

EMERGING TRENDS IN SOCIAL WORK PROFESSION: NAVIGATING CHALLENGES AND SEIZING OPPORTUNITIES



Chief Editor :

Dr.A.BELLARO JOHN REGAN

Editors :

Ms.NIKHITHA C S

Ms.NANDHINI DEVI C

DEPARTMENT OF SOCIAL WORK
SREE NARAYANA GURU COLLEGE

Accredited with "A" grade by NAAC (3rd cycle) & an ISO 9001:2015 Certified Institution
Approved by Govt. of Tamil Nadu, Affiliated to Bharathiar University & Recognized by UGC
A Premier Post Graduate and Research Co-Educational Institution
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FOREWARD



Dr.D.KALPANA

Principal

Sree Narayana Guru College
Coimbatore, Tamilnadu, India.

Emerging trends in the Social Work Profession in India represent the dynamic and evolving practices, innovations, and approaches shaping the field today. These developments reflect the ongoing shifts in our social, economic, and cultural fabric, and they highlight the new challenges and opportunities that Social Workers must navigate in their mission to promote social justice and enhance well-being. As Indian society continues to transform, the field of Social Work has grown significantly-establishing itself as a vital and respected profession in the country.

It gives me great pleasure to note that the Department of Social Work has selected the articles presented by various delegates at the International Conference on “*Emerging Trends in Social Work Profession: Navigating Challenges & Seizing Opportunities (Multidisciplinary)*” held on 30th January 2025. These will be featured in the ISBN Book publication, published by Royal Book Publishing – International (in collaboration with Eleyon Publishers).

I am confident that this publication will offer valuable insights into various areas of Social Work and will inspire further exploration and engagement. The journey begins with education and hands-on training that equips future professionals to face the unknown with confidence. Pursuing a Master of Social Work (MSW) is a crucial step in preparing for these emerging realities, helping individuals not only recognize future trends but thrive within them.

I extend my heartfelt appreciation to the Department of Social Work for their outstanding efforts. My sincere congratulations to Dr. A. Bellaro John Regan, Head In-charge of the Department, along with the dedicated staff and students. I wish them continued success in all their endeavors.

Dr.D.KALPANA

MESSAGE FROM CHIEF EDITOR



Dr.A.BELLARO JOHN REGAN

*Assistant Professor & Head (I/C),
Department of Social Work
Sree Narayana Guru College
Coimbatore, Tamilnadu, India.*

The Department of Social Work, Sree Narayana Guru College, extends a heartfelt welcome to all readers and contributors to this Special Edition ISBN Book, published in connection with our International Conference on “*Emerging Trends in Social Work Profession: Navigating Challenges & Seizing Opportunities (Multidisciplinary)*.”

The profession of Social Work has evolved significantly since its inception over a century ago. Designed to respond to the ever-changing needs of individuals, families, and communities, change is an inherent part of social work. Yet, the core principles of the profession—grounded in a commitment to social justice, human dignity, and empowerment—remain steadfast. Social Workers have always played a vital role in recognizing societal needs and advocating for meaningful solutions, both at the grassroots and policy levels.

This Special Edition highlights a selection of challenges and realities faced by Social Work Professionals across diverse fields. In recent years, the importance of excellence and a forward-looking approach in Social Work education has become more apparent than ever. There is an urgent need for a nurturing academic environment—one that combines rigorous theoretical instruction with hands-on fieldwork—to equip future Social Workers with the skills required to address real-world issues.

Emerging priorities such as disaster preparedness, the integration of technology in service delivery, and addressing long-standing social inequalities are becoming central to the discourse and practice of social work. As society continues to evolve, so too must the profession—meeting every new challenge with empathy, innovation, and resilience. Indeed, the future of Social work begins now. The actions we take today, in education, research, and practice, lay the groundwork for a more responsive and inclusive tomorrow.

As the Head Incharge of the Department of Social Work, it is my great honour and privilege to present this Special Edition ISBN Book. On behalf of the Organizing Committee and Editorial Committees, I extend my sincere gratitude to all contributors. I am confident that the empirical and conceptual papers included herein will provide valuable insights into the contemporary and emerging themes within the Social Work Profession.

With best wishes and heartfelt thanks to everyone.....

Dr.A.BELLARO JOHN REGAN

MESSAGE FROM EDITOR



Ms. NIKHITHA C S

Assistant Professor
Department of Social Work
Sree Narayana Guru College
Coimbatore, Tamilnadu, India.

It gives me immense pleasure to acknowledge the thoughtful efforts of the Department of Social Work has organized an International Conference on a theme that resonates deeply with the current global context. The chosen topic, “Emerging Trends in Social Work Profession: Navigating Challenges & Seizing Opportunities (Multidisciplinary)”, reflects the dynamic and evolving nature of the Social Work Profession, especially in light of recent global developments.

Social Work today is at a pivotal juncture—adapting to the demands of a rapidly changing world while remaining grounded in its core values of empathy, equity, and social justice. The profession is embracing digital transformation, exploring innovative methods of service delivery, and striving to bridge long-standing gaps in access and inclusion. These shifts not only present new challenges but also open up transformative opportunities to serve communities more effectively. Being a Social Worker means being a changemaker. It involves the courage to face adversity, the compassion to support others, and the vision to create a more just society. Despite the hurdles, professionals in this field continue to make a lasting impact by applying practical strategies, embracing collaboration, and committing to lifelong learning.

I am honored to serve as an Editor for this Special Edition ISBN Book, which showcases a wide spectrum of scholarly perspectives and field-based insights. I extend my warm congratulations to Dr. A. Bellaro John Regan, Assistant Professor & Head (I/C) of the Department of Social Work, for his leadership, and I thank and appreciate the unwavering commitment of the faculty and students who have worked diligently to bring this publication to life. I wish the Department great success in all its future academic and community endeavors.

Ms. NIKHITHA C S

MESSAGE FROM EDITOR



Ms. NANDHINI DEVI C

Assistant Professor

Department of Social Work

Sree Narayana Guru College

Coimbatore, Tamilnadu, India.

It is indeed a pleasure to share a note of appreciation as the Department of Social Work has chosen a highly relevant and timely theme for its International Conference. In recent years, the field of Social Work has seen a significant shift in focus, addressing key areas such as preparedness for public health emergencies, embracing new methods of service delivery—especially through technological advancements—and tackling persistent social inequalities. As the world continues to evolve in unexpected ways, it presents both new challenges and promising opportunities. The future of Social Work, therefore, calls for continuous innovation, empathy, and resilience in addressing society's pressing concerns.

For those who are passionate about making a difference and working with people from diverse backgrounds, a career in social work offers a meaningful and rewarding path. Social Workers play a vital role in fostering positive change within communities, empowering individuals to lead better lives. Although the challenges in the field can be demanding, they are not insurmountable. By adopting strategic approaches, integrating technology, and building collaborative partnerships, these hurdles can be effectively managed.

I am pleased to learn that the Department of Social Work is taking the initiative to publish a Special Edition ISBN Book featuring selected articles from the International Conference titled, “Emerging Trends in Social Work Profession: Navigating Challenges & Seizing Opportunities (Multidisciplinary)”. I extend my heartfelt congratulations to Dr. A. Bellaro John Regan, Assistant Professor & Head (I/C) of the Department, and express my sincere appreciation to the department's faculty and students for their dedicated efforts. As an Editor, it is a privilege to be part of this endeavor. I wish the Department continued success in all its future initiatives.

Ms. NANDHINI DEVI C

ACKNOWLEDGEMENT

This book is a compilation of insights shared during the International Conference on ***“Emerging Trends in Social Work Profession: Navigating Challenges and Seizing Opportunities”***, organized by the Department of Social Work, Sree Narayana Guru College, Coimbatore, Tamil Nadu, India, on 31st January 2025.

We extend our heartfelt gratitude to the Almighty for bestowing upon us the opportunity to publish this book.

We are profoundly thankful to our Management of Sree Narayana Guru Educational Trust- **Adv. P. Chathukutty**, Chairman; **Smt. Shylaja Venu**, Vice Chairperson; **Shri. P. Srihari**, Secretary; **Shri. K. A. Pankaj Kumar**, Joint Secretary; and **Shri. P. V. Sajiesh Kumar**, Treasurer- for their unwavering commitment and visionary leadership, which have played a vital role in shaping the institution into one of the nation’s premier centers of learning.

Our sincere appreciation goes to **Dr. D. Kalpana**, Principal, Sree Narayana Guru College, K.G. Chavadi, Coimbatore, Tamil Nadu, for her consistent support, motivation, and encouragement, which have been instrumental in our academic pursuits.

We also extend our heartfelt thanks to **Dr. I. Maria Yesuraja**, Former Head of the Department of Social Work, Sree Narayana Guru College, for his enduring inspiration and valuable guidance throughout our academic journey.

We are grateful to all the delegates of the International Conference for their active engagement and insightful contributions, which have greatly enriched the content of this book.

Lastly, we express our sincere thanks to Royal Book Publishing, Salem, Tamil Nadu, India, for their dedication and prompt efforts in successfully publishing this book on time.

Chief Editor

Dr. A. Bellaro John Regan

Assistant Professor and Head(I/C)
Department of Social Work

Editors

Ms Nikhitha C S

Ms Nandhini Devi C

Assistant Professors
Department of Social Work

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A STUDY ON GENDER DIFFERENCES INFLUENCE OF PERSONALITY DEVELOPMENT AMONG YOUTH

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***Ms.Gopika O S & Mr.Anto Nirmal F, II MSW Students, Department of Social Work, Sree Narayana Guru College, Coimbatore, Tamilnadu, India.*

Abstract

The study titled "A Study on Gender Differences Influencing Personality Development Among Youth" aimed to explore the role of gender in shaping personality traits, the factors contributing to these differences, and their overall effects on youth. Conducted among 30 respondents aged 18–30 years from Sree Narayana Guru College, Coimbatore, the research employed a descriptive and analytical research design with a convenient sampling method.

Findings revealed that 43.3% of respondents agreed gender influences personality development, while 46.7% believed societal expectations shape personality traits. Cultural norms (53.3%) and gender stereotypes (40%) emerged as significant factors impacting self-confidence and emotional expression. A notable 40% of respondents emphasized the role of schools and media in reducing gender stereotypes and promoting equality. Neutral responses (56.7%) regarding communication style differences highlight the need for further exploration.

Key Words: Gender Differences, Personality Development

Introduction

Personality development is a dynamic process influenced by various biological, social, and cultural factors. Among these, gender plays a pivotal role in shaping the unique traits, behaviors, and identities of individuals, especially during youth—a critical stage of self-discovery and growth. Gender differences often arise due to societal norms, expectations, and roles assigned to males and females, which can impact emotional expression, decision-making, social interactions, and self-perception.

This study explores the influence of gender differences on personality development among youth, aiming to understand how these distinctions shape individual growth. By examining the interplay between gender and personality, this research sheds light on the ways cultural norms, family dynamics, peer relationships, and biological factors contribute to the development of specific traits. Such insights are crucial in fostering a more inclusive and supportive environment for young people, allowing them to thrive without the constraints of traditional stereotypes.

Review of Literature

Christopher J. Soto, Oliver P. John, Samuel D. Gosling, Jeff Potter (2011) in the journal titled, "Age Differences in Personality Traits From 10 to 65: Big Five Domains and Facets in a Large Cross-Sectional Sample". This study examined age differences in personality traits across a broad age range, focusing on the Big Five domains and their facets. The research found that during adolescence, there are notable changes in traits such as Agreeableness, Conscientiousness, and Neuroticism. Specifically, Agreeableness and Conscientiousness tend to increase, while Neuroticism decreases with age. Gender differences were observed, with females generally scoring

higher in Neuroticism and Agreeableness compared to males. These findings suggest that both age and gender play significant roles in personality development during youth.

Yanna J. Weisberg, Colin G. DeYoung, Jacob B. Hirsh (2011) in the journal titled, "Gender Differences in Personality across the Ten Aspects of the Big Five". This research delved into gender differences in personality traits at both the Big Five and the sublevel of two aspects within each Big Five domain. The study replicated previous findings, showing that women reported higher scores in Extraversion, Agreeableness, and Neuroticism than men. More extensive gender differences were found at the aspect level, with significant variations appearing in both aspects of every Big Five trait. These results highlight the importance of examining personality traits at a more granular level to fully understand gender differences in personality development.

Research Methodology

Objectives of the Study

- ❖ To know the personal profile of the respondents.
- ❖ To know about gender differences influence on personality development
- ❖ To know the factors responsible for gender differences that influence the personality development among youth
- ❖ To identify effects of gender differences influence on personality development.
- ❖ To find out suggestions to improve the gender differences influence on personality development among youth

Research Design

The study will adopt a descriptive and analytical research design to explore gender differences, identify influencing factors, and assess their effects on personality development among youth. The research focuses on 30 youths aged 18–30 from Sree Narayana Guru College, Coimbatore. Sample Size: 30 - A convenient sampling method was used to select respondents.

Major Findings

- ✓ Majority of the respondents (43.3%) are feels that gender influences personality development.
- ✓ Majority of the respondents (46.7%) are feels that societal expectations on gender shape personality traits.
- ✓ Majority of the respondents (40%) are feels that gender stereotypes impacts self-confidence.
- ✓ Majority of the respondents (43.3%) are feels that gender affects the way of express emotions.
- ✓ Majority of the respondents (46.7%) are feels that there are differences in personality traits among genders.
- ✓ Majority of the respondents (53.3%) are agreed to that the cultural norms play a role in shaping personality based on gender.
- ✓ Majority of the respondents (56.7%) are feels neutral about communication styles differ based gender.
- ✓ Majority of the respondents (40%) are agreed that schools can help to reduce gender based personality differences.

- ✓ Majority of the respondents (40%) are feels that media should focus on reducing gender stereotypes.
- ✓ Majority of the respondents (40%) are agreed that policies and programs can promote gender equality.

Suggestions

- Schools and colleges should incorporate gender-sensitivity training into their curricula to challenge traditional stereotypes.
- Campaigns and programs should focus on empowering individuals to break free from societal expectations and foster self-confidence, irrespective of gender.
- Governments and institutions should implement and enforce policies that promote gender equality, especially in education and workplace settings.
- Workshops and seminars involving parents, teachers, and youth can encourage more equitable and unbiased interactions, helping to reshape traditional views about gender roles.

Conclusion

The study provides valuable insights into how gender differences influence personality development among youth. Based on the findings, it is evident that gender plays a significant role in shaping personality traits, with societal expectations, cultural norms, and gender stereotypes acting as key influencing factors. A considerable number of respondents agreed that societal expectations influence personality traits, cultural norms shape gender-based behaviors, and stereotypes impact self-confidence. Furthermore, the way individuals express emotions and communicate is also influenced by gender, although a portion of respondents felt neutral about communication styles differing by gender.

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PROBLEMS OF MIGRANT LABOURERS IN WORKPLACE WITH SPECIAL REFERENCE TO VEEKESY FOOTCARE (INDIA) PVT LTD, COIMBATORE

***Dr. A. Bellaro John Regan**, Assistant Professor and Head (I/C), Department of Social Work, Sree Narayana Guru College, Coimbatore, Tamilnadu, India.

Abstract

This study explores the challenges and problems faced by migrant labourers in the workplace, with a special focus on Veequesy Footcare (India) Pvt Ltd. Migrant workers form an essential part of the industrial workforce, yet they often encounter various socio-economic and occupational difficulties that impact their well-being and productivity. The research examines critical issues such as job insecurity, language barriers, wage disparities, inadequate living conditions, lack of social security, and limited access to healthcare and other welfare measures. The study employed a simple random sampling technique under the probability sampling method. Data was collected through a combination of structured questionnaires and in-depth interviews with migrant employees and management personnel at Veequesy Footcare. The findings indicate that although the company has initiated some efforts to support its migrant workforce, notable gaps persist particularly in the areas of fair treatment, effective communication, and integration into the organizational culture.

Keywords: Migrant Labourers, Challenges, Workplace

Introduction

Migration for employment is a widespread phenomenon in India, especially among individuals from rural and economically underdeveloped regions. In pursuit of better livelihood opportunities, many migrate to urban and industrial areas and find work in sectors such as construction, textiles, and manufacturing. These migrant labourers form a significant portion of the industrial workforce and contribute substantially to the nation's economic development. Despite their importance, they often face a multitude of challenges in the workplace. Common issues faced by migrant workers include low wages, job insecurity, substandard living conditions, lack of access to healthcare, limited social security benefits, and communication barriers due to language and cultural differences. These factors not only impact their overall well-being but also affect their work performance, morale, and ability to integrate within the workplace.

Classification of Migrant Labourers

Temporary Migrant Labourers

These individuals migrate for a specific period and return to their place of origin once the work is completed. This type of migration is usually seasonal or project-based.

Permanent Migrant Labourers

These workers relocate permanently to another region in search of better and more stable employment opportunities, often accompanied by their families.

Internal Migrant Labourers

These migrants move within the same country—typically from rural to urban areas or from one state to another—for job opportunities.

International Migrant Labourers

These individuals cross national borders to work in foreign countries, often in sectors like construction, hospitality, domestic work, or healthcare.

Skilled Migrant Labourers

These workers possess specialized skills or professional qualifications (e.g., engineers, IT professionals, technicians), and are typically employed in technical or high-demand sectors.

Unskilled or Low-Skilled Migrant Labourers

These individuals engage in manual labour such as construction, domestic work, agriculture, or factory work, often without formal education or training.

Distress Migrants

These labourers are forced to migrate due to factors like natural disasters, armed conflicts, political instability, or severe economic hardship in their native regions.

Coping Strategies of Migrant Labourers in the Workplace

Migrant labourers, despite facing numerous challenges in their work environments, often develop a range of coping strategies to manage stress, adapt to new conditions, and maintain their livelihood. These strategies are influenced by various factors such as personal resilience, social support systems, workplace dynamics, and access to external resources. Understanding these coping mechanisms provides valuable insights into how migrant workers navigate difficult circumstances and continue to function effectively in industrial settings.

- Social Support Networks
- Adaptation and Acceptance
- Remittance Motivation
- Skill Acquisition and On-the-Job Learning
- Religious and Cultural Practices
- Limited Interaction with Management
- Seeking External Support

Review of Literature

Sharma and Pal (2024) conducted a comprehensive systematic review of 69 research studies examining the socio-economic backgrounds of migrant labourers in India. Their findings reveal that the majority of migrant workers are young, possess low levels of education, and predominantly belong to marginalized socio-economic communities. These background factors often channel them into low-wage and informal sector employment, where job security and worker protections are minimal. The study emphasizes how entrenched socio-economic disadvantages significantly increase the vulnerability of migrant labourers, exposing them to exploitation and economic insecurity.

Neha Dixit's (2024) narrative non-fiction work, *The Many Lives of Syeda X*, offers a powerful and immersive account of urban migrant life in India. Through a storytelling approach, the book sheds light on the everyday hardships, resilience, and survival mechanisms of the country's poorest urban migrants. Unlike empirical studies, this narrative provides deeply personal, qualitative insights that humanize the statistics and highlight the emotional and psychological dimensions of migrant experiences. It serves as an important complement to quantitative research in the field.

The International Labour Organization (ILO) (2023) presented a detailed literature review on the working conditions of migrant workers in India's garment sector. The report identifies a range of systemic issues, including extremely low wages, excessive working hours, a lack of job security, and unsafe workplace environments—particularly in the informal economy. This review plays a critical role in framing the structural exploitation faced by migrant labourers and offers evidence-based recommendations for policy reform and improved labour standards.

Methodologies

Objectives of the Study

- To study the socio-demographic profile of the respondents
- To study the working conditions of migrant labours
- To study about the social protection of the migrant labours
- To study the contractors behaviour towards labours

Research Design

The research design used for the study is descriptive in nature.

Universe of the Study

The universe of the study refers to the entire population of employees. In this research, the universe consists of approximately 500 employees working at a selected footwear manufacturing company at Veequesy Footcare (India) Pvt Ltd in Kerala.

Sampling Method

In this research study the researcher adapted the Probability Sampling Method in which the researcher used the Simple Random Sampling method for collecting the data from the samples. The sample size is 60

Major Findings

- The majority of respondents (61.7%) fall within the age group of 35–45 years, indicating that this is the most represented age category in the workforce.
- Out of the 60 respondents, 40% are male (24 respondents), and 60% are female (36 respondents), highlighting a female-majority workforce.
- The data reveals that 80% of the respondents have completed high school education or below, while only 20% possess a diploma or technical certification.
- Most respondents (73.3%) have between 6 to 12 years of work experience, indicating a highly experienced group of workers.
- A large proportion of respondents (80%) belong to the Workmen Grade B category, suggesting that the majority of employees hold this designation.

- All respondents (100%) are full-time employees, reflecting that the organization relies entirely on a full-time workforce, with no part-time or contractual workers.
- In terms of income, the majority (80%) earn between ₹10,000 and ₹20,000 per month, while 20% fall into the ₹20,000–₹30,000 range.
- Marital status data shows that 86.7% of respondents are married, while only 13.3% are single.
- There is a statistically significant relationship between monthly income and workers' perceptions of workplace safety.
- A positive correlation was found between the level of education and the perceived problems faced by migrant labourers, indicating that more educated workers are more aware of such issues.
- The correlation analysis also shows a moderate positive relationship between job role and the problems faced by migrant labourers, suggesting that the nature of the job may influence their experience.
- There is a slight positive relationship between the presence of dependents and the level of problems experienced by migrant labourers in the workplace.

Suggestions

- Establish clear communication channels and grievance redressal systems for migrant workers.
- Improve living conditions, including housing, sanitation, and workplace safety.
- Conduct regular skill development and training programs to enhance employability.
- Implement inclusive HR policies ensuring fair wages, job security, and equal treatment.
- Provide language and cultural orientation sessions to reduce communication barriers.
- Ensure legal awareness and protection of rights through collaboration with NGOs and government bodies.
- Offer financial literacy programs to help workers manage income and savings effectively.
- Introduce mental health support and counseling services for emotional well-being.
- Regularly monitor and evaluate employee satisfaction to identify areas for improvement.
- Promote social inclusion through community-building activities and cultural programs.

Conclusion

The study provides valuable insights into the challenges faced by migrant labourers in the workplace, particularly within the context of the footwear manufacturing industry. It reveals that a majority of migrant workers come from socio-economically disadvantaged backgrounds, with limited education and financial stability, which significantly contributes to their vulnerability in the labour market. The findings highlight several pressing issues, including poor living conditions, wage disparities, lack of social protection, and moderate levels of workplace-related problems. Despite being full-time employees with considerable experience, many migrant workers continue to face barriers in accessing fair treatment, healthcare, and supportive work environments. The study also indicates that the behaviour of contractors and management plays a crucial role in shaping the overall work experience of these labourers.

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INFLUENCE OF SOCIAL MEDIA ADDICTION ON EMOTIONAL AND MENTAL HEALTH AMONG ADOLESCENTS

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Abstract

This study explores the influence of social media addiction on the emotional and mental health of adolescents, with a specific focus on students from Government Higher Secondary School, Koduvayur, Palakkad. In the current digital age, adolescents are among the most active users of social media platforms. While these platforms facilitate communication and self-expression, excessive use has been associated with negative psychological effects. The research investigates the relationship between social media addiction and mental health factors such as anxiety, depression, stress, and self-esteem. A simple random sampling method was used to select participants from the student population, ensuring that every individual had an equal chance of being included. Data were collected through standardized psychological questionnaires. The findings indicate a significant correlation between high social media usage and emotional disturbances, including mood changes, sleep issues, and reduced academic focus. The study underscores the need for digital literacy, parental involvement, and mental health awareness to promote healthy and balanced social media use among adolescents.

Key Words: Social Media, Addiction, Emotional and Mental Health

Introduction

In today's digital world, social media has become an integral part of everyday life, especially for adolescents. Platforms like Instagram, WhatsApp, Snapchat, and YouTube are commonly used for communication, entertainment, and social interaction. While social media offers many benefits, such as instant connectivity and access to information, excessive use can lead to negative consequences—particularly for young users who are still in a critical stage of emotional and psychological development. Adolescents are highly impressionable, and prolonged engagement with social media may result in emotional imbalances, poor self-esteem, anxiety, stress, and even symptoms of depression. The constant need for validation through likes, comments, and online approval can affect their mental health and social behavior. In extreme cases, this dependency can lead to what is commonly known as **social media addiction**, where users feel compelled to use these platforms excessively, often at the cost of real-life responsibilities and relationships.

Effects of Social Media Addiction on Emotional and Mental Health

- **Anxiety and Stress**

Constant notifications, pressure to respond, and fear of missing out (FOMO) can lead to high stress and anxiety levels.

- **Depression**

Comparing oneself to others online (appearance, lifestyle, popularity) may cause feelings of inadequacy, sadness, and low mood.

- **Low Self-Esteem**

Lack of likes, comments, or social validation on posts can negatively impact self-worth and confidence.

- **Sleep Disturbances**

Late-night scrolling and screen exposure can interfere with sleep quality, leading to tiredness and irritability.

- **Loneliness and Social Isolation**

Excessive online interaction may reduce real-life social bonding, making adolescents feel lonely despite being “connected.”

- **Mood Swings and Emotional Instability**

Over-dependence on social media can lead to emotional ups and downs based on online experiences or feedback.

- **Reduced Attention Span and Concentration**

Constant engagement with short-form content may affect focus and academic performance.

- **Cyberbullying and Online Harassment**

Exposure to negative comments, bullying, or trolling can harm emotional wellbeing.

- **Addictive Behavior**

The compulsive need to check updates or post content can mirror patterns of behavioral addiction

Review of Literature

Kuss & Griffiths (2017) conducted a comprehensive systematic review focusing on the psychological effects of social networking site (SNS) usage among adolescents and young adults. Their analysis compiled evidence from multiple studies, showing a strong link between excessive use of social media platforms and increased levels of psychological distress, such as anxiety, depression, sleep disturbances, and emotional dysregulation. The researchers emphasized that adolescents are particularly vulnerable to these effects due to their ongoing brain development and heightened emotional sensitivity. As adolescents often seek peer approval and social belonging, they may become dependent on virtual interactions, leading to compulsive use of social media. The review further discussed how such behavioral patterns can disrupt daily routines, negatively affect academic performance, and strain real-life relationships.

Twenge et al. (2018) In a large-scale quantitative study, Twenge and colleagues analyzed national survey data collected from thousands of U.S. teenagers to investigate the correlation between screen time—including social media—and adolescent mental health outcomes. Their research revealed a notable increase in depressive symptoms, loneliness, and suicidal ideation, especially among adolescent girls who used social media frequently. The study identified that teens that spent more than five hours per day on social platforms were significantly more likely to report mental health concerns compared to those with limited use. Twenge et al. also pointed out that social comparison, cyberbullying, and disrupted sleep schedules were contributing factors. The authors strongly recommended implementing screen time guidelines and encouraging face-to-face social interaction to support mental wellness in youth.

Andreassen et al. (2016) and her team were pioneers in coining and examining the term “Facebook Addiction”, which they defined as a behavioral addiction characterized by excessive concern and compulsive use of the platform. They developed the Bergen Facebook Addiction Scale (BFAS) to measure addictive tendencies among users. Their findings demonstrated that individuals, particularly adolescents, who scored high on the BFAS also experienced poor self-esteem, high anxiety, mood disorders, and symptoms resembling behavioral addictions, such as neglect of personal life, mental preoccupation, and mood modification. The study emphasized that social media addiction shares psychological features with other forms of addiction and should be approached with similar concern. Andreassen et al. called for preventive mental health education, early detection, and intervention programs targeted at young users to reduce dependence and promote healthy digital habits.

Methodology

Objectives of the Study

- To study the socio-economic background of adolescent respondents.
- To study the key factors contributing to social media addiction among adolescents.
- To assess the impact of social media addiction on the emotional and mental health of adolescents.
- To study the level of social anxiety experienced by adolescents addicted to social media.
- To study the effective strategies and suggestions to help adolescents overcome social media addiction.

Research Design

The research design used for the study is descriptive in nature.

Universe of the Study

In the study on the influence of social media addiction on emotional and mental health among adolescents, the universe comprises of approximately 250 adolescents at Government Higher Secondary School, Koduvayur, Palakkad.

Sampling Method

In this research study the researcher adapted the Probability Sampling Method in which the researcher used the Simple Random sampling method for collecting the data from the samples. The sample size is 75

Major Findings

- Majority 65% of respondents belonged to middle-income families.
- Majority 80% had access to personal smartphones and consistent internet at home.
- Majority 72% lived in urban areas, while 28% were from rural settings.
- Parental education level was high school or above in 68% of cases.
- Majority 76% of adolescents cited peer pressure and the need for social validation as a major reason for frequent social media use.
- Majority 62% reported boredom and lack of extracurricular activities as key contributors.

- Majority 70% mentioned that the addictive nature of specific platforms (Instagram, TikTok, Snapchat) increased their screen time.
- Majority 58% said they checked social media immediately after waking up and before sleeping.
- Majority 61% reported symptoms of anxiety and restlessness when not using social media.
- Majority 54% experienced disrupted sleep patterns due to nighttime social media use.
- Majority 48% responded positively to counseling and awareness programs in schools.
- Majority 52% benefitted from participating in hobbies and physical activities as alternatives to screen time.
- Majority 66% believed parental involvement and monitoring could help reduce addiction.
- There is a strong positive correlation between social media usage and social anxiety.
- A moderate negative correlation exists between social media usage and emotional well-being, indicating that higher usage relates to poorer emotional health.
- Peer influence is also strongly correlated with more frequent social media use.
- High usage group showed significantly higher social anxiety and sleep disturbances than low and moderate usage groups.
- Emotional well-being scores were significantly lower in the high usage group compared to the low usage group.

Suggestions

- Introduce digital literacy programs in schools to raise awareness about healthy social media use.
- Educate parents on setting screen time boundaries and modeling balanced digital behavior.
- Promote extracurricular and offline activities (sports, arts, volunteering) as alternatives to excessive social media use.
- Provide access to mental health professionals in schools for counseling and early intervention.
- Launch peer support groups to allow adolescents to share experiences and coping strategies.
- Encourage face-to-face social interaction to reduce social anxiety and build real-world communication skills.
- Organize digital detox challenges like “No Screen Sunday” or “Offline Week” in schools and communities.

Conclusion

The study reveals that social media addiction among adolescents is strongly linked to increased social anxiety, emotional distress, sleep disturbances, and lower academic performance. Key contributing factors include peer pressure, boredom, lack of offline activities, and the addictive design of popular platforms. Adolescents from middle-income, urban backgrounds with easy access to smart phones were found to be more prone to excessive use. Higher social media usage was associated with greater emotional and psychological challenges. Addressing this issue

requires a holistic approach—through digital literacy education, parental involvement, mental health support, and encouraging offline engagement. Schools, families, and communities must work together to promote balanced and healthy social media habits among adolescents.

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HUMAN RESOURCE MANAGEMENT PRACTICES AND ITS IMPACT ON EMPLOYEE ENGAGEMENT AND PERFORMANCE WITH REFERENCE TO ELGI EQUIPMENTS

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Abstract

The amount of uncertainty in the business environment requires organizations regularly monitor the change and need to adjust the expectations of the employees associated with them. Every organization tries to design and develop business strategies to compete and make an effort to survive by adapting appropriate business strategies such as fighting the competition by managing product price, cutting of the manufacturing cost, and redesign of the business process and downsize of the employees. Apart from these strategies, employee engagement has emerged a new approach to Human Resource Management to stay competitive and improve performance. Today the shift is on the focus in Human Resource Management (HRM) to build the employee engagement. The research work is undertaken with the aim to analyze the practices of human resource management and its impact on the employee engagement and performance. The main objective of this research is to empirically explore the relationship between employee engagement and employee performance in the Company. The research tries to know the influence of high performance in concern. A structured questionnaire was designed to cover the various aspects of HRM practices and its relationship with employee's engagement and their performances.

Key Words: Performance, Employee Engagement, HRM, Strategies

Introduction

Human Resource Management practices are essential for the development of any organization (Hallberg and Schaufeli, 2006; Paul and Anantharaman, 2003). The main Human Resource Management practice includes staff recruitment, techniques of selection, market adapted training, enhancement of performance, suitable system of exchange, appraisal of social security and planned strategic needs (Tessema and Soeters, 2006; Macey and Schneider, 2008). Employee engagement is built on integrity, trust, two-way communication and commitment between organization and employees. It is an approach enhancing the probabilities of success of business, contributing to individual as well as organizational performance, well-being and productivity. Employee engagement is about completely including as the team member, focusing on the clear goals, empowering and trusting receiving constructive and regular response, supporting in new skills development, thanking and recognizing for achievement. Outcomes of HRM practices can be well understood through social exchange theory. Fletcher (2019) highlights the importance of social exchange theory, which postulates that the employees and the management of an organization exchange tangible or intangible resources. Tangible resources such as cash incentives or intangible resources like employee recognition result in more positive outcomes from employee engagement. Numerous positive outcomes of HRM practices had been cited in the literature. The

following paragraphs show the development of hypotheses related to HRM practices and some of these positive outcomes.

Review of Literature

Yamoah (2014) concluded that the positive effect of human resource capacity, when conceptualized in terms of employee training and employee empowerment had been well documented in the literature. according to a study, stated that it's very important to understand the employees physical and mentally situation because it helps to understand every employee's performance as engaged employees are more energetic and dedicated to complete their assign tasks (**Schaufeli et al., 2008**). It also known that performance of employee also shows that the employee is engaged to the work and organization because basically employee who are really hard working to complete their assign tasks on time are they are engaged to the organization. However, as stated by this researcher, employee engagement defined as the positivity of employee and the mind of thinking fulfilling the tasks and also dedication is most important in employee engagement (**Schaufeli et al., 2002**). Employee engagement and performance is very important in an organization because employee is main asset of an organization without employee is impossible to improve development of a business and increase on profit.

Research Methodology

Objective of the Study

- 1.To Know the Demographic profile of the employees
- 2.To know the factors influencing the employee engagement and performance
- 3.To know the difference in employee engagement and performance
4. To investigate and evaluate the relationship among the Human Resource Management practices and the employee engagement amongst the employee's working
- 5.To give suggestions for improving the employee engagement and performance

Research Design and Data Collection

The Descriptive Research Design were used to describe the present status of the organization. The researcher used Convenient Sampling Method for data Collection. The questionnaire was directed on sample of overall population was 500 employees (respondents) who are working in the Company. The sample drawn was 180. Out of 180 responses received, 170 questionnaires after editing were found suitable and taken for study. The data analysis was carried out using SPSS Software package to analysis the chi-square, Correlation and ANOVA.

Data Analysis and Interpretation

Profile of the employees and their interest are vital for any organization. The successful employee engagement program of the organization not just creates work force but a community. Demographic characteristic of respondents influences the employee's engagement with their job and organization. The demographical characteristics of the respondents out of 170 respondents 4.7% were of the age up to 25years. 47.6% respondents were in the age group 25years-35years, 34.1% were in the group aged 35-45 years and 5.9% respondent in the group having age of 45years-55years. 7.6% of the respondents were in the group of 55-65years age. For the research dealing with employee engagement, it is significant to know the gender (sex) of the respondents, in current

scenario, males are equally cognizant comparing to the women. 72.4% male and the remaining 27.6% female. The information relating to respondent's marital status show 64.1% as married and remaining as unmarried. Educational qualification, another demographic characteristic revealed interesting facts. It is observed that more than 89% respondents in the sample were having graduation, PG, or professional degree to their credit. There is significant p value less than 0.05 relationship between employee's engagement and performance of the employees. The Pearson correlation co efficient data shows that reward and recognition have significant impact on employee's engagement and performance of the employees. This indicates that human resource management practice has an impact on employee's engagement and performance in the organization.

Recommendations and Future Research

This research study is to explore the impact of employee engagement and performance and Labour force in organization. The future researchers to get the information from this study for further research of the impact on employee engagement and performance. This would help the future researcher's better understanding on how employee engagement and performance have to be arisen in future. Moreover, suggested the future researchers to review on the respondents towards impact on employee engagement and performance in semi urban areas to get understanding and result was helping the future researchers to know how many employees are employed and unemployed. For the future researchers take part in this study and contribute your effort on developing and updated the new information on employee engagement and performance in the organization for better understanding on this study.

Conclusion

The aim of this research study is to indicate the impact of various human resource management practices on employee engagement and performance. Furthermore, explore each variable impacts on employee engagement and performance which is to raise the organizations employee engagement and performance to leads to success and avoid the negative impact on employees it is create employees disengaged in their work which is also affect the organization success and profits. In conclusion, I would like to conclude the impact of human resource management practices towards employee engagement and performance. Since, in the current business environment many businesses have improved unpredictability, so that the HRM practices take in part in success of the employee's engagement and their performance in an organization. The organization enhance the employee's performance and more strongly employees engaged itself to achieve the objectives of the business.

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THE FUTURE OF SOCIAL WORK BASED ON CURRENT TRENDS AND CHALLENGES IN PRACTICE

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Abstract:

The profession of Social Work continues to evolve in response to the dynamic social, economic, and political landscape of the modern world. This paper explores the future of Social Work practice through the lens of current trends and challenges, highlighting the increasing importance of technological integration, international collaboration, policy advocacy, and community-based approaches. It emphasizes the need for social workers to be technologically savvy, ethically grounded, and culturally competent while also prioritizing self-care to combat burnout. The study also outlines emerging challenges such as financial constraints, ethical dilemmas, and limited professional recognition that could impact future practice. The findings underscore the critical role of interdisciplinary collaboration and proactive strategies in navigating the shifting demands of the field. The study concludes that the future of Social Work is promising, provided that professionals remain adaptable, skilled, and informed.

Keywords: Social Work, Community Practice, Social Justice, Professional Development.

Introduction:

Social Work is a profession that is directly connected to the Society we live in. Since many professions cannot argue this, the noble profession we chose is identified as unique and inevitable to the smooth functioning of the society. Therefore, the very nature and trends in Social Work practice is always inconstant. This is both boon and bane to social workers as we cannot sideline the challenges that come with the opportunities due to the changing nature of Social Work Practice. No doubt, Social Work practice will be more advanced and sophisticated in the years to come as it has evolved significantly over time. Hence, the future of this profession is bright if the professionals are Up-to-date and competent. The future of Social Work practice is discussed below based on the current trends, focusing on the possible challenges and opportunities we'll experience.

Current Trends in Practice:

Social work practice, as a profession, has travelled a long way from the idea of just helping people or addressing any trouble or reason for an issue which affects people's life. Today, it's not just supporting people for their personal or social life, rather it's to empower them to be masters of themselves and to be professionally equipped to have a strong and smooth community life, whatever barriers may occur.

Key Aspects:

International practice: When we live in this globalized world, professionals might require work across borders. Social Work is one of the major professions that has higher international opportunities to address global issues. Therefore, social work education is increasingly preparing candidates to work even abroad addressing transnational issues such as migration, climate change, poverty, displacement etc.

Demographics and Health: Serving people of different age categories and orientations to make them achieve a better life is more recognized today. In addition, identifying their social determinants of health such as economic, political, social and environmental factors (WHO Commission on Social Determinants of Health - *Interim Statement 2007*) and addressing the impact of the same to promote community wellbeing is a growing trend identified in Social Work practice.

Technology: Utilizing technological advancements and social media platforms (Telehealth) is more prevalent these days. This helps to support people remotely, which is more commonly used to deliver counseling and mental health services. The accessibility and availability of internet service makes technical integration more popular in Social Work practice today.

Policy Advocacy: Social workers focus on policy advocacy as the practice requires a holistic framework to deal with the socio-economic disruptions in our community. This will be more crucial in future social work practice, when we deal with issues, which we might not have experienced or even heard of. Innovative and creative ideas would empower social workers to stay competent.

Community-based Approach: Working for the society is no more a one-way road. Better results are ensured only when the community responds positively to the interventions of social engineers. Incorporating participatory methods, such as PRA, that involve the beneficiary groups themselves helps a long way to empower the marginalized groups.

Self-care: Due to the higher demand of service, social workers work long hours and this makes them exhausted and reluctant to take responsibilities and utilize opportunities. Thus, there is a growing trend in focusing on promoting self-care practices among social workers. This prevents burn out to a higher extent among practitioners.

The Future:

The future of social workers is bright due to the higher demands and vast opportunities globally, which means a competent social work graduate will never be jobless. When competency, efficiency and skills are important for a social worker, candidates must be updated with the changing trends in Social Work practice. Analyzing the current trends in the field, the future of the social work profession is predicted as an area with many changes and updates, that would again change the nature of this profession, from what we understand or experience today. Then, professionals who're not updated with the changes would be left behind, but the landscape of this profession will still keep evolving until human life exists here. A few of the possible developments for this profession in the near future are;

(i) Technological Revolution

Technology is at its next level of advancement. Computers or the Internet are no more a technical advancement for this generation. Pagers and Digital diaries are all expired. eSIM and Mac mini are popular now. Artificial Intelligence is not a new word to us. It's not just something we heard and imagined, we experience and utilize it knowingly or unknowingly in our daily life now. AI, the branch of computer science that uses algorithms to enable machines to make decisions, is used in many areas of life including healthcare, business and security. AI tools will become more

popular in Social Work settings too for personal interventions. Chatbots will provide counseling services and mental health support, predicting risk factors using algorithms. Not to replace human resources entirely, virtual reality should be utilized to train professionals, including social workers.

Telehealth and online medical appointments/therapy is already known to us. This trend will continue to grow and may become mainstream in healthcare practices. This will definitely bridge geographical barriers and help service providers, especially social workers to reach to the underserved communities. Social media platforms will become a vital tool for outreach, community building and engagement than just for posts or reels. They are also strong tools for social activism, advocacy and awareness building. Social workers can use social media more to mobilize support or campaigns like “#Metoo” or “#Blacklivesmatter” to have the voices of the marginalized heard. Thus, it will help us to connect with our clients, wherever they are at. Technological advancement and intervention in the field of social work practice creates both opportunities and challenges as we know. While it facilitates communication and data collection, it also poses risks of privacy and accessibility.

(ii) Changing Demographics

When globalization extended its roots to almost all fields of social life, youngsters' migration to different parts of the world has become common. Now it has evolved as a trend and aim among young people to move abroad. Due to the smaller number of kids in the families and higher migration rate, many houses will be left with only aged parents alone in the near future. This population will necessitate a focus on geriatric care and end-of-life support. Social workers will have a key role in navigating elder abuse, social isolation, dementia care etc. Increasing mental health concerns fuelled by factors such as mental health, economic uncertainty will require specialization in mental health interventions. Cultural difference must be another important factor that requires social workers' intervention. They should be culturally competent to address diversity and inclusion.

(iii) Policy and Advocacy

Social workers are committed to promoting justice and continuously acting to address the real reasons of inequality and injustice in the society. So, there is an increasing emphasis on justice and advocacy. Climate change and environmental sustainability is becoming an increasingly important issue that requires professional social work intervention. This will be more recognized and therefore, innovative social work ideas would be required to address this with a policy change or update through the data-driven advocacy. Thus, Social Workers will become strong advocates for justice and systematic change among the marginalized. With the increased economic instability, our voice will be important to address the root causes of social problems. In order to establish social justice and to have sustainable solutions, social workers would need to collaborate with policy makers and organizations focused on specific issues in the community.

(iv) Redefining the Profession

As people become more educated and receive support, most of them will be enriched to support themselves and may not prefer one on one support. Then the traditional method of direct support/therapy would give way to holistic and community-based approaches, where social workers will work with families, schools, employers, community groups to address complex issues.

This will enhance the leadership role of the social workers, mostly in Community Development (CD). Reducing the need for crisis intervention, social workers will focus on prevention and/or early intervention. This necessitates social workers to be lifelong learners constantly updating their knowledge and improving skills to stay ahead of the curve.

Challenges of Social Work Practice:

A social worker is committed to make positive changes in the community by making individuals to become better individuals and thus society a better society. With all the predictions above based on the current trends in practice, among numerous of them, a few challenges social workers face and need to navigate in the changing landscape of social work are discussed below.

(i) Ethical Predicament

Social workers always deal with complex ethical dilemmas, especially when handling issues of confidentiality, power imbalances, conflict of interest etc. Navigating these ethical confusions requires a strong ethical framework and the ability to make strong judgements on time. Social work students should thus focus on developing decision-making skills and have a strong set of moral values for themselves in the absence of an established 'Code of Ethics' and/or 'Standard of Practice'.

(ii) Financial Restraints

Mobilizing enough funds for social work programs is always a challenge in the field of Social Work. Inadequate resources will always limit the reachability of the initiatives. This will directly lead to difficult decisions in prioritizing the needs and allocation of the funds. Compromising the quality of service due to the lack of proper funding wouldn't give the best result, however the social workers work hard. Corruption is identified as the most important threat for the proper financial utilization for the social work initiatives here. Foreign Contribution Regulation (FCRA) limited the flow of foreign funds too to our community for Social Development projects.

(iii) Growing Demands

Social work profession is facing a highly growing demand for the services due to the increased social issues, but limited resources to address them. The demanding nature of this profession, especially when involving exposure to trauma, difficult/pathetic life conditions can lead to stress and burnout, which will eventually reduce social workers' ability to address the issues of all their clients effectively. The higher workloads affect their personal life and capabilities too negatively. This underlines the importance of focusing on self-care activities and supportive work environments for Social Workers' wellbeing.

(iv) Career Development and Professional Recognition

The limited career development opportunities for the social work profession are still considered as a challenge for more people to choose this profession. It's also a fact that Social Work is often undervalued and underappreciated in most cases, leading to a feeling of discouragement and thereby affecting career growth and development. I personally feel, this profession is yet to be recognized and accepted with respect and dignity here, when compared to the social work jobs abroad.

What then?

In order to address the complex issues, Social Workers should collaborate with different streams in the society. This interdisciplinary collaboration between social workers and other professionals including healthcare providers, policy makers, community leaders, educators etc. would create a holistic approach towards problem solving. The focus in social work should be on prevention and empowerment, switching from reactive interventions to proactive strategies aiming on resilience and self-sufficiency. Collaborative approach towards this will ease the stress and create a rather supportive work environment, ensuring higher dignity to this profession.

Conclusion:

Having analyzed the Future of Social Work Practice, focusing on challenges and opportunities on the basis of the current trends in the field, it becomes crystal clear that this profession will keep evolving its nature of practice on par with the changing trends and requirements of the society. It's a fact the demand for this profession is still high and will definitely be higher in future too, just as the studies show 16% of job growth by 2026, due to the increasing social issues. What this field requires is skilled and qualified professionals to bring positive changes in the lives of the people we support. I have no doubt that if the challenges are properly addressed and opportunities are well utilized, Social Work would be a profession that many people would love to choose.

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THE ROLE OF WOMEN IN FINANCIAL EMPOWERMENT IN INDIA

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Abstract

This article explores the critical role of women in financial empowerment in India, highlighting the transformative impact of financial independence on their socio-economic status. Despite facing numerous barriers, such as cultural prejudices and limited access to financial services, women in India have increasingly become involved in various economic activities, driving both personal and community development. This study examines initiatives aimed at promoting financial literacy, access to credit and entrepreneurial skills of women, particularly through Self Help Groups (SHGs) and government schemes. It evaluates the positive outcomes of these initiatives, including improved household income, increased decision-making power, and increased labor force participation. The paper also discusses remaining challenges and calls for a concerted effort by policymakers, financial institutions and civil society to create an inclusive financial ecosystem that further empowers women. Ultimately, financially empowering women is not only essential for gender equality but is also a catalyst for holistic national development in India.

Key words: financial empowerment, micro, SHGs, entrepreneurial skills, gender equality

Introduction

Financial empowerment is pivotal for the economic development of any nation. In India, the role of women in this sphere has evolved significantly in recent decades, penetrating traditional barriers and creating pathways for improved socio-economic status. This chapter examines the multifaceted dimensions of women's financial empowerment in India, exploring their participation in the workforce, access to financial services, and the influence of various government policies and initiatives.

Historical Context

Historically, Indian society has been patriarchal, with women often relegated to domestic roles. However, the latter half of the 20th century marked a shift. Women began to actively participate in various sectors, catalyzed by socio-economic changes, higher educational attainment, and employment opportunities. This shift was not merely a social transformation but an economic necessity, driven by increasing household expenses and economic pressures.

Women in the Workforce

The National Sample Survey Office (NSSO) in India indicates a gradual increase in women's participation in the labor force. While the overall workforce participation of women remains comparatively lower than that of men, an increase in women in formal and informal sectors is noteworthy. As of recent reports from 2021, approximately 21% of women were engaged in the labor force, a figure that reflects both challenges and progress (NSSO, 2021).

Women are engaged in various sectors ranging from agriculture to information technology. In rural areas, women contribute significantly to agriculture, often without formal recognition. An

estimated 80% of agricultural laborers in India are women, who play crucial roles in food production and sustainability (FAO, 2011). Despite their contributions, women often face barriers concerning access to training, resources, and land ownership, limiting their financial independence and empowerment.

Access to Financial Services

Access to financial services is crucial for women's financial empowerment. Microfinance institutions (MFIs) have gained prominence in India by providing financial products tailored to women, thereby fostering entrepreneurship. According to the Microfinance India State of the Sector Report 2020, approximately 85% of the borrowers from MFIs are women, highlighting the pivotal role of microfinance in supporting women's self-employment and income generation.

Government initiatives like the Pradhan Mantri Mudra Yojana (PMMY) have further emphasized facilitating credit access for women entrepreneurs. The scheme offers loans up to ₹10 lac (around \$13,000) without collateral requirements, aiming to empower women by fostering their entrepreneurial ambitions. Between 2015 and 2020, over 22% of the total loans disbursed under this scheme went to women, representing an increasing acknowledgment of their potential as entrepreneurs (PMMY Annual Report, 2020).

Role of Self-Help Groups

Self-Help Groups (SHGs) have emerged as pivotal platforms for women's financial empowerment in India. The SHG movement, initiated in the early 1990s, has created a supportive ecosystem for women, encouraging savings, group lending, and income-generating activities. SHGs allow women to pool their resources, learn financial management skills, and access larger markets. As of 2021, over 8 million SHGs have been formed, impacting the lives of more than 100 million women nationwide (Deendayal Antyodaya Yojana, 2021).

The SHG model has diversified income sources for women, providing loans for small businesses and facilitating access to higher education for their children. It has also empowered women to participate in community governance and social issues, thereby raising their voices in the public sphere. Studies have shown that women's participation in SHGs significantly contributes to their financial literacy and decision-making power within families (Kumar & Singh, 2015).

Education and Financial Literacy

Education plays a critical role in enhancing women's financial empowerment. Improved educational attainment among women correlates with better financial decision-making and management skills. The National Education Policy (NEP) 2020 emphasizes increasing female enrollment in higher education institutions and vocational training, establishing a framework for women to acquire skills relevant to various sectors.

Moreover, financial literacy programs aimed specifically at women have gained traction. Initiatives by the Reserve Bank of India (RBI) and various non-governmental organizations focus on improving women's understanding of banking, savings, investment, and credit. These efforts not only enhance women's confidence in managing finances but also empower them to make informed financial decisions.

Government Policies and Support

The Indian government has recognized the importance of women's financial empowerment, implementing various policies and programs. The Women Entrepreneurship Platform (WEP), launched by NITI Aayog, aims to support women entrepreneurs through mentorship, networking, and access to funding (NITI Aayog, 2019). This platform serves as an incubator for start-ups led by women, promoting innovation and entrepreneurship.

Additionally, government schemes aimed at women's health, safety, and education also indirectly bolster financial empowerment. By addressing fundamental issues like health and education, these initiatives create a more enabling environment for women to engage economically.

Challenges and the Road Ahead

Despite significant progress, several challenges hinder women's financial empowerment in India. Cultural norms, gender discrimination, and lack of access to education continue to pose barriers. Women in rural areas, in particular, face systemic challenges that require targeted interventions.

To enhance women's financial empowerment further, a multi-pronged approach is essential. This includes:

1. Increasing awareness and reach of financial literacy programs.
2. Enhancing access to credit and financial products tailored for women.
3. Encouraging male participation in household financial decisions to promote equality.
4. Strengthening social safety nets and policies that protect women's rights.

Conclusion

The role of women in financial empowerment in India is critical for inclusive growth and sustainable development. As women continue to enter the workforce and gain access to financial resources, they are not only improving their own economic statuses but also contributing to the nation's economy. A sustained focus on education, access to financial services, and supportive government policies will ensure that women's financial empowerment remains a cornerstone of India's development trajectory.

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ASSESSING THE RELATIONSHIP BETWEEN NOMOPHOBIA, PSYCHOLOGICAL WELL-BEING, AND RESILIENCE AMONG SCHOOL STUDENTS IN MADURAI

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Abstract

This study aimed to assess the relationship between nomophobia, psychological well-being, and resilience among school students in Madurai. With increasing mobile phone usage among adolescents, concerns regarding their emotional and behavioral well-being are growing. A descriptive research design was employed, and data were collected from 140 students studying in secondary and higher secondary classes using a stratified random sampling method. Standardized scales were used. Findings revealed that a majority of students showed moderate levels of nomophobia (51.5%), psychological well-being (45.7%), and resilience (46.4%). There is no significant relationship was found between nomophobia and psychological well-being or resilience. A strong positive correlation was observed between psychological well-being and resilience ($r = 0.623$, $p < 0.001$), suggesting that higher well-being is closely linked to greater resilience.

Introduction

In the present day context, mobile phone and its dependency have increased a lot and we claim it's the Digital age. Our daily routine life have undergone a change, the sleeping patterns, communication, face to face interaction reduced to a larger extent and in turn loneliness, feeling of in secured is reflected in many of our behaviours. Nomophobia, a portmanteau of "no mobile phone phobia," refers to the fear or anxiety of being without a mobile device or unable to use it. This is common among all irrespective of their age, but is more often considered to be high among the people in the adolescent age group 10-16 years. It includes panic and compulsive behaviors when individuals are without phone. Due to the dependency on the gadgets the overall functioning of the individuals are also affected. The emotional health, social relationship, autonomy, self acceptance and personal growth is also affected to a larger extent unknowingly. This state of feeling is referred as Psychological well being is low in an individual. Every individual needs to have positive mind set inorder to deals with the routine challenges of the life. Else even for the small or minor failures individuals reflect negativity in all aspect of life. To overcome the dependency and to be positive the young individuals need to be resilient. It means to cope up, adapt and overcome from the stress and the fear of life. The COVID 19 and post COVID situation the educational system have embraced the mobile to a larger extent. So the adoption to mobile culture is high from the schools. In order to Assess the Relationship between Nomophobia, Psychological Well-being, and Resilience the researcher have carried out a study among School Students in Madurai.

Review of literature

Albikawi and Abuadas (2025) explored the complex interplay between nomophobia, emotional regulation, self-efficacy, loneliness, and anxiety among nursing students. Employing structural equation modeling, the study demonstrated that nomophobia significantly predicted higher levels of anxiety. Furthermore, poor emotional regulation and low self-efficacy were identified as mediators in this relationship, while loneliness exacerbated the anxiety associated with nomophobia.

Maghaireh et al. (2024) investigated the impact of nomophobia on stress, loneliness, and depression among adolescents. Utilizing an explanatory sequential mixed-methods design, 180 students completed the Nomophobia Questionnaire, Perceived Stress Scale, Beck Depression Inventory, and UCLA Loneliness Scale. Subsequently, semi-structured interviews were conducted with 30 students exhibiting high levels of nomophobia. The findings revealed that higher nomophobia scores were significantly associated with increased levels of stress, loneliness, and depression. The qualitative data further emphasized that adolescents experiencing acute nomophobia often reported feelings of isolation and heightened anxiety when separated from their mobile devices. The study underscores the necessity for educational interventions aimed at promoting balanced mobile phone use to enhance adolescents' psychological well-being.

Abukhanova et al (2024), research examined the relationship between nomophobia and academic performance, focusing on the mediating effects of depression and anxiety. The study found a significant negative association between nomophobia and learning performance, indicating that increased nomophobic tendencies correlated with lower academic achievement. Depression did not serve as a significant mediator, anxiety was identified as a critical factor exacerbating the impact of nomophobia on academic outcomes.

Bhardwaj and Singh (2024), conducted a study on the loneliness, Nomophobia and Psychological Well-being among the 178 individuals. It is found that there is a weak relationship between Nomophobia and loneliness, there is a relationship between Nomophobia and psychological well being.

Arpaci and Gundogan (2022), studied the relationship between nomophobia, psychological resilience, and mindfulness among 300 Turkish college students. They have found that nomophobia was negatively associated with both mindfulness and psychological resilience, while mindfulness and psychological resilience were positively linked. Additionally, psychological resilience played a mediating role in the connection between mindfulness and nomophobia.

Methodology:**Objectives**

- To assess the levels of nomophobia, psychological well-being, and resilience among school students in Madurai.
- To examine the relationship between nomophobia and psychological well-being.
- To analyze the association between nomophobia and resilience.
- To study whether psychological well-being and resilience act as protective factors against nomophobia.

Research Design: The researcher have adopted descriptive research design, for assessing the existing levels of nomophobia, psychological well-being, and resilience of the school students

Sampling: A stratified random sampling method was adopted, Students enrolled in secondary and higher secondary education. Regular mobile phone users were taken into the study, with a sample size of 140 respondents

Tools for Data Collection: Questionnaire was used to collect the data from the respondents. It consists of a scale to measure Nomophobia. It was developed by Yildirim & Correia (2015) consist of 20-item self-report scale. To measure the Psychological Well-being, Scale consist of 18-item developed by Carol D. Ryff was used. The assess the resilience, scale developed by Gail M. Wagnild & Heather M. Young (1987) was used. It consists of 25 items.

Data Collection Procedure: Data was collected from school students using a structured questionnaire, Ethical considerations, including informed consent, confidentiality, and voluntary participation, were ensured.

Major findings:

The analysis of the data shows that more than half of the respondents were male (55.7 percent) and more than two fifth of the respondents were female (44.3 percent). The Majority (93.6 percent) of the respondents were not first-generation learners and less than one tenth (6.4 percent) of the respondents were first generation learners. More than two third (69.3) of the respondents were from nuclear family and less than one third (30.7) of the respondents were form joint family.

More than half (52.9 percent) of the respondents equally use mobile phone for academic and entertainment purpose, little more than one tenth (12.1 percent) of the respondents use mobile phone for entertainment purpose alone, and less than one tenth (5.7 percent) of the respondents use mobile phone only for academic purposes. More than one third (34.3 percent) of the respondents very often check their mobile phone notification in an hour, one tenth (10 percent) of the respondents check their notification once in an hour and only 0.7 percent of the respondents never check for any kind of notification. Interestingly little less than two third (64.3) of the respondents use more than 3 mobile applications in their mobile phone. More than three fourth (77.9 percent) of the respondents use the mobile phone for more than three hours.

Level of Nomophobia: The analysis shows that nearly half of the respondents (51.5 per cent) in the moderate level, 25.7 per cent are in the high level and the remaining were in the low level.

Level of Psychological well being: It is found that 45.7 per cent of the respondents were in the moderate level, 28.6 per cent were in the high level and the remaining were have low level of Psychological well being.

Level of Resilience: It is found that 46.4 per cent were having moderate level, 30 per cent were having high level and 23.6 per cent were having low level of resilience.

Association between Personal and key variables

The further analysis shows that age of the respondents have an association with Nomophobia ($F=7.401$, $p=0.000$), with significant differences (Scheffe post-hoc test) between the 14-15 age group and 16 years, but not with the 17-year-old group). Similarly there is an association between grade level and nomophobia ($F=8.874$, $p=0.000$), with significant differences between the 9th grade and higher grades. There is no association between age, Grade level and Psychological well being, Resilience.

The gender, first generation learner, type of family, the number of mobile applications used and mobile usage pattern have no association with Nomophobia, Psychological well being and Resilience.

Relationship between the key variables:

		Nomophobia	Psychological well being	Resilience
Nomophobia	Pearson Correlation	1	-.112	.045
	Sig. (2-tailed)		.192	.598
	N		138	139
Psychological well being	Pearson Correlation		1	.623**
	Sig. (2-tailed)			.000
	N			139
Resilience	Pearson Correlation			1
	Sig. (2-tailed)			
	N			140

** . Correlation is significant at the 0.01 level (2-tailed).

There is no relationship between nomophobia and psychological well-being, nomophobia and resilience. A strong positive correlation ($r=0.623$, $p<0.001$) was found between psychological well-being and resilience. Students with higher psychological well-being tend to have greater resilience, highlighting a significant interconnection between these two factors.

Conclusion:

The findings indicate no significant relationship between nomophobia and psychological well-being or resilience, suggesting that nomophobia operates independently of these constructs in this population. The strong positive correlation and regression results highlight the important role of psychological well-being in enhancing resilience among school students. Programs targeting improvements in psychological well-being may directly contribute to greater resilience, equipping students to better handle academic stress and challenges. The weak correlations involving nomophobia warrant further investigation into other potential mediating or moderating factors influencing its impact on psychological constructs.

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EMPOWERING WORKPLACES THROUGH CSR: A NEW ERA FOR HUMAN RESOURCES

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Abstract

The ever-changing scenario of modern business practice emphasizes the increasing importance of Corporate Social Responsibility (CSR) as an organizational culture shaper. The article focuses on the integration of CSR and HR management and on how the incorporation of such socially responsible practices positively impacts workplace environments, engagement of employees, and sustainability of organizations. CSR initiatives are beyond external facing; they increasingly are recognized as decisive for providing inside good organizational well-being. Organizational alignment of HR strategies and CSR values enables businesses to develop an employee base ethos based on inclusivity and ethical conduct and social awareness. This article explains specific workplace strategies about promoting diversity as well as maintaining employee wellness and establishing sustainable business methods that support social responsibility at the workplace. Leadership drives CSR initiatives while establishing an accountable environment for CSR activities. Labor force members at this stage will be inspired and dedicated to their organization because they observe meaningful social impact work carried out by their company. The partnering relationship between CSR and human resources enhances both employer-employee trust and staff loyalty and simultaneously builds strong brand reputation. Organizations and their employees will benefit from long-term corporate value through this strategic HR and CSR alignment. Through social responsibility at work organizations can achieve both their business goals and social development outcomes.

Keywords: *Corporate Social Responsibility, Human Resources, Socially Responsible Workplace, Employee Engagement, Workplace Culture.*

Introduction

In a rapidly changing industry, modern businesses recognize the growing significance of integrating Corporate Social Responsibility (CSR) as a fundamental operational component. Prior to being registered as an external project, CSR was thought to just benefit the local people and environment. Since ethical and sustainable company practices have become more popular, corporate social responsibility (CSR) now includes internal organizational processes, particularly in human resources (HR). The connection between CSR and HR acts as a beneficial operational point for businesses to fulfill long-term duties and strengthen workplace culture while satisfying staff requirements together with meeting social obligations. The HR function requires both adherence to employment laws and rules and active participation in work environment design to enhance staff welfare while achieving social impact and aligning with organizational principles. Employee morale improves when workers prefer organizations with CSR initiatives that align with their moral values and substantial social benefits. This makes human resources departments vital

for uniting CSR activities with enterprise culture and employee involvement plans. The paper describes how businesses should integrate CSR actions into HR procedures to build socially conscious workplaces. Such integration leads organizations to experience improved staff morale and retention together with a better corporate reputation which results in success for the company. The critical link between CSR and HR practices will increase in significance because businesses worldwide will continue focusing on CSR initiatives. These measures will establish lasting social and responsible workplace methods for upcoming years.

Problem Statement

A need for better CSR practices linked to HR strategies emerges as an essential aspect in the present focus on corporate social responsibility initiatives by businesses. Many businesses face difficulties when attempting to align CSR programs with their internal HR systems so that it results in fewer opportunities to build socially conscious teams. A framework shortage to combine CSR practices with HR systems produces fragmented initiatives which fail to realize CSR's maximal impact for staff happiness and company success and organizational culture enhancement. This research provides solutions to incorporate CSR into HR practices as a tool for building social responsibility in the workplace and boosting workforce involvement while fostering business endurance. The research evaluates both benefits and drawbacks together with real-world strategies that support building a work environment which emphasizes ethical corporate conduct along with social responsibility.

Research Objectives

1. To explore CSR initiatives can be integrated into HR practices to create a socially responsible workplace.
2. To examine the impact of CSR on employee engagement, satisfaction, and retention.
3. To identify the benefits and challenges of aligning CSR with HR strategies for organizational success.

Literature Review

Khan and Ahmed (2024) This study uses a systematic assessment of the literature from 2015 to 2022 to examine how CSR is integrated into HRM. This article has emphasized the impact that socially conscious HRM strategies have on employee engagement and well-being. The report has also proposed novel implementation methodologies and identified a research gap in CSR-HRM alignment. It has been highlighted how ethical leadership affects CSR-driven HR policy. A request for empirical research to validate CSR-HRM frameworks concludes the paper.

Smith and associates (2022) The notion of Socially Responsible Human Resource Management (SRHRM) is reviewed in this work. It talks about how CSR has changed HR tasks including hiring, training, and employee welfare. According to the survey, companies with robust CSR programs saw increases in employee retention and satisfaction. It also draws attention to the difficulties in quantifying how CSR affects HRM results. A study agenda centered on cross-cultural CSR activities is suggested by the authors.

Segovia-Pérez and García-Lopera (2022) This review examines how businesses use HRM to accomplish CSR. It highlights some of the most important CSR tactics, such employee volunteerism and environmentally friendly workplace procedures. The article highlights how HR

contributes to the development of social responsibility and business ethics. According to the research, CSR-focused HR practices improve an organization's competitive edge and reputation. The study calls for more longitudinal research to assess the long-term effects of CSR on HR.

Jones & Kim (2020) This literature review traces the linkage between CSR and HRM, discussing prominent themes of literatures. It establishes that CSR-based HR practices are strongly related to employee motivation and workplace culture. Measurement issues exist in the effectiveness of CSR in HRM. The article explores how HR managers have adopted CSR values into organizational policies. Measuring CSR metrics integrated with HR performance appraisal has been recommended by the authors.

De Stefano et al., (2018) This review focuses on changes in the function of HR when implementing CSR and sustainability. It postulates that HR no longer merely is an administrative function, but rather a strategic partner in CSR initiatives. The findings are that CSR programs initiated by HR enhance employee well-being and organisational commitment. Some of the perceived barriers include resistance to change and lack of training for CSR among HR professionals. The review concludes with suggestions on how to "embed CSR into HRM policies".

Methodology

This study takes a quantitative approach to collecting and analysing data that could serve to quantify the connection between CSR practices and HR outcomes in realizing an effective and socially responsible workplace. It uses the descriptive type of research to describe the current state of CSR integration in HR practices and its implications for the engagement of employees and organizational culture.

Sampling Method and Sample Size

The sampling method that has been adopted in this study is convenient sampling, whereby respondents are chosen because they are accessible and relevant to the research study. In all, 72 respondents from organizations are involved in the sample taken to ensure proper representation of various sectors of the employees.

Some of the statistical tools that will be used for data analysis and testing the hypotheses are:

1. **ANOVA:** It will be applied to find whether there is a significant difference in employee engagement and satisfaction between different organizations with the varying level of CSR integration into HR practices.
2. **T-Test:** The purpose of this test is to ascertain if employee attitudes on CSR activities change significantly based on work role, age, and gender.
3. **Kendall's Rank Correlation Test:** In order to identify any patterns of correlation between the two variables, the test will measure the direction and intensity of the link between employee happiness and CSR activities.

These methods, therefore, would be able to provide information on how CSR can effectively shape HR strategies in creating a socially responsible and engaged workforce.

Data Analysis and Interpretation**Anova**

H₀ (Null Hypothesis): There is no significant difference between CSR initiatives on HR practices.

Table no: 1 CSR initiatives * HR practices

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.690	4	.673	1.442	.230
Within Groups	31.254	67	.466		
Total	33.944	71			

The results of the ANOVA show that there is no statistically significant difference in the HR impact of various CSR initiatives ($F = 1.442$, $p = 0.230$). Since the p-value is greater than 0.05, we reject the null hypothesis, suggesting that the variations in the HR impact of CSR initiatives are not statistically significant and might instead be due to random variation rather than actual differences in effectiveness.

T Test**Null Hypothesis (H₀):**

There is no significant difference between HR impact and CSR involvement.

Table no: 2 HR impact and CSR involvement

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2 tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
CSR Involvement	Equal variances assumed	.072	.789	-.135	55	.893	-.01587	.11727	-.25089	.21914
	Equal variances not assumed			-.134	40.796	.894	-.01587	.11836	-.25494	.22319

The findings of the Independent Samples T-Test show that there is no appreciable difference in the HR effect for businesses with high, moderate, and low levels of CSR engagement ($t = -0.135$, $p = 0.893$). Since the p-value is more than 0.05, we cannot rule out the null hypothesis, which states that CSR activity has no statistically significant impact on HR.

Correlation

Null Hypothesis (H₀): There is no significant correlation between HR strategy and CSR involvement.

