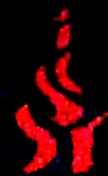


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Women Empowerment: Diverse Perspectives



Chief Editor
Harpreet Singh

Editors

Manmeet Kaur
Karamjeet Kaur
Vishavpreet Kaur

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Karamjeet Kaur

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Vishavpreet Kaur

Assistant Professor, GHG Khalsa College, Gurursar Sadhar Ludhiana

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A COMPARATIVE STUDY ON RISE OF WOMEN FOUNDERS AS ENTREPRENEUR IN MODERN ERA

*Kavita Singh **Komal

*Associate Professor, Department of Management Studies, SRM University, Dehli-NCR, Sonapat

**Research Scholar, Department of Management Studies, SRM University, Dehli-NCR, Sonapat

ABSTRACT

There is a lot of interest and research surrounding the increase of female founders and entrepreneurs in the modern period. This comparative study intends to investigate the variables influencing the rise of female entrepreneurs as well as the similarities and variations in their experiences across various geographic and business sectors. This study offers light on the difficulties, reasons, and tactics used by female entrepreneurs to start and grow their businesses by examining data from a variety of sources and performing in-depth case studies. In conclusion, this cross-sectional investigation offers insightful information about the increase of female founders as business owners in the contemporary period. It exposes the driving forces, difficulties, and coping mechanisms used by female entrepreneurs and reveals the contextual elements that influence their experiences. The results of this study add to the worldwide dialogue on entrepreneurship, gender equality, and inclusive economic growth.

Keywords: Women, Entrepreneur, Modern Era, India

INTRODUCTION

With more women starting their own businesses, the role of women in the corporate world has seen a substantial transition in recent decades. Along with upending conventional gender conventions, this paradigm change has also sparked a wave of innovation, economic expansion, and social empowerment. This study article intends to investigate the numerous dimensions of women's entrepreneurship, putting light on their motivations, obstacles, and triumphs in recognition of the significant contributions made by women entrepreneurs. Women have always encountered several obstacles that have restricted their access to business possibilities. Their capacity to fully engage in economic activity was hampered by societal expectations, discriminatory behaviours, and limited access to resources. But because to the passage of time and the coordinated efforts of several stakeholders, women have been able to overcome these challenges and become active participants in the entrepreneurial ecosystem.

Studying female entrepreneurs is important because of their growing numbers as well as the distinctive viewpoints and methods they bring to the corporate world. According to research, women are more likely to give sustainability, social responsibility, and community impact top priority when establishing and running their enterprises. This focus on moral behaviour and social values has the power to transform whole sectors, encourage diversity, and build a more inclusive and fair economy.

Additionally, figuring out tactics and interventions to promote the development and success of women entrepreneurs can be aided by a knowledge of their motivations and experiences. Policymakers, business leaders, and support organizations can implement focused initiatives to address these barriers and create an enabling environment for women entrepreneurs by looking into the particular challenges they face, such as limited access to funding, a lack of mentorship, and worries about work-life balance.

This study will explore the many fields and industries—including technology, healthcare, fashion, finance, and other fields—where female entrepreneurs are building a name for themselves. We will emphasize the creative business ideas, distinctive leadership styles, and effects of women-led initiatives on local and global economies by evaluating case studies and looking at success stories. The study will also look at the intersectionality of women's entrepreneurship, admitting that different women entrepreneurs have different experiences and difficulties depending on things like colour, ethnicity, socioeconomic status, and region. Regardless of their backgrounds, implementing comprehensive support structures and policies that promote the growth and success of all women entrepreneurs depends on recognizing these subtle differences.

This paper concludes by shedding light on the astonishing rise of female entrepreneurs and their contributions to social empowerment, economic growth, and creativity. We can endeavour to create an atmosphere that develops and supports the entrepreneurial goals of women, unleashing their full potential and resulting in a more inclusive and successful society, by knowing their motivations, problems, and triumphs.

LITERATURE REVIEW

Nimesh, A., Prabhakar, S., and Prabhakar, P. (2023) India has made tremendous progress toward establishing legislation and a start-up ecosystem that encourage new businesses. India's startup ecosystem has grown dramatically, in recent years as a result of greater government backing and venture capital investment. Despite facing many challenges

including limited access to capital and networks, cultural biases, and concerns with work-life balance, female entrepreneurs have made substantial contributions to the global economy. Native American women who are working to start profitable businesses are known as tribal women entrepreneurs. Indian tribal women have historically been underrepresented and marginalized in many facets of society. But now, indigenous women have started to take on greater entrepreneurial roles and use their traditional knowledge to launch new businesses.

Banu, J., and R. Baral (2022) studied the entrepreneurial journey of a sample of South Indian women entrepreneurs in order to provide qualitative insights into the factors influencing their career choice (to become and remain an entrepreneur) and to identify the determinants of their growth and well-being. Semi-structured interviews were performed with 35 women entrepreneurs in the micro, small, and medium enterprise sectors of Tamil Nadu, India, to collect data. The data material was examined using NVivo 12. In order to create a conceptual framework that reflects their potential interrelationships, the qualitative content analysis identified three overarching themes and various subthemes. It was revealed that a combination of personal attributes, strong family support, and institutional support significantly influenced female entrepreneurs' job choice, expansion, and well-being.

S. Chhabra, R. Raghunathan, and N. M. Rao (2020) studied the notion of entrepreneurial intention and validated the entrepreneurial intention instrument. A questionnaire was devised and presented to a sample of 103 women entrepreneurs from throughout India using cluster and snowball sampling to determine their entrepreneurial ambition. The data was compacted before being evaluated using descriptive analysis for validity and reliability checks. Cronbach's alpha values for all instruments were found to be greater than or equal to 0.6. There were also strong correlations between direct and indirect measures of entrepreneurial intention, confirming that all of the instrument's measures were well-designed. The relationship between several entrepreneurial intention constructs has also been investigated and explained using Pearson's correlation coefficients. The existence of the instrument's convergent and discriminant validity is explained by high and positive correlation values.

S. Korreck (2019) investigated the barriers to enhanced female founder engagement in India's economy by first gathering data to describe the state of women entrepreneurs in the country. The article then delves into the root causes of low female entrepreneurship rates, which include unconscious biases, a lack of confidence in business abilities, challenging access to financing and networks, a lack of family support and child-care alternatives, and insufficient workplace and public safety. This article offers a collection of proposals to help promote women's entrepreneurial empowerment.

Sukhjeet Kaur Matharu, Ravi Changle, and Arnav Chowdhury, (2016) conducted this empirical investigation to learn what influences women's decision to become entrepreneurs. Data from 212 female founder was gathered for the study's purposes utilizing a self-created questionnaire. According to the findings, the most significant motivators for business are independence, ambition, wealth, ability to succeed, supportive environments, responsiveness, and assurance.

Ilhaamie Abdul Ghani Azmi, Siti Arni Basir, and Mohd. Rizal Muwazir, (2014) investigated what drives Muslim women entrepreneurs to start SMEs in Malaysia. The previous research we looked at in this study suggests that push and pull forces make up primary motivation. Data from 106 Muslim women business owners in Malaysia were collected in order to fulfill the study's goal. According to the research, the motivational elements were divided into categories such as household, personal, individual talents, consumers, rivals, vendors the community, and governance, as well as rights for Muslim women.

RESEARCH METHODOLOGY

The research methodology employed for this study involves analyzing and interpreting the tabular data representing the rise of female founders in India from 1990 to 2021. The primary data sources for this analysis are the percentages and numbers of women-led startups presented in Table 1.

Data Collection: The data on the percentage of female founders and the number of women-led startups for each year (1990, 2000, 2011, and 2021) are collected from reliable sources such as government reports, industry surveys, or reputable research publications.

Data Analysis: The collected data is analyzed to identify the trends and patterns in the rise of female founders over time. The percentage values are used to understand the proportional growth, while the number of women-led startups provides insights into the absolute increase.

Data Analysis

This tabular presentation of the rise of female founders from 1990, 2000, 2011, and 2021 in India:

Table: 1 Number of Female Founders

Year	Percentage of Female Founders	Number of Women-Led Startups
1990	2.5%	1,000
2000	4.5%	2,000
2011	7.5%	5,000
2021	12.5%	10,000

Table 1 represents, India has seen a huge rise in the proportion of female founders. Only 2.5% of new businesses were created by women in 1990. That percentage rose to 12.5% by 2021. Although this is a sign of development, gender parity in entrepreneurship in India still has to be attained.

In India, the number of businesses with female founders has grown dramatically over time. Only 1,000 women were in charge of startups in India in 1990. That number has grown to 10,000 by 2021. This demonstrates the expanding options available to women business owners in India.

The number of female founders in India has increased as a result of a variety of causes. These include:

- The development of opportunities for women and the growing awareness of gender discrimination.
- The development of the internet, which has made it simpler for women to launch home-based enterprises.
- The expansion of venture funding, which is more likely to go toward businesses run by women.
- The benefit of ethnicity in employment is becoming more widely acknowledged.

Despite these developments, women entrepreneurs in India continue to confront difficulties. These include:

- Capital access.
- Obtaining mentoring.
- Breaking into industries where men predominate.

The number of female founders will undoubtedly increase in the next years, nevertheless, according to the recent progress that has been done.

