysis and it concluded that the growth rate of Inox Ltd. is better than PVR Ltd.

Dr. J.R. Reagan, Madhusudan Singh in their chapter "Media and Entertainment Revolution" focused on the impact of virtual reality and changes in the face of media such as enhanced optics, holograms, haptic technologies, bio sensing, telepresence, etc. The major industrial revolutions in this field included Mechanization and printed words; Industrialization and motion pictures; Technology and Internet; Mixed reality; Augmented reality and Smart Media.

Mr. Sony Varghese and Selvin Chinnaiah (2021) in their paper analysed the impact of Over-the-top (OTT) media platform on Movie theatre industry. The study concluded that although the OTT platforms have disrupted the Movie Theatre experience, but both the mediums will coexist in future as OTT platforms cannot give the experience of big screen, sound quality, ambience and theatrical experience.

#### Analysis of Data

The population for this study is 93 patrons ranging from an age group starting from 15 years.

The primary data is collected through questionnaire and secondary data was collected from financial statements, journals, books, official website, articles, reports, newspaper, etc.

Fig. 1 depicts that the maximum crowd which goes to multiplexes are from the age group of 15 to 28 years.

**Fig. 1 Age Group of Patrons**

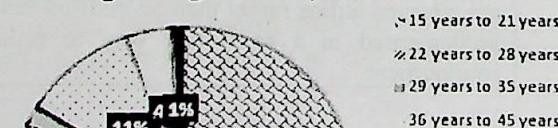




Fig. 2 and 3 depicts that 61% people and 23% people go for a movie once or twice in a month respectively and hence between 40% to 49% people spends maximum of Rs. 1,000 per head per month.

Fig. 2 Visits to Multiplex in a month

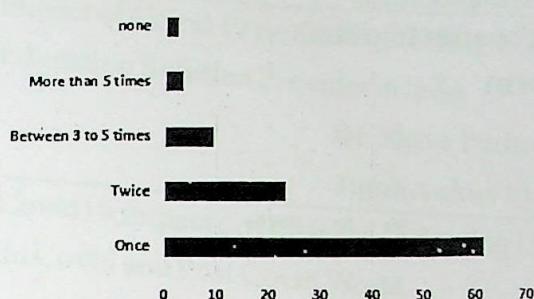


Fig. 3 Amount spent in a month for Multiplex visit

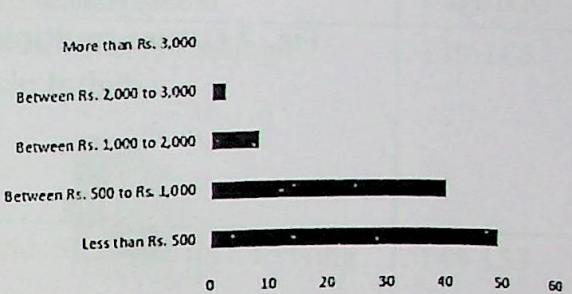


Fig. 4 Shows that 97% people goes to multiplex to watch movies in spite of having subscription of OTT or / and Cable. This indicates that charm of watching movies in multiplex of people will never fade away.

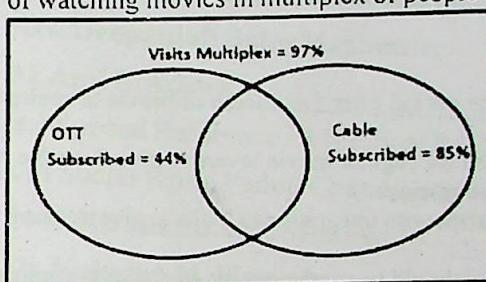


Fig 5 depicts even after any crisis situation people restoring to their normalcy will always like to watch movies in multiplex cinema halls on big screens giving a different feel.

Fig. 6 shows popularity of movie stars from Big screen to small screen could be a threat for multiplexes in reducing the footfall.

Fig. 6 People's choice for Cinema

Fig. 5 Preferences of watching movie artists working on OTT - Web Series post Covid-19

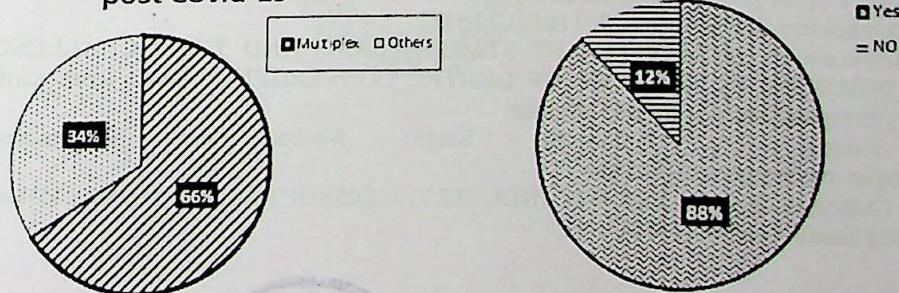




Fig. 7 Majority public impression is Digital medias will take over multiplex hall in future. Digital revolution in media might become potential risk to Multiplex theatre.

**Fig. 7 Future multiplex prospects over digital platform**



#### Conclusions

Control on Digital distribution for some period after the release of movie in multiplex for proper distribution of revenue in each sector.

Subscription system can be implemented for regular movie lovers to give them the benefit of discounts in future and to keep them as prospective customers for future releases.

Increase in the number of multiplex theatres with integration to Malls to give a complete experience of shopping and enjoyment with family.

Digital convergence like OTT platforms should be used more for educational purpose, web series, innovations and news.

Digital convergence platform and multiplexes can operate in partnership to outline market segmentation and take the benefit of revenue distribution.

The movie is a social art form which brings together all genres of people even if they have different views about the movie.

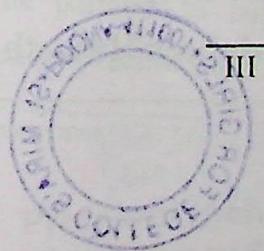
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## 26. Challenges and Opportunities in Supply Chain Management Post Covid- 19

**Mrs. Deepanjali Babu Mazumder**

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### Abstract

The main aim of supply chain is control cost and create time and place utility of the goods produced. The global coronavirus pandemic has a direct impact on this primary objective and customer demand due to Covid-19 related transportation restrictions. In this difficult times, the organisation should be prepared to face the challenges and focus on solutions and business continuity. The current situation has led to delay in receiving orders, lack in fulfilling consumer demands, increased prices of products, reduction in manufacturing staff, production delays, etc. If business initiatives are not taken at right time, it may lead to the risk of damaging the long term relationship with the customers. Some of the measures to overcome current challenges are leverage digital technologies, modularize production, prioritizing products, act as responsible retailers, supplier flexibility, diversify supply chain, etc. Supply chain in future will become more local which will lead to domestic manufacturing, increase in warehousing space across networks, reduced touch-points of products in the entire supply chain, automated handling systems, sanitization protocols, increased insurance costs, drone delivery, etc. This paper is an attempt to focus on the challenges and opportunities in Supply chain management post Covid-19 with special reference to National transactions.

**Keywords**-Supply Chain Management strategy, digital technologies, business initiatives, demand volatility, manufacturing firms

### Introduction

During the initial days of Covid-19 Pandemic, the National Supply chain had come to a halt around the world as companies and government were trying to fulfil the necessities to people. Supply chain is the process that involves all the stages in getting products from raw material to the customer. The partners in supply chain includes supplier, manufacturer, transporter, warehouses, wholesalers, retailers and customers.

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With passage of time, the technology has advanced and has led to increased automation and digitization of Supply Chain. This has also made the integration of different activities of Supply Chain, such as Material Management, Physical distribution, Logistics operations, Information and Communication technology, etc.

After the evolution of the concept of Supply chain in 1960, we have seen revolutionary changes in this field. Initially Supply chain and Logistics were two different activities, but with the introduction of globalization and advancement in information technology, integration of activities in the chain of supplies has become possible.

Growing automation and digitalization in the field of supply chain has led to efficient physical distribution, inventory management and logistic activities. Supply Chain Management assists business organization to achieve its objectives and compete in the dynamic market.

Today, the scenario of supply chain has changed due to shorter business cycles, educated and knowledgeable customer base, evolution of big data etc. leading to increased competitions between supply chain of different companies. Objective of SCM:

- To channelize all inbound and outbound activities across and within organizations
- To provide value addition to customers
- Collaborative relationships or partnership between supply chain partners
- Integrated management and control of information
- Fulfil demand efficiently
- Improve responsiveness
- Contribute to financial success

Supply Chain Management Logistics enables coordination and movement of resources across destination. It widely covers purchasing, storage and delivery of raw materials, Warehousing, shipping, transporting goods to distributors. Hence, efficient logistics are essential to business profits and customer satisfaction.

The global coronavirus pandemic has negatively impacted the common social spaces like shopping malls, multiplexes, markets and restaurants and hotels. It has a direct impact on the primary objectives of daily commodities and customer demand due to transportation restrictions. Many organisations are facing challenges to manage the supply chain and moreover there are many brands which are heavily dependent on footfalls and physical sales. Despite these

they must be prepared to manage the present crisis, focus on alternate solutions to ensure business continuity.

### Literature Review

Guruprasad.T.S, Sundara Natarajan. P, Dr. N.Panchanathan – 2016, ISSN - 2249-555X). The researchers have highlighted the issues and challenges of Supply Chain Management in India. It pointed out that supply chain should focus on smooth flow of goods, reduced carbon footprints and reduced logistics costs. Some challenges faced by companies are balancing short term and long term needs, service high growth, reduced delivery cost, demand volatility, etc. The paper suggested that business strategy should be aligned with supply chain strategy and to incorporate the power of Information Technology.

Anu Sharma, Pankaj Gupta and Rishabh Jha- 2020. This paper focuses on disruptions in the logistics supply chain due to imposition of the strict lockdowns due to COVID-19. The paper suggested that, the government should try to introduce policies to reducing the dependencies on imports from other countries and focus on promoting Indian markets, which in turn will solve unemployment and increase the GDP. It gives insights on the challenges, solutions and recommendations to strengthen the logistics supply chain management in developing countries like India by promoting lean supply chain strategies, diverse supply chains and multiple sources for key commodities to reduce interdependence, local supply chains, etc.

Amalesh Sharma, Anirban Adhikary, Sourav Bikash Borahc, in their paper offered strategic insights in terms of major issues faced by firms in supply chain managements. The study was based on twitter data from NASDAQ 100 firms to study the challenges faced by different firms in implementing sustainable supply chain. The paper recommends firms to adopt forward-looking approach, integrate advanced technologies such as AI and deep learning-based tools in the supply chain decision framework, collaborate with multiple stakeholders, etc.

Christopher W. Craighead, David J. Ketchen Jr, Jessica L. Darby – 2020, Decision Sciences Volume 51 Number 4. The study used many theories to develop a knowledge about the effect of pandemics on supply chains and its responses. The study concluded that the company should prepare themselves for the next pandemic and focus on new inventions.

Amelie Meyer, Wiebke Walter and Stefan Seuring – 2021 did a study on impact of coronavirus pandemic on supply chain through text mining such as newspapers, articles, open sources. The study focused on the topics such as risk, resilience, disruption and sustainability.

The study concluded that the major issues discussed by newspapers were regarding food, disruptions, people & health issues, etc. Most of the study gave importance to sustainable supply chain.

### Changes in Supply Chain after Covid-19 Pandemic

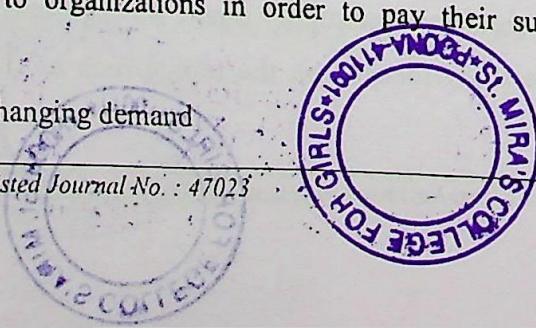
Shopping brands moving from physical transaction to online transactions have brought about a paradigm shift in the whole supply chain cycle. There is an increase in online buying pattern of consumers as it is a safer option while maintaining social distancing norms.

To fulfil the online market demand, store footfall brands introduced

- Provision to handle online orders
- Deliver from stores-to-end customers or delivery from producer to consumer
- Faster delivery
- Introduction of Supply chain based on Artificial Intelligence
- Integrating with Third Party Logistics to eliminate dependencies and surpass mediators.
- Increased investment on online advertisements and online sales to increase online demand of products
- Diversified vendor and supplier base to reduce dependencies on specific vendors and suppliers
- Localization of supply chains (To avoid interstate transportation)

Brands in markets are exploring new methodologies or alternate solutions. Some of the key changes that are brought in the process

- Diversified supply chain i.e. instead of relying on one source of supply, other avenues will be looked at. This will facilitate switching to alternative providers when regular suppliers face disruption.
- Decentralized manufacturing (e.g. Many companies are looking to bring production home)
- Digitization of the paperwork
- Injecting liquidity into supply chain
- Technology driven supply chain financing model
- Banks to offer favourable credit to organizations in order to pay their suppliers (Government backed loans)
- Custom-made supply chain as per changing demand



- Dynamic planning to handle frequent variations
- Integrating rural supply chains
- Collaborating with local retailers to provide faster and fresh deliveries
- Exploring alternative distribution centres
- Disintermediating warehouses by direct deliveries to customers
- Segmented and customer-centric supply chain
- Transformation to an agile supply chain
- Sustainable supply chain

Market are either inclined or adopting technologies making their supply chain operations efficient. Digitalization revolution bringing new ways to deal various operations and challenges in industry sectors. There are few mentioned technologies below that are really bringing significant changes.

### Challenges in Supply Chain

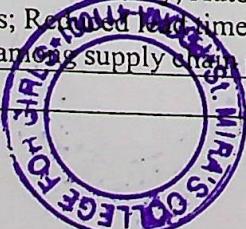
Over 75% of the companies had to suffer during Covid-19 pandemic due to supply chain disruptions due to shifting customer demand, transport restriction, shortages, etc.