Table no: 3 HR strategy and CSR involvement

		HR Strategy	CSR Involvement
HR Strategy	Pearson Correlation	1	.391**
	Sig. (2-tailed)		.002
	N	72	72
CSR Involvement	Pearson Correlation	.391**	1
	Sig. (2-tailed)	.002	
	N	72	72

HR Strategy and CSR Involvement Correlation: The Pearson correlation coefficient yielded a p-value of 0.002 and a value of 0.391. Since the p-value is less than 0.05, we reject the null hypothesis and accept the alternative, which shows a substantial positive link between CSR engagement and HR strategy.

Findings

- According to the ANOVA findings, the HR effect of various CSR initiatives does not vary significantly, and any variance might be the product of chance.
- Since the p-value for CSR engagement was more than 0.05, the Independent Samples T-Test result showed no influence on the HR impact.
- With a p-value of 0.002 and a Pearson correlation coefficient of 0.391, the correlation findings indicate a strong positive association between HR strategy and CSR engagement.

Suggestions

- Organizations should integrate CSR activities more deeply into their HR practices. This may lead to enhanced employee engagement and satisfaction.
- While no significant differences were found in HR impact across CSR activities or varying levels of CSR involvement, further diversification of CSR initiatives, such as volunteering, ethical leadership, and sustainability programs, may enhance overall employee morale and organizational culture.
- Regular assessments allow organizations to improve their strategic efforts that boost employee engagement and preservation as well as happiness by measuring CSR initiative impacts on HR results.
- The integration of CSR teams with HR allows organizations to achieve better harmony that supports HR goals in both employee welfare and organizational performance. The human resources department should give workers training related to CSR initiatives to improve understanding and engagement which results in a better socially responsible workplace.
- Businesses should ensure their CSR initiatives and activities enable persistent results which correspond to HR objectives about worker satisfaction and brand visibility enhancement.

Conclusion

The research data indicates that HR strategy maintains a positive connection with CSR involvement but confirms that HR impact displays no patterns across various CSR activities or CSR engagement levels. The implementation of CSR through HR strategies generates positive results regarding employee happiness and engagement. Company culture as well as employee retention could benefit from CSR and HR policy alignment despite the possibility that these effects essentially occurred randomly. Organizations must focus on enhancing CSR programs while evaluating their program performance to develop an active workforce that demonstrates social responsibility.

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PROFESSIONAL STRESS OF SPECIAL SCHOOL TEACHERS IN PALAKKAD DISTRICT

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Abstract

The present study aimed to find out the professional stress of special school teachers in Palakkad District, Special school teacher's experience a high degree of emotional stress on the job as a result of the demanding nature of their roles, including complex student needs, administrative challenges and the pressure to meet IEP goals. Early studies of teacher stress found a relatively high degree of stress. For example, 76% and 87.1% of teachers described their stress levels at their school as moderate or significant, respectively. The research, involving 50 teachers working with students with hearing impairments (HI), Visual impairments (VI), Intellectual disabilities (ID) and autism spectrum disorders (ASD), reveals varying stress levels. About 76% of teachers report average stress 16% experience serve stress, and 8% have low stress. The study shows no significant differences in stress levels based on gender type of school management or teaching experience. Key stressors include student behavior and parental involvement and administrative norms have a lesser influence. The findings indicate the need to empower special school teachers in the district to deal students and their parents in a most pleasing and diplomatic way.

Introduction

Teaching is one of the most demanding and challenging professions, particularly in the context of special education. Special school teachers cater to students with diverse needs, including intellectual, physical, emotional, and behavioral disabilities. This role requires exceptional patience, adaptability, and emotional strength, as these teachers must address not only academic but also developmental and social challenges faced by their students. In Palakkad district, a region known for its diverse socio-economic and cultural landscape, special school teachers face unique professional stressors. These stressors may include inadequate resources, lack of specialized training, high workloads, and societal misconceptions about special education. Furthermore, managing the expectations of parents, balancing administrative responsibilities, and handling the emotional demands of teaching can add to their stress.

Review of Literature

Kyriacou, C. (2001) explored teacher stress and identified it as an unpleasant emotional experience linked to aspects of the teaching profession, including workload, student behavior, and time pressures. His study emphasizes that while teaching is inherently rewarding, the continuous exposure to emotionally charged situations can lead to psychological strain. The research highlights that teachers working with special needs students face an even higher risk of stress due to the diverse educational, emotional, and behavioral demands these students present. Kyriacou suggests that institutional support, professional development, and coping strategies are crucial in reducing occupational stress.

Punia, V., & Berwal, S. (2017) conducted a study focusing on work stress among special education teachers and the role of demographic variables such as age, experience, and qualification. Their research revealed that special school teachers experience moderate to high levels of stress, primarily due to lack of resources, excessive workload, and emotional attachment to students with special needs. Interestingly, the study found that younger teachers reported higher stress levels compared to their senior counterparts, suggesting that experience and adaptability play a role in stress management. The findings underline the need for supportive school environments and professional counseling for special educators.

Need and Significance of the Study

Since emotions makeup and shape our minds as well as the personality structure, the self-esteem developed during each stage of the profession is a matter of impetus to teaching professionals. Studies and observations show that teaches of special schools are among the most stressed in the teaching profession due to reasons defined and even un explored. In spite of the academic interventions and massive awareness programs in the area, It is felt that we neglect what should be emphasize. Despite the valuable and timely proposals and recommendations of authentic educational forums, the steps and initiatives adopted at the pedagogy or organizational level is quite nominal.

Statement of the Problem

Advancement of social system has made our life more comfortable and complex too. As teachers confront with the cross section of the society, possibility to be stressed is more. Teachers of special schools are also victims of professional stress since they need to handle differently able students. The researcher with long year of teaching experience could interact and mingle with teachers of special schools. The opportunities to visit special schools motivated the researchers to study more about the working atmosphere and the various aspects generating professional stress

Objectives

- To assess the level of professional stress experienced by special school teachers in Palakkad District.
- To identify the major sources of professional stress among special school teachers.
- To examine the relationship between professional stress and demographic variables such as age, gender, teaching experience, and type of school (government or private).
- To suggest possible strategies to reduce professional stress among special school teachers.

Hypotheses of the Study

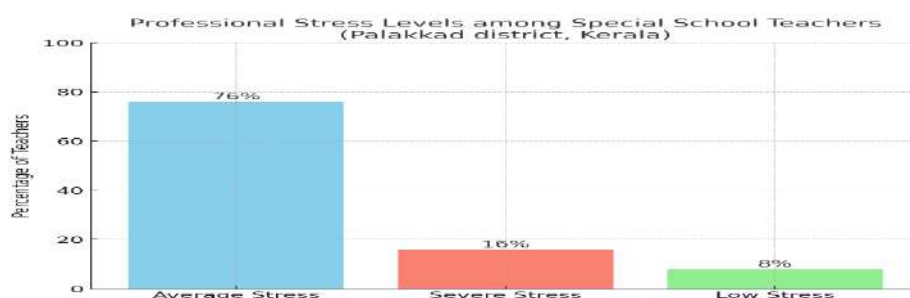
1. There is no significant difference in the level of professional stress between male and female special school teachers in Palakkad District.
2. There is no significant difference in the level of professional stress based on the teaching experience of special school teachers.
3. There is no significant difference in the professional stress levels of special school teachers working in government and private institutions.
4. There is a significant relationship between demographic variables and the professional stress experienced by special school teachers.

Research Methodology

The present study adopted a descriptive survey research design to investigate the professional stress experienced by special school teachers in Palakkad District. The population for the study consisted of teachers working in government and private special schools catering to children with disabilities. A purposive sampling technique was employed to select 100 special school teachers from various institutions across the district. Data were collected using a standardized stress scale questionnaire, which was validated for reliability and relevance to the Indian educational context. The tool measured multiple dimensions of professional stress including workload, role conflict, student-related challenges, and administrative pressures. The collected data were statistically analyzed using descriptive statistics such as mean and standard deviation, and inferential tools like t-tests and ANOVA were applied to determine significant differences based on demographic variables such as gender, teaching experience, and school type.

Major Findings

A study conducted in Palakkad district, Kerala, examined the professional stress levels among special school teachers. Data were collected from 50 teachers working with students having hearing impairments (HI), visual impairments (VI), intellectual disabilities (ID), and autism spectrum disorders (ASD). The findings revealed that 76% of these teachers experienced average stress levels, while 16% reported severe stress and 8% reported low stress. Notably, there was no significant difference in professional stress based on gender, type of school management, or teaching experience. Among various factors contributing to professional stress, student behavior and parental involvement were identified as the most influential, whereas working environment and administrative norms were the least impactful.



Conclusion

The study concluded that there is a need to empower special school teachers in the district to manage interactions with students and their parents more effectively and diplomatically. The professional stress experienced by special school teachers is both significant and multifaceted, stemming from the unique demands of working with students who have diverse and often complex needs. This stress is further compounded by factors such as high workload, emotional demands, limited resources, administrative pressure, and insufficient support systems. Despite their dedication and resilience, many special educators face burnout, reduced job satisfaction, and compromised well-being.

It is essential for educational institutions and policymakers to acknowledge these challenges and take proactive measures to support special school teachers. This includes providing targeted professional development, ensuring manageable class sizes, offering psychological support,

fostering collaborative work environments, and implementing policies that prioritize teacher well-being.

Addressing professional stress is not only crucial for the health and longevity of special educators but also for the overall quality of education and care provided to students with special needs. A well-supported teacher is better equipped to deliver effective instruction, maintain a positive classroom environment, and contribute meaningfully to student development.

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A STUDY ON APPLICATION OF ADVANCED SOCIAL WORK ASSESSMENT SCALES AND TOOLS IN SPECIAL SCHOOLS

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Abstract:

Assessment is a very crucial term in special education process. In the modern era everything seeking scientific and systematic approach, Special education also needs updated tools because it provides valuable insights into a student's cognitive abilities. Effective special education relies on assessment, which is the foundation of modern education because it gives us key to understand what a child needs. Assessment and evaluation in special education is a process that involves collecting information about a student for the purpose of making decisions. Assessment, also known as evaluation, can be seen as a problem-solving process that involves many ways of collecting information about the student (Swanson & Watson, 1989) In special education, there are many professional advanced scales and tools from different platforms that help to support the social workers to determine the student learning, and these tools make the evaluation more accurate. The whole teaching methodology is based on the assessment. Thus efficient assessment can help for betterment of the student in more effective way. Disability present in a student if diagnosed properly it is nearly half the problem solved for the mentor to proceed with future academic progression.

Key words: Advanced Assessment tools, special education, school social work.

Introduction

The use of advanced social work scales in special schools has been play a vital in identifying and addressing the unique needs of children with disabilities and special educational requirements. Traditional tools such as the Strengths and Difficulties Questionnaire (SDQ), Vineland Adaptive Behavior Scales (VABS), and Behavior Assessment System for Children (BASC) have been augmented by technological advancements, including Artificial Intelligence (AI), machine learning, and digital platforms. The use of these innovations can enable school counselors to design more effective programs by providing deeper insights into students' cognitive, emotional, and social functioning. AI-driven diagnostic platforms, speech recognition systems for nonverbal students, and mobile applications are digital tools that support early learning. The incorporation of technology fosters inclusive practices, providing ease of understanding for students with diverse abilities and creating opportunities for holistic development.

There are quite a lot of apps designed to help students with intellectual disabilities, including those with conditions like mental retardation. These apps can assist with identifying challenges and providing support in various ways such as improving cognitive skills, communication, and daily living skills. Some of these apps include:

1. **ABA Therapy Apps (e.g., ABA Flash Cards & Games):** These apps use Applied Behavior Analysis (ABA) principles to help children with intellectual disabilities learn important life skills, like communication, social skills, and basic academics.
2. **Autism Therapy Apps (e.g., Proloquo2Go):** While primarily designed for individuals with autism, these apps can help with communication difficulties, which may also benefit children with intellectual disabilities.
3. **Cognifit:** This app offers cognitive games to help enhance skills like memory, focus, and problem-solving, which can help in identifying areas where the student may need additional support.
4. **Choice works:** An app that helps children with autism and intellectual disabilities to manage their schedules, tasks, and routines, promoting independence.
5. **Reminders & Daily Schedule Apps (e.g., Visual Schedule Planner):** These apps use visual aids to help students follow routines and understand daily activities, which is especially helpful for children with intellectual disabilities.
6. **Speech Therapy Apps (e.g., Speech Blubs):** These are designed to improve communication skills and may benefit students with intellectual disabilities who struggle with speech.

Review of Literature

In the field of special education, it is always necessary to fully understand the assessment process and to be able to clearly communicate vital information to professionals, parents, and students (Pierangelo and Giuliani, 2006)

The process of educational evaluation in special education includes two basic stages: determining the performance of the individual and making educational adaptations within the principle of providing education in the least restrictive environment according to the results obtained (Aksoy & Şafak, 2020).

Technological initiatives, interventions, etc. for teaching and learning have also affected the way teachers assess students' learning performance. Digital technologies offer teachers the opportunity to improve and diversify their assessments of students in areas such as written communication skills, collaboration, teamwork and reflective thinking (Eyal, 2012)

Objectives of the Study

- To study the personal variables of the respondents
- To analyze the level of satisfaction parents, obtain when modern tools and techniques are used for student assessment in special schools where their children are studying,
- To find the relationship between personal variables and level of satisfaction

Research Methodology

Research Design: Descriptive research is adopted as it was found suitable for the study.

Universe: Parents of children in special schools in Coimbatore, Tamil Nadu, India has been selected as the universe of the study.

Sample size: The researcher has collected data from 84 respondents.

Tools of Data collection: A self structured questionnaire having 23 items based on components of satisfaction attained towards assessment tools used in special schools.

Major Findings

Association between Educational Qualification of the respondents and their level of Satisfaction

S.No	Educational Qualification	Level of Satisfaction			Total
		78-100	64-77	0-63	
1	DIPLOMA	11	35	6	52
2	UG	7	15	1	23
3	PG	0	6	3	9
	TOTAL	18	56	10	84

Chi-Square Tests

	Value	Df	Asymp . Sig. (2-Sided)
Pearson Chi-Square	7.392	4	.117

The significant value of the chi-square test shows .117 which is higher than p value (.117>.05). Hence it is concluded that it indicates a statistically significant result, meaning you would reject the null hypothesis.

Discussion:

According to a survey conducted by the Special Olympics Global Center for Inclusion in Education, 77% of parents were open to using technology. This defiantly gets aligned with our result parents' knowledge towards education makes them understand more about their child's needs. To assess such tools, it is important to consider appropriate AI tools and evaluation scales which could aid in reading, writing, math, memory, organization, listening, and other tasks. Observation and comparison are essential two ideologies to pick the appropriate approach.

Conclusion

Even though Assessment in special education is very complicated it is also important process that helps teachers build up individualized education strategy and measure advancement. By using a different type of assessment approaches and tools, linking parents and other professionals, and frequently assessing, evaluating and adjust teaching strategies, teachers can help their students be successful. Every special child is only one of its kind and has their own strengths and challenges. By taking multiple approach and tools to assessment, teacher can help all students reach their complete potential. With this vision of technology development, understanding of step by step clear breakthrough of assessment process in special education teachers can defiantly be game changers in the career of special children.

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A STUDY ON GENERATIONAL DIFFERENCES IN KNOWLEDGE TRANSFER MOTIVATIONS AMONG EMPLOYEES

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Abstract

This study investigates the dynamics of knowledge transfer among employees in a private limited company in Coimbatore, Tamil Nadu, focusing on generational differences and the influence of demographic variables. Knowledge transfer, essential for organizational continuity and innovation, involves the sharing of skills and expertise among employees. The study sampled 75 employees using a snowball sampling technique and gathered data through a questionnaire. Demographic variables included age, gender, generation, marital status, education level, job role, and length of employment. Knowledge transfer was measured using an 18-question six-point scale.

Analysis of the demographic profile showed that the majority of respondents were aged 18-24 years, from Generation Y (1995-2009), male, undergraduates, single, with 0-5 years of experience, and working as engineers. The study found that 74.7% of respondents had a moderate level of knowledge transfer, 13.3% had a high level, and 12.0% had a low level.

The ANOVA and t-test results indicated that knowledge transfer was significantly influenced by generational differences, with Generation Y showing a higher propensity for knowledge sharing. However, other demographic variables such as age, gender, marital status, education level, job role, and years of experience did not show a significant impact on knowledge transfer.

Overall, the study highlights the importance of understanding generational dynamics in knowledge transfer processes within organizations and suggests that targeted strategies to enhance knowledge sharing among different generations could improve organizational performance and innovation.

Keywords: Innovation, Knowledge Transfer, Knowledge Sharing, Mentorship.

Introduction

Knowledge transfer is when experienced employees share their knowledge, skills, and behaviors with those replacing them. In organizations, this involves disseminating information, skills, and expertise among members to ensure continuity, innovation, and improved performance. Effective strategies include mentorship, training programs, documentation, and collaborative platforms to facilitate seamless knowledge flow. Leveraging collective knowledge within the organization boosts performance and innovation. Knowledge sharing is the process by which individuals make their knowledge available to others (Davenport, 1997). Knowledge sharing is regarded as a social interaction in which employees exchange their experiences, skills and knowledge across the firm. (Y. Lee et al., 2021) Argote R Ingram (2000) define knowledge

transfer as "the process through which one unit (e.g., group, department, or division) is affected by the experience of another. "Knowledge sharing is "a human behaviour, which apprehends activities such as exchanging explicit and/or implicit experiences, embedding ideas and skills that facilitate knowledge for innovation at the workplace" (Kumar & Che Rose, 2012). Knowledge sharing is employee-to-employee learning procedure to assist one another to enhance their potential, solve problems and boost work performance (Nguyen et al. 2021). Knowledge sharing deals with the process of readily making available the relevant knowledge to coworkers in the organization (S. -W. Lin & Lo, 2015; S. B. Grant, 2016; Z. Wang et al., 2014; Zhang & Jiang, 2015). According to Valentine (2011) developing the right knowledge system enables organizations to improve work practices, take better decisions and avoid the criticism that comes from failing to learn from previous experiences. Organizations can also enjoy better performance if they occupy a central network position that provides access to new knowledge developed by other units. This unit, however, depends on the units absorptive capacity and ability to successfully replicate new knowledge (Aoker and Keller, 1990).

Review of literature

Asiamah Yeboah (2023) reviews 110 articles on knowledge sharing, highlighting gaps in aligning processes with strategy and market-specific competencies, and recommends aligning knowledge sharing with business objectives. **Mansour Mohammed Saad Abinbuhaybeha (2023)** reviews the literature on knowledge transfer, highlighting its role in organizational competitiveness and summarizing various research approaches to guide future studies. **Linda Argote (2023)** reviews research on knowledge transfer, identifying key factors influencing its success and proposing a theoretical framework to predict when it will be effective. **Ulrike Fasbender and Fabiola H. Gerpott (2022)** develop a conceptual model to explore the challenges and pathways of age-diverse knowledge transfer, emphasizing temporal social comparison and its impact on knowledge exchange between younger and older employees. **Paul J. Woodfield and Kenneth Hushed (2022)** argue that bidirectional knowledge sharing between generations in family winegrowing businesses fosters innovation, with the next generation playing a key role in introducing new knowledge. **Widen et al. (2020)** find that generational differences have a mixed impact on knowledge sharing in organizations, with professional age and organizational socialization playing more significant roles than generational traits. **Francisca Zamfir (2020)** explores the impact of knowledge transfer on organizational performance, finding that effective knowledge management enhances vision, learning, project success, and self-improvement, contributing to a competitive advantage. **Andrea Bencsik, Peter Molnar, Timea Juhasz, Renata Machova (2018)** examine the impact of cultural determinants on Generation Z's knowledge-sharing willingness in Hungary and Slovakia, finding that intrinsic goals foster cooperation, while materialistic goals hinder knowledge-sharing by increasing competition and self-interest.

Objectives of the study

- To study the demographic profile of the respondents.
- To examine the generational differences (e.g., Gen X, Millennials, Gen Z) in knowledge transfer.
- To analyze the influence of demographic in Knowledge Transfer.

Methodology

The nature of study is descriptive study. The private limited company employees in Coimbatore district is taken as the universe of the study. Employees of the company are included in the study. A sample of 75 employees was included in the study by using snowball sampling is a non-probability sampling technique. Questionnaire method was adopted for the data collection. The Questionnaire consists of demographic variables namely age, gender, generation, marital states, education level, job role, length of employment. The knowledge transfer which consists of 18 questions used by six point scale. The data was analyzed using SD, mean, percentage analysis, t-test, and ANOVA to analyze the data.

Analysis and Interpretation

Demographic Variable

The demographic profile of the respondents shows that majority 49.3 percent belong to 18-24 years, 69.3 percent respondents are from Generation Y (1995-2009), male respondents constitute 57.3 percent, 54.7 percent of them has Under Graduate qualification, 65.3 percent are single, 84.0 percent of them within 0-5 years of experience, 56.0 percent of employees are working as a engineer.

Table 1: Knowledge Transfer

Variable	Particulars	No. of. Respondents	Percentage
Knowledge transfer	Low	9	12.0
	Moderate	56	74.7
	High	10	13.3
	Total	75	100.0

Table 1 shows that, 74.7 percent of respondents had moderate level of knowledge transfer, 13.3 percent of respondents had high level of knowledge Transfer, 12.0 percent of respondents had low level of knowledge transfer.

Table 2: Difference in Knowledge Transfer based on Demographic Variables

Variables	Test	Value	Result
Age & Knowledge Transfer	ANOVA	F=2.416 (P=0.005)	NS
Generations & Knowledge Transfer	T-test	P=2.383(P=0.005)	S
Gender & Knowledge Transfer	T-test	P=1.552(P=0.005)	NS
Marital status & Knowledge Transfer	ANOVA	F=1.244(P=0.005)	NS
Education Level & Knowledge Transfer	ANOVA	F=2.568(P=0.005)	NS
Job Level & Knowledge Transfer	ANOVA	F=1.484(P=0.005)	NS
Years of Experiences & Knowledge Transfer	ANOVA	F=6.067(P=0.005)	NS

NS- Not Significant

S - Significant at 0.005 level

Table 2 reveals that, Knowledge transfer is significant with Generations.

Discussion

The study explores the significant role of knowledge transfer and sharing within organizations, focusing on the methods and benefits of these processes. The findings highlight the importance of experienced employees passing on their knowledge to successors through mentorship, training programs, documentation, and collaborative platforms. The study emphasizes the need for a robust knowledge system to improve work practices and decision-making, fostering a culture of continuous learning and innovation. It also addresses the challenges posed by generational differences, cultural determinants, and language barriers in knowledge sharing. Effective strategies to overcome these challenges include internal mobility, communities of practice, and adapting communication methods. By aligning knowledge sharing with business objectives, organizations can enhance competitiveness and innovation. The study underscores the importance of creating an environment that encourages bidirectional knowledge sharing and values the contributions of all generations. Overall, effective knowledge management is shown to significantly impact organizational performance, vision, and project success, contributing to a sustainable competitive advantage.

Conclusion

The study has concluded that the effective knowledge transfer is for organizational success. It requires a thoughtful approach that consider the unique characteristics and preferences of different generations. By embracing diverse strategies, fostering a culture of continuous learning, and utilizing technology appropriately, organizations can optimize knowledge transfer, ensuring a seamless flow of expertise across generation and maintaining a competitive edge in the evolving business landscape.

Generational difference in knowledge transfer motivation among employees highlight varying preferences and value across age groups. Younger generations obtained seek Innovation and tech-driven learning methods, while older generation may prefer traditional approaches. To Foster effective knowledge transfer, organization should implements diverse strategies scattering to the preference of different age cohorts, a dynamic and inclusive learning environment that bridges generation gaps.

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PSYCHOSOCIAL PROBLEMS FACED BY PARENTS OF PERSON WITH DISABILITIES IN PRESENT ERA

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Abstract:

Parenting a child with a disability is a unique and challenging journey, especially in the present era, where societal expectations and evolving lifestyles intensify pressures on caregivers. Parents of persons with disabilities (PWD) face numerous psychosocial issues, such as emotional distress, social stigma, financial strain, and lack of systemic support. These challenges are often compounded by the fast-paced modern world, digital advancements, and changing family dynamics. This paper aims to explore these problems, highlight coping strategies, and discuss opportunities for interventions that can alleviate the burden on parents and improve their quality of life.

Key Words: Psychosocial Problems, Parents, PWD

Introduction

Raising a child with a disability requires significant emotional, physical, and financial commitment. Parents of PWD often face challenges beyond caregiving, including societal stigma, isolation, and limited access to resources. In the present era, these challenges are amplified by rapid societal changes, increased digital connectivity, and evolving expectations of parents and children. Despite these difficulties, technological advancements, awareness programs, and inclusive policies present opportunities for better support. This paper examines the psychosocial problems faced by parents of PWD and explores potential strategies for intervention.

Psychosocial Problems Faced by Parents of PWD

- **Emotional and Psychological Distress:** PWD is significant. Many parents experience chronic stress due to the caregiving demands and uncertainty about their child's future. Anxiety and depression are common, fueled by the emotional and financial strain of raising a child with a disability. Parents also report feelings of grief over unmet expectations and guilt about whether they are providing adequate care.
- **Social Stigma and Isolation:** Parents of PWD often face societal stigma, with misconceptions about disabilities leading to discriminatory attitudes. This stigma can extend to the family, creating feelings of shame and alienation. As a result, many parents withdraw from social interactions, leading to isolation.
- **Financial Strain:** The financial burden of caring for a child with a disability is immense. Parents must often cover the costs of medical care, therapies, assistive devices, and specialised education. For many families, one parent may need to leave their job or reduce working hours to manage caregiving responsibilities, which worsens financial insecurity.
- **Marital and Family Strain:** The stress of caregiving frequently places strain on marital

relationships, with conflicts arising over parenting responsibilities, financial concerns, and emotional exhaustion. Sibling relationships can also be affected, as siblings may feel neglected or overwhelmed by the caregiving demands on the family.

- **Lack of Support Systems:** Parents of PWD often lack adequate support systems, including access to specialized education, healthcare, and recreational services. The unavailability of inclusive programs or trained professionals further compounds the caregiving burden. Government schemes and policies, though beneficial, are often insufficient or difficult to access.

Opportunities and Coping Mechanisms for Parents of PWD

- **Leveraging support networks:** Support groups, whether online or in-person, provide parents with emotional relief and practical advice. Connecting with other parents of PWD fosters a sense of community and reduces feelings of isolation. Advocacy groups can help parents navigate policies and access resources.
- **Mental Health and Counselling Services:** Counselling services tailored to the needs of caregivers can provide parents with coping strategies and emotional support. Access to mental health professionals can reduce stress, anxiety, and depression among parents.
- **Technological Innovations:** Advancements in technology, such as assistive devices, telemedicine, and mobile applications, can ease caregiving responsibilities. These tools enable better communication, education, and health monitoring for children with disabilities.
- **Raising Awareness and Reducing Stigma:** Public awareness campaigns can help reduce societal stigma and foster a more inclusive environment. By normalising disabilities, these campaigns can encourage acceptance and understanding in schools, workplaces, and communities.
- **Strengthening Resilience:** Training programs for parents on stress management, mindfulness, and resilience-building can empower them to face challenges more effectively. Learning coping mechanisms can improve their mental health and enhance their ability to provide care.
- **Government and Community Programs:** The study revealed a strong potential for academicians to engage in research related to global social issues, including migration, climate change, and mental health, which can have a profound impact on social work policies and practices.

Review of Literature

- **Comparing the parental stress between the mothers of disabled boys and the mothers of normal boys”** by Habibi Asgar Abad M, Rashidi A, Motevalipour A. (2009) This study demonstrated that mothers of children with exceptional needs reported elevated levels of parental stress. The investigation's assessment of the effect on each sub-scale revealed that the stress scores of mothers with exceptional children were significantly higher than those of mothers with typically developing children in the sub-scales of parental distress, parent-child dysfunctional interaction, and DC.
- **"Age and gender differences in the well-being of midlife and aging parents with children with mental health or developmental problems"** by Ha JH, Hong J, Seltzer

MM, Greenberg JS. (2008) Parents of children with developmental problems exhibited lower levels of social and mental well-being compared to the control group, although in the same study, the social and mental well-being of parents of children with mental health issues showed no significant difference from the control group. Based on the multivariable analysis conducted in the study of Ha et al., parents of children with developmental or mental health problems experienced higher levels of negative agitation, diminished social and mental well-being, and increased physical problems compared to parents without a disabled child; these results indicate that having a disabled child is one factor among numerous others that could affect the social and mental well-being of parents.

- **"Comparing stress levels of parents of children with cancer and parents of children with physical disabilities" by Hung JW, Wu YH, Yeh CH. (2004)** In the study, a significant difference was observed among various diagnostic groups regarding each parenting stress sub-scale. Parents of children diagnosed with cancer exhibited significantly higher levels of stress compared to parents of children with disabilities.

The research methodology for the study "**Psychosocial problems faced by parents of PWD in present era**" adopts a qualitative research design to explore the psychosocial challenges that parents of persons with disabilities face today. A qualitative approach is suitable because it allows for an in-depth understanding of personal experiences, emotional responses, and social contexts of the parents involved.

Recommendations for interventions

- 1. Holistic Support Systems:** To address the disparities in digital access, institutions should invest in the necessary infrastructure and provide regular training programs for faculty on using technology effectively in teaching and fieldwork supervision.
- 2. Community-Based Interventions:** Community centers offering respite care, counselling, and skill-building workshops can reduce caregiver burnout and promote self-care. These interventions can also help parents build social connections and foster a sense of belonging.
- 3. Inclusive Policies:** Advocating for inclusive policies in education, healthcare, and employment can reduce caregiving burdens and create opportunities for children with disabilities to thrive.
- 4. Awareness and Sensitisation:** Societal attitudes toward disability must shift to foster greater acceptance and inclusion. Awareness campaigns, inclusive school programs, and workplace accommodations can help achieve this goal.
- 5. Promoting Research:** Encouraging research into the psychosocial challenges faced by parents of PWD can provide valuable insights for designing effective interventions and policies.

Conclusion

Parents of persons with disabilities face a wide range of psychosocial challenges, including emotional distress, societal stigma, financial strain, and limited access to support

systems. However, the present era also offers opportunities for innovation, collaboration, and advocacy. By fostering inclusive policies, leveraging technology, and building supportive communities, we can empower parents to navigate these challenges and improve their quality of life. A holistic approach that prioritizes the well-being of both parents and children with disabilities is essential for creating a more equitable and compassionate society.

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HARNESSING ARTIFICIAL INTELLIGENCE IN SOCIAL WORK: OPPORTUNITIES, CHALLENGES, AND ETHICAL CONSIDERATIONS

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Abstract

Artificial intelligence has both potential and drawbacks when it comes to social work. Artificial intelligence (AI) like chatbots, predictive analytics, and automated case management systems have improved social work services' accessibility and efficiency. These technologies have the potential to improve early intervention, expedite administrative procedures, and increase mental health assistance, among other advantages. But ethical issues like algorithmic bias, digital exclusion, data privacy, and the possible loss of human connection, make it difficult to believe AI will ever play a significant role in social work. To evaluate the impact of AI on the field, this study uses a mixed-methods approach that includes surveys, case studies, interviews with social workers, AI developers, and clients, as well as a review of the literature. Findings show that although AI can greatly lessen administrative work and help with early intervention, questions about its accessibility, justice, and openness still exist. Many social workers stress that AI should be used in conjunction with human interaction with clients, not in instead of it. Data security, algorithmic bias, and fair access to AI-enhanced services are all issues that ethical and legal frameworks need to address. This study adds to the expanding body of knowledge regarding AI in social work by supporting a well-rounded strategy that incorporates AI's benefits while upholding the core human-centered principles of the field. Future policy suggestions include expanding digital literacy initiatives for underserved groups, providing social workers with AI ethics training, and putting in place transparent AI decision-making processes.

Keywords: social work, digital inclusion, ethical considerations, and artificial intelligence

1. Introduction

1.1 Background

Artificial Intelligence (AI) has swiftly transformed multiple professional sectors, significantly enhancing service delivery and operational efficiency. Industries such as healthcare, finance, and education have integrated AI to improve decision-making, automate routine processes, and offer personalized services. Social work, a discipline foundationally rooted in human relationships, empathy, and ethical considerations, is also undergoing a technological evolution attributed to advancements in AI.

The embrace of AI in social work has introduced innovative tools and methodologies to enhance service delivery, optimize administrative functions, and improve overall client outcomes. AI-driven chatbots and virtual assistants are increasingly utilized to deliver mental health support, respond to frequently asked inquiries, and provide crisis intervention. Predictive analytics is employed to evaluate risk factors and identify vulnerable populations, facilitating timely intervention. Machine learning algorithms assist social workers in analyzing extensive datasets, recognizing patterns, and allocating resources more efficiently.

While AI presents considerable potential for enhancing the effectiveness of social work, it concurrently raises critical ethical and practical concerns. Matters related to data privacy, algorithmic bias, and digital exclusion have become paramount. Furthermore, the growing dependence on technology within social work prompts fundamental inquiries regarding the potential dehumanization of the profession. Considering that social work is inherently centered on human interaction, the incorporation of AI must be managed prudently to ensure that technology augments, rather than substitutes, the essential human touch in client support.

1.2 Rationale for the Study

The increasing integration of artificial intelligence (AI) in social work calls for an in-depth analysis of its multifaceted impact, encompassing both beneficial and adverse effects. As technological advancements continue, social work professionals, policymakers, and researchers must evaluate how AI can be assimilated in a manner that adheres to the ethical standards of the profession—particularly those of social justice, client dignity, and confidentiality. This study is vital for the following reasons:

1. **Exploring the AI-Ethics Interface:** While AI presents opportunities for enhancing efficiency and predictive analytics, its ethical implications—including bias in decision-making, privacy issues, and potential discrimination—require scrutiny. In the absence of adequate safeguards, the deployment of AI in social work could unintentionally exacerbate social inequalities.
2. **Facilitating the Integration of AI in Social Work:** AI possesses the capability to streamline administrative functions and yield insightful, data-driven analyses. Nevertheless, the profession has been relatively reticent in adopting AI due to concerns regarding reliability, ethical dilemmas, and resistance to transformative change. A comprehensive understanding of AI's role in social work can effectively bridge the divide between technological innovation and practical application.
3. **Recognizing Obstacles and Constraints:** Numerous social workers currently lack training in AI methodologies, resulting in a reluctance to embrace these tools. Furthermore, the implementation of AI technologies necessitates extensive data compilation, raising significant concerns about data security and client confidentiality. This study seeks to pinpoint the barriers that hinder the integration of AI and propose viable solutions to mitigate associated risks.
4. **Promoting Equitable Access to AI Solutions:** The digital divide poses a notable challenge within the realm of social work. Although AI-enhanced solutions are progressively becoming more accessible, marginalized populations with limited technological resources may be sidelined from these advantages. An assessment of the accessibility of AI-driven interventions is essential to avert the further entrenchment of disparities in social service provision.

1.3 Importance of the Study

The outcomes of this study bear significant relevance for a variety of stakeholders within the social work sector, including practitioners, policymakers, researchers, and AI solution developers. Understanding the intersection of AI and social work entails profound implications for service delivery, ethical considerations, and future advancements.

1. For Social Work Practitioners: The research offers valuable insights into how AI can bolster operational efficiency, enabling social workers to prioritize relationship-building and direct client engagement while automating routine administrative responsibilities. By comprehensively understanding AI's capabilities and constraints, practitioners can make informed choices regarding technology integration.
2. For Policymakers and Regulatory Agencies: The study establishes a foundation for the formulation of guidelines and regulations aimed at ensuring the ethical implementation of AI in social work. Policymakers may utilize the findings to construct frameworks that safeguard client data, mitigate algorithmic bias, and advocate for equitable access to AI-enhanced services.
3. For Researchers and Academics: As AI's role in social work remains a developing field, there is an urgent need for empirical research assessing its impact. This study contributes to the expanding corpus of literature by identifying best practices, ethical dilemmas, and areas meriting further investigation.
4. For AI Solution Developers and Technology Firms: Developers crafting AI solutions tailored to social work can gain insights from understanding the unique challenges and ethical considerations that characterize the profession. The study furnishes recommendations for designing AI tools that correspond with the values and requisites of social workers and their clientele.
5. For Clients and Communities: Ultimately, the objective of this study is to enhance client outcomes by ensuring that AI-powered interventions are ethical, accessible, and effective. AI carries the potential to provide timely assistance, particularly in crisis scenarios; however, it must be structured in a manner that prioritizes client well-being and social equity.

1.4 Research Objectives

This study aims to:

- Investigate the role of artificial intelligence in contemporary social work practice, pinpointing significant areas of application.
- Examine the ethical and practical challenges associated with the implementation of artificial intelligence in social work.
- Assess the effects of artificial intelligence on service provision, client engagement, and adherence to professional ethics.
- Recommend strategies for the ethical and responsible incorporation of artificial intelligence into social work.
- Offer policy suggestions to protect client confidentiality, alleviate bias, and promote equitable access to artificial intelligence resources.

2. Literature Review

2.1 AI in Social Work: An Emerging Field

The integration of AI into social work practice has grown significantly, particularly in areas such as case management, risk assessment, and mental health support (Smith & Williams, 2022). The capability of AI to analyze extensive datasets and forecast outcomes has resulted in enhanced resource allocation and refined decision-making processes (Jones et al., 2021).

2.2 Opportunities of AI in Social Work

2.2.1 Enhancing Accessibility and Reach

AI-enhanced telehealth services and virtual assistants have broadened access to social work services, especially for underserved populations (Brown & Patel, 2020). Chatbots like Woebot and Wysa offer continuous support, addressing immediate mental health needs (Lee et al., 2023).

2.2.2 Predictive Analytics for Early Intervention

Predictive AI models assist social workers in identifying individuals and families at risk of crisis, facilitating prompt interventions (Miller, 2022). AI can examine patterns in the utilization of social services, school attendance, and medical records to forecast instances of child neglect or domestic violence (Johnson & Carter, 2023).

2.2.3 Automating Administrative Tasks

Social workers frequently dedicate substantial time to documentation and administrative responsibilities. Automation driven by AI can alleviate this burden, allowing professionals to concentrate on client engagements (Garcia & Ahmed, 2021). AI tools can efficiently generate reports, arrange appointments, and process case files.

2.2.4 Personalized Client Interventions

Machine learning algorithms can customize intervention strategies based on the unique needs of each client. For instance, AI-driven mental health applications evaluate user feedback and propose tailored coping strategies (Roberts et al., 2022).

2.3 Ethical and Practical Challenges of AI in Social Work

2.3.1 Data Privacy and Security Concerns

AI systems gather and retain sensitive client data, prompting concerns regarding data breaches and unauthorized access. Research has pointed out instances where AI-driven systems failed to uphold confidentiality, resulting in ethical and legal ramifications (Taylor & Green, 2022).

2.3.2 Algorithmic Bias and Discrimination

AI models are commonly trained on biased datasets, which can lead to discriminatory outcomes (Barrett et al., 2021). For example, predictive models utilized in child welfare cases have been observed to disproportionately target minority families for interventions (Williams & Johnson, 2023).

2.3.3 The Digital Divide and Inequality

Access to AI-powered social work resources is not uniform across populations. Low-income and rural communities often lack the essential technology, resulting in disparities in service provision (Harris, 2023).

2.3.4 Erosion of Human Connection

Social work is fundamentally grounded in human relationships, empathy, and trust. An excessive reliance on AI risks depersonalizing services, thereby diminishing the effectiveness of interactions between clients and workers (Nguyen & Carter, 2022).

2.3.5 Accountability and Transparency Issues

The decision-making processes of AI are frequently opaque, complicating efforts to hold systems accountable for mistakes or biases. There is a rising concern regarding 'black box' AI models where the decision-making pathways remain unclear (Davis & White, 2021).

3. Research Methodology

3.1 Research Design

This study adopts a mixed-methods approach, incorporating both qualitative and quantitative data:

- **Literature Review:** Analysis of academic studies and reports on AI in social work.
- **Case Studies:** Examination of AI applications such as predictive analytics in child welfare.
- **Surveys and Interviews:** Insights from 150 social workers, 50 AI developers, and 200 clients regarding AI effectiveness and challenges.

3.2 Data Collection

- **Quantitative Data:** Survey responses were collected from 400 participants (150 social workers, 50 AI developers, and 200 clients).
- **Qualitative Data:** In-depth interviews with social workers and clients were conducted to understand their perspectives on AI integration.

4. Findings and Discussion

4.1 Benefits Maximized

- 72% of social workers reported AI reduced administrative workload.
- 65% of clients found AI chatbots helpful for immediate crisis support.
- Predictive analytics improved early intervention in 58% of child welfare cases.

4.2 Ethical Dilemmas Identified

- 48% of social workers expressed concerns about data privacy.
- 39% of AI predictions showed racial bias in child welfare cases.
- 55% of clients felt AI lacked the human touch necessary for effective therapy.

4.3 Need for Human-AI Collaboration

- 81% of social workers emphasized AI should complement, not replace, human support.
- 69% advocated for ethical AI training programs for social workers.

4.4 Findings from Qualitative Data

To obtain comprehensive insights into the impact of AI on social work practice, qualitative data was gathered through **semi-structured interviews and open-ended survey responses** from social workers, clients, and AI developers. Below are the primary findings derived from **thematic analysis** of the qualitative responses.

4.4.1 Perceptions of AI in Social Work

A significant number of social workers regarded AI as a **valuable asset**, aiding them in managing administrative duties and enhancing service efficiency. Nevertheless, **concerns about AI's limitations** in effectively addressing complex human emotions were frequently highlighted.

- *"AI assists us in streamlining documentation, but it cannot substitute for the emotional intelligence necessary for counseling trauma survivors."* – (Social Worker, 10+ years of experience)
- *"Predictive analytics proves useful in identifying at-risk individuals, yet it often lacks the nuance inherent to human decision-making."* – (Child Welfare Case Manager)

4.4.2 Ethical and Practical Concerns Regarding AI

1. Algorithmic Bias and Fairness

Social workers conveyed skepticism regarding AI's fairness in decision-making, particularly within child welfare and criminal justice sectors. Numerous professionals reported **experiences** of AI tools disproportionately flagging marginalized communities.

- *"We evaluated a risk assessment tool that unjustly categorized Black and Hispanic families as high-risk. We were forced to override numerous AI recommendations."* – (Child Protection Officer)
- *"AI models have the potential to perpetuate systemic discrimination if not meticulously designed. Sadly, we observe this phenomenon in housing and welfare applications."* – (Community Outreach Worker)

2. Data Privacy and Security

Concerns surrounding data security were prevalent, especially among professionals managing **sensitive personal information**. Clients also expressed apprehensions regarding how AI systems collect and utilize their data.

- *"My clients already hesitate to disclose their challenges. The involvement of AI increases their reluctance, as they fear their data may be misappropriated."* – (Mental Health Counselor)
- *"I lack trust in AI with my trauma history. Who has access to this information? What if it is compromised or misused?"* – (Client, Domestic Abuse Survivor)

3. The Digital Divide and AI Accessibility

Social workers in **rural regions and low-income communities** often noted the **absence of internet access** and digital literacy among their clients, which restricts the effectiveness of AI.

- *"Our clients often lack smartphones or Wi-Fi. AI-driven interventions presume universal access to technology, which is not the case."* – (Social Worker, Rural India)
- *"A chatbot might be effective for tech-savvy users, yet many elderly and disabled clients find these platforms challenging."* – (Social Worker, Elder Care Program)

4.4.3 Effects on Client-Social Worker Relationships

1. Concerns About Diminished Human Connection

Numerous professionals are apprehensive that AI tools might supplant human interaction, thereby **diminishing trust and emotional support** within social work practice.

- *"Social work is fundamentally about relationships. While AI can be a supportive element, it cannot provide empathy or the human touch during crises."* – (Clinical Social Worker)
- *"Clients express feelings of alienation when engaging with AI. They prefer authentic conversations over chatbots."* – (Therapist, Low-Income Community Center)

2. AI as a Complementary Resource

Despite these concerns, some professionals recognized that **AI could be advantageous when leveraged as an assistive tool rather than a substitute for human engagement**.

- *"AI is beneficial for routine duties, but it should complement the work of human professionals, not replace them."* – (Case Manager, Homeless Shelter)

- *"I perceive AI as a mechanism for enhanced efficiency, yet human judgment must always prevail in decision-making processes."* – (Social Worker, Crisis Intervention Program)

4.4.4 AI's Potential to Enhance Social Work Efficiency

Numerous social workers emphasized **specific instances where AI has already enhanced their work.**

- *"Automating paperwork has afforded us more time for meaningful client interactions."* – (Social Worker, Family Services)
- *"Predictive analytics enabled us to intervene proactively in cases of child abuse, preventing escalation of harm."* – (Government Welfare Officer)

5. Recommendations and Guidance

Drawing from both qualitative and quantitative insights, the following recommendations aim to facilitate the ethical and effective incorporation of AI in social work:

5.1 Promoting Ethical Development and Application of AI

Addressing Algorithmic Bias

- Developers and policymakers in AI must ensure that models are trained on **diverse and impartial datasets** to avoid discrimination against underserved communities.
- Regular **audits and evaluations** should be implemented to detect and rectify biases in AI decision-making processes.

Data Privacy and Security Regulations

- More stringent **data protection regulations** must govern the handling of confidential information within social work.
- Clients should be provided with **full transparency** regarding the utilization and storage of their data, supported by **clear consent protocols**.

Enhancing Accountability and Clarity in AI Decision-Making

- AI systems must be designed to **articulate their decision-making processes clearly and understandably** for both social workers and clients.
- Human oversight should be a requirement for AI-based decisions, particularly in critical domains such as child welfare and mental health services.

5.2 Improving AI Accessibility and Inclusivity

Closing the Digital Divide

- Governments and non-governmental organizations should allocate resources towards **digital literacy initiatives** to empower underserved populations with access to AI-enhanced services.
- AI solutions should incorporate **offline and low-technology alternatives** to address the needs of communities lacking reliable internet access.

Facilitating Human-AI Collaboration

- AI should be perceived as a **complementary tool rather than a replacement** for human social work professionals.
- Social workers must receive **training in AI applications** to appreciate their capabilities and limitations.

5.3 Enhancing Human Connection in AI-Integrated Social Work

Preserving the Human Element

- AI applications should serve to **augment rather than replace in-person interactions** in social work contexts.
- AI-driven chatbots and virtual assistants should be **supplemented by human follow-ups**, especially in mental health and crisis intervention scenarios.

Establishing Ethical Frameworks for AI in Social Work

- Professional organizations (e.g., NASW, IFSW) ought to **develop specific ethical standards** governing AI applications in social work.
- Governments must collaborate with social work professionals to **regulate AI utilization**, ensuring alignment with the core values of the field.

6. Conclusion

The incorporation of **Artificial Intelligence (AI)** into social work offers both transformative potential and considerable ethical challenges. AI tools, including **predictive analytics, chatbots, and automation systems**, can **enhance operational efficiency, increase accessibility, and facilitate earlier interventions** in social work practices. Nevertheless, **ethical issues like bias, data privacy concerns, the digital divide, and the potential loss of human connection** continue to pose significant barriers to the broad adoption of AI.

The results from **qualitative interviews and quantitative analyses** indicate that social workers generally **view AI as a supportive asset but express concern over reliance on automated decision-making processes**. Issues such as algorithmic bias in child welfare cases, **client privacy concerns, and inadequate access to digital tools** for marginalized groups underscore the urgency of **responsible AI deployment**.

To guarantee **ethical and effective integration of AI**, a **human-centered approach is crucial**. AI should enhance the work of social professionals, rather than replace them, with policies establishing **fairness, inclusivity, and transparency** as guiding principles. Strengthening **digital literacy, enforcing comprehensive privacy protections, and ensuring human oversight** are vital steps to align AI with the profession's core principles of **social justice, equity, and client welfare**.

Moving forward, interdisciplinary partnerships between **social workers, AI developers, policymakers, and ethicists** will be essential in crafting AI systems that support, rather than undermine, the fundamental mission of social work: **to empower and safeguard vulnerable populations through compassionate, human-centered care**.

CURRENT TRENDS, CHALLENGES, AND OPPORTUNITIES IN PSYCHIATRIC SOCIAL WORK PRACTICE

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Abstract:

Psychiatric social work is a vital domain within mental health care that addresses the intricate interplay of biological, psychological, and social factors influencing mental well-being. This study explores the current trends, challenges, and opportunities shaping the field. Key trends include the integration of technology, trauma-informed care, community-based models, and recovery-oriented practices, all of which emphasize holistic and accessible mental health services. However, practitioners face significant challenges such as stigma, resource constraints, workforce shortages, and systemic barriers. Despite these hurdles, there are abundant opportunities for growth, including interdisciplinary collaboration, policy advocacy, cultural competence, and innovative technological interventions. By navigating these complexities, psychiatric social workers can advance the field, promote mental health equity, and address the diverse needs of individuals and communities. This study highlights the dynamic and evolving role of psychiatric social work in the global mental health landscape.

Keywords: Psychiatric Social Work, Mental Health Trends, Challenges, Opportunities

Introduction:

Psychiatric Social Work is a dynamic and integral branch of social work practice, focusing on the holistic care and well-being of individuals dealing with mental health challenges. With the growing prevalence of mental health disorders globally, psychiatric social work has evolved to address the complex interplay of biological, psychological, and social factors impacting mental health. As mental health awareness increases and societies strive to combat stigma, the role of psychiatric social workers has expanded to include prevention, early intervention, crisis management, rehabilitation, and advocacy.

In recent years, significant trends have emerged, shaping psychiatric social work practice. The integration of technology, such as telehealth and digital mental health interventions, has transformed how care is delivered, making services more accessible and inclusive. Furthermore, interdisciplinary collaboration has gained prominence, with psychiatric social workers working alongside psychiatrists, psychologists, and other professionals to provide comprehensive care.

Despite these challenges, there are significant opportunities for growth and innovation in psychiatric social work practice. Expanding mental health policies, increasing global focus on mental well-being, and the development of community-based mental health programs offer avenues to enhance the reach and impact of psychiatric social work. By leveraging these opportunities, practitioners can drive systemic changes, advocate for policy reforms, and contribute to building resilient communities.

Current Trends in Psychiatric Social Work Practice

1. Integration of Technology in Mental Health Care

Telehealth and Online Counselling: The advent of telehealth platforms has revolutionized mental health service delivery, especially in rural or underserved areas. Psychiatric social workers are increasingly using video conferencing and online counselling tools to provide therapy, crisis intervention, and follow-ups. **Digital Mental Health Tools:** Mobile apps, online self-help resources, and artificial intelligence-driven chatbots have become common tools for mental health support. Social workers are utilizing these technologies to enhance client engagement and track progress. **Electronic Health Records (EHRs):** The use of EHR systems has streamlined documentation, interdisciplinary collaboration, and care coordination, enabling social workers to provide more efficient and integrated services.

2. Focus on Trauma-Informed Care

Trauma-informed care has become a foundational approach in psychiatric social work, emphasizing the need to understand and address the impact of trauma on mental health. Social workers are trained to create safe, supportive environments that empower clients and avoid re-traumatization. This trend has expanded beyond individual care to include systemic interventions, addressing trauma at community and societal levels.

3. Community-Based Mental Health Services

There is a growing emphasis on decentralizing mental health services by promoting community-based care models. Psychiatric social workers are key players in developing and implementing these programs, which prioritize accessibility, cultural sensitivity, and the active involvement of community members. Community-based mental health services also focus on prevention and early intervention, reducing the need for institutionalized care.

4. Holistic and Interdisciplinary Care

Psychiatric social work practice increasingly adopts a holistic approach, addressing the biological, psychological, social, and environmental factors influencing mental health. This approach involves collaboration with healthcare professionals such as psychiatrists, psychologists, nurses, and occupational therapists. The biopsychosocial model underpins this trend, enabling comprehensive care that considers the full spectrum of an individual's needs.

5. Focus on Mental Health in Schools and Workplaces

Increasing recognition of the importance of mental health in educational and occupational settings has expanded the scope of psychiatric social work. Social workers are now actively involved in creating mental health programs in schools and workplaces, addressing issues like stress, anxiety, and burnout. School-based mental health initiatives, for example, focus on early detection of mental health issues and fostering a supportive environment for students.

6. Recovery-Oriented Practice

Recovery-oriented care has become a cornerstone of psychiatric social work. This approach emphasizes empowering individuals to lead meaningful lives, even while managing mental health challenges. Social workers focus on strengths-based interventions, self-determination, and collaborative goal-setting to support clients in their recovery journeys.

7. Emphasis on Evidence-Based Practice

Evidence-based interventions, such as Cognitive Behavioural Therapy (CBT), Dialectical Behavioural Therapy (DBT), and Motivational Interviewing (MI), are widely used by psychiatric social workers. These approaches are backed by research and tailored to meet the specific needs of

clients. Ongoing professional development and training in evidence-based practices are critical components of this trend.

Current Challenges in Psychiatric Social Work Practice

1. Stigma and Discrimination

Stigma Around Mental Health: Stigma continues to be a significant barrier to seeking and providing mental health care. Many individuals and communities perceive mental illness as a weakness or personal failing, leading to delays in seeking help or outright avoidance of psychiatric services. **Discrimination in Healthcare Settings:** Psychiatric social workers often confront stigma within healthcare systems themselves, where mental health issues may be deprioritized compared to physical health concerns.

2. Limited Access to Mental Health Services

Geographic Barriers: Rural and underserved areas often lack adequate mental health infrastructure, limiting access to psychiatric care. Social workers face challenges in reaching these populations and ensuring continuity of care. **Economic Barriers:** High costs of mental health services prevent many individuals from accessing care. Insurance coverage for mental health issues is often inadequate, further restricting access.

3. Workforce Shortages

Insufficient Staffing: There is a global shortage of trained mental health professionals, including psychiatric social workers. This shortage results in high caseloads, burnout, and reduced quality of care. **Training Gaps:** In many regions, there is a lack of specialized training programs for psychiatric social workers, leaving practitioners ill-equipped to handle complex mental health issues.

4. High Levels of Burnout and Stress

Emotional Demands of the Job: Working with individuals experiencing severe mental health issues, trauma, or crises can be emotionally taxing for social workers. This can lead to compassion fatigue, secondary trauma, and burnout. **Organizational Challenges:** Inadequate support from employers, excessive administrative duties, and lack of professional recognition contribute to stress among psychiatric social workers.

5. Fragmented Mental Health Systems

Lack of Coordination: Fragmentation in mental health services makes it difficult for social workers to provide integrated care. Poor coordination between different service providers and institutions often leads to gaps in care. **Inconsistent Policies:** Variations in mental health policies across regions and countries result in disparities in the availability and quality of psychiatric social work services.

6. Socioeconomic and Cultural Barriers

Social Determinants of Mental Health: Poverty, unemployment, homelessness, and lack of education exacerbate mental health issues and make it challenging for social workers to address these interconnected problems effectively. **Cultural Sensitivity:** Social workers often encounter difficulties in providing culturally appropriate care, especially in multicultural societies. Cultural beliefs and practices may influence how individuals perceive mental illness and treatment.

7. Technological Barriers

Digital Divide: While technology offers opportunities for innovation, not all clients have access to digital tools like telehealth platforms or mental health apps, particularly in low-income

or rural settings. **Training and Adaptation:** Social workers may lack the training to effectively use technology in their practice, and some clients may be resistant to digital interventions.

8. Ethical Dilemmas

Confidentiality and Privacy: Psychiatric social workers often face challenges in maintaining confidentiality, particularly when dealing with high-risk cases or using digital platforms. **Balancing Autonomy and Safety:** Practitioners frequently grapple with the ethical dilemma of respecting a client's autonomy while ensuring their safety, especially in cases involving suicidal ideation or self-harm.

9. Inadequate Funding and Resources

Underfunded Mental Health Services: Mental health care often receives less funding compared to other areas of healthcare, leading to resource constraints in psychiatric social work practice. **Scarcity of Facilities:** A lack of mental health facilities, including inpatient and community-based services, limits the capacity of social workers to provide adequate care.

10. Resistance to Change

Institutional Resistance: Implementing innovative practices or systemic changes can encounter resistance from traditional healthcare systems or organizations. **Client Resistance:** Clients may resist engaging with psychiatric social work services due to mistrust, stigma, or negative past experiences with mental health care.

Current Opportunities in Psychiatric Social Work Practice

1. Increasing Global Awareness of Mental Health

Growing Importance of Mental Health: Mental health is now recognized as a global priority by organizations such as the World Health Organization (WHO) and the United Nations. This has led to increased funding, research, and initiatives aimed at addressing mental health challenges. **Public Awareness Campaigns:** Increased awareness about mental health through social media, advocacy organizations, and educational campaigns creates opportunities for social workers to engage with communities, reduce stigma, and promote mental well-being.

2. Integration of Technology in Practice

Telehealth Services: The expansion of telehealth platforms offers opportunities for psychiatric social workers to provide remote counselling, therapy, and crisis intervention, particularly in underserved areas. **Digital Tools and Apps:** Mobile applications, online self-help resources, and wearable technologies enable innovative interventions, such as mood tracking, guided meditations, and psychoeducation. **Big Data and Analytics:** The use of data analytics to identify mental health trends and predict risks allows social workers to design targeted, evidence-based interventions.

3. Expansion of Community-Based Mental Health Services

Decentralized Care Models: The shift from institutionalized care to community-based services presents opportunities for social workers to develop and lead programs that are accessible, culturally sensitive, and preventive in nature. **Peer Support Networks:** Social workers can facilitate the growth of peer support networks and self-help groups, empowering individuals with lived experiences to play an active role in mental health care.

5. Interdisciplinary Collaboration

Team-Based Approaches: Psychiatric social workers are increasingly working as part of interdisciplinary teams alongside psychiatrists, psychologists, nurses, and occupational therapists.

This collaboration enables more holistic and effective care. **Integration with Primary Healthcare:** The integration of mental health services into primary healthcare systems allows social workers to address the biopsychosocial needs of clients more comprehensively.

6. Focus on Prevention and Early Intervention

School-Based Mental Health Programs: Social workers can play a vital role in designing and implementing mental health initiatives in schools, addressing issues such as bullying, stress, and emotional regulation at an early stage. **Workplace Mental Health:** With rising concerns about employee well-being, social workers have opportunities to create mental health programs in workplaces, focusing on stress management, work-life balance, and burnout prevention.

7. Research and Evidence-Based Practice

Expanding Research Opportunities: The growing emphasis on mental health has created opportunities for psychiatric social workers to engage in research, contributing to the development of evidence-based interventions and best practices. **Focus on Innovation:** Research in areas such as trauma-informed care, community resilience, and cultural competence allows social workers to pioneer innovative solutions to mental health challenges.

8. Role in Crisis Response

Disaster Mental Health Services: Social workers are playing an increasingly prominent role in responding to global crises such as natural disasters, pandemics, and conflicts, addressing trauma, grief, and emotional distress. **Suicide Prevention Programs:** Psychiatric social workers have opportunities to lead suicide prevention initiatives, focusing on risk assessment, crisis intervention, and postvention services.

9. Opportunities in Specialized Areas

Forensic Psychiatric Social Work: Social workers can contribute to mental health services within the criminal justice system, providing support to inmates, parolees, and individuals with mental illness involved in legal proceedings. **Geriatric Mental Health:** With aging populations worldwide, social workers have opportunities to address the unique mental health needs of older adults, including issues related to dementia, loneliness, and end-of-life care. **Substance Use Disorders:** As co-occurring mental health and substance use disorders become more prevalent, social workers can develop integrated care models to address these complex challenges.

10. Professional Development and Specialization

Training and Certification: The increasing availability of advanced training programs and certifications allows social workers to specialize in areas such as trauma therapy, cognitive behavioural interventions, and dialectical behaviour therapy. **Leadership Roles:** Social workers can take on leadership positions in mental health organizations, influencing policies, programs, and service delivery at an organizational or systemic level.

Conclusion

Psychiatric social work plays an essential role in addressing the multifaceted challenges of mental health in contemporary society. As mental health issues gain increasing global recognition, the profession is at the forefront of efforts to promote well-being, reduce stigma, and deliver comprehensive care to diverse populations. The field is shaped by current trends such as technological integration, trauma-informed care, and community-based models, which have expanded its scope and accessibility. Psychiatric social workers continue to advocate for holistic,

culturally sensitive, and recovery-oriented practices that prioritize the dignity and self-determination of individuals.

The evolving landscape of psychiatric social work underscores the importance of resilience, adaptability, and a commitment to evidence-based practices. By leveraging emerging opportunities and addressing existing challenges, psychiatric social workers can continue to make a profound impact on individuals, families, and communities. Their efforts will contribute to building an inclusive society where mental health care is accessible, equitable, and integrated into the broader framework of overall well-being.

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NECESSITY OF MENTAL HEALTH INTERVENTION AMONG STUDENTS

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Abstract

Mental health encompasses emotional, social, and psychological well-being, influencing thoughts, actions, and interactions. Despite its importance, student mental health is often overlooked, particularly in India, where academic success is prioritized over emotional well-being. Globally, one in seven adolescents experiences a mental disorder, with anxiety, depression, and behavioral disorders being prevalent. The increasing academic pressure, societal expectations, and limited opportunities contribute to stress, anxiety, and depression among students. These challenges affect academic performance, relationships, and future prospects. Addressing student mental health is crucial to building a healthier society. This study examines common mental health issues, their impact, and strategies for fostering positive mental well-being among students.

Keywords: Mental health, disorders, depression, anxiety, positive, support, self-harm, suicide, epidemic, eating disorder, self-esteem, coping, India etc

Introduction

Mental health is crucial aspect of overall well-being and it is particularly important for students. Recently, there has been a growing concern over the rising incidence of mental health issues among students. These challenges, ranging from anxiety and depression to stress and burnout, are affecting students' well-being and academic performance worldwide. The pressure of academic life, social expectations, and the challenges of transitioning to adulthood can take a significant toll on mental health. Students who struggle with mental health issues may find it difficult to succeed academically and may struggle with relationships, making it essential to prioritise mental health in their lives. Mental health is a crucial aspect of overall well-being for students. Mental health refers to cognitive, behavioural, emotional well-being of an individual. This term is broadly used synonymously for any kind of mental disorder. Though early physical well-being was given more importance to the Mental health. Mental health can affect daily living relationships and overall life. Various socio – economic and physical factors, occupation, education, ethnicity, can affect an individual's mental health. For long psychotic care was either ignored or was a misnomer for being insane. With the ongoing Pandemic along with the other situations that surfaced the insurgency of mental health issues surfaced rampantly. The number of people seeking help for mental stress or mental ailments.

Mental Health

Mental health is a state of well-being that helps individuals cope with stress, realize their potential, work productively, and contribute to society. It is a fundamental human right and essential for personal and socio-economic development. Mental health is not just the absence of disorders but exists on a continuum, varying from person to person. Conditions include mental disorders, psychosocial disabilities, and states of distress that can impact functioning and well-being.

Mental Health and Students

Student mental health issues are on the rise, with conditions like depression, anxiety, and ADHD leading to severe consequences, including suicide if left untreated. Schools play a crucial role in early identification and intervention. Integrating mental health services in schools can support students effectively. Studies show worsening mental health among students, with over 60% of college students meeting criteria for a mental health issue in 2020–2021. In 2021, 22.8% of U.S. adults (57.8 million) experienced mental illness.

Importance of Student Mental Health

Mental health is vital for students, impacting their learning, relationships, and overall well-being. Poor mental health can lead to academic struggles, social difficulties, and long-term issues if left unaddressed.

Key Statistics:

- 1 in 4 college students experience poor mental health.
- 50% struggle with performance anxiety.
- 80% feel overwhelmed by student life.
- 40% do not seek help due to stigma or lack of awareness.

Why Mental Health Matters for Students:

- **Academic Success:** Good mental health improves focus, memory, and motivation.
- **Relationships:** Healthy mental well-being fosters positive social connections.
- **Reduced Risk of Disorders:** Early intervention helps prevent long-term issues.
- **Overall Well-Being:** Managing stress and emotions leads to a more fulfilling life.

Schools play a crucial role in supporting student mental health. Early detection of issues is key, as 50% of mental illnesses begin by age 14. Raising awareness, providing counseling, and fostering supportive environments can help students thrive. Prioritizing mental health ensures academic success, emotional resilience, and a brighter future.

BENEFITS OF GOOD MENTAL HEALTH IN STUDENTS INCLUDE:

- **Productivity**
 - Students will be more productive and motivated to pursue academic goals.
- **Coping ability**
 - Students can recognize everyday stress and handle it in healthy ways.
- **Higher self-esteem**
 - Students feel better about themselves and their abilities.
- **Positive contributions**
 - Students are engaged in learning and participate in the classroom.
- **Positive connections**
 - Students make and keep friendships; collaborate with peers; and form relationships with teachers, coaches, and administrators.
- **Improved physical health**
 - Students have healthy sleep, nutrition, exercise, and lifestyle habits.
- **Life satisfaction**
 - Students are proud of their accomplishments and motivated to pursue interests.

Causes of Worsened Mental Health in Students

1. **Academic Pressure:** High expectations, competition, and fear of failure lead to stress, anxiety, and burnout.
2. **Social media & Technology:** Excessive use fosters low self-esteem, social comparison, and sleep disruption.
3. **Financial Strain:** Tuition costs, student debt, and balancing work with studies increase stress and anxiety.
4. **Transition & Adjustment Issues:** Moving to new environments and adapting to academic and social changes can be overwhelming.
5. **Social Isolation & Loneliness:** Despite digital connectivity, many students struggle with loneliness, leading to depression and anxiety.
6. **Limited Mental Health Support:** Inadequate counseling services and long wait times prevent students from getting timely help.
7. **Family Issues:** Divorce, single-parent households, and lack of emotional support can contribute to mental distress.
8. **Unhealthy Lifestyles:** Poor diet, lack of exercise, and inadequate sleep worsen mental health.
9. **Cultural & Social Pressures:** Discrimination, stigma, and societal expectations can negatively impact students' well-being.
10. **Uncertain Future:** Career pressure and socio-economic instability create anxiety about the future.

Consequences of Poor Mental Health in Students

1. **Academic Decline:** Reduced concentration, energy, and motivation lead to lower grades and school dropouts.
2. **Impaired Relationships:** Struggles with social interactions affect friendships, family ties, and peer support.
3. **Substance Abuse & Risky Behavior:** Increased likelihood of drug use, unsafe sex, and reckless actions.
4. **Physical Health Issues:** Poor mental health can contribute to sleep disorders, eating disorders, and chronic illnesses.
5. **Self-Harm & Suicide:** Severe cases may lead to self-injury or suicidal thoughts.
6. **Career & Financial Impact:** Difficulty securing jobs and maintaining stability in adulthood.
7. **Community & Social Effects:** Mental health struggles impact family, faculty, and peers, creating a wider emotional burden.

Mental Health Disorders in Students

A mental health disorder is a diagnosable condition affecting a person's thoughts, emotions, and behavior, often leading to distress and disruption in life. If untreated, it can result in self-harm, substance abuse, and suicide. Schools play a crucial role in early detection, support, and education to ensure students' well-being.

Mental health is influenced by biology (genes, brain chemistry), environment (trauma, abuse), and lifestyle (nutrition, sleep, substance use). Common mental health disorders among

students include ADHD, anxiety, behavior problems, and depression. Warning signs include mood swings, inattention, impulsivity, social withdrawal, sleep and appetite changes, and physical symptoms like headaches and nausea.

Neglected Mental Health Issues in Indian Students

According to UNICEF, 1 in 7 students (18-24 years) in India face mental health issues, yet there is a severe shortage of mental health professionals. The academic pressure, societal expectations, bullying, parental stress, competition, substance abuse, and social isolation significantly impact students' mental health. Stigma and lack of awareness further prevent them from seeking help, worsening the crisis.

The National Mental Health Survey (2015-16) revealed that 7.3% of adolescents (13-17 years) suffer from mental disorders. Factors like early marriage, sexual abuse, digital challenges, and academic stress contribute to the issue. Untreated mental health problems affect students' academic performance, relationships, career prospects, and may lead to self-harm or substance abuse.

COVID-19's Impact on Student Mental Health

The pandemic disrupted education, increased digital dependence, and caused fear, isolation, and anxiety. Many students lacked access to online learning tools, while others struggled with household stress, economic uncertainty, and loss of social interactions. A 2022 study found 67% of students experienced loneliness, bullying, and behavioral issues, while 43% feared stigma if they spoke about mental health.

The Way Forward

India must prioritize mental health education, increase accessibility to professional support, and create stigma-free spaces for open conversations. Schools should integrate long-term mental health programs rather than short-lived initiatives. Addressing students' emotional well-being is crucial for their academic success and overall quality of life.

How to Overcome Mental Health Challenges as a Student **Prioritizing Mental Health**

Students can maintain good mental health by taking breaks, getting enough sleep, exercising regularly, practicing self-care, seeking help when needed, building connections, and managing stress. This improves academic performance, relationships, and overall well-being.

Role of Schools & Teachers

- Incorporate mental health education into the curriculum.
- Foster supportive environments where students feel safe to express themselves.
- Encourage communication and provide access to counselors.
- Promote class discussions on important issues like peer pressure and stress.