PROMINENT INDIAN WOMEN ENTREPRENEURS:

- Falguni Nayar is the founder and CEO of the online store Nykaa, which sells clothing and cosmetics.
- Vani Kola is the founder and managing director of the venture capital firm Kalaari Capital.
- Meena Ganesh: Co-founder and CEO of the home healthcare startup Portea Medical.
- The largest low-cost carrier in India, IndiGo Airlines, was founded and is currently chaired by Anuradha Mittal.
- Kiran Mazumdar-Shaw is the owner and chairman of the prestigious biotechnology business Biocon.
- Amrita Pritam is an artist, author, and businesswoman.
- Kamaladevi Chattopadhyay: an environmental activist, businesswoman, and liberation warrior.

They are just few illustrations in India and there is still more to go overseas. The mindset of people has changes and altered the era of economy making it vast in itself.

CONCLUSION

Only if its women are given numerous possibilities will a country prosper. Women make up a significant portion of society. The right strategy for women's empowerment is to encourage entrepreneurship since empowered women are better equipped to escape the cycle of poverty and have more influence in the political, social, and economic realms.

Our country's progress is significantly influenced by entrepreneurship. Women business owners will contribute to a country's progress in addition to male business owners. It is a powerful tool for the social and economic advancement of women and the ideal response to the rising employment of rural women. It is the ideal instrument for enabling women to contribute to the family income while taking care of their own house and family and actually helps to produce employment for many individuals within their own social structure. Therefore, starting a business is a better way for women to empower themselves. The suggestions below can be made based on the opinions of women business owners. The investigator looked at the issues and difficulties that are now facing both loved ones and civilization. The key issues have been identified, and the women business owners have been given the necessary advice. The study acknowledges the challenges that women entrepreneurs in India still face, including limited capital access, lack of mentoring, and barriers in male-dominated industries. The limitations of the study, such as potential data limitations or factors not considered in the analysis, are also acknowledged. Based on the current progress, the study provides insights into the potential trajectory of female founders in the coming years. It highlights the expected continued growth while acknowledging the need for further advancements to achieve true gender parity.

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Political Normlessness: A New Challenge to Human Rights

Dr. Rajeev Ranjan

Abstract

Uncertainty breeds normlessness in Indian politics. Normlessness in its effect is in contradiction of constitutionalism. Then it becomes necessary to find those aspects which are the factors of impatience. And also, which constitutional basic principles do they overthrow?

Through this study, an attempt has been made to explore the meaning of normlessness and examine the role of the ruling party, how they establish normlessness by misusing their political power, and at a time when it is challenging the basic tenets of the Constitution, is it not against the Human Rights of the people.

The ruling ideology is clouded by the nature of majoritarianism and acts like fundamentalists. The contemporary political situation in India, where the ruling party blames the opposition for every incident, problem and issue and the ruling government absolves itself of all responsibility regarding the welfare schemes of the common people. The government sitting in power cleverly fixed the responsibility of the opposition for every problem with the help of fake news and communal propaganda. Media is playing in the lap of power and fulfilling its political agenda.

After successfully shifting the accountability, the ruling party is creating heat in the minds of people and promoting anger, violence and hatred for their political gains. It is increasing day by day, making society a pressure cooker. In the event of referred normlessness, a situation of human rights violations arises in the context of frustration aggression theory. The increase in violence, anger, hatred can disregard the real demand for the rights and welfare of the common people. In this situation, there will undoubtedly be a lack of human rights in the society.

Keywords: Normlessness, Majoritarianism, Nehruvian, Fundamentalism, Communal, Frustration-aggression, Human rights.

Introduction

Uncertainty is an almost permanent nature of politics. Indian politics has also not remained untouched by this uncertainty. When the nature of politics becomes reciprocal to the nature of the Constitution of that nation, it is essential to question. There is a lot of space in the Indian constitution for every class and ideology. But despite this, if the faith of the people decreases in the constitutional system, then it is a matter of concern. Although it is not that when we got independence, we were the owner of limitless resources, due to the government's efforts after that, a lot of economic progress took place. But even after that, the difference between the rich and the poor, and between the means and ends, remained huge and this is very painful for the concept of justice. Three types of justice (Social, Economic and Political) are our constitutional demands. To achieve these certain procedures have been laid down. The main objective of this writing is to explore the critical situation of Political Normlessness in India. For that, we must explain first what Normlessness is and after that what is Political Normlessness.

The Concept of Political Normlessness

Normlessness is the pro-crime situation, which is defined by Emile Durkheim and Robert K. Merton as Anomie Theory. According to him, any gap between the means and the end can create stress on the mental account of the person and his behaviour gets the status of Normlessness. This is a crime-prone situation, and this theory is known as the anomie theory in criminology.¹

The main argument of this writing is what would happen if there were any differences between political constitutional demands and the legal means to achieve them. Looking at the anomie principle (Normlessness), we must analyze the contemporary political situation, where differences in its means and end create the scope of the new study. Our main asset in a democracy is the political parties, either the ruling party or the opposition party, to fulfil the political constitutional demands. But along with practice these parties, especially the ruling party's agenda, create only political demography based on fabricated issues like Hindu-Rashtra, Hindu Nationalism, Pseudo-secularism, Love Jihad, Mob Lynching, Hindu Nationalism, Ram Temple, Population Control, etc. They are politicizing people's faith and religious sentiments for power in democracy and trying to create a uniform political mindset. The ruling party is doing the same thing in the name of nationalism, and in the past, the previous ruling parties also did it in the name of secularism. But the issues remain unresolved. Both attack each other by accusing them of misappropriating these sacred concepts of nationalism and Secularism but side stepping the real issues of political constitutional demand. Because of these games of passing ball, Indian politics, as well as Indian People, are facing the situation of Normlessness. This is known as Political Normlessness.

Reason of Normlessness in Modern India

Political Normlessness is not the result of a day. It took many days to develop. The raw material of all factors of Political Normlessness even existed in the colonial period, but post-colonial development would be the focus of this study.

At the beginning of independent India, there were traces of certain factors responsible for Political Normlessness. In the Nehruvian era, there were some provisions, and some afford to reduce these factors. But after Nehru, our political practices were against the norms of the Constitution. At first, it was slow, but it suddenly increased in the 80s and 90s. There are the following factors of Political Normlessness which are the causes of gaps between political aim and political means of our Nation:

- The Lack of Scientificness²
- As well as the democratic education system

- The Lack of reasonableness and rationality in Indian Society-
- Communication gap amongst different communities (Lack of dialogues)
- Communal Feeling and Hate for Other Groups
- Lack of Non-Violence, Honesty, and Truth
- Failure of Previous Government
- Indian Media

In the Nehruvian era, elementary education was criticized by many critics; otherwise, the agenda of Educational India was on priority. Budget and resources may be the reasons why elementary education could not be given attention. Despite this, education in the Nehruvian era was very transformative and scientific. Many institutes of higher studies were established. But after Nehru, even during the reign of Mrs. Gandhi, the idea of scientific/modern education was slowly losing its priority. The communal agenda was taking its place. The concept of soft Hindutva, as well as communalism, was introduced in the politics of the nation. Morarji Desai's first non-Congress government after the Emergency may have achieved many achievements, but this regime was fertile for communal politics. After that, the communal base of Indian politics was shifted to the new module. The concept of the Ram Janam Bhoomi Movement, Hindu Rashtra, Nationalism and Mandal-Kamandal were mixed in the political winds of that time. This was the period of Indian politics in which hatred dissolved like sugar in milk. Just as Hitler had targeted Jews in Germany, in India too, the communal politics were now making Muslims their victims. There is no doubt that the roots of communalism were present even in the colonial period. But it was to be abolished by the scientific and constitutionally established education after Independence. But it could not happen. Along with the political parties, the state governments and the media were also busy spreading the communal agenda. It would not be an exaggeration to say that the media is losing its credibility day-by-day.

One reason for political normlessness has been the previous governments. Because of the failure of the previous governments,

the majority Hindu ideology was also put in the dock with unquestionable values like secularism. But it is also true that the previous governments had failed to meet the basic needs of a constitutional democratic nation. This is the reason why the communal forces were successful in establishing themselves as the solution to the problem. The present government was able to tell in its election campaign that whatever the situation is in our country, it is because of the previous governments. And this is because it adopted the path of secularism and could not form a strong government. Then gradually the present government coined new definitions of social and human values and kept constitutional democratic values aside. Hate, violence, mob lynching, abuse, communalism, anti-humanism, dictatorship, and fascism are the new values of Majoritarianism.

Indian Citizen and Normlessness

The roots of communalism in India are very old. This can be seen in the early part of the 21st century. After Independence, communalism was marked as an immense problem. Therefore, through the Constitution, our main objective was to make the country a scientific, secular, socialist, democratic, and justice-loving society. This could be done only through good and scientific education. But this could not happen and gradually we started to deviate from our goal. The main philosophy of majoritarianism reflects the lack of democratic values, the birth of communal hatred, the predominance of unscientific thinking, etc. This ideology is full of violence and hatred. It is not easy to find out the reasons for the communal minds of people which are a major cause of political normlessness. Even after that, we can say lightly that some of the main factors affecting the psych-mass of people are as follows.

Media's Key Role in Creating Political Normlessness

The role of media in a democracy is very sensitive. On the one hand media without taking any funds from the government, like any private players, has become the fourth pillar of democracy to raise the basic questions of the public.

But in the present era, the capitalists have allied with the government. They are very fruitful to the government by controlling almost all the media houses.

Capitalists manage election funds to improve the image of the government in the media, while the governments give funds in the name of development for the benefit of these capitalists.