- Localization of supply chain / Maintaining Traditional Inventory Strategies
- Transition towards more sustainable supply chain
- Demand supply challenges during the coronavirus pandemic due to lack of visibility across supply chain to understand over stock and out of stock of essential and non-essential items.
- Technological challenges during the coronavirus pandemic / Digital transformation
- Building a resilient supply chain
- Look for alternate source of supply (local suppliers)
- Prepare for Plant closures, increased absenteeism
- Evaluation of alternative inbound and outbound logistics partners
- Short term demand and supply synchronization
- Reinforce screening protocols
- Increased demand for necessities such as grocery items, drug stores etc.

## Benefits and Opportunities of Technology advancement in Supply Chain during Covid-19

### Technology Meaning Components

Technology	Meaning	Components
IOT (Internet of Things)	digitization in manufacturing and logistics, Exchange of data online	<p>Warehouse Management System using RFID, Bar code readers, GPS sensors, hence protects the health of employees and customers</p> <p>Fleet Management to optimize routes based on warehouse locations, control speed of vehicles, etc.</p> <p>Inventory management to control inventory cost and wastage</p> <p>Remote employee collaboration and workforce tracking to enforce physical distancing measures</p>
Augmented Reality	Digital interaction through computer generated elements; Provides real-time object recognition, barcode reading, indoor navigation and seamless integration of information	<p>Error free and cost effective movement of goods and services</p> <p>Prevents unnecessary physical interaction during the COVID-19 crisis for both commercial and residential repairs, service calls and training</p> <p>Eg. Robots and POS devices helps in cashless payments, record inventory levels, re-stock shelves, and receive shipments.</p> <p>Remote Collaboration of supply chain partners such as suppliers, manufacturers, distributors and wholesalers.</p> <p>Warehouse planning, identification of Traffic congestion to detect the obstacles that lie ahead of them, Freight loading and parcel loading and drop-off, value added services by third party logistics, etc.</p>
Blockchain	Transparent and accurate end-to-end tracking in the supply chain; digitization of decentralized immutable record of all transactions; blocks any kind of tampering without altering the subsequent blocks	<p>distributed ledger technology which adds a layer of additional security over and above a manual system</p> <p>Lowers the chances of errors within the chain; Products in the supply chain can be readily traced and origin could be verified</p> <p>Collaboration with Internet of Things can help in use of temperature sensors during transportation on Covid-19 vaccine. (Helped to monitor the rollout of Covid-19 vaccines).</p> <p>Reduced communication errors and reduced administrative costs; Provides security; Automation of contracts; Reduced costs; Reduced lead times; Increased transparency among supply chain partners</p>



		and Controlling cost and inventory
Cloud Computing	Allows to share and process huge amount data in a secure way; unrestricted access to technologies	Uniform accessibility of data; reduces time and cost to develop new applications; reduce supply chain carbon footprints; improves resource efficiency; reduces the cost of maintaining IT infrastructure
Data analytics	Ability to make data-driven decisions; helps to understand future scenarios and predict future risks	Prominent role in planning and execution in Healthcare sector; developing strategic partnership with suppliers based on distance, time, cost and lead time during crisis  Used as a tool to accurately forecast and then position supply to respond to a rapidly spreading disease; just-in-time and dynamic planning of inventory
		Used What-if analysis with machine language for accurate and timely decision support to prevent supply chain disruptions and financial losses; improvement of warehouse productivity, optimize routes, delivery planning, performance management, and optimal utilization of logistical resources
Elastic Logistics	Conducting business that is flexible depending upon the demands of market and hence the supply chain operations are based on real time predictions on the basis of market.	Handle supply chain during fluctuations in demand (specifically during Covid-19 times); more flexible and responsive supply chain and hence can manage to stabilize the business performance; fast on demand delivery services by adopting elastic logistics to optimize transportation fleet.

#### Steps taken by Indian Government and Companies

Accenture centralized company data and created a digital twin capability which helped them in better modelling and scenario planning, visibility into short-term demand changes, mid-term forecasting to judge the recovery curve and optimized portfolio agility, allowing for substitution and simplification.

**Railway introduces luggage pick, drop service** (Times of India, Business News, 22nd Oct., 2020): The northern railway zone has introduced demand luggage pick and drop service through an app called BOW (Baggage on the Wheels). In this, the user can book for pick-up of luggage from his / her house, hotel or any other place which will be dropped at the confirmed berth of the passenger in a train. The service will be available also. <https://www.sjifactor.com>

[timesofindia.indiatimes.com/business/india-/railway-introduces-on-demand-luggage-pick-drop-service/articleshow/78809369.cms](http://timesofindia.indiatimes.com/business/india-/railway-introduces-on-demand-luggage-pick-drop-service/articleshow/78809369.cms)

**Indian Government has launched AarogyaPath portal for healthcare supply chain** to provide integrated public platform that provides a single-point availability of key healthcare goods which helps to customers in tackling a number of routine issues such as limited access to suppliers, time-consuming processes to identify good quality products, dependence on limited suppliers, etc.

### Conclusion

This pandemic has proved to be one of the toughest stress test for most companies. Hence, we can conclude that the companies should learn from the current pandemic that supply chain in future should not only think of supply chain as a cost centre but should try to inculcate the following qualities in supply chain

1. Relevant (Quick response as per market changes, demand planning, B2B and B2C tailored experience, use of Data analytics for decision making)
2. Future ready supply chain operations i.e. more transparent and predictable supply chain
3. Sustainable, secure and responsive supply chain.
5. Use of latest technologies and maintain an optimal balance between people and technology.(eg. Cloud infrastructure, artificial intelligence, augmented reality, robotics, etc.)
6. Introduction and more use of Autonomous Vehicles to move goods and services without human intervention. Eg. Moving goods from warehouse to store or vice versa, meals from restaurants to customers, etc.
7. Resilient i.e. quick response towards demand and supply shocks to safeguard the participants in supply chain.
8. Responsible towards its stakeholders by keeping the system very transparent and secure

Hence, it is very early to give an insight into the opportunities and challenges of supply chain during and after Covid-19 pandemic. A more detailed research could b possible after the pandemic is completely over by taking into consideration the financial data for different companies.



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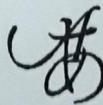
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## 11. Impact of Covid-19 on Profitability of Multiplex Theatres in India

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### Abstract

One of the fastest-growing industries is the Media and Entertainment Industry, in which Cinema halls and Multiplexes are one of the major segments contributing a huge share towards its revenue. Covid-19 has impacted this segment drastically due to the complete shutdown of all the cinema halls and multiplexes across India. This paper is studying the impact of this pandemic on the profitability of 2 major players i.e. PVR Limited and Inox Leisure Limited by studying the financial statements for the last 4 to 5 years. The study showed a downfall in the revenue of both companies; the reasons of the downfall is studied and it concluded that this pandemic gave an opportunity to such companies to explore different avenues to increase their revenue. This paper is an attempt to focus on the difficulties faced by multiplexes and look for other opportunities post Covid-19 with special reference to Indian multiplexes.

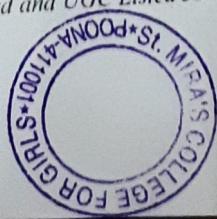
**Keywords** - Multiplex theatres, Cinema halls, PVR, Inox, Profitability, Revenue

### Introduction

2019 novel coronavirus disease (COVID-19) has left a great impact on the Media and Entertainment Industry and specifically the Multiplex theatres and cinemas. It has not only made the companies suffer losses but also increased the unemployment levels and has lowered the incomes of different stakeholders linked with these theatres.

Adhering to Government imposed hygiene and safety measures, Multiplexes had to upgrade their Business standards and expected to increase their Operating expense up to 25% after Covid-19 restrictions were lifted. Multiplexes must situate sanitizing equipment and temperature checking devices in multiple places; recurring cost of purchasing Masks, sanitizers, gloves for staffs, increase promotions incurred additional expenditures.

Multiplexes after reopening have an impact on revenue since they are running limited shows and limited seat reservation per show (Initial 30% and then 50%) due to safety protocols,



drop-in foods, and beverages sold due to less footfall. In turn, they had faced multiple lockdowns due to Covid-19 Wave 1 and Wave 2. This was a huge loss to Multiplexes as Management had to still bear the maintenance cost without income.

Distributors and Multiplexers due to the Covid-19 situation had to delay potential new movies bearing the loss and the movies that were on screen after lockdown had to be shelved without running shows until the lockdown was lifted.

### Literature Review

UNIC RESEARCH included a huge report of Coronavirus's impact on the European cinema industry for 38 territories. This study reported the closure and reopening process; introduction of health and safety guidelines for different areas; different support mechanisms such as loans, grants, employment, other operating expenses, and taxation. The guidelines and other measures were bifurcated on the basis of employees and visitors.

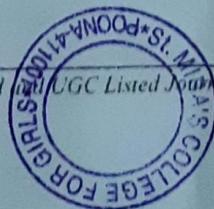
#### **Kyung Kim**

2020, did a study to understand the impact of social distancing during covid-19 on box-office revenue of Korean Movie theatres. The study showed that social distancing has made people reluctant to go to theatres, distributors delayed their releases, and decreased the quality of movies. The paper concluded that the competitive environment of such industries has changed due to heavy revenue losses and customers switching to other OTT platforms for entertainment and also there was a noticeable change in consumer behavior post-covid-19.

#### **Muhammed Salih**

2020, did a study on the coexistence of OTT platforms with theatres in India. The paper highlighted the release and opportunity of OTT platforms being used as a medium to release movies due to lockdown. The switch is mainly due to the short life of the topic covered in the movie, difficulty in accommodating the said movie after the lifting of lockdown, the uncertainty of new restrictions, etc.

Eziwho Emenike AZUNWO, 2021 examines the effects of Covid-19 on the entertainment industry. The study pointed out that any kind of containment leads to disturbing the aggregate supply and demand, pay cuts, termination of contracts, death, etc. Hence, sufficient funding should be provided by the government and multinationals to prevent such scenarios in the future. The study covered details of different types of pandemics in the past and their effects.



Markand Adhikari, 2021, in his article in Financial Express pointed out that cinema and OTT combination will continue for a longer time. The writer shows a positive side of the same, as OTT will promote new talents, new experiments, controlled finance, and a vast audience. On the other hand, the love of patrons for the big screen is not going to fade away and people will still experience the outing with family while watching a movie together.

### Opportunity for Multiplex Theatres

The pandemic has resulted in a loss for both single screens and multiplexes due to financial stress and a drastic fall in revenue. There are chances that screen screens might close post-Covid-19 as the recovery from the pandemic is not going to be very rapid and hence the small and single screens might find it difficult to cover up their losses and operating expenses. Hence, we can say that multiplexes have the chance of gaining market shares. This is the reason we can see the proposed expansions and opening up of many multiplexes in the country.

Year	Movie screens for the period 2016 to 2019	
	No. of single Screens	Multiplexes
2019	6,327	3,200
2018	6,651	2,950
2017	6,780	2,750
2016	7,031	2,450

Table 1Source: Statista 2021

Movie screens for the period 2016 to 2019

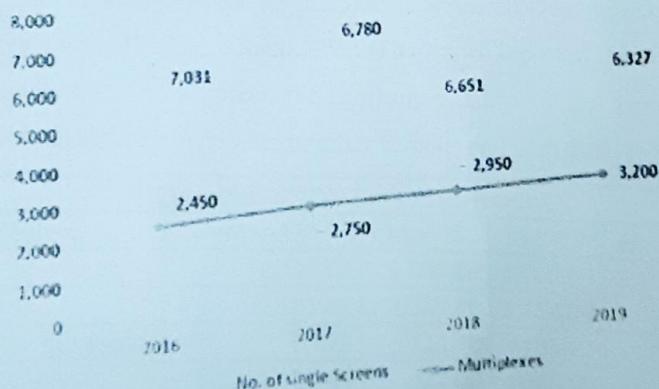
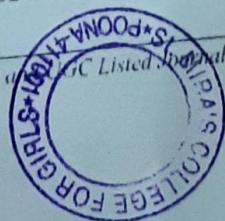


Chart 1

Table 1 and Chart 1 shows the declining number of single screens and the increasing number of multiplexes for the period 2016 to 2019.



Social distancing is one of the implemented safety guidelines which every multiplex has to follow, which leads to reduced accommodation of patrons for a movie.

Starting with the Nationwide vaccine drive, the situation has become optimistic about the future reopening of theatres especially for the young generation as a prime audience segment.

### Market Scope and Dynamics

According to the FICCI-EY report 2021, the M&E (Media and Entertainment) business is projected to grow 25% to reach INR 1.73 trillion in 2021 whereas in 2020 it stands at Rs. 1.38 trillion.

Online Video Trends and India Consumer Research Highlights' report published in 2021 by India, the Indian SVOD market, with OTT video subscriptions, will reach ~62 million in 2020 from ~32 million in 2019.

During the Covid-19 pandemic we saw that the OTT platform market boosted given lockdown conditions imposed on Multiplex theatres however the overall M&E market did not fall as we had expected. The market has enough potential for Indian cinemas in Multiplexes to revive and show an upward trend.

### Analysis of PVR Limited

PVR Ltd started its operations in 1997. It is the movie exhibition industry leader and the 3rd largest segment in the Indian Media and Entertainment industry. It generates revenue from Sale of Food and Beverages, advertisement income, convenience fees, and income from movie production/ distribution among others. As per Statista Research Department, in 2021, PVR Ltd. owned 846 screens across 71 cities in India. PVR. The annual report of the company says cinema exhibition is its only business segment, the company is currently not generating any revenue from admissions, food and beverage sales or other revenue and cash-flow from operations.

Financials of PVR Limited (in Rs. Cr.)					
Particulars	Mar-17	Mar-18	Mar-19	Mar-20	Mar-21
Sale	2,119.00	2,334.00	3,085.00	3,414.00	280.00
Total Revenue	2,181.68	2,365.45	3,118.70	3,452.23	749.35
Profit/Loss for the period	95.79	124.70	183.27	27.30	-747.79
Basic EPS	21.00	27.00	39.00	6.00	-136.00
Employee Benefit Expenses	220.51	254.07	337.26	393.81	217.08
Finance Cost	80.58	83.71	128.01	481.79	497.84
ROE	9.92	11.59	14.78	1.84	40.78



Table 2 [moneycontrol.com](http://moneycontrol.com)

Sales Trend of PVR Ltd.