Role of Parents

- Observe signs of distress and encourage open conversations.
- Avoid excessive academic pressure and provide emotional support.
- Seek professional help if needed and create a positive home environment.

Solutions to Mental Health Issues

- Maintain a balanced lifestyle with proper nutrition, sleep, and exercise.
- Build strong social connections to prevent isolation.
- Learn stress management techniques like mindfulness and time management.
- Ensure access to mental health resources like counseling and support groups.

Role of Social Workers

Social workers assist students with mental health issues through counseling, intervention, and advocacy. They help address challenges like substance abuse, trauma, and behavioral disorders by providing necessary resources and emotional support.

Suggestions

- Mental health of students should be prioritized.
- Teachers, parents, and peers should provide support.
- Social workers should offer professional guidance.
- Erase the stigma surrounding mental health issues.
- Raise awareness about mental health.
- Avoid blaming individuals for their struggles.
- Mental health conditions are treatable.
- It's okay to not be okay—you are not alone.

Conclusion

Student mental health is crucial for personal and academic success. Rising concerns like stress, anxiety, and depression demand urgent attention. A supportive environment, reduced academic pressure, and mental health awareness can foster resilience and well-being. Everyone—parents, teachers, and society—must play a role in ensuring students receive the care they need. Let's create a future where students can thrive without fear.

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A STUDY ON CHALLENGES TO FAMILY WELL BEING AND DYNAMICS AMONG ADOLESCENTS

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Abstract

This study delves into the challenges facing family well-being and dynamics in modern society. Families, as foundational social units, are increasingly affected by economic pressures, technological advancements, mental health issues, cultural expectations, and external crises. These challenges strain relationships, disrupt communication, and lead to role conflicts within family systems. The study defines family dynamics, explores various family structures, identifies key challenges, and provides strategic recommendations for promoting resilience and harmony. Family well-being and dynamics are essential for fostering healthy development in adolescents. However, the unique challenges faced during this developmental stage often create disruptions in family relationships. This conceptual paper explores the multifaceted challenges that influence family well-being and dynamics among adolescents, including psychological, social, cultural, and economic factors. It emphasizes the importance of understanding these challenges to develop effective strategies that enhance family resilience and support adolescent growth.

Key Words: Family wellbeing, dynamics, challenges, adolescents

Introduction

Adolescence is a critical phase of human development marked by significant biological, psychological, and social changes. These transformations often bring challenges that influence family well-being and dynamics. Families play a pivotal role in shaping adolescents' behavior, emotional health, and life outcomes. However, the complexities of adolescence often test the resilience and adaptability of family systems. This paper aims to conceptualize the key challenges to family well-being and dynamics among adolescents and discuss strategies to mitigate their impact.

Definition of Family Dynamics

Family dynamics refer to the patterns of interactions, relationships, and roles that exist within a family. These dynamics are shaped by communication styles, power structures, emotional connections, and cultural influences. Healthy family dynamics foster trust, respect, and mutual support, while dysfunctional dynamics can lead to conflict, stress, and emotional distress. Understanding family dynamics is crucial to identifying factors that promote or hinder family well-being.

Types of Families

Families come in various forms, reflecting the diversity of modern society. Key types include:

- **Nuclear Families:** Comprising two parents and their children, this is the traditional family model.

- **Extended Families:** Including relatives such as grandparents, aunts, uncles, and cousins living together or maintaining close ties.
- **Single-Parent Families:** Headed by one parent due to divorce, separation, or other circumstances.
- **Blended Families:** Formed when two families merge due to remarriage, often including step-siblings and step-parents.
- **Child-Free Families:** Couples who choose not to have children.
- **Same-Sex Families:** Families with same-sex partners raising children or living as a unit.
- **Foster and Adoptive Families:** Families formed through fostering or adoption.

Challenges to Family Well-Being and Dynamics

Psychological Challenges

Adolescents often experience heightened emotional turbulence due to hormonal changes and social pressures. Issues such as anxiety, depression, and identity crises can lead to misunderstandings and conflicts within families. Parents may struggle to balance support and discipline, creating further tension.

For instance, communication breakdowns are common during this period, as adolescents seek autonomy while parents aim to maintain control. This misalignment often leads to emotional disconnects and strained relationships.

Social and Cultural Influences

Social and cultural factors play a significant role in shaping family dynamics. The rapid evolution of technology and social media has introduced new challenges, such as reduced face-to-face interactions and increased exposure to external influences. Adolescents often prioritize their online relationships over family bonds, leading to feelings of neglect or misunderstanding among family members.

Cultural expectations, particularly in traditional or collectivist societies, can also exacerbate conflicts. Generational gaps in values and beliefs often create misunderstandings between parents and adolescents, further complicating family dynamics.

Economic Stressors

Financial instability is a pervasive challenge that affects family well-being. Families facing economic hardships often experience increased stress, which can trickle down to adolescents. Parents preoccupied with financial concerns may inadvertently neglect their children's emotional needs, leading to feelings of insecurity and resentment among adolescents.

Educational Pressures

Academic expectations and performance pressures significantly impact adolescents and their families. The competitive nature of modern education systems often places undue stress on adolescents, which can manifest as irritability, fatigue, or disengagement. Parents, in turn, may adopt overbearing or critical attitudes, further straining family relationships.

Impact on Family Dynamics

Parent-Child Relationships

The parent-child relationship undergoes significant changes during adolescence. As adolescents seek independence, parents often struggle to adapt to their changing roles. This tension can lead to power struggles, reduced communication, and emotional distance.

Sibling Relationships

Sibling dynamics are also affected during adolescence. Increased competition for parental attention and resources can lead to rivalry and conflict. However, supportive sibling relationships can serve as a buffer against external stressors, highlighting the dual nature of sibling interactions.

Extended Family Influence

In many cultures, extended family members play an active role in adolescents' lives. While their involvement can provide additional support, it can also lead to conflicting parenting approaches and increased family tensions.

Strategies to Address Challenges

Strengthening Communication

Effective communication is the cornerstone of healthy family dynamics. Families can benefit from adopting active listening practices and creating safe spaces for open dialogue. Family counseling programs can also help bridge communication gaps and resolve conflicts.

Building Resilience

Developing resilience within families involves fostering emotional intelligence and coping skills. Parents can model healthy coping mechanisms and encourage their adolescents to express their emotions constructively. Building a supportive family environment can mitigate the impact of external stressors.

Leveraging Community and Policy Support

Community resources, such as parenting workshops and mental health services, play a vital role in addressing family challenges. Schools can also contribute by implementing programs that promote family engagement and provide academic support. Policymakers should focus on creating initiatives that alleviate economic stress and enhance access to mental health resources.

Conclusion

The challenges to family well-being and dynamics among adolescents are multifaceted, encompassing psychological, social, cultural, and economic dimensions. Understanding these challenges is crucial for developing effective strategies that promote family resilience and support adolescent development. Families, educators, and policymakers must collaborate to create environments that nurture healthy family dynamics and enable adolescents to thrive. By addressing these challenges holistically, society can ensure that families continue to serve as a foundation for personal and social development in an ever-changing world.

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TRANSFORMING HUMAN RESOURCE: THE IMPACT OF ARTIFICIAL INTELLIGENCE (AI) AND AUTOMATION ON WORKFORCE MANAGEMENT

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Abstract

Modern AI and automation standards of today transform the HR functions in addition to changing the traditional jobs and allowing improvement in operations. AI enables the HR departments to use AI-enabled tools for analytics of performance and engagement as well as talent acquisition besides processing routine administrative tasks. Through its process for resume, automated evaluations for the candidate along with AI and giving HR professional free time where he can target strategy planning on more candidate friendly terms. Automatic automation of these systems has actually modified repetitive mundane works such as processing payroll recording of attendance; recording of payroll to new joining. HR analytics, powered by AI technology, enables staff members to gain important insights about worker conduct and workplace engagement alongside workforce needs so that they can make data-backed choices that build productive work environments. The automation of routine tasks allows HR professionals to focus on strategic activities that improve both employee health and organization-wide results. Businesses will thrive in the new environment by integrating advanced technology with their organizational human connection to maintain their organizational culture alignment. Organizations need to develop synergy between artificial intelligence and human experience to develop an HR landscape that builds toward the future.

Key words: *Artificial Intelligence, Automation, HR Transformation, Data-driven, Decision making, Workforce Optimization*

Introduction

The Artificial Intelligence (AI) describes the coding of machine-based behavior that demonstrates human-like thought functions and learning abilities and problem-solving capabilities. The combination of algorithms with data processing models enables AI systems to review big information datasets while identifying recurring patterns to reach independent choices. Machines through AI, and its foundation technologies, such as machine learning as well as natural language processing, along with computer vision and robotics execute a wide spectrum of capabilities, ranging from basic data analysis up to complex decision-making interventions. AI technologies have transformed many industries over the last few years; these industry sectors include healthcare, finance, transportation, and even human resources. This ensures much improved progress towards efficiency. AI development will continue to shape industries together with society in shaping fresh business prospects while raising a few new challenges for both industry organizations and governments as well as in personal lives. The arrival of Artificial Intelligence with automation technology applied to Human Resource functions induces a change in the management of a workforce. The desire to win in a digital economy forces the businesses to compete with each other

in this context. The human resource sector, which initially dealt with simple administration, transformed to become strategic in nature, helping employees to engage more and become more efficient as the business went through change. AI along with other automation systems has enabled Human Resource management to free up core functional activities such as hiring, salary computation, and assessment of staff to devote himself toward the execution of more strategic roles. AI and automation completely transform the process of decision making for HR departments with predictive analytics and real-time insights that organizations use to uncover emerging patterns, while also developing risk-reduction capabilities in building their talent management strategies.

Key aspects and Features of AI

- **Machine Learning (ML):** Its subset called machine learning systems derive knowledge from data to enhance performance enhancements independently without needing specific programming. Machine learning algorithms learn patterns in big data to build predictive models that solve problems using those learned patterns.
- **Natural Language Processing (NLP):** This is because of which ability, the AI systems translate their capability of being able to identify, understand and generate human oral or written expression. This technology finds applications in several tools and programs which range from chatbots to translation tools, to sentiment analysis tool to voice assist tools.
- **Computer Vision:** Using the computer vision feature, AI transforms visual information including images or video into information the machine system can use in taking decisions. A facial recognition system, for example, or in medical imaging or self-driving car requires this feature.
- **Robotics:** Robotics technologies take advantage of the AI applications through which machines achieve independent and partial independent operations. Service robots as well as space exploration robots alongside healthcare robots and other forms all fall under an entire range of robotic applications found in AI.
- **Cognitive Computing:** The system can replicate mental performances like human reasoning thus creating innovation that works analogously to that of the human brain in attempting to solve dilemmas and find solutions to complicated problems.
- **Automation:** The AI system, through its abilities in automation can perform repetitive works ranging from data entry operations to customer support chatbot services and operations in any industry. Industrial automation systems make increased productivity while liberating employee time that can be used for advanced workwork.
- **Predictive Analytics:** By the analysis of historical data AI models generate predictions that describe upcoming behavioural and trend developments. The application of this approach proves helpful especially in fields which include finance marketing and healthcare environments so organizations can accurately make predictions to guide decisions.
- **Neural Networks:** The brain-like mathematical approximation which functions as neural networks adopts biological neuron interaction patterns to identify data patterns. Neural networks which form the basis for deep learning stand as a subset within the ML framework.
- **Reinforcement Learning:** The process of automation learning is carried out by environmental interaction allowing agents to enhance their behavior through positive and

negative feedback over successive operational cycles. This technology is of benefit to autonomous systems as well as robotics and game playing.

AI in key Industry Sectors

- **Finance and Insurance Sector:** AI applications across the finance and insurance sector revolve around fraud-proofing and risk analysis besides operating self-running trading machines with customer service interactions.
- **Retail and E-commerce:** AI algorithms drive retail experiences with novel recommendation tailoring and predictive data analysis, including advanced inventory surveillance
- **Transportation and Logistics:** AI systems controlling self-driving vehicles benefit the modern transportation system by optimizing the supply chain and finding better routes for delivery.
- **Education:** AI in education receives a personalized instruction, which also facilitates the automation of administrative functions in enhancing digital learning capabilities.
- **Energy:** The energy sector uses AI for optimal energy utilization while creating accurate predictions as precise as possible. This also allows for advanced resource allocation.
- **Entertainment and Media:** The entertainment industry is witnessing a revolution because the AI systems bring better content recommendations along with the smarter production tools that create better immersive experiences.
- **Telecommunications:** Telecommunications are made better by the use of artificial intelligence through improved network control accompanied by predictive inspection methods and better automated customer interactions.
- **Healthcare Services:** Artificial Intelligence delivers a transformation of healthcare through capabilities which encompass superior diagnostic methods together with customized therapeutic solutions as well as accelerated pharmaceutical research activities.
- **Manufacturing:** Artificial intelligence in manufacturing enables process optimization through the use of automated workflows, augmented with predictive fault detection and product quality assurance.
- **Agriculture:** By using agriculture AI improves the practice by providing precise farming capabilities and live crop monitoring, and intelligent pest detection systems. Analyzing weather data and soil conditions alongside crop health AI system optimizes farming operations for higher productivity with decreased wastage.

HR Evolution: Traditional Roles to AI-Driven Decision Making

Traditional Role of HR

The traditional role of HR practitioners was managing basic processes that encompassed personnel selection and payment information as well as adhering to rules and providing employee benefits. Most HR professionals at the time served as personnel managers to carry out basic duties which included labor force acquisition and maintenance of personnel files and labor law compliance. The basic functions required a lot of manual work combined with reactive operations rather than proactive approaches. Decisions in traditional HR entailed personal judgment together with intuition for processes such as hiring employees and management of promotion systems and performance evaluation systems. Traditional HR management systems resulted in desired

outcomes across various contexts but lacked the fundamental evidence-based data that would make objective and effective administrative decisions possible.

The Shift to AI-driven Decision Making

Moving to an AI driven approach to HR means that the data analytics, machine learning algorithms, and AI driven automation is increasing to improve many HR functions of the industry. By using ai technologies, HR professionals can take data-driven decisions, debiases decisions, get better accuracy in decisions, which were subject to subjective judgment. Huge amounts of resume data, in addition to data from social media profiles and job applications, can now be analyzed by AI to predict which candidates are likely to perform well based on past hiring trends. Candidate screening is thus streamlined by artificial intelligence as it offers professionals with the automation of resume screening as they identify ideal candidates through matching within the system.

Automating Administrative Tasks and Improving Employee Experience

AI-driven technologies are automating many of the repetitive, administrative tasks that once dominated HR functions. Implementing AI tools, including chatbots and virtual assistants, can reduce the amount of time employees dedicate to answering an array of employee queries, processing paperwork, and managing everyday issues. These will enhance the automation of these activities and free up HR professionals to concentrate on more strategic tasks such as employee development, engagement, and organizational culture. Virtual assistants might also be applied to scheduling interviews, onboarding new employees, and providing long-term support at every stage of the employee life cycle.

Data-Driven Insights and Predictive Analytics

The most impactful HR is making data-driven decisions. Predictive analytics enable AI to predict trends of the future, such as recruitment, employee turnover, performance, and workforce planning. These insights, in turn, empower the HR departments to be proactive rather than reactive and enable them to make better decisions in real-time. For example, AI can analyze the historical data and trends of employee turnover and performance, which can make predictions as to which employees are most likely to leave the organization. This helps the HR team optimize its workforce planning by identifying skill gaps, predicting hiring needs, and allocating resources effectively.

Emerging AI trends In HR Technology

There are many trends shaping their way in HR technology with the advancement of AI. First and foremost is the inclusion of NLP in HR systems. This will allow chatbots and virtual assistants to support employees and candidates at more human-like interactivity. The AI tools are not only answering simple questions but are participating in meaningful, context-driven conversations that add to the richness of the employee experience. The third trend is the growth of predictive analytics in talent management. Through historical data, AI predicts workforce trends such as turnover rates, skills gaps, and future hiring needs. Thus, organizations are better positioned to take proactive measures in workforce planning, talent acquisition, and employee retention. In addition, AI-powered platforms have become more personalized, offering career development pathways to employees. Gamification, together with AI, is changing employee engagement strategies as work becomes interactive, enjoyable, and rewarding. AI can personalise

gamification experiences by assessing the behavior and preferences of the employees to provide customized challenges, rewards, and recognition systems. This challenges the employees through the fun element and competition along with the goals of the organization.

Adoption of AI In HR Functions: A Technological Perspective

Adopting Artificial Intelligence in Human Resources changes the nature of workforce management of organizations. Rapid transformation is observed in the areas of Human Resources functions as it automates the routine and redundant tasks and maximizes decisions towards optimizing decision making and an all-around improvement of the experience for employees from the recruitment to the performance management, and its changing nature at work in an HR department opens many opportunities along with challenges. AI in HR is mainly used to automate those lengthy and repetitive administration works. Traditional functions of HR jobs, such as resume screening, payroll processing, benefits administration, and tracking employee attendance, can be handled very efficiently by software facilitated with AI. For instance, AI is greatly transforming the recruitment process, making hiring decisions more targeted and data-driven. Because of AI tools, organizations can optimize job postings, screen resumes, and even conduct an initial candidate assessment through automated interviews or video analysis AI recruitment tools can scan through large volumes of candidate data in seconds to identify top talent based on skills, experience, and cultural fit, which helps reduce biases in the selection process.

Employee and Organizational Impact

The adoption of AI and automation has heavily influenced employee experience and organizational processes through HR functions. With these innovations comes the maximum benefit of streamlined HR processes, improvement in decision-making, and even data-based solutions. However, they also present challenges that have to be managed with care.

Effects on Employees

Improved Employee Experience: Automated transactional tasks such as payroll processing, leave management, and so on, will make it possible for employees to access services from self-service portals. This will eliminate administrative overhead and free-up real-time AI-powered chatbots to answer queries in HR.

Personalized Learning and Development: By identifying skill gaps and recommendation matrices, AI will be able to let an employee's acquisition of skills get ahead of the curve in competitive markets, along with developing proactive career plans for employees using predictive analytics.

Performance Management: The automated performance management systems give real-time feedback, objective assessments, and data-driven insights on performance; hence, increasing transparency and motivating employees.

Workforce Diversity and Inclusion: AI can minimize the implicit bias involved in hiring and promotions, allowing for a workplace that is better representative.

Challenges of the Adoption of AI

- Job loss because of machines can be fearful to employees, so proper communication with upskilling is necessary.
- Data security issues regarding tracking and analytics related to employees would require transparent use and adherence to laws.

Implications for Organisations

Operational Efficiency: Automating HR functions eliminates human errors, increases the accuracy of data, and accelerates workflows and Through automation of routine work, HR professionals have ample time for strategic activities such as talent management and organizational development.

Data-driven Decision Making: AI analytics provides insights to understand employee behavior, engagement patterns, and workforce productivity, and therefore helps to make effective decisions. And Predictive analytics would help in foreseeing the requirements of the workforce and optimizing recruitment processes, with reduced rates of employee turnover.

It has high cost-saving and time-saving, as processes like recruitment and payroll would be totally automated in an organization.

Employee Engagement: AI-based solutions can help in more personalized engagement mechanisms like recognition and wellness programs, thus enhancing the morale and productivity of the employees.

Challenges:

- Balancing technology application with human touch in order to ensure empathy and personal interaction in the HR area
- Organizational investments should be directed toward up-skilling the HR resources to complement AI-based technology.
- The ethical issues associated with AI decision-making need to be addressed with robust governance frameworks.

Challenges and Risks of AI In HR Practices

Data Privacy and Security Concerns

Implementing AI-based HR systems requires significant management of personal employee data-including personal information, financial, and performance-for huge numbers. This has posed the risk of hacking into and releasing confidential data, which will impact the company's reputation as well as pose a legal concern for the business. Organisations must adopt strict data protection policies, implement encryption technologies, and adhere to the data privacy regulation, such as the General Data Protection Regulation, to protect sensitive information.

Change Management Strategies for AI in HR

The integration of AI in HR functions requires a major cultural and operational shift, which can be resisted by employees and HR professionals who are accustomed to the traditional ways of doing things. A natural apprehension can arise from a fear of being displaced and possibly an overgeneralization of AI tools as very complex. Strategies in change management would be imperative in overcoming this.

Envisioning Future AI in HR Practices

Human-AI Collaboration

Instead, the future of HR will be characterized by the collaboration between human expertise and AI technologies, and not the latter replacing human roles. Though AI is best at automating redundant tasks and handling large datasets, the human touch is indispensable to empathize with others, generate creative ideas, and make strategic decisions. Thus, it will be expected that the HR function will improve and enhance ways beyond what could have been done with either human expertise or AI.

Shaping Tomorrow: AI Across Industries

The more advanced AI technologies become, the more they will be integrated into sectors such as healthcare, finance, manufacturing, retail, and many others, driving efficiency, innovation, and personalization. From autonomous vehicles and predictive analytics to personalized customer experiences and optimized supply chains, AI will promise enhanced decision-making, automated complex work, and novel business models.

Evolving Role of Employees in the Workplace

The changing dynamics of the modern workforce as technology, automation, and AI continue to reshape industries. Digitization is no more just a hype but requires constant learning of new tools, new skills, and new forms of work structures-from remote to hybrid models. This future will see continuous learning, agility, and collaboration; here, the stakes for changing the organizational culture for innovation inputs by employees are bigger.

Conclusion

The integration of AI into HR functions is revolutionizing how organizations strategize and engage with their workforce. AI has transformed HR from a traditional, administrative function into a strategic, value-driven partner within organizations through the enabling of data-driven decision-making, enhanced recruitment, improved employee experience, and a culture of inclusivity and agility. While AI may bring several efficiency and personalization benefits, some of the negative impacts include a threat to privacy in data exchange and a greater need for an effective change management process. Hence, in successfully using AI by the businesses concerned, it requires the right fit between high tech and human center leadership that supports both strategic business goals and people's needs. With careful planning and ethical implementation, AI can empower HR to drive long-term organizational success and growth.

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A STUDY ON PHYSICAL AND MENTAL CHALLENGES FACED BY ELDERLY IN REFERENCE TO CRESCENT HOSPITAL PALAKKAD

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Abstract

Aging is accompanied by numerous physical and mental health challenges that impact the well-being of the elderly. This study aims to analyze the specific health issues faced by older adults in reference to Crescent Hospital, a healthcare facility known for its geriatric care services. The research explores prevalent physical ailments such as arthritis, cardiovascular diseases, and mobility limitations, along with mental health concerns like depression, anxiety, and cognitive decline. Through a combination of patient interviews, medical records, and expert opinions, the study identifies key factors contributing to these health issues, including lifestyle, social support, and healthcare accessibility. The findings emphasize the need for comprehensive geriatric care strategies, highlighting the role of specialized treatments, mental health interventions, and community support in improving the quality of life for the elderly. This study provides valuable insights for healthcare professionals and policymakers in designing effective healthcare models for aging populations.

Key Words: cognitive decline, elderly, physical challenges, mental challenges.

Introduction

Aging is an inevitable process that brings significant physical and mental health challenges, affecting the overall well-being of the elderly. As life expectancy increases, the demand for specialized geriatric care also rises, necessitating a deeper understanding of the health concerns faced by older adults. Physical ailments such as arthritis, cardiovascular diseases, diabetes, and mobility issues are common among the elderly, often leading to decreased independence and quality of life. Additionally, mental health issues like depression, anxiety, and cognitive decline further complicate their healthcare needs.

Crescent Hospital, known for its expertise in geriatric care, provides a valuable case study for examining these challenges in a structured healthcare setting. By analyzing patient experiences, medical records, and expert perspectives, this study aims to explore the most prevalent physical and mental health concerns among the elderly at Crescent Hospital. Understanding these challenges can help healthcare professionals develop targeted interventions, improve healthcare accessibility, and enhance the overall quality of life for older adults. This research contributes to the growing field of geriatric healthcare by highlighting the importance of integrated medical and mental health support for aging populations.

Definition of Physical and mental health challenges

Physical health challenges refer to medical conditions, diseases, or impairments that affect the body's ability to function optimally. These challenges often arise due to aging, chronic illnesses, or lifestyle factors. Common physical health challenges among the elderly include arthritis, cardiovascular diseases, diabetes, osteoporosis, mobility issues, and weakened immune function. Such conditions can lead to pain, reduced mobility, and dependency on caregivers or medical assistance.

Mental health challenges encompass psychological and cognitive disorders that impact an individual's emotional well-being, behavior, and ability to think clearly. Among the elderly, these challenges often include depression, anxiety, dementia, Alzheimer's disease, and social isolation. Mental health issues can affect memory, decision-making, and social interactions, leading to decreased quality of life and emotional distress.

Both physical and mental health challenges are interconnected, as physical ailments can contribute to mental distress, and vice versa. Addressing these challenges requires a holistic approach, integrating medical treatment, psychological support, and social interventions to ensure the well-being of the elderly.

Objectives of the study

- To know the demographic details of the person
- To know about the physical challengers of elderly peoples
- To analysis about the mental health wellbeing of elderly people
- To provide suggestions for physical and mental wellbeing of elderly peoples.

Major findings of the study

1. There are 78% of respondents can manage their medications itself, remain 21.9% of respondents depends others for managing their medications
2. There are 50% of respondents can manage their day to day activities and other 50% of respondents depends others for everything.
3. The 56.3% of respondents are helpless, depends on various geriatric instructions, other 43.8% of respondents had get enough care from their families.
4. 40.6% of respondents are not feeling relaxed, 28.1% of respondents feeling relaxed in only sometimes. 15.6% of respondents are relaxed all time and oftentimes in a day.
4. There are only 21.9% respondents have the capabilities to deal with their own problems, 43.8% of respondents are helpless to handle the problem. The other 18.8% of respondents dealing with the problem so rarely, enough 12.5% of respondents are often deal with the problems.
5. There are 28.1% of respondents oftenly feel closer to others, 25% of respondents are feeling closer to some time and non of the time with others.
6. There are 31.3% of respondents are feeling confident sometimes, 28.1% of respondents are oftenly feel confident, remain 25% of respondents are rarely confident and only 9.4% of respondents are only confident at all the times.
7. There are 31.3% of respondents are feeling confident sometimes, 28.1% of respondents are oftenly feel confident, remain 25% of respondents are rarely confident and only 9.4% of respondents are only confident at all the times.

Challenges faced by the study

Conducting this study on the physical and mental health challenges of the elderly at Crescent Hospital presented several difficulties. One of the primary challenges was obtaining accurate and detailed health information from elderly patients, as some had memory impairments or cognitive decline, making it difficult for them to recall their medical history and symptoms. Additionally, many older adults were reluctant to discuss mental health concerns due to stigma and a lack of awareness about psychological well-being. Another challenge was the variability in health conditions, as elderly patients often suffer from multiple chronic illnesses simultaneously, making it difficult to isolate specific factors affecting their well-being. Limited access to comprehensive medical records and privacy concerns further complicated data collection. Moreover, the study faced logistical constraints, such as scheduling interviews with elderly patients and coordinating with healthcare professionals who had busy schedules. Despite these challenges, the research aimed to provide meaningful insights into the healthcare needs of the elderly and emphasize more integrated medical intervention in reference to elderly.

Conclusion

The study on the physical and mental health challenges faced by the elderly at Crescent Hospital highlights the complex and interconnected nature of aging-related health issues. Physical ailments such as arthritis, cardiovascular diseases, and mobility limitations, along with mental health concerns like depression, anxiety, and cognitive decline, significantly impact the well-being of older adults. The findings emphasize the need for a holistic approach to geriatric care, integrating medical treatment, psychological support, and social interventions. Addressing these challenges requires improved healthcare accessibility, increased awareness about mental health, and tailored care plans that prioritize both physical and emotional well-being. By understanding these issues, healthcare providers, policymakers, and caregivers can work toward creating a more supportive environment for the elderly, ultimately improving their quality of life and promoting healthy aging.

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A STUDY ON RELATIONSHIP BETWEEN TRAINING AND DEVELOPMENT AND ORGANIZATIONAL EFFECTIVENESS AT PRIME TECHNOLOGY LIMITED, COONOR, NILGRIS DISTRICT

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Introduction:

Training and Development is a structured program with different methods designed by professionals in particular job. It has become most common and continuous task in any organisation for updating skills and knowledge of employees in accordance with changing environment. Optimisation of cost with available resources has become pressing need for every organisation which will be possible only by way of improving efficiency and productivity of employees, possible only by way of providing proper employee training and development conditioned to that it should be provided by professionals

Definition of Training and Development

Training and development encompass processes aimed at improving employee skills, knowledge, and abilities. Training focuses on current job requirements, providing specific learning experiences to enhance performance. Development, on the other hand, aims at broader skill enhancement, preparing individuals for future roles and career growth within the organization. Together, they foster employee growth and contribute to organizational success.

Organizational effectiveness

Organizational effectiveness is one of the most complex and least tackled problems in the study of social organization many difficulties arise with attempt to define the concept of effectiveness adequately some stem from the closeness with which the concept becomes associated with the question of value (eg.. “management” versus “labour” orientation). other problems arise when researchers choose a priori criteria of effectiveness that seem intuitively right, without trying systematically to place them within a consistent and border framework. In effect, specific criteria that might be proper in one case may be entirely inappropriate to other organization the question arise whether it is possible to develop a definition of effectiveness and to drive criteria that are applicable across organization and can be meaningfully placed with a conceptual framework

Meaning of Organization Effectiveness

Organizational effectiveness refers to the extent to which an organization successfully achieves its goals and objectives while utilizing its resources efficiently. It encompasses the organization's ability to fulfil its mission, deliver value to stakeholders, and adapt to changes in its internal and external environment.

Training and Development and Organizational Effectiveness:

Training and development are crucial for enhancing organizational effectiveness by improving employee skills, knowledge, and performance, ultimately leading to increased productivity, efficiency, and overall organizational success. By investing in employee growth, organizations can better adapt to changing environments, retain talent, and achieve their strategic goals.

Review of Literature:

Babar Gardi (2021) The aim of this study is to investigate the relationship between training and development with organizational effectiveness. The research data is collected by developing questionnaire the researcher had collected the data at private universities by using a random sample, 120 questioners were delivered to different levels of employee at private universities and 102 of them responded to it, the analysis was undertaken by using R programming. It is founded the training and development very strongly connected with organizational effectiveness.

Priyanka Nema (2015) This research paper explores the significance of training and development programs in improving organizational Effectiveness. It highlights the various aspects of training and development, including their objectives, benefits, and challenges. The study also examines the methods and techniques employed in effective training and development initiatives. Furthermore, the paper discusses the relationship between training and development and organizational effectiveness, providing empirical evidence to support the positive impact of these practices. Finally, it offers recommendations for organizations to optimize their training and development strategies to achieve sustainable growth and organizational effectiveness.

Research Methodology**Objectives of Study**

- To study the socio demographic variables of the respondents
- To find out the relationship between training and development on organizational effectiveness
- To provide suggestion to enhance the training and development on organizational effectiveness

Research Design

A descriptive study was used for this research to gather information about the characteristics or features of the population or sample and their relationship with the variables studied. The main purpose of descriptive research is to provide a detail description or profile of a phenomenon or sample, either directly or indirectly related to the variables under investigation.

Sampling Technique

Simple random sampling is a type of probability sampling in which the researcher randomly selects a subset of participants from a population total number of sample size is 53.

Data Collection**Primary data**

Primary data was collected using a structured questionnaire designed to gather information from the respondents, including demographic variables, dichotomous questions, and a five-point Likert scale. The questionnaire was administered in person and by appointment, as needed.

Secondary Data:

Articles, newspapers, magazines, websites, and books.

Statistical Tools

The statistical tools used is frequency, descriptive analysis, Correlation and Independent sample T-test.

Analysis and Interpretation**Age of the Respondents**

Age	Frequency	Percentage
18-28	32	60.3
29-39	11	20.7
40-50	10	18.8
Total	53	100

Interpretation

The table illustrates the age distribution of a sample population. The majority, 60.3%, fall within the 18-28 age range, followed by 29-39-year-olds at 20.7%, and 40-50-year-olds at 18.8%.

Salary of the Respondents.

Salary	Frequency	Percentage
7,000-10,000	6	11.3
10,000-13,000	12	22.6
13,000-15,000	32	60.3
15,000-20,000	3	5.66
Total	53	100

Interpretation

The table illustrates salary distribution among a sample population. The majority, 60.3%, earn between 13,000 and 15,000, followed by 22.6% in the 10,000-13,000 range, and 11.3% between 7,000 and 10,000. A smaller proportion, 5.66%, falls within the 15,000-20,000 range.

Findings related to Socio-Demographic variables

- The majority 60.3% of the respondent belong to the age category of 18-28 years
- The majority 73.5% of the respondent are male
- The majority 43.3% of the respondents completed their twelfth grade
- The majority 58.4% of the respondent have 1-10 years of experience
- The majority 60.3% of the respondent have salary between 13,000 to 15,000

Conclusion

In summary, training and development significantly contribute to organizational effectiveness. By equipping employees with necessary skills, fostering innovation, boosting engagement, and enhancing productivity, these initiatives create a skilled and motivated workforce. This leads to improved performance, efficiency, and a competitive edge in the market, making training and development integral to organizational success.

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CRITICAL ANALYSIS OF COMPETENCY THEORIES

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Introduction

In the rapidly evolving field of Human Resource Management (HRM), Competency Theories have emerged as a cornerstone for developing frameworks that align individual capabilities with organizational goals. These frameworks serve as systematic tools to identify, develop, and assess the skills, knowledge, and behaviors essential for achieving high performance and sustaining a competitive advantage (Boyatzis, 1982; Spencer & Spencer, 1993). However, the dynamic nature of today's work environment necessitates a deeper examination of these theories to ensure their continued relevance and effectiveness in addressing contemporary challenges such as workforce diversity, technological advancements, and changing organizational structures (Bartram, 2005; Campion et al., 2011).

This study draws upon three foundational motivational theories to explore their intersection with competency frameworks:

- **McClelland's Theory of Needs** (McClelland, 1961), which emphasizes achievement, affiliation, and power as primary motivators, offering insights into tailoring competency development to individual drivers of performance.
- **Goal-Setting Theory** (Locke & Latham, 1990), which underscores the importance of specific, challenging goals in enhancing employee performance, providing a structured foundation for aligning competencies with organizational objectives.
- **Vroom's Expectancy Theory** (Vroom, 1964), which focuses on the interplay between effort, performance, and outcomes, highlighting the significance of perceived fairness, effort-reward relationships, and employee engagement in competency-based systems.

The integration of these theories has been recognized as a critical approach for optimizing competency frameworks, ensuring they not only enhance employee motivation and productivity but also adapt to the rapidly changing demands of the modern workplace (Rothwell & Lindholm, 1999). This study further examines contemporary HRM challenges, such as maintaining objectivity in competency assessments, bridging the gap between static frameworks and evolving job roles, and leveraging emerging technologies like artificial intelligence, machine learning, and predictive analytics to refine competency-based practices (Fernandez & Aman, 2021; Strohmeier, 2020).

The objectives of critically analyzing these foundational theories and their practical applications, this study aims to contribute to the optimization of competency-based HR practices. The research will provide actionable insights for HR practitioners and scholars to navigate an increasingly complex workforce landscape and ensure that competency frameworks remain a robust tool for driving organizational success in the face of constant change.

McClelland's Theory of Needs, Goal-Setting Theory, and Vroom's Expectancy Theory each offer valuable insights into motivation but have limitations when applied to contemporary work environments. McClelland's model, which emphasizes achievement, affiliation, and power, overlooks the dynamic nature of motivation and cultural differences, with modern research suggesting that intrinsic motivation and personal values play a crucial role in performance. Goal-Setting Theory's emphasis on specific, challenging goals can sometimes lead to burnout or unethical behavior, and its focus on individual achievement neglects the importance of collaboration and supportive leadership. Vroom's Expectancy Theory, while highlighting the effort-reward relationship, assumes rational decision-making and extrinsic motivation, disregarding the significance of intrinsic factors and perceptions of fairness, which are critical in today's workspaces. Contemporary literature calls for a more integrated approach, combining intrinsic and extrinsic motivations, emotional intelligence, and cultural considerations, advocating for a personalized and flexible model to align competencies with employee needs and organizational objectives.

Review of Literature

Competency theories have been extensively studied and applied across various fields to enhance individual and organizational performance. This review critically examines key literature to understand their evolution, practical applications, and challenges.

Competency Modelling Frameworks

The review by Marrelli, Tondora, and Hoge (2005) highlighted the structured process of competency modeling as a pivotal tool for aligning workforce capabilities with organizational goals. They emphasized the importance of involving subject matter experts and stakeholders in the development of competency frameworks to ensure relevance and adaptability.

Conceptual Foundations of Competence

Mulder (2017) synthesized existing theories to establish a comprehensive definition of competence, focusing on its behavioral, functional, and contextual dimensions. The analysis highlighted that competencies are not static and require continuous adaptation to align with organizational needs and external environmental changes.

Practical Applications and Challenges

A critical review by Fernandez and Aman (2021) examined the practical application of competency frameworks and identified challenges such as subjectivity in assessments, resistance to change, and the integration of new technologies. The study emphasized the need for competency frameworks to leverage technological advancements such as artificial intelligence and machine learning to improve objectivity and scalability.

Code-Based Reviews in Competency Theory

Strohmeier (2020) indicated the potential for coding algorithms to identify skill gaps, predict future competency needs, and improve assessment accuracy. For instance, machine learning techniques have been employed to analyze large datasets of employee performance, providing actionable insights into competency development. Additionally, automated tools now facilitate real-time feedback, enabling organizations to adapt competency frameworks swiftly to changing requirements.

Methodology

Research Design

This study adopts a **descriptive and analytical** research design using **secondary data** to explore the integration of motivational theories with competency frameworks in Human Resource Management (HRM). Secondary data will be collected from existing literature, case studies, organizational reports, academic articles, and other publicly available sources.

Research Questions

- **RQ1:** How have motivational theories (McClelland's Theory of Needs, Goal-Setting Theory, and Vroom's Expectancy Theory) been integrated into competency frameworks in HRM?
- **RQ2:** What are the challenges identified in the existing literature when applying competency frameworks in organizations?
- **RQ3:** How do competency frameworks impact organizational outcomes like employee performance, engagement, and productivity, based on secondary data analysis?
- **RQ4:** What role do emerging technologies, as discussed in existing literature, play in enhancing or refining competency-based HR practices

Limitations of Study

- **Bias and Reliability of Sources:** The study will rely on the quality of secondary data, which may vary in terms of reliability, bias, or completeness. Efforts will be made to prioritize data from reputable sources, but there may still be limitations regarding the accuracy or representativeness of the information.
- **Lack of Primary Data:** Since the study does not include primary data (e.g., interviews or surveys), the findings will be based on the interpretation of existing data. This may limit the ability to draw conclusions about specific organizations or contexts.
- **Timeliness of Data:** Secondary data may reflect past trends or outdated information. The study will aim to focus on recent publications, but older sources may be referenced when foundational theories or models are discussed.

Ethical Considerations

- **Citation and Acknowledgment:** All secondary data sources will be properly cited and acknowledged in accordance with academic standards to avoid plagiarism and ensure the integrity of the research.
- **Data Transparency:** The study will ensure that all data used in the analysis is publicly available or properly licensed for use in academic research.

Critical Review of Skill Analysis of the above Literature Review



Figure:1

1. Research Gaps

Despite significant advancements, gaps remain in the implementation and evaluation of competency frameworks. The review by Campion et al. (2011) pointed out inconsistencies in defining and measuring competencies across organizations. Additionally, Mulder (2017) emphasized the need for more longitudinal studies to assess the long-term impact of competency frameworks on organizational performance.

A study by Eraut (2004) called for more research on informal learning and its role in competency development, noting that traditional frameworks often overlook the significance of experiential and on-the-job learning.

2. Summary

This literature review highlights the evolution of competency theories and their integration with motivational frameworks. While significant progress has been made, challenges such as subjectivity, resistance to change, and the need for technological integration persist. These insights underscore the importance of continuous research and innovation to optimize competency frameworks for modern workplaces.

3. Result

Competency theories have significant applications across fields such as human resources, education, healthcare, technology, and leadership development. They enable organizations to align employee skills with strategic goals. However, critical skill gaps often emerge, including low expectancy, poor alignment of efforts and rewards, lack of clear and challenging goals, and insufficient feedback and support. Motivational factors like achievement, affiliation, and power also play a vital role in driving competency development. To address these gaps, solutions such as enhanced training and development, advanced competency modelling, real-time performance feedback, and technology-enabled tools are essential. Additionally, aligning competency frameworks with organizational culture ensures sustained adoption. Emerging trends like adaptive competency models, emotional intelligence integration, and collaborative learning further enhance their relevance. By addressing these challenges holistically, competency frameworks can foster growth, engagement, and organizational success.

4. Discussion

The framework provides a comprehensive analysis of competency theories, highlighting their applications, challenges, and solutions. Competency theories are widely utilized across various domains such as human resources, education, healthcare, technology, and leadership development. In human resources, they improve recruitment, training, and performance management, while in education, they guide curriculum design and skill-focused pedagogy. In healthcare, competency frameworks address critical skill shortages, whereas in technology, they drive innovation and technical proficiency. Leadership development also benefits from these theories by building decision-making capabilities and nurturing future leaders.

Despite their widespread application, several skill gaps hinder the effective implementation of competency theories. Motivational factors such as achievement, affiliation, and power remain critical concerns. Additionally, low expectancy and instrumentality arise when individuals fail to see a clear connection between effort, performance, and rewards. Other issues include a lack of clear, challenging goals, poor commitment to these goals, and insufficient feedback or support, which collectively prevent employees and organizations from realizing the full potential of competency frameworks.

To address these gaps, the framework proposes actionable solutions. Enhanced training and development programs can help bridge knowledge and skill gaps, while competency modelling provides structured systems for assessing and improving competencies. Performance management and feedback mechanisms are essential for setting realistic goals and offering guidance. Technology-enabled solutions, such as artificial intelligence and digital platforms, streamline competency assessments and development processes. Furthermore, fostering an organizational culture that emphasizes continuous learning, innovation, and collaboration can drive sustainable improvements.

In conclusion, this framework underscores the need for a strategic and structured approach to applying competency theories. By addressing the identified skill gaps and leveraging the proposed solutions, organizations can enhance individual and organizational performance, fostering adaptability in an ever-changing environment.

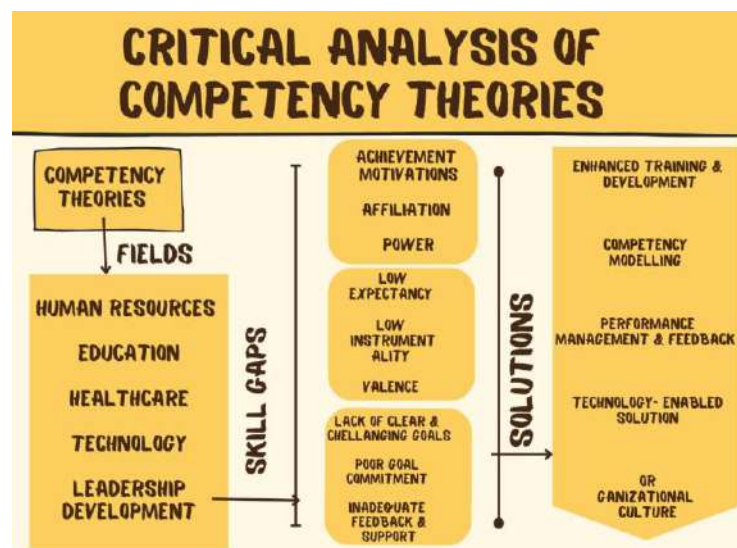


Figure:2, Critical analysis of Competency Theories Framework

Social interventions

Competency mapping can be applied in social interventions to assess and develop skills, knowledge, and abilities within individuals and communities. Here are key social intervention strategies using competency mapping theories:

1. **Community Skills Assessment:** Identify and address skill gaps within communities, offering targeted training programs to enhance capabilities (Human Capital Theory).
2. **Empowerment Programs:** Use competency mapping to boost confidence and self-efficacy in marginalized groups by identifying their competencies and providing growth opportunities (Social Cognitive Theory).
3. **Capacity Building:** Strengthen individuals' capabilities by mapping competencies and offering tools/resources for social and economic development (Capability Approach).
4. **Workforce Inclusion:** Address competency gaps in marginalized groups to increase workforce participation and ensure inclusion (Social Inclusion Theory).
5. **Leadership Development:** Identify necessary leadership competencies for social change, and design programs to develop transformational leaders (Transformational Leadership Theory).
6. **Reducing Inequality:** Use competency mapping to target interventions that help lower socio-economic groups gain skills and improve social mobility (Social Stratification Theory).
7. **Improving Organizational Effectiveness:** Ensure key roles in organizations focused on social good have the right competencies, enhancing efficiency and impact (Systems Theory).

Conclusion

Competency theories serve as a foundational framework for aligning individual capabilities with organizational objectives, making them indispensable across fields such as human resources, education, healthcare, and technology. Despite their proven utility, challenges such as skill gaps, motivational misalignments, and technological integration persist, limiting their effectiveness. This study highlights the importance of integrating motivational theories like McClelland's Theory of Needs, Goal-Setting Theory, and Vroom's Expectancy Theory into competency frameworks to enhance their relevance and adaptability. Additionally, leveraging emerging technologies, fostering organizational cultures of continuous learning, and addressing subjectivity and resistance to change are critical for optimizing competency-based HR practices. By bridging the gap between theoretical insights and practical applications, this paper provides actionable solutions for organizations to navigate the complexities of the modern workplace, ensuring competency frameworks remain robust tools for driving performance, engagement, and long-term success.

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A STUDY ON RELATIONSHIP BETWEEN THE ORGANIZATIONAL COMMITMENT, ORGANIZATIONAL JUSTICE AND ORGANIZATIONAL BEHAVIOUR

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Abstract

This study investigates the relationships among organizational justice, organizational commitment, and organizational citizenship behavior, emphasizing their significance in enhancing workplace harmony and effectiveness. The research was conducted in the modern mill industry, with 60 employees selected using simple random sampling. Data was collected through a structured questionnaire comprising demographic variables, organizational justice (28 items), organizational commitment (25 items), and organizational citizenship behavior (25 items), all measured on a five-point scale. Descriptive research design and statistical tools like mean, standard deviation, t-test, and ANOVA were employed for analysis.

The findings reveal that a majority of the respondents are young, married, female employees with permanent jobs and moderate educational qualifications. Organizational justice was found to be at a moderate level among 41.7% of respondents, while organizational commitment and citizenship behavior were also predominantly moderate, observed in 46.7% and 35% of the employees, respectively. Organizational justice was significantly influenced by job type, while organizational commitment was significantly related to educational qualification. However, organizational citizenship behavior showed no significant relationship with any demographic variable. The study underscores the importance of fair policies and procedures in fostering justice, which positively impacts commitment and voluntary behaviors in the workplace. Organizational commitment serves as a critical mediator between justice and citizenship behavior, highlighting its role in bridging fairness and effective organizational functioning. The findings advocate for prioritizing fairness, nurturing commitment, and encouraging genuine citizenship behaviors to foster a cohesive and productive work environment.

Key words: Organizational Justice, Organizational Commitment, Organizational Citizenship Behaviour, Workplace Harmony, Demographic Variables, Employee Engagement.

Introduction

Organizational justice focuses on fairness in workplace behaviors, including treatment, pay, opportunities, and equality, rooted in equity theory's input-output fairness assessments. Organizational commitment is the desire to stay with an organization, the willingness to exert high effort for it, and the belief in and acceptance of its values and goals. Organizational Citizenship Behavior refers to voluntary, beneficial workplace actions not formally rewarded by the organization. According to Greenberg procedural justice refers to perceived fairness of

policies and procedures used to make decisions in the workplace. Procedural justice is a perception that can be based on such aspects as whether the person is given a voice in the procedure and the decisions related to it. U.R. Srivastava (2006) comes to this notion as interactional justice, which is the perception of the quality of treatment an employee receives when policies and procedures are implemented in the workplace. According to R.T. Mowday "a strong desire to remain as a member of a particular organization, a willingness to exert high-levels of effort on behalf of the organization, and a definite belief in, and acceptance of the values and goals of the organization means organizational commitment. Robbins, Judge and Sanghi says organizational commitment refers to the degree to which an employee identifies with a particular organization and its goals and wishes to maintain membership in the organization. Cohen (2003) states that 'organizations whose members have higher levels of commitment show higher performance and productivity and lower level of absenteeism and tardiness'. Meyer and Allen (1997) suggests that when implementing human resource policies and practices as a strategy to manage organizational commitment. Employees with a low level of organizational commitment tend to be unproductive and some become loafers at work (Morrow, 1993). Lowman (1993) states that the organizational commitment can be regarded as a "work dysfunction when it is characterized by under-commitment and over-commitment". Organizational citizenship behaviour has been defined by Organ (1988) as : individual behaviour that is discretionary , not directly or explicitly recognized by the formal reward system, and that in the aggregate promotes the effective functioning of the organization".

Review of Literature

Bateman (1983) Managers and executives value employees who display "Citizenship Behaviour" perhaps because they make their job easier. The extra time obtained by management allows the manager to improve the organizational effectiveness by having more time for managerial issues. **Biljana Dordevic (2004)** stated that the commitment of employees is an important issue because it may be used to predict employee's performance, absenteeism and other behaviors. **Bolino (1999)** argues that some Organizational Citizenship Behaviour may be due to impress the management and therefore may be it is to be observed by superiors. Consistent with this line of thought, some researchers pose that performing tasks in a manner that exceeds expectations can be perceived as an ingratiation ploy designed to portray oneself as more devoted and trustworthy than one's colleagues and to obtain favour with an abusive supervisor. **Cardona and Espejo, 2002** While generally, people who engage in citizenship are likely to be perceived favourably by their supervisors, peers and others in their organization; often it is difficult to distinguish sincere helping behaviour from self-serving acts of impressing the management. **Cohen (2003)** argued that declining level of absenteeism and tardiness is possible only through the highly committed employees in the organization; it leads to higher productivity and worthy performance. **Meyer and Allen** defined employee commitment as it is a psychological state that characterizes the employee's relationship with the organization and has association for the decision to continue as a member in the organization. **Cropanzano et.al, (2007)** describe organizational justice as the "glue" enabling effective collaboration, while injustice acts as a corrosive force, harming individuals and organizations. Inequity arises in three ways: own inequity – an unbalanced input-outcome ratio; comparative inequity – a balanced ratio that

becomes unbalanced compared to others; and own-comparison inequity – an unbalanced ratio both individually and relative to others (Weik & Nessel, 1968).

Objectives of the Study

- To study the demographic profile of the respondents.
- To measure the level of organizational commitment, organizational justice and organizational citizenship behaviour of the respondent.
- To study the relationship between demographic profile and organizational commitment, organizational justice and organizational citizenship behaviour of the respondent.
- To study the mediating role organizational commitment on the relationship between organizational justice and organizational citizenship behaviour of the respondent.

Hypothesis

- H01: There is no significance difference in organizational justice based on demographic variables.
- H02: There is no significance difference in organizational commitment based on demographic variables.
- H03: There is no significance difference in organizational citizenship behaviour based on demographic variables
- H04: There is no relationship between organizational commitment and organizational justice.
- H05: There is no relationship between organizational commitment and organizational citizenship behaviour.
- H06: There is no relationship between organizational justice and organizational citizenship behaviour.

Methodology

The descriptive research design used in this study. The employees of the modern mill industry is taken as the universe of this study. A sample of 60 employees was included in the study by using simple random sampling technique. Questionnaire method was adopted for data collection. The Questionnaire consists of demographic variables namely age, gender, educational qualification, nature of job, years of experience, designation, monthly income, marital status, family type and place of living .Organizational justice which consists of 28 questions measured on 5 point scale. Organizational citizenship behaviour consists of 25 questions measured on 5 point scale. The data was analysed using mean, SD, t-test, and ANOVA to analyse the data.

Analysis and Interpretation

Demographic Variables

The demographic profile of the respondents shows that majority 58.3 percent belong to 25-30 years, female respondents constitute 78.3 percent, Higher secondary education constitutes 60.0 percent, the majority 90.0 percent of their jobs are permanent, 85.0 percent of them within 5-10 years of experience, 88.3 percent of their salary is between 10000-20000, 83.3 percent are married, 70.0 percent belongs to joint family, 68.3 percent are living in urban area.

Table 1: Difference in Organizational Justice Based on Demographic Variables

Variables	Test	Value	Result
Age & organizational justice	ANOVA	F=2.340 (P=0.005)	NS
Gender & organizational justice	T-test	P= 0.150 (P=0.005)	NS
Education & organizational justice	ANOVA	F=0.031 (P=0.005)	NS
Job & organizational justice	T-test	P=0.675 (P=0.005)	S
Experience & organizational justice	ANOVA	F=1.033 (P=0.005)	NS
Income & organizational justice	ANOVA	F=1.048 (P=0.005)	NS
Marital Status & organizational justice	ANOVA	F=0.943 (P=0.005)	NS
Family Type & organizational justice	T-test	P= 0.098 (P=0.005)	NS
Place of living & organizational justice	ANOVA	F=2.421(P=0.005)	NS

NS- Not Significant

S-Significant at 0.005 level

Table 1 reveals that Organizational Justice is significant with Job among the employees.

Table 2: Difference in Organizational Commitment Based on Demographic Variables

Variables	Test	Value	Result
Age & organizational commitment	ANOVA	F=0.396 (P=0.005)	NS
Gender & organizational commitment	T-test	P= 1.389 (P=0.005)	NS
Education & organizational commitment	ANOVA	F=5.921 (P=0.005)	S
Job & organizational commitment	T-test	P=1.732 (P=0.005)	NS
Experience & organizational commitment	ANOVA	F=0.796 (P=0.005)	NS
Income & organizational commitment	ANOVA	F=1.720 (P=0.005)	NS
Marital Status & organizational commitment	ANOVA	F=1.061 (P=0.005)	NS
Family Type & organizational commitment	T-test	P= 0.219 (P=0.005)	NS
Place of living & organizational commitment	ANOVA	F=3.168(P=0.005)	NS

NS-Not Significant

S-Significant at 0.005 level

Table 2 reveals that Organizational Commitment is significant with Education among the employees.

Table 3: Difference in Organizational Citizenship Behaviour (OCB) Based on Demographic Variables

Variables	Test	Value	Result
Age & OCB	ANOVA	F=0.871(P=0.005)	NS
Gender & OCB	T-test	P=0.747 (P=0.005)	NS
Education & OCB	ANOVA	F=2.916 (P=0.005)	NS
Job & OCB	T-test	P=0.300 (P=0.005)	NS
Experience & OCB	ANOVA	F=1.149 (P=0.005)	NS
Income & OCB	ANOVA	F=1.272 (P=0.005)	NS
Marital Status & OCB	ANOVA	F=0.012 (P=0.005)	NS
Family Type & OCB	T-test	P=1.171 (P=0.005)	NS
Place of Living & OCB	ANOVA	F=4.932 (P=0.005)	NS

NS-Not Significant

S-Significant at 0.005 level

Table 3 reveals that none of the demographic variables is significant with organizational behaviour among the employees.

Discussion

This research explores the interconnectedness of organizational justice, commitment, and citizenship behavior and their impact on workplace harmony and effectiveness. The demographic analysis highlights a predominantly young, married, female workforce with permanent jobs and moderate educational qualifications, influencing their perceptions of justice and commitment. Fair policies and positive interpersonal treatment were found crucial for fostering organizational justice.

Organizational commitment significantly drives productivity and reduces turnover, with higher levels observed among married employees and those in joint families. Citizenship behaviors, though voluntary and beneficial, may sometimes stem from self-serving motives.

The study emphasizes the mediating role of commitment in linking justice and citizenship behaviors. Overall, it highlights the need for organizations to prioritize fairness, nurture employee commitment, and promote authentic citizenship behaviors for a cohesive and effective workplace.

Conclusion

The organizational justice was significance with the experience of employees; the organizational commitment was significance with the education of employees and the organizational citizenship behaviour was significance with the place of living of employees. The study gives the result that the organizational commitment does the mediating role between the relationship of organizational justice and organizational citizenship behaviour. It means organizational justice leads the path to organizational commitment and the organizational commitment leads to organizational citizenship behaviour.

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RECENT TRENDS, CHALLENGES, AND OPPORTUNITIES IN COMMUNITY DEVELOPMENT

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Abstract

Community development plays a critical role in fostering sustainable growth, social equity, and collective well-being. The field has undergone a significant transformation due to emerging trends, global influences, and technological advancements. This paper examines recent trends, identifies challenges, and highlights opportunities in community development. It emphasizes the importance of sustainability, inclusivity, and participatory approaches, while offering actionable recommendations for stakeholders. Case studies and real-world examples are incorporated to provide practical insights.

Introduction

Community development is a multidisciplinary process that addresses the social, economic, and environmental needs of a community. It is rooted in participatory practices that empower individuals to collectively improve their living standards. With globalization, urbanization, and technological innovation, the landscape of community development has expanded.

This paper explores the dynamic trends shaping community development, including sustainability, digital transformation, and inclusive practices. It also examines persistent challenges such as resource constraints and social inequalities, while discussing opportunities to enhance the impact of community initiatives.

Principles of Community Development

1. Participation:

Community development is rooted in the active participation of community members. It emphasizes engaging people in decision-making processes to ensure that initiatives reflect local needs and aspirations.

2. Empowerment:

A core goal of community development is to empower individuals and groups by providing them with the skills, knowledge, and resources they need to bring about meaningful change.

3. Sustainability:

Effective community development focuses on long-term benefits, aiming to create sustainable solutions that address root causes rather than temporary fixes.

4. Inclusivity:

It seeks to involve marginalized and disadvantaged groups, ensuring equal opportunities and equitable access to resources.

5. Collaboration:

Successful community development relies on partnerships between local communities, governments, NGOs, and other stakeholders.

Areas of Focus in Community Development

1. Economic Development:

Initiatives aim to improve livelihoods through skill development, entrepreneurship, microfinance, and job creation, particularly in underserved areas.

2. Social Development:

Focuses on strengthening social bonds, promoting education, improving healthcare, and addressing issues like gender inequality and discrimination.

3. Environmental Sustainability:

Programs often address environmental issues such as waste management, renewable energy, and climate resilience to ensure ecological balance.

4. Infrastructure Development:

Developing basic infrastructure like roads, schools, hospitals, and water supply systems is essential for enhancing community living standards.

Recent Developments in the Field of Community Development

Community development is continually evolving to address emerging challenges and leverage new opportunities. Recent developments in the field include:

1. Post-Pandemic Adaptations in Urban Spaces

The COVID-19 pandemic has led to a reassessment of traditional office spaces, with a trend toward adaptive reuse. Commercial properties are being repurposed into residential units, logistics hubs, and community facilities to meet changing needs. This shift not only addresses the surplus of vacant office spaces but also contributes to community revitalization by providing housing and essential services.

2. Modular Housing Solutions

In response to housing shortages, particularly for low-income populations, modular homes have emerged as a viable solution. Constructed offsite and assembled onsite, these homes significantly reduce construction time and costs. For instance, in Australia, organizations like Anglicare North Coast and Community Housing Limited are utilizing modular housing to provide affordable living options efficiently.

3. Blue Zone-Inspired Developments

Inspired by regions known for longevity and healthy living, new community projects are emphasizing social interaction and well-being. Developments in places like Forestville, Adelaide, incorporate public green spaces, market halls, and urban farms to foster community connections and promote a holistic lifestyle.

4. Community Ownership Initiatives

Communities are increasingly taking ownership of local assets to ensure sustainability and relevance to local needs. In the UK, residents have purchased local pubs and established community-led businesses, such as shops and cafes, to revitalize their neighborhoods and enhance social cohesion.

5. Comprehensive Community Development Approaches

Organizations like NeighborWorks America are promoting comprehensive, place-based strategies that integrate housing, economic development, and health initiatives. This holistic approach aims to build stronger, more resilient communities by addressing multiple facets of community well-being simultaneously.

Recent Trends in Community Development

1. Technology-Driven Initiatives:

Digital Tools for Engagement: The adoption of Geographic Information Systems (GIS) for resource mapping and mobile applications for service delivery has revolutionized community engagement. Platforms like Maptionnaire enable participatory planning and decision-making.

Artificial Intelligence (AI) and Data Analytics: AI and data analytics are being used to predict community needs, monitor progress, and measure the impact of initiatives. For example, AI-driven tools are used in urban planning to optimize resource allocation.

2. Sustainability and Climate Resilience:

Integration of SDGs: Community development programs increasingly align with the United Nations Sustainable Development Goals (SDGs), focusing on poverty eradication, gender equality, clean energy, and climate action.

Green Infrastructure: Initiatives promoting renewable energy, sustainable agriculture, and eco-friendly practices are becoming mainstream, especially in rural areas vulnerable to climate change.

3. Participatory Development Models:

Grassroots Movements: Community members are actively involved in planning and executing development projects, leading to greater accountability and ownership. Participatory rural appraisals (PRA) and community-based monitoring systems exemplify this trend.

4. Corporate Social Responsibility (CSR) and Public-Private Partnerships (PPP):

Collaborative Development: Corporations are investing in education, healthcare, and livelihood programs as part of their CSR initiatives. Partnerships between governments, NGOs, and corporates are scaling up the reach of development projects.

Innovative Financing Models: Social impact bonds and blended finance are emerging as innovative funding mechanisms for community projects.

5. Inclusive Development:

Focus on Marginalized Groups: Programs addressing the needs of women, children, persons with disabilities, and LGBTQ+ communities are gaining momentum. This includes gender-focused projects and livelihood programs for differently-abled individuals.

Social Justice: There is an increased emphasis on tackling systemic inequalities, promoting human rights, and ensuring equitable access to resources.

6. Urban Community Development:

Smart Cities: Urban initiatives are focusing on building smart cities with sustainable infrastructure, efficient transportation systems, and renewable energy sources.

Affordable Housing: Slum rehabilitation projects and affordable housing schemes are addressing urban housing challenges.

Challenges in Community Development

1. Resource Constraints:

Limited funding, inadequate infrastructure, and a lack of skilled personnel hinder the effective implementation of community programs.

2. Policy and Governance Issues:

Inefficient policies, corruption, and bureaucratic delays often undermine the success of development initiatives.

3. Resistance to Change:

Cultural and social barriers, coupled with a lack of awareness, can lead to resistance from community members, impacting project adoption.

4. Digital Divide:

Unequal access to technology and internet connectivity remains a significant challenge, particularly in rural and underserved areas.

5. Climate Change and Environmental Challenges:

Frequent natural disasters disrupt community projects, especially in vulnerable regions. Climate change also exacerbates issues like water scarcity and food insecurity.

6. Social Inequalities:

Persistent inequalities based on gender, caste, and economic status hinder inclusive development.

7. Health and Sanitation:

Poor access to healthcare and inadequate sanitation infrastructure remain pressing issues in many communities.

Opportunities in Community Development

1. Leveraging Technology:

Expanding digital literacy and providing affordable internet access can bridge the technological gap, enabling communities to benefit from e-learning, telemedicine, and e-governance.

2. Capacity Building:

Training community leaders and members in technical, managerial, and entrepreneurial skills can enhance their ability to drive development.

3. Climate Action Initiatives:

Promoting renewable energy projects, sustainable farming practices, and disaster-resilient infrastructure can create green jobs and mitigate climate risks.

4. Strengthening Public-Private Partnerships:

Collaborations between multiple stakeholders can pool resources, expertise, and networks to scale successful development models.

5. Focusing on Sustainable Development Goals (SDGs):

Aligning local projects with SDGs can attract international funding and technical support.

6. Innovative Financing Mechanisms:

Social impact investing, microfinance, and crowdfunding offer alternative ways to fund community initiatives.

Case Studies

1. Digital Villages in India:

Akodara, Gujarat, is a model for digital empowerment, where e-banking, telemedicine, and online education have improved rural life.

2. CSR in Education:

Tata Steel's CSR program has established digital learning centers, improving access to education in tribal areas.

3. Climate-Resilient Communities in Bangladesh:

Community-driven initiatives have built cyclone shelters and introduced salt-tolerant crops, showcasing how grassroots efforts can address climate challenges.

4. Affordable Housing in Mumbai:

The Slum Rehabilitation Authority (SRA) has transformed slum areas into livable spaces with basic amenities, demonstrating effective urban community development.

Recommendations

1. Policy Reforms:

Simplifying bureaucratic processes and enhancing transparency is crucial for effective community development. Streamlined processes reduce delays and improve the efficiency of project implementation. Additionally, ensuring equitable resource allocation ensures that no community, especially marginalized ones, is overlooked, allowing for fair access to development opportunities.

2. Community Engagement:

It is essential to involve community members actively in decision-making and monitoring of development projects. Engaging the community ensures that initiatives are relevant and tailored to local needs. By fostering a sense of ownership, community members become empowered to maintain and sustain the projects, which leads to long-term success.

3. Focus on Marginalized Groups:

Community development efforts must prioritize addressing the specific needs of marginalized groups, such as women, children, and people with disabilities. Tailored programs that focus on providing access to education, healthcare, economic opportunities, and social inclusion are vital for reducing inequalities and ensuring that all community members have the opportunity to thrive.

4. Invest in Technology:

Expanding access to technology, particularly in rural areas, is key to modernizing community development. Promoting digital literacy enables communities to access critical services like education, healthcare, and financial support. It also provides tools for better communication, data collection, and participation, fostering greater community engagement and inclusion in the digital world.

5. Climate Adaptation:

As climate change continues to affect vulnerable communities, developing resilient infrastructure and promoting eco-friendly practices is critical. Communities must be equipped with the knowledge and resources to adapt to climate-related challenges. This includes building disaster-resistant infrastructure, promoting sustainable agriculture, and encouraging renewable energy use to reduce environmental impacts and ensure long-term sustainability.

6. Promote Multi-Stakeholder Collaborations:

Successful community development relies on collaboration among governments, businesses, NGOs, and local communities. By working together, these stakeholders can pool resources, share expertise, and implement programs that are scalable and impactful. Multi-stakeholder collaborations can create more innovative and comprehensive solutions that address complex community issues effectively.

Conclusion

Community development is a dynamic and evolving field that requires a collaborative and innovative approach to address emerging challenges. By leveraging technology, promoting inclusivity, and fostering sustainability, stakeholders can create lasting impact and drive meaningful change. The integration of global frameworks like the SDGs into local initiatives further enhances the scope and effectiveness of community development efforts.

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THE EFFECTS OF GERIATRIC CAREGIVER SUPPORT PROGRAMS ON REDUCING CAREGIVER BURDEN AND ENHANCING QUALITY OF LIFE

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Abstract

Caring for older adults can be a daunting task, leading to significant caregiver burden and decreased quality of life. Support programs have emerged as a potential solution, but their effectiveness remains unclear. Geriatric caregivers often experience significant burden and stress, impacting their quality of life. Support programs can alleviate these challenges. This study provides evidence for the effectiveness of comprehensive geriatric caregiver support programs in reducing caregiver burden and enhancing quality of life. Healthcare providers should consider implementing such programs to support caregivers and promote their well-being. Design of the study: For the study, the researcher used a descriptive research design. Sample: A sample of sixty respondents from Caregivers was selected by the researcher. Method of sampling: Purposive, Nonprobability sampling technique. In this study 74% of respondents reported having high level of effect, 13% reported having a moderate level of effect and 13 % reported having low level of effect.

Keywords: Geriatric caregivers, Caregiver burden, Quality of life

Introduction

The global aging population has led to an increased demand for caregivers to support older adults with chronic illnesses, disabilities, and cognitive impairments. Informal caregivers, typically family members and friends, undertake this critical role, providing emotional, physical, and financial support. However, care giving can be a stressful and daunting experience, resulting in caregiver burden and decreased quality of life. Geriatric caregiver support programs have emerged as a vital resource to address the complex needs of caregivers. These programs offer a range of services, including education, counseling, respite care, and support groups, aimed at reducing caregiver burden and enhancing caregiver well-being.

Definition

Geriatric Caregiver

A geriatric caregiver is an individual, often a family member or close friend, who provides care and assistance to elderly individuals, particularly those who are frail, chronically ill, or have cognitive impairments (such as dementia or Alzheimer's disease). These caregivers help with daily activities such as bathing, dressing, medication management, and mobility, as well as offering emotional support.

Caregiver Burden

Caregiver burden refers to the physical, emotional, and psychological strain experienced by individuals who provide care to family members or loved ones with chronic illness, disabilities, or aging-related conditions. This burden can manifest as stress, fatigue, anxiety,

depression, and physical health problems due to the demands of caregiving. The extent of the burden often depends on the caregiver's relationship with the individual receiving care, the level of care required, and the available support.

Quality of Life

Quality of life (QoL) refers to an individual's overall well-being, encompassing physical, emotional, social, and psychological aspects of life. In the context of caregiving, QoL can relate to both the caregiver's and the care recipient's experiences, assessing factors such as emotional health, physical functioning, social relationships, and general life satisfaction. A higher quality of life typically means better overall health, reduced stress, and a sense of fulfillment.