In a country like India where poverty and illiteracy prevail everywhere, people are not even able to understand their needs. The gross lack of knowledge of the public, and the media being official to the ruling government is a gift to the government, due to which the government while pretending to be majoritarian hides its actual character of authoritarianism.

According to the research of the Newslaundry Web portal, in the programme (DNA) of Sudhir Chowdhary of Zee News 28 were dedicated to communal issues, zero for unemployment and inflation out of 73.³ Navika Kumar of Times Now managed 29 communal topics out of 68 debates and only zero space was given to the issue of jobs.⁴ Same can be seen in the programme of the Arnab's Republic.

Newslaundry was different with mixed themes as reported by Prime Time with NDTV's Ravish Kumar. Of the total 77 shows, 23 were devoted to communalism, but the anchor, unlike his TV counterparts, did not pitch them on the issue of Hindu versus Muslim and warned viewers of the dangers of mixing politics with religion.⁵

There were eight shows on inflation, four on unemployment, and 39 shows on other topics including inequality, governance, India versus Hindutva, and "godia media" – a term coined by Ravish.⁶

Media is managed in many ways. Financially on one side capitalist forces own the media and talk about power in coordination with the government for their own benefit. Politically(second) the repressive machinery of the state tries to control journalists. So, the freelance journalists were facing multiple FIRs and actions from legal bodies.

As a result of that, the total conscious space of media has been changed, according to the discourse of the ruling party. In the daily TV debate, the issues are decided according to the benefit of the government.

If we talk about the role of media, then what should be the role of media in a democratic country? I believe according to the

principles of media it should be democratic. In his discussion, the basic rights of the people should be freedom, equality, justice, employment, etc.

In the year 2022, India slipped two places to rank 150 in the World Press Freedom Index of 180 countries compiled by Reporters Without Borders. It is an unflattering commentary on a country that often prides itself on vibrant and competitive media.

If there is any talk on the role of media, then it is reasonable to raise the question that what would be the media of a democratic country. I believe that according to the principles of journalism, it should be the representative of the people (*Jan*) and the people (*Gan*). In his discussion, the basic rights of the people should be freedom, equality, justice, and employment, etc. Overall, his character should be fulfilling democratic objectives. But on the contrary, if mainstream media is scrutinized, its character is found to be undemocratic, communal and crony capitalism, which has mainly murdered Indian constitutional values today. India's mainstream media devotes its entire primetime debates to nurture the Hindu-Muslim agenda on communalism and violent topics like Ukraine, Pakistan, China and more in any case that can be put Opposition in the docket. Problems like hate-speeches, unemployment, Inflation, education, labour code, privatization remain missing in their issues. Instead of standing in favour of the public, the media is often seen covering the flaws of the government and state consented capitalism, along with this, the character of media hurts the concept of human rights, and pushes the Nation into a state of normlessness, which gives rise to delinquent situation politically and non-politically.

The mechanism behind political normlessness is apparent. Media plays a major role. On one hand media is trying to keep people away from democratic and public issues by raising some undemocratic unnecessary issues, on the other hand we people are not getting remedies of their problems, and they are misled by media that cause of all problems not the ruling party but the opposition itself. In a democracy, the elected government should be responsible for every problem of the country. But the responsible ruling party passes its responsibility on the opposition. The public accepts this fact that the opposition is the root of all the problems, but the reality is something else. There are the three essentials of the Political Normlessness:

- Ignorance of the We the People
- Weak Opposition
- Somewhat obligation free ruling party.

Side-Effects of the Political Normlessness

In this situation the rule of law as well as the Human Rights of the We the People may be compromised. Good journalists are put behind bars. Asif Sultan, Siddique Kappan, Gautam Navlakha, Manan Dar, Sajjad Gul, Fahad Shah and Rupesh Kumar Singh are among the seven journalists imprisoned in India, according to CPJ (the Committee to Protect Journalists). Three of them have been in jail for more than a year.⁷ The media is often silent on the arrest of activist, professor and some other critics and dissent voice⁸. The idea of journalism as a fourth pillar of democracy are regulated by Lapdogs Media. The perpetrators of government-backed ideology are not questioned by the media and administration. Many Gods' Man have also got bail in heinous crimes.⁹ Many are roaming free on parole even after conviction.¹⁰ Pardon was also given to many other people who are power-backed people.

The result of political normlessness would be helpful in building an elected autocracy. But in the present condition it is difficult to understand how the public will come out of the vacuum of normlessness.

Conclusion

Certain precautions are required to maintain the democratic modern state. In the study suggestions are given on three points—first education, second Media and third election.

An education system must be able to protect the democratic-constitutional values of the We the People. An education is an outstanding tool to combat the situation of normlessness.

Media should be proper and unbiased. The fundamentals of journalism should be protected by regulating statutory bodies. Political propagation by media is not good for the health of democracy as well as protection of the basic rights.

Expensive elections are beyond the reach of common people. Inexpensive elections are a basic requirement of a democratic

state. Cheap elections are a way of involving the common people in their process. Otherwise, the entire democratic process remains under the control of the powerful people. They make their purpose and try to mislead the common people and try to create political normlessness.

Required education system, rational media and cheap election can minimise the normlessness in the political society. It will help to protect the Human Rights of the We the People especially for the vulnerable groups.

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10. **Dr. Rajeev Ranjan**, Associate Professor, Faculty of Law, SRM University, Sonipat, Delhi-NCR.
11. **Jivesh Jha**, Judicial Officer, Dhanusha District Court, Janakpur, Nepal. He was formerly a Lecturer of Law at Kathmandu University School of Law.
12. **Dr. Sonia Dutt Sharma**, Associate Professor (Law), Vivekananda Global University, Jaipur, Rajasthan.
13. **Shailesh Kumar Singh**, Assistant Professor, ICFAI University, Dehradun.
14. **Vijay Lakshmi**, LL.M (Human Rights), BBAU, Central University, Lucknow.
15. **Stency Mariya Mark**, Assistant Professor, Karnavati University, Gujarat.
16. **Ravi Kumar Surtani**, Research Scholar, Amity Law School, Amity University, Lucknow.
17. **Dr. Rajeev Kumar Singh**, Assistant Professor of Law, Amity Law School Lucknow, Amity University Uttar Pradesh, Lucknow Campus.
18. **Dr. Aparna Singh**, Assistant Professor of Law, Dr. Ram Manohar Lohiya National Law University, Lucknow.



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CHAPTER 2

BIOREMEDIATION: A SNAPSHOT

Anjali Priyadarshini¹, Himanshu Sahu²

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CHAPTER 5

BIOREMEDIATION BY MICROORGANISMS

(Anjali Priyadarshini, Himanshu Sahu)

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Bio-Inspired Computing

Raghav Mishra¹, Tanishq Mandloi¹, Anjali Priyadarshini^{1,2,*}

¹Department of Biomedical Engineering, SRM University

²Department of Biotechnology, SRM University

Delhi-NCR, Rajiv Gandhi Education City Sonapat - 131 029, Haryana, India

* Corresponding Author's Email: anjali.p@srmuniversity.ac.in

Abstract

The bio-inspired computing is a unique approach towards solving complex problem based on the solutions and ideas from the nature. Nature has a great tendency of self-optimization through evolution. Bio-inspired computing deals with computing with the same principals inspired from the humans and other organism's problem-solving skills. The bio-inspired computing is aimed to show the cognitive ability and inferential learning ability. Neuromorphic engineering is one such approach that uses very-large-scale integration (VLSI) systems containing electronic analog circuits to mimic neuro-biological architectures present in the nervous system. Just as our brains can predict the view of an object when the object is being viewed from some other direction, the same can be done with the help of bio-inspired computers using the sets of eyes like sensors and a special processor that mimics the visual rendering of a human brain. One such approach of visual rendering is already represented by IBM's TrueNorth processors. Such immense level of computing requires the use of all disciplines of science. This chapter represents various bio-inspired optimized algorithms like Genetic Bee Colony (GBC) Algorithm, Fish Swarm Algorithm (FSA), Cat Swarm Optimization (CSO), Whale Optimization Algorithm (WOA), Artificial Algae Algorithm (AAA), Elephant Search Algorithm (ESA), Chicken Swarm Optimization Algorithm (CSOA), Moth flame optimization (MFO), and Grey Wolf Optimization (GWO) algorithm, etc. These algorithms are generally based on the metaheuristic's approaches. Further the upcoming advancement after learning from the nature, technologies coming up with more innovative ideas. The rapidly increasing technical world is grabbing ideas through different natural algorithms as discussed in this chapter. Mixing computing with natural and biological phenomena will club the understanding of our generation with nature and its events. The world is full of biology, once it combines with technology; it gives the perfect gift for computing future. Either switching from Artificial Intelligence (AI), Genetic Algorithm, Immune system, or itself the human life, this wide scope of concepts is totally going to evolve the lifestyle of people. In this chapter, we are going to understand the necessity of sandwiching computing around nature and its act of dealing.