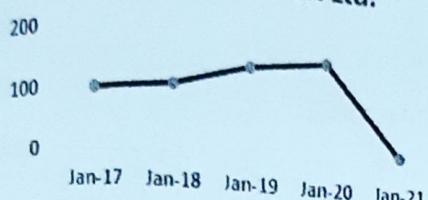


Chart 2.1

Total Revenue Trend of PVR Ltd.

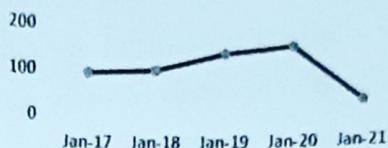


Chart 2.2

P & L of PVR Ltd.

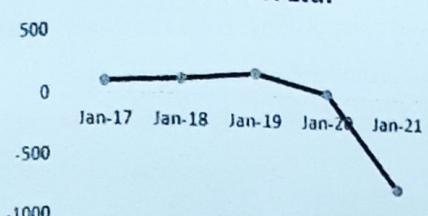


Chart 2.3

Basic EPS Trend of PVR Ltd.

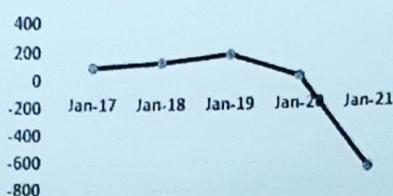


Chart 2.4

Employee Benefit Expenses Trend of PVR Ltd.

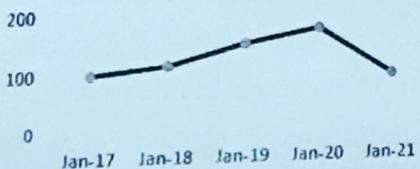


Chart 2.5

Finance Cost Trend of PVR Ltd.



Chart 2.6

ROE Trend of PVR Ltd.

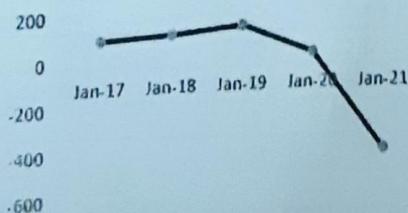


Chart 2.7

Details for PVR Limited: Table 2 and related charts from 2.1 to 2.7 reflect the upwards trend in losses since lockdown due to Covid-19. The Sales have fallen from Rs. 2,119 crores (Trend = 100%) to Rs. 280 crores (Trend = 13%); Total Revenue has fallen from

Rs. 2,181.68 (Trend = 100%) to Rs. 749.35 crore (Trend = 34%).

Profit, Earning Per Share, and Return On Equity have crashed and gone to negative (Trend = - 781%; - 648% and - 411 % respectively as compared to the base year), making it more difficult to recover the losses with government regulations and limitations on sitting capacity. It is not generating any revenue from food and beverages, admissions, advertisements, convenience fees, and other cash-flow operations. The Increasing finance costs would mean that the company has taken additional credit facilities.

The Employee Benefit-cost and other costs have reduced to a trend of 98% with a reduction in rents (non-payment of rentals for common area maintenance) and employee expenses (salaries, wages).

The annual report stated that PVR has reduced personnel cost through retrenchments and salary reductions of 20 to 35% for employees and a 50% reduction of salary for senior management.

#### Analysis of Inox Leisure Limited

Inox Leisure Limited is a public limited company that started on November 9, 1999, one of India's top multiplex chains and is a subsidiary of Gujarat Fluorochemicals Ltd. In 2002 the company commenced operations in its first four-screen Multiplex at Pune. It operates 658 screens in 156 multiplexes across 70 cities of India.

Financials of Inox Leisure Limited (in Rs. Cr.)					
Particulars	Mar-17	Mar-18	Mar-19	Mar-20	Mar-21
Sale	1,220.00	1,348.00	1,692.00	1,897.00	105.00
Total Revenue	1,229.83	1,362.58	1,707.10	1,914.61	148.20
Profit/Loss for the period	30.61	114.63	133.49	15.01	-337.65
Basic EPS	3.00	12.00	14.00	2.00	-32.00
Employee Benefit Expenses	86.39	96.36	115.17	142.07	86.67
Finance Cost	25.28	28.90	23.67	221.24	251.10
ROE	5.51	17.11	13.84	2.40	-53.35

Table 3 [moneycontrol.com](http://moneycontrol.com)



Sales Trend of Inox Leisure Ltd.

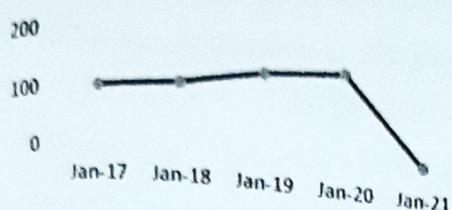


Chart 3.1

Total Revenue Inox Leisure Ltd.

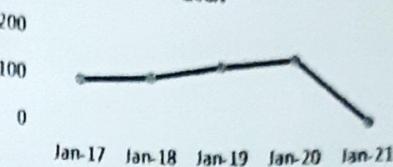


Chart 3.2

P & L of Inox Leisure Ltd.

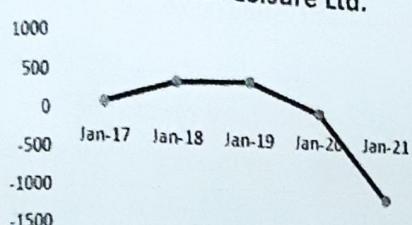


Chart 3.3

Basic EPS Inox Leisure Ltd.

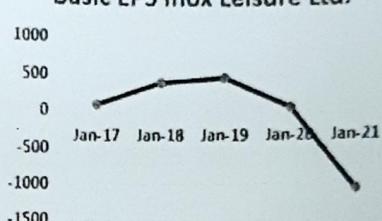


Chart 3.4

Employee Benefit Expenses Inox Leisure Ltd.

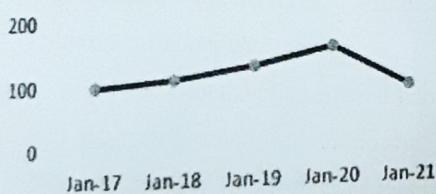


Chart 3.5

Finance Cost Trend Inox Leisure Ltd.

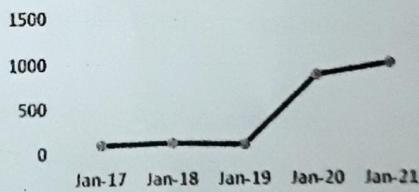


Chart 3.6

ROE Trend of Inox Leisure Ltd.

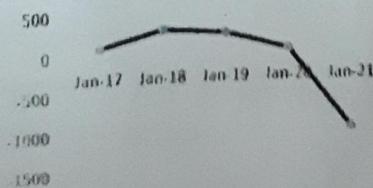


Chart 3.7

AP - 28

Details for Inox Leisure Limited: Table 3 and related charts from 3.1 to 3.7 reflect the drastic downfall in sales, revenue, profit, EPS, and Return on Equity. By taking 2017 as the base year, we can see the trends in sales going down from 100% to 9%; Revenue to 12%; Profit / Loss to - 1,103%; EPS to - 1,067 and ROE to -968%. Employee benefit expenses can see a trend of 100% moving to the highest of 164 in 2020 and then going down again to 100% in 2021. The increased Finance cost may be due to an increase in additional credit facilities.

As per Multiplex Association of India, the total loss a month during Covid-19 due to closure of multiplexes and cinema halls has amounted to Rs. 1,500 crore, which amounts to a revenue of Rs. 9,000 crores in six months.

### Conclusion

We can say that post Covid-19, maybe the pace of recovery will be slow but gradually we can expect an upward trend again in the industry as theatre releases not only provides a good opportunity to producers and distributors to earn a good Return on Investment but also gives an opportunity to the customers to enjoy a movie on a big screen with other entertainment options in a Mall (food & beverages and shopping experience).

Although OTT platforms have taken away multiplex business for some time during the pandemic, it will prevail parallel with big screens as movie lovers will always prefer watching big hits on the big screen and also distributors will also not like to compromise on big revenues from potential popular movies.

PVR Cinemas has entered into the e-commerce segment and launched 'PVR PopMagic' and are in the process of introducing several other products in the 'Ready-to-Eat' and 'Do-it-Yourself' category in the coming months.

PVR has also started professional sanitisation and deep cleaning services for home and office spaces under the brand 'V Pristine by PVR'.

Even Inox has set a new F&B roadmap which makes the food available through Swiggy and Zomato. They are also planning to give the option to the patrons to buy food products even when they are not watching a movie.

Hence, this pandemic has given an opportunity to multiplex operators to reinvent themselves and diversify their revenue sources.



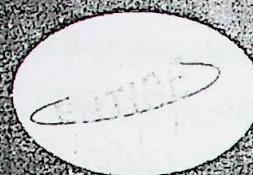
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# Analytical Study of Physical Fitness Of College Female Athlete From Different Ball Games With Respect To Body Composition And Cardio-Vascular Endurance

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## ABSTRACT

The purpose of the study was to analyse Physical Fitness of College female Athlete from different ball games with respect to their body composition and Cardio-Vascular (CV) Endurance. Total thirty-four female Athletes from three ball games namely Football, Handball and Basketball of age between 18 to 21 years old of St. Mira's College for Girls, Pune was selected purposively. This study used tools for data collection as the 12 mins run / walk test and Body Mass Index (BMI) score, which were used for assessing CV Endurance and Body Composition of all the players respectively. The collected data was analysed by using descriptive statistics and ANOVA test and Correlation test. The result of the study reveals that there was no significant difference in BMI and CV Endurance of female athletes between all the three games namely Football, Handball & Basketball girls fitness score. There was negative coefficient of correlation between the CV Endurance and body weight of all three ball games and only in basketball players performance the coefficient of correlation was found significant.

**Key words :** Physical Fitness, Body Composition and CV Endurance

Physical Fitness is very necessary for participating in any games and sports. Without fitness we can't give our best performance. Physical Fitness of an individual depends on body composition, age, sex, training and nutrition status and environmental factor. The human fitness may influence from the born and it will change by their heredity, living environment, lifestyle and so on. Physical fitness is defined as the capacity to perform daily activity with vitality and sharpness, without undue fatigue while being able to appreciate recreation time interests and to meet the unpredicted emergencies (Singh K. 2017). It is the combination of health and skill related aspects of physical fitness which is imperative in shaping individuals in sports or games. Endurance Training leads to healthier and stronger muscles and bones, it also helps to perform everyday task with ease. Endurance training and body composition is interlinked with each other when we practice for Endurance training automatically our Body Mass Index (BMI) is maintained.

Football, Basketball and Handball are competitive sports, which demands high degree of physical fitness from their players for easy and efficient execution of technical and tactical skills mastered by the players. These all three games are very aggressive and fast in nature and totally depends on the fitness level of the athletes. These all games required more CV Endurance and speed, both. So, athletes should be properly trained on the physical fitness specially with endurance, speed and strength. While practicing for different ball games, we can observe



that there is a specific effect seen on the Body Composition and Cardio Vascular Endurance of the athletes. The body composition is different for different sports e.g., Kabaddi players body composition is different than the Football Players. According to the type of game or sports event, the body composition changes. And the CV endurance is also very necessary in all games, without it, athlete can't play for a long duration of time.

The researcher has selected female athletes from St. Mira's college for girls, Pune. All the athletes were doing practice from last one year for their respective games. As we all know Regular practice improves the fitness level, especially Endurance, Speed, Strength. So, the researcher wanted to see the comparison of CV Endurance performance and BMI score of female Athletes from three different ball games namely Football, Handball & Basketball. And also want to analyse the correlation between the CV Endurance and the body weight of the athlete's game wise.

## OBJECTIVE

The purpose of the study was to analyse physical fitness of athletes from three different ball games namely Football, Handball & Basketball.

## METHODOLOGY

In this study total thirty-four female Athletes from three different ball games namely Football, Handball & Basketball of age between 18 to 21 years old of St. Mira's College for Girls, Pune was selected purposively. This study followed a Descriptive Comparative Research Method. The tools used for data collection was 12 mins run / walk test and BMI score for assessing CV Endurance and Body Composition of all the athletes respectively.

## PROCEDURE

The female Athletes from three different ball games of Football, Handball & Basketball were selected for the study. All the female athlete were participated in district level competition and were doing regular practice in their respective games. The 12 mins run / walk test and height and weight test were measures of all thirty-four girls. The collected data was analysed using descriptive statistics, ANOVA and Correlation coefficient was calculated with SPSS software.

## RESULTS

**Table 1 :** Frequency table of Body Mass Index

	<b>Under Weight</b>	<b>Normal Range of Weight</b>	<b>Overweight</b>
<b>Games</b>	Below 18	18.1 -24.9	25 and above
Football	5	6	1
Basketball	2	6	2
Handball	2	10	

According to Table No. 1, out of twelve players of football, five players were Under Weight, six were in Normal Range and one player was Overweight; out of ten players of basketball, two players were Under Weight, six were in Normal Range and two players were Overweight and out of twelve players of Handball, two players were Under Weight and ten players were in Normal Range.

**Table 2 :** Game wise Descriptive statistics of 12 mins run/ walk and BMI (n= 34)

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ayab  
Principal Incharge  
St. Mira's College for Girls, Pune.



	Football (n=12)		Basketball (n=10)		Handball (n=12)	
	12mins	BMI	12mins	BMI	12mins	BMI
Mean	1705.8	19.3	1627.0	22.4	1805.0	20.0
Standard Deviation	190.28	2.98	184.45	4.39	362.45	3.02
Variance	36208.3	8.9	34023.3	19.3	131372.7	9.1

According to Table No. 2, for the athletes from football, the mean score of 12mins run/walk and BMI was 1705.8 and 19.3 respectively, In Basketball event the mean score of 12mins run/ walk and BM! was 1627.8 and 22.4 respectively and In Handball event the mean score of 12mins run and walk and BMI was 1805.8 and 20.0 respectively. It shows that the handball players have maximum CV endurance than the other two event games players. And It has been also seen that their maximum players lie under the normal category of BMI.

**Table 3 :** ANOVA of 12mins run/walk test scores with respect to all 3 ball games

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	175410.10	2.00	87705.05	1.26	0.30	3.30
Within Groups	2149601.67	31.00	69341.99			
Total	2325011.76	33.00				

The Table No. 3displayed that the sum of Square between groups was 175410.10 and within groups was 2149601 at degree of freedom 2. The P value is 0.30 and the F value was 1.26; which was less than the critical Value 3.30 this shows that there was no significant difference in within the groups of CV endurance.