Review of Literature

Family members often undertake care giving responsibilities over long periods of time, which could lead to care giving burden. A theory-based and culturally sensitive learned resourcefulness program may help family caregivers mitigate stress by learning and using self-help strategies. (Meng-Chun Chen, I-Shou University, Mary Happel Palmer, Shu-Yuan Lin)

Background Family members, who provide the majority of care for persons with dementia, are especially vulnerable to developing depression. Interventions targeting their depressive symptoms have been proposed but their efficacies vary considerably. (Wai-Chi Chan, The University of Hong Kong, Nicola Lautenschlager, Briony Dow National Ageing Research Institute, Suk Ling Ma Chinese University of Hong Kong).

Studies have shown that respite care services, which allow caregivers to take a break from caregiving duties, significantly reduce caregiver stress and burnout (Zarit et al., 2019). Caregivers who had access to regular respite care reported feeling more emotionally balanced and physically rested, leading to better care for the elderly (Goins et al., 2018).

Need and Scope of the Study

The aging population is rapidly growing worldwide, with many elderly individuals requiring long-term care due to chronic illnesses, physical disabilities, or cognitive impairments. This has led to an increasing reliance on family caregivers, often resulting in substantial physical, emotional, and financial strain. The demands placed on caregivers can result in caregiver burden, which is associated with poor mental and physical health outcomes, including stress, anxiety, depression, and burnout. Assessing improvements in caregivers' emotional, social, and physical well-being, as well as their overall life satisfaction and caregiving capabilities.

Statement of the Problem

Family caregivers of older adults with chronic illnesses, disabilities, and cognitive impairments often experience significant caregiver burden, including emotional, physical, and financial strain. This burden can lead to decreased quality of life, increased stress, and compromised health outcomes for both caregivers and care recipients. Despite the growing demand for caregiver support, many caregivers lack access to adequate resources, education, and respite care, exacerbating their burden.

Methodology of the Study

Objective of the Study

- To study the personal profile of the respondents.
- To access the level of significant effects in caregiver development program.
- To discover the association between personal profile and significant effects in caregiver development program.

- To analyze the difference between personal profile and significant effects in caregiver development program.
- To study the influence of significant effects in caregiver development program.

Research design: The researcher followed descriptive research design for the study.

Universe of the study: The universe of the present study is from, geriatric caregiver for enhancing quality of life.

Sampling: The researcher took the sampling of 60 respondents from geriatric caregiver for enhancing quality of life.

The statistical tools applied by the researcher are Percentage Analysis, Chi-square, T-test and ANOVA.

Findings of the Study

Personal Profile of the Respondents

FACTORS	MEDIUM	FREQUENCY	PERCENTAGE
Age	25yrs-35yrs	52	87%
Gender	Female	55	93%
Marital Status	Married	60	100%
Locality	Semi urban	47	78%
Educational Qualification	12th	48	80%
Occupation	Employed	53	88%
Monthly Income (in Rs.)	Below –Rs.15000	46	77%
Type of Family	Nuclear family	40	67%

- ✓ Nearly (87%) of the respondents is in the age group between 25-35 years.
- ✓ More than half (93%) of the respondents are female.
- ✓ All most (100%) of the respondents are married.
- ✓ Nearly (78%) of the respondents are locality of semi urban.
- ✓ More than half (80%) of the respondents are 12th level of educational qualification.
- ✓ Nearly (88%) of the respondents are occupation of employed.
- ✓ Majority (77%) of the respondents are monthly income of below-Rs15000.
- ✓ Nearly (67%) of the respondents are nuclear family type.

Analysis and Interpretation

Level of significant effects in caregiver development program

Level of significant effects in caregiver development program	Frequency	Percentage %
High	47	78
Moderate	8	14
Low	5	8
Total	60	100.0

The table reveals that majority 78% of the respondent's level of significant effects in caregiver development program is highly efficient. 14% of the respondents are with moderate level of significant effects in caregiver development program. 5% of the respondents are with low level of significant effects in caregiver development program.

Influence of personal profile and significant effects in caregiver development program

Variables	Statistical tool	Value	Result
Education and level of significant effects in caregiver development program	t-test	t= 1.897 P<0.05	Significant
Marital status and level of significant effects in caregiver development program	t-test	t= 3.733 P>0.05	Not Significant
Locality and level of significant effects in caregiver development program	t-test	t= 1.076 P<0.05	Significant
Age and level of significant effects in caregiver development program	ANOVA	F= .086 P>0.05	Not Significant
Type of family and level of significant effects in caregiver development program	ANOVA	F = 5.327 P<0.05	Significant
Income and level of significant effects in caregiver development program	ANOVA	F = 5.095 P<0.05	Significant

- ❖ There is significant difference in the education and level of significant effects in caregiver development program.
- ❖ There is no significant marital status and level of significant effects in caregiver development program.
- ❖ There is significant difference in the locality and level of significant effects in caregiver development program.
- ❖ There is no significant difference in the age and level of significant effects in caregiver development program.
- ❖ There is significant difference in the type of organization and level of significant effects in caregiver development program.
- ❖ There is significant difference in the Income and level of significant effects in caregiver development program.

Suggestions**Introduction to Caregiver Burden**

Define "caregiver burden" and its emotional, physical, and financial impacts on family caregivers.

Understanding Geriatric Caregiver Support Programs

Definition and types of caregiver support programs (e.g., respite care, training, counseling, financial assistance, peer support groups). Explore how these programs are designed to meet the diverse needs of caregivers (e.g., emotional, practical, informational).

Policy Implications

Suggest potential policy recommendations to improve and expand caregiver support programs (e.g., increased funding, making programs more accessible).

Future Directions

Explore emerging trends in caregiver support, such as digital or virtual support programs, and their potential to improve access and outcomes.

Personalized Support

Design programs that offer personalized care plans based on the specific needs of the caregiver and the elderly individual. This could include tailored educational workshops or specialized respite care options for caregivers of individuals with specific health conditions, such as dementia or chronic illnesses.

Conclusion

Geriatric caregiver support programs play a crucial role in alleviating the significant burden experienced by those caring for elderly individuals. By providing essential resources such as respite care, emotional support, and educational tools, these programs help caregivers manage stress, improve their mental and physical health, and enhance their overall quality of life. Reducing caregiver burden not only benefits the caregivers themselves but also leads to better care for elderly individuals, creating a more sustainable care giving environment. However, barriers to accessing these programs, such as financial constraints and limited availability, must be addressed to ensure that all caregivers can benefit from the support they need. Moving forward, it is essential for policymakers to continue to invest in and expand these programs, while also fostering innovation to meet the evolving needs of caregivers in an aging society. The continued support of caregivers is vital for promoting both individual and public health, highlighting the need for ongoing attention and development in this area.

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CONCEPTUAL FRAMEWORK OF SOCIAL WORK PRACTICES IN HUMAN RESOURCE MANAGEMENT

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Abstract

This study explores the integration of social work principles into Human Resource Management (HRM) to create a holistic and human-centred approach to workforce management. While social work emphasizes empowerment, advocacy, social justice, and addressing systemic challenges, HRM focuses on optimizing organizational efficiency through employee satisfaction and performance. The research examines how key social work frameworks, such as the Person-in-Environment (PIE) approach, empowerment strategies, and advocacy for equity, can enhance HR practices to address contemporary workplace challenges. Benefits include improved employee well-being, enhanced organizational culture, effective change management, and conflict resolution. The study also discusses the challenges, such as skill gaps, resource constraints, and cultural resistance, alongside opportunities for innovation, professional development, and long-term organizational growth. This integration fosters inclusive, equitable, and high-performing workplaces, benefiting both employees and organizations alike.

Keywords: Social Work, Human Resource Management, Organizational Culture

Introduction

Social work and human resource management, though distinct in their origins and objectives, share overlapping principles centred on understanding, supporting, and optimizing human potential. Social work focuses on fostering individual and community well-being, emphasizing empowerment, advocacy, and addressing systemic challenges. On the other hand, human resource management (HRM) revolves around maximizing organizational efficiency by managing people, enhancing employee satisfaction, and aligning individual goals with organizational objectives.

In recent years, there has been a growing recognition of the need to integrate the conceptual frameworks of social work into HRM practices. This integration brings a holistic approach to managing the workforce, emphasizing empathy, inclusivity, social justice, and employee well-being. The modern workplace presents challenges such as diversity management, mental health concerns, ethical dilemmas, and organizational culture shifts, which require a human-centred approach to resolve.

The study seeks to explore the intersection of social work principles and HRM practices, highlighting how concepts like person-in-environment, empowerment, advocacy, and social justice can enhance HR strategies. By analysing the conceptual frameworks of social work in the context of HRM, this research aims to provide a pathway for organizations to create compassionate, equitable, and high-performing workplaces. This approach not only benefits employees but also drives long-term organizational success by fostering trust, engagement, and loyalty.

Overview of Social Work Practices and HRM

Social work is a profession dedicated to improving the well-being of individuals, families, and communities by addressing their needs and challenges. Rooted in principles of empathy, advocacy, and empowerment, social work adopts a holistic approach to problem-solving, focusing not only on immediate issues but also on systemic and structural barriers that hinder progress. Below, we explore the key concepts that define social work and their practical implications, especially in contexts like human resource management (HRM).

1. Person-in-Environment (PIE) Framework

The Person-in-Environment (PIE) framework is a cornerstone of social work practice. It emphasizes the interconnectedness between individuals and their environments, recognizing that a person's behavior, well-being, and opportunities are influenced by the social, cultural, economic, and organizational systems they are a part of. This framework highlights:

Holistic Assessment: Social workers analyze individuals not in isolation but within the larger context of their relationships, workplace dynamics, and community influences. **Systemic Thinking:** Challenges faced by individuals, such as workplace stress or discrimination, are often linked to broader systemic factors, such as organizational culture or societal norms. **Intervention Focus:** Addressing both individual issues (e.g., lack of confidence or burnout) and environmental factors (e.g., unsupportive workplace policies) to create meaningful change.

In HRM, the PIE approach can be applied to understand employees' challenges in the workplace, such as how organizational policies, interpersonal relationships, and external stressors influence their performance and satisfaction. For example, an employee struggling with productivity might be dealing with factors like family responsibilities, lack of support at work, or cultural barriers, all of which require a nuanced approach.

2. Empowerment

Empowerment is a central principle of social work, aiming to help individuals and groups gain control over their circumstances, make informed decisions, and unlock their full potential. Empowerment involves:

Building Confidence: Helping individuals recognize their strengths and capabilities to tackle challenges.

Providing Resources and Tools: Ensuring access to necessary support systems, whether they are educational, financial, or emotional.

Encouraging Self-Determination: Respecting individuals' autonomy and enabling them to take ownership of their decisions and actions.

In HRM, empowering employees translates to fostering autonomy, providing growth opportunities, and creating an environment where employees feel valued and capable. For instance, offering professional development programs, mentorship, and decision-making authority helps employees thrive while also benefiting the organization.

3. Advocacy and Social Justice

Social work strongly emphasizes advocacy and the pursuit of social justice, striving to address inequalities and create equitable systems. Advocacy involves acting on behalf of individuals or groups to ensure their voices are heard and their rights are protected. Key aspects include:

Challenging Discrimination: Identifying and addressing biases based on race, gender, age, disability, or other factors.

Promoting Fairness: Ensuring equitable access to resources, opportunities, and treatment.

Driving Systemic Change: Working to reform policies, practices, and structures that perpetuate inequities.

In HRM, these principles are critical for fostering a culture of diversity, equity, and inclusion (DEI). For example, HR professionals can advocate for fair recruitment practices, equitable pay, and inclusive workplace policies. Addressing systemic biases, such as the underrepresentation of certain groups in leadership roles, aligns with the social justice mission of social work.

Understanding Human Resource Management (HRM)

Human Resource Management (HRM) is the strategic approach to managing people within an organization to optimize performance, enhance employee satisfaction, and achieve organizational goals. HRM encompasses a wide range of activities, from recruitment to employee development and retention, ensuring that human capital is effectively utilized while fostering a positive work environment. Below is a detailed exploration of the core functions and the growing relevance of integrating holistic approaches like social work principles in modern HRM.

a. Talent Acquisition and Onboarding

Recruitment: HR professionals identify, attract, and hire the right talent for specific roles, ensuring alignment with organizational needs and values. **Onboarding:** New hires are introduced to the organization's culture, policies, and expectations, setting the stage for long-term success.

b. Employee Development

Training Programs: Providing employees with the skills and knowledge needed to excel in their roles. **Career Development:** Offering pathways for professional growth through mentorship, certifications, and leadership programs.

c. Performance Management

Goal Setting: Aligning individual goals with organizational objectives to ensure clarity and focus.

Feedback Mechanisms: Offering constructive feedback to help employees improve and excel.

Recognition: Rewarding achievements through promotions, bonuses, or public acknowledgment.

d. Employee Relations

Conflict Resolution: Mediating disputes to ensure harmony and mutual understanding. **Building**

Trust: Creating transparent communication channels to foster trust between employees and management. **Compliance:** Ensuring adherence to labor laws and ethical standards to protect employee rights.

Proposed Conceptual Framework

A conceptual framework integrating social work practices into HRM may involve the following elements:

- **Holistic Employee Assessment:** Incorporating PIE principles to assess employee needs within their work environment.
- **Wellness Programs:** Implementing mental health support systems and stress management initiatives.
- **Advocacy Mechanisms:** Creating channels for employees to voice concerns and influence organizational policies.
- **Training for HR Professionals:** Equipping HR teams with social work skills, such as active listening, empathy, and mediation.

Key Benefits of Integrating Social Work into HRM

1. Improved Employee Well-Being

One of the core contributions of social work to HRM is its emphasis on employee well-being, addressing issues such as mental health, stress, and work-life balance. Key aspects include:

a. Mental Health Support: Implement Employee Assistance Programs (EAPs) offering counseling and emotional support. Train managers to recognize signs of mental health struggles and respond with empathy. Create a stigma-free environment where employees feel safe discussing mental health concerns.

b. Stress Management: Workplace stress can lead to burnout, absenteeism, and reduced productivity. Social work interventions, such as mindfulness programs, resilience training, and stress audits, can help employees cope effectively.

c. Work-Life Balance: Flexible work schedules and remote work options. Adequate leave policies, including mental health days and parental leave. Wellness initiatives like fitness programs, mental health days, and on-site health resources.

2. Enhanced Organizational Culture

Organizational culture plays a critical role in employee engagement, satisfaction, and retention. Social work principles contribute to building a culture of empathy, fairness, and inclusivity.

a. Promoting Empathy: Foster compassionate leadership that supports employees' personal and professional growth. Build trust through transparent communication and supportive policies.

b. Ensuring Fairness: Fair recruitment and promotion practices, ensuring all employees have equal opportunities. Pay equity initiatives to eliminate wage disparities.

c. Encouraging Inclusivity: Celebrate diversity through cultural awareness programs. Establish Employee Resource Groups (ERGs) to support underrepresented groups. Provide training to reduce unconscious bias and discrimination.

3. Effective Change Management

Organizational change, such as restructuring, mergers, or the adoption of new technologies, can create uncertainty and resistance among employees. Social work's systemic perspective and focus on managing change compassionately can help HRM navigate transitions effectively.

a. Understanding Resistance to Change: Conduct impact assessments to gauge employee concerns and address them proactively. Engage employees in the change process, ensuring they feel heard and valued.

b. Building Support Systems: Peer support groups and open forums for employees to discuss challenges. Change champions who help others adapt to new processes or structures.

c. Communication Strategies: Keep employees informed about the rationale, benefits, and timeline of changes. Address fears and misconceptions with clear, consistent messaging.

4. Conflict Prevention and Resolution

a. Early Identification of Conflicts: Encourage open communication to identify grievances early. Conduct regular surveys and feedback sessions to gauge employee sentiments.

b. Advocacy and Neutral Mediation: Establishing impartial conflict resolution mechanisms, such as third-party mediators. Training HR staff and managers in conflict resolution techniques, such as active listening and collaborative problem-solving.

c. Creating Collaborative Environments: Encouraging cross-departmental projects to build rapport among employees. Providing platforms for employees to share ideas and concerns in a respectful manner.

Challenges and Opportunities of Integrating Social Work Principles into HRM

1. Skill Gaps

The Challenge

Integrating social work principles into HRM requires a unique set of skills, such as empathy-driven leadership, active listening, advocacy, and mediation. Traditional HR professionals may lack formal training in these areas, making it difficult to adopt social work approaches effectively.

- **Example:** HR professionals trained in conventional functions like payroll or compliance may struggle to address complex issues such as mental health crises or systemic inequities in the workplace.
- **Training Barriers:** Limited access to training programs tailored to HR professionals seeking to learn social work practices may exacerbate this gap.

The Opportunity

- **Training Programs:** Offering certifications or workshops in areas like emotional intelligence, conflict resolution, and mental health first aid.
- **Cross-Disciplinary Collaboration:** Partnering with social workers or hiring consultants to mentor HR teams and share best practices.
- **Upskilling Opportunities:** Encouraging HR professionals to pursue advanced degrees or courses in social work, such as a Master of Social Work (MSW) program.

2. Resource Constraints

The Challenge

- **Budget Limitations:** Smaller organizations may lack the funds to implement robust support systems.
- **Time Constraints:** Allocating time for training, program implementation, and ongoing support can strain existing HR operations.
- **Scalability Issues:** Large organizations may struggle to provide consistent resources across all departments or locations.

The Opportunity

- **Phased Implementation:** Start with pilot programs or focus on high-impact initiatives, gradually scaling up as resources allow.
- **Leveraging Technology:** Use digital tools, such as employee wellness apps, virtual training platforms, and automated feedback systems, to reduce costs and improve accessibility.
- **Partnerships:** Collaborate with external organizations, such as non-profits or mental health providers, to offer cost-effective solutions.
- **Return on Investment (ROI):** Highlight the long-term benefits of these investments, such as reduced turnover, improved productivity, and enhanced reputation, to justify resource allocation.

3. Cultural Resistance

The Challenge

- **Leadership Hesitation:** Senior leaders may view social work-inspired approaches as unnecessary or incompatible with traditional business priorities.
- **Employee Skepticism:** Employees may perceive new initiatives as superficial or question their authenticity, especially if they've experienced a lack of support in the past.
- **Fear of Change:** Resistance to breaking away from long-standing practices, such as rigid hierarchies or performance-focused evaluation systems, can hinder progress.

The Opportunity

- **Change Management Strategies:** Implement clear communication plans to articulate the benefits of adopting social work principles, ensuring that employees and leaders understand the value of these changes.
- **Leadership Advocacy:** Engage senior leaders as champions for change by demonstrating how these practices align with organizational goals, such as employee retention and innovation.
- **Employee Engagement:** Involve employees in the development of initiatives, gathering feedback and addressing concerns to foster buy-in and ownership.
- **Gradual Cultural Shifts:** Start with small, visible successes (e.g., mental health awareness campaigns or conflict resolution workshops) to build momentum and showcase the positive impact of these approaches.

Conclusion

The integration of social work principles into Human Resource Management (HRM) offers a transformative approach to workforce management, fostering holistic and human-centred organizational practices. By leveraging frameworks such as the Person-in-Environment (PIE) model, empowerment strategies, and advocacy for social justice, HRM can address contemporary workplace challenges more effectively. These principles enrich traditional HR practices by prioritizing employee well-being, promoting inclusivity, and creating equitable systems, which, in turn, drive enhanced organizational performance and long-term sustainability.

Ultimately, this interdisciplinary approach positions organizations to adapt to the evolving needs of the modern workforce while fostering trust, engagement, and loyalty among employees. By embracing the values of empathy, equity, and empowerment, HRM can not only meet organizational goals but also contribute to creating workplaces that prioritize human dignity and collective growth. This integration paves the way for a future where both employees and organizations thrive in a balanced, inclusive, and high-performing environment.

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A STUDY ON GENERATIONAL DIFFERENCES IN EMPLOYEE WORKVALUE AND ITS IMPACT ON ORGANISATIONAL COMMITMENT

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Abstract

This study explores the impact of generational differences on work values and organizational commitment among employees in a private limited company in Coimbatore, India. Using a descriptive research design, data was collected through a structured questionnaire from 103 employees selected via simple random sampling. The questionnaire examined demographic variables, work values, and organizational commitment, using a five-point scale for the latter two constructs. Statistical methods such as percentage analysis, t-tests, ANOVA, and correlation were applied for data analysis. The findings reveal that the majority of respondents (61.2%) exhibit moderate work values, while 62.1% display moderate levels of organizational commitment. Notably, marital status and generational differences significantly influence work values, but no demographic variables, including generational differences, significantly impact organizational commitment. The study emphasizes the importance of recognizing generational diversity in the workplace to minimize friction and enhance collaboration. It highlights the necessity for organizations to adopt tailored strategies that align with generational preferences, such as promoting flexibility, offering team-building opportunities, and leveraging technology. Ultimately, understanding and addressing generational dynamics can foster a more inclusive, productive, and harmonious work environment.

Key Words: Generational Difference, Work Value, Organizational Workforce, Demographic Variables, Employee Engagement.

Introduction

Generational differences in the workplace refer to the varying beliefs, values, and attitudes that different age groups bring to their professional environments. These differences are shaped by the unique experiences individuals have had growing up, which influence their perspectives on work ethic, communication, and technology. As each generation is exposed to different societal, economic, and technological conditions, these formative experiences impact how they approach their careers and interact with colleagues. If not handled effectively, these generational differences can lead to friction, misunderstandings, and reduced productivity. However, understanding the preferences, motivations, and challenges of different generational cohorts can help organizations foster harmony, collaboration, and trust among their workforce. Several key examples illustrate how generational differences manifest in the workplace. Stereotyping can occur when older generations perceive younger workers as lazy or entitled, while younger employees may view older generations as outdated or resistant to change. Bridging this gap involves creating opportunities for team-building exercises and training to help both

sides better understand and collaborate with each other. Communication styles also vary: older generations typically prefer face-to-face or phone interactions, while younger generations lean towards digital communication like email or text messages. To address this, companies can implement company-wide tools that allow employees to choose their preferred communication methods, fostering flexibility and efficiency. Work styles are another point of divergence. Older managers may feel uncertain about younger workers who prefer remote or hybrid work environments. Educating managers to focus on performance outcomes rather than office presence can help mitigate these concerns. Additionally, leveraging collaborative tools like Asana and Google Docs ensures that teams can work effectively, regardless of location. Generational differences also reflect deeper cultural shifts. For example, Generation Z, born between 1995 and 2012, is often seen as highly tech-savvy and values inclusivity and authenticity in the workplace. Millennials, born between 1980 and 1994, are the largest generational group in the current workforce, shaped by the internet revolution and economic challenges such as the Great Recession. Baby Boomers, on the other hand, are known for their strong work ethic and preference for in-person interaction, shaped by their experiences in a more traditional, hierarchical work environment. Scholars such as Peter Warr, Jean Twenge, Paul E. Spector, and Tammy Allen have contributed significantly to understanding these generational differences, examining how societal and economic factors influence employees' work values and organizational commitment. Edgar Schein, a pioneer in organizational psychology, has also explored the importance of organizational culture and how it evolves in response to generational shifts in values and beliefs. Schein's work underscores the dynamic nature of organizational culture and the need for leadership to adapt to the evolving needs of a diverse workforce. Overall, recognizing and addressing generational differences can lead to more cohesive and productive workplaces. By understanding each generation's values and work preferences, organizations can make informed decisions that align with their workforce's needs, fostering a more inclusive, collaborative, and effective environment.

Review of Literature

Emmanuel Nkomo's (2000) study examined the impact of generational cohorts on motivation, work values, organizational commitment, and job satisfaction in South Africa, finding that Generation Y exhibited higher organizational commitment than Baby Boomers and Generation X. BihShiaw Jaw, Ya Hui Ling, et al. (2007) examined the impact of Chinese cultural values on work values, finding that Confucian dynamism, rather than individualism or masculinity, primarily influences self-enhancement and other work values among Chinese employees. Emma Parry and Peter Urwin (2011) critically reviewed the theoretical and empirical evidence on generational differences in work values, highlighting methodological limitations and issues related to defining generations, as well as the lack of consideration for national context, gender, and ethnicity. Costanza, Badger, et al. (2012) conducted a meta-analysis examining generational differences in job satisfaction, organizational commitment, and intent to turnover, finding no meaningful differences among generations, with observed variations likely due to factors other than generational membership. Hoole and Bonnema (2015) found a moderate relationship between work engagement and meaningful work, with baby boomers showing the highest levels, emphasizing the need for cohort-specific engagement strategies. Dick (2019) found more similarities than differences in work values among Generations X, Y, and Z,

emphasizing the need for flexibility and individualized engagement strategies in the multigenerational workforce. Kassahun (2005) studied organizational commitment in Delhi industries, finding that job independence, managerial support, and equity in work outcomes are key predictors, urging management to prioritize these factors. San Martin (2008) found that fostering emotional commitment through relational and economic strategies is key to enhancing normative commitment, ensuring employee retention. Cohen (2009) explored the relationship between individual values, work-family conflicts, and coping mechanisms among Israeli high-tech employees, finding Schwartz's values significantly influence work-family dynamics and coping strategies. Sousa and Coelho (2011) found that frontline employees' creativity is significantly influenced by personal values, organizational commitment, and client orientation, with moderating and mediating effects identified. Beukes and Botha (2013) examined the work engagement, organizational commitment, and sense of purpose among hospital nursing staff, suggesting that viewing work as a calling can enhance commitment and engagement. Gorenak, Edelheim, and Brumen (2020) found a positive link between organizational values and employee job satisfaction, particularly regarding task satisfaction and working conditions.

Objectives of the study

- To study the Demographic profile of the Respondents.
- To assess the work value of the Generational Employees.
- To assess the level of Organisational commitment.
- To examine the relationship between work values and Organisational commitment.

Methodology

The descriptive research design is used in the study. The private limited company employees in Coimbatore district is taken as the universe of the study. Employees of the company are included in the study. A sample of 103 employees was included in the study by using simple random sampling. Questionnaire method was adopted for the data collection. The Questionnaire consists of demographic variables namely age, gender, educational qualification, years of experience, place of living, nature of job, marital status, generational differences. Work value which consists of 17 questions used by five point scale. Organizational commitment which consists of 14 questions used by five point scale. The data was analysed using SD, mean, percentage analysis, t-test, ANOVA and correlation to analyse the data.

Analysis and Interpretation

Demographic Variables

The demographic profile of the respondents shows that majority 32.0 percent belong to 29-39 years, male respondents constitute 84.5 percent, 40.8 percent of them has Under Graduate qualification, 57.3 percent of them within 0-5 years of experience, 39.8 percent are living in semi-urban area, 45.6 percent of them are employees, 52.4 percent are single, 49.5 percent of them had a Generational differences between 1981-1996.

Table 1: Difference in Work Value based on Demographic Variables

Variables	Test	Value	Result
Age & Work Value	ANOVA	F=1.857(P=0.005)	NS
Gender & Work Value	T-test	P=1.575(P=0.005)	NS
Educational qualification & Work Value	ANOVA	F=0.394(P=0.005)	NS
Years of Experiences & Work Value	ANOVA	F=0.759(P=0.005)	NS
Place of Living & Work Value	ANOVA	F=2.111(P=0.005)	NS
Nature of job & Work Value	ANOVA	F=1.088(P=0.005)	NS
Marital status & Work Value	T-test	P=2.866(P=0.005)	S
Generational Differences & Work Value	ANOVA	F=7.586(P=0.005)	S

NS- Not Significant

S- Significant at 0.05 level

Table 1 reveals that, Work Value is significant with marital status, generational differences.

Table 2: Difference in Organizational Commitment based on Demographic Variables

Variables	Test	Value	Result
Age & Organizational Difference	ANOVA	F=0.271(P=0.005)	NS
Gender & Organizational Difference	T=test	P=0.693(P=0.005)	NS
Educational qualification & Organizational Difference	ANOVA	F=0.284(P=0.005)	NS
Years of Experiences & Organizational Difference	ANOVA	F=0.311(P=0.005)	NS
Place of Living & Organizational Difference	ANOVA	F=1.963(P=0.005)	NS
Nature of job & Organizational Difference	ANOVA	F=0.228(P=0.005)	NS
Marital status & Organizational Difference	T-test	P=0.417(P=0.005)	NS
Generational Differences & Organizational Difference	ANOVA	F=1.399(P=0.005)	NS

Table 2 reveals that, the none of the demographic variables is significant with organizational commitment among employees.

Discussion

The research highlights the significance of understanding generational differences in the workplace to foster collaboration, enhance productivity, and improve employee engagement. By analyzing the impact of generational cohorts on work values and organizational commitment, the study sheds light on how societal, economic, and technological influences shape employee attitudes and behaviors. It reveals that while generational stereotypes and differing communication styles often create friction, addressing these differences through tailored strategies can lead to a more harmonious and inclusive environment. The findings underscore the importance of emotional commitment, flexible work practices, and cohort-specific approaches in enhancing organizational outcomes. The study also emphasizes the role of universal factors like job satisfaction and equity in bridging generational divides. With data from employees in Coimbatore's private sector, the research provides insights into the demographic, cultural, and professional dynamics that impact workforce cohesion. By leveraging these insights, organizations can better align their practices with employee needs, creating a culture that values diversity while promoting shared goals and mutual respect.

Conclusion

The purpose of this study was to understand the ways in which these generational differences affect organizational commitment. This study clears that every generation has its own ideas, which are influenced by society, technology and work culture. Baby boomers frequently place a strong emphasis on possibilities for career progression and work life harmony. Generation X looks for meaningful job experiences and values. Generation Z and millennials value work that has a meaning and they look for growth opportunities and an environment that growth workplace cultures. These differing values impact organizational commitment in varied ways. Employers need to understand how important it is to match company values with employee values in order to increase employee loyalty and retention. Finally, for companies looking to improve organizational commitment, it is critical to understand how work values vary between generations.

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A STUDY ON THE NEGATIVE IMPACTS OF MOVIES IN YOUTH BEHAVIOUR WITH SPECIAL REFERENCES TO VADAKKANCHERY PANCHAYAT

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Abstract

This study explores the impact of media, particularly cinema, on children and youth, emphasizing its role in shaping thoughts, behaviors, and societal norms. With the increasing prevalence of media consumption, young audiences spend significant time engaging with television, films, and the internet, which influences their attitudes, lifestyle choices, and cultural values. The research delves into the dual nature of cinema's effects—highlighting its potential to inspire positive change, educate, and promote social awareness, as well as its ability to encourage violence, risky behavior, and unrealistic expectations. By examining diverse movie genres and their psychological, emotional, and cultural implications, this study aims to shed light on how cinema molds young minds and impacts broader societal development. It also calls for further research to address concerns about the long-term effects of media on youth and their role in shaping future generations.

Keywords: Cinema, Social awareness, Negative impacts

Introduction

Media, including television, films, and the internet, has become a significant influence on children and youth, shaping their thoughts, behaviors, and choices. This impact, particularly through Bollywood and Hollywood movies, plays a crucial role in societal development and raises concerns for governments and institutions. Over time, media consumption has increased drastically, with children spending two to five hours daily on electronic media. Movies, as a visual art form, range across various genres like action, drama, and fantasy, influencing audiences emotionally, culturally, and psychologically.

Cinema can have both positive and negative impacts on society. While some movies provide cultural insights, educate, or inspire positive behavioral changes, others contribute to violence, risky behaviors, and unrealistic lifestyle expectations. Young people, especially, tend to imitate characters in movies, affecting their dressing, language, and even attitudes. Movies like *Rang De Basanti* promote social awareness, while films with glamorized crime or stunts may encourage dangerous behaviors. Films significantly shape societal norms, opinions, and even consumer habits, but their long-term psychological and cultural effects remain an area of concern and ongoing study.

Review of Literature

S. Chukwu-Okoronkwo (2020), in the journal titled "Television and Video Films and the Rhythm of Violence: Assessing the Negative Effect of Youths' Exposure to Violent Television and Video Films Contents", highlights the significant influence of television and video content on youths, who are the future leaders of society. The study examines how exposure to violent programs—

featuring crime, sex, horror, and violence—affects the beliefs, values, and behavior of Nigerian youths, mirroring global concerns about media influence. Using qualitative research, alongside Cultivation Analysis and Social Cognitive Theories, the study explores the socio-cultural implications of these media influences and offers recommendations to address this alarming trend.

Shivam Das(2022) the journal titled. The paper highlights the “impact of films and social narratives on student’s life”. It’s astonishing how people with creativity can make wonders when seeing the world through their small camera or lens and creating masterpieces. The impact of cinemas is mostly on the youth, students in their late teens, and starting to hit adolescence especially after OTT platforms and free source platforms like YouTube have come into play. Since they have finally started to see the world outside and its cruel ways, they have started exploring and thinking. As everything has a positive and negative side so have movies. Movies set up an unrealistic beauty standard and inferiority complex among students but also movies bring people together. Films have served their purposes for many years be it for entertainment purposes or to uplift a social cause. Students should take movies to be just as a mode of entertainment and it’s safe if they know the difference between real life and reel life nothing else. They might find inspiration in Biopics and documentaries but it is not mandatory to relate every fiction and idolize the movie icon.

Research Methodology

Objectives of the Study

- To analyzing the influencing factors of movies on youth behaviour.
- To study about the behaviour change in youth after watching a movie.
- To identify the influence of socio-demographic background of the youth in watching movies
- To understand whether the movie encourages crimes among the youth.

Research Design

The research has implemented descriptive research design. Researchers used a quantitative method of data collected data. Descriptive research design that has been adopted for this study. This research design is descriptive in nature.

Universe of the Study

The research focuses on 30 youths aged 19–30 from Vadakkanchery Panchayat.

Sampling Size and Design

A simple random sampling method was used to select respondents.

Major findings:

- Majority of the respondents (50%) are frequently watching movies.
- Majority of the respondents (50%) are feels relaxed after watching a movie.
- Majority of the respondents (53.33%) are preferred to watch comedy films.
- Majority of the respondents (83.33%) are repeatedly watch the movie which they liked the most.
- Majority of the respondents (33.33%) are watch at least 4 times the movie which they liked the most.
- Majority of the respondents (66.67%) are attracted by the story line of the film.
- Majority of the respondents (73.33%) are persuaded to watch the film by a friend or relative.

- Majority of the respondents (56.67%) are not liked to watch film by the same gender as the respondents. The respondents are liked to watch opposite gender films.
- Majority of the respondents (73.33%) are liked to watch film in theatre.
- Majority of the respondents (96.67%) are not influenced to use any kind of drugs after watching a movie.

Suggestions

- A larger and more diverse sample would provide a more comprehensive understanding of cinema's impact on youth.
- Incorporating interviews or focus groups would add depth to the quantitative findings.
- Include recommendations for promoting media literacy among youth to help them critically evaluate cinematic content.
- Conduct a longitudinal study to assess the long-term behavioral and cultural impacts of movies.

Conclusion

Cinema is a powerful medium that significantly influences youth behavior and societal norms. While it can promote cultural awareness, creativity, and education, it also poses risks by glamorizing harmful behaviors and unrealistic ideals. The findings underscore the importance of consuming media critically and in moderation to mitigate potential negative effects.

Ultimately, the impact of movies depends on individual perception and the ability to differentiate between reel and real life. As Theodore Levitt aptly stated, "Anything in excess is a poison," emphasizing the need for balance in media consumption.

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ACADEMIC STRESS, PSYCHOLOGICAL WELL-BEING AND HAPPINESS AMONG ADOLESCENT GIRLS IN MANAMADURAI, SIVAGANGAI DISTRICT

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Abstract

Every stage of life is unique, but the adolescent age is considered as the midway path from late childhood to early adulthood. The descriptive research study focuses on academic stress, psychological well-being and happiness among adolescent female students from class IX to XII with a sample size of 140 female students of a government school in Manamadurai of Sivagangai district, Tamilnadu, India. A quantitative approach was adopted, employing descriptive and inferential statistical methods. The rural students experience higher academic stress in comparison with the students from urban areas; at the same time, study breaks significantly influence better psychological well-being and happiness. Academic stress negatively correlated with psychological well-being and happiness. Psychological well-being and happiness of the adolescent students were positively correlated. With the help of the Indian Knowledge System (IKS), developing an appropriate alternative curriculum and alternative art pedagogy would enhance learning into a joyful journey.

Key Words: *Academic Stress, Psychological Wellbeing, Happiness, Indian Knowledge System*

Introduction

Among each and every stage of human life, the adolescence stage is crucial in constructing the rest of the life. The adolescent stage is significantly influenced by changes occurring in physical, psychological and sexual development. Though puberty is a mile stone in the age of adolescence but influences the thought, emotions and behaviour. The stage of adolescence should be understood in socio, cultural, legal, clinical and educational aspects (Kar, 2015). The stage of adolescence is coined as the stage of “Stress and Storm” by Stanely Hall; the concept re-examined adolescent age as indicating an age of conflict with parents, mood swings and risk-taking behaviour (Arnett, 1999). Thus, the age of adolescence is the midway point between late childhood and early adulthood and is considered a period of turmoil due to developmental and emotional changes.

The technological acceleration and changes in the environment have brought transformative influence in the pedagogical world. During the presiding half-decade, the education system around the globe has witnessed significant changes and has been influenced by the pandemic social situation, especially in the field of education. The conventional methodology of the academic teaching learning process changed into the flipped model and support of artificial intelligence, and teachers perform a facilitator role. Though the teaching learning process has reached anew apex, the students as a scholastic face high level of academic stress and invariably affects the psychological wellbeing and the happiness of the students to the greater extent. The joy of learning

has reduced and led to anguish, anxiety, and mental agony of the students due to change in the teaching learning system. Irrespective of developed or underdeveloped countries, the academic stress of school students affects their life satisfaction. In this context, nurturing the wellbeing and happiness of the students is the most important factor for the holistic development of the student. As a remarkable fact India has largest number of school students subsequently China and United states of America. The adolescent school students' academic stress is multifaceted and connected to the presupposition of the parents, peer pressure, and social and economic aspects. The academic pressure influences the psychological well-being and happiness of the students. The common perspective or belief of society is that there is no significant difference in the happiness of male and female students (Kaur, 2022). This research seeks to investigate the relationship between academic stress, psychological well-being, and happiness among the female students in Manamadurai of Sivagangai District, Tamil Nadu.

Review of Literature

Van, (2024) examined the interplay of academic stress, psychological well-being and depression among 400 high school students in the age brackets of 15 to 17 from Vietnam. The findings of the study underscore the other side of the common assumptions by stating that academic stress does not have a significant negative correlation with depression. At the same time, depression did not have a significant negative impact on psychological well-being.

Adu (2022) highlights that overall development and academic excellence depend on the psychological well-being of school students. The study implies that mental health, personal health, and subjective happiness depend upon psychological well-being.

Kaur (2022) conducted a comprehensive study on happiness among 1075 students from six districts in Punjab, and the studies show that there is no significant difference in happiness among male and female students. Regardless of gender, there is no difference in the level of happiness among the school students.

Objectives of the Study

1. To analyse the levels of academic stress, psychological well-being, and happiness among female school students in Manamadurai, Sivagangai District.
2. To examine the influence of socio-demographic factors on academic stress, psychological well-being, and happiness.
3. To compare the differences in academic stress, psychological well-being, and happiness across students from different grade levels (classes IX to XII).
4. To analyse the relationship between academic stress, psychological well-being, and happiness among the selected school students.

Methodology

The study of academic stress, psychological well-being and happiness among school students implies a descriptive research study. The study population consists of 210 female students from a girls' school in the Manamadurai area of Sivagangai District, Tamilnadu, India, who are studying in classes 9 to 12. A simple random sampling method was used to select a sample size of 140 students, ensuring equal representation across different grade levels. Data was collected using a structured questionnaire, demographic details such as domicile, family income, type of house,

family size, study habits, and other relevant socio-economic factors, followed by a 30-item academic stress scale developed by Kumar.P, 18 item psychological wellbeing scale developed by Carol Ryff and the 29-item scale developed by the Oxford Happiness Questionnaire were adopted for the study. This study adopted a quantitative approach, analysing responses using descriptive and inferential statistics. The t-test and ANOVA were used to assess the interplay of academic stress, psychological well-being, and happiness based on socio-economic and environmental factors. Post Hoc tests were applied where necessary to identify specific group differences, and person correlation analysis was conducted to examine the relationship between academic stress, psychological well-being, and happiness.

Findings

Age and Grade Level of Education: Less than three-fourths (74.3 percent) of the respondents are 16 years old, more than one-fifth of the respondents (23.6 percent) are 15 years old, and a small portion (2.1 percent) are 17 years old. Regarding grade level, more than one-third of the respondents are in the 11th standard (35.7 percent) and 12th standard (40.0 percent), more than one-tenth (14.3 percent) of the respondents are in the 10th standard, exactly one-tenth (10 percent) of the respondents are in 9th standard indicating that the study primarily focuses on higher secondary school students.

Parental Education and Occupation: Regarding the fathers' education of the respondents, more than half (55.0 percent) of the respondents have completed higher secondary education, and less than one tenth (5.7 percent) have an undergraduate degree. The mothers' education shows that more than two-fifth (45 percent) have higher secondary education, but fewer mothers (1.4 percent) have an education level above under-graduation. In terms of occupation, more than half (51.4 percent) of the respondents' fathers are engaged in the alternative workforce or non-traditional employment, followed by more than one-fourth (28.6 percent) of the respondents' fathers' occupations are business. A smaller portion (15.7 percent) works in private organizations or the government sector (4.3 percent). Mothers are predominantly homemakers (50.7 percent), with a smaller proportion engaged in private sector jobs (11.4 percent), government jobs (10.7 percent), or business (5.7 percent).

Family Income and Domicile: More than half of the respondents (58.6 percent) are from families with earnings of ₹20,001 - ₹30,000 per month, while exactly one-fourth (25 percent) of the respondents belong to families earning less than ₹20,000. The domicile distribution reveals that three-fourth of the respondents (75.0 percent) are from rural areas, and one-fourth (25.0 percent) are from urban backgrounds.

Living Conditions and Family Structure: More than two-thirds (68.6 percent) of the respondents live in owned houses, while others reside in rented (26.4 percent) and very few (2.9 percent) of them dwell in leased houses (2.9 percent). In terms of family structure, more than three-fourth (81.4 percent) of the respondents are from the nuclear family system, and less than two-tenth (18.6 percent) of the respondents are in joint families. The birth order distribution A statistically significant ($F = 3.912$, $df = 3$, $p = 0.010$) difference is observed between the students living in rented houses (106.22 ± 17.63), who have higher academic stress than those who live in their own houses

(99.98 \pm 15.60) and leased houses (79.90 \pm 7.10). The post-hoc analysis indicates a significant difference between students living in rented houses and those in leased houses ($p = 0.019$). The studies of Liu (2017) contrasted that students living in rented houses experience more academic stress than students living in their own houses.

The sole offspring (no siblings) (111.78 \pm 18.09) have higher academic stress than the first-born, second and third-born children, with statistically significant differences ($F = 8.920$, $df = 3$, $p = 0.000$). Further, the post-hoc tests show that only children had significantly higher stress than first-born ($p = 0.000$), second-born ($p = 0.003$), and third-born ($p = 0.002$) students. The studies of children with three members in the family have the highest academic stress (114.62 \pm 15.65800) than two-member families (90.71 \pm 12.30), four-member families (98.66 \pm 13.82), (93.37 \pm 14.39) five and above family members. However, students with one family member (single parent) and three members in the family face higher academic stress than others. Post-hoc tests reveal significant differences between three-member families and other groups. Students who do not take study breaks (89.49 \pm 9.26) show the lowest academic stress, while those who take a break once an hour have the highest stress (105.89 \pm 16.83). The post-hoc tests show that students who do not take breaks between their studies and continuously study have significantly lower stress than those who take breaks once every half hour ($p = 0.009$) and once an hour ($p = 0.004$). However, the Pomodoro Techniques of Cirillo (2006) highlight that taking short breaks amidst study improves focus and reduces burnout.

Thus, the study reveals that no significant differences such as age, grade of class, type of family or owning a smartphone impact academic stress, but factors such as domicile, monthly income, type of house, number of family members, and study break habits significantly influence the academic stress. The students from rural areas, single born and three members of families, witness higher academic stress at the same time, students from lower-income families experience less stress. Short breaks don't reduce academic stress, and those who studied studiously without taking a break reported lower stress levels.

The analysis of the mean differences between the total scores of psychological well-being and the socio-demographic details of the respondents, by administering a t-test is observed as statistically insignificant ($t = 0.795$, $df = 137$, $p = 0.428$), though the mean scores of the rural students (72.50 \pm 0.70) is moderately higher than the students from urban areas (70.95 \pm 7.70). The studies of Tripathy (2021) suggested that the psychological well-being of urban students is better than that of rural students.

The psychological well-being of the students and type of families have no statistically significant differences ($t = -1.330$, $df = 137$, $p = 0.186$), although the students from nuclear families (71.57 \pm 10.58) have a lower psychological well-being score compared to those from joint families (74.46 \pm 6.76). The psychological well-being of students who own a mobile phone and those who do not have a statistically insignificant result ($t = -0.117$, $df = 137$, $p = 0.907$). However, the mean scores of the students who own a mobile phone have lesser psychological well-being (71.93 \pm 10.87) than those who do not (72.17 \pm 9.80) have a mobile phone. The different ages of the respondents and psychological well-being have no statistically significant results ($F = 1.545$, $df = 2$, $p = 0.217$), at the same time the mean scores of the students in the age group of 17 years old (79.21 \pm 7.52) have higher psychological well-being than the age groups of 15 years old (73.83 \pm 11.51) and 16 years old (71.35 \pm 9.50). The psychological well-being of the students is not statistically significant ($F = 1.366$, $df = 3$, $p = 0.256$) with the class that they are perusing. The psychological

well-being and the monthly income of the students do not have any significant differences ($F = 1.637$, $df=4$, $p = 0.168$), however, the mean scores of the students from higher family income that is ₹50,001 and above have greater psychological well-being than others. The type of house the students live in and psychological well-being do not have any statistically significant results ($F = 2.517$, $df=4$, $p = 0.061$); the students from a rented house have greater psychological well-being than others. The psychological well-being and the birth orders do not have any significant results ($F = 0.404$, $df=3$, $p = 0.751$), however, the highest psychological well-being scores are among third-born children (74.57 ± 5.29) than other birth order children. The studies of Chen (2014) find noticeable differences in psychosocial factors influencing singletons and children with siblings.

The number of family members and psychological well-being shows no statistically significant results ($F=0.793$, $df=4$, $p=0.532$), among the mean scores of the students with a single family member or single parent, have higher psychological well-being (74.76 ± 7.68) than others, the mean scores of the students with five and more family members are lower than others (69.96 ± 7.12). A statistically significant result ($F = 3.087$, $df=4$, $p = 0.018$) is observed in the students who take breaks during their study time and the psychological well-being of the respondents. The students who take breaks once an hour report the highest well-being scores (76.25 ± 10.51), whereas those who take breaks once in three hours had the lowest scores (65.70 ± 8.72). The post-hoc results show that students who take breaks once an hour have significantly higher well-being than those who do not take breaks ($p = 0.009$) and those who take breaks once every three hours ($p = 0.004$). Thus, Domicile, type of family, mobile ownership, age, class, income, house type, birth order, and family size show no significant impact on psychological well-being, but students taking more frequent breaks (once an hour) report better psychological well-being than those who take fewer breaks. Hence, regular study breaks contribute to better psychological well-being.

The mean differences between the total scores of happiness and socio-demographic details of the respondents. A statistical difference is observed between the happiness of the students from rural areas and the students from urban areas ($t=3.722$, $df=137$, $p=0.000$). The Rural students (120.85 ± 19.80) reported significantly higher happiness levels than urban students (106.85 ± 17.47). The type of families and happiness is not statistically significant ($t= -0.261$, $df=137$, $p=0.795$), however, a slight difference is observed in the mean scores of students from the joint family type (118.25 ± 14.93) and nuclear family type (117.11 ± 21.19).

The students who have a smartphone and those who do not have any show no significant differences in their happiness level ($t=0.576$, $df=137$, $p=0.565$). The age of the respondents and happiness have statistically significant results ($F= 3.695$, $df=2$, $p=0.027$), further, the post hoc test indicates that students aged 15 years old have greater happiness than the students aged 16 years ($p=0.028$). The class of the students and the happiness have statistically significant results ($F=3.497$, $df=3$, $p=0.031$), and the post hoc results show that students in class 10th are significantly happier than the students from class 11. The scores of happiness of the students and family income are statistically significant ($F = 5.358$, $df = 4$, $p = 0.000$), and the post-hoc results show that students from families with an income of less than ₹20,000 are significantly less happy than those from families with an income above ₹50,000. The type of house of the students and the total score of happiness show a statistically significant difference ($F=3.349$, $df=3$, $p=0.021$), however, the post-hoc test shows students from the rented house have greater happiness than the students from their own houses ($p=0.028$). The birth order and number of family members of the students do not

influence happiness, and the statistical same is been proved ($F=2.265$, $df=3$, $p=0.084$), ($F=2.092$, $df=4$, $p=0.085$).

The study breaks significantly influence the happiness of the students ($F= 4.812$, $df=4$, $p=0.01$), and the post-hoc results show that students who take breaks once an hour are significantly happier than those who don't take rest ($p=0.014$). In contrast, the studies of Yeom (2022) state that adolescents who have better leisure activities experience better happiness, which results in reduced academic stress and better connection to school activities. When academic stress hinders the performance of the students, the state of happiness promotes a smooth school transition. The crux of the findings reveals that rural students are happier than students from urban areas; at the same time, age and class intervals influence the happiness of the students. Higher family income is associated with greater happiness. Students living in rented houses are happier than those in their own houses. Frequent short breaks improve happiness, and birth order and family size do not significantly affect happiness.

A moderate positive correlation is observed between academic stress and happiness($r = 0.555$, $p = 0.000$), thus, academic stress increases, and happiness also increases, which may indicate that students who experience academic stress find it as eustress, which leads to happiness in a sense of accomplishment. The psychological well-being and happiness moderately correlate (0.415 , $p=0.000$). The studies of Heizomi (2015) underscore a strong correlation between happiness and psychological well-being among adolescent school students, which results in better school performance and significant life achievement and stated, "mental integrity is often evidenced by happiness".

Suggestions and Social Work Implications

In the fast-growing academic world, the common perception is to make a student more successful in all the walks of life rather than creating a significant development in physical, emotional and social dimensions. The school teachers commonly focus on academic upliftment of students rather than psychosocial factors, since the academic year of a school is planned in such a way to enhance successful students in academic aspects. Mandating the appointment of qualified school social workers or school counsellors identifies the symptoms and causes of stress and provides a supportive environment to the students rather than the teachers. As like as the initiative by the Tamilnadu state government of providing police wellbeing training (holistic training for the police officer, family members and their children), the government should take the initiative to train the teachers of all the grades to understand the stress and importance of relaxation and mindfulness practices. The Indian Knowledge System (IKS), such as pranayama, yoga and meditation, can be inculcated as daily practice. The studies of Naidu (2014) witness the cognitive benefits of OM chanting and yoga, enhance the psychological wellbeing and reduce the academic stress. As a social work implication, the mental health organisation and civil society organisation can provide community-based mental health programmes, and a collaborative approach of the school social workers, educators and parents can support the students in enhancing their emotions and academics. Incorporating alternate pedagogical approaches and alternate art therapy enhances the joy of learning.

Conclusion

The domicile of the respondents and academic stress play a crucial role; notably, the students from the rural area experience higher stress levels than the students from the urban area. At the same time, students from the lower income group experience less stress than the students from the affluent higher income group. Factors such as monthly family income, type of house, number of family members, and study break habits also impact academic stress. Students who are living in rented houses, sole offspring, and students from three-member families report higher stress levels. Contrary to common perception, students who do not take study breaks exhibit lower academic stress than those who take frequent breaks.

In terms of psychological well-being, the results indicate that domicile of the respondents, such as type of family, mobile ownership, age, class, income, house type, birth order, and family size do not significantly impact psychological well-being. The findings of Cheng (2025) infer that apart from social factors, quality sleep habits enhance lower academic stress and better psychological well-being of the adolescents. However, students who take study breaks once an hour report better psychological well-being, suggesting that regular breaks may contribute positively to mental health and academic enhancement.

In common parlance, there is a perception that students from urban backgrounds enjoy the accessibility of urban infrastructure and amenities, which remains better happiness than the students from the rural background. The study reflects that student from a rural background report significantly higher happiness than urban students. It is evident that when students escalate to higher levels of classes or grades, they naturally face higher levels of stress, and this affects their happiness. The study also substantiates that student aged 15 years and those in grade ten exhibit greater happiness levels compared to their older age students. Thus, academic pressure, social pressure and peer pressure may be the reason for the higher academic stress and lower happiness level. The students from families with higher income experience greater happiness than students from lower income families, which underscores that the income of the family either directly or indirectly influences the happiness of the students. Interestingly, students from rented houses report higher happiness levels than those living in their own or leased houses.

Academic stress is significantly influenced by socioeconomic and environmental factors at the same time, psychological well-being remains largely unaffected. However, study break patterns influence psychological well-being. Happiness remains and is shaped by socioeconomic and environmental factors. The findings highlight a holistic intervention to support students from different backgrounds, ensuring a balanced academic and personal life experience.

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EMERGING TRENDS, CHALLENGES, AND OPPORTUNITIES IN CORRECTIONAL SETTINGS A CONCEPTUAL FRAMEWORK

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Abstract

Correctional settings are undergoing significant changes as societal expectations evolve and the focus shifts from punishment to rehabilitation. Emerging trends such as restorative justice, technological innovations, and trauma-informed care are paving the way for more humane and effective practices. However, challenges such as overcrowding, mental health crises, and recidivism persist, creating barriers to progress. This shift is driven by advancements in technology, changing societal norms, and evidence-based research highlighting the effectiveness of rehabilitation over punitive approaches. However, correctional facilities face persistent challenges such as overcrowding, staff shortages, and systemic inequities. This paper explores the trends, challenges, and opportunities within correctional systems, emphasizing the importance of innovative approaches and collaborative efforts to address these issues and improve outcomes.

Key Words: Correctional, technological, trends, challenges

Introduction

Correctional systems play a crucial role in maintaining public safety, promoting justice, and fostering rehabilitation for individuals who come into conflict with the law. Traditionally focused on punishment and deterrence, modern correctional settings are increasingly emphasizing rehabilitation, reintegration, and humane treatment. This shift is driven by advancements in technology, changing societal norms, and evidence-based research highlighting the effectiveness of rehabilitation over punitive approaches. However, correctional facilities face persistent challenges such as overcrowding, staff shortages, and systemic inequities. This paper aims to analyze emerging trends, explore persistent challenges, and highlight opportunities for improving correctional systems worldwide.

Emerging Trends in Correctional Settings

a. Restorative Justice Practices

Restorative justice is gaining traction as an alternative to traditional punitive approaches. This model emphasizes repairing harm caused by crime through dialogue and reconciliation among victims, offenders, and communities. Programs such as victim-offender mediation and community conferencing provide opportunities for accountability and healing, reducing recidivism and fostering trust.

b. Technological Innovations

Technology is transforming correctional settings, offering tools such as electronic monitoring, telemedicine, and virtual visitation. Artificial intelligence (AI) is being utilized for risk assessments, case management, and predictive analytics to identify potential issues and improve decision-making. These advancements enhance efficiency, reduce operational costs, and improve inmate access to services.

c. Trauma-Informed and Mental Health Care

The growing awareness of trauma's role in criminal behavior has led to the adoption of trauma-informed care in correctional facilities. This approach considers individuals' past experiences of abuse or neglect and provides mental health support to address underlying issues. Programs focusing on counseling, therapy, and crisis intervention are becoming integral to modern correctional practices.

d. Education and Vocational Training

Education and skill development programs are becoming a cornerstone of rehabilitation efforts. By equipping incarcerated individuals with marketable skills, these programs improve employability and reduce the likelihood of reoffending. Online learning platforms and collaborations with educational institutions are expanding access to learning opportunities.

e. Community-Based Alternatives

Community-based corrections, such as probation, parole, and diversion programs, are emerging as viable alternatives to incarceration. These programs emphasize rehabilitation within community settings, offering offenders the chance to reintegrate into society while reducing the costs and challenges associated with imprisonment.

f. Focus on Human Rights

International standards like the Nelson Mandela Rules have brought attention to the need for humane treatment of incarcerated individuals. Efforts to reduce solitary confinement, improve living conditions, and protect inmates' rights are reshaping correctional practices to align with global human rights norms.

Challenges in Correctional Settings**i. Overcrowding**

Overcrowding remains a significant issue in many correctional facilities, resulting in poor living conditions, increased violence, and limited access to rehabilitative services. This challenge is particularly acute in regions with high incarceration rates and inadequate infrastructure.

ii. High Recidivism Rates

Despite efforts to promote rehabilitation, many correctional systems struggle with high rates of recidivism. Inadequate re-entry support, societal stigma, and limited employment opportunities often lead to repeated cycles of incarceration, highlighting the need for more comprehensive interventions.

iii. Mental Health Crises

Correctional facilities are increasingly tasked with managing individuals with serious mental health issues. Limited resources, insufficient mental health professionals, and a lack of appropriate infrastructure exacerbate this crisis, leading to poor outcomes for both inmates and staff.

iv. Staff Shortages and Burnout

Correctional staff face high levels of stress, burnout, and unsafe working conditions. These challenges result in high turnover rates and affect the quality of care and services provided within facilities.

v. Systemic Inequities

Disparities in the justice system, including racial and socioeconomic biases, result in the overrepresentation of marginalized groups in correctional facilities. Addressing these inequities requires systemic reforms and a commitment to fairness and inclusion.

vi. Resistance to Change

Implementing reforms and innovative practices often faces resistance due to bureaucratic inertia, lack of funding, and skepticism from stakeholders. Overcoming these barriers requires strong leadership and collaborative efforts.

Opportunities in Correctional Settings**• Rehabilitation and Reintegration**

Expanding rehabilitative programs, such as life skills training, substance abuse treatment, and counseling, offers significant opportunities to reduce recidivism. These programs help individuals build resilience and prepare for successful reintegration into society.

• Leveraging Technology

The integration of technology presents opportunities to modernize correctional systems. Tools such as virtual reality for skill training, telehealth for mental health support, and AI-driven analytics can improve efficiency and outcomes.

• Policy and Legislative Reforms

Advocating for reforms in sentencing practices, decriminalization of minor offenses, and alternative correctional models can address overcrowding and promote rehabilitation. Legislative changes can also ensure that resources are directed toward evidence-based interventions.

• Public-Private Partnerships

Collaborations with NGOs, private organizations, and academic institutions can enhance funding, expertise, and innovation within correctional settings. These partnerships can also facilitate the development of community-based programs and research initiatives.

• Restorative Justice Expansion

Expanding restorative justice practices to involve victims, offenders, and communities in meaningful dialogue can promote healing and reduce conflict. These initiatives foster accountability and help build stronger, more supportive communities.

Conclusion

Correctional systems are at a critical juncture, facing both persistent challenges and transformative opportunities. While issues such as overcrowding, recidivism, and mental health crises remain pressing, emerging trends like restorative justice, technology, and trauma-informed care offer hope for meaningful change. By prioritizing rehabilitation, addressing systemic inequities, and fostering collaboration among stakeholders, correctional systems can evolve to meet the demands of the modern era. A balanced approach that emphasizes human dignity, social justice, and evidence-based practices is essential for creating a more equitable and effective system.

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EXPLORING THE EFFECTS OF SLEEP DEPRIVATION ON GEN Z EMOTIONAL WELLBEING

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Abstract:

Sleep deprivation is a pervasive issue among Gen Z with significant implications for emotional wellbeing. It has major impact on both the physical and mental health of the Human being. This study explores the relationship between sleep patterns and emotional wellbeing among Gen Z, examining the impact of sleep deprivation on mental health outcomes. It also highlights the critical importance of addressing sleep deprivation among Gen Z. Design of the study: For the study, the researcher used a descriptive research design. Sample: A sample of sixty respondents from Generation Z were taken by the researcher. Method of sampling: Purposive, Nonprobability sampling technique. In this study, 20% of respondents reported having a high level of emotional wellbeing, 23 % reported having a moderate level of emotional wellbeing and 57% reported having a low level of emotional wellbeing.

Keywords: Emotional wellbeing, Sleep Deprivation, Generation Z.

Introduction

Sleep is a fundamental biological process essential for emotional regulation, cognitive function, and overall well-being. However, Generation Z (Gen Z), born between the mid-1990s and early 2010s, is experiencing unprecedented levels of sleep deprivation. Factors such as increased screen time, academic pressure, work commitments, and social media engagement contribute to irregular sleep patterns, often leading to chronic sleep deficiency. Unlike previous generations, Gen Z has grown up in a digital age where technology is deeply integrated into daily life. The rise of smartphones, social media platforms, and 24/7 connectivity has significantly disrupted sleep hygiene, making it difficult for many young individuals to achieve adequate rest.

Definitions

1. Emotional well-being

It refers to an individual's ability to manage emotions effectively, cope with stress, maintain positive relationships, and experience overall life satisfaction. It encompasses resilience, self-awareness, and emotional stability, allowing individuals to handle daily challenges and maintain a sense of balance and fulfillment.

2. Sleep Deprivation

Sleep deprivation is a condition that occurs when an individual consistently gets insufficient sleep, either in duration or quality, to meet their body's needs. It can be acute (short-term) or chronic (long-term) and is associated with negative effects on cognitive function, mood regulation, physical health, and overall well-being.

3. Generation Z (Gen Z)

Generation Z refers to individuals born approximately between the mid-1990s and early 2010s. This generation is characterized by high digital engagement, social media usage, and adaptability to technology. They have grown up in a fast-paced, information-driven world, influencing their communication styles, work habits, and mental health challenges, including sleep-related issues.

Review of Literature

Goldstein & Walker (2014) emphasize the connection between sleep and mood disorders. Their research found that individuals who experience poor sleep quality are more likely to develop symptoms of anxiety and depression. Furthermore, sleep deprivation has been linked to increased emotional reactivity, making individuals more sensitive to negative experiences and less able to manage stress effectively (Palmer & Alfano, 2017).

Numerous studies link sleep deprivation to negative emotional outcomes. A meta-analysis by **Alvaro** (2017) found that inadequate sleep is strongly associated with increased anxiety, depression, and mood instability in young adults. Sleep deprivation impairs the prefrontal cortex, which is responsible for emotional regulation, leading to heightened irritability, stress, and impulsive decision-making (Killgore, 2010).

Lemola (2015) suggests that chronic sleep deprivation can also lead to social withdrawal and loneliness, further worsening emotional well-being. Individuals who do not get enough sleep tend to have lower energy levels, reduced motivation, and a decreased ability to engage in meaningful social interactions, leading to feelings of isolation.

Need and Scope of the Study

Sleep deprivation is an increasingly prevalent issue among Generation Z, significantly impacting their emotional well-being. Studies suggest that inadequate sleep is linked to heightened stress, anxiety, depression, and emotional instability, yet many young individuals continue to prioritize digital engagement, academic demands, and social interactions over rest. Given the rising mental health concerns among Gen Z, it is essential to investigate how sleep deprivation contributes to emotional distress and to identify strategies for improving sleep hygiene.

Statement of the Problem

Sleep deprivation has become a growing concern among Generation Z, significantly impacting their emotional well-being. Despite the well-established link between sleep and mental health, many young individuals continue to experience inadequate sleep due to academic stress, excessive screen time, social media engagement, and lifestyle choices. This persistent lack of sleep can lead to emotional instability, increased stress, anxiety, mood swings, and even depression. While previous studies have examined the general effects of sleep deprivation on health, there is limited research specifically focusing on how it affects the emotional well-being of Gen Z, a generation deeply influenced by digital technology and modern societal pressures.

Methodology of the Study

Objective of the Study

- To study the personal profile of the respondents.
- To access the level of significance effects of sleep deprivation on gen z emotional wellbeing.
- To discover the association between personal profile and effects of sleep deprivation on gen z emotional wellbeing.
- To analyse the difference between personal profile and significance effects of sleep deprivation on gen z emotional wellbeing.
- To study the influence of significance effects of sleep deprivation on gen z emotional wellbeing.

Research design: The researcher followed descriptive research design for the study.

Universe of the study: Universe of the study: The universe of the present study is from, Generation Z

Sampling: Sampling: The researcher took the sampling of 60 respondents from Generation Z. Sampling method: Purposive sampling method.

The statistical tools applied by the researcher are Percentage Analysis, Chi-square, T-test and ANOVA.

Finds of the Study

Personal Profile of the Respondents

Factors	Medium	Frequency	Percentage
Age	18yrs-25yrs	55	92%
Gender	Male	38	63%
Marital Status	Unmarried	48	80%
Locality	Semi urban	37	62%
Educational Qualification	UG	34	57%
Occupation	Unemployed	40	67%
Monthly Income (in Rs.)	Below – Rs.15000	37	62%
Type of family	Nuclear	31	52%

- ✓ Nearly (92%) of the respondents is in the age group between 18-25 years.
- ✓ More than half (63%) of the respondents are Male.
- ✓ All most (80%) of the respondents are Unmarried.
- ✓ Nearly (62%) of the respondents are locality of semi urban.
- ✓ More than half (57%) of the respondents are UG level of educational qualification.
- ✓ Nearly (67%) of the respondents are occupation of Unemployed.
- ✓ Majority (62%) of the respondents are monthly income of below-Rs15000.
- ✓ Nearly (52%) of the respondents are working nuclear type family.

Analysis and Interpretation

Level of significance effects of sleep deprivation on gen z of the Respondents

Level of significance effects of sleep deprivation on gen z	Frequency	Percentage
Good	12	20%
Moderate	14	23%
Poor	34	57%
Total	60	100

The table reveals that majority 20% of the respondent's level of significance effects of sleep deprivation on gen z emotional wellbeing is Good. 57% of the respondents are with poor level of effects of sleep deprivation on gen z emotional wellbeing. 23% of the respondents are with moderate level of significance effects of sleep deprivation on gen z emotional wellbeing.

Influence of personal profile and significance effects of sleep deprivation on gen z of the Respondents

Variables	Statistical tool	Value	Result
Education and Level of significance effects of sleep deprivation on gen z	t-test	t= 1.895 P<0.05	Significant
Marital status Level of significance effects of sleep deprivation on gen z	t-test	t= 3.725 P>0.05	Not Significant
Locality and Level of significance effects of sleep deprivation on gen z	t-test	t= 1.095 P<0.05	Significant
Age and Level of significance effects of sleep deprivation on gen z	ANOVA	F= .091 P>0.05	Not Significant
Type of organization and Level of significance effects of sleep deprivation on gen z	ANOVA	F = 5.691 P<0.05	Significant
Income and Level of significance effects of sleep deprivation on gen z	ANOVA	F = 5.091 P<0.05	Significant

Findings

- There is significant difference in the education and level of significance effects of sleep deprivation on gen z emotional wellbeing.
- There is no significant marital status and level of significance effects of sleep deprivation on gen z emotional wellbeing.
- There is significant difference in the locality and level of significance effects of sleep deprivation on gen z emotional wellbeing.
- There is no significant difference in the age and level of significance effects of sleep deprivation on gen z emotional wellbeing.
- There is significant difference in the type of organization and level of significance effects of sleep deprivation on gen z emotional wellbeing.
- There is significant difference in the Income and level of significance effects of sleep deprivation on gen z emotional wellbeing.

Suggestions**Establish a Healthy Sleep Routine**

Set a consistent bedtime and wake-up time, even on weekends. Create a wind-down routine (reading, stretching, or listening to calm music). Avoid naps longer than 30 minutes during the day.

Reduce Screen Time Before Bed

Limit phone use 1 hour before sleep (blue light disrupts melatonin). Use night mode on devices to reduce blue light exposure. Keep your phone away from your bed to resist late-night scrolling.

Create a Sleep-Friendly Environment

Keep your room cool, dark, and quiet. Use blackout curtains and white noise machines if needed. Invest in a comfortable mattress and pillows.

Manage Stress & Anxiety

Practice deep breathing or meditation before sleep. Keep a journal to write down worries and thoughts. Engage in regular physical activity (but avoid heavy workouts before bed).

Conclusion

Sleep deprivation has a profound impact on Gen Z's emotional well-being, contributing to increased anxiety, mood swings, depression, social isolation, and decreased resilience. Given the generation's heavy reliance on technology, academic pressures, and social media, poor sleep habits have become a widespread issue. Addressing this problem requires a holistic approach, including maintaining a consistent sleep routine, reducing screen time before bed, managing stress effectively, and fostering a sleep-friendly environment. Small lifestyle changes, such as limiting caffeine, engaging in relaxation techniques, and setting digital boundaries, can significantly improve sleep quality and emotional stability.