Keywords: P-Systems, Optimizations, Algorithms, Bio-Inspired, Genetic Bee Colony (GBC), Algorithm, Cat Swarm Optimization (CSO), Artificial Algae Algorithm (AAA), Elephant Search,

Introduction

Nature is one of the most powerful things in this world. With such a fascinating algorithm that drove the whole universe. Everything in the universe is connected. From macro to micro. From the natural gravitational forces which keep everything in the universe intact to the small electrostatic forces that keep the atoms together which maintain the integrity of all the living things in this world. Another such fascinating thing is the intelligence that nature has given to the living things so that they can survive or be consumed by other animals to maintain the food chain. All the sensations that is the vision, audition, olfaction, gustation, tactition are the gifts that nature has given to the living beings. The data collected from these sensations is further processed via brain to recognize the activities in the surrounding environment. Here the complex neural circuit comes in play that delivers the information as well as also process them. Different organisms react differently to the same intensities of these sensations, which allows them to behave differently. Their behaviour is well optimised by the nature for them to survive. Such well optimised behaviour can be mimicked and can be used in the real-life calculations where there is requirement of more than one solution for a particular task. Disease diagnosis and their treatment can be possible from such applications of bio-computing. For example, bacteria can be modified, becoming biocomputers capable of detecting and treating certain inflammatory diseases, including gut conditions such as Inflammatory Bowel Disease, or IBD. A portion of the bacteria's DNA is used to determine whether it has met a specific chemical (in this case, one that indicates the presence of IBD). Amazingly, this technique requires only an IF/THEN test, simple logic gates, and fewer than three bits of memory. An AND gate requires both inputs to be true for the logic statement to return true. In this example, when the chemical is present, two sensors for IBD activate the AND gate control region simultaneously, turning on a gene that instructs the cell to produce an enzyme called luciferase. Luciferase glows in the dark and exits the body through the faecal matter. The glow can be detected using a microscope, evidencing the presence or absence of IBD in an individual.

Bio-inspired computing is a research method aimed at solving problems using computer models based on the principles of biology and the natural world. Commonly seen as a philosophical approach, bio-inspired computing is used in several related fields of study within computing, rather than a field of study itself. Bio-inspired computing puts less focus on optimized, high-speed algorithm and more focus on tractability and dependability. Generally, the approach is ground-up, rather than taking a large foundation



CONSUMER BEHAVIOUR

Dr. Poonam
Dr. Rajesh Verma



ABOUT THE AUTHORS



Dr. Poonam is working as an Assistant Professor in the Department of Commerce, SRM University, Delhi-NCR, Sonipat. She has an extensive educational background holding a degree of Ph.D. in Public Policy. She has completed her M.Com and MBA in the area of Marketing. She has also cleared the UGT-NET in Commerce in 2011. She has more than 10 year of teaching experience in numerous reputed organizations. Dr. Gahlot is also supervising the research scholars in SRM University, Delhi-NCR, Sonipat and contributing a lot in the field of research. She has been teaching the subject more than a decade to students of B.Com and M.Com.

Her area of interest is in Marketing, Consumer Behaviour, Entrepreneurship Development and Public Policy. She has published many research articles in reputed journals like Francis and Taylor, Scopus etc. She has presented more than twenty papers in various National and International Conferences. She is involved in various administrative works like Member of BoS, Coordinator of cultural activities, External research expert in different universities etc. She has the great ability to handle the behaviour of the students and boost their calibre with her effective teaching pedagogy.

Dr. Rajesh Verma is an Associate Professor at Christ Deemed to be University, Delhi NCR Campus. He has an extensive educational background, holding a Ph.D. in Management from SMVDU, Katra. He has also cleared the UGC NET in Management and has obtained an MBA (Marketing) from MDU Rohtak and a PGDM (Marketing) from Lal Bahadur Shastri Institute of Management, Delhi. With approximately 20 years of experience in teaching and mentoring undergraduate and postgraduate students, Dr. Rajesh Verma is a dedicated educator and researcher. He has made significant contributions to the field of management through his exceptional track record of research success. He has published multiple articles and research papers at both the national



and international levels, showcasing his expertise and commitment to advancing knowledge in his field. He specializes in various subjects including Marketing Management, Business Research Methods, Statistics for Management, and Strategic Management. His in-depth knowledge in these areas allows him to provide valuable insights and guidance to students seeking to understand and excel in these subjects. In addition to his teaching responsibilities, he has served as the Programme Coordinator for the MBA and BBA programs. This role demonstrates his leadership and organizational skills, as he oversees the smooth functioning of these programs, ensuring their effectiveness and relevance to students' educational goals. His teaching philosophy centers around creating a challenging and engaging learning environment. He aims to foster an atmosphere where students become lifelong scholars and learners, encouraging them to develop critical thinking skills, research abilities, and a passion for acquiring knowledge. By imparting his expertise and instilling a love for learning, He has positively impacted the academic journeys of numerous students. His expertise in various management subjects and his commitment to student success contribute to the university's academic excellence and the development of future leaders in the field of management.



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Kulveer Singh Yadav

Assistant Professor (Horticulture)
School of Agricultural Sciences &
Technology, RIMT University,
Mandi Gobindgarh, Punjab

Sachin Kishor

Assistant Professor (Horticulture)
Department of Agriculture Science
SRM University, Delhi NCR,
Sonapat, Haryana







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About the Book

The book entitled "Minor Fruits in India" is a compilation of lesser known fruits found in India sourced from various domains. In this book comprising chapters based on cultivation and production with aims to popularise the minor fruits among the under graduate students, post-graduate students and research scholars of agriculture and horticulture area.



Kulveer Singh Yadav was born in Lucknow, Uttar Pradesh, India and did Ph.D. (Horticulture) from Banaras Hindu University, Varanasi and qualified ASRB-NET twice. Currently he is serving as an Assistant Professor (Horticulture) at School of Agricultural Sciences & Technology, RIMT University, Mandi Gobindgarh, Punjab and has more than 4 years of experience in teaching and research. He received 2 fellowships, guided 20 P.G. students as major advisor and member of advisory committee, published 34 research papers, 48 articles, 19 book chapters and attended 49 seminars/webinars as well as published 89 abstracts. He also delivered a TV talk, attended 18 trainings/FDPs, having life membership in 12 professional societies/magazines and reviewer in 2 Journals/Magazines.



Sachin Kishor was born in Lucknow, Uttar Pradesh, India and did Ph.D. (Horticulture) from Babasaheb Bhimrao Ambedkar University (A Central University), Lucknow and qualified ASRB-NET. Currently he is working as an Assistant Professor (Horticulture) at Department of Agriculture Science, SRM University, Delhi-NCR, Sonapat, Haryana and has more than 3 years experience in teaching and research. He received 1 fellowship, guided 13 P.G. students as major advisor and member of advisory committee, published 33 research papers, 3 articles, 2 book chapters and attended 16 national and international seminars/webinars as well as published 15 abstract. He also attended 3 trainings and having life membership in 4 professional societies.

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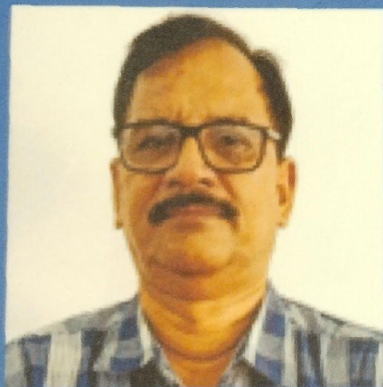
About the Editors



Dr. Mohd Arif (M.Com, MBA, PhD, UGC NET-JRF) is currently serving as an Assistant Professor in Faculty of Commerce, Shri Jai Narain Misra PG College (KKC), Lucknow, Uttar Pradesh. He has teaching and research experience of more than 07 years. His area of specialization is Finance, Accounting, Taxation and Management. He has published many research papers in reputed journals and presented various research papers in International and National Seminars & Conferences. He is an active member of various academic bodies such as ICA & IAA.



Dr. Wasif Ali (M.Com, Ph.D, UGC NET-JRF) is currently serving as an Assistant Professor in Faculty of Commerce, Shri Jai Narain Misra P.G. College (KKC), Lucknow, Uttar Pradesh. He has qualified UGC NET-JRF in Commerce and secured UGC NET in HRM. He has teaching experience of more than 5 years. His area of specialization is HRM, OB, Economics, International Business etc. Being an active researcher Dr. Wasif Ali has presented research papers in reputed national and international seminars and conferences. He has published good number of research papers in renowned indexed and blind peer reviewed journals with high citations. He is Life Member of recognized academic bodies viz. ICA (UP 517), IAA (PTN 60) and ISCA (L32571).



Dr. Kaushal Kishore Shukla is currently serving as Faculty Incharge and Associate Professor, Faculty of Commerce, Shri Jai Narain Misra PG College (KKC), Lucknow, Uttar Pradesh. He is also serving as (ANO) in the college unit of NCC attached with 67 UP Battalion and holding the rank of Major. He is Proctor-in-Chief of the College. He has a vast teaching and research experience of more than 30 years. His area of specialization is marketing, sales, human resource and general management. He has contributed various research papers in International and National Seminars & Conferences and published numerous research papers

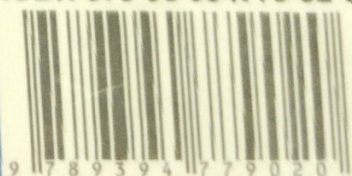
in reputed journals. He is an approved academic counselor of IGNOU and UPRTOU for their UG and PG programmes and supervised more than 10 projects (MS 100). He is an active member of various administrative and academic bodies. He is also Life Member of ICA and LMA.