**Table 4 :** ANOVA of BMI scores with respect to all 3 ball games

Source of Variation	SS	Df	MS	F	P-value	F crit
Between Groups	56.88	2.00	28.44	2.37	0.11	3.30
Within Groups	371.95	31.00	12.00			
Total	428.83	33.00				

The Table No.4 revealed that the sum of Square between groups was 56.88 and within groups was 371.95 at degree of freedom 2. The P value was 0.11 and the F value was 2.37 which was less than the critical value 3.30.This showed that there was no significant difference found within the groups of BMI score.

**Table 5 :** The Coefficient of Correlation among CV Endurance, and body weight of the athletes from threeball games.

	Coefficient of Correlation
Football	-0.38
Basketball	-0.73
Handball	-012

Correlation was significant at the 0.05 level (2-tailed).

Table No. 5 showed thatcoefficient of correlation between the CV Endurance test performance, and Body

weight of the all the 3 games Football, Basketball and Handball was 0.38, 0.73 and 0.12 respectively. It showed that coefficient of correlation of football and handball players was very low level of correlation. And for basketball players there was significant correlation between the CV Endurance test performance, and Body weight. It was, therefore interpreted that as weight increases cv endurance decreases. (As coefficient of correlation was negative)

## DISCUSSION

The results of this study revealed that there was no significance difference found in CV Endurance performance and in BMI Score of all three games football, basketball and handball players. Football, Basketball and Handball, all three games required same level of cardio-vascular fitness. All the players were practicing from last one year in their respective games which means that they all were beginners, so we have not found the significant difference in both the fitness test scores. As the mean score of CV Endurance test showed that there was difference in the performance of all three games athletes, but it was very small, it was showing no significant difference in ANOVA test of CV Endurance and Body Composition score of all three games athletes. In coefficient of correlation, for football and handball players was very low level of correlation and for basketball players there was high level of correlation between the CV Endurance test performance, and Body weight. All basketball players weight was less, so this result can be taking place.

In another study by Dharmendra, S. & Rajendra, R. (2015) they have seen that there was significant difference in the Body Mass Index- in relation to the volleyball and football players. The football players group was having more BMI showing greater body mass than the volleyball players group. And the significant difference was found in the 12 minutes Run/Walk test of cardiovascular endurance in relation to the volleyball and football players. The football players group had better cardiovascular endurance, showing greater heart and lungs capacity than the volleyball players group. There was not found any significant difference in relation to body weight. Karthi S.R. Krishnakanthan (2012) had conducted the similar study on analysis of selected physical variables among football, hockey and basketball players. They found that basketball players had better speed compare to football and hockey players. And CV Endurance of football players had better compare to the basketball and hockey players.

## CONCLUSION

The result of the study revealed that there was no significant difference in BMI score and CV Endurance of female athletes between all three games (Football, Handball & Basketball). And there was negative correlation between the CV Endurance and body weight of all three ball games. The coefficient of correlation of football and handball players was very low-level correlation. And for basketball players there was significant correlation between the CV Endurance test performance, and body weight.

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# जूनी ख्यात

इतिहास, कला एवं संस्कृति की शोध पत्रिका



संपादक

डॉ. बी. एल. भादानी



**JUNI KHYAT**

# जूनी ख्यात

(संयुक्तांक)

सपादक

डॉ. बी. एल. भाद्रानी

पूर्व विभागाध्यक्ष

इतिहास विभाग,

अलीगढ़ मुस्लिम विश्वविद्यालय, अलीगढ़

प्रबन्धक सपादक

श्याम महर्षि



**मरुभूमि श्रेष्ठ संस्थान**

संस्कृति भवन

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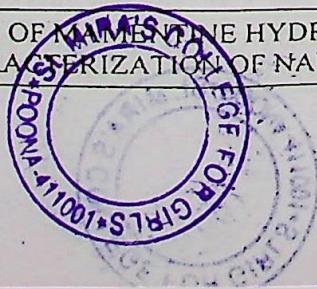
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STATUS STUDY OF PHYSICAL ACTIVITY AND STRESS MANAGEMENT AMONG  
COLLEGE-GOING GIRLS

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**Abstract.** The purpose of this study was to analyse the current status of Physical Activity and Stress management of college going girls from Pune. Total 30 girls were selected purposively for the study. The researcher used teacher made Questionnaire for the present study. The questionnaire consisted of questions asked to understand day to day physical activity and stress management of college going girls. Frequency analysis and cross tabulation technique was used to analyse the research data. The result of the study reveals that the college going girls neither put any special efforts to control their weight nor organised time for exercise in their daily schedule, and not aware about stress management. This study concludes that it is very necessary to develop physical activity awareness and knowledge about physical activity and stress management in college going girls.

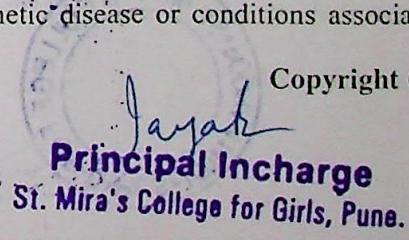
**Key words:** - Physical Activity, Exercise, Stress,

### Introduction

It is the evidence that from the middle of the twentieth century, the man was busy as long as in his day-to-day routine work. In the absence of modern means of life, he did not have the problems being faced by the today's man regarding his physical fitness. The development in the field of technology has provided numerous comforts to the modern man as compared to the ancient one. There is an increased efficiency in the work and also increase in leisure hours, drastic changes in communication system, transport system, advancement in the field of medicine and surgery have made possible to fight with dangerous diseases and reducing the death rate. On the other hand, all these advancements have made the man most inactive, sedentary and lethargic, which are creating problems of obesity, overweight, underweight, decrease in immunity, life relying on drugs, Stress, tension and so on (Thomas D. V. and Kotecki J. E, 2007).

In today's competitive scenario the inactivity or sedentary lifestyle is a common problem in all age group, especially the young generation which comprises of maximum population of India. The lifestyle of today's youth is confined only to gizmo gadgets, discos and pubs. They don't have any interest in what is happening around the world. Sitting long hours in front of computers or chatting on mobile, Night outs, lounging in the pubs, tapping your feet to the rocking music in discs, showing offi-pods, N-Series mobiles, Levi's jeans and Woodland shoes and eating fastfood are the common lifestyle of the urban youth today. They feel if they do not have all these 'cool stuffs', then it will affect their image in college campus or their common hang-outs.

As we look towards the college students, they do have very busy schedules and often place exercise at the bottom of their list of priorities. They are spending their entire day sitting in the classes, practicals, studying in the library and completing assignments using the computer. Some of them are doing jobs and family commitments on the top of our educational responsibilities (Thomas D. V. and Kotecki J. E, 2007). And of course, remaining time they are spending with their friends and family, so very less time they are giving for exercise. There is an evidence that as girls enter adolescence, they tend to stop engaging in physical activity or exercise as they had been in late childhood. In this stage boys are comparatively more active than girls (Miller K, Staten R, Rayens M and Noland M). The lack of physical activity or sedentary lifestyle can cause hypokinetic diseases. Hypokinetic Diseases or Conditions (*Hypo* means "lack off" and *kinetic* means movement or activity). Thus, hypokinetic means "lack of activity". A hypokinetic disease or conditions associated with lack of



physical activity or too little regular exercise. Examples of such conditions include heart disease, low back pain, adult-onset diabetes, and obesity. Hence, it is necessary to motivate and generate awareness among the college girls to participate in some physical activity.

It is important to do some kinds of exercise in our day-to-day life. The benefits of regular, consistent exercises are well documented. Exercise plays an important role in the prevention of chronic diseases and conditions including cardiovascular disease, certain types of cancer, type II diabetes, and obesity. (Physical Activity and Health: A Report of the Surgeon General. U.S. Department of Health and Human Services, 2002). It has been recommended that every day the school age children and the teenagers should accumulate at least sixty minutes of moderate to vigorous intensity physical activity to ensure healthy development (Williams L.H, Hall T.J, and Rink J.E, 2010). So, one can say that regular participation in physical activities is associated with a longer and better quality of life, reduced risks of a variety of diseases and many psychological problems like stress, tension anxiety etc.

While performing physical activities or exercise we are facing lots of barriers such as lack of time and place, suitable facilities, lack of knowledge, enjoyment, self-motivation, self-management skills for e.g., Set personal goals, monitor progress or rewards progress towards such goals, lack of encouragement, supports as well as attitude towards physical activity etc. Many of them feel uncomfortable or shy to go in GYM, fitness classes or on the ground for physical fitness. (Williams L.H, Hall T.J, and Rink J.E, 2010). There is need to work on these kinds of barriers.

The various studies shows that lack of knowledge and awareness of physical activity or exercise, they are physically unhealthy and stressful. The generally accepted definition of stress is one of interaction between the situation and the individual. It is the psychological and physical state that results when the resources of the individual are not sufficient to cope with the demands and pressures of the situation. When you are stressed, your body responds as though you are in danger. It makes hormones that speed up your heart, make you breathe faster, and give you a burst of energy. This is called the fight-or-flight stress response. Some stress is normal and even useful. Stress can help if you need to work hard or react quickly. But if stress happens too often or lasts too long, it can have bad effects. It can be linked to headaches, an upset stomach, back pain, and trouble sleeping. It can weaken your immune system, making it harder to fight off disease. If you already have a health problem, stress may make it worse. It can make you moody, tense, or depressed. This stress should be managed properly. Especially, youth should take effort on the stress management techniques. But due to busy lifestyle, youth neglect physical activity and stress management. An attempt was made to verify the current status of Physical Activity and stress management among the college going girls of Pune.

### **Data and Methodology**

A survey was conducted on 30 undergraduates College going girls from Pratibha College, Chinchwad, Pune having average age of  $\pm 19.7$  years old which were purposively selected. A Questionnaire was administered with reference to day-to-day physical activity and stress management of college going girls. Frequency and Cross tabulation technique used to analyse the research data.

### **Results**

There were seven questions in this questionnaire. Following were the results.

**Table 1. "Do you put special efforts to control weight?"**

	Yes	No	Total
Frequency	10	20	30

Table. 2 : If Yes, what kind of efforts do you put to control weight?

Particular	Frequency
Dieting & Fasting	2
Exercising	7
Taking Medicine to control weight	0
None of Above	1
Total	10

In table no.1 and 2 it shows that only ten girls out of thirty are putting special efforts to control their weight in that two girls do dieting and fasting, seven respondents stated that they do exercise and one responded said she takes medicine to control weight. Twenty respondents are happy they do are not taking any special efforts. It is concluded that most of the respondents require no special efforts to control their weight. While others who do, control their control weight through exercise.

Table 3: "When you feel stress, what kind of activity do you engage yourself in?"

Particular	Frequency
Playing Mobile	5
Sitting alone in a room	7
Playing on Ground	3
Sleeping	15
Total	30

In Table no. 3 it is observed that when the respondents do feel stressed, five respondents said they play on their mobile, seven respondents stated they sit alone in the room, three girls said they play on ground and while fifteen respondents choose to sleep. The responses shows that when girls do find them under stress, they prefer to sleep and sit alone in the room but do not choose to go out and take up any physical activity.

Table 4. "In stress or tension, you discuss your problem with"

Particular	Frequency
Family Member	10
Write it down on Paper	1
Close friends	16
Don't share with any one	3
Total	30

Table No. 4 implies that in the situation of stress and tension, ten respondents do discuss their problem with family member, one of the respondents stated that she puts down her problems on paper, sixteen respondents discuss with their close friend and three respondents said they do not share with their problems/worries with anyone. The responses indicates that most of the girls do discuss or share their problems with either their close friends or family members.

Table 5. Planning for Exercise

Q No.	Question	Always	Often	Sometimes	Never
2	Do you organise your time so as to include exercise?	2	2	19	7
6	When you feel stress or bored, do you feel like giving-up everything	1	1	19	8

Table no. 5 show that only four respondents organise their time which include exercise in their daily schedule. While the majority stated that they do not organise time for exercise. Response to Q. No. 6 shows that majority of the respondents though stressed are able to manage their stress and get over

it. Only two respondents reported that they feel like giving up everything, which is cause for concern.

**Table No.6: Q3 \* Q7 Cross tabulation**

		Q. 7 Do you make a Schedule & Set Priority				Total
		Always	Often	Sometimes	Never	
Q.3 Do you find some alternative way of staying active when weather is bad & you are not able to go outside to exercise	Always	0	1	1	0	2
	Often	0	1	2	0	3
	Sometimes	2	0	3	4	9
	Never	5	1	6	4	16
Total		7	3	12	8	30

A cross tabulation to analyse Q. No.3 and Q.No.7 to find out paradox in the responses. Table no. 6 shows that only two out of 30 respondents find some alternative way of staying active when the weather conditions are bad, out of these two respondents one often makes schedule and set priorities and one girl sometimes make schedule and set priorities

Three girls often find some alternative way of staying active when whether is bad, out of these respondents one often makes schedule and set priorities and while two of them evil to make schedule and set priorities sometimes.

Nine respondents sometimes find some alternative way of staying active when whether is bad, out of these respondents, two of them always makes schedule and set priorities, three of themmake schedule and set prioritiessometimes and while four girls never make schedule and set priorities.

Sixteen respondents never find some alternative way of staying active when whether is bad, out of these five respondents always make schedule and set priorities, one respondent often makes schedule and set priorities, six respondents sometimes make schedule and set priorities while four girls never make schedule and set priorities.

Total twenty-five respondents do not find alternative way of staying fit when the weather condition is bad. And twenty girls neither make schedule nor set priorities.

### **Discussion**

The results of this study reveals that the college going girls have little awareness about physical activity, less habit of physical activity since childhood, lack of knowledge and little importance to time management, more inclination to games on tech-devices, laziness and lethargy, etc. All these can be the reasons of not putting special efforts as well as not organising time for exercising in their daily schedule. And hence, they do not find physical activity as a mode to release stress. Importance of making schedules and setting priorities also reduces the stress level need to be explained to younger generation. One study from Turkey indicated that, physical inactivity is common in both genders and it is increases day-by-day, especially in girls. (Onat, 2001). Teenagers may experience stress every day and can benefit from learning stress management skills. (Stress Management and Teens, 2013)

Although findings suggested that lack of information regarding attitudes toward exercise of female university students who do not achieve PA sufficient for health benefits. (McAuley. E, Rudolph. D, 1995). According to another study, the most frequently cited barriers among adolescent females were lack of time, tiredness and less interest in doing exercise. " (Kimm et al., 2006). Another study also shows same result that lack of time due to busy lesson schedule and responsibilities related to the family and social environment, parents give academic success priority over exercise were cited items for physical activity barriers(Arzu. D, et al., 2006).