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EMERGING TRENDS IN SOCIAL WORK: NAVIGATING CHALLENGES AND SEIZING OPPORTUNITIES IN FAMILY AND CHILD WELFARE IN RURAL KERALA

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Introduction

Social work plays a vital role in addressing the multifaceted challenges faced by families and children in rural areas, particularly in regions like Kerala. Despite Kerala's high literacy rate and progressive social indicators, rural communities continue to grapple with issues such as childhood trauma, family conflicts, and socio-economic barriers. These challenges hinder children's holistic development and demand targeted interventions. This paper explores the emerging trends in social work within the subfield of family and child welfare, focusing on rural Kerala. By analysing five case studies, the paper highlights the innovative practices and strategies employed by social workers to overcome these challenges and seize emerging opportunities.

Challenges in Family and Child Welfare in Rural Kerala

Childhood Trauma

Children in rural Kerala face various forms of trauma, including neglect, abuse, and exposure to violence. These experiences have long-lasting effects on their mental, emotional, and physical well-being.

Contributing Factors

- Substance abuse within families.
- Domestic violence and parental separation.
- Lack of awareness about children's rights and mental health.

Impact

- Increased prevalence of anxiety, depression, and behavioural disorders.
- Disrupted educational trajectories and social relationships.

Family Issues

Families in rural areas struggle with poverty, unemployment, and socio-cultural norms that perpetuate gender inequality.

Key Issues

- Domestic violence is often normalized, leading to a cycle of abuse.
- Parental separation and single-parent households place additional burdens on children.
- Lack of adequate support systems for families in distress.

Limited Resources

- Despite Kerala's reputation for its strong public health and education systems, rural areas still face significant resource gaps.

Barriers

- Inadequate access to quality education and healthcare facilities.
- Insufficient mental health services tailored to children and families.
- Limited outreach programs in remote villages.

Insights from Case Studies

To illustrate the challenges and responses in rural Kerala, this section presents five case studies of families and children supported by social workers.

Case 1: Anandhu S. [Name changed] – The Impact of Childhood Trauma

Background: Anandhu, 17, lives in extreme poverty with a father who exhibits severe mood swings and a history of abuse. Frequent police interventions and lack of emotional support have left Anandhu distrustful of adults.

Key Challenges

- Physical abuse: Beaten unconscious at the age of 11.
- Emotional neglect: Parents rejected opportunities for his education and well-being.
- Coping mechanism: Developed an interest in art and trading but struggles with stress and focus.

Interventions

- Counselling: Trauma therapy and art therapy helped Anandhu process his experiences and rebuild trust.
- Family therapy: Addressed erratic parental behaviour and improved family dynamics.
- Educational support: Opportunities for vocational training and connecting with mentors.

Outcome: Early stages of recovery showing promise in trading and art with improved emotional regulation. Anandhu has started exhibiting better focus and resilience.

Case 2: Riya [Name changed] – Emotional Vulnerability in a Single-Parent Household

Background: Riya, 15, lives with her divorced mother. She has mild intellectual challenges and struggles with daily self-care. An incident with her mother's boyfriend during a power outage caused significant emotional discomfort.

Key Challenges

Emotional awareness: Riya articulated her discomfort but lacked support.

Dependence: Relies on her mother for daily tasks.

Trust issues: Feels vulnerable and unsettled at home.

Interventions

Therapy: Focused on emotional coaching and resilience building through play and art-based activities.

Life skill training: Enhanced independence through programs tailored to her intellectual needs, such as cooking and time management.

Parental guidance: Educated the mother on validating Riya's feelings, ensuring safety, and maintaining transparent communication.

Outcome: Riya developed improved self-confidence, better coping strategies, and greater independence, reducing emotional distress.

Case 3: Anjali and Mira [Name changed] – Coping with Parental Abandonment

Background: Anjali, 15, and Mira, 13, were abandoned by their mother and neglected by their father. Anjali assumes parental responsibilities, while Mira exhibits anger and withdrawal.

Key Challenges

Emotional impact: Feelings of rejection and low self-worth.

Role strain: Anjali struggles to balance school and household duties.

Neglect: Lack of parental guidance and unmet basic needs.

Interventions

- **Counselling:** Focused on self-esteem building and processing feelings of abandonment through group sessions with peers in similar situations.
- **School support:** Teachers provided academic flexibility and counselling to help Anjali manage her dual responsibilities.
- **Community support:** Connected with welfare services for financial and emotional resources, and neighbours assisted with childcare.

Outcome: Both girls demonstrated improved emotional well-being and stability through consistent support systems. Mira has shown a decrease in anger and greater willingness to participate in community activities.

Case 4: Neha and Arya [Name changed] – Bullying and Identity Confusion

Background: Neha, 15, formed a close bond with her classmate Arya, leading to bullying and stigma. Teachers labelled their relationship as inappropriate, causing Neha to feel isolated and confused.

Key Challenges

Emotional attachment: Difficulty setting boundaries with Arya.

Bullying: Social isolation and stigma at school.

Identity conflict: Struggles with self-perception and societal expectations.

Interventions

Counselling: Provided a non-judgmental space to explore emotions, identity, and ways to build resilience.

Anti-bullying programs: Educated teachers and peers on the impact of labelling and fostering a supportive school environment.

Peer support groups: Created a safe environment for sharing experiences and finding mutual support.

Outcome: Neha gained clarity about her emotions, established healthier boundaries, and regained confidence in her school environment. Teachers noted a significant reduction in bullying incidents.

Case 5: Arya – Witnessing Domestic Violence

Background: Arya, 13, witnessed her father kill her mother during an alcohol-fuelled rage. She continues to relive the incident through media visuals, resulting in severe PTSD symptoms.

Key Challenges

Psychological trauma: Nightmares, flashbacks, and hypervigilance.

Emotional detachment: Struggles to form meaningful connections.

Academic impact: Inability to focus due to intrusive thoughts.

Interventions

Trauma counselling: Regular therapy sessions using cognitive-behavioural techniques to address PTSD symptoms.

Media regulation: Limited exposure to triggering content through parental controls and community guidance.

Community support: Collaboration with NGOs for financial stability and participation in group activities to build social connections.

Outcome: Arya is in the process of recovery, showing reduced PTSD symptoms and better emotional regulation. Her academic performance has improved with consistent support.

Emerging Opportunities

Social workers in rural Kerala are increasingly leveraging innovative approaches and tools to address challenges in family and child welfare. Some key opportunities include:

1.Digital Tools and Technology

- Mobile applications and online platforms are being used for case management, resource mapping, and virtual counselling.
- Social media campaigns raise awareness about child rights and mental health.

2.Advocacy and Policy Influence

- Grassroots advocacy efforts are influencing local government policies to improve access to education, healthcare, and social protection schemes.
- Collaboration with policymakers ensures the inclusion of rural-specific issues in state-level planning.

3.Preventive Programs

- Community-based preventive initiatives, such as parenting workshops and child safety campaigns, address problems before they escalate.
- Schools and Anganwadi centre's serve as hubs for early identification and intervention.

4.Strengthening Community Networks

- Social workers are fostering partnerships with local NGOs, self-help groups, and Panchayati Raj institutions to create a support system for families and children.
- Community leaders and volunteers are being trained to sustain interventions.

5.Capacity Building

- Ongoing training programs for social workers enhance their skills in trauma-informed care, conflict resolution, and resource mobilization.
- Knowledge-sharing platforms enable social workers to learn from each other's experiences.

Conclusion

The field of family and child welfare in rural Kerala presents both significant challenges and promising opportunities. By addressing childhood trauma, family conflicts, and socio-economic barriers, social workers are making meaningful strides toward improving the lives of children and families. The case studies highlighted in this paper underscore the importance of context-specific interventions and community engagement. Leveraging emerging trends such as digital tools, advocacy, and preventive programs can further enhance the impact of social work practices. As rural Kerala continues to evolve, social workers must remain adaptive and proactive in their efforts to create a more equitable and supportive environment for all.

A QUALITATIVE STUDY ON PSYCHIATRIC SOCIAL WORKERS IN MENTAL HEALTH PROFESSION

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Abstract:

Psychiatric social work is an essential profession within the mental health care system, addressing the psychosocial needs of individuals experiencing mental health challenges. This study explores the lived experiences, roles, challenges, and coping strategies of psychiatric social workers, emphasizing their contributions to holistic, recovery-oriented, and trauma-informed care. Key roles include psychosocial assessment, counselling, crisis intervention, and rehabilitation, while challenges encompass stigma, resource limitations, burnout, and systemic barriers. The study highlights coping mechanisms such as self-care, peer support, and professional development. It also examines emerging opportunities in telehealth, culturally competent care, geriatric mental health, and advocacy. By identifying strategies to overcome challenges and leveraging new opportunities, the findings contribute to strengthening the mental health care system. The study calls for policy reforms, organizational support, and innovative practices to enhance the impact and well-being of psychiatric social workers.

Keywords: Psychiatric Social Work, Mental Health, Stigma, Crisis Intervention

Introduction

Psychiatric Social Work is a specialized field within the broader discipline of social work, focusing on the assessment, treatment, and advocacy for individuals experiencing mental health challenges. Psychiatric social workers play a crucial role in the mental health care system, providing holistic support that considers the biological, psychological, and social determinants of mental well-being. As the global prevalence of mental health disorders continues to rise, the demand for psychiatric social workers has grown significantly, highlighting the importance of their contributions to mental health care delivery and policy advocacy.

In contemporary practice, Psychiatric Social Workers are integral to interdisciplinary mental health teams, collaborating with psychiatrists, psychologists, nurses, and other professionals to provide comprehensive care. They work across various settings, including hospitals, community mental health centres, schools, correctional facilities, and non-profit organizations. Their responsibilities often encompass individual and group therapy, crisis intervention, case management, and psychoeducation, with a strong emphasis on recovery-oriented and trauma-informed care. Despite their vital role, Psychiatric Social Workers face unique challenges in the mental health profession. These challenges include stigma associated with mental illness, limited resources, systemic barriers, high caseloads, and workforce shortages. Additionally, the increasing complexity of mental health needs-exacerbated by societal issues such as poverty, unemployment, and social inequities-demands adaptive and innovative approaches to practice.

This study seeks to explore the lived experiences of Psychiatric Social Workers in the mental health profession, shedding light on their perspectives, challenges, and coping mechanisms.

By adopting a qualitative research approach, this study aims to capture the nuanced realities of their professional lives, their role in addressing mental health needs, and their contributions to fostering equitable and accessible mental health care. Moreover, the study highlights the evolving trends in psychiatric social work practice, including the integration of technology, the adoption of community-based mental health models, and the emphasis on cultural competence. It also examines opportunities for growth and innovation within the profession, such as interdisciplinary collaboration, policy advocacy, and specialization in emerging areas like forensic social work and disaster mental health.

Roles and Responsibilities of Psychiatric Social Workers in the Mental Health Profession

1. Psychosocial Assessment and Diagnosis

Comprehensive Evaluation: Conducting detailed assessments to understand clients' psychological, social, and environmental circumstances. **Biopsychosocial Framework:** Utilizing the biopsychosocial model to explore the interconnections between biological, psychological, and social factors affecting mental health. **Case Formulation:** Collaborating with clients to identify strengths, challenges, and goals for treatment. **Diagnostic Support:** Assisting psychiatrists and other professionals in the diagnostic process by gathering relevant psychosocial information.

2. Counselling and Therapy

Individual Therapy: Offering evidence-based therapeutic interventions such as Cognitive Behavioural Therapy (CBT), Dialectical Behaviour Therapy (DBT), and Motivational Interviewing. **Group Therapy:** Facilitating support groups and psychoeducational sessions to help clients share experiences and learn coping strategies. **Family Therapy:** Addressing family dynamics, communication challenges, and caregiver stress to enhance family support systems. **Crisis Counselling:** Providing immediate intervention during emotional or psychological crises, such as suicidal ideation or acute anxiety episodes.

3. Crisis Intervention and Risk Management

Suicide Prevention: Identifying risk factors, developing safety plans, and providing immediate support for individuals at risk. **Trauma Response:** Assisting clients in coping with the emotional aftermath of traumatic events, such as violence, abuse, or natural disasters. **De-escalation:** Managing acute behavioural or emotional crises in high-stress environments, including hospitals, schools, or correctional facilities.

4. Education and Capacity Building

Psychoeducation: Teaching clients and their families about mental health conditions, treatment options, and self-care strategies. **Professional Training:** Educating other professionals, including social workers, nurses, and teachers, about mental health best practices. **Community Awareness:** Organizing workshops, seminars, and awareness programs to promote mental well-being and early intervention.

5. Rehabilitation and Recovery Support

Empowering Clients: Encouraging individuals to regain independence and lead fulfilling lives despite mental health challenges. **Strength-Based Approaches:** Focusing on clients' strengths, skills, and resilience to foster recovery. **Vocational Support:** Assisting clients in finding employment or vocational training to improve their quality of life. **Relapse Prevention:** Developing strategies and support systems to reduce the likelihood of recurring mental health episodes.

6. Ethical Practice and Confidentiality

Client-Centred Approach: Ensuring that care aligns with clients' values, preferences, and cultural backgrounds. **Confidentiality:** Upholding ethical standards by protecting clients' privacy and maintaining trust. **Balancing Autonomy and Safety:** Navigating ethical dilemmas, such as balancing clients' autonomy with their safety needs during high-risk situations.

7. Multidisciplinary Collaboration

Teamwork: Working alongside psychiatrists, psychologists, nurses, occupational therapists, and other professionals to provide integrated care. **Care Coordination:** Facilitating communication and collaboration among different team members to ensure holistic treatment. **Community Partnerships:** Building relationships with local organizations and agencies to expand mental health resources.

Challenges and Barriers Faced by Social Workers in the Mental Health Profession

1. Stigma and Misconceptions About Mental Health

- **Public Stigma:** Mental health remains a stigmatized subject in many societies, which can lead to resistance from clients and their families in seeking help or fully engaging in interventions.
- **Professional Misconceptions:** Even within healthcare teams, psychiatric social workers may face misunderstandings or undervaluation of their roles, leading to diminished opportunities for collaboration.
- **Self-Stigma:** Clients may internalize stigma, making it difficult for social workers to establish trust or encourage them to seek help.

2. Inadequate Resources

- **Shortage of Funding:** Many mental health programs are underfunded, leading to limited availability of therapeutic tools, infrastructure, and resources for clients.
- **Workload Pressure:** High caseloads due to staff shortages and limited resources can result in burnout among social workers.
- **Access Issues:** Clients from marginalized communities may struggle to access mental health services, forcing social workers to navigate complex systems to advocate for their needs.

3. Heavy Emotional and Psychological Toll

- **Burnout:** Frequent exposure to clients with severe mental health conditions, trauma, and crisis situations can lead to emotional exhaustion and compassion fatigue.
- **Secondary Trauma:** Listening to distressing accounts of clients' lives can cause social workers to experience vicarious trauma.
- **Work-Life Balance:** Maintaining boundaries while managing the emotional intensity of the work can be challenging.

4. Lack of Recognition and Professional Challenges

- **Role Ambiguity:** Social workers often feel undervalued or misunderstood within multidisciplinary teams, with their contributions seen as secondary to those of psychiatrists or psychologists.
- **Limited Career Growth:** Opportunities for advancement and specialization within the field of psychiatric social work are often restricted.

- **Lack of Supervision and Support:** Many social workers lack access to adequate professional supervision, mentoring, or training, which can hinder their professional growth and effectiveness.

5. Challenges in Rural and Remote Areas

- **Limited Access to Services:** Rural and remote areas often lack mental health infrastructure, forcing social workers to work in isolation with minimal support.
- **Transportation Barriers:** Both clients and social workers may face challenges in reaching services due to a lack of reliable transportation.
- **Retention Issues:** Social workers in remote areas may face professional isolation, leading to high turnover rates and further service gaps.

6. Technological Challenges

- **Telehealth Barriers:** While telehealth services are expanding, many clients and social workers face challenges with access to technology, internet connectivity, and digital literacy.
- **Ethical Concerns in Telehealth:** Managing confidentiality, informed consent, and therapeutic rapport in virtual settings can be more challenging than in-person interactions.

Coping Mechanisms and Strategies Used by Psychiatric Social Workers to Navigate Challenges

1. Self-Care Practices

a. Emotional Self-Care

- **Mindfulness and Meditation:** Practicing mindfulness helps social workers manage stress and remain present during their work. Meditation can also reduce anxiety and improve emotional resilience.
- **Journaling:** Reflective journaling allows social workers to process their experiences and emotions effectively.

b. Physical Self-Care

- **Regular Exercise:** Physical activity, such as yoga, walking, or gym workouts, is a proven stress reliever.
- **Healthy Lifestyle Choices:** Maintaining proper sleep, nutrition, and hydration supports overall well-being and energy levels.

c. Setting Boundaries

- **Work-Life Balance:** Creating clear boundaries between professional and personal life prevents burnout. Social workers may set limits on work hours and avoid taking work-related stress home.

2. Peer Support and Networking

- **Building Support Networks:** Connecting with other professionals in the mental health field provides emotional support, reduces feelings of isolation, and offers opportunities for knowledge sharing.
- **Supervision and Mentorship:** Engaging in regular clinical supervision sessions helps social workers gain guidance, receive feedback, and debrief about challenging cases.

3. Professional Development

a. Continuous Learning

- **Training Programs:** Attending workshops and training sessions on cultural competence, trauma-informed care, and new therapeutic interventions equips social workers with better tools to manage client needs.
- **Specialized Certification:** Pursuing certifications in specific areas (e.g., addiction counselling, crisis intervention) can enhance confidence and skills.

b. Evidence-Based Practices

- Applying evidence-based interventions ensures that social workers use methods that are proven effective, increasing their sense of accomplishment and reducing frustration with outcomes.

4. Organizational Support

a. Supportive Supervision Systems

- Regular supervision provides a safe space to discuss cases, receive guidance, and process emotions, which fosters professional growth.

b. Wellness Programs

- Organizations can offer mental health support, such as employee assistance programs (EAPs), stress management workshops, and access to counselling for their staff.

c. Flexible Work Arrangements

- Flexible hours, remote work options, and reduced caseloads can help mitigate burnout and improve job satisfaction.

5. Collaboration and Multidisciplinary Approaches

- **Team-Based Care:** Working in multidisciplinary teams with psychiatrists, psychologists, and nurses ensures shared responsibility and holistic care for clients.
- **Community Partnerships:** Partnering with community organizations and support groups enhances access to additional resources.

Emerging Opportunities for Psychiatric Social Workers in the Mental Health Profession

1. Integration of Mental Health into Primary Healthcare

- **Collaborative Care Models:** The integration of mental health services into primary care settings allows psychiatric social workers to collaborate with physicians, nurses, and other healthcare professionals to provide holistic care.
- **Screening and Early Intervention:** Social workers can take the lead in conducting mental health screenings, identifying at-risk individuals, and offering early interventions in primary care clinics.

2. Expansion of Telehealth and Digital Mental Health Services

- **Teletherapy and Virtual Counselling:** With the rise of telehealth, social workers can deliver therapy and counselling services remotely, increasing access for individuals in rural or underserved areas.
- **Digital Interventions:** Opportunities exist to develop and implement mobile apps and online tools for mental health education, self-help, and crisis intervention.

3. Addressing Mental Health in Marginalized Populations

- **Culturally Competent Care:** Social workers can specialize in addressing the unique mental health needs of marginalized and underserved communities, including minorities, refugees, and LGBTQ+ individuals.

- **Advocacy and Policy Work:** Opportunities are emerging to influence policies that address systemic barriers and promote mental health equity for these groups.

5. School Mental Health Programs

- **School-Based Mental Health Services:** As mental health awareness grows, schools increasingly employ social workers to address students' emotional and behavioural challenges.
- **Preventive Programs:** Social workers are involved in implementing preventive mental health programs, bullying interventions, and stress management workshops for students.

6. Substance Use Disorder and Behavioural Health Integration

- **Dual Diagnosis Treatment:** Opportunities are increasing for social workers to specialize in treating co-occurring mental health and substance use disorders.
- **Harm Reduction Programs:** Psychiatric social workers can lead harm reduction initiatives, providing education and support for individuals dealing with addiction.

7. Aging and Geriatric Mental Health

- **Elder Care:** With an aging population, there is increasing demand for social workers skilled in addressing mental health issues in older adults, such as dementia, depression, and anxiety.
- **End-of-Life Care:** Psychiatric social workers can play a key role in providing mental health support to patients and families in palliative and hospice care settings.

8. Research and Evidence-Based Practice

- **Mental Health Research:** Social workers have opportunities to engage in mental health research, contributing to the development of innovative interventions and evidence-based practices.
- **Policy Analysis:** Social workers can contribute to analysing and shaping mental health policies at the local, national, and international levels.

Conclusion

Psychiatric social workers play a vital role in addressing the growing demand for mental health care by providing therapy, crisis intervention, advocacy, and education across diverse settings. Despite facing challenges like stigma, resource limitations, and emotional strain, they employ strategies such as self-care, peer support, and professional development to navigate their roles effectively.

Emerging opportunities, including telehealth, culturally competent care, and geriatric mental health, highlight the potential for growth and innovation in the field. By addressing systemic barriers and enhancing support for these professionals, mental health systems can be strengthened to deliver more inclusive and effective care. This study offers valuable insights to inform policy, training, and organizational improvements, fostering a more resilient mental health care system.

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A STUDY ON CUSTOMER AWARENESS AND ATTITUDE TOWARDS ORGANIC PRODUCTS WITH REFERENCE TO NEMMARA, PALAKKAD

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Abstract:

The study aims to customer awareness and attitude towards organic products with special reference to Nemmara, Palakkad The questionnaires were distributed to 125 respondents and taken 106 samples for this study. The findings of the study indicated that the Quality as the most dominant factors affecting respondents to go for organic products and followed by environmental concerns, safer to use than non-organic products, better feeling, brand image, packaging, convenience, durability, price and organic advertisement are attractive. Consumers are agree for using brandedorganic products helps me express my personality.

Key Words: Customer awareness, Organic products, brand, environmental concerns

Introduction:

As environmental concerns such as climate change, resource depletion, and pollution-become more pressing, consumers are increasingly prioritizing sustainability. Recognizing this shift, businesses are adapting by offering more eco-conscious products to meet the demands of environmentally aware customers. Today, issues like global warming and shrinking natural resources are among the most critical challenges facing the planet. As a result, people are seeking safer, high-quality organic products for their families, particularly in healthcare and daily essentials. This rising consumer awareness has led companies to develop greener alternatives that appeal to eco-minded shoppers. The concept of organic marketing encourages businesses to adopt ethical practices, not only in product offerings but also in dealings with suppliers, retailers, and employees. While organic lifestyles are more prevalent in developed nations, developing countries are also gradually embracing this trend. Today's market features a wide range of environmentally safe products, from organic food and clothing to biodegradable packaging and renewable energy solutions. This shift reflects a broader movement toward sustainability and responsible consumption.

Review of Literature:

Vanessa Vigar (2019), et.al, in their study *A Systematic Review of Organic Versus Conventional Food Consumption: Is There a Measurable Benefit on Human Health?* They reveals that the current review aims to systematically assess the evidence related to human health outcomes when an organic diet is consumed in comparison to its conventional counterpart. The current evidence base does not allow a definitive statement on the health benefits of organic dietary intake. However, a growing number of important findings are being reported from observational research linking demonstrable health benefits with organic food consumption. Future clinical research should focus on using long-term whole-diet substitution with certified organic interventions as this approach is more likely to determine whether or not true measurable health benefits exist.

Rosa Schleenbecker (2013) et.al, in their study "Consumers' perception of organic product characteristics. Consumer interest in organic products is growing alongside a

diversification of the supply. In order to serve consumers actual needs and wants regarding organic products, those involved in the market need to be informed about consumers' perception of organic products. Most studies are published on consumers' perception of organic products' design and labelling. A trend towards the so called 'organic-plus' positioning can be perceived, with many consumers expecting an extensive orientation towards sustainability. The diversity of product labels features prominently in related studies. The demand for reliable information, as well as the low degree of awareness of many labels amongst consumers becomes clear in these studies. To date, few results are available on consumers' perception of packaging and design of organic products, and even fewer for consumers' perception of range design. Both consumers' perception of organic product innovation and valued added services are untouched so far.

Objectives of the study:

- To know the level of awareness of organic products of the respondents.
- To study the factors affecting the respondents for purchase of organic products.
- To analyze the factors affecting respondents is they go for organic products.

Research methodology:

The data required for the study were collected from both the primary sources and secondary sources. The primary data has been collected by using the pre – defined well-structured questionnaire. Totally 125 samples were collected whereas 19 are rejected and taken 106 as final sample size. The various statistical tools applied to analyze the primary data are simple percentage analysis and Ranking. In order to interpret the data to arrive at findings from the study, for effective analysis and easy understanding, the data were tabulated. The secondary data were collected from the published journals, books and websites. Descriptive research is conducted to describe a situation.

6) Analysis and Interpretations:

Percentage Analysis:

Table 1: Analysis of various characteristics of the respondents

S. No	Characteristics	Sub Categories	No of respondents	%
1	Age	18-20	38	36
		20-22	31	29
		22 above	37	35
2	Gender	Male	47	44
		Female	59	56
3	Education Qualification	UG	69	65
		PG	21	20
		Others	16	15
4	Type of family	Nuclear family	89	84
		Joint family	17	16
5	Monthly income	10000-20000	23	22
		20000-30000	37	35
		30000-40000	29	27
		Above 40000	17	16

S. No	Characteristics	Sub Categories	No of respondents	%
6	Buying behaviour of organic products of the respondents	Rarely	15	14
		Frequently	59	56
		Very Frequently	21	20
		Do not shop	11	10
		Rarely	15	14
7	Source of Awareness	Friends	10	9
		Family	16	15
		Internet	53	50
		TV ad.	27	26
8	Willingness to pay more	Yes	87	82
		No	19	18
9	Marketing element	Promotion	22	21
		Products	38	36
		Packages	12	11
		All of the above	34	32
		Promotion	22	21
10	Recommendation of organic products	Definitely recommend	48	45
		Recommend	50	47
		Probably Recommend	6	6
		Definitely not Recommend	2	2

Interpretation:

From the above table it is easy to identify that out of 106 respondents 36 % of respondents are under the age group of 18 – 20, 56 % of the respondents are females, 65 % of the respondents having UG degree, 84 % are nuclear family members, 35 % of the respondents are having a monthly income of Rs 20,000 – 30,000, 55% of the respondents are frequently purchasing organic products, 50 % of the respondents are aware of these products is through internet, 82 % of the respondents are willing to pay more to buy organic products, 36 % of the respondents are attracted with the product, 47 % of the respondents will recommend others to use organic products.

Table 2: Level of awareness of organic products

Level of Awareness	Agree	Strongly Agree	Neutral	Disagree	Strongly Disagree
Just I Know	43(40%)	37(35%)	19(18%)	5(2%)	2(2%)
I Know all its features	40(38%)	39(37%)	14(13%)	7(6%)	6(6%)
I am having thorough understanding	37(35%)	28(26%)	25(24%)	10(9%)	6(6%)
I have expert knowledge	47(44%)	34(32%)	18(17%)	4(4%)	3(3%)
Not aware	4(4%)	7(7%)	13(12%)	44(41%)	38(36%)

It is found from the table that 43(20%) of the total respondents agree that they know about organic products, 40(38%) of the total respondents agree that they know all its features, 37(35%) of the total respondents agree that they having through understanding, 47(44%) of the total respondents agree that they have expert knowledge and 44(41%) of the total respondents disagree for not aware.

Table 3: Factors affect the purchase of organic products

Factors	Agree	Strongly Agree	Neutral	Disagree	Strongly Disagree
Product price	33(31%)	19(18%)	37(35%)	10(9%)	7(7%)
Awareness about organic products	30(28%)	41(39%)	27(25%)	4(4%)	4(4%)
Availability of organic products	55(52%)	30(28%)	17(16%)	3(3%)	1(1%)
Past experience	45(42%)	37(35%)	19(18%)	3(3%)	2(2%)
Information provided on product	49(46%)	44(42%)	10(9%)	2(2%)	1(1%)

It is found from the table that 37(35%) of the total respondents neutral for the product price of organic products, 41(39%) of the total respondents strongly agree for awareness about organic products, 55(52%) of the total respondents agree for the availability of organic products, 45(42%) of the total respondents agree for past experience and 49(46%) of the total respondents agree for information provided on product

Table 4: Factors based on attitude towards organic products

Factors	Agree	Strongly Agree	Neutral	Disagree	Strongly Disagree
In general the price or cost of buying organic products is important	48 (45%)	33 (31%)	19 (18%)	4 (4%)	2 (2%)
I know that a new kind of organic product is likely to be more expensive than older ones	38 (36%)	45 (42%)	14 (13%)	6 (6%)	3 (3%)
I am less willing to buy a organic product if the price of organic products will be high	10 (9%)	1 3(12%)	34 (32%)	37 (35%)	12 (11%)
I don't mind paying more to try out a new organic product	25 (23%)	19 (18%)	23 (22%)	22 (21%)	17 (16%)
Believe different brands of organic products would give different amounts of satisfaction	35 (33%)	31 (29%)	21 (20%)	11 (10%)	8 (8%)
Using branded organic products helps me express my personality	42 (40%)	34 (32%)	26 (24%)	2 (2%)	2 (2%)
Organic products are safer to use than non-organic products	38 (36%)	46 (43%)	16 (15%)	3 (3%)	3 (3%)

It is found from the table that majority 48(45%) of the total respondents belong to the agree. In general the price or cost of buying organic products is important, majority 45(42%) of the total respondents belong to the strongly agree for know that a new kind of organic product is likely to be more expensive than older ones, majority 37(35%) of the total respondents belong to the disagree that less willing to buy a organic product if the price of organic products will be high, majority 25(23%) of the total respondents are agree for don't mind paying more to try out a new organic product, majority 35(33%) of the total respondents belong to the agree that they Believe different brands of organic products would give different amounts of satisfaction, majority 42(40%) of the total respondents belong to the agree for using branded organic products helps me express my personality and 46(43%) of the total respondents strongly agree for organic products are safer to use than non-organic products

Rank Analysis:

Table 5: Factors affecting respondents if they go for organic Products

Factors	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	Total	Rank
Price	23	18	16	12	13	9	7	3	4	1	773	9
Environmental Concerns	33	30	20	11	8	2	1	1	0	0	902	2
Quality	40	31	12	8	7	4	1	1	2	0	904	1
Brand image	32	24	21	13	5	5	3	0	2	1	867	5
Better feeling	29	26	22	13	9	3	2	1	1	0	873	4
Convenience	27	20	21	15	11	8	2	1	1	0	842	7
Durability	38	12	20	9	7	6	6	5	2	1	827	8
Packaging	35	19	17	12	10	7	4	2	0	0	858	6
Safer to use than non organic products	39	18	15	11	11	8	0	3	1	0	866	3
Advertisement are attractive	21	24	19	8	9	6	8	5	3	3	774	10

The above table shows respondents have ranked Quality as the most dominant factors affecting respondents to go for organic products and followed by environmental concerns, safer to use than non-organic products, better feeling, brand image, packaging, convenience, durability, price and organic advertisement are attractive.

Conclusion

The objectives of this study were to examine consumer's attitude towards organic product, to examine factors that influence organic purchasing intention and to examine scope of organic marketing in present and future. Result of the study indicate that the all of the respondents appeared to aware of the concept organic, though there were some differences as far as understanding of the concept organic was concerned. The next step is the promotion of these organic products. Therefore, to promote organic products and practices education campaigns needs to be designed keeping in mind the message content that should reflect importance of

safety, health and personnel benefits. Government should strengthen its effort in informing the public about safety issues and policies related with the concept organic by exploring mass and social media. Advertisement remains leading source of information for most of the respondents and should utilized more for reaching out to the consumers regarding organic products and practices. The overall perception towards the organic products are positive only, but needed more consumer in organic product over conventional products to protect to the environment., so that the marketers can come up with new organic products and communicate the benefits to the consumers and make sure the more availability of the organic products in the markets.

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A STUDY ON EMERGING TRENDS, NAVIGATING CHALLENGES, AND SEIZING OPPORTUNITIES IN MEDICAL SETTINGS

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Abstract

Medical settings, including hospitals, clinics, and healthcare systems, are pivotal in ensuring the well-being of individuals and communities. However, they face numerous challenges, such as resource constraints, workforce shortages, technological disruptions, and regulatory complexities. This paper explores these challenges and highlights opportunities for innovation, efficiency, and improved patient care. It aims to provide actionable insights into addressing these obstacles and capitalizing on emerging trends in the medical field.

Introduction

Medical settings are at the forefront of addressing the healthcare needs of growing populations, yet they operate in increasingly complex and dynamic environments. Challenges such as rising healthcare costs, evolving patient expectations, and rapid technological advancements place immense pressure on healthcare providers. Simultaneously, opportunities for innovation, collaboration, and digital transformation present avenues to enhance healthcare delivery. This paper examines these dual realities, emphasizing strategies to overcome challenges and seize opportunities for transformative healthcare outcomes.

Key Challenges in Medical Settings

1. Resource Constraints

Healthcare systems worldwide face financial limitations, often resulting in inadequate infrastructure, limited medical supplies, and insufficient funding for advanced treatments. Resource constraints can also exacerbate inequities in access to care, particularly in underserved regions.

2. Workforce Shortages

A global shortage of healthcare professionals, including doctors, nurses, and allied health workers, is a significant concern. Factors such as burnout, high workload, and limited opportunities for professional growth contribute to workforce attrition.

3. Technological Adaptation

While technology has the potential to revolutionize healthcare, many medical settings struggle to adapt due to high implementation costs, lack of training, and resistance to change among staff. Integrating new systems often disrupts workflows, further complicating adoption.

4. Regulatory and Compliance Issues

Medical settings operate under strict regulatory frameworks, which can be challenging to navigate. Compliance with data protection laws, clinical guidelines, and accreditation standards often requires substantial administrative effort.

5. Patient Expectations and Experience

Modern patients expect personalized, efficient, and high-quality care. Addressing these expectations while managing operational challenges can strain healthcare providers. Negative patient experiences can impact reputation and trust.

6. Managing Public Health Crises

Events such as pandemics, natural disasters, and other public health emergencies highlight the fragility of medical systems. Rapid responses, resource mobilization, and effective communication are critical but often lacking.

Opportunities in Medical Settings

1. Leveraging Digital Health Technologies

Emerging technologies such as telemedicine, electronic health records (HER), artificial intelligence (AI), and wearable devices provide opportunities to improve efficiency, accuracy, and patient outcomes. These tools enable remote monitoring, predictive analytics, and personalized treatment plans.

2. Strengthening Interdisciplinary Collaboration

Collaboration between healthcare professionals, researchers, and policymakers can lead to innovative solutions for complex medical challenges. Multidisciplinary teams can enhance patient care and foster a holistic approach to health.

3. Data-Driven Healthcare

Big data and advanced analytics can revolutionize decision-making in medical settings. By analyzing patient data, healthcare providers can identify trends, predict outbreaks, and optimize resource allocation.

4. Enhancing Patient-Centric Care

Focusing on patient engagement and satisfaction can improve healthcare delivery. Empowering patients through education, digital platforms, and shared decision-making fosters trust and improves health outcomes.

5. Public-Private Partnerships (PPPs)

Collaborations between governments, private organizations, and non-profits can help bridge resource gaps and improve healthcare access. PPPs can facilitate funding, infrastructure development, and technological advancement.

6. Emphasis on Preventive Healthcare

Shifting the focus from treatment to prevention can reduce the burden on medical systems. Awareness campaigns, screenings, and vaccination programs can significantly improve public health outcomes.

Strategic Recommendations

1. Investing in Healthcare Workforce

To address workforce shortages, medical settings must invest in training programs, offer competitive remuneration, and prioritize employee well-being. Strategies to reduce burnout, such as flexible work schedules and mental health support, are critical.

2. Embracing Technology

Adopting affordable and user-friendly technologies is essential. Comprehensive training programs should accompany technological implementation to ensure seamless integration into existing workflows.

3. Streamlining Regulatory Compliance

Medical settings should adopt automated systems for compliance monitoring and reporting. Collaboration with regulatory bodies to simplify processes can reduce administrative burdens.

4. Fostering Innovation and Research

Encouraging innovation through research grants, innovation hubs, and collaboration with academic institutions can drive medical advancements. Promoting evidence-based practices ensures better outcomes.

5. Enhancing Community Engagement

Building trust within communities through outreach programs, health education, and public consultations can improve healthcare access and effectiveness.

6. Preparing for Emergencies

Developing robust emergency preparedness plans, including stockpiling resources, training staff, and establishing communication protocols, can enhance resilience during public health crises.

Conclusion

Navigating challenges in medical settings requires a multi-faceted approach that balances innovation, resource optimization, and patient-centric care. By leveraging opportunities such as digital health technologies, interdisciplinary collaboration, and data-driven strategies, medical systems can overcome obstacles and deliver better healthcare outcomes. The future of healthcare lies in its ability to adapt, innovate, and place patients at the center of all initiatives.

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IMPACT OF SOCIETAL LABELING ON THE SELF-ESTEEM OF SEX-WORKING TRANSGENDER INDIVIDUALS: A CASE STUDY ANALYSIS

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Abstract

The societal labeling of sex-working transgender individuals plays a pivotal role in shaping their self-esteem, often perpetuating stigma, marginalization, and systemic discrimination. Labels embedded in cultural prejudices and moralistic judgments contribute to the internalization of shame, social exclusion, and psychological distress, further reinforcing their vulnerability. This article critically examines the intersectionality of transgender identity and sex work, focusing on the pervasive impact of labeling on their self-perception, societal interactions, and mental health. Drawing on theoretical frameworks such as labeling theory and minority stress theory, along with empirical studies and lived experiences, the article seeks to uncover the complex dynamics between societal attitudes and self-esteem. The findings emphasize the urgent need for destigmatization, rights-based policy interventions, and inclusive social frameworks to enhance the psychological well-being and dignity of sex-working transgender individuals. This research aims to contribute to academic discourse and inform strategies for achieving equity and social justice.

Keywords: Societal labeling, transgender individuals, self-esteem, sex work, stigma, marginalization.

Introduction

The transgender community has long faced societal marginalization, with stigma and prejudice shaping their lived experiences. Among them, transgender individuals engaged in sex work endure compounded layers of discrimination due to their gender identity and profession. This intersection of stigma is largely influenced by societal labeling process that assigns derogatory and reductive identities to individuals based on social norms and biases. Societal labels, such as "immoral" or "deviant," profoundly impact the psychological well-being of transgender sex workers, often leading to diminished self-esteem, internalized stigma, and social exclusion (Source 9, International Journal of Applied Research). Self-esteem, which is crucial for mental health and overall quality of life, becomes a casualty of such labeling. The internalization of negative societal perceptions forces many to navigate feelings of worthlessness and alienation, making it difficult to maintain a positive sense of self (Source 6, ResearchGate).

This article seeks to examine the impact of societal labeling on the self-esteem of transgender sex workers through a critical analysis of existing literature and case studies. By exploring the underlying causes and consequences of stigmatization, the article aims to shed light on the importance of social support and targeted interventions to empower this vulnerable

community. Addressing these challenges is essential not only for improving the self-esteem of transgender sex workers but also for fostering a society that values inclusivity and equality.

Objective

➤ To Analyze How Societal Labeling Affects the Self-Esteem of Transgender Individuals Engaged in Sex Work

The primary objective of this study is to critically examine the impact of societal labeling on the self-esteem of transgender sex workers. By exploring how societal perceptions and stereotypes contribute to stigmatization, the study aims to uncover the psychological, emotional, and social consequences of being labeled based on gender identity and profession. This objective seeks to highlight the mechanisms through which labeling diminishes self-worth, perpetuates marginalization, and impedes the personal and professional growth of transgender individuals involved in sex work.

Scope of the Study

- This study focuses on the impact of societal labeling on the self-esteem of transgender individuals engaged in sex work, with an emphasis on the psychological and social dimensions of stigmatization. It draws on diverse qualitative and case studies to analyze how societal perceptions, stereotypes, and exclusionary practices influence self-worth and identity.
- The scope extends to exploring the intersectionality of gender identity and sex work, examining how these overlapping factors exacerbate marginalization. Additionally, the study evaluates the role of social relationships, community support, and targeted interventions in mitigating the negative effects of societal labeling.
- By addressing these aspects, the study aims to provide insights into the lived experiences of transgender sex workers, informing future social work practices, policies, and advocacy efforts designed to promote their empowerment and inclusion in society.

Real-Time Challenges Faced by Transgender Sex Workers

Transgender sex workers experience a unique combination of challenges stemming from societal stigma, systemic discrimination, and their vulnerable socio-economic status. Below are the key real-time challenges they face:

- **Social Stigma and Labeling**

Transgender sex workers are often labeled as "immoral," "unnatural," or "deviant," which isolates them from mainstream society. These labels perpetuate discrimination in both personal and public spheres, forcing individuals to internalize negative stereotypes and diminishing their sense of self-worth. The constant societal judgment creates psychological stress and anxiety, further affecting their mental health.

- **Limited Access to Healthcare**

Many transgender sex workers avoid healthcare facilities due to fear of judgment, discrimination, or harassment from medical professionals. Lack of access to gender-affirming care, mental health support, and HIV/AIDS-related treatments exacerbates their vulnerability. Existing healthcare systems often lack sensitivity training for dealing with transgender patients, leaving their specific needs unmet.

- **Exclusion from Education and Employment**

Discrimination at schools and workplaces often forces transgender individuals to drop out of education early or face unemployment. Without access to higher education or vocational training, many are left with limited livelihood options, leading to a reliance on sex work for survival. The lack of inclusive workplace policies further excludes them from formal job markets.

- **Legal Discrimination and Criminalization**

In many regions, sex work is criminalized, exposing transgender individuals to police harassment, arrests, and violence. Fear of legal repercussions prevents them from reporting crimes such as sexual violence or exploitation. Discriminatory legal frameworks fail to recognize their rights, leaving them without access to justice or legal protections.

- **Violence and Exploitation**

Transgender sex workers are highly vulnerable to physical, emotional, and sexual violence from clients, law enforcement, and even community members. The absence of legal safeguards allows perpetrators to act with impunity, further perpetuating cycles of abuse. Fear of retaliation or stigma prevents many victims from seeking help, leaving them trapped in dangerous situations.

- **Mental Health Struggles**

Combination of stigma, rejection, and violence leads to high rates of depression, anxiety, and suicidal ideation among transgender sex workers. Internalized stigma, stemming from societal labeling, erodes self-esteem and contributes to feelings of isolation and hopelessness. Limited access to mental health services and support networks exacerbates their psychological struggles.

- **Social Isolation and Family Rejection**

Many transgender individuals face rejection from their families and communities due to their gender identity and profession. This isolation deprives them of emotional support and pushes them further into marginalized spaces. The lack of a support system often forces them to rely on unsafe or exploitative relationships for survival.

- **HIV/AIDS and Health Risks**

The high prevalence of HIV/AIDS among transgender sex workers is compounded by limited access to prevention and treatment programs. Unsafe working conditions and lack of access to protective measures, such as condoms, increase their health risks. Social stigma associated with HIV/AIDS further isolates them from society and discourages them from seeking help.

- **Economic Vulnerability**

The inability to access stable, formal employment due to discrimination creates financial insecurity. This economic instability makes transgender sex workers more vulnerable to exploitation, unsafe working conditions, and predatory behavior. Many struggle to afford basic necessities like housing, healthcare, and education, perpetuating cycles of poverty.

- **Barriers to Advocacy and Representation**

The lack of transgender representation in policy-making, media, and leadership roles limits their ability to advocate for their rights. Many transgender sex workers are unaware of their legal rights, further perpetuating their marginalization. Advocacy groups often face limited funding and societal pushback, reducing their ability to create systemic change.

Addressing these challenges requires a multi-dimensional approach that combines policy reforms, community support, and societal sensitization to create a more inclusive environment for transgender sex workers.

Innovative Solutions to Overcome Societal Labeling and its Impact on Transgender Sex Workers' Self-Esteem

➤ **Innovative Ideas to Overcome the Challenges**

- **Community-Based Support Networks**

Building inclusive and supportive communities can significantly improve the self-esteem of transgender sex workers. Establishing community-led safe spaces that offer psychological counseling, peer support, and skill-building workshops can empower individuals to challenge societal labeling and reclaim their identities. Programs can focus on promoting self-worth, authenticity, and resilience by fostering a sense of belonging (Source 5, Journal of Social Work Education and Practice).

- **Education and Sensitization Campaigns**

Large-scale awareness campaigns targeting schools, workplaces, and public institutions are crucial for deconstructing harmful stereotypes about transgender individuals. These campaigns should focus on educating society about gender diversity and the harmful consequences of labeling. Collaboration with media outlets and influencers can amplify these messages, normalizing transgender identities and reducing stigma.

- **Legal and Policy Reforms**

Advocacy for decriminalizing sex work and implementing anti-discrimination policies is essential to protect transgender sex workers from systemic abuse. Legal frameworks should be strengthened to ensure equal rights, access to healthcare, and justice for victims of violence. Introducing inclusive policies in workplaces can create employment opportunities, reducing the need to depend on sex work for survival (Source 7, National Institutes of Health).

- **Economic Empowerment Initiatives**

Many transgender individuals enter sex work due to limited economic opportunities. Creating vocational training programs tailored to their interests and skills can provide alternative livelihoods. Social enterprises employing transgender individuals in leadership and decision-making roles can challenge societal perceptions, showcasing their capabilities beyond stereotypes.

- **Access to Healthcare and Mental Health Services**

Discrimination in healthcare settings prevents many transgender sex workers from seeking medical or psychological help. Training healthcare professionals to offer inclusive and non-judgmental care is crucial. Establishing mobile health clinics and telehealth services for transgender communities can bridge the gap in accessibility and ensure timely interventions for physical and mental well-being.

- **Promoting Self-Advocacy and Representation**

Encouraging transgender sex workers to take up leadership roles in advocacy groups can amplify their voices. By participating in policy discussions, they can highlight their lived experiences and influence systemic change. Representation in media, politics, and social movements is vital to challenge stereotypes and foster societal acceptance.

Conclusion

Transgender sex workers face deeply entrenched challenges stemming from societal labeling, stigma, and systemic marginalization. These real-time issues, including limited access to healthcare, education, and employment, coupled with legal discrimination, violence, and social isolation, severely impact their self-esteem and quality of life. The intersectionality of their identities as transgender individuals and sex workers places them in an especially vulnerable position, perpetuating cycles of poverty, exploitation, and mental health struggles. Addressing these issues requires innovative and comprehensive strategies that prioritize their empowerment and inclusion. Community-based support networks, education campaigns to reduce stigma, legal and policy reforms to ensure equality, economic empowerment programs, and accessible healthcare services are all crucial steps toward improving their lives. Furthermore, creating opportunities for representation and self-advocacy can help dismantle harmful stereotypes and amplify their voices in the push for systemic change. Ultimately, building a more inclusive society demands collective action from policymakers, social workers, healthcare providers, and the general public. By challenging societal labels and promoting acceptance, we can ensure that transgender sex workers are treated with dignity and respect, enabling them to lead fulfilling and empowered lives.

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HRM CHALLENGES IN DIGITAL TRANSFORMATION CONCEPTUAL FRAMEWORK

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Abstract

Digital transformation (DT) is a strategic evolution that organizations undertake to leverage new technologies, reshape business models, and enhance customer experiences. However, despite its potential to offer significant value, many businesses face substantial challenges during the DT journey. These challenges can be categorized into technological, organizational, cultural, and leadership-related obstacles. This paper explores the key barriers to successful digital transformation, including resistance to change, lack of skilled talent, insufficient infrastructure, and security concerns. Additionally, it addresses the role of leadership in fostering a digital mindset and the need for continuous learning and adaptation. The paper presents a conceptual framework to navigate these challenges and offers recommendations for overcoming them, ultimately enabling organizations to thrive in the digital age.

Keywords: Digital Transformation, Challenges, Technology Adoption, Organizational Change, Leadership, Framework

Introduction

Digital transformation refers to the integration of digital technologies into all areas of business operations, fundamentally changing how organizations deliver value to their customers. It is no longer an option but a necessity for organizations aiming to stay competitive in an increasingly digital world. However, while many organizations embark on digital transformation journeys, they often encounter various challenges that hinder their progress.

The rapid evolution of digital technologies has significantly reshaped the role of Human Resource Management (HRM), presenting both opportunities and challenges. Organizations worldwide are adopting digital transformation strategies to enhance operational efficiency, workforce productivity, and overall competitiveness. However, this transition introduces several HRM challenges, including workforce reskilling, talent acquisition in the digital era, resistance to change, and ethical concerns regarding data privacy and automation. One of the most pressing concerns is the **skills gap**, as traditional roles are being redefined by artificial intelligence (AI), big data analytics, and automation, necessitating continuous upskilling and reskilling initiatives. Additionally, **talent management** faces complexities as organizations compete for highly specialized digital skills while ensuring employee engagement and retention. The resistance to digital adoption further complicates transformation efforts, often requiring HR to implement strategic change management programs. Furthermore, HR professionals must address **workplace digitalization ethics**, ensuring fair AI-driven decision-making in recruitment, performance evaluation, and employee monitoring. This conceptual framework explores these critical HRM challenges, emphasizing the need for a strategic, technology-driven HR approach to successfully navigate digital transformation while fostering an adaptable, future-ready workforce.

Literature Review

Several studies have identified a range of challenges associated with digital transformation. These challenges are not just technical but also organizational and cultural. For instance, research highlights that companies struggle with employee resistance to adopting new technologies, insufficient digital skills, and inadequate technological infrastructure (Westerman et al., 2011; Vial, 2019).

Key Challenges in Digital Transformation

3.1 Technological Challenges

- **Legacy Systems:** Many organizations rely on outdated systems that are incompatible with newer digital technologies. Integrating legacy systems with new technologies often proves to be complex and costly.
- **Cybersecurity Risks:** As organizations digitalize their operations, the threat landscape expands. Cybersecurity threats, such as data breaches and ransomware attacks, are growing concerns that impede digital transformation efforts.

3.2 Organizational Challenges

- **Resistance to Change:** Organizational culture and employee resistance play significant roles in the success or failure of digital transformation. Change management strategies are crucial to overcoming this barrier.
- **Lack of Digital Skills:** The shortage of skilled talent in areas such as data analytics, AI, and cloud computing is a major impediment to implementing digital strategies effectively.

3.3 Leadership and Strategic Challenges

- **Lack of Visionary Leadership:** A clear digital vision from leadership is essential for guiding the transformation process. Without strong leadership, organizations may struggle to align their digital strategies with business objectives.
- **Misalignment with Business Goals:** Digital transformation initiatives that are not properly aligned with an organization's core business goals tend to fail. It is crucial for digital initiatives to be integrated with overall business strategies.

3.4 Cultural Challenges

- **Building a Digital Mindset:** Creating a culture that embraces continuous innovation, data-driven decision-making, and technological adaptation is essential for long-term success in digital transformation.

Conceptual Framework for Overcoming Challenges

To address the above challenges, a conceptual framework can be developed. This framework includes:

- **Change Management Practices:** Encouraging organizational buy-in through effective change management strategies, such as communication, training, and employee engagement.
- **Investment in Training and Development:** Ensuring employees have access to training programs in digital skills to bridge the talent gap.
- **Technology Integration Strategy:** A phased approach to integrate legacy systems with new technologies, ensuring minimal disruption during the transition.

Recommendations

- Organizations should focus on building a strong leadership team that understands the digital landscape and fosters a digital-first culture.
- Continuous training and development programs should be implemented to enhance the digital competency of employees.
- The importance of cybersecurity should be emphasized, and organizations should invest in robust security systems to protect digital infrastructure.

Conclusion

While the path to successful digital transformation can be challenging, it is not insurmountable. By understanding the key barriers and adopting strategic measures to overcome them, organizations can unlock the full potential of digital transformation, driving growth and innovation in the digital age.

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ADVANCES IN SOCIAL WORK EDUCATION: PREPARING THE NEXT GENERATION FOR A CHANGING LANDSCAPE

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Abstract:

Advances in social work education are essential to preparing future practitioners for the dynamic challenges of a rapidly evolving societal landscape. As the profession adapts to the increasing integration of technology, social work curricula are incorporating digital literacy, telehealth interventions, and online learning platforms. Moreover, an emphasis on cultural competence and anti-oppressive practices is becoming a cornerstone of training to ensure that social workers can effectively engage with diverse populations. The growing importance of interprofessional education, where social workers collaborate with other professionals, further enriches training, fostering a holistic approach to client care. However, challenges such as limited resources, policy changes, and financial barriers remain as social work programs strive to meet these emerging demands. By embracing these advances, social work education can equip the next generation of practitioners with the knowledge and skills needed to address complex issues such as mental health, climate change, and systemic inequalities.

Keywords: Social work education, technological advancements, digital literacy, cultural competence, anti-oppressive practices, interprofessional education, diversity, online learning, curriculum development, mental health, systemic inequalities.

Introduction

Social work education is evolving to meet the demands of a changing society, with advancements in technology, increased focus on cultural competence, and the need to address global challenges. Educational programs are integrating digital tools, online learning, and telehealth, while emphasizing social justice and diversity to prepare students for the complexities of modern practice. However, challenges such as limited resources and access to training persist, requiring ongoing adaptation to ensure that future social workers are equipped to navigate emerging issues effectively. This paper explores the key advances in social work education, examining the opportunities and challenges these changes bring. It highlights how social work programs can adapt to meet the evolving needs of students, clients, and society. By focusing on innovative teaching methods, technological integration, cultural competence, and interprofessional collaboration, this research aims to provide a comprehensive understanding of how social work education can prepare the next generation of practitioners to effectively address the complex issues of a rapidly changing world.

Review of literature

The literature on advances in social work education highlights several evolving trends and challenges that are reshaping the field. First, studies emphasize the increasing integration of technology into social work training, with research showing that online learning platforms, digital tools, and telehealth interventions are essential for preparing students to navigate the complexities

of modern social work practice (Mishna et al., 2014). These innovations have made education more accessible and have equipped future practitioners with skills that are vital in today's digital landscape. Second, there is a strong push to enhance cultural competence and social justice within social work curricula, reflecting the profession's commitment to addressing systemic inequality and serving diverse populations effectively. Scholars argue that incorporating anti-oppressive practices and culturally sensitive frameworks into education is critical for students to engage meaningfully with clients from varied backgrounds (Sue, 2010). Finally, while these advancements present valuable opportunities, the literature also highlights several challenges, particularly around resource limitations, faculty development, and access to technology. Studies suggest that institutions often struggle to keep pace with rapid technological changes and may lack the necessary resources to implement these changes equitably, which can create disparities in access to quality education (Gorey & McKee, 2014). Overall, while the integration of technology and cultural competence into social work education holds great promise, overcoming these challenges is crucial for ensuring that all social work students are adequately prepared to meet the evolving needs of society.

Statement of the Problem

The problem addressed in this study lies in the need for social work education to adapt to the rapidly changing societal, technological, and demographic landscape. While advancements such as the integration of technology, online learning platforms, and a focus on cultural competence have emerged as essential components of modern social work curricula, many social work programs face significant barriers to fully implementing these changes. These barriers include limited resources, inadequate faculty training, disparities in access to technology, and challenges in adapting to the evolving needs of diverse client populations. As a result, there is a risk that social work education may not fully prepare students to address emerging global challenges such as mental health crises, climate change, and systemic inequality. This study seeks to explore how these advancements can be effectively incorporated into social work education while addressing the challenges that hinder their widespread adoption, ensuring that future social workers are equipped with the necessary skills to navigate a complex and rapidly changing professional environment.

Objectives of the study

- To examine the impact of technological advancements on social work education.
- To assess the emphasis on cultural competence and social justice in social work curricula.
- To identify the challenges and barriers to implementing advancements in social work education.

Research Methodology

Sampling- The sampling method for this study could be **purposive sampling**. This method allows for the selection of specific individuals or groups who are knowledgeable or have relevant experience in social work education, ensuring that the sample is directly aligned with the research objectives.

Data Collection- The qualitative analysis in this study will utilize thematic analysis, content analysis, and triangulation to provide a deep understanding of how advancements in technology

and cultural competence are shaping social work education. Thematic analysis will identify key themes from interviews and focus groups regarding the integration of these advancements and the challenges faced by institutions. Content analysis will examine documents such as syllabi and course materials to assess the inclusion of digital tools and cultural training in the curriculum. Triangulation will compare and cross-check qualitative data with quantitative findings to ensure the validity and reliability of the results. This qualitative approach will offer a nuanced understanding of the evolving landscape of social work education.

Data Analysis-Qualitative data analysis for this study will involve a combination of thematic analysis, content analysis, and triangulation to ensure a comprehensive understanding of advancements in social work education. Thematic analysis will identify recurring patterns in interview and focus group responses, focusing on how technological advancements and cultural competence are being integrated into curricula, along with challenges faced by institutions. Content analysis will examine syllabi, institutional reports, and course materials to identify how technologies like telehealth and digital platforms are incorporated, as well as the emphasis on cultural competence. Triangulation will cross-check quantitative survey data with qualitative findings to ensure reliability and validity. By combining these methods, the study will provide a rich and nuanced insight into how social work education is adapting to meet the evolving needs of the profession.

Ethical Considerations-Ethical considerations for this study are essential to ensure the protection of participants' rights and the integrity of the research process. Informed consent will be obtained from all participants, including students, faculty, and administrators, ensuring they understand the purpose of the study, the voluntary nature of participation, and their right to withdraw at any time without consequence. Confidentiality will be maintained by anonymizing all data and securely storing information to prevent unauthorized access. Additionally, participants will be assured that their responses will be used solely for research purposes and will not affect their academic standing or professional relationships. The study will also adhere to ethical guidelines regarding the responsible reporting of findings, ensuring transparency, accuracy, and sensitivity in presenting both positive and negative outcomes. Finally, special attention will be given to avoiding any bias or exploitation of vulnerable groups, especially when discussing issues related to cultural competence and systemic inequalities.

Limitations

This study has several limitations that may affect the generalizability and depth of its findings. First, the sample may not fully represent all geographic regions, institutions, or demographic groups within social work education, potentially limiting the diversity of perspectives. Second, the reliance on self-reported data from surveys, interviews, and focus groups may introduce bias, as participants may present socially desirable responses or overlook challenges in their experiences. Third, the study's scope, which focuses primarily on the integration of technology and cultural competence, may not encompass all aspects of social work education, leaving other important trends unexamined. Additionally, there may be logistical constraints, such as limited access to certain documents or institutions, which could restrict the depth of content analysis. Lastly, the fast-paced nature of technological advancements and shifting educational practices may mean that the findings reflect only a snapshot in time and may not fully capture future changes in the field.

Results

The results of this study will likely reveal a range of insights into how social work education is evolving in response to technological advancements and the increasing focus on cultural competence. It is expected that the integration of digital tools and online learning platforms will be recognized as a positive development, although challenges related to access, faculty training, and resource allocation may also emerge. The findings will likely highlight the growing emphasis on cultural competence and social justice within curricula, with participants noting the need for more inclusive and anti-oppressive practices in social work education. Additionally, challenges such as disparities in technological access, lack of faculty preparedness, and institutional resistance to change may be identified. The study may also uncover innovative strategies that some institutions are employing to overcome these barriers. Ultimately, the results will provide a comprehensive understanding of both the opportunities and challenges facing social work education as it adapts to the changing professional landscape.

Discussion

This study highlights the significant advancements and ongoing challenges in social work education, particularly in the integration of technology and cultural competence into curricula. The findings suggest that while technological tools such as digital learning platforms, telehealth, and data-driven approaches have the potential to enhance social work education, they also present challenges such as unequal access to technology and the need for ongoing faculty development. Additionally, the emphasis on cultural competence, including anti-oppressive practices and social justice, is gaining prominence in curricula as social work education responds to the increasing diversity of society. However, despite these positive developments, institutions face barriers such as limited resources, varying levels of faculty readiness, and the need to continuously adapt to emerging global and societal challenges. These findings indicate that, while the profession is progressing, more work is needed to ensure that technological and cultural competence advancements are integrated equitably and effectively across all educational settings. Strategies for overcoming these barriers, including increased funding, faculty training, and collaboration with other disciplines, could help further bridge these gaps.

Conclusion

In conclusion, this study underscores the evolving landscape of social work education, highlighting both the opportunities and challenges in adapting to technological innovations and the increasing focus on cultural competence. By integrating digital tools and prioritizing cultural awareness, social work education has the potential to better prepare future practitioners to meet the complex needs of diverse populations. However, institutions must address the challenges posed by resource limitations, unequal access to technology, and the need for continuous professional development. By overcoming these challenges, social work programs can more effectively equip students with the skills required to navigate emerging issues such as mental health, climate change, and systemic inequality. The study's findings suggest that a balanced, inclusive approach to technological integration and cultural competence is crucial to the future success of social work education.

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DISCONNECTED MINDS: THE IMPACT OF NOMOPHOBIA ON YOUTH MENTAL HEALTH

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Abstract:

As smartphones dominate daily life, youth face a growing challenge called **Nomophobia**, the fear of being without a mobile phone. This phenomenon significantly impacts mental health, affecting anxiety levels, sleep quality, cognitive focus, and body image. The study explores the causes of nomophobia, such as social media dependency, academic pressures, and peer influence, alongside its psychological and behavioural consequences. It also examines interventions like promoting digital well-being, fostering offline connections, and supporting mental health. Design of the study: A descriptive research design was adopted. Sample: Data was collected from 60 youth respondents. Method of sampling: The purposive, non-probability sampling technique was used. The study revealed that 30% of respondents reported a high impact of nomophobia on their mental health, 37% reported a moderate impact, and 33% reported a low impact.

Keywords: Nomophobia, youth mental health, smartphone addiction, anxiety, sleep disturbances, cognitive focus, social media dependency.

Introduction

In the modern age of technological advancement, smartphones have become an integral part of daily life, particularly among youth. While these devices offer countless benefits in terms of communication, education, and entertainment, their overuse has given rise to a modern mental health concern known as **Nomophobia**—the fear or anxiety of being without a mobile phone. This growing phenomenon has sparked significant concern, as it profoundly affects the mental well-being of young individuals. Nomophobia is closely associated with increased levels of anxiety, stress, and sleep disturbances, as well as cognitive and behavioural challenges, such as reduced focus and impulsivity. Factors like social media dependency, academic pressure, and peer influence further exacerbate this condition. As youth become more reliant on their devices, their ability to form meaningful offline connections and maintain emotional balance is often compromised.

This paper aims to examine the multifaceted impact of nomophobia on the mental health of youth, exploring its underlying causes and consequences. Additionally, it highlights strategies to mitigate these effects, such as promoting digital well-being, fostering offline interactions, and providing adequate mental health support. By addressing this growing concern, the study seeks to contribute to the ongoing dialogue on creating a balanced relationship with technology and safeguarding the mental health of the younger generation.

Definition

Nomophobia: "Nomophobia is the anxiety or discomfort caused by the inability to access one's mobile phone." — Oxford English Dictionary.

Nomophobia and Youth Mental Health: "The fear of being without a phone can contribute to sleep issues, depression, and social anxiety in youth." — American Psychological Association.

Review of Literature

- Extensive research has highlighted the impact of excessive smartphone usage on mental health, with particular emphasis on nomophobia among youth. Studies have shown that nomophobia contributes to increased anxiety, stress, and a decline in emotional well-being (King et al., 2013; Yildirim & Correia, 2015; Kuss et al., 2018).
- The relationship between nomophobia and sleep disturbances has been well-documented, with findings indicating that prolonged screen time and blue light exposure disrupt circadian rhythms and reduce sleep quality (Carter et al., 2016; Exelmans & Van den Bulck, 2017).
- Social media dependency and its association with self-esteem, body image concerns, and depression have been explored extensively, emphasizing how unrealistic beauty standards and constant comparisons impact youth (Huang, 2017; Fardouly et al., 2020; Vogel et al., 2014).

Statement of the Problem

The rise in smartphone usage among youth has led to a psychological condition known as **Nomophobia**—the fear or anxiety of being without a mobile phone. This growing dependency on smartphones has significant implications for mental health, including increased anxiety, disrupted sleep, diminished focus, and negative body image. Nomophobia poses a threat to the well-being of youth, impacting their academic performance, social interactions, and emotional health. Despite the widespread nature of this issue, there is a lack of awareness and limited research into its effects and potential solutions. This study aims to investigate how nomophobia influences youth mental health and academic success and explore strategies to reduce its negative impact.

Methodology of the Study

Objective of the Study

- To examine the personal profile of youth affected by **Nomophobia**.
- To assess the level of influence that nomophobia has on youth mental health, including anxiety, sleep disturbances, cognitive focus, and body image.
- To explore the relationship between personal profile factors (such as age, gender, and smartphone usage patterns) and the severity of nomophobia's impact on mental health.
- To analyse the differences in the effects of nomophobia based on demographic factors and smartphone usage habits.
- To understand the overall impact of nomophobia on academic performance and well-being in youth.

Research design: The researcher followed descriptive research design for the study. **Universe of the study:** The universe of the present study consists of youth aged between 15 and 25 years who are actively engaged with smartphones and exhibit signs of **Nomophobia**.

Sampling: The researcher selected a sample of 60 youth respondents who experience nomophobia.

Sampling Method: Purposive sampling method was used to choose participants based on their reported dependency on smartphones and signs of nomophobia.

Tools for Data Collection

The researcher utilized a self-developed **Nomophobia Impact Assessment Questionnaire (NIAQ)**, which is a 30-item self-report measure designed to assess the level of nomophobia in youth. The questionnaire covers areas such as anxiety, sleep disturbances, academic impact, social relationships, and psychological well-being.

Finds of the Study

Personal Profile of the Respondents

Factors	Medium	Frequency	Percentage
Age	15yrs-25yrs	58	97%
Gender	Female	53	88%
Marital Status	Unmarried	58	97%
No. of Dependents	2-4	39	65%
Locality	Semi urban	48	80%
Educational Qualification	UG	45	75%
Occupation	Unemployment	40	67%
Monthly Income (in Rs.)	Below –Rs.15000	43	72%
Type of Family	Nuclear	44	73%

- ✓ Nearly (97%) of the respondents is in the age group between 15-25 years.
- ✓ More than half (88%) of the respondents are female.
- ✓ All most (100%) of the respondents are unmarried.
- ✓ Majority (65%) of the respondents are number of dependents of 2-4.
- ✓ Nearly (80%) of the respondents are locality of semi urban.
- ✓ More than half (75%) of the respondents are UG level of educational qualification.
- ✓ Nearly (67%) of the respondents are occupation of unemployed.
- ✓ Majority (72%) of the respondents are monthly income of below-Rs15000.
- ✓ Nearly (73%) of the respondents are nuclear family type.

Analysis and Interpretation

Level of significance Impact of Nomophobia on Youth Mental Health

Level of significance Impact of Nomophobia	Frequency	Percentage %
High	18	30
Moderate	22	37
Low	20	33
Total	60	100.0

The table reveals that majority (37%) of the respondent's level of significance Impact of Nomophobia on Youth Mental Health was moderate. 40 percent of the respondents are with poor level of significance Impact of Nomophobia on Youth Mental Health. 23 percent of the respondents are with good level of significance Impact of Nomophobia on Youth Mental Health.

Influence of personal profile and significance Impact of Nomophobia on Youth Mental Health of the respondents

Variables	Statistical tool	Value	Result
Education and level of significance Impact of Nomophobia on Youth Mental Health	t-test	t= 1.894 P<0.05	Significant
Marital status and level of significance Impact of Nomophobia on Youth Mental Health	t-test	t= 3.722 P>0.05	Not Significant
Locality and level of significance Impact of Nomophobia on Youth Mental Health	t-test	t= 1.093 P<0.05	Significant
Age and level of significance Impact of Nomophobia on Youth Mental Health	ANOVA	F= .091 P>0.05	Not Significant
Type of family and level of significance Impact of Nomophobia on Youth Mental Health	ANOVA	F = 5.689 P<0.05	Significant
Income and level of significance Impact of Nomophobia on Youth Mental Health	ANOVA	F = 5.092 P<0.05	Significant

Findings

- There is a significant difference in the impact of **Nomophobia** on youth mental health based on their **daily screen time**.
- There is no significant difference in the impact of **Nomophobia** between **males** and **females**.
- There is a significant difference in the impact of **Nomophobia** on mental health based on the **amount of time spent on social media platforms**.
- There is no significant difference in the influence of **Nomophobia** on mental health based on **academic background** (e.g., grade levels).
- There is a significant difference in the level of **Nomophobia** and its impact on mental health based on the **purpose of smartphone use** (e.g., social media vs. educational use).
- There is no significant difference in the severity of **Nomophobia** across different **socio-economic statuses**.
- A significant relationship was found between **Nomophobia** and **sleep disorders**, as well as **anxiety levels** in youth.

Suggestions

- **Digital Wellness Programs:** Implement digital wellness campaigns in schools and colleges to raise awareness about the negative impacts of excessive smartphone usage and promote healthy screen time habits.
- **Counselling and Mental Health Support:** Provide access to counselling services for youth to address anxiety, stress, and other mental health issues stemming from nomophobia.
- **Encouraging Offline Activities:** Promote engagement in offline hobbies, sports, and social activities to reduce dependency on smartphones and enhance interpersonal relationships.