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REVERBERATIONS OF COVID-19 ON LIFESTYLE OF STUDENTS: A CASE STUDY OF SRM UNIVERSITY

Dr. Upendra Pratap Singh* and Sakshi Ahlawat**

ABSTRACT

COVID-19 has severely affected the lives of people in unprecedented ways. This systematic risk of COVID-19 has lives affected the lives of people irrespective of age, gender, social status, income, family etc. The current manuscript was undertaken to understand the impact of COVID-19 on lifestyles related constructs such as Diet, Sleep, Leisure time activities and productivity. A validated questionnaire was used to assess the extent to which lifestyle got affected during pandemic times of students of SRM University, Delhi NCR, Sonipat, Haryana using a Google Online survey platform. A total of 376 responses were collected from students of SRM University of different domains of various backgrounds and various living styles. Findings and Discussions has been segregated into four sections, section one comprises of impact of COVID-19 on physical activities of students, section two comprises of impact of COVID-19 on sleep of students, section three comprises of impact of COVID-19 on mental health of students and section four comprises of impact of COVID-19 on diet of students. Result concluded that COVID-19 has significant impact on the student's lifestyle. Manuscript also revealed that COVID-19 has also impacted the productivity of the students. Descriptive statistics like frequency, percentage, bar graph, pie chart has been used to present the data collected from the respondents.

Keywords: Lifestyle, Leisure Time Activities, Pandemic, Unprecedented Ways

INTRODUCTION

Nobody has never imagined that their faces, freedom to move around will get restricted by a virus known as Coronavirus or COVID-19. People are caged in their homes to protect themselves from this deadly virus which is affecting the lives of people massively. COVID-19 has not merely affected people physiologically but also psychologically. In this manuscript we intend to analyze the impact of lifestyle of students. Here, lifestyle comprises of diet, physical activities, mental health and sleep pattern of students. There has been significant impact on body weight and physical activities due to COVID-19. Not just sleep quantity but sleep quality has also been affected during the pandemic.

* Head of the Department of Finance and Commerce, SRM University, Delhi NCR, Sonipat, Haryana

** Assistant Professor, Department of Finance and Commerce, SRM University, Delhi NCR, Sonipat, Haryana

LITERATURE REVIEW

COVID-19 has massively affected the obesity in people. People tend to increase their weight during quarantine. A healthy diet and physical activity is a mandatory requirement during quarantine which would enhance the metabolic activity and also reduces the risk of cardiovascular burden (Mattioli A.V., 2020). Also, there are many evidential studies that states that people reported negative psychological effects during quarantine of COVID-19 such as post-traumatic stress symptoms, anxiety, and rage. Moreover there are many stressors which makes the situation worse like boredom, lack of resources or supplies during pandemic, inadequate information, frustration at constant staying home, fear of getting infected, duration of quarantine played a huge role on psychological condition of the people during pandemic (S.K Brooks, 2020).

(Hallal P.C., 2012) stated that inactivity has great association with age, also mentioned that inactivity in women is higher in comparison to men and this has increased in higher income countries or more developed countries. Author also stated that more activity levels will help in reducing the burden of non-communicable disease. Lifestyle of people has been greatly impacted by COVID-19 outbreak and its various measures of containment has also significantly impacted the people (Narayanan L., 2020). Experts said that lifestyle related problems such as increase in weight and cardiometabolic risk could be modified and they also suggested it should be properly screened and addressed at the time of COVID-19 to prevent obesity and facilitate well-being of people during this pandemic (Bhutani S., 2020). As a construct, regular meal pattern is being associated as an individual eating patterns at the level of main meal such as breakfast, lunch, dinner etc or a meal of smaller size such as snacks etc (Leech R.M., 2015). A general clinical recommendation by experts to reduce weight and minimize metabolic outcomes is to consume nutritionally balanced small and frequently meals which contains good dietary features (Jon Schoenfeld B., 2015).

Certain experts believed that people adhering to certain dietary habits during pandemic such as reducing the frequency of meal, consuming regular main meal and having good quality meals such as fresh vegetables etc. resulted into marginally enhanced metabolism and other health outcomes during this pandemic (Narici M., 2020).

Across the literature, it has been evidently found that a reduction in physical movement or physical activity of people combined with prolonged sitting and screen time due to confinement during COVID-19 times (Ammar A., 2020).

Some studies also suggested that, restraining the people to stay in their homes has increased intake of HFSS food products which could be because of having them out of anxiety or boredom of staying home for such longer period of time. A decline in motivation or an hike in mood driven eating has played a important role in decline towards maintaining healthy eating (Recio-Román A., 2020).

Despite making lot of efforts by people to maintain physical activities at home through opting online courses like yoga or at home physical classes etc , people are not able to maintain their physical activity levels to a substantial levels as suggested (Di Renzo L., 2020). There are substantial studies which clearly states that people has restricted their social gatherings, interactions or participation into recreational or leisure activities which consequently resulted into rise in stress and anxiety levels. Studies has evidently directed towards the main reason

of people resistance of such social engagements because of fear of getting infected by the coronavirus. Respondents also stated in their response that main reasons for their anxiety and stress are loneliness, financial loss, fear of getting infected, isolation etc. (Rehman U., 2020), (Roy D., 2020). During COVID times, eating healthy meals has been observed in upper socio-economic status who have substantial economic means to procure, maintain the healthy meal components and convert them into healthy diet or meal but contrary to this their physical activity has been reduced (Hossain M.M., 2020).

Moreover, studies has found variation in lifestyle behaviours resulted in gaining of weight of major part of the sample. As studies proved that individuals suffering from obesity and related metabolic outcomes such as diabetes and cardiometabolic diseases are more exposed to the risk of coronavirus infection (Ghosh A., 2020), (Ranjan P., 2020).

One of the important preventive measure to control the spread of the virus is to avoid negative lifestyle behaviours so one can resist the virus impact on the human body (Pietrobelli A., 2020).

OBJECTIVES

- To study the impact of COVID-19 on physical activities of students.
- To study the impact of COVID-19 on sleep of students.
- To study the impact of COVID-19 on mental health of students.
- To study the impact of COVID-19 on diet of students.

METHODOLOGY

Opting a required methodology is vital for verification of the results of any research. After elevating the associated and important relevant work done in the literature, the next vital step is to discuss the research methodology. The case study of SRM University has been used in the study to see the impact of COVID-19 on students' lifestyle. The research proposition is a qualitative interpretation of impact of COVID-19 on students. The relevant data for the present study is collected by using the non-participant observation method i.e. from journals, books, magazines, online material, and company websites.

Findings And Discussions

Pandemic and Lifestyle: A Study on SRM University Students

A survey was conducted to analyse the impact of pandemic on lifestyle of students in SRM University. Four major domains were covered under lifestyle: physical health, mental health, sleep and diet. Data was collected from 376 students. Given below are the key findings of the study.

Table 1: Characteristics of the Sample

Variable	Categories	Absolute Frequency (Count)	Relative Frequency (Percentage)
Gender	Boys	241	64 %
	Girls	145	36 %
Region	Urban	295	78.5 %
	Rural	81	21.5 %
Tested Positive for Corona	Yes	71	81.1 %
	No	305	18.9 %

Section 1: Frequency of Physical Activities

Name of Physical Activities	Never	Rarely	Sometimes	Often	Regularly
Cycling	137 (36.4)	72 (19.1)	104 (27.7)	35 (9.3)	28 (7.4)
Running/ Outdoor	57 (15.2)	63 (16.8)	126 (33.5)	70 (18.6)	60 (16.0)
Gymnasium	169 (44.9)	58 (15.4)	54 (14.4)	44 (11.7)	51 (13.6)
Yoga/ Meditation	92 (24.5)	82 (21.8)	104 (27.7)	50 (13.3)	48 (12.8)
Aerobic/ Dance	181 (48.1)	68 (18.1)	69 (18.4)	37 (9.8)	21 (5.6)

Note: Figures in parentheses gives the row percentage.

Change in Body Weight

An obvious finding from the study was that those who went through at least one of the physical activities either maintained or decreased their weight. However, those who didn't opt for any of the physical activity experienced a significant increase in their weight.

Section 2: Impact of COVID-19 on sleep of students

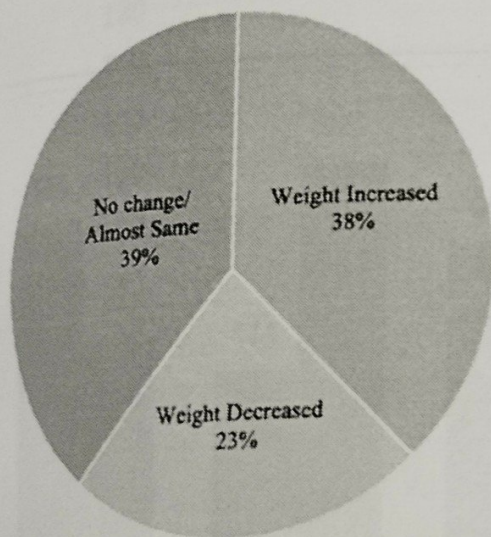


Figure 1.1: Change in Body Weight

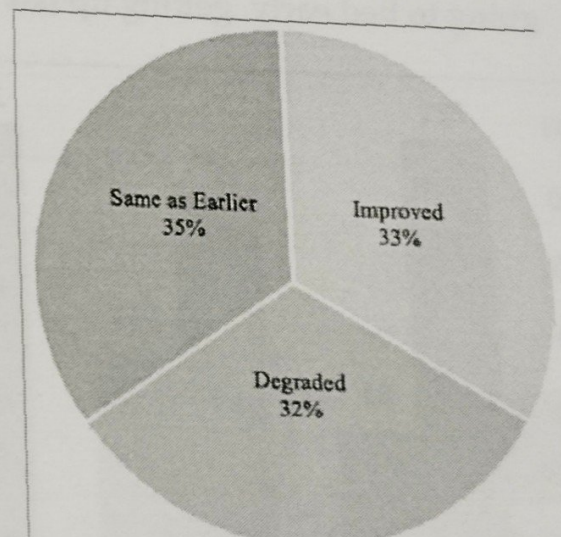


Figure 2.1: Change in Quality of Sleep during Pandemic as Compared to Earlier

Quantity of sleep (measured in number of hours) increased for approximately half of students (49%) and the quality of sleep remained same for one-third of the students, improved for one-third of the students and degraded for one-third of the students as compared to before pandemic.