This study concludes that it is very necessary to develop physical activity awareness and knowledge in college going girls. Also imparting knowledge about physical activity helps in stress management.

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# JUNI KHYAT

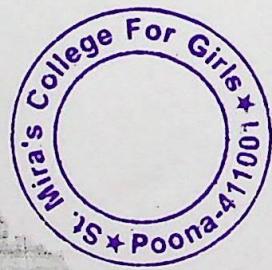
# जूनी ख्यात

इतिहास, कला एवं संस्कृति की शोध पत्रिका



संपादक

डॉ. बी.एल. भादानी



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### **Abstract.**

There is much happening on the CSR front since its implementation. The CSR spending is directed towards a developmental goal and the corporate sector is channelizing their energies to effectively deliver on the goals. The CSR spends have grown in size as well as the number of contributors. The CSR is one such policy where the contributors themselves can direct the objectives as well as the outcomes; not just mere tokenism but sincere sustainable community development.

The paper makes an attempt to assess the CSR spends moving in the various designated sector. The paper concludes that the corporate sector in India can bring about a change in the ground realities with bold and innovative moves and move into spaces beyond the areas prescribed and complement the government wherever it has not been able to reach out in an impactful manner.

**Keywords.** Corporate Social Responsibility, Corporate Community, Stakeholders, Sustainable Development, Community Outreach

### **Introduction**

Corporate Social Responsibility (CSR) is the mode to impact the relevant stakeholders; it is the commitment to behave fairly and responsibly, a commitment to development, to make an impact to the lives of the workforce, their families and the locals in particular and society at large. The CSR Funding for action and work in the social sector can be one such rare opportunity.

The provision for Corporate Social Responsibility Rules, 2014 under the Companies Act, 2013 has opened a floodgate of funds for the social sector, funds never seen before. Though the CSR fund will be incremental in nature, size and scope with the passage of time, in comparison to the foreign funding, this seems to be a paltry sum.

### **CSR Rules in India**

The Ministry of Corporate Affairs, Government of India, notified the Section 135 of the Companies Act, 2013 along with Companies (Corporate Social Responsibility Policy) Rules, 2014 referred to as "CSR Rules" and other notifications related thereto with effect from 1st April, 2014. The concept of CSR highlights the company's relationship with its stakeholders, going much beyond the concept of philanthropy and the need to go beyond communities. CSR promotes greater transparency and disclosure, further aiming at changing corporate philanthropy.

The legal enforcement of the CSR movement dismisses the misconception that companies often believe in- CSR as purely corporate philanthropy. CSR is a new corporate strategic framework; it concerns with treating shareholders ethically or in a more socially responsible manner. It is not about charitable donations for a good cause nor is it about investment in developing countries to take advantage of cheap labour or resources, initiating new products for developing countries, all the impacts upon profits of an organization. It concerns more about activities that promote and encourage sustainable development. The broad aim of development should trickle down to a company's bottom-line. Often shareholders eye short-term profits; however, it is in the long-run that companies realize that poor development does not ensure their sustainability either.

### **Review of Literature**

Claudio Schuftan (1996) elaborates in detail on how community development approaches have to be worked upon in terms of service delivery, capacity building, advocacy and social mobilization and at the same time, working on the extent and degree of empowerment of the community. It is an established fact that empowerment is a long-term proposition with persistent and continuous

efforts and not an outcome of a single action or event. The author also warns that community development need not always be rewarding; it may have negative repercussions.

Muthuri (2007) highlights that the community has emerged as an important and strategic stakeholder and the corporates have emerged in the role of a corporate citizens. Though corporate donations and corporate philanthropy have been in focus in the past, a shift is noted towards corporate social investment. Empirical research has shown that corporate community development is evolving through different forms of participation, with corporate community development moving beyond corporate philanthropy.

Matten & Moon (2008) in their study bring out the concept of 'implicit' and 'explicit' CSR. Corporation take into account societal interests and concerns within the wider formal and informal institutions in case of 'implicit' CSR. While 'explicit' CSR is about corporate policies with focused societal interests in mind. Explicit CSR is more about voluntary policies and programmes with social and business values in mind and shouldering of social responsibility by the corporates. Implicit CSR is more a reflection or may be a reaction of institutional environment of the corporates. It is explicit CSR that is gaining momentum across the world. Though government are making efforts to improve living conditions in developing countries, efforts are falling short. It is here that explicit CSR can offer more concrete and normative solutions with greater role and responsibility in community development and empowerment.

Empirical research is emerging on the CSR story in India since its inception. The How and Where about the CSR Funds is much researched and debated. However, it is too early to make an assessment of the impact of the CSR Rules and Corporate Community Involvement. However, Arora and Puranik (2004) highlight how Indian Companies have gradually shown a shift from implicit to explicit CSR much before the implementation of the CSR Clause in 2014, citing the emergence of non-family companies.

### Data & Methodology

This is a preliminary study, as it is too early to review the CSR Policy and its impact. There are CSR Policy Analysis Reports that make assessments on Amount of CSR Funds, the number of companies and projects, the States in which the CSR Projects are highest, the methods of CSR Spends, etc. Gradually, empirical research to evaluate CSR Policy would be possible after almost five years of implementation. At the same time, CSR Policy is also undergoing review with the Government asking various stakeholders for suggestions.

The paper makes an attempt a review of the CSR Policy is being implemented in India since 2014; the direction and areas in which the CSR spends in general and with special reference to Health, as Health is one of the areas specified under Schedule VII of the CSR Rules. There are reports available in the public domain on how and where the CSR expenditure is going. A review of eligible CSR companies is undertaken through a study of CSR Reports of manufacturing and IT companies. In order to study the CSR spends and their movement, companies were identified that qualified for the CSR contributions. With the help of the annual reports, an attempt is made to track the CSR expenditure of 15 manufacturing companies and 15 IT companies. A review is made for a period of three years after the implementation of CSR Rules, from 2014 to 2018.

### Observations

The key trends that have emerged across the four years, since 2014-15 are as follows:

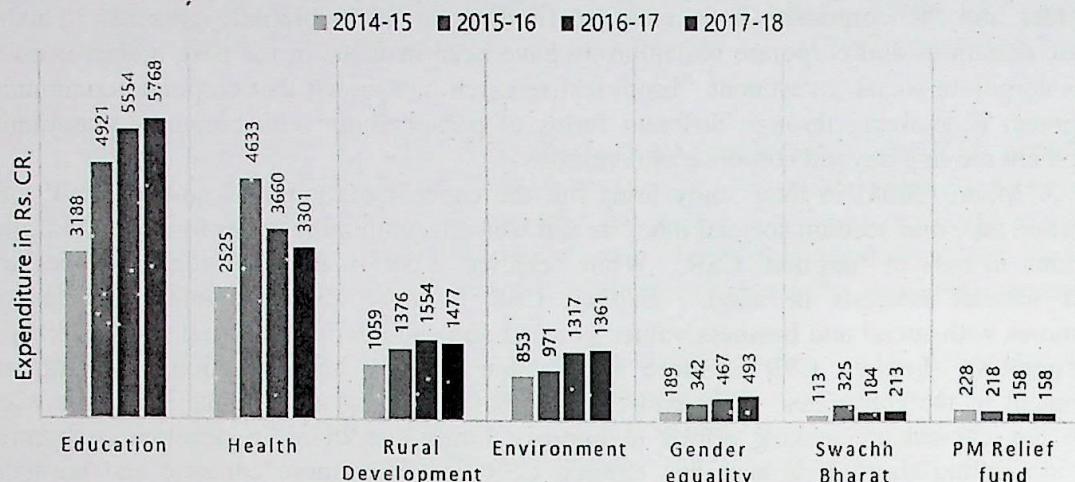
- Trends in CSR Funds: The total CSR spend has been increasing over the years since its inception, though a minor decline is noticed in 2017-18.

Years	Total CSR Expenditure in Rs. Cr.
2014-15	10066
2015-16	14517
2016-17	14330
2017-18	13624

Source: Ministry of Corporate Affairs

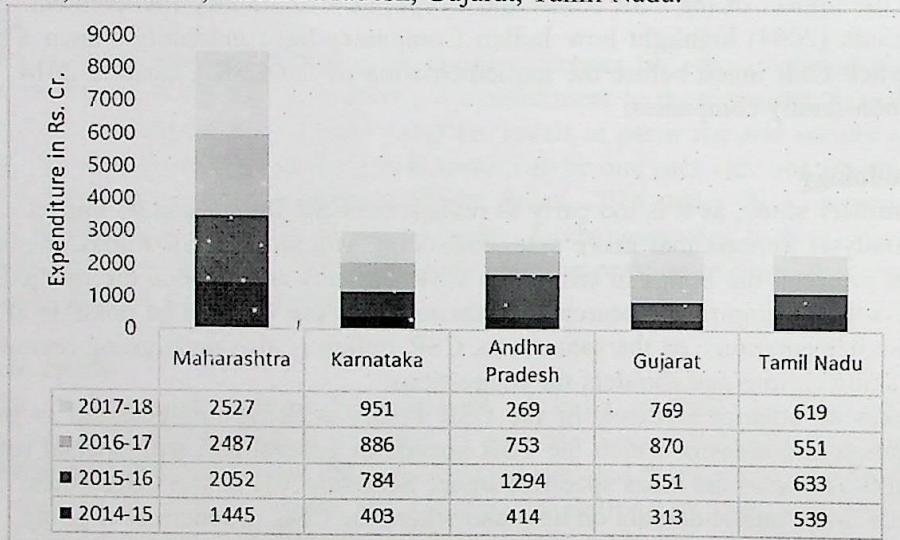


ii) Sector-wise CSR Funds: The top two sectors receiving CSR funds have been Health and Education. Over the years, rural development has seen an increase in spends, but overall Health and Education continue to dominate CSR expenditure.



Source: Ministry of Corporate Affairs

iii) Top States: The top 5 States in terms of CSR expenditure across the 5 years, have been Maharashtra, Karnataka, Andhra Pradesh, Gujarat, Tamil Nadu.



Source: Ministry of Corporate Affairs

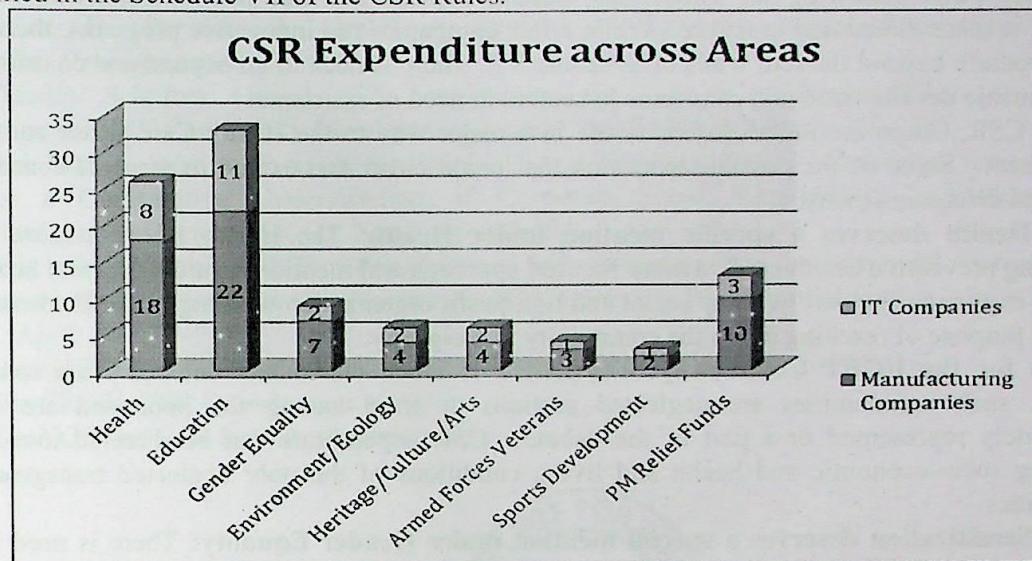
It is observed in the review of companies made for the study that CSR Spends flow to the following areas- Education, Health, Gender Equality and Funds to PMNRF. Education and Health are able to receive most of the CSR funds, however, it is observed that the funds are going to building infrastructure in the two areas.

#### LIST OF COMPANIES

Auto Companies	Auto Companies	IT Companies	IT Companies
Apollo Tyres	Hero Moto Corp	Acer	Mind Tree
Ashok Leyland	Hindustan Motors	Bosch	MPhasis
Bajaj Auto	JK Tyres	HCL Technology	Oracle
BMW India	M&M	Hexaware	Persistent Systems
Ceat Tyres	Maruti Suzuki	I Gate	TCS
Eicher Motors	Sundaram Clayton	Infosys	Tech Mahindra
Force Motors	Tata Motors Limited		Wipro



The CSR Reports of the sampled companies state that they are spending a major part or sometimes even the whole on Health or Education, however, the CSR reports do not provide details of what and how the CSR funds are utilized to achieve the objectives under Health or Education. The companies are contributing through different ways to the various areas as specified in the Schedule VII of the CSR Rules.



Source: Sampled Companies # Data refers to actual number of companies

#### CSR Spending across Areas in the sampled companies -

It is observed that most companies do mention about **Education** as one of the priority areas under their CSR Policy. The CSR money is put into skill development, scholarships and infrastructure development. These are broad conclusion made for the companies over the three-year period.

- Companies like L&T and Persistent Systems Ltd. reported to have spent on building toilets for girls in public schools.
- Tech Mahindra reported to have spent their entire CSR funds on education while IGATE state 90 percent of its CSR money on education with not much details on how it was spent.
- Bajaj and Mahindra and Mahindra have spent on education-related infrastructure.
- Donations to various school competitions, science exhibitions and other education related activities such as Teach for India etc. are some of the activities mentioned under Education.