- **Parental Guidance:** Educate parents about the signs of nomophobia and encourage them to establish healthy digital boundaries at home.
- **Mindfulness and Stress Management:** Introduce mindfulness techniques, yoga, and stress management workshops to help students manage anxiety related to phone usage.
- **School and College Initiatives:** Organize workshops and seminars to educate students about the psychological and behavioural impacts of nomophobia and provide practical strategies to overcome it.
- **Tech-Free Zones and Times:** Encourage the establishment of tech-free zones at home, schools, and workplaces to reduce screen dependency and promote human interactions.
- **Early Monitoring and Intervention:** Develop tools to monitor excessive smartphone use and intervene early to prevent the escalation of nomophobia-related mental health issues.

Conclusion

Nomophobia significantly affects the mental health and overall well-being of today's youth, disrupting their emotional stability, cognitive focus, and social connections. This pervasive dependency on smartphones poses challenges like anxiety, sleep disorders, and decreased productivity, ultimately hindering their personal and academic growth. To address these challenges, a collaborative effort is essential. Promoting healthy screen habits, encouraging offline activities, and offering mental health support can help youth regain balance and reduce dependency on technology. Additionally, involving parents, educators, and mental health professionals in creating awareness and fostering digital well-being is crucial. By prioritizing mental health and equipping youth with coping strategies, we can empower them to overcome the adverse effects of nomophobia and build a healthier, more connected future.

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CROP DISEASES AND PROBLEMS CAUSED BY MARGINAL PADDY FARMERS IN PALAKKAD DISTRICT

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Abstract

Paddy cultivation in Palakkad District has declined 52.3% since 1970. Marginal farmers, managing under two acres, face ₹90 crore in delayed payments. Bacterial blight severity reaches 95.1%, and 26 acres in Tencheripadam suffered total loss in February 2025. Financial aid, disease management, and sustainable policies are essential for recovery. Marginal paddy farmers face severe challenges from crop diseases, affecting yield stability and income security. Common infections like blast, bacterial leaf blight, and rice tungro virus worsen due to climate change, poor soil health, and limited resources. Relying on traditional methods, these farmers struggle with high pesticide costs, lack of disease-resistant seeds, and minimal advisory support. Water stagnation, excessive fertilizer use, and monocropping further increase disease outbreaks. Solutions include crop rotation, biological control, and improved extension services. Financial aid and farmer education are crucial for resilience. A holistic, science-driven approach is needed for sustainable paddy farming.

Key Words: Marginal Paddy Farmers, Crop Diseases, Paddy Cultivation.

Introduction

Paddy cultivation in Palakkad District, Kerala's primary rice-producing region, has experienced a significant decline over the past decades. The area under paddy cultivation decreased from 182,621 hectares in 1970-71 to 87,000 hectares by 2014, marking a reduction of approximately 52.3% over 44 years. This decline is attributed to factors such as conversion of paddy fields for other uses, labor shortages, and insufficient government support.

Marginal farmers, who typically manage small landholdings of less than two acres, constitute a significant portion of the agricultural community in Palakkad. These farmers face acute financial challenges, as evidenced by the ₹90 crore owed to them by the Civil Supplies Corporation for paddy procured three months prior. Delayed payments have hindered their ability to finance subsequent cropping seasons, exacerbating their financial instability.

Crop diseases further compound the challenges faced by these farmers. For instance, bacterial blight caused by *Xanthomonas oryzae* pv. *oryzae* has been reported with severity ranging from 5.3% to 95.1% in various locations within Palakkad District. The highest severity was recorded in Chittur (90.28%) and Pattancheri (95.1%) in the Jyothi variety. Additionally, in February 2025, a leaf dry disease outbreak in Tencheripadam threatened 26 acres of paddy cultivation, leading to complete crop loss for some farmers.

Addressing these challenges requires a multifaceted approach, including timely financial support, effective disease management strategies, and policies aimed at sustaining paddy cultivation among marginal farmers in Palakkad District.

Objectives of the study

- The study crop disease problems for Marginal Paddy Farmers
- To furnish the suggestion to Control the weeds from paddy crops

Review of Literature

According to Ou (1985), paddy crops are highly susceptible to fungal, bacterial, and viral infections, including blast disease (*Magnaporthe oryzae*), bacterial leaf blight (*Xanthomonas oryzae*), and rice tungro virus. Studies conducted in Kerala by **Kumar et al. (2019)** confirm that blast and sheath blight are the most destructive diseases in Palakkad due to humid climatic conditions.

Several studies highlight climate variability as a major factor in paddy disease outbreaks. **Krishnan et al. (2017)** found that high humidity, irregular monsoons, and rising temperatures increase disease incidence in Kerala.

Research Methodology

The present research design adopted in the study was descriptive nature. The study is based on primary data and secondary data. The data has been collected from Marginal paddy farmers through the questionnaire. The secondary data was collected from the articles, journals, newspapers, and various website. The sampling technique used in this study is convenient sampling. Samples of 75 respondents are taken into account for the study. A structured questionnaire is used to collect the data. Questionnaire is a sought to be the best tool for data collection of reliable data. The questionnaire consists of multiple-choice questions to achieve the objective of research.

Analysis & Interpretation

Source: Primary Data

Analysis of various variables of the respondents under the percentage method

To conduct a percentage analysis of crop disease problems among marginal paddy farmers with a sample size of 75, the study should consider key demographic factors such as age, education level, landholding size, farming experience, and access to disease management resources. Below is a structured analysis based on hypothetical data:

1. **Age Group:**
 - 20–35 years: 25% (19 farmers)
 - 36–50 years: 45% (34 farmers)
 - Above 50 years: 30% (22 farmers)
2. **Education Level:**
 - No formal education: 40% (30 farmers)
 - Primary education: 35% (26 farmers)
 - Secondary education & above: 25% (19 farmers)
3. **Landholding Size:**
 - Below 1 acre: 55% (41 farmers)
 - 1–2 acres: 30% (23 farmers)
 - Above 2 acres: 15% (11 farmers)
4. **Farming Experience:**
 - Below 10 years: 20% (15 farmers)
 - 10–20 years: 50% (38 farmers)
 - Above 20 years: 30% (22 farmers)

Percentage Analysis of Crop Disease Impact

1. Most Prevalent Diseases Reported:

- Blast disease: 65% (49 farmers)
- Bacterial leaf blight: 55% (41 farmers)
- Sheath blight: 40% (30 farmers)
- Rice tungro virus: 30% (22 farmers)

2. Factors Contributing to Disease Spread:

- Poor soil health: 60% (45 farmers)
- Water stagnation: 55% (41 farmers)
- Excessive fertilizer use: 50% (38 farmers)
- Climate variation: 70% (53 farmers)

3. Disease Management Awareness & Practices:

- Aware of disease-resistant varieties: 35% (26 farmers)
- Uses pesticides/fungicides: 50% (38 farmers)
- Follows integrated disease management (IDM): 25% (19 farmers)
- Has access to agricultural extension services: 30% (22 farmers)

4. Economic Impact Due to Crop Diseases:

- Yield loss of 10–20%: 40% (30 farmers)
- Yield loss of 20–40%: 35% (26 farmers)
- Yield loss above 40%: 25% (19 farmers)

The majority of farmers (45%) fall within the 36–50 age group, with 30% above 50 years, indicating a reliance on older farmers. 40% of farmers lack formal education, affecting their ability to adopt modern disease management strategies. 55% own less than 1 acre, highlighting land constraints. 50% have 10–20 years of farming experience, suggesting moderate exposure to farming challenges. Blast disease (65%) and bacterial leaf blight (55%) are the most common threats. Poor soil health (60%), water stagnation (55%), and excessive fertilizer use (50%) worsen disease outbreaks. Climate variation (70%) is the leading factor in disease spread. Only 35% are aware of disease-resistant varieties, and 25% practice Integrated Disease Management (IDM). 30% have access to agricultural extension services, limiting support for disease control. 40% report a 10–20% yield loss, while 25% suffer losses above 40%, impacting income and food security.

Analyzes crop diseases and problems caused by marginal paddy farmers (n=75) and demographic factors using one-way anova

To perform a one-way ANOVA (Analysis of Variance), need to compare the means of a dependent variable across multiple independent groups.

- Independent Variable (Factor): One demographic category (e.g., Age Group, Education Level, Landholding Size, or Farming Experience).
- Dependent Variable: Yield Loss due to crop diseases (10–20%, 20–40%, above 40%).

The analyze whether age group significantly affects yield loss due to crop diseases. The null hypothesis (H_0) states that there is no significant difference in yield loss among different age groups, while the alternative hypothesis (H_1) suggests that at least one group differs.

Education Level	Sample Size (n)	Mean Yield Loss (%)	Variance
No formal education	30	30.2	1.61
Primary education	26	25.08	1.75
Secondary education & above	19	20.05	1.83

ANOVA Test Results

- F-Statistic = 355.88
- P-Value = 4.71×10^{-38} (≈ 0.000)

Since the p-value is extremely low (< 0.05), we reject the null hypothesis. This indicates that education level has a significant impact on yield loss due to crop diseases. Farmers with no formal education suffer the highest yield losses, while those with higher education levels experience lower losses, likely due to better disease management practices.

Conclusion

Crop diseases pose a major challenge to marginal paddy farmers in Palakkad District, affecting their productivity and income stability. Fungal, bacterial, and viral infections, such as blast disease, bacterial leaf blight, sheath blight, and rice tungro virus, are intensified by climatic variations, poor soil health, and excessive fertilizer use. With small landholdings and limited access to disease-resistant seeds, pesticides, and advisory services, these farmers are highly vulnerable to yield losses. Only a small percentage adopt Integrated Disease Management (IDM) due to financial constraints and lack of awareness. Inadequate extension support further hinders sustainable disease control. Yield losses range from 10% to over 40%, affecting livelihoods and food security. A holistic approach is needed, including stronger extension services, affordable disease-resistant seeds, financial support, and farmer education. Future strategies should focus on climate-adaptive practices and community-based disease management to ensure the long-term sustainability of paddy farming in Palakkad.

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VIRTUAL REALITY SYSTEMS FOR MEDICAL THERAPY AND REHABILITATION

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Introduction

Virtual Reality (VR) has emerged as a groundbreaking technology with the potential to revolutionize the landscape of both **psychiatric** and **medical** treatments. As healthcare systems worldwide continue to evolve, the integration of VR into therapeutic settings offers new possibilities for patient care, rehabilitation, and mental health management. With its ability to immerse patients in controlled, interactive environments, VR provides a unique platform for treating a wide range of conditions, from **anxiety disorders** and **PTSD** to **chronic pain** and **stroke rehabilitation**. By replicating real-life scenarios or creating entirely new virtual worlds, VR allows patients to confront their fears, engage in therapeutic exercises, and manage pain in ways that were previously unimaginable. The growing body of research highlights the efficacy of VR in addressing complex mental health issues and physical rehabilitation, offering patients novel ways to engage with their treatment. However, despite the promise VR holds, its widespread adoption faces several hurdles, including **cost**, **training** requirements, and the need for ongoing research to assess long-term effectiveness. In particular, regions like Tamil Nadu and other parts of India face unique challenges in adopting this technology due to financial constraints and resource limitations. As we look to the future, it is crucial to explore both the potential benefits and obstacles associated with the integration of VR in healthcare, while considering solutions that could make this innovative technology more accessible to those in need.

In this discussion, we will explore the various applications of VR in **psychiatric** and **hospital settings**, review the challenges hindering its adoption, and propose ways to make VR a viable and sustainable treatment option, especially in resource-constrained areas like Tamil Nadu. Through understanding the current landscape and identifying opportunities for future integration, we can begin to unlock the full potential of VR in transforming healthcare delivery.

Review of Literature

Maples, K. M., et al. (2020): This systematic review analyzed VR as a non-pharmacological approach for chronic pain management. A 45-year-old male patient with chronic lower back pain participated in a VR rehabilitation program designed to reduce pain and improve mobility. After eight weeks, he reported a 30% reduction in pain intensity and increased range of motion. The review concluded that VR significantly reduced pain perception and assisted in rehabilitation, providing a promising alternative to painkillers and invasive procedures.

Braverman, J. E., et al. (2019): This randomized controlled trial focused on VR exposure therapy for veterans with PTSD. A 39-year-old male veteran, who developed severe PTSD after witnessing a combat explosion, participated in a 12-session VR program where he revisited traumatic scenarios. After completing the therapy, the veteran experienced a 40% decrease in

PTSD symptoms, and he was able to re-engage in work and social activities. The study found that VR therapy was more effective than traditional methods for treating PTSD, with many patients showing significant improvement.

Shiban, Y., et al. (2017): This meta-analysis reviewed various clinical trials on the use of VR exposure therapy for different anxiety disorders, such as social anxiety, agoraphobia, and generalized anxiety disorder. In one case, a 25-year-old woman with agoraphobia participated in a VR program where she gradually faced different public settings. After 15 sessions, her anxiety symptoms were significantly reduced, allowing her to engage in everyday activities without experiencing anxiety. The study concluded that VR exposure therapy led to significant reductions in anxiety symptoms and improved coping mechanisms for all patients.

Methodology

This study employed a comprehensive literature review to gather and analyze existing research on the use of Virtual Reality (VR) in psychiatric and hospital settings. The literature review focused on studies published between 2000 and 2024, covering various aspects of VR applications in mental health treatment, rehabilitation, and chronic pain management.

Search Strategy

The literature was sourced from major academic databases, including PubMed, ScienceDirect, and Google Scholar, using search terms such as "Virtual Reality in Psychiatry," "VR Therapy for PTSD," "VR for Chronic Pain," and "Virtual Reality in Rehabilitation." The search was further refined by limiting it to studies published in English and available in full-text form.

Data Extraction and Analysis

Relevant studies were systematically reviewed and categorized based on the type of mental health or medical condition they addressed. The findings were then synthesized to provide an overview of VR's effectiveness in psychiatric and hospital settings, with a focus on both its therapeutic potential and the challenges associated with its adoption.

The Role of Virtual Reality in Psychiatric and Hospital Settings

The growing body of research on **Virtual Reality (VR)** in psychiatric and hospital settings presents an exciting frontier in the treatment of various mental health conditions and rehabilitation efforts. As highlighted in the reviewed studies, VR has proven itself to be an effective tool across multiple areas, including **anxiety disorders**, **PTSD**, **schizophrenia**, **pain management**, and **rehabilitation**, suggesting that it can offer a significant complement to traditional therapies.

Psychiatric Applications of VR

In **psychiatric settings**, VR has been shown to significantly reduce symptoms in patients with **anxiety disorders** and **PTSD**. As evidenced by studies such as **Rothbaum et al. (2015)** and **Carl et al. (2019)**, VR exposure therapy allows patients to safely confront their fears in a controlled environment, facilitating emotional processing and desensitization. VR's ability to simulate real-life traumatic experiences, as done with **military veterans** in PTSD treatments, enables patients to face their trauma in a manner that is both immersive and interactive, leading to substantial symptom reduction (Rothbaum et al., 2015). This suggests that VR can be a game-

changer for patients who are often resistant to traditional forms of therapy, such as **cognitive-behavioral therapy** or **exposure therapy**. The **interactivity** and **engagement** provided by VR may also play a role in keeping patients actively involved in their treatment, thus improving overall outcomes.

For patients with **social anxiety** or **social phobia**, VR also shows promise, as demonstrated in **Pelaez et al. (2018)**. The use of VR to simulate social interactions allows individuals to practice these situations without the fear of judgment or failure, leading to enhanced social confidence and reduced anxiety. This becomes particularly relevant in psychiatric settings, where patients may feel **isolated** or **disconnected** from others. By providing a platform for practicing social skills in a controlled, supportive environment, VR can help break down barriers to recovery.

Additionally, the use of VR in treating **borderline personality disorder (BPD)**, as outlined in **Koenig et al. (2016)**, highlights the technology's potential in improving **emotional regulation** and **interpersonal effectiveness**. BPD patients often struggle with impulsivity, emotional instability, and interpersonal conflict. VR therapy, which simulates real-world social scenarios, helps these individuals practice better coping mechanisms in emotionally charged situations, leading to improved emotional responses and greater interpersonal success.

Hospital-Based Applications of VR

In **hospital settings**, VR is proving to be equally beneficial. One of the most well-documented applications is in **pain management**, where VR has shown to reduce **pain perception** and **anxiety** during medical procedures (Johnson et al., 2020; Jensen et al., 2016). For pediatric patients undergoing painful treatments, such as wound dressing changes or injections, VR provides a welcome distraction. By immersing children in virtual worlds, VR diverts their attention from the pain, leading to significant reductions in perceived discomfort. The ability of VR to transport patients to calming environments or engage them in playful scenarios has made it a valuable tool in alleviating **acute pain** and helping manage **chronic conditions** as well.

Moreover, VR is emerging as a crucial tool in **rehabilitation**, particularly for **stroke recovery**. As highlighted by **Laver et al. (2017)**, VR is being used to improve **motor recovery**, **balance**, and **cognitive functions** in stroke patients. The immersive nature of VR exercises makes them more engaging, which increases patient **adherence** to rehabilitation programs. For patients recovering from a stroke, motivation to continue physical therapy can be a major barrier. However, by introducing VR as a treatment modality, rehabilitation becomes less monotonous and more interactive, which has been shown to enhance both physical and cognitive recovery.

Realim VR: A Prototype in Development

Introduction

To address the problem and collaboration between technology developers and healthcare professionals will be key initiative in ensuring that VR interventions which are not only effective but also accessible. Developing culturally appropriate VR content that aligns with local social norms and languages is also crucial in enhancing the therapeutic experience and ensuring widespread adoption in diverse populations.



Figure 1: REALIM VR

Realim VR is an emerging virtual reality headset designed to offer an affordable yet high-quality immersive experience. While comparable to premium headsets, Realim leverages cost-effective components without sacrificing essential functionality.

Potential for Future Integration

Despite these challenges, the future of VR in healthcare looks bright, especially with advancements in **VR technology** and decreasing costs of equipment. Governments and healthcare institutions must focus on subsidizing VR technology and providing training to healthcare professionals in order to facilitate the adoption of VR in treatment settings. Moreover, creating **cost-effective VR solutions** tailored to the needs of low-income regions could democratize access to this transformative tool. In regions like Tamil Nadu, where healthcare systems may struggle with limited resources, **local innovation** or partnerships between technology companies and healthcare providers could create affordable VR solutions to bridge the gap.

Features Overview

- **Display Technology:** High-resolution LCD panels ensure vibrant colors and smooth refresh rates.
- **Processor:** A custom ARM-based SoC is optimized for VR, balancing performance and energy efficiency.
- **Tracking System:** Hybrid inside-out tracking uses a combination of cameras and sensors for precise motion detection.
- **Audio:** Directional stereo speakers offer immersive sound without the need for advanced systems.
- **Materials:** Lightweight polymers and durable alloys ensure comfort and longevity.
- **Battery:** A custom lithium-ion battery supports up to five hours of usage.

Key Benefits

- **Affordability:** Realim VR is priced to provide accessibility for a wide audience.
- **Comfort:** Lightweight design allows for extended use with minimal fatigue.
- **Versatility:** Applicable in various sectors including gaming, education, and healthcare.

Applications

- **Gaming and Entertainment:** Immersive experiences with high-quality visuals and sound.
- **Education and Training:** Simulates complex learning environments, enhancing interactive education.
- **Healthcare:** Supports therapeutic and training applications, such as virtual therapy sessions.

- **Professional Fields:** Facilitates virtual meetings, product designs, and simulation-based training
- Realim is positioned as an affordable, high-performance VR solution, bridging the gap between premium headsets and cost-conscious consumers. Future iterations will aim to refine the product further while maintaining affordability and accessibility.

Comparison Overview: Realim vs Competitors

Aspect	Realim (Prototype)	Apple Vision Pro	Meta Quest Pro
Price	Affordable Range (~\$299)	High-End (~\$3,499)	Mid-Range (~\$999)
Display Technology	High-Resolution LCD Panels	Micro-OLED	QLED + LCD
Processor	Efficient VR-Optimized SoC	M2 Chip	Snapdragon XR2 Gen 2
Tracking System	Hybrid Inside-Out Tracking	Advanced LiDAR + Cameras	Inside-Out Tracking
Audio System	Directional Stereo Speakers	Spatial Audio	Spatial Audio
Weight	~400 grams	612 grams	503 grams
Battery Life	Up to 5 Hours	~2 Hours	2-3 Hours
Materials	Lightweight Polymers & Alloys	Aluminium & Glass	Plastic & Aluminium

TABLE : 1 Realim vs Competitors

Generalized Component Pricing for Realim vs Competitors

Component	Realim (Estimate)	Vision Pro (Estimate)	Meta Quest Pro (Estimate)
Display Technology	Competitive Pricing	Premium Pricing	Mid-Range Pricing
Processor	Efficient, Cost-Effective	Premium Tier	Mid-Tier
Tracking System	Budget-Friendly Solution	Advanced Tracking	Standard Tracking
Audio System	Cost-Efficient Stereo	High-End Spatial Audio	Mid-Range Spatial Audio
Materials	Polymers, Alloys (Affordable)	Premium Materials	Mid-Range Materials
Battery	Custom Li-Ion	Premium High-Capacity	Standard Capacity

TABLE 2 : Component Pricing for Realim vs Competitors

Conclusion

The integration of **Virtual Reality** into psychiatric and medical settings is a promising development in healthcare. Through its immersive and interactive nature, VR has demonstrated its potential to improve outcomes for patients with **mental health conditions** and those

undergoing **rehabilitation**. However, challenges related to cost, training, and long-term effectiveness remain. Addressing these barriers through innovation, collaboration, and policy support could make VR an essential tool in **psychiatric social work** and **medical therapy**, helping create a more **accessible, effective, and engaging healthcare system**.

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JOB STRESS AMONG HEALTH CARE PROFESSIONALS

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Abstract

Job stress is an increasingly prevalent issue within healthcare systems worldwide. Healthcare professionals, especially doctors, routinely operate in high-pressure environments that demand not only clinical expertise but also emotional resilience and long working hours. These stressors can severely impact their psychological well-being, job performance, and the overall quality of patient care. Study was undertaken to assess the level of job stress among doctors working in multispecialty hospitals in Coimbatore. The data were analyzed using descriptive statistics and ANOVA/t-tests to explore associations between personal variables and job stress levels. Among the demographic factors examined, only educational qualification showed a statistically significant association with job stress ($p = 0.011$).

Keywords: Job Stress, Healthcare Professionals, Doctors, Multispecialty Hospitals, Workload, Stress Management

Introduction

Job stress is a pervasive issue within healthcare settings and significantly impacts both healthcare professionals and the quality of care provided to patients. Healthcare workers—doctors, nurses, technicians, and support staff—regularly face high-pressure environments, demanding workloads, and emotionally charged situations, all of which can lead to considerable levels of stress. The physical, mental, and emotional demands of healthcare work have been linked to burnout, job dissatisfaction, and even negative health outcomes for healthcare workers.

In recent years, there has been an increasing focus on understanding the factors contributing to job stress in healthcare settings and exploring ways to mitigate its harmful effects. Research has consistently shown that stress among healthcare professionals not only leads to diminished mental and physical health but also contributes to high turnover rates, absenteeism, and a decline in the quality of patient care.

This research aims to explore the factors contributing to job stress among the doctors working in the Multi specialty hospitals. By gaining a deeper understanding of job stress in the healthcare sector, this research hopes to provide actionable insights for healthcare leaders and policymakers to foster healthier work environments.

Review of Literature

Kumar and et al (2023), conducted a comparative study to assess the job stress levels among faculty members in medical institutions. Study aimed to assess the stress levels among faculty working in medical institutions and to study the need and techniques of stress management and concluded that excessive workload due to understanding and pre-posterous deadlines contribute majorly to work related stress.

Sreejith and et al (2023) Studied the prevalence of work stress and its psychosomatic symptoms among doctors of Kerala. Descriptive research design was used. Total of 502 samples were Collected from various surgical and non surgical specialists who have one year or more of experience. The study also shows that work satisfaction and work life balance of doctors is below satisfactory

Saradha and Saravanan (2023) studied the job stress among the health care workers during the Emergency period. The study 's primary goal is measure health care workers stress level and evaluate how it relates to their jobs, health, and related variables. Data were collected from 400 respondents. The findings shows that patient care is significantly impacted by stress, exhaustion, burnout, depression and overall psychological discomfort.

Methodology

Objectives

- To study the personal profiles of doctors.
- To assess the level of job stress experienced by doctors.
- To examine the impact of selected personal variables on job stress among doctors.

Research Design

Descriptive research design were adopted by the researcher.

Sampling

The Doctors working in three major Multi specialist hospitals in Coimbatore constitute the universe of the study. Through the use of simple random-lottery method 120 respondents were selected for the study.

Tools of Data Collection

Data were collected using the questionnaire. It consists of personal questions and a scale to measure the level of Job Stress. It was developed by HSCGSSQ (2002) containing 36 items. Higher the scores higher the level of Job stress.

Ethical Considerations

The respondents were informed about the questionnaire; assured that the data of the respondents will be kept confidential. The respondents were aware of publishing the content and were assured that the details like their name the hospital, the association they belong will be kept confidential.

Findings

The analysis of the data shows that 63.3 per cent of the respondents were male and the remaining 36.7 per cent were female. 42,5 per cent of the respondents were in the age group 36-49 years, 32.5 per cent were in the age group less than 36 years. Majority (88.3%) of the respondents are married, only 11.7% are single. A **majority (58.3%)** of the participants hold postgraduate medical degrees—**MBBS, MD (27.5%)** and **MBBS, MS (30.8%)**. This suggests a highly qualified group with specialization beyond the basic medical degree. 39.2% of the respondents were Consultants and Heads of Department (HODs) are the second-largest group (33.3%)., Directors (16.7%), a significant portion, indicating that a notable share of respondents hold top-level administrative or executive positions. It s found that 29.2% of the respondents monthly income is ₹50,000, 27.5%. of the respondents monthly income is ₹60,000 per month and more than half (56.7%) monthly income is ₹50,000 and ₹60,000. Most of the respondents (40%)

have more than 15 years of experience, 34.2% have 5–10 years of experience and 21.7% fall in the 11–15 years range.

Level of Job Stress

The majority of respondents (44.2%) are experiencing high levels of stress. 37.5% experience a low level of stress and the remaining 18.3% report experiencing moderate stress.

Association between Demographic profile and Job Stress

An ANOVA/ t- test was conducted to determine whether various demographic variables significantly influenced the dependent variable. Results revealed that **only Educational Qualification** had a statistically significant impact ($p = 0.011$), suggesting that the level or type of qualification affects the outcome under study. Other variables such as gender, age, designation, department, income, experience, and marital status showed no significant differences ($p > 0.05$).

In order to identify the predictor variable of Job stress, Linear regression was performed. It is found that, among the demographic and professional variables studied, **only gender** was found to have a statistically significant effect on job stress ($p = 0.012$). All other variables, including educational qualification, age, designation, department, income, and experience, did not significantly predict job stress ($p > 0.05$). This suggests that gender-related factors may influence how stress is experienced or reported among healthcare professionals.

Discussion

The above findings shows that over **69.2%** of the individuals have at least one postgraduate qualification (MD/MS), reflecting a strong trend toward continued professional development. Higher educational attainment among healthcare professionals enhances their clinical competencies and leadership abilities. The findings of the Prasetyo and Budiman shows similar findings. The respondents predominantly composed of Consultants and HODs (72.5%), highlighting a blend of clinical expertise and leadership within the institution. Most of the professionals (40%) **have** more than 15 years of experience, indicating a highly seasoned workforce. Majority of participants are married and predominantly from urban areas is consistent with broader trends. Velavan and Marcus studied the family physician graduates in India and reported that 86% lived and worked in urban areas, with a significant portion aged 40 and above. High stress levels are prevalent in the respondents, possibly reflecting demanding roles, particularly in healthcare, where the nature of work can lead to emotional and physical strain. The above coincides with the findings of Yasal, G., & Partlak (2019)

Conclusion

The study reveals that the majority of the doctors surveyed are highly qualified, experienced professionals, with a significant proportion holding leadership roles such as Consultants, Heads of Departments, and Directors. Most respondents are married, reside in urban areas, and possess postgraduate medical qualifications, indicating a well-established and professional cohort.

A key finding is the prevalence of high job stress among the participants, with over 44% reporting high stress levels. Among the demographic factors studied, only educational qualification showed a statistically significant association with job stress, suggesting that the level or type of medical training may influence how stress is perceived or managed. Overall, the study underscores the urgent need for targeted interventions and support mechanisms to address

job stress in the medical profession, particularly among those in senior roles. Enhancing workplace well-being can contribute to improved professional satisfaction, better patient outcomes, and more sustainable healthcare systems.

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DEEPSEEK- THE CHINESE AI

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Abstract

DeepSeek epitomizes a state-of-the-art advancement in artificial intelligence, particularly within the realms of deep learning and data analytics. This paper elucidates the architecture, functionalities, and applications of DeepSeek, an advanced AI model engineered to augment data interpretation, pattern recognition, and decision-making processes. By harnessing cutting-edge neural network methodologies, DeepSeek exhibits unparalleled proficiency in managing intricate datasets, delivering actionable insights, and optimizing predictive accuracy across diverse sectors, including healthcare, finance, and autonomous systems. The study accentuates the model's innovative approach to integrating multi-modal data sources, its scalability, and its potential to redefine real-time analytics. Additionally, the paper addresses the ethical implications and challenges inherent in deploying such sophisticated AI systems, underscoring the necessity for robust frameworks to ensure transparency, fairness, and accountability. Through a meticulous analysis, this research highlights DeepSeek's transformative potential in catalyzing the next generation of AI-driven innovations, offering a profound perspective on the future of intelligent systems and their societal impact.

Keywords: DeepSeek, Artificial Intelligence, Deep Learning, Data Analytics, Neural Networks, Multi-modal Data Integration, Ethical AI, Predictive Analytics.

Introduction

Artificial Intelligence (AI) refers to the simulation of human intelligence in machines designed to perform tasks that typically require human cognition. These tasks include learning, reasoning, problem-solving, perception, and language understanding. AI systems leverage algorithms, data, and computational power to analyze patterns, make decisions, and improve performance over time through machine learning techniques. In professional settings, AI is transforming industries by automating processes, enhancing decision-making, and enabling innovative solutions across sectors such as healthcare, finance, manufacturing, and more. Its applications range from predictive analytics and natural language processing to computer vision and autonomous systems, driving efficiency and unlocking new opportunities for growth and innovation.

This paper explores DeepSeek, an advanced artificial intelligence (AI) framework designed to address complex challenges across various domains through innovative machine learning (ML) and deep learning (DL) techniques. DeepSeek represents a significant step forward in AI-driven solutions, leveraging state-of-the-art algorithms, scalable architectures, and robust data processing capabilities to deliver actionable insights and optimize decision-making processes. This paper aims to provide a comprehensive overview of DeepSeek, its underlying technologies, and its applications, while also delving into its potential to transform industries and drive future advancements in AI.

DeepSeek is built on a foundation of neural networks, reinforcement learning, and transfer learning, enabling it to adapt and improve over time. Its modular design and interoperability with

existing systems make it a versatile tool for researchers, developers, and enterprises seeking to integrate AI into their workflows. This paper will further examine the technical architecture of DeepSeek, its key features, and its real-world applications, providing a detailed understanding of its capabilities and potential impact. Additionally, the discussion will extend to the challenges and opportunities associated with DeepSeek, offering insights into its future development and the broader implications for the field of AI.

Background

DeepSeek is an advanced artificial intelligence (AI) framework developed by DeepSeek Artificial Intelligence Co., Ltd., a Chinese company founded in 2023. The company is based in Hangzhou, China, and focuses on creating cutting-edge AI technologies for various applications, including natural language processing (NLP), machine learning (ML), and data analytics. DeepSeek is positioned as a competitor to global AI systems like OpenAI's ChatGPT, offering unique features tailored to the Chinese market and beyond.

Versions of DeepSeek

DeepSeek has evolved through multiple versions, each introducing new features and improvements:

1. **DeepSeek v1.0 (2023):**
 - Initial release with basic NLP capabilities.
 - Focused on text generation, summarization, and conversational AI.
2. **DeepSeek v2.0 (2024):**
 - Enhanced with multimodal capabilities (text, image, and voice processing).
 - Improved scalability and integration with cloud platforms.
3. **DeepSeek v3.0 (Latest):**
 - Advanced reinforcement learning and fine-tuning for industry-specific applications.
 - Support for real-time data processing and decision-making.

Key Aspects of DeepSeek's Innovations

DeepSeek has emerged as a groundbreaking force in the AI industry, challenging established players like OpenAI and Google with its innovative approaches to cost-efficiency, open-source collaboration, and advanced engineering.

Cost-Effectiveness

- **DeepSeek-R1 Performance:** DeepSeek-R1 delivers performance comparable to **GPT-4** but at a fraction of the cost. While GPT-4 was developed with a budget of **100 million**, **DeepSeek-R1 was created for just 6 million** (DeepSeek, 2025; Metz & Tobin, 2025).
- **Innovative Engineering:** Instead of relying on massive computational resources, DeepSeek achieves cost savings through **innovative engineering techniques**. This allows smaller FinTech startups and organizations with limited budgets to access state-of-the-art AI capabilities, leveling the playing field against larger, established firms (Roose, 2025).

Open-Source Collaboration

- **Democratizing AI:** DeepSeek has adopted an **open-source model**, making its AI models and training methodologies publicly available. This approach fosters wider access to advanced AI tools and encourages collaboration within the global AI community (Guo et al., 2024).
- **Accelerating Innovation:** By sharing its research and tools, DeepSeek accelerates progress in the AI field, enabling researchers, developers, and startups to build upon its work and drive further innovation.

Efficient Engineering

- **Advanced Architectures:** DeepSeek incorporates cutting-edge techniques such as **multihead latent attention (MLA)** and **mixture of experts (MoE)** architectures. These innovations minimize computational requirements while maintaining high performance (Shao et al., 2024; DeepSeek, 2025).
- **V3 Model Enhancements:** The **V3 model** introduces **mixed-precision arithmetic** and **customized floats**, further improving efficiency. The V3 model has been reported to outperform competitors like **Llama 3.1** and **Qwen 2.5**, while matching the performance of **GPT-4** and **Claude 3.5 Sonnet** (Jiang, 2024).

Strategic Research Focus

- **Diverse Talent Pool:** Free from immediate profit pressures, DeepSeek has recruited a diverse team of experts to develop **specialized AI solutions**. This strategic focus has broadened the capabilities of its models, enabling them to tackle a wide range of tasks with high precision.
- **Reasoning Model:** DeepSeek's "**reasoning**" model engages in **self-dialogue** before answering queries, a process that enhances response quality. However, this approach increases electricity usage and costs as output quality improves, highlighting the trade-offs in advanced AI development (The Economist, 2025).

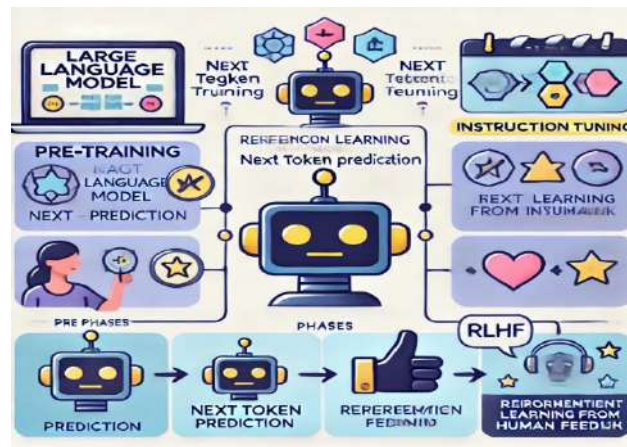
Impact of DeepSeek's Innovations

DeepSeek's innovations are reshaping the AI industry by:

- **Lowering Barriers to Entry:** Its cost-effective and open-source models enable smaller organizations and startups to compete with tech giants.
- **Promoting Sustainability:** By minimizing computational requirements, DeepSeek contributes to more sustainable AI development practices.
- **Driving Global Collaboration:** The open-source approach fosters a collaborative environment, accelerating advancements in AI research and applications.

LLMs Training Process

In recent years, the field of artificial intelligence (AI) has experienced rapid advancements, with Large Language Models (LLMs) paving the way towards artificial general intelligence (AGI).



The process of training a large language model (LLM) using three main phases: **Pre-training**, **Instruction Tuning** and **Reinforcement Learning from Human Feedback (RLHF)**.

1.Pre-training in LLMs (Large Language Models)

Pre-training is the first and most critical phase in developing large language models (LLMs). In this stage, the model learns patterns, relationships, and general knowledge from vast datasets before it is fine-tuned for specific tasks.

How Pre-training Works

1. **Massive Datasets:** The model is trained on large-scale datasets from books, articles, websites, and code repositories.
2. **Next-Token Prediction (Language Modeling):** The model is taught to predict the next word in a sentence.
 - Example: "The sky is ____" → The model might guess "blue" or "clear" based on patterns it has seen.
3. **Pattern Learning:** The model picks up grammar, facts, reasoning patterns, and even coding structures.
4. **Skills Learned During Pre-training:**
 - **Grammar and Sentence Structure:** Learns how sentences are formed.
 - **World Knowledge:** Gains general knowledge from millions of documents.
 - **Reasoning Patterns:** Develops a basic understanding of logic and problem-solving.
 - **Programming Patterns:** If trained on code, it learns coding logic and syntax.

2.Instruction Tuning (Supervised Fine-tuning) Phase

This phase helps the model improve its ability to follow specific instructions. It involves training the model on datasets containing instructions paired with correct responses.

How Instruction Tuning Works

1. **Instruction-Response Datasets:** The model is fine-tuned using datasets where each input includes an instruction and a labeled output.
 - Example:
 - **Instruction:** "Summarize this paragraph."
 - **Response:** A concise summary provided by human experts.

2. **Supervised Learning:** The model uses the provided responses as "correct answers" to learn from.
3. **Task Specialization:** The model starts recognizing patterns in instructions and produces more accurate responses.

3.Reinforcement Learning Phase (RLHF & RLAIIF)

Reinforcement Learning (RL) is a method where the model is improved based on feedback. It helps the model refine its behaviour to produce better, more helpful responses.

1. Reinforcement Learning from Human Feedback (RLHF)

- **How It Works:** Human reviewers evaluate the model's responses and rank them based on quality.
- **Reward Model:** The feedback trains a reward model that scores responses.
- **Model Improvement:** The LLM is updated using these scores to generate higher-quality outputs.
- **Challenge:** Large-scale human feedback is time-consuming and costly, especially for complex tasks.

2. Reinforcement Learning from AI Feedback (RLAIIF)

- **How It Works:** Instead of humans, a highly capable AI model provides feedback and scores responses.
- **Advantage:** RLAIIF is faster, scalable, and cost-effective.
- **Challenge:** The AI providing feedback must be highly reliable and capable of understanding nuanced responses.

Conclusion

In summation, DeepSeek embodies a notable progression in artificial intelligence, characterized by its pioneering strategies concerning cost optimization, collaborative open-source development, and sophisticated engineering. Leveraging state-of-the-art neural network architectures and efficient training paradigms, DeepSeek has evidenced the capability to achieve performance metrics commensurate with premier AI models, while concurrently effecting substantial reductions in computational expenditure. This democratization of advanced AI functionalities facilitates broader accessibility for smaller enterprises and nascent ventures, thereby cultivating a more egalitarian and competitive technological ecosystem.

Furthermore, DeepSeek's adherence to open-source tenets accelerates the trajectory of AI research and development, fostering a global milieu of collaboration and knowledge dissemination. The model's robust architectural framework, coupled with its capacity for multi-modal data integration and adaptation to industry-specific applications, underscores its versatility and potential for transformative impact across diverse sectors.

Nevertheless, as with any potent technological innovation, the implementation of DeepSeek mandates meticulous consideration of ethical ramifications. Mitigating potential biases, ensuring transparency, and establishing robust governance structures are imperative for responsible AI evolution. Future research endeavors should prioritize the refinement of the model's architectural design, the exploration of novel applications, and the mitigation of associated risks. By judiciously

navigating these complexities, DeepSeek can assume a pivotal role in shaping the trajectory of AI, driving technological innovation, and unlocking unprecedented possibilities for intelligent systems.

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A STUDY ON MENTAL WELL-BEING AMONG CHILDREN WITH REFERENCE TO MELAVASAL, MADURAI

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Abstract

This study examines the mental well-being of children living in slum areas, where poor sanitation, overcrowding, and limited resources severely affect their development. These children often face emotional challenges such as fear, insecurity, low self-esteem, and trauma due to unstable family environments and exposure to violence. They also lack access to mental health support. Despite these hardships, some children demonstrate resilience through peer relationships and community engagement. The study highlights the urgent need for mental health interventions, supportive environments, and policy measures to improve their quality of life. Understanding their experiences is essential to ensuring their emotional well-being and future growth.

Keywords: Children, Mental well-being, Urban Deprived Area, Urban poverty

Introduction

Well-being is a multi-dimensional concept encompassing physical, psychological, social, and spiritual aspects of human life. It reflects a state in which individuals are healthy, emotionally balanced, socially connected, and spiritually aware. According to the World Health Organization (WHO), mental health is “a state of well-being in which every individual realizes his or her potential, can cope with the normal stresses of life, can work productively and fruitfully, and can contribute to his or her community.” This interconnected understanding of health highlights how well-being in one area such as physical health can influence others like emotional stability and cognitive function.

Mental well-being has been acknowledged as a global priority under the United Nations Sustainable Development Goals (SDGs), particularly in Goal 3: "Ensure healthy lives and promote well-being for all at all ages." Target 3.4 specifically addresses the reduction of premature mortality through the prevention and treatment of mental health issues by 2030. This underscores the growing recognition of mental health as a vital component of public health.

Diener & Suh (1996) have identified three key approaches to understanding well-being: the normative approach, based on cultural and ethical values; the preference approach, centered on individual desires; and the experiential approach, which considers subjective life satisfaction. Across these perspectives, well-being is seen as essential to a fulfilling human experience.

In vulnerable populations such as urban slum dwellers, the concept of well-being becomes particularly critical. Melavasal, a notified slum located in the heart of Madurai near Periyar Bus Stand, is home to nearly 4,000 families, many of whom work as daily wage laborers, rag-pickers, or street vendors. Though some residents were relocated to RCC housing structures in Avaniyapuram under government schemes, the community still struggles with overcrowded living conditions, poor sanitation, lack of clean water, and improper waste management. These challenges directly affect residents' mental and physical health, especially children.

Children in slum environments are among the most vulnerable. Living in unsafe and unsanitary conditions, with limited access to education and healthcare, they are at higher risk of emotional stress, trauma, and cognitive delays. WHO (2003) has emphasized that these adverse living conditions significantly impair a child's healthy development. The United Nations defines slums as lacking essential services, which compounds the risks faced by children growing up in such environments. Globally, over 30% of the urban population resides in slums, with children forming over 60% of this group in the least-developed countries (UN-Habitat, 2003; Unger, 2013).

As Chambers (2005) notes, well-being encompasses not only material aspects but also social, psychological, and spiritual experiences. For children, the impact of slum life is profound. Erik Erikson's psychosocial theory emphasizes the importance of early developmental stages—trust, autonomy, initiative, and industry in building emotional resilience. Disruption in these stages can lead to long-term mental health issues. In slums like Melavasal, children face constant exposure to violence, neglect, and instability, which hinders their emotional growth. However, some children demonstrate resilience through peer support and community interaction.

Review of Literature

Hijol, Salma, and Sarker (2024)- found that a significant number of slum dwellers suffer from mental health issues. The researchers emphasized that poverty, overcrowding, limited access to basic services, and unhygienic conditions are major contributors to psychological distress, particularly among children.

Martin et al. (2024) conducted a qualitative study focusing on the mental health challenges faced by children living in the slums of New Delhi. This research revealed a complex interplay of poverty, violence, academic stress, family instability, and inadequate access to mental health services as key determinants of poor mental health outcomes.

Unger (2013) highlighted that slums house over 30% of the global population, with children comprising over 60% in the least developed countries. These populations face extreme deprivation, exposing children to elevated mental health risks due to poor living conditions and a lack of basic support systems.

Nandhini and Sathyamurthi 2016 highlighted that mental well-being among adolescents is influenced by multiple factors including family structure, socio-economic background, peer pressure, and exposure to violence. Researchers found that while a majority of adolescents showed normal prosocial behavior, a significant percentage exhibited borderline or abnormal symptoms of hyperactivity, emotional difficulties, and peer problems

Aim

To study the mental well-being of children living in the Melavasal urban deprived area in Madurai.

Objectives

- To study the socio and economic conditions of the slum children
- To study the level of mental well-being among the slum children
- To suggest measures to improve the mental well-being of slum children.

The researcher has adopted a descriptive research design for this study as it tries to describe the mental well-being of the slum children. Simple Random Sampling technique was applied to select 30 samples. The method that was used in the collection of data is in the interview. The scale

developed by Warwick-Edinburgh for Mental Well-being was used to collect data. The method used for collecting data was a face-to-face interview.

Results & Analysis

Demographic findings

In the present study, 24% of the respondents are found to be between the ages of 12 to 14 years. Among them, 21% are girls. In terms of birth order, 17% belong to the second birth order. Regarding their fathers' occupation, 15% are engaged in scavenging. About 25% of the respondents reported that their fathers have a monthly income ranging from ₹5,000 to ₹10,000. Furthermore, 22% of the respondents expressed that they feel more confident in all stages of life. It is also noted that 16% of their mothers are housewives, and 22% of the respondents are currently pursuing higher education.

The study found an association between the order of birth and the level of well-being. However, there is no significant association between age, gender, mother's occupation, and class of study with the level of well-being.

Level of Wellbeing

The study reveals that 40% of the children reported a moderate level of well-being, while 33% expressed a high level of well-being. However, 26% of the respondents reported low levels of well-being. These findings suggest that although a majority of the children possess a fair sense of emotional and mental stability, a notable portion of them remains emotionally vulnerable and may require focused support and intervention to enhance their overall mental health.

Demographic Influences on Children's Mental Well-being

The findings of the study provide insights into the factors associated with the mental well-being of children in the selected slum area. Gender-wise distribution revealed that although more girls reported moderate to high levels of well-being compared to boys, the chi-square test ($p = 0.343$) indicates no statistically significant association between gender and well-being. This suggests that gender may not play a decisive role in the well-being levels of the respondents.

When examining age and emotional states, the majority of children aged 12–14 reported feeling relaxed rarely or none of the time, which may point to the identity-related stress and role confusion often experienced during early adolescence. In contrast, children aged 15–17 exhibited a more even distribution in their responses, suggesting slightly better emotional regulation or coping skills. Interestingly, when asked about optimism regarding the future, an overwhelming number of respondents, particularly in the 12–14 age group, reported feeling optimistic “all of the time,” reflecting a developmental stage filled with hope, enthusiasm, and relatively fewer real-world responsibilities.

The analysis of birth order and emotional relaxation showed that firstborn children were more likely to report feeling relaxed “none of the time” or “rarely.” This could be linked to greater expectations or responsibilities placed upon them within the family. Second-born children, however, showed a more balanced distribution across all levels of relaxation, suggesting they may face comparatively less pressure. The only third-born child in the sample reported feeling relaxed “all of the time,” possibly indicating a more relaxed upbringing due to a more experienced parenting approach or fewer demands.

Regarding the educational level, students pursuing higher education predominantly reported feeling good about themselves “all of the time,” indicating improved self-awareness and

exposure to motivational environments. High school students also reflected a rising trend in self-esteem, whereas the single respondent from the primary level reported full positivity, likely influenced by early-stage optimism and minimal social comparison.

Suggestions

- Improve Play Areas for Children-Build and maintain safe parks and playgrounds so children have space to play, relax, and enjoy themselves.
- Create Awareness of Good Parenting-Organize sessions to help parents understand how to support their children's mental and emotional needs.
- Teach Children About Happy Schooling-Make schools a fun and stress-free place by using creative teaching methods and encouraging positive learning experiences.

Conclusion

The study titled "Mental Well-being Among Children with Reference to Melavasal Urban Deprived Area" examines the link between socioeconomic deprivation and children's psychological health. It found that while many children displayed moderate to high levels of well-being and optimism, younger adolescents (12–14 years) showed emotional unrest, particularly difficulties in feeling relaxed—likely tied to early adolescent challenges. Interestingly, although girls reported higher well-being than boys, gender was not statistically significant. This study provides valuable insights into the mental well-being of children living in slum areas, specifically in the Melavasal Slum.

Additionally, the study may contribute to a better understanding of the factors that influence children's mental health and well-being, helping educators, policymakers, and social workers to design more effective interventions and support systems. The study emphasizes the inclusion of emotional well-being in school curriculum and the development of child-focused community programs. Despite its limited sample size, it offers important insights for shaping effective interventions. Future research should expand to larger, more diverse groups and adopt a longitudinal approach to better understand changes over time.

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AUTHORITARIAN PARENTING GROUND FOR YOUTH'S AGGRESSION

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Abstract

The present study aimed to find the relationship between authoritarian parenting and aggression in youngsters. A sample of (N = 30) male and female youngsters were included for the study. Parental Authority Questionnaire (PAQ) developed by John R Buri in 1991 and Aggression Scale developed by Dr Guru Pyari Mathur and Dr Raj Kumari Bhatnagar were applied to collect data. Collected data were analyzed statistically. Results show that there is a relationship between authoritarian parenting and aggression in youngsters. The study concludes that high levels of aggression in youth can be caused due to authoritarian parenting.

Keywords: authoritarian parenting style, aggression, youngsters, relationship, youth.

Introduction

Have you ever wondered about the parenting style you have received from your parents in your childhood? The parent-child relationship has been at the center of much theorizing and research in development psychology. According to attachment theory parents influence their children's attitudes, behaviors, emotional development and relationships beyond the family.

Diana Baumrind (1971) described 4 types of parenting styles: Authoritarian, Authoritative, Permissive, and Uninvolved. This study mainly aims on aggressive behavior in youth attributed by authoritarian parenting.

Authoritarian Parenting. This style is low in acceptance and involvement, high in coercive behavioral control and low in control autonomy granting. Authoritarian parents often engage in psychological control, in which they attempt to take advantage of children's psychological needs by intruding on and manipulating their verbal expression, individuality and attachment to parents. Adolescents (youth) who are subjected to this psychological control exhibit aggressive behavior (Laura E. Berk 2017).

Parenting style may affect children's regulation and externalizing behavior problems influence the quality of the parent child relationship. Children with a secure attachment with their parents are more likely to understand others emotions (Laible & Thompson, 2002).

A large number of studies have demonstrated the importance of parenting style in the transmission of values, morals and in the encouragement of aggressive behavior when the child reach in their adolescent's period. (Carlo et al., 2010; Richard de Minzi et al; 2011).

The motive of this research is to contribute to the growing knowledge of the relationship between aggression and perceived authoritarian parenting style in youth.

Research Methodology

Participants

The sample consists of 30 female and male youngsters between the age of 18 to 26. Participants were chosen through simple random sampling.

Measures

Parenting style was measured through a parental authority questionnaire developed by John R Buri in 1991, which consisted of 30 items, with one set of 10 devoted to each of the 3 parenting styles - Authoritarian, Authoritative & Permissive. The subjects were directed to respond to each item on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The study employed a 10-item authoritarian subscale.

Aggression was measured using Aggression Scale by Dr Guru Pyari Mathur and Dr Raj Kumari Bhatnagar, which consist of 55 items. The subjects were directed to respond to each item on a five-point Likert scale ranging from 1(strongly agree) to 5 (strongly disagree).

Method

The method used for this research is a quantitative research method with a correlational type of research. Correlation is often translated as “relationship” or “interconnected”, or “reciprocal relationship” (Bauer, 2019). In statistical science, correlation is “the relationship between 2 or more variables”. Descriptive method is also used for the research, descriptive research method aims to accurately and systematically describe a population, situation or a phenomenon.

Procedure

The questionnaire was administered collectively to subjects between the age of 18 to 26. All participants were volunteers.

Result

Table 1 Shows Correlations of Variables
Correlations

		Authoritarian	Aggression
Authoritarian	Pearson Correlation	1	.525**
	Sig. (2-tailed)		.003
	N	30	30
Aggression	Pearson Correlation	.525**	1
	Sig. (2-tailed)	.003	
	N	30	30

** Correlation is significant at the 0.01 level (2-tailed).

Table 1 shows the correlation coefficient and significance of the variables

Table 2 Showing the Relationship Between Authoritarian Parenting Style and Aggression (N = 30)

Variables	Mean	Standard Deviation	r	Sig
Authoritarian	32.53	11.39	0.525	0.003

Aggression	191.86	35.73		
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Table 2 shows the mean and standard deviation scores of the variable. Mean and standard deviation scores are higher for aggression. Mean and standard deviation for authoritarian parenting are relatively low. Table 2 also shows correlation coefficient and significance that is 0.525 and 0.003 respectively.

Frequencies: - Histogram

Figure 1

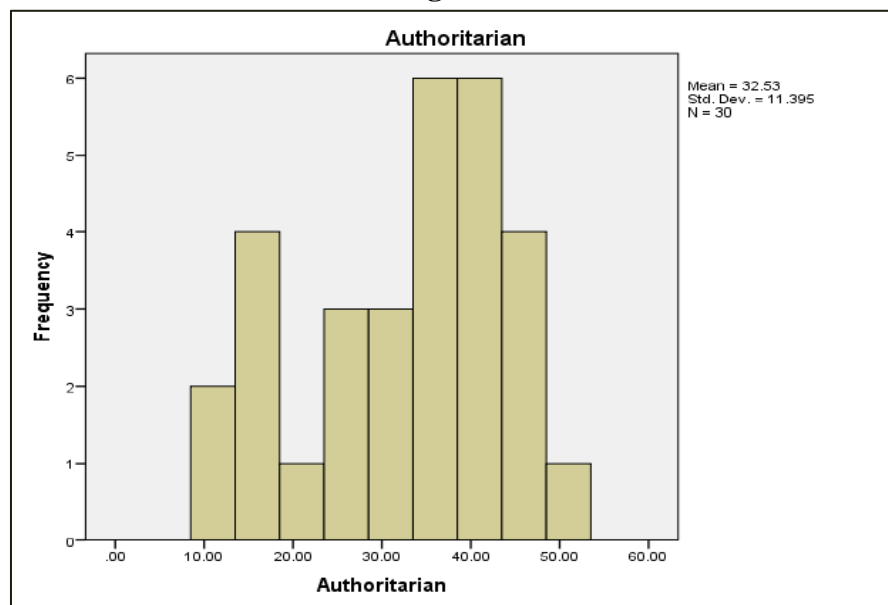


Figure 2

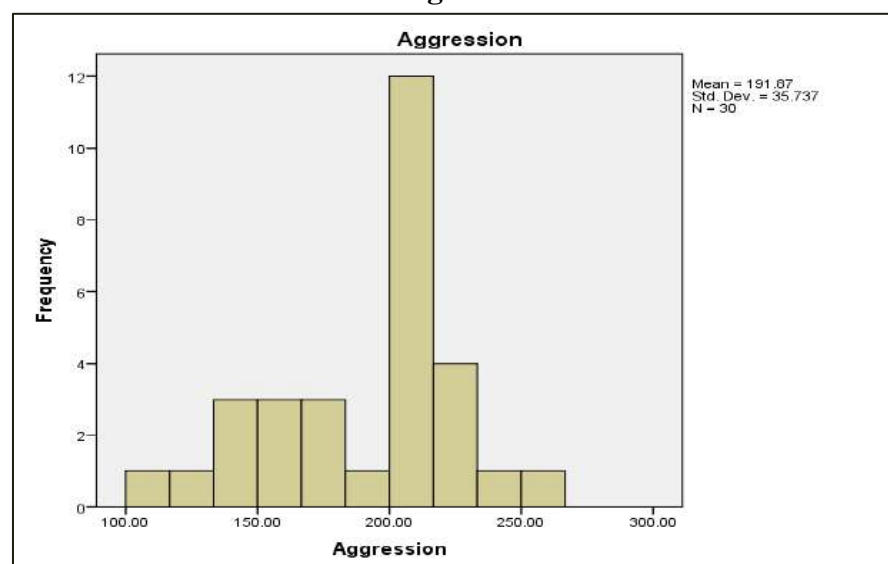


Figure 1 represents frequency distribution of authoritarian parenting among the subjects and Figure 2 represents frequency distribution of aggression among the subjects.

Furthermore, the obtained results indicate a moderate correlation between authoritarian parenting style and aggression, and high significance indicates a 1 in 1000 chance of observing this result as extreme as the one observed.

Discussion

The group consists of 30 youngsters between the ages of 18 to 26. To investigate the relationship between authoritarian parenting and aggression in youngsters, correlation methods were used.

The results showed that there is a significant relationship between authoritarian parenting and aggression level in youngsters. Compared to other parenting styles, youngsters who have received authoritarian parenting exhibit an increased level of aggression. The result shows the possible effects of authoritarian parenting on youngsters, in terms of high expressed aggressiveness, anger and hostility.

Many studies consistently show a strong link between authoritarian parenting and aggression in youth, where strict, controlling parenting style can lead to youngsters exhibiting more aggressive behavior, both verbally and physically, compared to youngsters raised with a more authoritative or permissive approach.

Authoritarian parenting includes, High control, low autonomy, Harsh punishments, Low emotional support, Negative impact on self esteem

These can lead to frustration, negative emotion, and low self esteem which grounds for aggressive behavior.

Conclusion

In this study, the result suggests that compared to other parenting styles, authoritarian parenting styles can lead to high levels of aggression in individuals. They also display characteristics like low self-esteem, difficulty making decisions, poor social skills, anxiety and struggle expressing their opinions due to a lack of open communication with their parents. Hence it can be concluded that aggressive behavior is significantly related to parenting style adopted by parents.

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BREAKING BOUNDARIES: THE RISE OF RURAL WOMEN ENTREPRENEURS

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Abstract

As compared to their urban counterparts, women entrepreneurs in rural areas confront some unique feature such as lack of access to financial resources, societal restraints, and deficient business support systems. However, women achieving success in the business world despite these barriers is increasing and many are running and establishing businesses that are responsible for accelerating economic growth and helping to promote social progress. This article investigates the experiences of rural women entrepreneurs through the lens of their key enablers and barriers. It evaluates the effect of education, government initiatives, community networks and the adoption of digital technology in encouraging women's enterprises. The research through quantitative analysis points out the innovative strategies these entrepreneurs have taken like use of microfinance and forming cooperatives to increase market reach within their sphere of influence. Moreover, it also explains the general advantages of women's entrepreneurship in rural areas, including job creation, poverty relief and social empowerment. The study seeks to inform policymakers, financial institutions, and development organizations in building supportive ecosystems as it explores the core factors that influence rural women's entrepreneurial journeys. Rural entrepreneurship must be encouraged and enabled to foster women's participation in rural entrepreneurship, contribute to inclusive, sustainable development and towards narrowing the gender gap, and improve rural livelihood.

Key Words: Economic Empowerment, Gender Barriers, Microfinance, Women Entrepreneurs, Rural Development.

Introduction

Since the last couple of years, there has been an explosive rise in women entrepreneurship in rural areas. Through time rural women have been traditionally confined within societal norms and limited opportunities, but are now venturing out of their conventional roles to become spirited business minds. But theirs is not only helping to promote economic growth. They are also leading social change inside their organizations. However, their journey is far by no means easy. As shown above, rural women entrepreneurs typically encounter contrasting challenges like limited access to finance, inadequate educational and training facilities, social constraints, and insufficient institutional support yet there are increasing number of rural women who are successfully operating and managing businesses through certain enablers. These women started breaking traditional boundaries in line with education, digital literacy, microfinance opportunity, supportive government policies as well as strong community networks. They have been able to access wider markets, and their livelihoods improved with the adoption of innovative approaches, including the use of digital platforms and formation of cooperatives. This study aims at exploring the multi faced experience of rural women entrepreneurs, and understand the key challenges and success factors as well as the broader impact of their entrepreneurial activities on rural development. The research seeks to understand how these dimensions can be analyzed to deliver insights that enable

policymakers, financial institutions and development organization to create inclusive and supportive ecosystems that foster rural women's entrepreneurship as a means to sustainable development.

Statement of the Problem

In spite of growing recognition of women's contribution to rural economies, women rural entrepreneurs still endure many challenges that prevent them from fully taking part in entrepreneurial activities. The constraints of their entrepreneurial potential are limited access to financial resources, lack of formal education and training, restrictive cultural norms, insufficiency of institutional and infrastructure support. The government aims to encourage women's entrepreneurship through several government schemes and development initiatives, but these programmes often fail to realize their implementation and effectiveness at a grassroots level. The fast-changing digital territory offers both positives and negatives for rural women of which it's that women living in rural areas do not capitalize on technology to improve their business capacity due to lack of digital literacy and infrastructure. Additionally, there are no comprehensive studies that detail the lived experiences and ways in which these women have coped in overcoming systemic barriers. This study is relevant, in that it is necessary to look at the enablers and inhibitors faced by Rural women entrepreneurs; to evaluate the impact of entrepreneurship on their socioeconomic position; and to identify strategic measures to have a more inclusive environment that is supportive to women entrepreneurship. There is something to understand about these dynamics so as to be informed in policies and interventions with regard to enabling rural women to be empowered through sustainable entrepreneurship.

Review of Literature

Sharma & Tripathi (2023) The study demonstrates how mobile banking digital tools can enhance rural women entrepreneurs' access to finance and markets. While such infrastructural and digital literacy gaps continue to be challenges. The authors suggest training and support to complement digital initiatives.

Bose & Dutta (2022) Their research shows that rural women can't grow their business because of gender norms and lack of family support. Social barriers have been overcome using community led self help groups. The lack of mentorship in their community and its involvement with the market are emphasized by the study.

Kaur & Singh (2022) Small loans and training through microfinance institutions support rural women to start their businesses. However, their effect is limited by high interest rates and poor market linkages. Improving financial terms and access to markets appear to be the authors' suggestions.

Ahmed et al. (2021) Awareness about these government schemes in Bangladesh was low and they had been underutilized, mainly because of bureaucratic issues and lack of awareness in rural women's entrepreneurship. It is recommended to make processes simpler and reach out to the gender. The paper offers comparative lessons for South Asia.

Research Objectives

1. To identify the challenges faced by women entrepreneurs in rural areas, including financial, social, and infrastructural barriers.
2. To explore the opportunities and support systems that help rural women start and grow their businesses.
3. To analyse the impact of women's entrepreneurship on rural economic development and community empowerment.

Research Methodology

Research Design

The present study adopts a quantitative research design to examine the challenges, support systems, and economic impact of women entrepreneurship in rural areas.

Sampling Method

A simple random sampling technique was used to ensure that every individual in the population had an equal chance of being selected.

Sample Size and Area

The study was conducted among 68 rural women entrepreneurs in the Coimbatore district, representing diverse backgrounds and entrepreneurial ventures.

Data Collection

- **Primary Data:** Collected through a structured questionnaire that included closed-ended questions related to business challenges, income levels, and support systems.
- **Secondary Data:** Gathered from journals, articles, research papers, government reports, and online sources relevant to rural women entrepreneurship.

Tools for Analysis

The following statistical tools were used for data analysis:

1. **Ranking Analysis** – To identify and prioritize the challenges faced by rural women entrepreneurs.
2. **Independent Sample T-Test** – To examine the effect of government support systems on income increase among women entrepreneurs.
3. **One-Sample T-Test** – To compare the post-business income levels of women with a baseline income value and assess the economic impact.

Data Analysis And Interpretation

- (a) To identify the challenges faced by women entrepreneurs in rural areas, including financial, social, and infrastructural barriers.

Table 1- Challenges faced by the Women Entrepreneurs

Barrier	Rank 1	Rank 2	Rank 3	Total Score	Final Rank
Lack of Finance	35	20	13	158	1
Social Restrictions	18	26	24	130	2
Inadequate Infrastructure	15	22	31	120	3

The ranking analysis reveals that lack of finance is the most critical challenge faced by rural women entrepreneurs, receiving the highest total score of 158. This is followed by social restrictions and inadequate infrastructure, ranked second and third respectively. The findings

highlight that financial constraints remain the primary barrier to entrepreneurial growth among rural women.

(b) To explore the opportunities and support systems that help rural women start and grow their businesses.

Independent Sample T-Test

Null Hypothesis (H_0):

There is no significant difference in the mean income increase between women entrepreneurs who received government support and those who did not.

Alternative Hypothesis (H_1):

There is a significant difference in the mean income increase between women entrepreneurs who received government support and those who did not.

Table 2- Opportunities and Support Systems

Group	N	Mean Income Increase	Std. Deviation	t-value	p-value
Received Govt Support	34	15,000	4,200	2.34	0.022*
Did Not Receive Govt Support	34	10,000	3,800		

* $p < 0.05$ indicates statistical significance.

First, an independent sample t test was conducted to determine whether or not there is a significant difference in income increase between rural women entrepreneurs who received government support and those who did not. The findings indicated that the mean income increase was higher (₹15,000, of the total increase of ₹25,000 respectively) among the women who received government support (₹25,000 of total increase) than those which did not receive support (₹10,000). The t value was 2.34 calculated t and with p value of 0.022, which is lesser than 0.05 significance level. Based on that, the null hypothesis is rejected and the alternative hypothesis is proven. This suggests that government support does indeed manifest itself in improving income levels of rural women entrepreneurs, and thus, underscores how important such support systems are to help improve the economic growth and economic empowerment of rural women's businesses.

(c) To analyse the impact of women's entrepreneurship on rural economic development and community empowerment.

One-Sample T-Test

Null Hypothesis (H_0):

There is no significant difference between the average monthly income of women entrepreneurs after starting their business and the expected baseline income of ₹12,000.

Alternative Hypothesis (H_1):

There is a significant difference between the average monthly income of women entrepreneurs after starting their business and the expected baseline income of ₹12,000.

Table 3- Impact of women's entrepreneurship

Variable	Test Value	Mean (Sample)	t-value	df	Sig. (2-tailed)
Monthly Income After Business	12,000	14,300	3.01	67	0.004*

A one sample t test was done to do if average monthly income of rural women entrepreneurs after they started up their own businesses is significantly different from the base line income ₹12,000. We find that the sample mean income is ₹14,300, t value is 3.01 and the p value is 0.004, which is lesser than 0.05 level of significance. Thus, the null hypothesis declines, while the alternative hypothesis is accepted. This suggests that an economically beneficial impact is derived on rural women in respect to economic upliftment, from a statistically significant increase in women's entrepreneurship leading to an increase in monthly income.

Findings

- Rural women's entrepreneurs' biggest challenge is not having enough finance, them is followed by social restrictions and poor infrastructure.
- Government support was shown to have a greater effect in increasing the income of the women who received government support than no support at all.
- Government support systems have an important positive impact on the business growth of rural women.
- After launch of their business, women are earning around ₹14,300 on average per month, while the base line income is ₹12,000 per month.
- Economic uptightment and rural communities development are an outcome of womans entrepreneurship.

Suggestions

- The major barrier to rural women's entrepreneurship is financial limitations. Financial institutions and micro finance agencies should thus create easier loan procedures and such low interest credit schemes as they would be available to rural women entrepreneurs.
- It is necessary for the government to promote awareness and bring more women access to available support schemes and training programs in business development.
- Rural women should be equipped with necessary business, digital, and management skills through regular capacity building workshops and entrepreneurial training sessions.
- Formation of cooperatives and peer groups allow for sharing of resources, exchange of knowledge, as well as tackling common challenges together by the women.
- In developing the roads, electricity, internet and transportation facilities in rural area, investments should be made to support business activity.

- Women are trained on digital marketing, online sales, and use of social media so that they can market to wider markets and expand their business.
- A system to monitor on routine basis the effect of support systems and policies in the rural women entrepreneurs, to ensure its effective implementation and timely improvement.

Conclusion

The study however, points out the great contribution that women entrepreneurship plays in driving rural economic development and social empowerment. The result shows that lacking finance, social restraints and infrastructure inadequacy are the greatest obstacles they encountered in starting their business. Nevertheless, our findings suggest that government support systems matter for increasing their income and business success but also that of women's economic upliftment as compared with income levels before and after starting a business, this shows a positive and statistically significant increase. The study, however, highlights the importance of providing targeted financial support, skill development programs and infrastructural improvements so as to attract more women to take up entrepreneurship. Solution: If the key areas are addressed, policy makers and the stakeholders can create an inclusive and supportive environment for rural women and thus also contribute to sustainable development.

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UNDERSTANDING TRADITIONAL MASCULINITY

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Introduction

Traditional masculinity refers to the social and cultural norms that define what it means to be a man. These norms are often rooted in values such as strength, dominance, emotional stoicism, and rigid behavioral expectations considered appropriate for men. Although these principles have evolved, they continue to influence contemporary attitudes toward gender roles.