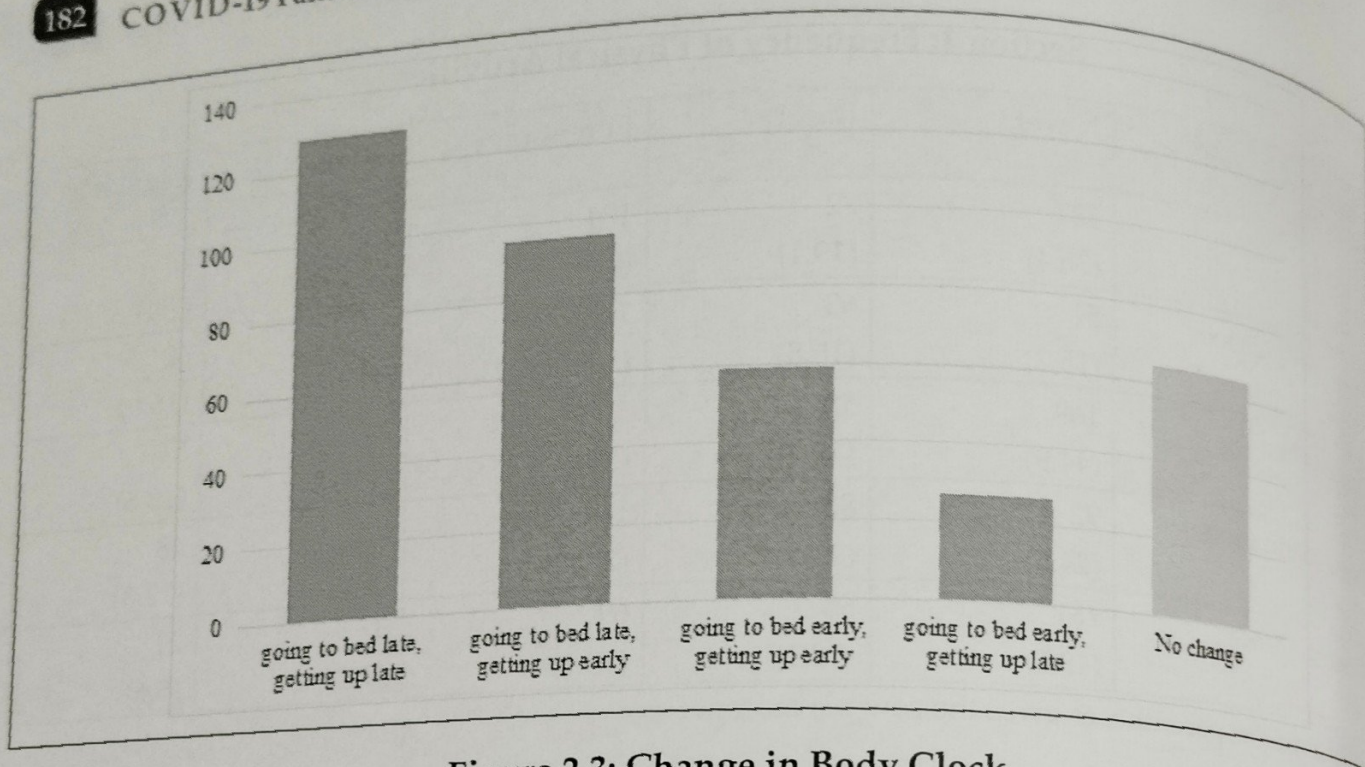


Figure 2.3: Change in Body Clock

More than four-fifth of the students experienced a change in their body clock:

- going to bed late, getting up late (34%),
- going to bed late, getting up early (25%),
- going to bed early, getting up early (16%),
- going to bed early, getting up late (7%).

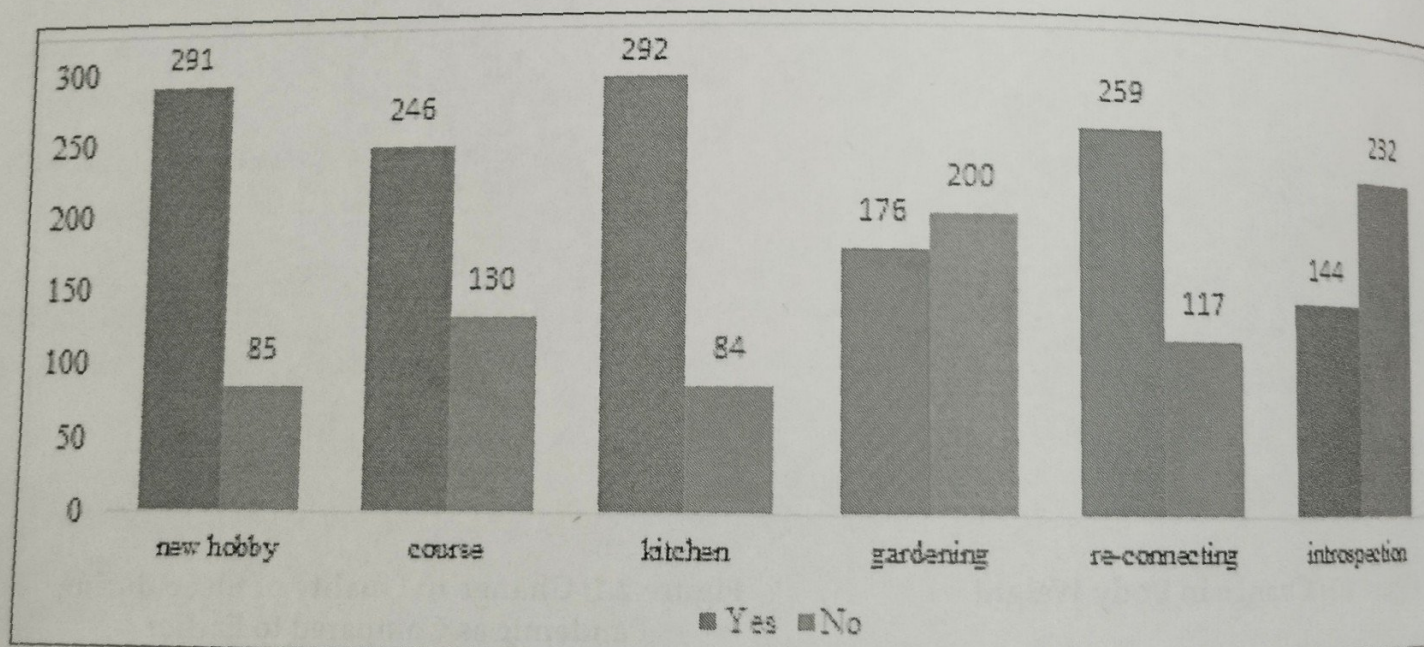


Figure 2.4: Leisure-time Activities

More than 90 % of the students were engaged with at least one of the following domains:

- Explored new hobby

- Took an Online Course
- Learnt something new in Kitchen
- Did Gardening
- Reconnected with Friends
- Did journaling/ introspection/ SWOT Analysis

Section 3: Impact of COVID-19 on mental health of students

How have the different moods of the students been during the pandemic (on a scale of 10)?

Table:3.1

S.No.	Mood/ Emotions	Median Value
1.	Peaceful	7
2.	Happy	6
3.	Caring	8
4.	Satisfied	6
5.	Stressed	6
6.	Anxious	5
7.	Depressed	3
8.	Frustrated	5
9.	Bored	6