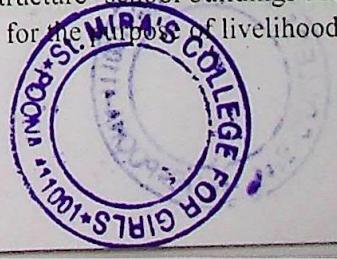
After Education, **Health** is the second priority area where CSR money is reported to be spent. Organizing health check-up camps, providing technical and other tools to the hospitals are the popular activities under the subject. Common programmes under Health are awareness campaigns about HIV-AIDS, cancer awareness, breast cancer awareness, etc. also see a mention in the CSR reports.

- Force Motors reported to have spent the entire CSR money for building a modern hospital while Apollo Tyres reported to have spent 90 percent for a similar purpose. Cognizant Technology Solutions stated that 1/3 of the CSR money was spent for providing medical equipment's to hospitals. TCS has spent the qualifying CSR amount on the transformation of AIIMS.
- Infosys states to have focused on eradicating malnutrition and rural development by providing meals to school children. Toilet construction activity (other than in schools) is also reported.

**Gender** is another area that receives attention under CSR. Though the area is much discussed little action is seen on the ground. No major activity is reported; companies report of donations to orphanages and hostels under their CSR policy. Gender equality measures and gender sensitization remain a neglected area.

In case of **Rural Development** as an area specified under CSR, it is reported that CSR funds have been spent in building school infrastructure- school buildings and toilets especially in rural area.

- MindTree Ltd spent a large part for the purpose of livelihood enhancement for rural youth.



- Sundaram Clayton reports in its CSR report to have Rural Development as top priority.
- TCS reports to have taken the initiative for IT employability programme for rural youth.

### **Discussion**

The CSR activities are well elaborated and broadly covered in the defined areas. However, companies, while following the Guidelines, should explore and not restrict themselves; the Schedule is more directional in nature. While a few companies run innovative programs, there is need to venture beyond the four walls of Schedule VII. There is need to go beyond and contribute for sustainable development and contribute to sectors in need of assistance.

Through CSR, Corporate India can contribute in a major way to the Health Care sector and its development. Some of the possible extension that could cover and extend to areas of concern, debate and discussion today.

**Mental Health deserves a specific mention under Health:** The Health focus is more on 'promoting preventive health care', a more focused approach and mention regarding mental health could be explored. Support to many social and non-profit organization working in the field could serve the purpose of reaching out to the community in a big way.

**Concern for the LGBT Community:** The LGBT is much talked and debated issue today; however, such communities are neglected sections or from among the poor and are not appropriately represented or a part of the debate. CSR expenditure can be directed towards improving socio-economic and health and living conditions of the poor neglected transgender communities.

**Gender Sensitization deserves a special mention under Gender Equality:** There is need for gender sensitization of every citizen, particularly among school children and youth. There is need for increased gender sensitization on subjects such as equality and empowerment, health, mental health, empowerment that can be extensively covered. The popular or the glamourous approach to gender is not going to help much, there is need to reach the grassroots.

**Issues concerning prevention of Human Trafficking:** Though CSR spends do cover the issue of HIV/AIDS, attention on programmes to deal with, create awareness or work towards addressing the problem of human trafficking. CSR support to organizations working in this area could prove extremely beneficial.

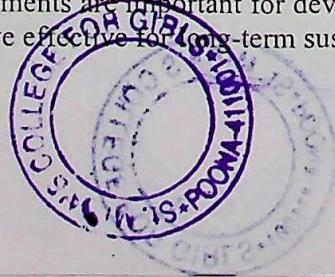
**Homelessness and Destitution:** The problem of Homelessness, Begging and Destitution is another growing social concern for India. The need of the hour is to provide better structures and set-ups for the homeless and the destitute. CSR Funds could well support the effort of Government in helping the homeless through better and improved service delivery.

**Technology Incubators:** This is an area that can be given much attention to innovative techniques in health care technologies under CSR expenditure. Technological disruptions could prove path-breaking for the society.

### **Conclusion**

Corporate India needs to go beyond the law and reach out to contribute to development. There is need to explore more in its attempt towards more corporate community involvement and investment. Corporate India could very well emerge with its own model as to how business can contribute to society. There is need to be bold and innovative and move into spaces that the government has left out, especially in areas of service delivery and capacity building. If companies act now and approach the CSR funding process in the same manner, they approach their business- levels of efficiency and accountability- that would bring out the true meaning of 'Giving' through CSR. The CSR funding may have a role to play in making the governmental funding more efficient and effective. Public Funds are much available for infrastructure development; the basic demand is for the operation and maintenance of the social overheads in the economy.

Though the CSR Rules do mention the presence of an assessment mechanism, such mechanism is found to be missing. Impact assessments are important for developmental activities; it could help direction and re-visioning, and prove effective for long-term sustainable community development.



The CSR Policy provides an opportunity to achieve a balance of social, economic and environmental obligations besides protecting the interests of various stakeholders. However, there is a need for the CSR activities on the part of the corporate sector to be more inclusive in its nature and management and not just fulfillment of the mandatory requirement.

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## EDITORIAL SUBMISSION

The journal pays homage to the departed and prays for the well-being of mankind. The pandemic is ongoing, providing unbearable human tragedies along with courageous opportunities. I believe in the spirit of survival and optimism to taking life further by holding hands and carrying on. The editorial board and the contributors have carried on the baton.

This issue of Indian Journal of Psychology (2021) includes 31 papers of some of the authors who have shown the appreciable enterprising and persevering efforts. The papers show a variety of concerns and solutions. We share a few awards received by some of us to bring another glimpse of achievement and recognition. I put on record my appreciation for Mr. Anish Goba, director Mondeo Dr. Shruti Shourie, Dr. Guneet Inder Jit Kaur, Ms. Medhavi Gugnani, for their painstaking support. I thank Mr. Ankush and Mr. Mohd Mustafa for their help.

The best part will be played by the valuable readers who will be in a position to encourage, appreciate and comment.

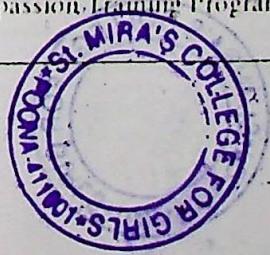
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## QUALITY OF LIFE AMONG POLICE PERSONNEL: THE ROLE OF OCCUPATIONAL STRESS AND JOB SATISFACTION

Shekhar Nikhil<sup>1</sup> and Jaya Rajagopalan<sup>2</sup>

### ABSTRACT

Police work is regarded as a high-risk, high-stress career, resulting in excessive levels of pressure and detrimental effects on physical and psychological wellbeing. The present research analysed occupational stress, job satisfaction, and quality of life indicators amongst the police workforce in India. The research included a sample of police constables ( $n = 100$ , mean age = 30 years, civil and traffic police) from the Mysore region. The tools used were the Job Satisfaction Survey (Spector, 1994), WHOQOL-BREF, and the Operational Police Stress Questionnaire (McCreary & Thompson, 2006).

The findings stated that quality of life was negatively associated with occupational stress and correlated positively with job satisfaction. The results indicated that the perception of the quality of life was affected by age, years of service, rank, marital status, the occurrence of an illness, and delay in promotions. The recommendation of Baron and Kenny (1986) was followed to perform the mediational study. The findings found that job satisfaction mediated the relationship between occupational stress and quality of life.

The current findings strengthened the need to undertake reforms to enhance human capital in the police workforce, by taking measures to improve job satisfaction. Implications for future research are discussed, where the focus should not be limited to demographic correlates but should emphasise the complex interplay between stress, physical and psychological well-being, and work satisfaction.

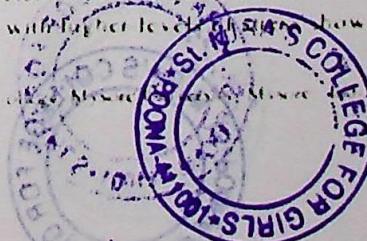
One of the most difficult occupations of public service institutions globally is the police profession (Hammad et al., 2012). The police career is potentially dangerous and volatile, for many reasons, like unprecedented fatalities. The nature of role expectations and role description from the police force influences their wellbeing and quality of life (Naz & Gavin, 2013).

The exact origins of the term "quality of life" are rooted in "life satisfaction" and "well-being" concepts (Lawton, 1991). As defined by researchers and clinicians, the term "Quality of life" (QOL) refers to a wide range of domains, which include states of psychological distress or well-being, self-esteem and sense of accomplishment, stress, anxiety, capacity to perform cognitively, culturally, sexually and emotionally, perceived health and the ability to perform daily activities, including self-maintenance and self-care" (Stewart & King, 1994).

One of the most comprehensive definitions of QOL is the one given by World Health Organisation (WHO). The World Health Organization Quality of Life (WHOQOL) Group defines quality of life as "the individual's perception of his position in life in the context of his culture and the value systems of the society in which he lives compared to his objectives, expectations, standards, and concerns." (The WHOQOL Group, 1998). This theory is based on the multi-dimensionality of a construct, which includes mental well-being, interpersonal relationships, material well-being, personal growth, physical well-being, self-determination, social integration, and human legal rights realms. This concept further stresses the view that QOL is contextual, encompasses both positive and negative dimensions of life, and is multi-dimensional.

Quality of life depends on several factors, including fitness, diet, physical comfort, protection, sanitation, leisure activity, mental wellbeing, privacy, integrity, acceptance, psychological safety, autonomy, social support, and employment. The job one does to make a living has a great deal of effect on the individual's QOL. It has been generally shown that the quality of life of people in demanding occupations is poor.

Over the years, research in the area of stress and its ramifications for health has increased manifold. Several studies conclude that there exists a strong negative correlation between levels of stress and the detrimental consequences on both physical and psychological health. People with higher levels of stress show dramatically lower physical health



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and well-being, report substantially more severe health concerns (e.g., hypertension, sleep difficulties), are more at risk of chronic health complications (e.g., asthma, heart disease, autoimmune diseases, diabetes), and are more at risk of premature mortality.

Occupational tension often has a negative influence on employees, something that many individuals frequently ignore (including the employers themselves). There have been increasing cases of absenteeism and turnover in the staff, due to stress-related sickness, burnout, and decreased levels of work satisfaction (e.g., Spielberger, Reheiser, Reheiser, & Vagg, 2000). For employees of high-risk jobs, the correlation between stress and wellbeing is particularly troubling.

Policing is one of the most incredibly difficult professions in India. As an officer who has the responsibility of upholding the law and order and welfare of others, coping with job demands regularly can be highly stressful. Police constables are expected to operate in settings that require a lot of personal inconveniences or life-threatening danger. Besides, some pressures and stresses are not expected by those not involved in police service, and there are effects on life outside work that can contribute to major personal and social costs.

"Job satisfaction is the general attitude of an individual towards his or her job" (Robbins, 2003). It clarifies how happy a worker is with his job. Appreciation, contact, co-workers, incentives, working environments, the essence of the job, the organization, organizational policies and procedures, compensation, personal development, promotional opportunities, acknowledgment, protection, and supervision are the typical aspects of job satisfaction (Spector, 1997). Employee workplace satisfaction is calculated by different variables, such as salary, promotion, compensation, rules and practices, and higher authority relationships, work arrangements, work-family conflicts, and the job itself (Howard, Donofrio & Boles, 2004).

There is restricted empirical research on job satisfaction among police personnel (Zhao, 1996). The successful functioning of the police organization is closely associated with job performance. The effect of job satisfaction on greater productivity, decreased stress, employee absence and employee turnover has been sufficiently demonstrated (Hoath, Schneider & Starr, 1998). Police personnel who are dissatisfied at their work front, unfavourably influence the quality of services they offer and cause harm to their image among the general population (Yim & Schafer, 2009). It is suggested that job satisfaction among police officers is multidimensional and independent of one another (Johnson, 2012). Research findings show that police tend to be more content with their occupation when they get support from authority and are less content regarding their compensation and access to in-service training programs (Dantzker & Surrette, 1996).

#### *The mediating role of job satisfaction*

In their analysis, Martínez-León et al. (2018) discovered that job satisfaction for the workforce is important. He stated that low work satisfaction lowers workers' job efficiency. Likewise, it is also found that it is essential to sustain employee work satisfaction for the enhancement of employee job efficiency. Greenhouse, Parasuraman, and Wormley (1990) addressed the enhancement of employee satisfaction in organizations to help employees minimize the detrimental effect of workplace stress.

Scholars also highlighted the negative effect of elevated workplace pressures on employee satisfaction in police professionals (Wang et al., 2014). Study reports have addressed the negative effect of occupational stress on police officers in the workplace (Kuo, 2015). Johnson (2012) proposed that the involvement of organizations is necessary for mitigating the harmful effect of workplace stress and to encourage the growth of work satisfaction, in the police. Adebayo and Ogunsina (2011) said that the contribution of supervisors is a crucial variable in reducing stress and augmenting vocational fulfilment to enhance police staff performance.

Based on the above discussion, we hypothesized that job satisfaction is the mediating mechanism in the relationship between quality of life and occupational stress of the police professionals. This suggests that police constables facing workplace pressures in their profession have poor job satisfaction, which in turn lowers their performance and affects their overall quality of life.

Job satisfaction in public and private sectors has been well researched, however, the review mainly indicates towards studies in health workers (Laschinger et al., 2011) or among correctional workers (Griffin et al., 2010).



There has been a paucity of studies in the context of the police force (Davey et al., 2001). In India, the workload in the police profession is very high and includes duties such as maintaining law and order, coping with disturbances and violence, controlling the VIP traffic, and managing the protection of VIP workers and locations. The bulk of the research concentrated largely on demographic correlates to job satisfaction, rarely focusing on variables beyond it (Nalla et al. (2011). Studies that explored the complexity of psychological variables affecting work satisfaction, would offer new insights to improve the quality of life of the police personnel. Hence in the current study, a correlational and cross-sectional research design was employed to study the relationship between occupational stress, job satisfaction, and quality of life among police personnel.

## HYPOTHESES

- H1: There would be a significant positive relationship between quality of life and job satisfaction.
- H2: There would be a significant negative relationship between job satisfaction and occupational stress
- H3: There would be a significant negative relationship between occupational stress and quality of life
- H4: Job satisfaction will mediate the relationship between occupational stress and quality of life.