Historical Context

The idea of masculinity has evolved, but traditional masculinity, in its most inflexible form, became more distinct in the early 20th century. In many cultures, especially in Western societies, men were expected to exemplify traits such as physical toughness, emotional control, and supremacy over women. The Industrial Revolution, along with communal changes, reinforced the idea that masculinity was tied to economic productivity, authority, and control within the family unit.

In Western Culture

In Western societies, traditional masculinity habitually idealized men as providers, protectors, and decision-makers within the family. This model barred "soft" traits like emotional expression or caregiving, which were reserved for women. This gendered separation of labor and poignant roles reinforced the hierarchical construction of society, positioning men as leading figures within both the family and the broader social context.

In Other Cultures

In diverse cultures, masculinity may have had various crucial points but still shared general values such as headship, bravery, and self-reliance. These traits often acted as markers of a man's appeal and his role within society, further highlighting the universality and doggedness of masculine ideals, although in different forms across cultures.

Key Elements of Traditional Masculinity

1. Emotional Stoicism

Traditional masculinity places a significant emphasis on emotional control. Men are estimated to hold back vulnerable emotions such as grief or fear, promoting instead a persona of toughness and flexibility. The communal belief that men should "man up" and avoid emotional expression has contributed to a culture that stigmatizes emotional vulnerability as a weakness.

2. Physical Strength and Toughness

Physical strength is another trademark of traditional masculinity. From athleticism to physical labor, men have historically been expected to demonstrate their fortitude and toughness, both as a means of survival and as a display of their masculine power.

3. Provider and Protector Role

In traditional masculinity, men are likely to serve as economic providers and protectors. This includes working to support the family monetarily and ensuring its protection from external threats, whether physical or emotional.

Impact on Society

Traditional masculinity has wrought not only individual identities but also broader communal structures. By reinforcing binary gender roles, it has marginalized traits associated with femininity and perpetuated inequalities in areas such as the gender pay gap and uneven depiction of caregiving roles. Additionally, the occurrence of gender-based aggression is closely linked to the dominant ideals of masculinity that promote control and dominance over others.

Social Implications for Women

Traditional masculinity also reinforces patriarchal structures, restraining women's opportunities and rights. Gender inequality remains insidious in many parts of the world, where communal values about headship and power, often personified by traditional masculinity, prevent women from attaining the same rights and opportunities as men.

Psychological Impact on Men

Some unyielding expectations of traditional masculinity can create significant psychological pain. Men may feel bound to conform to standards that are psychologically unhealthy, leading to higher rates of depression, suicide, and drug abuse. Research has shown that this strain, combined with the stigma against vulnerability, negatively impacts mental health.

Reimagining Masculinity in the Modern Era

There has been a growing movement to redefine masculinity in more complete and healthy ways. The current conversation emphasizes emotional intelligence, susceptibility, and gender equality. Men are increasingly encouraged to explore emotions and identities, breaking free from the obstacles that constrain a male from his mission of following traditional gender roles.

Masculinity in the Media

In literature, movies, and television, the depiction of men has become more nuanced. Modern media often reflects male characters who embody difficulty, moving away from one-dimensional depictions of masculinity. TikTok, Instagram or whatever, these platforms are plagued with degenerates demoting traditional masculinity.

Equality and Allyship

More men are energetically engaging in gender equality discussions, questioning traditional gender roles that have caused damage to both men and women. Men are also advocating for women's rights, acknowledging the significance of allyship in the brawl for gender equality.

Conclusion

While traditional masculinity has played a significant role in shaping societal structures, its limitations and negative consequences have prompted a re-examination of what it means to be a man today. The future of masculinity is likely to be defined by flexibility, emotional depth, and an understanding that traits like vulnerability and nurturing are as valuable as strength and resilience. This shift will not only benefit men but also foster healthier relationships and more inclusive communities.

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ECO-DRIVEN ENTERPRISE: REDEFINING RURAL BUSINESS FOR A GREENER FUTURE

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Abstract

They are very important to our economic development and it preserves the environmental as well social well-being. Here, the rise of eco-friendly and green entrepreneurs in rural communities are investigated and the focus is on business models that make a profit but that are also environmentally friendly. Focusing on rural entrepreneurs who utilize local resources, adopt renewable technologies, practice organic farming and implement circular economy principles, local resources in the rural context of Esztergom prompting establishment of enterprises that combine ecological conservation plus the advancement of communities. It is through this research that important enablers of sustainable rural enterprises are identified, which includes supportive government policies, technological innovations, growing consumer preference for eco-friendly products and increased ease to obtain green financing. It also covers the problems that these entrepreneurs have to face like inadequate infrastructure, limited market access, and financial constraints. Rural green businesses thriving as case studies showcase innovative ways of sustainability — agritourism, eco-friendly handicrafts, renewable energy initiatives — amongst many possible ones.

Key words: *Green Entrepreneurship, Sustainability, Eco-Friendly Business, Renewable Resources, Rural Development*

Introduction

Today, the theme of sustainability is a central theme in present economic and business strategy, which is coupled with the need to start linking profitability with environmental and social responsibility. Particularly in the rural regions, eco-friendly and green entrepreneurship has distinct opportunities for growth. Sustainable rural enterprises employ local resources, renewable energy, organic agriculture and circular economy principles to foster economic development and protect the environment and improve community wellbeing. Features like increased consumer demands for environmentally friendly products, green technologies, supportive policy frameworks, and the immediate need for the environmentally responsible business approach, influence the rise of green entrepreneurship in these areas. The purpose of this research is to help understand best practices and strategic recommendations for promoting rural sustainable entrepreneurship and to analyze successful rural green ventures. Sustainability has been increasingly recognized as a key factor of business development, particularly in applying economic progress in balance with environmental and social responsibility. The rural eco sustainable entrepreneurship emphasizes the pros of leveraging local resources, following eco-friendly practices as well as contributing to community development which can only be experienced in rural areas. This in turn helps green entrepreneurship to be embedded in these regions to support environmental conservation and inclusive economic growth. Rural entrepreneurs have a lot of opportunities to innovate and become leaders in sustainable change, as the demand for organic products, renewable energy solutions and circular economy practices continue to grow. To understand the emergence, context for

development, and the challenges of the new green rural business, this study is about technology, policy and community engagement issues. But rural communities can learn from these experiences to become eco-friendly developing economies, and can foster eco-friendly businesses to achieve long term economic stability, environmental preservation, as well as a high social quality of life.

Statement of the Problem

Given the growing trend towards sustainability, environmental responsibility, rural entrepreneurs often struggle to take on eco-friendly models of business. There remain challenges such as lack of financial resources, lack of adequate infrastructure and lack of market reach to hinder growth of sustainable rural enterprises. Also, the lack of awareness and technical expertise in green entrepreneurship increases these difficulties. Therefore, the aim of this study is to bridge the gap by identifying factors that affect sustainable rural entrepreneurship and presents actions to solve these problems. Through analysis of successful rural green businesses, the research can provide useful guidance to rural enterprises that would allow them to be better supported and harnessed to take up sustainable practices.

Review of Literature

Taylor et al. (2024) highlights successful case studies of agritourism, eco-friendly handicrafts, and renewable energy enterprises in rural settings. Their study identifies the best practices and best strategic approaches which these sustainable businesses have applied that made them successful, and provide good insights for those aspiring rural entrepreneurs.

In Brown and Garcia (2024) the behavior of the consumer towards eco friendly product is looked at in rural markets. Their findings indicate that while demand for sustainable products is on the rise, low awareness and affordability barriers impede effective adoption of sustainable products. To bridge this gap, they suggest that there is a need of targeted marketing strategies or community education programs.

In Jones and Patel (2023), the authors seek to understand the part that government policies play in driving sustainable business practice in rural areas. The findings of these research indicate that the financial incentives, subsidies, infrastructural support, to a great extent increase the viability of green enterprises. Yet they also caution that staying one side of the barrier — inconsistent policy implementation — is critically important to success.

Research Objectives

- This study aims to examine how entrepreneurs adopt eco-friendly and sustainable business practices to support environmental conservation.
- It seeks to identify the challenges and opportunities that green entrepreneurs face in rural areas.
- The study also explores the impact of government policies, technological advancements, and community support on the growth of sustainable rural businesses.

Research Methodology and Sampling Method

The factors that influence sustainable rural businesses and problems of green entrepreneurs are examined in this study with the help of quantitative methodology research. Descriptive research design is followed in order to gain a deep understanding of the subject. To select 64 respondents

who are actively engaged in green entrepreneurship, a simple random sampling technique was used from all the regions of Coimbatore.

Data Collection and Data Analysis

The data needed was collected through structured questionnaire which had questions on business methods of sustainability, market challenges, financial constraints and government support. The journals, reports and the previous research studies were utilized in fetching secondary data. Statistical and analytical tools such as descriptive statistics (mean, frequency and standard deviation), regression and correlation analysis were used to analyse the data. Statistical computations to identify pattern and relationship among study variables were will be carried out in SPSS software.

Data Analysis and Interpretation

Regression Analysis

H0: There is no significant relationship between government support and entrepreneurial success.

Table no: 1

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.559	1	.559	1.161	.285 ^b
	Residual	29.377	61	.482		
	Total	29.937	62			
a. Dependent Variable: Entrepreneurial Success						
b. Predictors: (Constant), Government Support						

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.722	.300		5.731	.000	1.121	2.323
	Government Support	.131	.122	.137	1.078	.285	-.112	.374
a. Dependent Variable: Entrepreneurial Success								

The ANOVA results show that government support does not significantly affect entrepreneurial success, as the p-value is 0.285, which is greater than 0.05. This means that government support doesn't explain much of the variation in entrepreneurial success.

Correlation

H0: There is no significant relationship between technology adoption and the growth of sustainable businesses.

Table no: 2 Technology Adoption* Growth of Sustainable Businesses

		Technology Adoption	Growth of Sustainable Businesses
Technology Adoption	Pearson Correlation	1	1.000**
	Sig. (2-tailed)		.000
	N	64	64
Growth of Sustainable Businesses	Pearson Correlation	1.000**	1
	Sig. (2-tailed)	.000	
	N	64	64

Technology adoption has perfect (1.000) and statistically significant ($p = 0.000$) positive correlation with Growth of Sustainable Businesses. That is, the more people adopt technology, the more sustainable businesses are going to grow in direct proportion. Therefore, the relationship is very strong and meaningful since the p-value is smaller than 0.01. Quite simply, a sustainable business will grow more when it adopts more technology.

Findings

- ANOVA results revealed that government support had no influence on success of the entrepreneur. A p value greater than the standard level of significance of 0.05, such as 0.285 means that a p value of 0.285 is bigger than this value. This means that likelihood of these numbers selected randomly (in this case heights between two and four inches) was greater than this number. As a result, government support does not make a significant difference in the variation of entrepreneurial success.
- It is shown that technology adoption and business growth are strong and statistically significant. With the development of the sustainable rural businesses, the more the level of technology adoption grows, thus indicating the importance of technological advancement in the development of the sustainable rural businesses.

Suggestions

- Accessible financial support like low interest loans or grants to green businesses for their expansion in market by means of strategic partnership and promotional activities.
- Targeted policies should be developed towards the specific needs of green entrepreneurs in areas particularly related to financial access and technology adoption. Finally, provide cheap training to enable entrepreneurs to undergo the sustainable technology.
- To promote the community involvement local in support of sustainable businesses by the means of awareness, collaboration, and culture of environmental responsibility.

Conclusion

According to the study, rural entrepreneurs especially those between the age of 40 and 50 are involved mostly in an area like organic farming, renewable energy etc. The general trend is that government support does not significantly matter to entrepreneurial success but the adoption of technology is a key factor that shapes the growth of the business. However, in order to achieve more sustainable rural enterprises, the access to finance should be improved, the market expanded, more government involvement, and more technological innovation promoted. In addition, it is important to support community participation in order to ensure the long-term success of these initiatives.

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AN EFFECTIVE MACHINE LEARNING AND DEEP LEARNING ALGORITHMS FOR ANDROID MALWARE CLASSIFICATION AND DETECTION

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Abstract

With the growing reliance on mobile devices, malware attacks are becoming more frequent, particularly on Android phones, which hold 72.2% of the market share. Cybercriminals target smart phones using various tactics, including credential theft, surveillance, and malicious advertising. This paper presents a systematic review of machine learning-based techniques for detecting Android malware. Malware classification involves grouping malware into families based on their unique signature. This dataset is collected from kaggle repository. One of the most significant challenges facing mobile users today is malware. This study focuses on classifying emerging malware based on shared features of similar malware. It introduces a novel framework that categorizes malware samples into families and detects new malware for further analysis. To achieve this, Artificial Neural Network (ANN) technique is utilized. The proposed approach aids in identifying and eliminating new malware while effectively classifying them into their respective families. The Proposed ANN techniques are obtained the accuracy of 98%, which is 4% higher than the RF, 2% higher than the J48, and 3%, 1% higher than the SVM, and Navie Bayes.

Keywords: Machine Learning, Deep Learning, Artificial Neural Network (ANN), Malware, Classification, Detection, Android.

Introduction

Google Android holds nearly 75% of the Smartphone market share, with 2.8 billion active users. It is open-source nature and ease of customization at various attracted users and encouraged manufacturers to produce low-cost smart devices. Additionally, Android is highly popular among developers due to its Software Development Kit (SDK), which enables them to create applications with minimal effort to reach a vast audience.

However, due to its large user base and widespread popularity, the activity of attackers targeting Android devices through malware apps has significantly increased in recent years. According to AV-Test data, the total number of malware instances has surged from 182 million to 1,342 million over the past decade. Malware apps are designed to perform unwanted actions, compromising users' privacy and sensitive data. Therefore, it is crucial to develop an efficient method to distinguish malware apps from legitimate ones. This technology can be leveraged to develop models that assess incoming data, identify anomalies, and detect malware. In Android malware detection, machine learning models analyze various features, such as requested permissions, API calls, and network activity, to identify patterns associated with malicious behaviour. Once trained, the model can classify new applications as either malicious or non-malicious. The results indicate that Random Forest and Ensemble techniques achieved the highest accuracy in malware detection. Performance evaluation was conducted using 2-fold cross-validation, F1-score, Precision, and Recall metrics.



Figure: Types of cyber attacks

Cyber-attacks have become one of the most critical concerns in modern technology. The term refers to the exploitation of system vulnerabilities for malicious purposes, such as data theft, system manipulation, or destruction. The growing threat of Android malware has significantly increased the need for analyzing prominent malware samples. Extensive research has been conducted on both static and dynamic malware analysis, utilizing static features and API calls, respectively. Malware detection modules analyze collected data, leveraging trained models to determine whether a specific application or network connection poses a security risk. For instance, a machine learning system can explicitly identify underlying patterns based on observed data.

Proposed Methodology

The goal is to classify malware into families and detect new malware samples effectively. The methodology is divided into four stages. In first, malware dataset is taken from kaggle repository and the dataset is preprocessed in second stage. The preprocessed data is used for model construction at third stage and finally the model evaluated by the key metrics such as accuracy, precision, recall, f1-score, and confusion matrix, as illustrated in (Figure 1) flow diagram below.

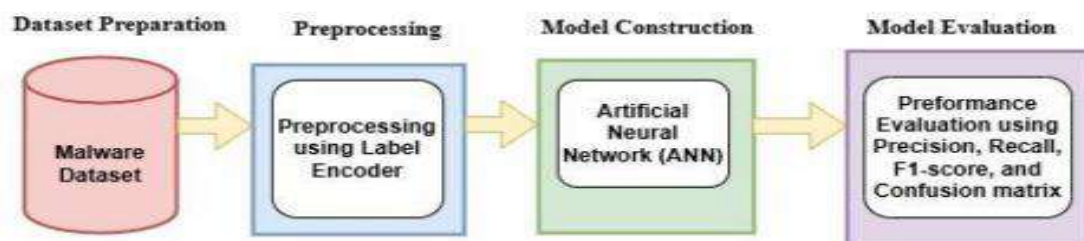


Figure 1: Proposed Methodology flow

Dataset Preparation

1. Load benign Android application samples.
2. Load malicious Android application samples.
3. Return the collected benign and malicious samples.
4. Clean the benign samples to remove noise and irrelevant data.
5. Clean the malicious samples to remove noise and irrelevant data.
6. Return the cleaned benign and malicious samples.

Data Preprocessing

1. Extract relevant features (e.g., transact, on Service Connected, android.os.Binder) from the cleaned benign samples.
2. Extract relevant features from the cleaned malicious samples.

3. Return the extracted features for both benign and malicious samples. 4. Select the most relevant features from the extracted benign and malicious features. 5. Return the selected features for further processing.

Model Construction

1. Split the selected features into training and testing datasets.
2. Initialize machine learning models (Random Forest, SVM, ANN, Naive Bayes, J48, and Ensemble).
3. Train each model using the training dataset.
4. Return the trained models and the testing dataset for evaluation.

Model Evaluation

1. For each trained model, predict the labels for the testing dataset.
2. Calculate and store the evaluation results for each model.
3. Return the evaluation results.

Malware Prediction

1. Load new, unseen Android application samples.
2. Extract features from the new samples.
3. Use the trained models to predict whether the new samples are malicious or benign. 4. Return the predictions for the new samples.

Results and Discussion

The results of the experiments are summarized in the table below. The proposed algorithm (Artificial Neural Network - ANN) is compared with Navie Byes, J48, Ensemble, and SVM. Figure 2 depicts the two targeted class labels such as Benign (0) and S (1- malicious/ suspicious). Malicious samples are limited than the benign samples. The bar chart represents the class balance of a malware dataset, showing the distribution of two classes: 'B' (Benign) and 'S' (Suspicious/Malware). The y-axis (Count) indicates the number of samples in each class, while the x-axis (Classes) represents the two categories. From the visualization, it is evident that the dataset is imbalanced, with the 'B' class having a significantly higher number of samples than the 'S' class. Such imbalance can negatively impact machine learning models, leading to biased predictions where the model favors the majority class. To address this, techniques such as oversampling (e.g., SMOTE), under sampling, or class-weight adjustment can be applied to improve classification performance and ensure better malware detection.

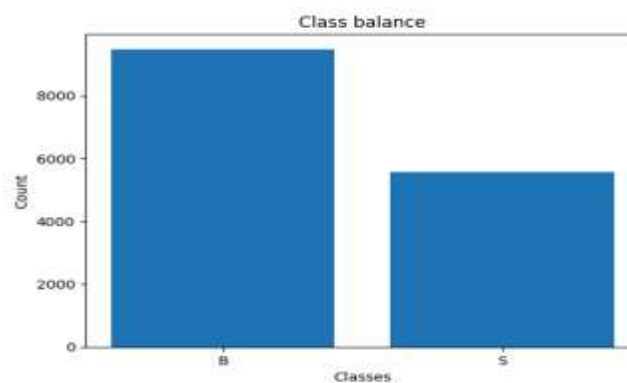
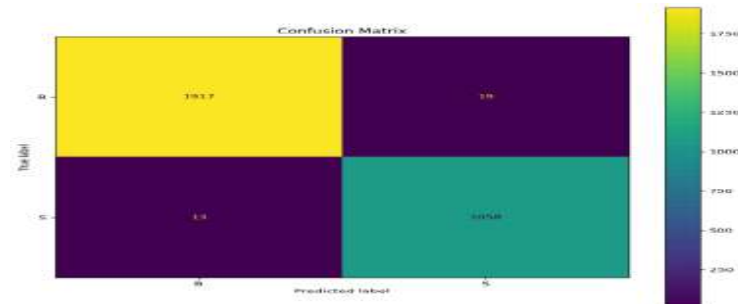


Figure 2: Imbalance dataset

Figure 3 Accuracy and Loss of Train and Test set

Figure 3 plots the training progress of a malware detection model over five epochs. It shows the increase in training accuracy and validation accuracy over time. Both curves indicate a steady improvement, suggesting that the model is learning effectively. The Loss plot depicts the training loss and validation loss, both of which decrease over epochs, indicating proper convergence of the model. However, a slight fluctuation in validation loss around epoch 3 suggests minor overfitting or noise in the data.

**Figure 3: Confusion matrix of proposed ANN**

The (Figure 3) confusion matrix represents the performance of a malware detection model by comparing actual labels with predicted labels. The two classes are 'B' (Benign) and 'S' (Suspicious/Malware). The matrix shows that 1,917 benign samples were correctly classified as benign (True Positives) and 1,058 malware samples were correctly classified as malware (True Negatives).

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QUALITATIVE STUDY OF RISK MANAGEMENT CHALLENGES AND OPPORTUNITIES IN DIGITAL TRANSFORMATION

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Abstract

The rapid advancement of digital technologies has introduced significant opportunities but also complex risks for organizations. As businesses increasingly adopt digital transformation strategies, they face new types of risks, including cybersecurity threats, data privacy concerns, and the challenge of managing complex, technology-driven processes. This paper explores how organizations are navigating risk management in the context of digital transformation, highlighting the challenges they face and the opportunities for developing more effective risk management frameworks. Through qualitative interviews with industry professionals, the study examines the current landscape of risk management in digital transformation, identifying best practices, gaps, and strategies to address emerging risks. The findings provide valuable insights into how organizations can enhance their risk management processes in an ever-evolving digital world.

Keywords: Risk Management, Digital Transformation, Cybersecurity, Data Privacy, Technology Adoption, Organizational Risks, Risk Frameworks, Qualitative Research

Introduction

In the past decade, digital transformation has reshaped how organizations operate, interact with customers, and manage business processes. The integration of technologies such as artificial intelligence (AI), the Internet of Things (IoT), blockchain, and cloud computing has opened up new possibilities for efficiency, innovation, and growth. However, these technologies also introduce a range of new risks that businesses must address. This paper explores the evolving landscape of risk management in organizations undergoing digital transformation. As companies embrace digital tools and platforms, they are exposed to new risks, including data breaches, system vulnerabilities, and challenges related to digital governance. The introduction outlines the importance of understanding these risks and the need for organizations to develop robust risk management frameworks that can adapt to the rapid pace of technological change.

Review of Literature

The literature on risk management in the era of digital transformation highlights both the challenges and opportunities organizations face as they adopt new technologies. Traditional risk management frameworks, which primarily focused on financial and operational risks, are now being expanded to include digital risks such as cybersecurity threats, data privacy concerns, and the complexities of managing emerging technologies like AI, IoT, and blockchain (Brown & Davis, 2021; Smith, 2020). Several studies emphasize the need for organizations to adopt proactive, integrated risk management strategies to address these new threats, with technologies like AI and big data analytics offering opportunities for predictive risk assessment and real-time monitoring (Lee, 2020; Miller et al., 2022). Furthermore, research suggests that digital transformation can enhance organizational resilience by fostering greater risk transparency and communication

(Martinez & Perez, 2021). However, challenges remain, particularly regarding the alignment of organizational culture with evolving digital risks and the need for specialized knowledge in managing such risks (Jones & Robinson, 2019). This literature review underscores the necessity for organizations to continually adapt their risk management frameworks to stay ahead in an increasingly digital and interconnected world.

Statement of the Problem

The rapid pace of digital transformation presents organizations with significant opportunities for growth and innovation, but it also introduces a new set of risks that traditional risk management frameworks are not fully equipped to handle. As organizations increasingly rely on digital technologies such as cloud computing, artificial intelligence, and the Internet of Things, they face heightened vulnerabilities, including cybersecurity threats, data breaches, and regulatory compliance challenges. Despite the growing importance of managing these digital risks, many businesses struggle to integrate effective risk management strategies into their digital transformation initiatives. This creates a critical gap in understanding how organizations can effectively identify, assess, and mitigate the risks associated with digital transformation, while also leveraging digital opportunities for long-term success. The problem addressed by this research is the need to explore how organizations are adapting their risk management practices in response to the complexities introduced by digital technologies, and what strategies are most effective in mitigating these emerging risks.

Need for the Study

The need for this study arises from the increasing prevalence of digital transformation across industries, which is reshaping business models, processes, and strategies. While digital transformation offers significant opportunities for efficiency, innovation, and growth, it also brings forth complex and often unforeseen risks. Traditional risk management frameworks, which have typically focused on financial, operational, and compliance risks, are insufficient for addressing the new challenges posed by digital technologies such as cybersecurity threats, data privacy concerns, and technological obsolescence. Organizations often struggle to integrate digital risk management into their existing practices, leading to vulnerabilities that could jeopardize their competitiveness and sustainability. Therefore, there is a pressing need to examine how organizations are currently managing these digital risks and to identify effective strategies, tools, and frameworks that can help mitigate these emerging threats while capitalizing on the benefits of digital transformation.

Scope of the Study

This study focuses on the evolving landscape of risk management in the context of digital transformation, with an emphasis on understanding the challenges and opportunities organizations face as they adopt new technologies. The scope of the study includes examining the specific risks associated with digital transformation, such as cybersecurity, data privacy, and system integration challenges, and how businesses are addressing these risks. The study will primarily involve qualitative research methods, including interviews with risk managers, IT professionals, and business leaders across various sectors to gain insights into current practices, strategies, and gaps in risk management frameworks. The findings will be relevant to a wide range of industries, including finance, healthcare, retail, and manufacturing, offering practical recommendations for

businesses looking to enhance their risk management strategies in an increasingly digital world. Additionally, the study will explore opportunities for leveraging emerging technologies like artificial intelligence and data analytics to improve risk detection, mitigation, and resilience.

Background of the Study

The advent of digital transformation has created a fundamental shift in how organizations manage risk. Traditionally, risk management strategies were largely focused on mitigating financial and operational risks. However, the rise of digital technologies has added new layers of complexity, forcing organizations to rethink their risk management frameworks. This study is motivated by the need to explore how organizations are addressing these new challenges and leveraging digital opportunities to improve their risk management strategies. The rapid adoption of digital tools has created significant changes in various sectors, from manufacturing to services. This transformation, while beneficial in terms of innovation and efficiency, has brought about new vulnerabilities—cyberattacks, data breaches, and disruptions to digital infrastructure—that demand new approaches to risk management.

Research Methodology

This study adopts a **qualitative research design** to explore the perspectives of industry professionals involved in digital transformation and risk management. The methodology is aimed at gaining in-depth insights into the challenges and opportunities organizations face in managing digital risks.

Data Collection

- **Semi-structured interviews** will be conducted with risk managers, IT specialists, and digital transformation leaders across different industries (e.g., finance, healthcare, retail). These participants will provide their perspectives on the current state of risk management in the digital age.
- Interviews will be audio-recorded, transcribed, and analyzed using **thematic analysis** to identify key themes, challenges, and strategies in digital risk management.

Sampling

- Participants will be selected using **purposeful sampling**, ensuring that those interviewed have significant experience in digital transformation and risk management.
- The sample will include professionals from various sectors to capture a diverse range of perspectives on the subject matter.

Data Analysis

- Data will be analyzed using thematic coding to identify common patterns and insights across interviews.
- Thematic analysis will allow the researcher to interpret and synthesize the data, focusing on recurring issues related to digital risks, risk management practices, and organizational challenges.

Results and Discussion

The results will be presented as key themes that emerged from the interviews, including:

- **Key Challenges:** Insights into the primary risks identified by organizations, such as cybersecurity, data privacy, and compliance with regulations.
- **Risk Management Strategies:** A discussion of strategies organizations are implementing to mitigate digital risks, such as adopting integrated risk management platforms, training employees, and using AI-powered predictive tools.
- **Opportunities:** Analysis of how digital transformation enables organizations to enhance risk management, such as through improved data analytics and better collaboration between IT and business units.

Future Research

Future research in the area of risk management in digital transformation should focus on exploring the long-term impacts of emerging technologies, such as artificial intelligence, blockchain, and IoT, on risk management practices across different industries. Studies could investigate how organizations can better integrate risk management into their digital transformation strategies, ensuring that risks are proactively identified and mitigated from the outset. Additionally, research could explore the role of organizational culture in shaping the effectiveness of digital risk management frameworks, as well as the impact of evolving regulatory landscapes on digital risk practices. Longitudinal studies tracking organizations over time would also provide valuable insights into the evolving nature of digital risks and the strategies that prove most successful in adapting to rapid technological changes. Lastly, examining cross-industry comparisons of risk management approaches could help identify best practices that can be universally applied, fostering a more resilient digital ecosystem across sectors.

Conclusion

This paper concludes that while digital transformation presents significant risks to organizations, it also offers unique opportunities to enhance risk management frameworks. Through the integration of advanced technologies and a proactive approach to digital risk assessment, businesses can navigate these challenges and safeguard their operations. The study also highlights the need for organizations to invest in continuous learning, resilience, and adaptability to effectively manage the evolving digital risks of the future.

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A STUDY ON PARENT AND PEER INFLUENCE ON ADOLESCENTS' MENTAL HEALTH FOR FUTURE ACADEMIC ASPIRATIONS

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Abstract

Adolescence (from Latin *adolescere*, meaning 'to grow up') is a transitional stage of physical and psychological development that generally occurs during the period from puberty to legal adulthood (age of majority). **Rajaswat (2002)** studied self-concept, morality and adjustment of school going adolescents. Self-concept of rural girls and urban girls was highly significant. The rural girls were having clear vision of self in all dimensions as compared to urban girls. This study is about finding the level of parental and peer influence in adolescence mental health for their future academic aspirations. Parents and peers have direct impact on adolescence decisions and mental health so their influence plays a vital role in adolescent's development. The study reveals the impact of parent and peers influence in adolescents. The researcher has adapted quota sampling method to draw the samples for the current study. The researcher targeted first 10 adolescent students entering the school gate from 08:30am to 09:00am and collected the data during their leisure time. Hence sample sizes of 100 respondents were included for the study through quota sampling technique. The current study focuses on the adolescents in schools. Hence the universe of the study is school going adolescents. Less than half (42%) of the respondents were studying 11th standard, 24% were studying 9th standard, 23% were studying 8th standard and 11% are studying 10th standard because the questionnaires are distributed to the students above 8th standard. More than 1/4th (30%) of the respondent's age were 16 years, 21% belong to 15 years of age, 20% belong to 13 years of age, 17% belong to 14 years of age and 12% belong to 17 years of age because the researcher targeted the students aged between 13-19 years of age. Adolescents should be directed by their parents to have positive impact on their decisions. Parents should concentrate on their children in moral behavior and academics.

Key Words: Parents, Adolescents, Peer Influence, Mental Health, Academic, Behaviour

Introduction

Adolescence (from Latin *adolescere*, meaning 'to grow up') is a transitional stage of physical and psychological development that generally occurs during the period from puberty to legal adulthood (age of majority). Adolescence is usually associated with the teenage years, but its physical, psychological or cultural expressions may begin earlier and end later. For example, puberty now typically begins during preadolescence, particularly in females. Physical growth (particularly in males), and cognitive development can extend into the early twenties. Thus, age provides only a rough marker of adolescence, and scholars have found it difficult to agree upon a precise definition of adolescence.

A thorough understanding of adolescence in society depends on information from various perspectives, including psychology, biology, history, sociology, education, and anthropology.

Within all of these perspectives, adolescence is viewed as a transitional period between childhood and adulthood, whose cultural purpose is the preparation of children for adult roles. It is a period of multiple transitions involving education, training, employment and unemployment, as well as transitions from one living circumstance to another.

The end of adolescence and the beginning of adulthood varies by country. Furthermore, even within a single nation state or culture there can be different ages at which an individual is considered mature enough for society to entrust them with certain privileges and responsibilities. Such privileges and responsibilities include driving a vehicle, having legal sexual relations, serving in the armed forces or on a jury, purchasing and drinking alcohol, voting, entering into contracts, finishing certain levels of education, marriage, and accountability for upholding the law. Adolescence is usually accompanied by an increased independence allowed by the parents or legal guardians, including less supervision as compared to preadolescence.

In studying adolescent development, adolescence can be defined biologically, as the physical transition marked by the onset of puberty and the termination of physical growth; cognitively, as changes in the ability to think abstractly and multi-dimensionally; or socially, as a period of preparation for adult roles. Major pubertal and biological changes include changes to the sex organs, height, weight, and muscle mass, as well as major changes in brain structure and organization. Cognitive advances encompass both increments in knowledge and in the ability to think abstractly and to reason more effectively. The study of adolescent development often involves interdisciplinary collaborations. For example, researchers in neuroscience or bio-behavioral health might focus on pubertal changes in brain structure and its effects on cognition or social relations. Sociologists interested in adolescence might focus on the acquisition of social roles (e.g., worker or romantic partner) and how this varies across cultures or social conditions. Developmental psychologists might focus on changes in relations with parents and peers as a function of school structure and pubertal status. Some scientists have questioned the universality of adolescence as a developmental phase, arguing that traits often considered typical of adolescents are not in fact inherent to the teenage years.

Review of Literature

Grewal (2014) conducted a study to understand the extent of relationship between academic achievement and family climate of 767 adolescents studying in 10+1 class in Govt. / Private Senior Secondary Schools of Punjab. The results of the study showed that there was positive significant correlation between family climate and academic achievement of adolescents. The study further revealed that significant difference exists in the academic achievement of adolescents due to highly satisfactory family climate and highly dissatisfactory family climate. The findings further indicated that academic achievement of adolescents living in highly satisfactory family climate is higher as compared to their counterparts living in highly dissatisfactory family climate.

Peciulyte and Ustinaviciute (2014) 44 conducted a study to investigate the relationship between parent involvement during career decision making and student's career decision self-efficacy. The study sought to find the relationship between three parental involvement facets support, interference, lack of engagement and student's career decision self-efficacy. 205 students of 11-12 grades from Viliniusad Trakai Secondary Schools participated in the main research (mean age =17, S.D. = 0.8). The results indicated that parental support and interference

were positively related to career decisions self-efficacy while lack of engagement was negatively associated with career decisions' self-efficacy. As well as this, it was found that students, who have made their final career choice, scored higher on Career Decision Self-efficacy. There were no gender differences between parental support and interference; however it was found that boys tend to receive less parental involvement in their career decision making compared to girls.

Methodology

Need of the Study

This study is about finding the level of parental and peer influence in adolescence mental health for their future academic aspirations. Parents and peers have direct impact on adolescence decisions and mental health so their influence plays a vital role in adolescent's development. The study reveals the impact of parent and peers influence in adolescents.

Objectives of the Study

1. To find out the socio-economic conditions of the respondents.
2. To identify the factors influencing adolescents' mental health.
3. To find out the level of parent and peer influence among adolescents.
4. To observe the current mental health of the adolescents.
5. To find out the association/relationship/difference between personal variables and the level of parent and peer influence among the respondents.
6. To find out the association/relationship/difference between personal variables and level of mental health among respondents.

Universe of the Study

The researcher has adapted quota sampling method to draw the samples for the current study. The researcher targeted first 10 adolescent students entering the school gate from 08:30am to 09:00am and collected the data during their leisure time. Hence sample sizes of 100 respondents were included for the study through quota sampling technique. The current study focuses on the adolescents in schools. Hence the universe of the study is school going adolescents.

Sampling Procedure

Sample is the unit of study. It is the part of the target population, which is carefully selected to represent the population. It refers to the technique or procedure that the researcher would adopt in selecting items for the sample in order to carry out the study.

Since the study focuses on adolescents the researcher purposively focuses on adolescents and collected the data from the adolescents for the study of parent and peer influence in adolescence mental health for future academic aspirations. Hence 100 respondents were included for the present study. For this purpose, the researcher approached schools and got permission in YWCA Matriculation Higher Secondary School. Hence sample sizes of 100 respondents were included for the study through quota sampling technique

Research Design

A research design is the logical and systematically plans to carry out research. In this study the researcher adopted descriptive research design, as it portrays particularly the characteristics of the adolescents in YWCA Matriculation Higher Secondary School.

Tools of Data Collection

The method used to collect data is the questionnaire method. The researcher used questionnaires which consists of questions related to personal profile, parent and peer influence scale (Ronald Jay Werner-Wilson & Osnat Arbel) and Warwick-Edinburgh Mental Well-being Scale (Warwick-Edinburgh).

Period of Data Collection

Data was collected from 100 respondents through questionnaire method. The collection of data was done from 25.09.2018 to 05.10.2018 at YWCA Matriculation Higher Secondary School.

Analysis and Interpretation

The collected data was analyzed by using SPSS, Diagrams, Tables and Cross tables were used for interpretation of the data. The researcher converted the personal variables in to simple percentage tables. The chi-square and correlation test were applied to find out the association/relationship between variables. ANOVA test was applied to find out the difference among the categories of personal variables and the selected other variables.

Respondents' relationship with others

S.No	Relations	Poor	Moderate	Good	Very good
1	Parents	0	3	17	80
2	Siblings	6	17	30	38
3	Teachers	6	28	43	23
4	Class mates	1	19	37	43
5	Friends	0	4	23	73

The above table indicates that among the total respondents Majority (80%) having very good relationship with their parents, 17% having good relationship with their parents and 13% having moderate relationship. Less than half (38%) of the respondents having very good relationship with their siblings, 30% having good relationship, 17% having moderate relationship, 9% do not have siblings and 6% have poor relationship with their siblings. Less than half (43%) of the respondents having good relationship with their teachers, 28% having moderate relationship, 23% having very good relationship and 6% have poor relationship with their teachers. Less than half (43%) having very good relationship with their class mates, 37% having good relationship, 19% having moderate relationship and 1% having poor relationship with their class mates. Majority (73%) of the respondents having very good relationship with their friends, 23% having good relationship and 4% having moderate relationship.

Parent's Education of the Respondents

S.No	Education	Father	Mother
1	Schooling	71	83
2	UG	15	12
3	PG	4	1
4	No parents	10	2
	Total	100	100

The above table indicates that majority (71%) of the respondent's fathers completed schooling, 15% completed UG, 10% of the respondents' fathers passed away and 4% of the respondent's fathers completed PG. majority (83%) of the respondent's mothers did schooling, 12% did UG, 2% of the respondent's mothers passed away and 1% mothers did not study.

Findings related to Personal Profile of the Respondents

- Less than half (42%) of the respondents were studying 11th standard, 24% were studying 9th standard, 23% were studying 8th standard and 11% are studying 10th standard because the questionnaires are distributed to the students above 8th standard.
- More than 1/4th (30%) of the respondent's age were 16 years, 21% belong to 15 years of age, 20% belong to 13 years of age, 17% belong to 14 years of age and 12% belong to 17 years of age because the researcher targeted the students aged between 13-19 years of age.
- More than half 63% of the respondents were males and (37%) of the respondents were females.

Findings related to Academic Performance of the Respondents

- Majorities (77%) of the respondent's academic percentage range from 50-100 and 23% of the respondents score 35-50 percent.
- More than half (54%) of the respondent's reason for liking a subject is because it is interesting to them, 38% likes because it is easy to them and 8% likes because it is helpful to their ambition.
- Majority (78%) of the respondents wants to do UG, 20% wants to do PG and 2% do not want to do any graduation.

Findings related to the Key Variables

- Less than half of (25%) of the respondents are influenced by their parents.
- More than half of (53%) of the respondents neither influenced by their parents nor by their peers.
- Less than 3/4th of (22%) of the respondents are influenced by their peers.
- Less than half of (48%) of the respondents have moderate mental health, 27% of the respondents have low mental health and 25% of the respondents have high mental health.

Suggestions

This study is about role of parents and peers in adolescent's mental health and academic aspirations. In this study 47 percent of the respondents are influenced neither by parents nor by peers, (28%) of the respondents are influenced by parents and (25%) of the respondents are influenced by their peers.

Social Work Intervention

School social workers should give counseling and school-based intervention programs to adolescents. The intervention program should incorporate a range of programs and strategies targeted at enhancing both the physical and mental health. A review of school-based programs by the World Health Organization found that school-based interventions that adopted the Health Promoting Schools approach, and included intervention components in more than one school domain, to be most effective in achieving beneficial outcomes. Social workers should give School based intervention programs to adolescents to improve their mental health for academic aspirations. These are some intervention programs,

- Rewards and recognition programs.
- Peer support or peer mentoring programs
- Anti-bullying programs
- Cultural awareness programs

- Promotion and engagement of local community organizations, groups and clubs in the school (e.g. charity organizations, and church and sporting groups).
- Promotion and engagement of health and community services in the school (e.g. Youth, and Child and Adolescent Mental Health Services).
- Increase parental involvement in the school (e.g. school events and effective parent communication strategies).

Conclusion

Adolescents should be directed by their parents to have positive impact on their decisions. Parents should concentrate on their children in moral behavior and academics. Parents have a direct impact on their children's peer relationships during early adolescence by acting as consultants with regard to peer-related problems. When parental feedback is aimed at promoting young adolescents' autonomy, the impact of their feedback is likely to be positive. In contrast, parents who are overly intrusive during discussions about peer related problems may model and socialize socially unacceptable styles of interacting, making their children poor choices for friends. Questions remain as to whether parents' responses to peer-related problems are directed toward preventing, remediating, or resolving conflicts in their adolescents' peer relationships. Peers influence more in the adolescent's choices. Good relationship with parents and peers promotes positive influence on an adolescent's mental health and future academic aspirations.

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A STUDY ON AWARENESS OF RESPONDENTS TOWARDS ECO-FRIENDLY PRODUCTS WITH REFERENCE TO COIMBATORE DISTRICT

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Abstract

The term eco-friendly marketing emerged as a result of nature's adverse changes and company's environmental consciousness. Awareness towards eco-friendly products are based on various aspects and the reach of the products with the customer mind. In this context, this research was undertaken to understand the consumer awareness and perception towards eco-friendly products in Coimbatore District. For this purpose a sample of was collected from the 300 respondents were statistical tools were applied towards collecting primary data. The conclusion is that the respondents have higher level of awareness towards eco-friendly products available in the market in that they are aware a lot towards eco-friendly products based on food items.

Keywords: Eco-friendly products, Consumer awareness and Perception

Introduction

In today's business world environmental issues play a crucial role in marketing decisions. The environmental degradation and its effect on human life have emerged as one of the burning issues drawing attention of industrialists, academicians, society and research scholars all across the world. In recent times, the environment has emerged as a hot issue for societies, governments, in addition to business organizations. Concern over the environment has evolved through several distinct phases. From the 1960s ecology movement focusing on pollution and energy conservation, to the recent use of environmental issues as a source of competitive advantage in business and politics, individual and societal concerns over environmental issues have become increasingly apparent to the casual observer in the present century. This evolution has resulted in an expanded list of issues that fall within the domain of environmental responsibility. From the beginning of the 1970s, a significant amount of research has been conducted on consumer's behaviour towards environmentally friendly products.

Statement of the problem

The current rapid growth in the economy and the change in consumers' behavior and consumption patterns worldwide are the main cause of environmental deterioration. As the environment continues to worsen, it has become a persistent public concern in the developed countries and has recently awakened the developing countries to the eco-friendly movement. All most all the governments around the world are concerned about eco-friendly marketing activities that they have attempted to influence customers about environmental issues and motivating customers for greater participation in building awareness and increase eco-friendly product uses. This research is an attempt to explore the attitude towards the environment and eco-friendly products.

Objectives of the study

- To study about the demographic variables of the respondents.
- To analyze about the level of awareness about eco-friendly products.
- To evaluate the perception of respondents towards eco-friendly products with the market.

Scope of the study

Though various studies have been taken place regarding the customer attitude towards the eco-friendly products. There is a research gap between a related study in Coimbatore district. The main scope is that people will get awareness towards various aspects related usage of non-plastic products.

Research Methodology

Sample design

The populace focused for this investigation comprised of tests from the area of Coimbatore district who have bought no less than two item classifications out of the five chose for the examination. A family was chosen as an inspecting unit. Any grown-up individual from the family who settles on the most buy choices for the family was the respondent for this investigation. The inspecting strategy received for the examination was accommodation testing where the example respondents were chosen based on the openness

Collection of data

The examination work is basically founded on essential information gathered from the example respondents through an organized poll. Other data pertinent for the examination's investigation and others was gathered from auxiliary sources, for example, diaries, magazines, distributed and unpublished research works and sites.

Analysis and Interpretation

Demographic profile	Particulars	Frequency	Percent
Gender	Male	151	50.3
	Female	149	49.7
	Total	300	100
Age	Below 30 years	119	39.7
	30-45 years	94	31.3
	45-60 years	67	22.3
	Above 60 years	20	6.7
	Total	300	100
Educational qualification	School level	40	13.3
	Diploma	46	15.3
	Graduated	125	41.7
	Post graduated	89	29.7
	Total	300	100
Occupation	Student	63	21
	Agriculture	42	14
	Private Employee	101	33.7
	Govt. Employee	58	19.3
	Business	31	10.3
	Others	5	1.7
	Total	300	100
Area of residence	Rural	66	22
	Urban	123	41
	Semi urban	111	37
	Total	300	100

The above table shows that 50.3% are male, 49.7% are female. 39.7% from the age group of below 30 years, 31.3% are between 30-45 years, 22.3% are between 45-60 years and 6.7% are above 60 years. 13.3% who are using eco-friendly products have finished school level, 15.3% have completed their diploma, 41.7% are graduated and 29.7% are post graduated. 21% who are purchasing eco-friendly products are students, 14% who are purchasing eco-friendly products are agriculturist, 33.7% who are purchasing eco-friendly products are working with private companies, 19.3% are government employees, 10.3% business people and 1.7% belongs to others. The others are house wife, politician and a government contract. 22% who purchase eco-friendly products are residing at rural area, 41% are residing at urban area and 37% are residing at semi urban area.

Awareness about eco-friendly products

A total of 11 variables were taken for the purpose of data redemption using factor analysis towards Awareness about eco-friendly products.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.882
Bartlett's Test of Sphericity	Approx. Chi-Square	2.280
	Df	55
	Sig.	.000

From the table it is depicted that the Kaiser-Meyer-Olkin Measure of Sampling Adequacy value is at 0.882 which is greater than 0.5. It shows that the level of adequacy is adequate and normally distributed.

Total Variance Explained									
Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.331	57.554	57.554	6.331	57.554	57.554	3.854	35.038	35.038
2	1.231	11.189	68.743	1.231	11.189	68.743	3.708	33.705	68.743
3	.753	6.842	75.585						
4	.678	6.164	81.749						
5	.431	3.914	85.663						
6	.371	3.376	89.039						
7	.325	2.956	91.996						
8	.298	2.713	94.708						
9	.234	2.132	96.840						
10	.186	1.692	98.533						
11	.161	1.467	100.000						
Extraction Method: Principal Component Analysis.									

The Eigen value above 1.0 (Communalities) are taken as components for decision making process of the study where as the first component contributes 57.55%, the second component contributes 11.18% and the third component contributes 6.84%.

Descriptive Statistics for awareness about eco-friendly products

	N	Mean	Std. Deviation	Mean Rank
Non-toxic	300	2.42	0.879	5
Made from recycled waste or made from natural of renewable materials	300	2.36	0.875	4
Product with natural ingredients	300	2.28	0.926	1
Low embodied energy	300	2.65	1.012	7
Non polluting	300	2.32	0.966	2
Healthy for occupants	300	2.33	0.930	3
Knowing the significance of eco-friendly marketing	300	2.39	1.004	6
Valid N (listwise)	300			

Interpretation

Based on the reduced factors using factor analysis it reveals that the respondents are aware towards non-toxic of eco-friendly products sold in the market (2.42), they have awareness on eco-friendly products made from recycled waste or made from natural of renewable materials (2.36), eco-friendly products sold with natural ingredients (2.28), eco-friendly products having low embodied energy (2.65), the respondents are also aware about non pollution with eco-friendly products (2.32), eco-friendly products healthy for occupants (2.33) and the respondents are aware about knowledge towards significance of eco-friendly marketing (2.39).

Comparison between nature of family and awareness towards eco-friendly products

H02: There is no relationship between nature of family and awareness towards eco-friendly products

	Nature of family	N	Mean Rank	Chi Square	Asymp.Sig
Awareness about Eco-friendly Products	Joint family	63	171.02	4.474	0.034
	Nuclear family	237	145.04		
	Total	300			

There is a relationship between nature of family and awareness about Eco-friendly Products (0.034) were the respondents who are from joint family (171.02) have higher level of awareness about eco-friendly products.

Comparison between occupation of the respondents and awareness towards eco-friendly products

Ho5: There is a significant difference between occupation of the respondents and awareness towards eco-friendly products

		N	Mean	Std. Deviation	F	Sig.
Awareness about Eco-friendly Products	Student	63	2.13	.713	3.293	0.007
	Agriculture	42	2.47	.800		
	Private Employee	101	2.49	.653		
	Govt. Employee	58	2.26	.706		
	Business	31	2.62	.749		
	others	5	2.50	.300		
	Total	300	2.38	.718		

There is no significant difference between occupation of the respondents and awareness about eco-friendly products (0.007) were the respondents who are students (2.13), Agriculturist (2.47), working as private employee (2.49) and Govt. employee (2.26), Business(2.62) and others (2.50) agree towards perception eco-friendly products.

Findings

- 50.3% of the respondents are from the gender male.
- 39.7% of the respondents are below 30 years of age.
- 41.7% of the respondents who are purchasing eco-friendly products are graduated.
- 33.7% of the respondents who are purchasing eco-friendly products are working with private concern.
- 41% of the respondents who are purchasing eco-friendly products are residing at urban area.

Suggestions

- Since there is lack of awareness regarding availability of eco-friendly products, companies should focus on advertising eco-friendly branding, in-store displays and pamphlets. Promotional campaigns may be used to further promote the use of eco-friendly products.
- Therefore, marketers should target middle age and senior citizens for purchase of eco-friendly products through their integrated marketing communication activities.

Conclusion

The conclusion is that the respondents have higher level of awareness towards eco-friendly products available in the market in that they are aware a lot towards eco-friendly products based on food items.

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VILLAGE COUNCILS OF NAGALAND: CUSTOMARY LAWS, GENDER-ROLES AND DEVELOPMENTAL CHALLENGES

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Abstract

Nagaland is a sparsely populated Indian state located in the northeastern region. The village councils are the traditional local government body that administers villages based on Article 371 A of the Indian constitution. The village identity is the central part of Naga identity, and individual identifies themselves as part of a village. The researcher stayed in deep rural areas, namely Goching, Hongphoi, Pongkong, and Chi (Chui) Villages of Mon district, Nagaland, from October 2021 to December 2022 and traveled extensively in these villages. This study explores the role of village council in addressing gender roles and developmental challenges.

Keywords: Village Council, Village Development Board, Angh, Konyak tribe

Introduction

Nagaland is a mountainous state bordering Myanmar, and many parts of Nagaland suffered heavy fighting during the Second World War. Nagaland's tribes speak over twenty languages that are incomprehensible to each other. The majority of the seventeen recognized tribes in Nagaland are Christian, including the non-Naga Kuki and Kachari tribes, who have rich cultural diversity and customs (Tzudir & Krose, 2024). Known as the land of Anghs, the Mon district in northern Nagaland is home to the Konyak community. The anthropological monograph "The Naked Nagas: Head-hunters of Assam in Peace and War" by Furer-Haimendorf who conducted fieldwork in Wakching village of Mon district between 1936 and 1937, brought the Konyak tribe to the attention of anthropologists (Von Furer-Haimendorf, 1938).

The Mon district can be classified into the lower Konyak and upper Konyak areas. The Lower Konyak region has a unique culture distinct from the Upper Konyak area, with seven kingdoms ruled by chief anghs or hereditary kings from established royal lines (Featherstone & Harvey, 2021). Anghs governs and guards the villagers and their belongings (Tiwari et al., 2013). The Morung is the heart and soul of customary practices and justifies patriarchy, particularly in politics (Longkoi, 2024). The Konyaks practiced headhunting and facial tattoos. Local rivalries, such as those involving resources between tribal areas, between plains and hills regions, and between the indigenous population and migrants from the Bengali plains, Nepal, or central India, are at the heart of violence in the Northeast (Lacina, 2009; Weiner & Katzenstein, 1981). The skulls of buffalo and Mithun are used to decorate homes in Konyak villages, symbolizing their passion for hunting. There have been conflicts between morungs in the same town (Von Furer-Haimendorf, 1938). According to Konyak tradition, they take the head of their enemy during battle, allowing them to decorate tattoos on their face and body as an act of bravery (Konyak, 2008). The village council system remains a Pandora's box for many, creating significant ambiguity in policy formulation. The core idea behind the village council system is to implement government schemes for the welfare of villagers in the hinterland areas by respecting their traditional values and tribal customs.

Method

The qualitative study used case study method to understand the role of village council in every day life of residents in the remote villages of Nagaland namely Chi, Goching, Hongphoi and Pongkong under Mon district of Nagaland from December 2021 to November 2022. The secondary data for the study was obtained from journal articles, books, and other relevant documents. The study attempts to answer the following question: What is the role of traditional village council system in achieving gender inclusive development in rural areas? The research study also exposes the role of the conventional leadership style in dispute resolution.

Panchayat, village council and gender roles

In India, local self-government bodies in rural areas can be generally classified as Panchayats and village councils. The 73rd constitutional amendment in India was a significant milestone in democratic decentralization and devolution of power (Sukumar et al., 2019). Village councils are traditional local self-government bodies in tribal majority areas of North East India. Village councils under autonomous district councils of Meghalaya (Garo, Khasi, and Jaintia), Mizoram (Mara, Lai, and Chakma), Tripura and Assam (Bodoland, Dima Hasao, and Karbi Anglong) mentioned in the sixth schedule of the Indian constitution (Constitution of India, 1950) are different from village councils of Nagaland. The village councils in Nagaland were established based on the Nagaland Village and Area Councils Act of 1978.

Naga villages are located on the summits of hills, divided based on Morungs or Khels, subdividing the village's territory based on clans (Natarajan, 1977). There is a village council in every recognized village, and they have a five-year tenure. The term of the village council can be extended for one more year or dissolved before completing five years by the Nagaland government. There is no uniformity in the period of selection of village councils from one village to another, which creates confusion about the tenure of the village council. The village council chairman is the head of the village government, and the village council secretary assists the village council chairman in administration. A member recommended by the chairman acts as chairman during the chairman's absence in a village council meeting. The village council secretary may or may not be a village council member. A government employee or a person convicted by any court in India is not eligible to become a member of a village council. The Nagaland government can remove any member of the village council in case of misconduct, and the removed person is not eligible for re-election into the village council except with prior permission of the Nagaland government.

The village council chairman determines business conduct at village council meetings, which meet at least once every three months. The village council chair can request a village council meeting if at least one-third of its members ask for it. There is no election for village council members, and the villagers will select the members of the Village Council in compliance with customary practices and usages. The absence of the election process results in the elite capture of the village council. A village council member must be at least twenty-five years old and an Indian citizen.

The Village Council Act of 1978 conferred authority to administer justice following the village's customary law. The Hereditary Angh (King) will be an ex-officio member of the village council having voting rights. The Konyak community has a Chief Angh in each chief village, such as Longwa, Mon, and Chi, and smaller Anghs in the villages that fall under each chief village.

There is no separate village chief in villages like Goching Village, which was formed from Chi Village. The chief Angh of Chi village has jurisdiction over Goching Village.

The village development board is constituted under the village council for infrastructure development and administering various government schemes. The village development board (VBD) secretary may or may not be a member of the village council, and the VDB secretary has no voting rights if he is not a village council member. The VDB secretary heads the village development board, and the VDB can raise funds for utility services within the village with prior approval from the state government. The Village development board can take preventive action in any epidemic or infection in the village. The village development board was very influential during the COVID-19 pandemic in providing health care support in the rural areas of Nagaland. Women get one-third of the seats on the village development board but are not permitted to serve on the village council. VDB secretary can be a woman, but she cannot be part of the village council; at the same time, if the VDB secretary is a man, he can be part of the village council.

The Nagaland government modified the Nagaland Municipal Act in November 2016 to implement the constitutionally mandated 33% seat reservation for women in urban local government bodies (Thejalhoukho, 2024). This time, however, several tribal organizations, including the Konyak Union, objected to this provision, arguing that it violated the Naga customs and, subsequently, violated the special constitutional status granted to Nagaland under Article 371A. Gaon Bura (GB), who administers justice at the village level based on customary law, will also be a member of the village council. The GBs wear red overcoats or blankets, distinguishing them from other ordinary citizens. The number of Gaon Buras differs in Villages according to the village population. In the case of more than one Gaon Bura, the village council elects a senior Gaon Bura as the head Gaon Bura of the village.

Customary Law

The "social capital" inherited from traditional practices and institutions is one of the main advantages modern Naga society has carried over from its past. Social discrimination and the caste system are non-existent among Nagas, unlike other parts of mainland India, and there is a strong sense of community spirit and social bonding. Aspects of the community's cultural history and agricultural knowledge passed down through the age groups connected to the bachelors' or men's dwellings known as Morungs (Imchen, 2024).

The 1997 Indo-Naga ceasefire agreement marked a turning point in the conflict between the Indian government and Naga rebel factions (McDuie-Ra & Kikon, 2016). The Eastern Naga People's Organization proposed bifurcation of the present-day state of Nagaland into two states, Frontier Nagaland and Nagaland (Wouters, 2016). Compared to other regions of the state of Nagaland, Eastern Nagaland shares characteristics of being backward, and the districts of Mon, Shamator, Tuensang, Kiphire, Noklak, and Longleng, make Eastern Nagaland or Frontier Nagaland, which borders Myanmar (Ziipao, 2022).

Geographical remoteness and development challenges

There is no marketing facility for local agricultural produce, and the roads connecting the villages to the nearby district headquarters, Mon town, are poorly maintained. Enhancing rural road connectivity is essential for Nagaland's development since many of the state's villages are difficult to access (Humtsoe, 2020). These roads are also of strategic importance since they are located on the Indo-Myanmar border, and China's Yunnan province is in the vicinity. Hiring a vehicle is

expensive which is not affordable for many villagers. Small-scale farmers in the villages suffer post-harvest loss due to lack of marketing opportunities. There has been internal factionalism in the Naga armed conflict in addition to the Indian counter-insurgency (Goswami, 2017), which has resulted in a lack of infrastructure and industrial development in Nagaland.

There is a lack of healthcare facilities and an inadequate number of professionally trained healthcare professionals in the deep rural areas of the Mon district. A study suggests that to increase childhood vaccination rates in Nagaland, dependable transportation between villages and health facilities is essential (Kim, 2021). Access to hinterland villages like Pongkong is difficult during the summer and monsoon seasons. The roads will be dusty during the summer season, which results in breathing difficulties for travelers, while in monsoon season, the tire will get stuck in Mud, which makes the travel like getting blood out of a stone. The village council of Pongkong, with the help of civil society organizations, constructs and maintains roads.

Border Road Organisation is a government agency responsible for constructing roads in border areas of India. In the Mon district, some highways are maintained by the Border Road organization. When receiving treatment in Mon district hospital, the rural patients have to spend the night at a relative's house in Mon town after traveling for three to four hours on foot or by private transportation (Das et al., 2014) due to inaccessible roads and security challenges. The village health committee assists the district administration in implementing government schemes related to health care. The village health committee is a sub-committee of the village council consisting of a village council member to ensure better and more efficient health service delivery through primary health centers in the village.

The villagers depend on Mon town, the district headquarters of Mon district, for all their essential needs, including grocery and health care services. There is no all-weather road connectivity to villages like Pongkong; any road blockade due to severe rainfall, natural disasters, or armed conflict will badly affect the daily affairs of villagers. The village students will enroll in hostels in Mon town after they complete middle school for higher education. If students or their parents cannot afford the cost of living in Mon town, they reside in their relative's place and help them with household chores after school hours. Personnel working for the Indian government are required to pay the militant groups 15 to 25 percent of their salaries in militant groups' dominated areas in Nagaland; failure to do so may have fatal consequences or lead to disappearances (Goswami, 2008). In order to generate money, the militant groups in Nagaland engaged in terrorist, kidnapping, and extortion (Mampilly & Thakur, 2024). The extortion from the militant groups and poor road infrastructure in the deep rural areas force the government officials and health care officials to stay in district headquarters, eventually leading to inadequate service delivery for the rural population.

Christianity and Naga worldview

Christianity made its way to Nagaland in the early 19th century. The introduction of Christianity by British colonists impacted Nagas' daily lives and worldviews (T. Longkumer, 2021). Nagaland Baptist church council is one of Nagaland's most influential religious organizations. The Konyak Baptist Bumeinok Bangjum (KBBB) heads all Baptist churches in the Mon district. The Baptist church came to Nagaland, followed by the catholic church. The major denominations in Nagaland are Baptist, Presbyterian, and Catholic. Other tribes have revered the Ao tribe since they first accepted Christianity, and they got the opportunity for Western education.

The Konyaks were the last tribe to accept Christianity. The American Baptist strategy was to train local evangelists to preach to the people in interior villages and to make the church self-sufficient in Nagaland (Joshi, 2007). The church is the center of social life in every Naga village. The motto "Nagaland for Christ" has gained traction in the pursuit of "Greater Nagalim," which unites the Naga people, as all Naga tribes are Christian (Konwer & Rizvi, 2023). Church positions are organized in a vertical hierarchy due to the institutionalization of groups and churches based on denominations, which has contributed to the bureaucratization of churches (Achumi, 2022). The new Christian faith encouraged villagers to give up their old headhunting practice. Christianity gave the majority of Nagas a "moral authority" and some degree of internal cohesion, outpacing both territorial divide and "tribal" loyalties (A. Longkumer, 2018).

Illegal coal mining and jhum cultivation

About 88% of the workforce in the Mon district is employed in shifting cultivation, or Jhum, as it is known locally. Considering agriculture constitutes the primary source of income in Naga society, women have always collaborated with men in all agriculturally related tasks (Jamir, 2014). The topographical feature of the land in Hongphoi, Pongkong, and Goching villages of Mon district is marked by gentle slopping everywhere with rich and fertile soil suitable for minor irrigation and agricultural activities. Traditionally, the predominant method of land allocation in Mon district has been redistribution, whereby excess crops are provided to the Anghs, who then distribute them to low-income families (Saikia & Bhaduri, 2012).

There is a decline in the agricultural area for Jhum cultivation in Nagaland due to youth migration for better employment opportunities and soil infertility (Nongkynrih et al., 2018; Ritse et al., 2020). The area of land allocated for Jhum cultivation is decreasing due to the increase in population. The illegal coal mining in Naga villages, with the support of political and insurgent leaders, resulted in environmental degradation, contamination of rivers and streams, and destruction of agricultural land (McDuaie-Ra & Kikon, 2016). The decline in the Jhum field results in a reduction of the Jhum cycle and a decrease in productivity. The crops like maize (*Zea mays* L.), rice (*Oryza sativa*), tapioca (*Manihot esculenta*), potatoes (*Solanum tuberosum*), and ginger (*Zingiber officinale*) are produced in Jhum sites of Mon district, also known as shifting cultivation. (Mishra & Francaviglia, 2021). Indigenous Peoples' food systems and nutritional status have received relatively little attention; however, preserving and documenting Indigenous knowledge and food systems is essential, particularly in policies and intervention programs that address food and nutrition security (Kuhnlein & Leach, 2017).

Drug abuse

Mon district shares a border with Myanmar, and its proximity to the Golden Triangle special economic zone, located in the trijunction area of Myanmar, Laos, and Thailand, increases the drug menace in this area. The political unrest in Myanmar has created favorable conditions for the expansion of a thriving drug industry, and the northeastern region of India has been well-recognized as the primary route for the transit of drugs originating in Myanmar (Sarkar, 2024). In Nagaland, socioeconomic hardships such as unemployment or dropping out of school have an impact on an individual's decision to take drugs (Kermode et al., 2007).

Conclusion

The Village councils need to be strengthened for improving lives of thousands of rural residents in the deep rural villages of Nagaland. In Nagaland, village councils perform a significant role in grassroots decision-making. The effective functioning of village councils contributes to preserve Nagaland culture and traditions. At the village level, good governance and efficient service delivery depend on strengthening village councils through administrative training and capacity building. The presence of two female lawmakers in Nagaland legislative assembly and a female parliamentarian from Nagaland will promote more gender inclusiveness in the political process.

Village councils have the power to document Naga folklore and register it under a society or association because of the collective communal ownership of this knowledge. This protects the intangible cultural heritage of the Naga people from unjust commercialization and appropriation (Varah et al., 2021). For the benefit of future generations, Nagaland's unique culture must be conserved. The rural populace might be encouraged by the village councils to protect biodiversity by reducing animal hunting and tree-cutting. The village council currently serves as a liaison between the village's citizens and the government, conducting a number of programs pertaining to health, horticulture, and rural development. By combining additional plans from different departments, village councils can serve the rural population more effectively.

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**EMERGING TRENDS IN THE SOCIAL WORK PROFESSION:
NAVIGATING CHALLENGES AND SEIZING OPPORTUNITIES IN
HUMAN RESOURCE MANAGEMENT**

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Abstract

The Human resource management plays a crucial role in the emerging environment which involves recruiting and many other activities and also social work which satisfy the wanted needs of the common people so this paper covers the Emerging Trends in the Social Work Profession: Navigating Challenges and Seizing Opportunities in Human Resource Management and it is a cross-sectional descriptive study in Coimbatore district with 50 respondents which covers the trends, opportunities and trends in the Social Work Profession.

Keywords: Human Resource Management, Emerging Trends, Social Work Profession, Navigating Challenges, Seizing Opportunities

Introduction

The social work profession is constantly evolving, especially as it responds to shifts in societal needs, economic landscapes, and emerging global challenges. One of the core areas of change lies in human resource management (HRM), where trends such as workforce diversification, technological integration, and an increasing focus on well-being are shaping the future of social work. This paper explores the key emerging trends in social work, highlighting both challenges and opportunities in human resource management.

Statement of the problem

The social work profession has undergone significant transformation in recent years, shaped by evolving societal needs, technological advancements, and shifting demographic trends. As the demand for social services continues to grow, social workers face an increasing array of challenges, including burnout, workload management, and addressing the complex needs of diverse populations. Concurrently, there are numerous opportunities for innovation within human resource management (HRM) practices in the social work field. However, the integration of effective HRM strategies-such as recruitment, retention, professional development, and organizational culture-remains underexplored in relation to the specific dynamics of social work.

This research seeks to investigate the emerging trends in the social work profession, focusing on the challenges and opportunities that social workers face in the context of HRM. It aims to explore how HRM practices can be optimized to enhance workforce well-being, reduce turnover, and improve service delivery in the social work sector. Additionally, it will examine the role of leadership, training, and technology in fostering a sustainable, effective, and adaptable workforce. Understanding these emerging trends is critical to ensuring the continued success and resilience of the social work profession in an increasingly complex and diverse social landscape.

Review of Literature

The intersection of social work and human resource management (HRM) has become increasingly significant, reflecting evolving trends and challenges in both fields. A 2023 article from the Institute of Social Work & Research highlights emerging practices in India, emphasizing community-based approaches, technological integration, and interdisciplinary collaboration within social work.

In the realm of HRM, a 2024 study discusses the impact of globalization, technological advancements, and societal changes on HR practices, underscoring the necessity for continuous feedback cultures and strategic leadership development. Complementing this, a 2022 article explores the influence of Industry 4.0 on HRM, detailing how digital technologies like AI and big data are transforming hiring processes and employee evaluations.

Furthermore, a 2020 systematic review examines the role of professional social media platforms, such as LinkedIn, in HRM, revealing how these tools facilitate recruitment and professional networking, thereby shaping modern HR strategies. Additionally, a 2024 study investigates the adoption of emerging technologies like AI, VR, AR, and the Metaverse in HRM, highlighting their potential to revolutionize employee engagement and training programs.

Objectives

To Describe the Emerging Trends in the Social Work Profession: Navigating Challenges and Seizing Opportunities in Human Resource Management

Workforce Diversification and Inclusion

Trends

- **Demographic Changes:** The growing cultural, ethnic, and generational diversity within the social work workforce is one of the most significant trends. With an increase in migration and demographic shifts, social workers are required to engage with an increasingly varied population. Organizations are increasingly focusing on **diversity, equity, and inclusion (DEI)** initiatives to reflect the diversity of the populations they serve.
- **Inclusive Leadership:** HR managers in social work organizations are fostering inclusive leadership. This involves developing HR policies that promote equitable opportunities for staff at all levels and ensuring that leadership represents the diversity within the organization. Social work leaders are recognizing the importance of creating an environment where individuals from various backgrounds feel valued.

Challenges

- **Cultural Competency:** Ensuring that the workforce has the necessary skills to navigate diverse populations remains a challenge. This requires continuous training and development in cultural competency.
- **Retention of Diverse Staff:** Retaining a diverse workforce can be difficult if inclusivity efforts do not translate into meaningful career development opportunities or a supportive work environment.

Opportunities

- **Enhanced Service Delivery:** A diverse workforce can improve the social work profession's ability to provide culturally responsive and effective services.

- **HR Policies for Inclusion:** The opportunity exists to design HR policies that promote fairness, respect, and opportunities for advancement regardless of ethnicity, gender, or background.

Technological Advancements in Social Work

Trends

- **Digital Transformation:** The integration of technology in social work has been growing, especially post-pandemic. Social workers are using digital tools for case management, communication, and service delivery. Telehealth services have expanded, and casework management software has made administrative tasks more efficient.
- **Data-Driven Decision Making:** Social work organizations are increasingly leveraging data analytics for better decision-making. By analyzing data related to service delivery, case outcomes, and workforce performance, HR managers are able to optimize resource allocation and improve overall efficiency.