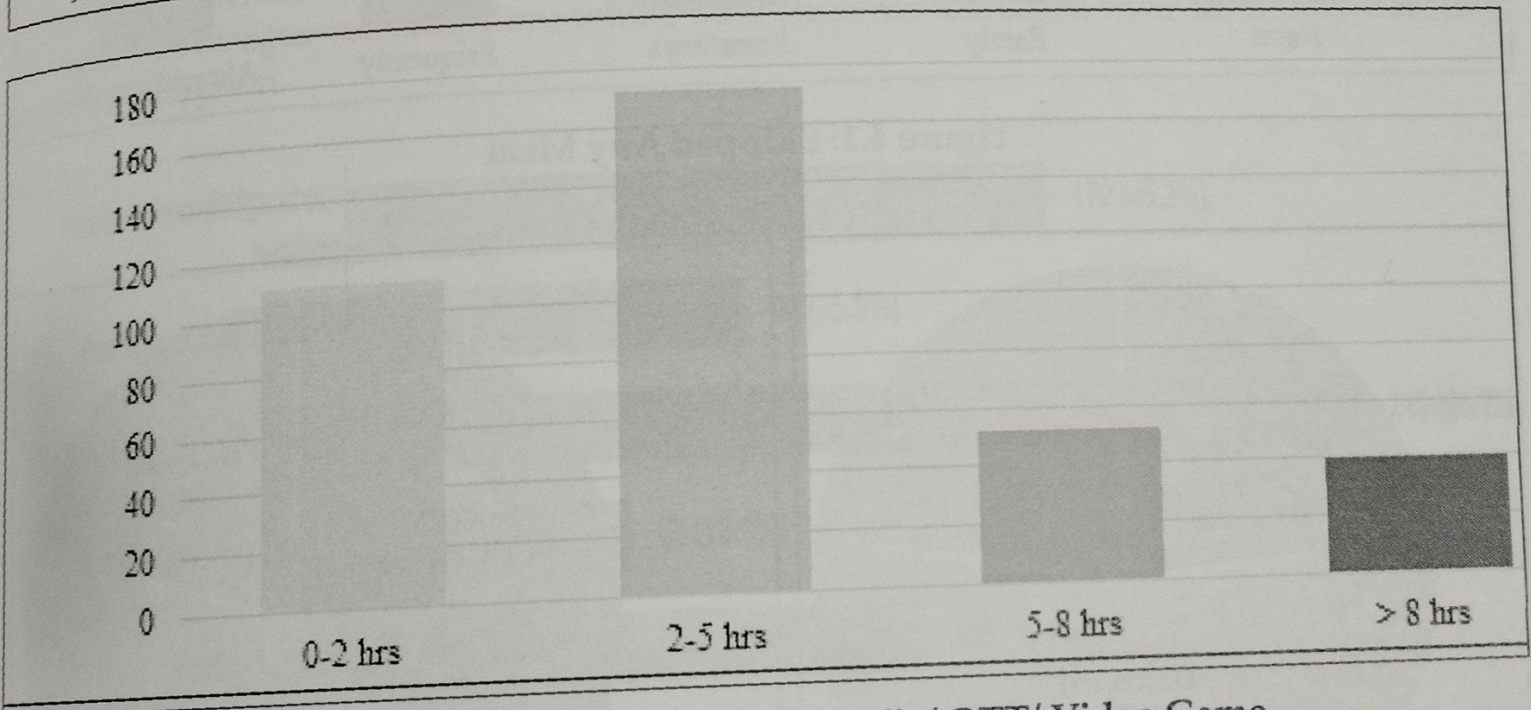


Figure 3.2: Hours Spent on social media/ OTT/ Video Game

A significant difference was found between boys and girls on three out of nine parameters on mood/ emotions; which were: 'caring', 'depressed' and 'frustrated' at 10 per cent level of significance. Those who were tested positive for corona were found to be less satisfied and more anxious than those who were not.

An obvious finding from the study was that the quality of sleep degraded for those who were stressed. Modal category for the hours spent on social media/ OTT/ Video game was 2-5 hours.