## METHOD

### SAMPLE AND PROCEDURE

Participants in the present study were 100 police constables from Mysore city (age range of 25 - 45 years). Participants were enrolled through purposive sampling. Deputy Commissioner of Police, Mysore was approached formally for seeking permission to collect data for the present research. Once permission was granted for data collection, police constables were approached. The researchers visited the participants at the police stations and explained the purpose of the study. Subjects who knew either one of the following languages i.e., English, Hindi, or Kannada were considered for the study. The Job Satisfaction Survey (Spector, 1994), WHOQOL-BREF, and the Operational Police Stress Questionnaire (McCreary, D. R., & Thompson, M. M) were distributed among police employees. Back translated questionnaires were used for participants who opted to answer in Hindi or Kannada. Participants were assured confidentiality and informed consent was obtained from them. Any test item for which clarification was sought was explained to the respondents. No time limit was recommended to complete the measures. Data were analysed using SPSS version 21.

#### Tests

- Personal Datasheet.

This consists of personal details like age, education, years of service, domicile and in particular current designation, marital status, promotion due, health condition, illness, and other details.

- WHOQOL-BREF (1998)

This questionnaire is a subset of 26 items taken from the WHOQOL-100. This is a standard questionnaire given by the World Health Organisation to assess Quality of life, health, and other areas of life. It consists of 26 questions. The items in the questionnaire cover four domains of quality of life. They are the Physical Health domain, Psychological domain, Social Relationships domain, and Environment domain. Higher scores indicate a better QOL. WHOQOL-BREF domain scores demonstrated good discriminant validity, content validity, internal consistency and test-retest reliability, ranging from 0.66 to 0.84.

#### The Job Satisfaction Survey (Spector, 1994)

This survey was used to measure job satisfaction among the police workforce. It has a total of 36 items and 9 subscales. These components measure different factors related to their jobs: Promotion, compensation, supervision, operating procedures, contingency incentives, the nature of the work, communication with other staff, co-workers, and fringe benefits. Each factor has four items. The total score is obtained by summing scores on all items. The response range is from strongly disagree to strongly agree. Half items for this scale



were scored in reverse order. The scale has adequate reported validity and reliability (Spector, 1997). The Cronbach's alpha value for this scale is .82.

- Operational Police Stress Questionnaire (McCreary, & Thompson, 2006)

The Operational Police Stress Questionnaire (PSQ-Op) measures operational stressors associated with policing. The PSQ-Op was found to be highly reliable (alphas > .90) and positively correlated ( $r = .50$  or less) with the other general stress measures.

## RESULTS

### DESCRIPTIVE ANALYSIS: DEMOGRAPHICS

**TABLE 1: COMPARISON OF THE WHOQOL-BREF MEAN SCORES IN FOUR DOMAINS ACCORDING TO AGE, YEARS OF SERVICE, RANK, MARITAL STATUS, PRESENCE OF AN ILLNESS, AND DELAY IN PROMOTIONS**

		Domains				
N		Physical health Mean /SD	Psychological health Mean /SD	Social Relationships Mean /SD	Environmental health Mean /SD	Total Mean /SD
Total	100	23.01/3.38	19.22/3.23	10.99/2.70	24.54/4.88	77.76/9.89
Age	< 35	23.38 / 2.51	19.95 / 2.64	10.44 / 2.85	24.24 / 2.41	77.26 / 2.11
	>35	23.11 / 3.01	19.33 / 2.61	11.83 / 2.71	23.91 / 2.31	75.75 / 2.11
	P-value	.266	**0.008	*0.019	0.126	**0.001
Years of service	< 10	23.48 / 2.44	19.03 / 2.65	11.57 / 2.85	23.24 / 2.46	77.32 / 2.13
	>10	23.02 / 3.02	18.29 / 2.57	10.76 / 2.7	22.92 / 2.26	76.74 / 2.08
	P-value	.059	**0.001	**0.002	0.113	**0.003
Rank	Police constable	23.29 / 3.39	19.18 / 3.13	10.85 / 2.96	24.12 / 4.84	77.46 / 10.26
	Head constable	22.31 / 3.31	19.31 / 3.5	11.31 / 1.94	25.55 / 4.89	78.48 / 9.05
	P-value	.188	.859	.453	.187	.643
Marital Status	unmarried	23.17 / 3.14	18.58 / 3.29	8.52 / 4.5	23.35 / 4.72	73.64 / 10.54
	married	22.97 / 3.45	19.34 / 3.22	11.49 / 1.81	24.78 / 4.90	78.60 / 9.60
	P-value	.825	.379	**0.001	.273	0.60
Presence of an illness	Yes	23.11 / 3.14	16.55 / 2.9	11.33 / 2.59	24.44 / 5.02	75.44 / 10.92
	No	23.00 / 3.42	19.48 / 3.15	10.95 / 2.73	24.54 / 4.89	77.56 / 7.54
	P-value	.926	**0.009	.692	.951	.626
Promotion due	Yes	21.50 / 3.37	17.87 / 3.28	11.54 / 1.25	25.58 / 4.09	76.50 / 9.12
	No	23.48 / 3.27	19.64 / 3.11	10.81 / 3.01	24.21 / 5.08	78.15 / 10.15
	P-value	.012	.019	.255	.232	.477

\*p < 0.05 \*\* p < 0.01

The demographic profile and work characteristics of the 100 police constables are presented in Table 1. The majority of the participants belonged to the police constable rank (71 %) and were younger than 35 years of age (57 %). 83% of the participants were married, 62 % had employment duration of more than 10 years in the police force, 76 % had in the recent past got a promotion, 91 % reported good health status and absence of illness. The overall sample of police personnel (N: 100) in this study shows the mean quality of life score of 77.76 (SD: 9.89) out of a maximum possible score of 120 which is interpreted as 'slightly above average' (Table 1). A t-test was conducted to determine the effect of age, years of service, rank, marital status, presence of an illness, and delay in promotions on quality of life in four domains according to WHOQOL-BREF. There was a significant difference in QOL on the variables of age and years of service.

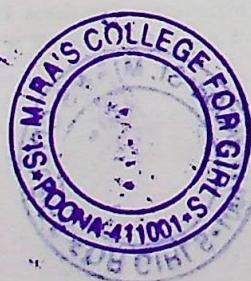


TABLE 2: DISTRIBUTION OF SUB SCORES OF JOB SATISFACTION SCALE AND THE PSQ-OP

S.no	Facet	Max score	Mean	Sd	Median	%
Job satisfaction scale						
1	Pay	24	11.44	4.50	12	51.55
2	Promotion	24	10.92	4.15	9	44.21
3	Supervision	24	16.87	4.15	17	73.00
4	Benefits	24	14.89	3.80	14	60.36
5	Rewards	24	11.43	4.46	11	51.10
6	Work conditions	24	10.23	2.56	10	46.28
7	Co workers	24	16.44	3.14	16	67.40
8	Nature of work	24	17.54	3.74	17	75.53
9	Communication	24	14.65	4.65	15	62.78
	Total	216	127.76	20.67	127	60.12
PSQ-OP	Total	140	88.70	21.78	88	

The overall sample of police personnel (N: 100) in this study show mean job satisfaction score of 127.76 (SD: 20.67; 60.12%) out of a maximum possible score of 216 which is interpreted as 'ambivalent' (Table 2).

A sub scores distribution of job satisfaction scores (Table 2) shows that the police personnel derive highest satisfaction from their 'nature of work' ( $M = 17.54$ ;  $SD: 3.74$ ; 75.53%), followed by 'supervision' ( $M = 16.87$ ;  $SD: 4.15$ ; 73.00%), and 'interactions with co-workers' ( $M = 16.44$ ;  $SD: 3.14$ ; 67.40%). They are least satisfied with their 'work conditions' ( $M = 10.23$ ;  $SD: 2.56$ ; 46.28%) and absence of avenues for 'promotion' (Mean = 10.92; SD: 4.15; 44.21%).

TABLE 3: CORRELATIONAL ANALYSIS

	Occupational stress	Job satisfaction	QOL
Occupational Stress	1	-0.45 **	-0.65 *
Job satisfaction		1	0.53 *
QOL			1

\* $p < 0.05$  \*\*  $p < 0.01$

There is seen a significant positive correlation between Quality of Life and Job Satisfaction and a significant negative correlation between Occupational stress, job satisfaction and Quality of life.

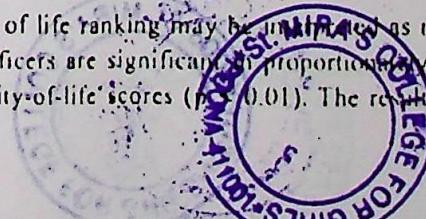
In the mediational analysis, Quality of life was the dependent variable; occupational stress was the independent variable, and job satisfaction the potential mediator. There is a direct relationship between occupational stress and quality of life were reduced after job satisfaction is included in the model. ( $b = 0.401$ ,  $t = 7.934$ ,  $p < 0.001$ ). Based on statistics from the full regression models, there is support for partial mediation for the relationship between occupational stress and quality of life. (Sobel  $z = 5.76$ ,  $p < 0.001$ ).

In the bootstrapping procedure, the true indirect effect for job satisfaction was estimated to lie between .119 and .230. Because zero is not in the 95% confidence interval for job satisfaction, we can conclude that the indirect effect is significantly different from zero at  $p < .05$ , and that job satisfaction (partially) mediates the relationship between occupational stress and quality of life. Thus, the hypothesis stating that job satisfaction will mediate the relationship between occupational stress and quality of life was accepted.

## DISCUSSION

In the context of high demand environments in their lives of police constables, the present research analysed occupational stress, job satisfaction, and quality of life metrics.

For all police officers, the mean quality of life ranking may be interpreted as marginally above average. Age and years of service experience of police officers are significantly proportionately increasing their overall subjective well-being across the facets of the quality-of-life scores ( $p < 0.01$ ). The results of the current study, endorse the



research stating that duration of service in the police job is favourably associated with all levels of satisfaction and quality of life (Abdulla et al., 2011; Nalla et al., 2011).

Along with the total QOL, age impacted psychological wellbeing as well as social relationships. While a lower age showed enhanced psychological health, a higher age showed stronger social relationships. All other socio-demographic correlations, besides rank, affected the individual aspects of QOL. Psychological wellbeing and social interactions were greatly strengthened by years of service. In contrast to their single counterparts, married police officers reported significantly greater environmental health. The existence of a disease substantially decreased psychological health, while in the physical and psychological health domains, those who had recently earned a promotion reported improved scores. In short, in the survey of police officers used in this analysis, all socio-demographic correlates excluding rank appear as significant variables to influence or determine the QOL scores ( $p < 0.05$ ).

In the current study, the mean score on job satisfaction is interpreted as "ambivalent". This indicates a sense of uncertainty around their work satisfaction and this pattern is observed across all reported socio-demographic factors.

Data reveals that police officers are most satisfied with their 'nature of work' followed by 'supervision' and 'interactions with co-workers.' They are the least satisfied with their 'job conditions' and lack of 'promotion' avenues. Although not available in our country, research from the western countries indicates elevated levels of job satisfaction among police employees. Higher scores were dependent on the length of service, feedback on their jobs, and engagement in in-service programs (Ercikti, Vito, Walsh & Higgins, 2011). The previous study on key determinants of police job satisfaction (demographic and organizational) is contradictory (Forsyth & Copes, 1994). Some reports maintain that the age of police officers is strongly associated with work satisfaction (Dantzker, 1994). Others have produced mixed results (Buzawa, Austin & Bannon, 1994).

The present research examined the mediating role of job satisfaction in the relationship between occupational stress and quality of life. The proposed hypotheses were supported in the study (see Table 3). The current study thus confirmed that occupational stress, job satisfaction, and QOL are significantly related in the sample of the Indian police force. These findings are supported by results reported in previous literature (Berg, 2009). The first hypothesis stating that there exists a significant positive relationship between quality of life and job satisfaction was supported. This coincides with the previous work of Mehdi, Habib, Salah, Nahid, Gashtaseb (2012). The second hypothesis stating that there would be a significant negative relationship between job satisfaction and occupational stress was also proven. A significant negative relationship between occupational stress and quality of life was supported as well. The results are supported by the research study by Lipp (2009) wherein health and wellbeing were negatively correlated with occupational stress.

Finally, our hypothesized model was validated by the findings of mediational analysis as job satisfaction partly mediated the relationship between work stress and quality of life (see Figure 1). The research findings have shown that police occupational stress is negatively correlated to their job satisfaction and quality of life. These studies show that reducing workplace stress of police workers will enhance both their work satisfaction and quality of life. The results of the study further reinforce our conclusions regarding the crucial role of job satisfaction as a mediator in the relationship between occupational stress and the quality of life of police force workers. This indicates QOL of police personnel is affected by occupational stress through the mechanism of job satisfaction, and it throws light on the why and how stress has a damaging effect on life satisfaction.

Previous research shows that (Scanff, 2002), stress related to work has a debilitating effect on satisfaction and subjective wellbeing. Our research offers definite evidence of the police force's vulnerabilities in an age of social instability and makes a case for the inclusion of stress management programs to improve wellbeing of police personnel. QOL encompasses the perception of individuals and belief structures in connection to their objectives, desires, and values. It is evident from the current findings that stress management can be a promising instrument to address the different facets of wellbeing and satisfaction at work. This is especially relevant in the scenario of the work environment of the police force, where other interventions are difficult to implement. The Indian Police Force lacks stress-management and health promotion services and could prove to be a valuable tactic in this respect (Collins, 2003). The most significant aspect that can affect police staff efficiency is workplace stress; thus, this



should be given due consideration when developing a strategy for police staff. The findings of this study will enable academics, decision-makers, authorities, and government to learn about and take proactive action to erode this problem by reflecting on stress and job satisfaction and its effects on the police workforce.

## CONCLUSION

The previous research indicates that the association between occupational stress and quality of life could be indirect. The current study, however, has provided an additional explanation of the association between workplace stress and quality of life. It is concluded that the quality of life is not directly impacted by workplace stress; instead, occupational stress influences job satisfaction, leading to lower or higher quality of life.