Challenges

- **Digital Divide:** Despite the advantages of digital tools, not all social work professionals have equal access to these resources, particularly in underserved areas. This can create inequalities in service provision and opportunities for staff development.
- **Workforce Adaptation:** The rapid pace of technological change requires ongoing training for social work professionals. HR departments must ensure that workers are equipped with the necessary digital skills to effectively use new technologies.

Opportunities

- **Improved Efficiency:** Technology allows for more streamlined administrative functions, enabling social workers to focus more on direct practice and client interactions.
- **Access to Global Resources:** Technology allows for virtual collaboration and access to global best practices, which can enhance professional development for social work staff worldwide.

Focus on Employee Well-being and Mental Health

Trends

- **Burnout and Compassion Fatigue:** Social workers are increasingly vulnerable to burnout due to the emotionally taxing nature of their work. Mental health awareness among social workers has become a key focus area, with organizations striving to develop systems that provide emotional and psychological support to their employees.
- **Work-life Balance Initiatives:** Flexible work hours, remote work, and the ability to decompress between client sessions are gaining traction in social work organizations as strategies to combat burnout.

Challenges

- **Resource Allocation for Well-being:** Although there is an increased focus on well-being, there may be insufficient resources allocated to mental health programs, especially in organizations with limited budgets.
- **Stigma Around Mental Health:** In some social work environments, there may still be stigma surrounding the discussion of mental health, which can prevent employees from seeking help when needed.

Opportunities

- **Supportive Work Environments:** HR departments have the opportunity to implement wellness programs, mentorship opportunities, and peer support networks to ensure that social workers are emotionally supported.
- **Employee Retention:** Fostering an environment that promotes mental health and work-life balance can reduce turnover and increase job satisfaction among social workers.

Evolving Roles and Professional Development

Trends

- **Interdisciplinary Collaboration:** The lines between social work and other professions, such as healthcare, education, and law enforcement, are increasingly blurring. Social workers are collaborating more with other professionals to provide holistic care to clients, especially in community-based settings.
- **Continuous Professional Development (CPD):** Social work organizations are placing greater emphasis on ongoing training and professional development. HR managers are integrating CPD programs into their HR strategies, allowing employees to acquire new skills and certifications to keep pace with changes in the field.

Challenges

- **Balancing Case Load and Training:** Social workers often face large caseloads, leaving limited time for professional development. HR departments must find ways to ensure that professional development does not negatively impact the quality of client care or staff well-being.
- **Credentialing:** The varying requirements across states and countries for certifications and professional licenses can create barriers for social workers who wish to advance in their careers or move between jurisdictions.

Opportunities

- **Specialization and Career Growth:** Social workers have the opportunity to specialize in areas such as child welfare, mental health, or geriatric care, enhancing their career prospects and expertise.
- **Career Mobility:** By integrating professional development into HR management, social workers can be better equipped to advance in their careers or transition into related fields.

Policy and Advocacy

Trends

- **Advocacy for Better Work Conditions:** Social work organizations are advocating for better pay, working conditions, and legislative changes that benefit both social workers and the communities they serve. HR departments are increasingly involved in these advocacy efforts by influencing policy changes and supporting staff in collective action.
- **Government and Private Sector Partnerships:** HR managers are looking for opportunities to partner with government agencies and private organizations to secure funding and resources to enhance social work practice.

Challenges

- **Funding Limitations:** Many social work organizations struggle with securing adequate funding, which can restrict HR's ability to implement effective training programs, hire additional staff, or improve working conditions.
- **Policy Barriers:** Political and bureaucratic barriers can hinder efforts to improve the working conditions for social workers or advocate for client-centered changes at the systemic level.

Opportunities

- **Leveraging Advocacy:** HR professionals can support social workers by fostering stronger advocacy efforts to improve systemic support for the profession and those served.
- **Increased Funding and Resources:** By engaging with policymakers, social work organizations can secure additional resources, enabling them to improve services and provide better support for their workforce.

Conclusion

The social work profession is at a critical juncture, where emerging trends in human resource management are shaping its future. From workforce diversification and the integration of technology to prioritizing employee well-being and advocating for better policies, social work HR managers face both significant challenges and incredible opportunities. By recognizing these trends and proactively addressing them, HR professionals can help social work organizations become more resilient, efficient, and impactful, ultimately improving the quality of services provided to clients.

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BINARY REGULAR \wedge GENERALIZED CONTINUOUS AND IRRESOLUTE FUNCTIONS

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Abstract

The authors [9] introduced the concept of binary regular \wedge generalized closed sets in binary topological spaces and studied its basic properties. In this paper we introduce the concept of binary regular \wedge generalized continuous function, totally and strongly binary regular \wedge generalized continuous function and study the relationship with other sets.

Keywords: Binary $r^{\wedge}g$ -continuous ($\mu_b r^{\wedge}g$ -continuous) function, strongly and totally $\mu_b r^{\wedge}g$ -continuous functions and $\mu_b r^{\wedge}g$ -irresolute functions.

Introduction

The concept of regular continuous functions was first introduced by Arya. S.P. and Gupta.R.[1]. Later Palaniappan. N. and Rao.K.C[7] studied the concept of regular generalized continuous functions. Recently the authors S. Nithyanantha Jothi and P. Thangavelu[4] introduced the concept of binary topology between two sets and investigate some of the basic properties, where a binary topology from X to Y is a binary structure satisfying certain axioms that are analogous to the axioms of topology. Throughout the paper $P(X)$ represents the power set of X .

The purpose of this paper is to introduce the concept of binary regular \wedge generalized continuous functions and study their relationship. Section 2 deals with the basic concepts. Binary $r^{\wedge}g$ continuity is discussed in section 3. Section 4 deals with binary $r^{\wedge}g$ irresolute functions.

Preliminaries

Definition 2.1[3]: Let X and Y be any two non empty sets. A binary generalized topology from X to Y is a binary structure $\mu_b \subseteq P(X) \times P(Y)$ that satisfies the following axioms:

- (i) $(\phi, \phi) \in \mu_b$ and $(X, Y) \in \mu_b$.
- (ii) $(A_1 \cap A_2, B_1 \cap B_2) \in \mu_b$ whenever (A_1, B_1) and $(A_2, B_2) \in \mu_b$
- (iii) If $\{(A_\alpha, B_\alpha) : \alpha \in \Delta\}$ is a family of members of μ_b , then $(\cup A_\alpha, \cup B_\alpha) \in \mu_b$.

If μ_b is a binary generalized topology from X to Y then the triplet (X, Y, μ_b) is called a binary generalized topological space and the members of μ_b are called binary generalized open sets.

The compliment of an element of $P(X) \times P(Y)$ is defined component wise. That is the binary compliment of (A, B) is $(X - A, Y - B)$.

Definition 2.2[3]: Let (X, Y, μ_b) be a binary generalized topological space and $A \subseteq X$, $B \subseteq Y$. Then (A, B) is called binary generalized closed if $(X - A, Y - B)$ is binary generalized open.

Definition 2.3[3]: Let $(A, B), (C, D) \in P(X) \times P(Y)$. Then

- (i) $(A, B) \subseteq (C, D)$ if $A \subseteq C$ and $B \subseteq D$.
- (ii) $(A, B) \cup (C, D) = (A \cup C, B \cup D)$.
- (iii) $(A, B) \cap (C, D) = (A \cap C, B \cap D)$.

Definition 2.4[3]: Let (X, Y, μ_b) be a binary generalized topological space and $(x, y) \in X \times Y$, then a subset (A, B) of (X, Y) is called a binary generalized neighbourhood of (x, y) if there exists a binary generalized open set (U, V) such that $(x, y) \in (U, V) \subseteq (A, B)$.

Definition 2.5[3]: Let (X, Y, μ_b) be a binary generalized topological space, $(A, B) \subseteq (X, Y)$.

(i) $(A, B)^{1^\circ} = \cup \{A_\alpha : (A_\alpha, B_\alpha) \text{ is binary generalized open and } (A_\alpha, B_\alpha) \subseteq (A, B)\}$

(ii) $(A, B)^{2^\circ} = \cup \{B_\alpha : (A_\alpha, B_\alpha) \text{ is binary generalized open and } (A_\alpha, B_\alpha) \subseteq (A, B)\}$.

Then the pair $((A, B)^{1^\circ}, (A, B)^{2^\circ})$ is called the binary generalized interior of (A, B) and denoted by $\mu_b \text{Int}(A, B)$.

Remark 2.6[3]: The set (A, B) is binary generalized open in (X, Y, μ_b) if and only if $\mu_b \text{Int}(A, B) = (A, B)$.

Definition 2.7[3]: Let (X, Y, μ_b) be a binary generalized topological space, $(A, B) \subseteq (X, Y)$.

(i) $(A, B)^{1*} = \cap \{A_\alpha : (A_\alpha, B_\alpha) \text{ is binary generalized closed and } (A, B) \subseteq (A_\alpha, B_\alpha)\}$

(ii) $(A, B)^{2*} = \cap \{B_\alpha : (A_\alpha, B_\alpha) \text{ is binary generalized closed and } (A, B) \subseteq (A_\alpha, B_\alpha)\}$.

Then the pair $((A, B)^{1*}, (A, B)^{2*})$ is called the binary generalized closure of (A, B) and denoted by $\mu_b \text{Cl}(A, B)$.

Remark 2.8[3]: The set (A, B) is binary generalized closed in (X, Y, μ_b) if and only if $\mu_b \text{Cl}(A, B) = (A, B)$.

Definition 2.9[3]: A subset (A, B) of a binary topological space is said to be clopen if it is both open and closed.

Definition 2.10[3]: A subset (A, B) of topological space (X, Y, μ_b) is called a

(i) μ_b semiclosed set if $\mu_b \text{Int}(\mu_b \text{Cl}(A, B)) \subseteq (A, B)$.

(ii) μ_b semipreclosed set if $\mu_b \text{Int}(\mu_b \text{Cl}(\mu_b \text{Int}(A, B))) \subseteq (A, B)$.

(iii) μ_b gclosed set if $\mu_b \text{Cl}(A, B) \subseteq (U, V)$ whenever $(A, B) \subseteq (U, V)$ and (U, V) is open in (X, Y, μ_b) .

(iv) $\mu_b g^*$ closed set $\mu_b \text{Cl}(A, B) \subseteq (U, V)$ whenever $(A, B) \subseteq (U, V)$ and (U, V) is μ_b g-open in (X, Y, μ_b) .

(v) $\mu_b r^*$ gclosed set if $\mu_b g \text{Cl}(A, B) \subseteq (U, V)$ whenever $(A, B) \subseteq (U, V)$ and (U, V) is binary regular open in (X, Y, μ_b) .

Definition 2.11[3]: Let (Z, η) be a topological space and (X, Y, μ_b) be a binary topological space. Then the map $f: Z \rightarrow X \times Y$ is called a binary continuous function if $f^{-1}(A, B)$ is open(closed) in (Z, η) for every open(closed) set (A, B) in (X, Y, μ_b) .

Definition 2.12[3]: Let (Z, η) be a topological space and (X, Y, μ_b) be a binary topological space. Then the map $f: Z \rightarrow X \times Y$ is called a

(i) totally binary continuous function if $f^{-1}(A, B)$ is clopen in (Z, η) for every binary open set (A, B) in (X, Y, μ_b) .

(ii) strongly binary continuous function if $f^{-1}(A, B)$ is clopen in (Z, η) for every binary set (A, B) in (X, Y, μ_b) .

Definition 2.13[8]: A binary topological space (X, Y, μ_b) is said to be a $\mu T_{1/2}$ space if every μ_b closed set is μ_b gclosed.

Definition 2.14[3]: Let (Z, η) be a topological space and (X, Y, μ_b) be a binary topological space. Then the map $f: Z \rightarrow X \times Y$ is called

(i) a binary g-continuous function if $f^{-1}(A, B)$ is gclosed in (Z, η) for every binary closed set (A, B) in (X, Y, μ_b) .

- (ii) a binary g^* -continuous function if $f^{-1}(A,B)$ is g^* closed in (Z,η) for every binary closed set (A,B) in (X, Y, μ_b) .
- (iii) a binary semicontinuous function if $f^{-1}(A,B)$ is semiclosed in (Z,η) for every binary closed set (A,B) in (X, Y, μ_b) .
- (iv) a binary semiprecontinuous function if $f^{-1}(A,B)$ is semipreclosed in (Z,η) for every binary closed set (A,B) in (X, Y, μ_b) .
- (v) a binary α -continuous function if $f^{-1}(A,B)$ is α closed in (Z,η) for every binary closed set (A,B) in (X, Y, μ_b) .

Binary Regular \wedge Generalized Continuous Functions

In this section we introduce binary regular \wedge generalized continuous function and study its relationship with other binary continuous functions.

Definition 3.1: Let (Z,η) be a topological space and (X,Y, μ_b) be a binary topological space. Then the map $f: Z \rightarrow X \times Y$ is called a **binary regular \wedge generalized continuous (shortly $r^{\wedge}g$ -continuous) function** at a point $z \in Z$, if for any binary generalized open set (U,V) in (X, Y, μ_b) with $f(z) \in (U,V)$ there exists a generalized open set G in (Z,η) such that $z \in G$ and $f(G) \subseteq (U,V)$. f is called binary $r^{\wedge}g$ -continuous if it is $r^{\wedge}g$ continuous at each $z \in Z$.

Definition 3.2: Let (Z,η) be a topological space and (X,Y, μ_b) be a binary topological space. Then the map $f: Z \rightarrow X \times Y$ is called a **binary regular \wedge generalized continuous (shortly $r^{\wedge}g$ -continuous) function** if $f^{-1}(A,B)$ is $r^{\wedge}g$ closed in (Z,η) for every closed set (A,B) in (X,Y, μ_b) .

Theorem 3.3: Every (i) binary continuous

(ii) binary g -continuous

(iii) binary g^* -continuous function is binary $r^{\wedge}g$ -continuous function.

Proof: Straight forward [9].

Remark 3.4: The converse of the above theorem need not be true as shown in the following example.

Example 3.5: Consider $Z = \{a,b,c\}$, $X = \{x_1,x_2\}$ and $Y = \{y_1,y_2\}$. Let $\eta = \{\phi, \{b\}, \{a,b\}, Z\}$ and $\mu_b = \{(\phi, \phi), (\{x_2\}, \{y_2\}), (X, Y)\}$. Clearly η is a topology on Z and μ_b is a binary topology from X to Y . The closed sets of (Z,η) are $\{\phi, \{c\}, \{a,c\}, Z\}$. Define $f: Z \rightarrow X \times Y$ by $f(a) = (\{x_1\}, \{y_1\})$ and $f(b) = (\{x_2\}, \{y_2\}) = f(c)$. Now f is a binary $r^{\wedge}g$ -continuous function but it is not a binary continuous, binary g -continuous and binary g^* -continuous function since $f^{-1}(\{x_1\}, \{y_1\}) = \{a\}$ is not a closed, g closed and g^* closed set in (Z,η) .

Remark 3.6: The concepts of binary semicontinuous, binary semiprecontinuous are independent to the concept of binary $r^{\wedge}g$ -continuous function as shown in the following example.

Example 3.7: * Let $Z = \{1,2,3\}$, $X = \{x_1,x_2\}$ and $Y = \{y_1,y_2\}$. Let $\eta = \{\phi, \{1\}, \{3\}, \{1,2\}, \{1,3\}, \{2,3\}, Z\}$ and $\mu_b = \{(\phi, \phi), (\{x_1\}, \{y_1\}), (\{x_2\}, \{y_2\}), (X, Y)\}$. Clearly η is a topology on Z and μ_b is a binary topology from X to Y . The binary closed sets are $\{(\phi, \phi), (\{x_2\}, \{y_2\}), (\{x_1\}, \{y_1\}), (X, Y)\}$. Define $f: Z \rightarrow X \times Y$ as $f(1) = (\{x_1\}, \{y_1\}) = f(3)$ and $f(2) = (\{x_2\}, \{y_2\})$. Then f is a binary $r^{\wedge}g$ -continuous function but it is not a binary semicontinuous and binary semiprecontinuous since the inverse image of $(\{x_1\}, \{y_1\})$ is $\{1,3\}$ is not a semiclosed and semipreclosed sets in (Z,η) .

* Let $Z = \{a, b, c\}$, $X = \{x_1, x_2\}$ and $Y = \{y_1, y_2\}$. Let $\eta = \{\phi, \{a\}, \{b\}, \{a, b\}, Z\}$ and $\mu_b = \{(\phi, \phi), (\{x_1\}, \{y_1\}), (\{x_2\}, \{y_2\}), (X, Y)\}$. Clearly η is a topology on Z and μ_b is a binary topology from X to Y . Define $f: Z \rightarrow X \times Y$ as $f(a) = (\{x_1\}, \{y_1\})$, $f(b) = (\{x_2\}, \{y_2\})$ and $f(c) = \phi$ then f is a binary semicontinuous and binary semiprecontinuous but it is not a binary $r^{\wedge}g$ -continuous function since $f^{-1}(\{x_2\}, \{y_2\}) = \{b\}$ is both binary semiclosed and binary semipreclosed sets but it is not a binary $r^{\wedge}g$ closed set in (Z, η) .

Remark 3.8: The concept of $r^{\wedge}g$ -continuous function is independent to the concept of α -continuous function.

Example 3.9: * Let $Z = \{a, b, c\}$, $X = \{x_1, x_2\}$ and $Y = \{y_1, y_2\}$. Let $\eta = \{\phi, \{a\}, \{b\}, \{a, b\}, Z\}$ and $\mu_b = \{(\phi, \phi), (\{x_1\}, \{y_2\}), (X, Y)\}$. Clearly η is a topology on Z and μ_b is a binary topology from X to Y . Define $f: Z \rightarrow X \times Y$ as $f(a) = (\{x_2\}, \{y_1\}) = f(b)$, $f(c) = (\phi, \phi)$ then f is a binary $r^{\wedge}g$ -continuous function but it is not a binary α -continuous function since the inverse image of $(\{x_2\}, \{y_1\}) = \{a, b\}$ is $r^{\wedge}g$ closed set but it is not an α closed set in (Z, η) .

* Let $Z = \{a, b, c, d\}$, $X = \{x_1, x_2\}$ and $Y = \{y_1, y_2\}$. Let $\eta = \{\phi, \{a\}, \{c\}, \{a, c\}, \{c, d\}, \{a, c, d\}, Z\}$ and $\mu_b = \{(\phi, \phi), (\{x_2\}, \{y_2\}), (X, Y)\}$. Clearly η is a topology on Z and μ_b is a binary topology from X to Y . Define $f: Z \rightarrow X \times Y$ as $f(a) = (\phi, \phi) = f(b)$, $f(c) = (\phi, \{y_2\})$, $f(d) = (\{x_1\}, \{y_1\})$, then f is a binary α -continuous but it is not a binary $r^{\wedge}g$ -continuous since the inverse image of $(\{x_1\}, \{y_1\}) = \{d\}$ is an α closed set but it is not a $r^{\wedge}g$ closed set in (Z, η) .

Definition 3.10: Let (Z, η) be a topological space and (X, Y, μ_b) be a binary topological space. Then the map $f: Z \rightarrow X \times Y$ is called a

(i) totally binary $r^{\wedge}g$ -continuous function if $f^{-1}(A, B)$ is $r^{\wedge}g$ -clopen in (Z, η) for every binary closed set (A, B) in (X, Y, μ_b) .

(ii) strongly binary $r^{\wedge}g$ -continuous function if $f^{-1}(A, B)$ is $r^{\wedge}g$ -clopen in (Z, η) for every binary set (A, B) in (X, Y, μ_b) .

Example 3.11: Let $Z = \{1, 2, 3\}$, $X = \{x_1, x_2\}$ and $Y = \{y_1, y_2\}$. Let $\eta = \{\phi, \{1\}, \{3\}, \{1, 2\}, \{1, 3\}, \{2, 3\}, Z\}$ and $\mu_b = \{(\phi, \phi), (\{x_1\}, \{y_1\}), (\{x_2\}, \{y_2\}), (X, \{y_1\}), (X, Y)\}$. Clearly η is a topology on Z and μ_b is a binary topology from X to Y . The binary closed sets are $\{(\phi, \phi), (\{x_2\}, \{y_2\}), (\{x_1\}, \{y_1\}), (X, Y)\}$. Define $f: Z \rightarrow X \times Y$ as $f(1) = (X, \phi) = f(3)$ and $f(2) = (\phi, \{y_2\})$. In (Z, η) all the subsets of Z are $r^{\wedge}g$ closed sets. Hence all the sets are both $r^{\wedge}g$ closed and $r^{\wedge}g$ open sets, i.e., $r^{\wedge}g$ clopen sets. Thus f is both totally binary $r^{\wedge}g$ continuous function and strongly binary $r^{\wedge}g$ continuous function.

Theorem 3.12: Every strongly binary $r^{\wedge}g$ -continuous function is totally binary $r^{\wedge}g$ -continuous function.

Proof: Straight forward from the definition 3.10.

Remark 3.13: The converse of the above theorem need not be true as seen in the following example.

Example 3.14: Let $Z = \{a, b, c\}$, $X = \{x_1, x_2\}$ and $Y = \{y_1, y_2\}$. Let $\eta = \{\phi, \{a\}, \{b\}, \{a, b\}, Z\}$ and $\mu_b = \{(\phi, \phi), (\{x_1\}, \{y_1\}), (X, Y)\}$. Clearly η is a topology on Z and μ_b is a binary topology from X to Y . Define $f: Z \rightarrow X \times Y$ as $f(a) = (\{x_1\}, \{y_1\})$, $f(b) = (\phi, \phi)$, $f(c) = (\{x_2\}, \{y_2\})$. Then f is totally binary $r^{\wedge}g$ -continuous function but it is not strongly binary $r^{\wedge}g$ continuous since the inverse image of $(\{x_1\}, \{y_1\}) = \{a\}$ is not $r^{\wedge}g$ clopen in (Z, η) .

Theorem 3.15: Let (X, Y, μ_b) be a binary generalized topological space and (Z, η) be a generalised topological space. Let $f: Z \rightarrow X \times Y$ be a function such that $Z - f^{-1}(A, B) = f^{-1}(X - A, Y - B)$ for all $A \subseteq X$ and $B \subseteq Y$. Then f is binary regular^ggeneralized continuous (r^g -continuous) if and only if $f^{-1}(A, B)$ is r^g closed in (Z, η) for every binary closed set (A, B) in (X, Y, μ_b) .

Binary Regular ^g Generalized Irresolute Functions

Definition 4.1: A function $f: Z \rightarrow X \times Y$ is said to be a binary regular^ggeneralized-irresolute (shortly $\mu_b r^g$ -irresolute) function if $f^{-1}(A, B)$ is r^g closed in (Z, η) for every binary r^g closed set (A, B) in (X, Y, μ_b) .

Example 4.2: Let $Z = \{1, 2, 3\}$, $X = \{x_1, x_2\}$ and $Y = \{y_1, y_2\}$. Let $\eta = \{\phi, \{1, 2\}, \{2, 3\}, Z\}$ and $\mu_b = \{(\phi, \phi), (\{x_1\}, \{y_1\}), (\{x_2\}, \{y_2\}), (X, Y)\}$. Clearly η is a topology on Z and μ_b is a binary topology from X to Y . Define $f: Z \rightarrow X \times Y$ by $f(1) = (\{x_1\}, \{y_1\}) = f(2)$ and $f(3) = (\phi, \phi)$. Then f is a binary r^g -irresolute function.

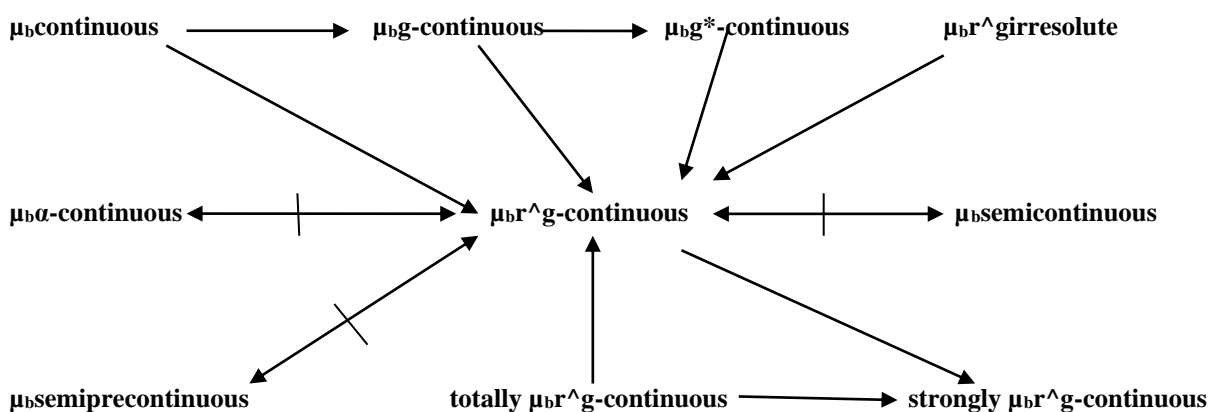
Theorem 4.3: Every binary r^g -irresolute function is binary r^g -continuous function.

Proof: Straight forward from the fact that every binary closed set is binary r^g closed set.

Remark 4.4: The converse of the above theorem need not be true as seen in the following example.

Example 4.5: Let $Z = \{a, b, c\}$, $X = \{x_1, x_2\}$ and $Y = \{y_1, y_2\}$. Let $\eta = \{\phi, \{a\}, \{b\}, \{a, b\}, Z\}$ and $\mu_b = \{(\phi, \phi), (\{x_1\}, \{y_1\}), (\{x_2\}, \{y_2\}), (X, Y)\}$. Clearly η is a topology on Z and μ_b is a binary topology from X to Y . Define $f: Z \rightarrow X \times Y$ by $f(a) = (\{x_2\}, \{y_1\})$, $f(b) = (\{x_1\}, \{y_2\}) = f(c)$, then f is binary r^g -continuous function since $f^{-1}(\{x_1\}, \{y_1\}) = f^{-1}(\{x_2\}, \{y_2\}) = \phi$ which is r^g closed in Z but it is not a binary r^g -irresolute function since the inverse image of a binary r^g closed set $(\{x_2\}, \{y_2\}) = \{a\}$ which is not an r^g closed set in (Z, η) .

The above discussions are implemented in the following diagram.



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THE RISE OF IMPULSE SHOPPING IN THE AGE OF SOCIAL MEDIA

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Abstract

Personalized social media ads have become a potent tool for firms to connect with customers as digital marketing has grown in popularity. This study looks at how brand recognition and customer interest are affected by tailored advertisements. In order to comprehend how tailored advertising shapes customer views, the study employs a descriptive methodology to examine current literature and industry trends. According to the research, customisation greatly improves customer engagement and brand memory, although privacy issues are still a major consideration. This study offers valuable data for marketers looking to improve their advertising strategy.

Key words: Impulse Shopping, Social Media Marketing, Consumer Behavior, Digital Advertising, Instant Gratification

Introduction

Consumer behaviour has changed dramatically in the digital age, and social media is now an important variable in determining what people buy. Social media generates a culture of quick gratification that encourages impulsive spending, in contrast to traditional shopping, where customers consider their options before making purchases. Shopping capabilities are seamlessly integrated into platforms like Facebook, Instagram, and TikTok, making it simpler than ever for consumers to go from perusing content to making a purchase in a matter of seconds.

Traditionally connected to physical storefronts, impulsive buying has gained fresh traction online because of influencer endorsements, targeted advertisements, and algorithm-driven product recommendations. Emotional triggers like FOMO, temporary sales, and aesthetically pleasing product placements are intricately linked to the psychology of impulse purchase. Continuous exposure to well-chosen information that is tailored to consumers' interests fosters an atmosphere where purchasing decisions are frequently made unconsciously.

This study investigates the elements that lead to the increase in impulsive buying in the social media era, looking at the ways that platform-specific features, consumer psychology, and digital marketing tactics affect impulsive buying. It seeks to shed light on the growing trend of impulsive shopping and its consequences for consumers and businesses alike. The study also addresses the moral dilemmas raised by the use of data-driven customisation and targeted advertising to influence customer behaviour.

Review of Literature

A growing body of research has examined the impact of social media advertising on consumer behaviour, particularly in relation to impulse shopping. Studies suggest that social media platforms have created an environment where spontaneous purchasing decisions are increasingly common due to algorithm-driven recommendations and interactive marketing strategies. Smith and Johnson (2020) highlight that social media has transformed traditional shopping patterns by reducing consumer deliberation time through features like “Buy Now” buttons, limited-time offers, and influencer endorsements. Brown (2021) emphasizes the role of visually appealing content and

personalized recommendations in driving impulse purchases. Psychological triggers such as fear of missing out (FOMO), scarcity-based marketing, and emotionally engaging advertisements have been identified as key factors influencing impulsive buying behavior (Kumar & Patel, 2019). Additionally, Anderson (2022) states that targeted advertising leveraging consumer data significantly enhances engagement and purchase intent. Research by Thompson and Garcia (2018) indicates that excessive data tracking and intrusive ad targeting can erode consumer trust, leading to regulatory interventions such as GDPR and CCPA (Miller & Davis, 2020). While personalized advertising has been effective in shaping consumer preferences, marketers must balance engagement with ethical considerations to maintain trust and long-term brand loyalty.

Statement of Problem

Social media platform's quick development has had a big impact on how people shop, especially when it comes to impulsive purchases. Personalized social media advertisements offer a highly engaging atmosphere that encourages instant sales, in contrast to traditional advertising that requires customers to actively seek things. These customized ads raise issues about excessive shopping, financial impulsivity, and data privacy even as they boost consumer involvement and brand familiarity. The long-term effects of these tailored advertisements on consumer choice and financial security have not been thoroughly studied. The ethical ramifications of data-driven advertising are also still a major worry because customers frequently don't realize how much of their online activity is being monitored and exploited to affect their decisions to buy.

Need of the Study

The social media platforms have a greater impact on consumer behaviour, particularly impulsive buying, as they continue to rule digital interactions. The long-term effects of personalized advertisements on consumer decision-making and financial well-being are not fully understood, despite their widespread use. By investigating how customized advertisements influence consumer interest, brand identification, and purchasing behavior, this study is crucial to closing this knowledge gap. Additionally, there is a rising need to evaluate the balance between personalization and customer independence in light of growing concerns about data privacy and ethical advertising methods. This study adds to academic literature and marketing strategies by examining various facets, offering useful information to consumers, corporations, and legislators.

Objective of the Study

- To examine the influence of personalized social media advertisements on impulse shopping behaviour.

Scope of the Study

The impact of tailored social media ads on brand recognition and impulsive buying behavior is the main topic of this study. It looks at how users interact with targeted advertisements on Twitter, Facebook, Instagram, TikTok, and other social media platforms. The study mainly examines the role that influencer marketing, algorithm-driven suggestions, and interactive ad styles play in impulsive buying decisions. Despite being descriptive in nature, the study sheds light on the moral dilemmas raised by consumer manipulation and data privacy, offering guidance to regulators, marketers, and online shoppers. The study draws its results from the body of current literature and industry trends rather than primary data collected through surveys or interviews.

Background of the Study

The emergence of digital advertising and e-commerce has drastically altered how customers interact with firms and make judgments about what to buy. Social media platforms have developed into effective marketing centres that allow brands to instantly and directly connect with and impact consumers. Digital advertising strategies have increased the phenomena of impulse shopping, which is often connected to physical retail settings. Brands can strategically place products to stimulate impulsive purchases by targeting customers based on their browsing history, preferences, and engagement habits. This change in habit is also facilitated by features like influencer marketing, integrated payment systems, and one-click transactions. The goal of this study is to investigate these dynamics and comprehend the long-term effects they may have on businesses and customers.

Research Methodology

This study adopts a descriptive research methodology, utilizing secondary data sources to analyse the impact of personalized social media advertisements on impulse shopping behaviour and brand recognition.

Data Collection

The study gathers data from academic journals, industry reports, case studies, and relevant online publications. Reports from established digital marketing firms and consumer behavior analyses from research institutions serve as key sources. Publicly available datasets on consumer engagement with social media ads are also reviewed to provide contextual insights.

Data Analysis

The study uses content analysis to evaluate the impact of tailored ads on consumer behavior. Themes pertaining to brand recognition, impulse buying triggers, and ethical considerations are investigated using a qualitative methodology. Existing research is used to identify trends, and a comparison study is carried out to explain differences across various social media platforms. While addressing both the positive and negative effects, the analysis ensures an organized overview of how targeted advertising influences consumer decision-making.

Results and Discussions

- By leveraging real-time commitment and customized recommendations, personalized social media ads dramatically boost consumer impulsive purchase behavior.
- Limited-time discounts and FOMO are two major psychological factors that lead to buying on impulse.
- Due to people's tendency to trust peer recommendations above traditional marketing, social media influencers are extremely important in influencing purchase decisions.
- Since clients frequently don't know how their data is used for targeted marketing, data privacy and ethical issues remain a significant problem.
- Repeated exposure to tailored advertisements improves brand identification, which raises customer engagement and recall.

Future Research

Future research might focus on how long-term customer loyalty and brand engagement are influenced by AI-driven customized advertising. There is still much to learn about how augmented reality (AR) and virtual reality (VR) might improve social media impulsive buying. Research could

also look into the moral ramifications of data privacy laws and how well they shield customers from deceptive advertising. More research is necessary to fully understand how generational inequalities in impulsive buying and sensitivity to personalized marketing differ. Finally, an interesting line of research is the psychological effects of ongoing exposure to targeted advertisements on consumers' financial well-being and decision-making processes.

Conclusion

Social media's growth has drastically changed how consumers shop, creating a climate in which impulsive purchases are growing more prevalent. Brands can use personalized ads as effective tools to draw in customers and improve brand recognition. These tactics, however, also bring up issues with data privacy, ethical advertising, and the possibility of consumer financial impulsivity. Advertising must continue to be honest and respect consumer autonomy even as targeted marketing improves user experience and propels company expansion. In order to shape the future of digital marketing, a well-rounded strategy that gives equal weight to ethical issues and personalization will be essential. A fair ethical marketplace will be fostered in large part through regulatory actions and raised consumer awareness.

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A STUDY ON PROBLEMS FACED BY EDUCATED UNEMPLOYED YOUTH WITH SPECIAL REFERENCE TO THRISSUR DISTRICT

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Abstract

Unemployment among educated youth has emerged as a critical socio-economic issue in India, and the Thrissur district of Kerala is no exception. This study aims to examine the key challenges faced by educated yet unemployed individuals in Thrissur, exploring both personal and systemic factors contributing to their joblessness. Using a mixed-methods approach, data was collected through surveys and interviews from a representative sample of educated unemployed youth in the district. The findings highlight a range of issues including skill mismatch, lack of industry-specific training, overdependence on government jobs, inadequate career guidance, and socio-psychological stress. The study also reveals the growing frustration and declining morale among youth, which may lead to long-term socio-economic consequences if not addressed. Based on the insights gathered, the paper proposes practical recommendations for policymakers, educational institutions, and employment agencies to bridge the gap between education and employability, and to create a more supportive ecosystem for youth employment in Thrissur.

Key Words: Educated Unemployment, Skill Mismatch, Employment Gap,

Introduction

Unemployment is when an individual who is not employed and is seeking employment cannot find work. Unemployment is a key indicator of the health of an economy. A low unemployment rate represents a strong economy while a high unemployment represents a weak economy.

Why is unemployment a problem?

Unemployment results in reduces demand, consumption and buying power which in turn causes lower profit for business and leads to budget cuts and work force reductions.it creates a cycle that goes on and on that is difficult to reverse without some types of intervention.

Types of Unemployment

Cyclical

Economics go through periods of inflation and recession when industries are experiencing instability or lower profitability, unemployment may rise. Cyclical unemployment resulting from cyclical trends in the business cycle.

Frictional

Frictional unemployment occurs when an employee quits their job voluntarily in pursuit of others unlike other type of unemployment, Frictional unemployment does not indicate an unhealthy economy. This ca also occurs when people resign from their jobs to look for better prospects.

Structural

The release of new technologies and processes can lead to structural unemployment when the skills of employees do not match the demands of the economy. While there may be plenty of jobs in the market, a mismatch between company expectations and employees' skills leads to such circumstances. The automation process can replace jobs and skills with the introduction of new technologies, along with less demand for older technologies.

Natural

An economy can never have zero unemployment. Natural unemployment refers to unemployment that persists even when the economy is healthy and thriving. This type of unemployment, resulting due to natural causes, explains how there can always be some form of unemployment. Frictional and structural unemployment are both types of natural unemployment.

Long Term

When an individual has been looking for a job for 27 weeks or longer, they can be called long term unemployed. Long term unemployment can affect the families of concerned people in a negative way. High rates of long term unemployment can also be challenging for policy makers. Since it indicates the gap in labour markets.

Classical

Classical Unemployment, also called real wage unemployment, occurs when current pay scales are high and an employer is unable to afford to hire more employees or has to let go of current staff. This might happen if state minimum wage standards increase or unions negotiate higher salaries for their working crews. The employer may require hiring more employees, but cannot afford to do so.

Under Employment

Underemployment is a unique category because it includes those who have jobs. These employees might have part time jobs or seasonal jobs but want full time positions. This category can also include companies that might not be using the employee's full skill set.

Review of Literature

Christina G Villagas (2018), the book titled, "The Youth Unemployment Crisis: Reference Handbook" examines the recent phenomenon in the United States where in young workers ages 16 to 24 are employed or disconnected from the labour force at disproportionate rates. It describes in detail what led to the crisis, who it affects and what can be and is being done about it.

Richard B.Freeman & Happy J.Holzer (2008), the book titled "The Black Youth Employment Crisis", in recent years, the earnings of young blacks have risen substantially relative to those of young whites, but their rates of joblessness have also risen to crisis level. The paper states the volume, analyze the history, causes and explanations of black youth unemployment.

Research Methodology

1. To study about the Socio economic back ground of unemployed youth
2. To study about the Socio economic problems of unemployed youth
3. To identify the various factors that have caused low level employment in Thrissur District.
4. To identify the causes of unemployment among educated youth

Research Design

The research design means that methods and procedures used in collecting and analyzing measures of the variables specified in the research problem. The design of the study is descriptive studies, as the name suggests describe as accurately as possible the characteristics of a group of people or community, design of the study is descriptive study. Universe of the study is unemployed youth in puthur panchayath, Unit of the study is 30. Here researcher use convenience sampling. Convenience sampling is one of the types of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in the study.

Findings of the Study

Majority of the respondents (83.3%) are under the age category of 20-24. More than half of the respondents (66.7%) are belongs to male. All of the respondents are married. Majority of the respondents (76.7%) nuclear family type most of three respondents 76.7%)are graduated. More than half of the respondents 66.7% living in rural area. More than half of the respondents 66.7% are unemployed. Majority of the respondents (66.7%) identified cause of unemployment is economic recession. Majority of the respondents (63.3%) agreed govt not providing employment opportunities. Most of the respondents (96.7%) aware unemployment affect socio economic status of the family. Majority of the respondents (83.3%) aware unemployment affect family relationship negatively. Majority of the respondents (96.7%) agreed unemployment affect common people's life. Majority of the respondents (80%) unemployment lead stop mental health. Most of the respondents (83.3%) disagree that unemployed people are usually drug users. Nearly half of the respondents (63.3%) aware unemployment leads to corruption, dishonesty, crimes and sins. Most of the respondents (63.3%) are not preferring white collar job. Majority of the respondents (80%) identifies employed person have higher status than unemployment. Nearly half of the respondents (63.3%) aware lack of enough industries is cause of unemployment.

Suggestions

- Implement skill development programs tailored to the need of the local job market.
- Offer support and incentives for young entrepreneurs.
- Career Counselling Services
- Networking Opportunities
- Government initiatives
- Education Reforms
- Financial support
- Community support programmes

Conclusion

In conclusion, the study on the problem face educated unemployed youth sheds light on the multifaceted challenges encountered by this demographic from the findings. It is evident that educated unemployed youth face numerous obstacles in securing meaningful employment opportunities despite possessing qualification and skills.

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THE HUMAN SIDE OF PLATFORM WORK- HEALTH, DEMOGRAPHICS, AND STAKEHOLDER CONFLICTS AMONG FOOD DELIVERY EXECUTIVES

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Abstract

The concept of workforce is dynamic, since from conventional employer-employee relations to the contemporary platform-based gig workers. The platform-based food delivery services became a hit only after the pandemic and post post-pandemic situation. The study focuses on the perception health, demographics and stakeholders' conflict among the food delivery executives engaged under the gig platform. The research focuses on 100 food delivery executives in Madurai Corporation by analysing sociodemographic, work conditions, and experience with the stakeholders. The findings reveal dominated by male food delivery executives, facing physical strains, sleep deprivation and inconsistent treatment from restaurant staff, police personnel and customers. The study insists on an effective grievance resolution mechanism in enhancing the work environment, safety audit, and regular health checkup by the aggregators.

Key Words: *Food delivery executive, sleep deprivation, restaurant staff, police officials, customers, social security*

Introduction

The workforce has evolved from feudal society through colonisation, industrialisation, modernisation, liberalisation, privatisation, globalisation and the era of neo-technocratic or digital society. It primarily functions of any work based on time, place, and individuals, where relationships between employers and employees, prescribed job roles, and timing play significant roles in any business transaction. The concept of employment can be demarcated from the post-colonial era to the globalised economy on the one hand and the age of information and digital era on the other hand. The era of globalisation has changed the concept of employment to a greater extent, the new terms of employment such as fixed term employment, contract employment, freelancer, vendors form third party were popular at that time and in the last half past one decade of digital era gig employment in India is the updated version of employment. In the neo-technocratic society, gig economy platforms have revolutionised the employment landscape, particularly in the food delivery sector. Though the concept of food delivery system is not new to the Indian scenario, the concept of Dabba Wala, a quasiquicentennial service, is very famous in Mumbai, but in the digital era, the concept has upgraded to another level, especially during the COVID-19 pandemic.

Overdependence on technology has also fostered new consumption habits and employment opportunities based on digital platforms (Biju, 2021). As a case example after the Taliban took control of Afghanistan in 2021, former Minister for Communication Technology

Syed Ahmad Shah Sadat sought asylum in Germany; despite holding a Master's degree from Oxford University, he opted to work as a food delivery executive on a gig platform due to language barriers, a lack of work experience, immediate economic needs, and the flexibility offered (Times of India, August 2021). At the same time, the food delivery platform offers flexible employment, attracting many young individuals, unskilled workers, and migrants. However, attrition continues due to the absence of social security features and employment protection mechanisms similar to those in the organised sector (Behara, A et al, n.d). In the recent past, Justice K Chandru, former Judge of the Madras High Court, insisted that the gig workers are underpaid and over loaded with work and insisted on the social security measures (23 Dec 2024 DT Next).

As a recognition for gig workers, the code on Social Security, 2020, defines gig workers as a person who works and earns other of a traditional employer-employee relationship, among another subset of gig workers are defined as platform workers, who operate through online contact (Section 2(35)). As a gig employment an emerging employment in June 2022, the NITI Aayog announced that in the financial year 2020-2021, there were 7.7 million gig platform workers and projected this number to increase to 23.5 million by 2029-2030, urging the creation of a social protection model for gig workers (NITI Aayog press release, July 2024). The labour department of the Kerala government has made arrangements to create rest centres for gig workers (11 Aug, 2024, The New Indian Express).

As a pioneer, the Kerala government also supplied essential commodities through a popular food aggregator during COVID-19 (27 March 2020, The New Indian Express). The union budget 2025 of the Indian government has provided ID cards, e-shram registration, and PM Jan Arogya Yojana for the social security benefits of the gig workers across the nation (Press release, Ministry of Labour and Employment, 02 Feb 2025).

The Tamil Nadu government announced a subsidy of 20000 rupees to assist 2000 registered gig workers to buy electric vehicles and additionally provided 1.5 lakh insurance coverage, along with providing accidental and disability benefits. Like as the Kerala government, the Tamil Nadu government has created rest centres for the gig workers (Hindustan Times, 14 March 2025). As the Government of Karnataka has approved the social security and welfare board for the gig workers (April 11, The Indian Express).

A bill has been drafted by the government of Telangana, which mandates the aggregators to contribute 1 to 2 per cent of each transaction to the welfare fund of gig workers and imprisonment for 2 years or a fine up to 2 lakhs for violating the norms. Though the central and state governments are accelerating for the betterment of the up-growing gig employment, the gig workers face various problems in their operation of employment. This research paper particularly focused on the interface of operational contingencies faced by the food delivery executive in Madurai Corporation.

Review of Literature

Jiji (2024) surveyed 218 gig workers in Kerala and revealed that gig employment helps to reduce unemployment and provides flexible employment. The key motivators of the gig employment are flexibility, monetary rewards and manageable work and insisted social security benefits are the lacuna.

Batavia (2023) explored the challenges faced by the food delivery executives in Panvel, Navi Mumbai, by using an interview schedule. Low income, insecurity in the job, and health-related issues are common among the food delivery executives.

Kavitha (2023) explored the significant contribution made by the platform-based workforce. The web-based work is attracting younger individuals with higher education, at the same time, the location-based work is being dominated by males, and the average income is about 17,000 rupees.

Objectives of the Study

1. To analyse the socio-demographic profile of the platform-based food delivery executives.
2. To analyse the health-related issues faced by the food delivery executives.
3. To analyse the problems faced by the food delivery executives in their interactions with stakeholders such as hotel management, police personnel, and the customers

Methodology

The study focuses on the demographic details, health and conflicts faced by food delivery executives, implying a descriptive research design. The study population consist of 100 platform-based food delivery executives of Madurai corporation, Tamil Nadu, India, by applying convinces sampling. The data were collected through a structured interview schedule, such as age, gender, work experience, nature of work, domicile, type of family, and income. Which also consists of questions related to problems faced by food delivery executives towards hotel management, police officers and the customers.

Findings and Discussion

Table 1 - Interpretation of Personal Variables of the Food delivery executive engaged in the gig platform

Personal Variables	Categories	Frequency	Percent
Age	Below 25	49	49
	26 to 35	29	29
	36 to 45	22	22
Gender	Male	93	93
	Female	7	7
Work Experience	Below two years	77	77
	2 yrs to 4 yrs	16	16
	4 yrs to 6 yrs	8	8
Full time/ Part time	Full time	32	32
	Part time	68	68
Domicile	Rural	4	4
	Urban	85	85
	Semi urban	11	11

Personal Variables	Categories	Frequency	Percent
Education	Up to Higher Secondary	38	38
	Under graduation	35	35
	Post graduation	8	8
	Others	19	19
Working hours per day	Up to 5 hours a day	47	47
	Up to 10 hours a day	31	31
	More than 10 hours a day	22	22
Marital Status	Married	53	53
	Unmarried	39	39
	Divorced or separated	8	8
Type of Family	Nuclear family	90	90
	Joint family	10	10
Daily Income	Up to 750	76	76
	Up to 1000	18	18
	Above 1000	6	6
Vehicle operating expenses	Up to 1000	6	6
	Up to 2000	35	35
	Up to 3000	36	36
	Above 3000	23	23
Type of Vehicle	E bike	6	6
	Below 100 cc	8	8
	Above 100 cc	86	86
Life Insurance	Yes	47	47
	No	53	53

The socio-demographic details of the food delivery executive engaged in the gig platform throw light on the nature of the workforce. Little less than half (49) of the food delivery executives belong to the young age group of up to 25 years of age, more than one fourth of them are in the age brackets of 26 to 35, more than one fifth of them are in the age brackets of 36 to 45. This indicates that predominant (78 percent) food delivery executives in the gig platform are young and middle-aged. It is clear that as age increases, work engagement in the gig platform decreases.

The majority (93 percent) of the food delivery executives in the gig platform are male, and less than one-tenth (7 percent) of them are female. It reflects that female food delivery executives are much less engaged in the work field, and males are dominating in the field. Though freedom and flexibility are ensured in the gig platform, insecurity and unprotectedness are perceived by female workers. Sustainability, empowerment, and long-term growth are not clear for female gig platform executives (Ghosh, 2022). More than three fourth (77 percent) of the food delivery executives possess less than two years of experience, more than one-tenth (16 percent) of them have work experience for 2 to 4 years, and very few have up to 6 years of

experience. Again, the entry level in the food delivery gig platform is high and gradually it declines; it may be due to as many of them find it to be an initial level income generation opportunity with a flexible mode until fit in to some other job. The study also highlights that more than two third (68 percent) of them are engaged in part-time employment, and less than one-third (32 percent) of them are full-time. The majority (85 percent) of them hail from urban domicile, and more than one tenth (11 percent) of them are from semi-urban and very few of them are from rural domicile. It shows that food delivery platforms predominantly engage in high-density populations and create more employment opportunities for the youths of the urban population, rather than the rural or semi-urban youth. More than one-third of the food delivery vendors' educational qualifications are up to higher secondary education (38 percent) and under graduation (35 percent), very few of them possess postgraduate degrees, and less than one-fifth (19 percent) of them possess technical education like a diploma or ITI.

More than two-fifth (47 percent) of the food delivery executives work up to 5 hours a day, more than three-tenth (31 percent) of them work up to 10 hours, and more than one-fifth of them work more than 10 hours a day. It reveals that flexi work time, personal commitments, and personal and economic needs depend on the working hours. Half (53 percent) of the food delivery executives are married, more than one third (39 percent) of them are unmarried, and very few (8 percent) of them are disunited in the marital relation. The majority (90 percent) of them hail from the nuclear type of family and exactly one tenth (10 percent) of them are from a joint nature of family. Interestingly, more than three-fourth (76 percent) of them earn up to 750 rupees per day, less than one-fifth (18 percent) earn up to 1000 rupees, and very few (6 percent) of them earn more than 1000 rupees per day on average. More than one third (35 percent and 36 percent) of the food delivery executive's monthly vehicle operating cost hits below 2000 rupees followed by 3000 rupees, less than one fourth (23 percent) of the food delivery executives monthly operating expenses are above 4000 rupees and very few (6 percent) of the finds below 1000 rupees. The cost of monthly vehicle maintenance differs according to the type of vehicle and hours of operation; however, owning a vehicle is the fundamental capital for the food delivery executives, and significant operating costs are essential and inevitable. Notably, only a few of them own electronic vehicles and vehicles below 100 CC; the majority of them have having above 100 CC two-wheeler. More than half of them have availed of life insurance, and a little less than half of them do not have. More than half of them have availed life insurance and a little less than half of them do not have. It also differs according to work hours, type of vehicle and distance of the order for delivery. Though a vehicle for working in the gig platform is essential, a significant portion is used for the vehicle operating cost.

Table 2 Self-Reported Health Issues of the Food Delivery Executives in the Gig Platform

Personal Variables	Categories	Frequency	Percent
Back Pain	Yes	33	33
	No	67	67
Shoulder Pain	Yes	58	58
	No	42	42
Sleep Deprivation	Yes	76	76
	No	24	24

Respiratory Issues	Yes	5	5
	No	95	95
Gastritis or ulcer-related complaints	Yes	21	21
	No	79	79
Diabetic	Yes	9	9
	No	91	91

The following are the self-reported health issues faced by food delivery executives under the gig platform due to various reasons such as long hours of driving the vehicle, poor maintenance of driving position, traffic hazards, carrying the food delivery bags, exposure to inclement weather and constant phone usage. A little less than one-third (33 percent) of them have reported that they have back pain and more than two-third (67 percent) of them reported that they are not having back pain, which also varies according to apprehension of age factor and physical strain faced by them. More than half (58 percent) of them self-reported that they have shoulder pain, and two-fifth (42 percent) of reported that they do not have any shoulder pain, which indicates varying levels of physical condition and carrying the bag provided to them for the delivery of food.

More than three-fourth (76 percent) of the food delivery executives acknowledge that they suffer from sleep deprivation, and less than one-fourth of them denied the same, which may differ due to higher screen time and late-night food deliveries knocking down the rhythm of the wake and sleep pattern. The majority (95 percent) of the food delivery executives self-reported that they don't have any issues related to breathing or respiratory. It can be due to the age factor, such symptoms are not reflected at present. More than three-fourths (79 percent) of them self-reported that they do not have any gastritis or ulcer-related complaints. Less than one-tenth (9 percent) of the food delivery executives are diabetic.

Table 3 Food Delivery Executives' Experience Across Stakeholders

Statement	Agreement (%)	Non-Agreement (%)
Food delivery executives feel recognised and treated with dignity during order pickups	27	73
Restaurant personnel are perceived as supportive and collaborative.	32	68
Restaurant staff gives priority to food delivery pickups	61	39
The majority of food orders are delivered accurately.	75	25
Adequate vehicle parking provisions are made available for delivery workers	80	20
Designated areas are allocated exclusively for food delivery pickups.	83	17
Delivery executives frequently encounter police stops during high-demand hours.	86	14
Police interventions are commonly experienced at the end of the month.	86	14

The majority of police checks occur for license and identification verification purposes.	47	53
Police stops are often attributed to the visibility of delivery uniforms.	47	53
Delivery workers experience hold-ups during police document checks.	78	22
Police officers behave with courtesy and fairness during document verifications.	37	63
Delivery workers often experience discourteous behaviour from customers.	84	16
Customers use insulting language based on the nature of the delivery job.	89	11
Negative interactions with customers are relatively frequent	92	8
Customers exhibit rude or aggressive behaviours when orders are delayed.	86	14
Verifying delivery addresses sometimes provokes customer annoyance.	74	26

Perceptions and Experiences of Food Delivery Executives Engaged in Gig Platforms

The food delivery executives are the active agents of the gig economy, however, the experience in performing their role depends on business interaction with the hotel administration, positive approach of the staff members of the hotel, police personnel on the way to deliver the food order, and the end user, the customer. The happiness, psychological well-being, and economic aspects are highly influenced by the interaction with three stakeholders. A little less than three-fourth (73 percent) of the food delivery executives feel recognised and treated respectfully, and more than one-fourth of them revealed that they are not treated cordially or pleasantly as like as other customers. More than three-tenths (32 percent) of the pickup executives feel that the staff members in the restaurant are collaborative and supportive, and more than two-thirds (68 percent) of the pickup executives are not properly treated by the staff members of the restaurant. More than half (61 percent) of the food delivery executives felt that their orders are not given much more importance than the of other customer and less than half two two-fifth (39 percent) of them denied the same. This indicates that external customer is given more importance and gig platform food delivery executives are not equally treated in a business practice.

Exactly three-fourth (75 percent) of the food delivery executives find errors in the order delivered by the restaurant and customer order and exactly one-fourth (25 percent) of them denied the same. This indicates that an appropriate process has to be created with checks and balances for errorless delivery of food. The majority of them agree (80 percent) that the hotel administration has made proper vehicle parking arrangements and one-fifth (20 percent) of them find that a proper parking facility is not been provided. This indicates the owners of the restaurant have provided appropriate parking facilities for easy flow of business and vehicle congestion-free business transactions.

The majority (83 percent) of the food delivery executives find that appropriate special pick-up zones for food are made, and less than one-fifth (17 percent) of them denied the same.

An exclusive designated pickup area for the food delivery executive enhances the pleasant transaction of business. The majority (86 percent) of the food delivery executives felt that police personnel stop them during peak hours of the food delivery schedule, and experience particularly during the end of the month. More than half (53 percent) of them feel that they are not stopped for verification of documents, and at the same time, less than half (47 percent) of them acknowledge that they are been stopped solely for document verification. Appropriate coordination and understanding between the police and the gig platform have to be positive approaches for an effective business transaction.

More than two-fifth (47 percent) of them perceive that by identifying the uniform of food delivery executives, they are been stopped by the police. More than two-fifth (47 percent) of them perceive that by identifying the uniform of food delivery executives, they are been stopped by the police. The majority (78 percent) of them feel that document verification done by the police personnel is delayed. Less than two-third (63 percent) of the food delivery executives are not treated in a respectful manner by the police personnel. More than two-fifths (47 percent) of them perceive that by identifying the uniform of food delivery executive they are been stopped by the police.

The majority (84 percent) of the food delivery executives experience a discourteous manner by the customers, and at the same time, the majority (89 percent) of them feel that the customer uses abusive or insulting language, and the majority (92 percent) of the customers have relatively negative interactions. The majority (86 percent) of the customers exhibit rude and aggressive behaviour on the delay of food orders. A little less than three-fourth (74 percent) of the food delivery executives find that customers get annoyed by the verification of the delivery address. An appropriate mobile application-based feedback mechanism has to be created to assess the customer behaviour, and in addition to that, customer dealing training and soft skills to be provided to the food delivery executives to enhance their quality of work and psychological wellbeing. For example, a food delivery executive, namely Kamaraj of Bengaluru, faced vulnerability from the customer side and his ID was blacklisted and led to arrest the him. Later, the food delivery executive who defended the case revealed the truth of the other side (Indian Express, 2021)

Conclusion

Apart from the conventional working nature, the platform-based food delivery services provide flexible employment opportunities at the same time, it is also a challenge. Among various pros and cons, the food delivery executives face inconsistency in their income, physical pain and stress with stakeholders in executing the work. Though the gig economy is a gradually upgrading field in the last half past ten years, a greater acceleration of the welfare tone of gig workers has been taking place in the last three years. The central and state governments have taken various initiatives related to work hours, rest places, subsidies to electric vehicles, and checks and balances towards social security benefits such as health, wellbeing, pension and disability assistance. But the awareness among the gig workers is the lacuna, the government should take the initiative to generate digital awareness. Regular health check-up, workplace safety audit, accidental and term life insurance have to be provided by the aggregators in the food delivery field. By applying the Indian Knowledge System, as an initiative to reduce stress and burnout among the food delivery executives, the aggregators can provide one month of

online yoga asanas and pranayama techniques be connected to a one-month online programme as an incentive or positive stroke. At the same time structured feedback grievances redressal system is needed for effective functioning.

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ADVANCING SUSTAINABLE DEVELOPMENT: THE ROLE OF GREEN SOCIAL WORK AND CHALLENGES IN INDIA

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Abstract

Green Social Work (GSW) is an emergent and increasingly vital field that synthesizes environmental stewardship with the pursuit of social justice, aiming to confront the multifaceted crises posed by climate change, ecological degradation, and deep-rooted inequalities. In the context of contemporary India—marked by rapid industrialization, urban expansion, environmental vulnerability, and persistent socio-economic disparities—the relevance of GSW has never been more critical. This paper delves into the transformative potential of Green Social Work in India, highlighting its capacity to empower marginalized communities, advocate for climate-resilient policies, and bridge the gap between environmental sustainability and human rights. It critically examines the systemic and structural barriers impeding the growth of GSW, including policy neglect, limited awareness, and insufficient institutional support. By shedding light on innovative practices and grassroots interventions, the paper underscores the imperative for social workers to assume proactive roles as ecological justice advocates, community mobilizers, and policy influencers. Ultimately, it calls for an interdisciplinary, inclusive, and decolonized approach to social work that places environmental justice at the heart of sustainable development agendas.

Introduction

The Sustainable Development Goals (SDGs), adopted by the United Nations in 2015, provide a global framework for achieving a more equitable and sustainable future by 2030. These 17 goals emphasize the interconnectedness of social, economic, and environmental dimensions, urging nations to address pressing challenges such as poverty (SDG 1), climate action (SDG 13), sustainable cities (SDG 11), and clean water and sanitation (SDG 6). In India, the integration of SDGs into policy frameworks has highlighted the urgency of addressing environmental degradation and its impact on vulnerable populations.

Green social work aligns with the SDGs by advocating for inclusive and sustainable solutions to environmental crises. The discipline emphasizes the principle of "leaving no one behind," focusing on marginalized communities that are disproportionately affected by issues such as deforestation, air and water pollution, and climate-induced disasters. Social workers play a pivotal role in advancing the SDGs by fostering community resilience, promoting sustainable practices, and advocating for policy changes that prioritize environmental justice. In the Indian context, green social work provides an essential framework for addressing the dual challenges of development and environmental sustainability, ensuring a balance between economic growth and ecological integrity.

Key areas where green social work plays a critical role include

1. **Advocacy for Environmental Justice:** Social workers can amplify the voices of marginalized communities affected by land acquisition, deforestation, and industrial pollution.

2. **Disaster Preparedness and Response:** Climate-induced disasters such as cyclones, floods, and heatwaves necessitate community-based interventions to build resilience.
3. **Promotion of Sustainable Livelihoods:** Social workers can collaborate with NGOs and local governments to develop eco-friendly livelihood opportunities, such as organic farming or waste recycling.
4. **Education and Awareness:** Green social work involves educating communities about sustainable practices, environmental conservation, and climate adaptation strategies.
5. **Policy Influence:** By engaging with policymakers, social workers can contribute to drafting and implementing environmentally sustainable policies.

Challenges Faced in India

Despite its transformative potential, the actualization of Green Social Work (GSW) in India faces **entrenched structural and systemic challenges** that limit its reach and efficacy. These hurdles reflect deeper issues of governance, education, cultural complexity, and policy inertia:

Lack of Awareness and Professional Training

Environmental issues remain **marginalized within the mainstream social work curriculum** in India, with limited academic discourse or field exposure. As a result, many social work professionals enter practice **ill-equipped to understand or intervene in ecological crises**. The lack of interdisciplinary education hinders the development of critical ecological consciousness, leaving a void in skills related to climate adaptation, disaster risk reduction, and sustainable development.

Limited Institutional Recognition and Support

Green social work still operates in the peripheries of India's social welfare agenda. The **absence of dedicated institutions, formal recognition, or funding mechanisms** prevents its integration into national frameworks. Without strong institutional anchoring, GSW remains **isolated to scattered pilot projects**, lacking the systemic support needed to scale impactful interventions.

Severe Resource Constraints

Community-based environmental programs often struggle under **financial, human resource, and infrastructural limitations**. Funding for sustainability initiatives is typically sporadic and donor-dependent, while rural areas especially face a dearth of trained professionals, technical support, and long-term planning. These constraints severely compromise the ability to **implement, sustain, and replicate innovative green practices**.

Cultural and Social Resistance

India's cultural diversity, while rich, also presents **complex challenges in aligning traditional beliefs with modern environmental strategies**. Green interventions that ignore local values, spiritual ecologies, or indigenous knowledge systems may face distrust or rejection. Social workers must adopt **culturally nuanced, participatory approaches** to bridge this gap and foster genuine community ownership.

Policy Gaps and Governance Deficits

While India has a broad legal framework for environmental protection, **policy enforcement remains weak, fragmented, and often subordinate to economic interests**.

The prioritization of industrial growth, extractive development, and urbanization often comes at the expense of ecological balance and marginalized communities. The lack of synergy between environmental policies and social development frameworks **undermines the pursuit of environmental justice.**

Urban-Rural Disparities in Implementation

The **urban-centric focus of environmental programs** leaves rural populations—often the most affected by climate change and resource degradation—largely unsupported. Infrastructural inequalities, digital divides, and uneven access to services **exacerbate existing socio-ecological inequities**, making it difficult to implement GSW uniformly across diverse geographical contexts.

Case Studies and Best Practices

Several real-life movements and grassroots interventions across India exemplify the **transformative power and critical relevance** of green social work in addressing the intersection of environmental justice and community well-being:

Chipko Movement (1973)

Originating in the Himalayan region of Uttarakhand, this iconic movement saw villagers—especially women—physically embracing trees to prevent commercial deforestation. It wasn't merely a protest; it was a **revolutionary act of environmental resistance** that underscored the intrinsic connection between ecological protection and indigenous rights. The Chipko Movement became a **symbol of eco-feminism, decentralized governance, and local resilience**, setting the foundation for future environmental activism in India.

Plachimada Coca-Cola Struggle (2002–2006)

In the village of Plachimada, Kerala, the local community rose in defiance against groundwater exploitation and toxic pollution by a Coca-Cola bottling plant. Social workers and civil society actors played a **strategic and mobilizing role** in uniting the community, conducting environmental audits, and leveraging legal frameworks to demand justice. The eventual closure of the plant stands as a **landmark victory for environmental justice**, proving that **collective resistance supported by professional advocacy** can challenge even multinational giants.

Narmada Bachao Andolan (NBA)

Spearheaded by Medha Patkar and rooted in Gandhian principles of non-violence, the NBA opposed the construction of massive dams on the Narmada River, which threatened to displace thousands and devastate ecosystems. Beyond highlighting the human and ecological cost of “development,” the movement forged a **powerful critique of neoliberal policies**, forcing national and international conversations on rights-based development. Social workers involved in the NBA emphasized **holistic rehabilitation, policy reform, and legal advocacy**, demonstrating the profession's potential to influence macro-level change.

Sundarbans Mangrove Restoration Post-Cyclone Aila (2009)

After Cyclone Aila wreaked havoc in the ecologically fragile Sundarbans delta, local communities, aided by social workers and environmental NGOs, embarked on mangrove reforestation efforts. This initiative was not just about ecological recovery—it was about **rebuilding community resilience, restoring livelihoods, and preparing for climate-induced disasters**. By integrating environmental regeneration with income generation (e.g.,

eco-tourism, sustainable aquaculture), the effort showcases how **green social work bridges ecological and economic sustainability**.

Alappuzha's Decentralized Waste Management Model

Once burdened with mounting garbage and health hazards, the city of Alappuzha in Kerala underwent a green transformation through decentralized waste management. Recognized by the United Nations as a model city, this initiative was built on **community ownership, behavior change, and social mobilization**. Social workers played a **pivotal role in community education, policy advocacy, and system implementation**, proving that sustainable urban living is achievable through inclusive, bottom-up approaches.

Towards a Sustainable Future : To enhance the impact of green social work in India, several steps must be taken

1. **Incorporating Environmental Topics into Social Work Education:** Academic institutions should include modules on climate change, environmental justice, and sustainable development in their curricula.
2. **Strengthening Partnerships:** Collaboration between social workers, environmental organizations, and government agencies can create synergies for impactful action.
3. **Capacity Building:** Providing training and resources for social workers to engage in environmental initiatives is crucial.
4. **Advocacy for Policy Reforms:** Social workers must push for stricter environmental regulations and the integration of social justice principles into climate policies.
5. **Promoting Community Participation:** Empowering communities to take ownership of environmental initiatives ensures long-term sustainability.

Suggestions for Green Social Work Development

1. Integrate Green Social Work in Policy Frameworks

Advocate for the inclusion of green social work principles in national and state policies. Initiatives like Swachh Bharat Abhiyan and MGNREGA can incorporate social workers in environmental projects such as afforestation and waste management.

2. Promote Interdisciplinary Collaboration

Facilitate partnerships between social work professionals, environmental scientists, urban planners, and policymakers. These collaborations can lead to innovative and community-specific solutions to environmental issues.

3. Capacity Building through Education and Training

Introduce dedicated environmental courses in social work programs. Regular workshops and field training sessions on topics such as ecological restoration, disaster response, and community-based sustainability initiatives can empower social workers.

4. Encourage Grassroots Innovations

Document and scale local practices that align with green social work, such as organic farming, water conservation, and renewable energy projects led by rural communities.

5. Leverage Technology for Green Social Work

Use digital platforms, apps, and Geographic Information Systems (GIS) to map environmental challenges, create awareness, and mobilize resources for local communities.

6. Strengthen Funding and Resources

Advocate for increased allocation of funds from government and private organizations to green social work initiatives. Social impact investors could be encouraged to support community-driven environmental programs.

7. Raise Public Awareness

Conduct nationwide campaigns to educate citizens on the role of green social work in tackling climate change, pollution, and ecological degradation. Use social media and storytelling to showcase success stories.

8. Localize SDG Implementation

Align green social work programs with the SDGs by tailoring them to regional environmental and social issues. For example, promote sustainable agriculture in drought-prone regions or focus on mangrove restoration in coastal areas.

9. Institutional Support and Recognition

Establish dedicated institutions or departments within government bodies to support and recognize the contributions of green social workers. Creating awards and certifications can incentivize involvement.

10. Advocate for Community Leadership

Empower community leaders and indigenous groups to lead green social work initiatives. This approach can ensure cultural sensitivity and long-term sustainability.

Conclusion

Green Social Work is no longer an optional or peripheral dimension of practice—it is a **moral, ethical, and professional imperative** in an era where environmental destruction and social injustice are deeply intertwined. In the Indian context, where climate change intensifies poverty, displaces vulnerable communities, and erodes traditional livelihoods, social workers are uniquely positioned to act as **frontline responders, systemic change agents, and powerful advocates** for ecological justice.

The challenges are indeed formidable—ranging from institutional apathy and policy silos to the lack of integration between environmental and social sectors. Yet, the potential is equally vast. With robust capacity-building, interdisciplinary collaboration, and the political will to prioritize sustainability, Green Social Work can become a **transformative force** in reshaping India's development trajectory.

The profession must evolve beyond conventional boundaries, embracing **intersectional, culturally rooted, and decolonized approaches** that honor indigenous knowledge, prioritize grassroots resilience, and fight for climate equity. Social workers must not only support communities in crisis but also **intervene in systems that perpetuate environmental harm**, holding corporations and institutions accountable.

By boldly embracing the green social work paradigm, India's social work community can play a **historic role in shaping a just, inclusive, and sustainable future**—not only for current populations, but for generations yet to come.

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