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# Indian Journal of Positive Psychology

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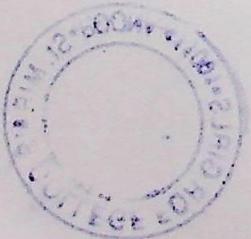
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## Body Appreciation: Through the Lens of Positive Psychology

Jaya Rajagopalan

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Body image is a complex and multidimensional construct that includes self-perceptions and attitudes (thoughts, feelings, and behavior) related to the body. According to research, a person's positive or negative feelings regarding his or her physique might impact his or her well-being in the general population. The majority of body image research has focused on negative aspects such as dissatisfaction or distortion. There is a paucity of research on the protective factors that keep certain women from developing a negative body image. Despite the fact that research has shown that the characteristics linked with a good body image may be in contrast to those connected with a negative one, the predictors of a positive body image or the result of such a positive impression have received less attention. The present study attempted to look at the positive aspects of body image and to study whether resilience enhances appreciation of the body. The purpose of the study was to assess the relationship between body image appreciation and resilience. Data was collected from 100 female participants, age group 17-22 years. Materials used were a demographic sheet, Body Appreciation Scale, BMI ratings, and Resilience Scale. Results show that body image appreciation was significantly related to resilience. The outcome of the study has strengthened the need to understand the psycho social correlates of body appreciation. Results have been discussed in accordance to past research and possible implications.

**Keywords:** body image, resilience, positive psychology

Body image is a multifaceted construct that encompasses self-perceptions and attitudes (thoughts, feelings, & behavior) about the body (Avalos, Tylka, & Wood-Barcalow, 2005; Cash, 2002). The way we relate to ourselves is heavily influenced by how we see and feel our body (Hutchinson, 1994; Mahler & McDevitt, 1982). A person's contentment (or discontent) with his or her physique is a critical component of personal self-evaluation and self-acceptance.

Dissatisfaction with one's appearance is common among girls and women. Negative body image affects girls as early as six years old, and there is evidence that women suffer with body issues throughout their lives (Lewis & Cachelin, 2001; Striegel-Moore & Franko, 2002). Negative body image has been linked to a variety of psychosocial issues, including maladaptive eating habits (Cooley & Toray, 2001); low self-esteem, anxiety about social evaluation, public self-consciousness, depression, and sexual inhibition (Ackard, Kearney-Cooke, & Peterson, 2000; Lavin & Cash, 2000); and the development of eating disorders such as anorexia nervosa and bulimia (Polivy & Herman, 2002). Adolescent females are subjected to cultural expectations surrounding their appearance and behavior. Body image becomes the most important component of adolescent females' overall self-esteem (Basow & Rubin, 1999).

Body image is a complex construct with both positive and negative aspects. Theory, study, and practice, on the other hand, have centered on understanding, preventing, and treating its negative

aspects. Despite the fact that research has shown that the characteristics linked with a positive body image may be in contrast to those connected with a negative one, the predictors of a positive body image or the result of such a positive impression have received less attention (Striegel-Moore & Cachelin, 1999). A positive body image, for example, has been linked to higher levels of optimism and self-esteem, as well, as better coping methods for issues and emotions (Williams, Cash, & Santos, 2004).

In addition, there is a scarcity of research on the protective factors that keep certain women from developing negative body image (Cash, 2002; Striegel-Moore & Cachelin, 1999). Cash (2002) advocated a paradigm change away from studying body image as a disease, and instead focus on "the pathways by which people build meaningful experiences of embodiment" (p. 45). This shift should look at the function of protective factors and resilience by looking into the life experiences and personality qualities that help women resist severe cultural influences that cause them to be unhappy with their bodies (Cash & Pruzinsky, 2002). Understanding positive body image is critical for preventive and therapy efforts, thus this research is critical. Current efforts to decrease negative body image may result in a neutral body image if these efforts are not made.

The study of positive body image can be guided by positive psychology, a perspective founded on hygiologics (the promotion of health). Seligman, Lopez, and Fredrickson are among the proponents of this viewpoint, who argue that removing negative / maladaptive characteristics while not teaching positive / adaptive characteristics will likely result in intermediate mental health characterized by a lack of pathology but an absence of vitality (Fredrickson, 2001). Some aspects of positive body image, according to Striegel-Moore and Cachelin (2002) may be distinct and not merely the polar opposites of those linked with negative body image. Avalos and colleagues (2005) looked at the literature on body image and found four elements that imply positive body

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Acceptance of the body despite weight, shape, and flaws; respect for the body by listening to its needs and engaging in healthy activities; and protection of the body by rejecting unrealistic media representations. To reflect these concepts, the Body Appreciation Scale (BAS) (Avalos et al., 2005) was developed. Body appreciation was linked to a variety of well-being indicators in women (self-esteem, optimism, proactive coping).

Resilience is a dynamic process including an interplay between internal and external risk and protective systems that can change the consequences of a traumatic life experience (Rutter, 1985). Researchers have been studying resilience as a construct for a long time. Despite being exposed to risk and hardship, children and teenagers were able to manage and adapt, according to the researchers. Resilience, according to empirical data, is dynamic, developmental, and interacting with one's environment (Ahern, 2008).

Rubin et al. (2004) conducted one of the first studies to link the concept of resilience to body image dissatisfaction. The authors looked at college women to see how the feminist perspective not only helps to ward off societal pressures, but also intervenes in the process of body dissatisfaction and allows women to maintain positive body images. Previous study has found a strong link between self-reliance, strong identity, and positive body image in girls, indicating that these traits contribute to a greater sense of competence and independence, making girls less prone to body image issues (Celio, Zabinski, & Wilfley, 2002). Resiliency as a measurable factor, however, was not specifically examined in these studies.

The term "resilience" has been defined in a variety of ways. We define the word here as the ability to successfully cope with change or adversity, as defined by Wagnild et al. (1993). Perseverance, or the act of persisting in the face of adversity or discouragement, is one of the five qualities of resilience that serve as the conceptual framework for the Resilience Scale (Wagnild et al., 1993). Equanimity is a balanced view of life and events, and it may be described as letting go and taking whatever comes your way, therefore tempering excessive reactions to hardship. The awareness that life has a purpose and that there is something for which to live is defined as meaningfulness. Finally, existential aloneness is the awareness that everyone is distinct, and that while certain experiences may be shared, others must be confronted alone. There is a sense of individuality and possibly freedom that comes with existential aloneness (Wagnild & Young, 1990, 1993).

While resilience has been studied in a variety of health-related domains, there have been few empirical research on the impact of resiliency on body acceptance in young women. Given that body image issues can establish the foundation for eating disorders, such study would be beneficial to health professionals working in adolescent preventative programs to assess the need for increased monitoring (Harrison, 2001; Devlin & Zhu, 2001).

Therefore, the objective of this study was to explore the relationship between body image appreciation and resilience among female adolescents from urban backgrounds in the city of Pune. Here, we hypothesize that resiliency may have a measurable enhancing effect on body image appreciation in young women. Specifically, we hypothesize that as a young woman's resilience increases, her body image appreciation will increase.

## Method

### Participants and Procedure

Participants in this study were girl students from colleges in Pune city, Maharashtra. Their age range was 17-21 yrs. Their mean age was 18.79 yrs. Female students voluntarily participated in the anonymous study. Participants were recruited through undergraduate classes.

The questionnaire consisted of 38 items including two scales, one which measured body image appreciation and the other resiliency. Demographic questions included age, height, weight.

### Instruments

**Resiliency:** The 25 survey questions comprised the resiliency scale developed by Wagnild et al. (1993). Validity of the scale was determined through factor analysis with a reported coefficient of .91. Scale questions utilized a 7-point Likert scale with 1 representing "I strongly disagree" and 7 representing "I strongly agree". Examples of questions are: "When I make plans I follow through with them," "I feel proud that I have accomplished things in my life," "I have self-discipline," and "When I am in a difficult situation, I can usually find my way out of it." Resiliency scores were calculated by summing the responses across the 25 questions. Respondents could score between a minimum of 25 to a maximum of 175 on the scale. A higher score equated to a higher level of resiliency.

**Body Appreciation (BAS; Avalos et al., 2005):** This 13-item instrument, comprises a single dimension and shows adequate internal consistency (Cronbach's  $\alpha$  coefficient = .94) and construct validity. BAS items are rated along a 5-point scale (i.e., 1 = never, 2 = seldom, 3 = sometimes, 4 = often, 5 = always) and are averaged to obtain an overall body appreciation score.

BMI ratings were calculated on the basis of reported height and weight. In assigning participants to a weight category, those adolescents whose BMIs were at or below 18.5 to the underweight category, those between the 18.5 and 23 to the normal weight category, those between the 23 and 24.9 to the overweight category and those at or above 25 to the obese category.

### Statistical Analysis

Descriptive analyses were conducted for the variables of age, resiliency, Body appreciation and BMI.

The primary variables of resilience and body appreciation were then calculated. The Pearson Product moment correlation was used to assess the relationship between the scores on the Resilience scale and BAS.

## Results

### Demographics

Table I

*Distribution of Sample by Body Mass Index (N=100)*

BMI cut-off points	Significance	Number of participants	%
<18.5	Underweight	30	30
18.5-22.9	Normal	50	50
23-24.9	Overweight	8	8
>25	Obese	12	12



Completed questionnaires were received from 100 students. Additionally, 30 % females had BMIs at or below the lower weight group (underweight), 50 % females had BMIs in the middle weight group (normal), and 20 % females had BMIs in the heavier weight group (overweight & obese).

### Resilience

The Resilience measure questions were answered by all 100 respondents. The minimum reported resilience score was 56 and the maximum 110. The mean resiliency score was 88.74 (SD 9.3).

### Body Appreciation

The Body Image Appreciation measure questions were answered by all 100 respondents. The minimum reported body appreciation score was 20 and the maximum was 52. The mean BAS score was 31.86, SD was 4.7.

### Comparative Analysis

*Relation between Body Appreciation and Resilience:* Bivariate analysis revealed significant relationship between primary variables.

**Table II**

*Relationship between Body Appreciation and Resilience of College Women*

	N	Mean	SD	r	p
Resilience	100	88.74	9.3	0.220*	0.05
Body appreciation	100	31.86	4.7		

When Pearson correlations examining the relation between body image satisfaction and resilience were computed, women were found to have a significant positive correlation between the two,  $r = 0.220$ ,  $p = .05$

**Table III**

*Relationship between Body Image Appreciation and BMI of College Women*

	N	Mean	SD	r	p
Body image appreciation	100	31.86	4.7	-0.47	0.05
BMI	100	20.61	4.02		

Similarly, the relation between the Body Mass Index and Body appreciation was computed, women were found to have a significant negative correlation between the two,  $r = -0.47$ ,  $p = 0.05$ .

### Discussion

Body image dissatisfaction is a normative discontent in Western culture, according to Thompson (1990). This is especially true among college women. The majority of body image research has been on the negative elements of dissatisfaction and disorders. There is a scarcity of research on the positive features of body appreciation and the associated variables that might prevent women from BID. In response to these concerns, this study looked into the positive aspects of body image in an Indian urban sample, as well as the links between body appreciation and college women's resilience.

As has been noted in previous research, participants in this study also indicated a general trend that as BMI increased, body satisfaction decreased. The findings of Hausenblas and Fallon (2001) and Kostanski and Gullone (1998) support these findings. Individuals with a greater BMI had poorer self-rated bodily

attractiveness, as expected. It appears to be a common observation that overweight teenagers are less likely to be happy with their bodies.

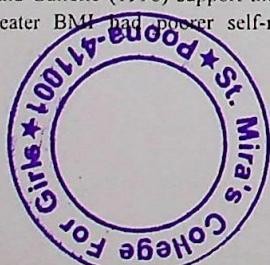
As hypothesized, results from this study indicate that there is a significant relationship between the level of a woman's resilience and holding a positive body image. This study backs up the findings, of Rubin et al. (2004) who found a link between positive body image and resilience in the form of feminist ideas. These findings are significant because they show that resilience has the ability to reduce body image dissatisfaction in young women.

Self-direction, defined as an individual's feeling of mindfulness and intentionality in attaining key life objectives, is an essential part of resilience (Myers et al., 2000). Sense of worth, control, realistic beliefs, emotional awareness and coping, problem solving and creativity, self-care, and stress management are all components of this dimension. Each of these subtasks adds to body image resilience because women who have mastered them feel empowered to take charge of their life in all aspects.

During adolescence, girls encounter several developmental transformations and concerns. They require internal resources in order to effectively deal with life's challenges. Unfortunately, many women focus on their weight and appearance to avoid dealing with these complex and challenging issues. Steiner-Adair and Vorenberg (1999) noted that "Clearly, dieting, eating, and spending are not suitable strategies for coping with life's ups and downs. yet it is not surprising that women turn to these self-limiting practices in times of need". It has been observed that to help girls foster a positive body image there is a need to include both specific areas of body resilience as also overall global resilience. As a result, life skills training (e.g., improving problem-solving abilities, interpersonal competence, assertive communication, stress management methods, & internal locus of control) has become an increasingly important programme component in the prevention of BID and eating disorders (McVey & Davis, 2002).

According to the resilience model, when girls place too much focus on their physical appearance, they may overlook the development of supportive connections and key life skills that are necessary for coping with the challenges of adolescence (Striegel-Moore & Cachelin, 1999). In order to build body image resilience, a sense of holistic wellness and balance indicates the need of boosting and balancing all life domains. Girls grow to see their identities as extending beyond their appearances when they are encouraged to develop and cherish their strengths in different life dimensions, such as spiritual, intellectual, social, emotional, and physical competence. Girls can cultivate the resilience needed to navigate the complex social and developmental obstacles of adolescence by reclaiming their capabilities. Women who have the coping skills to deal successfully with stressors and resolve developmental changes may be a potential protective factor in body image development. Traditionally, health-care interventions have followed a pathology-based model that stresses deficiencies and problem-solving. Redirecting health care to recognise strengths and establish plans to build on current capabilities by focusing on ideas like resilience is essential.

Enhancing reliance and a focus on successful prevention programs are key values of positive psychology. Positive psychology is a growing field that emphasises the development of strengths rather than the correction of flaws in order to improve



treatment efficacy. The findings of this study highlight the importance of developing prevention programmes that focus on building general resilience in young women and highlighting positive aspects of body image in order to foster love and respect for their bodies. The nature of resilience in college-aged women, as well as its sources and roles, will require more research in the future. While these findings imply that resilience can help those with negative body image, it's still unknown how resilience is built and maintained in this population.

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