Section 4: Impact of COVID-19 on Diet of students

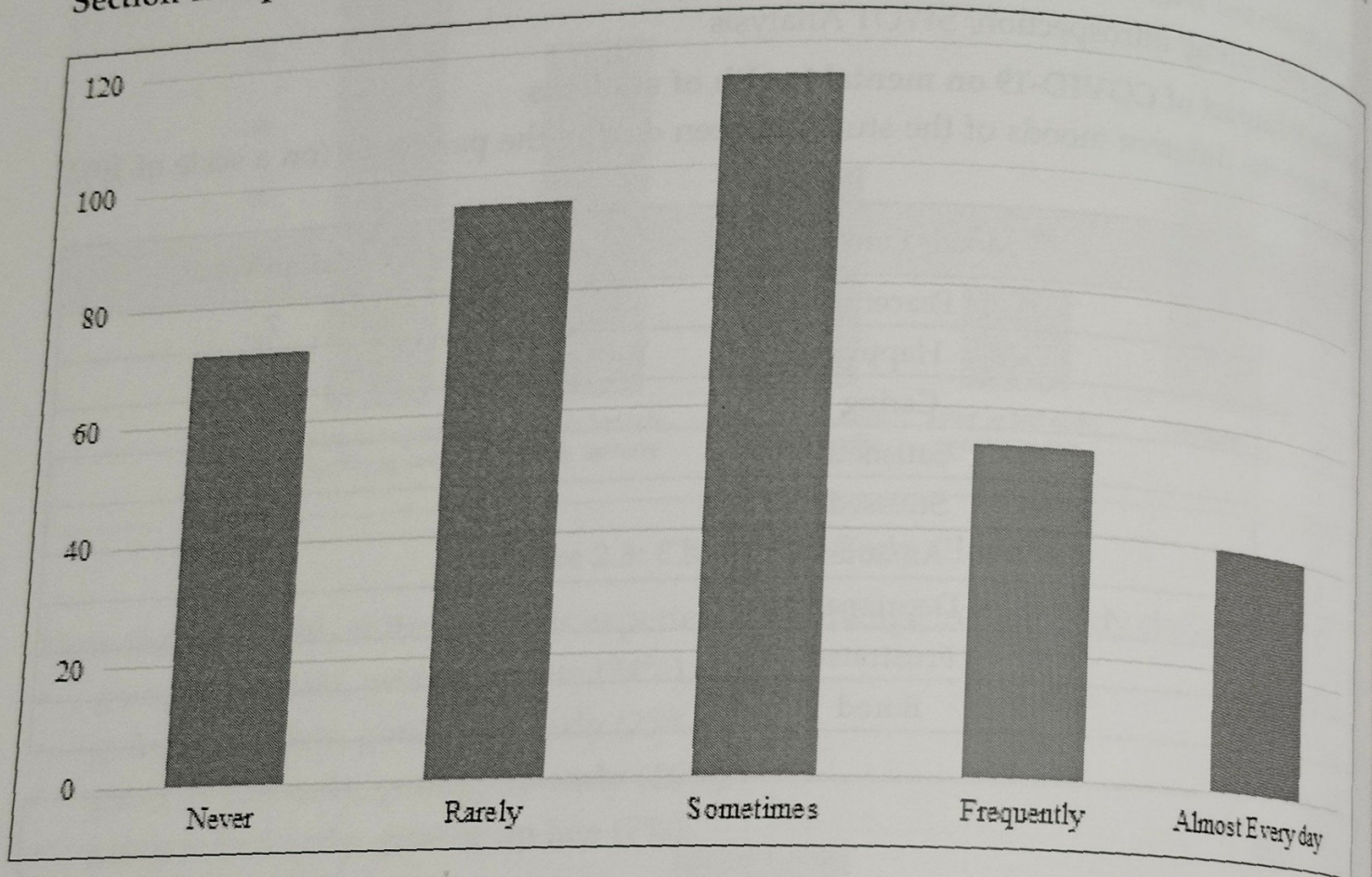


Figure 4.1: Skipped Any Meal

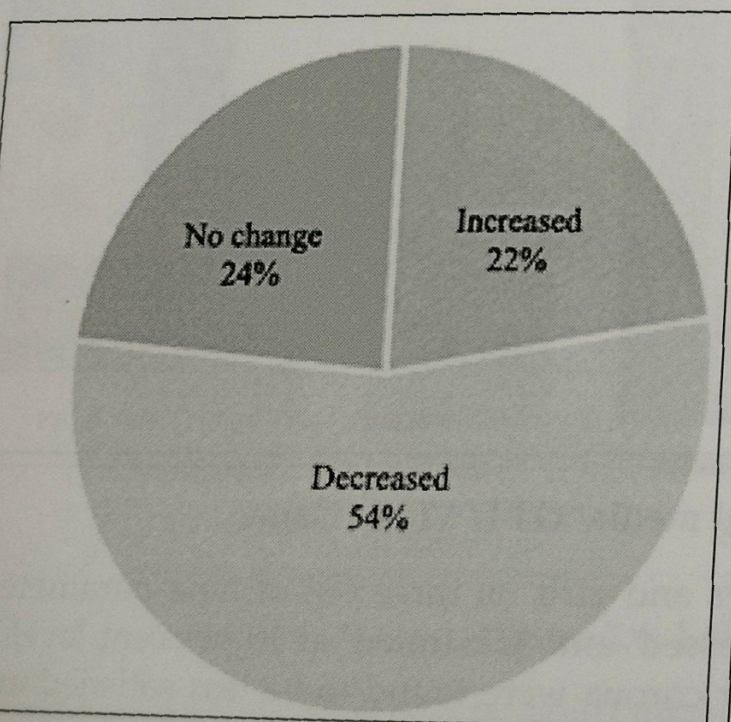


Figure:4.2 Junk/Fast Food

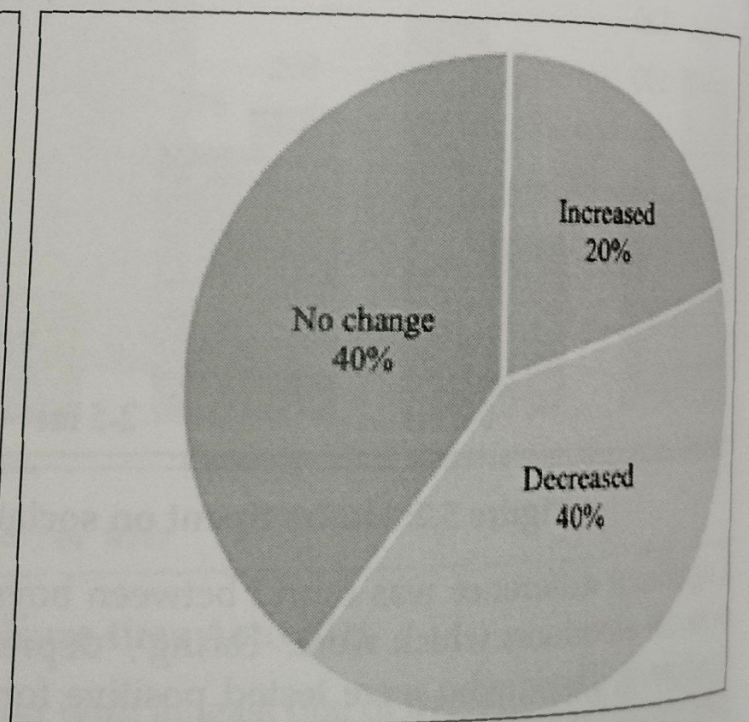


Figure: 4.3 Sugar-Sweetened Beverages

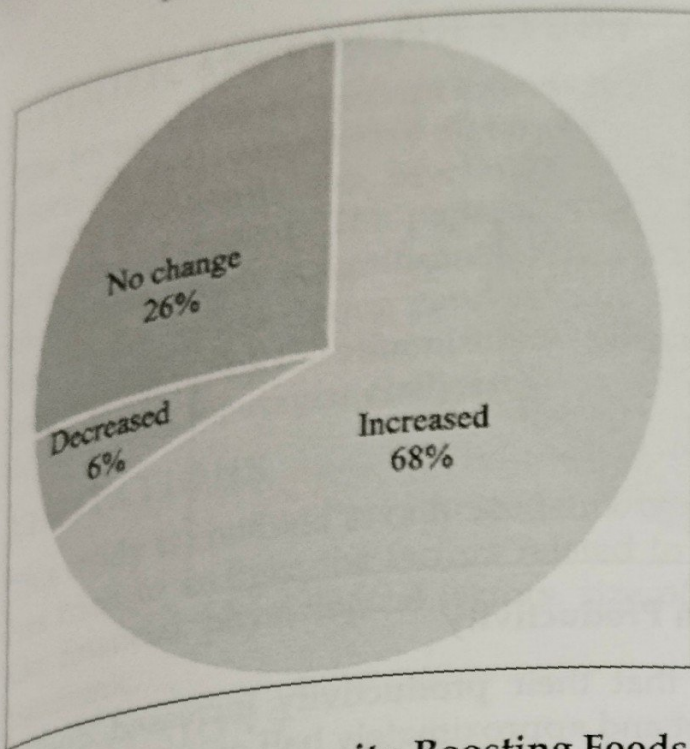


Figure 4.4 Immunity-Boosting Foods

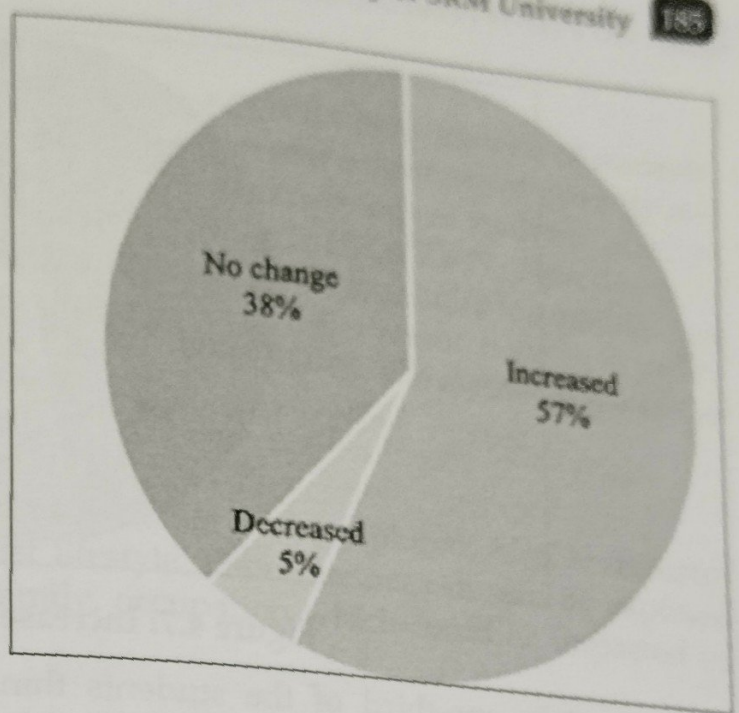


Figure 4.5: Eating tips From Media

It was found that students became more cautious of their dietary plan. Around half of the students never missed or rarely missed any of the meals. 54% students decreased their junk/fast-food consumption, 40% students decreased their sugar-sweetened beverages consumption; while, 68% students increased their immunity-boosting foods consumption.

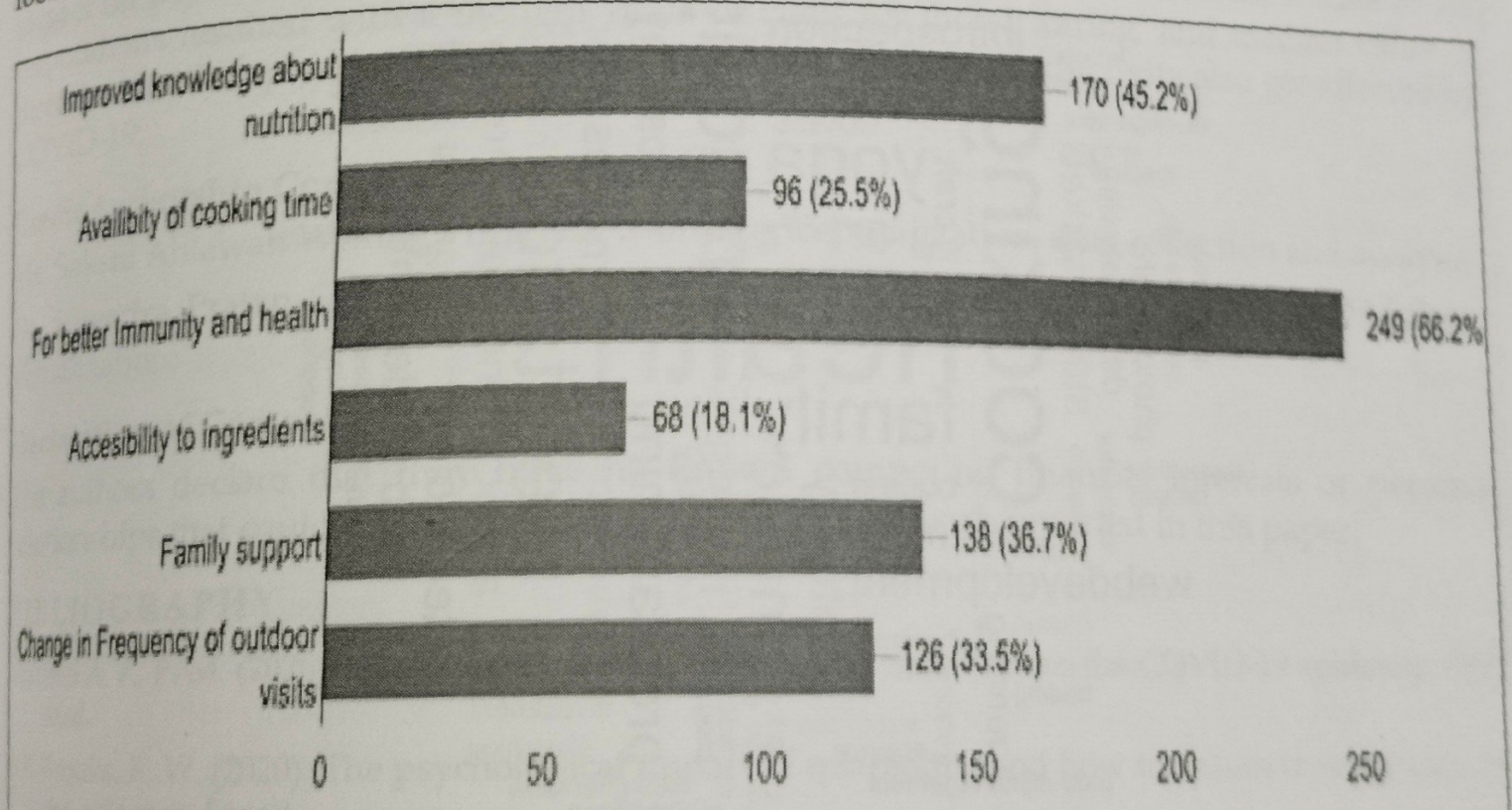
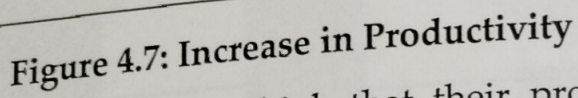
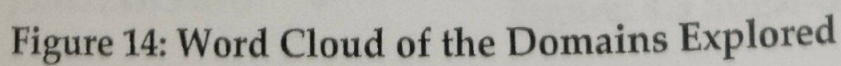


Figure 4.6: Reasons for Change in Dietary Plan



Students were also to mention any new domain that they explored during pandemic. Given below is the word cloud of the same. Greater the size of the text, higher the frequency.



SIGNIFICANCE OF THE STUDY

The focus of this manuscript intends to study the impact of COVID-19 on lifestyle of students. Here, lifestyle comprises of dietary behavior, sleeping pattern that constitutes of quantity and quality of students both, psychological health by judging various moods of students, physical activities of students. This paper also intends to cover the impact of COVID-19 on productivity of students. Study is significant for the purpose of analyzing the various other factors affecting the lives of people during pandemic, provides vital inputs in further research, helps in policy making regarding the minimization of negative impact of COVID-19. The methodology can be further used for similar analysis.

LIMITATIONS

This study is confined to only students, other respondents can be explored. Also, manuscript has tried to analyze the factors related to just lifestyle. Other factors can also be explored like financial, physiological factors, size of family, occupation which could be impacted by pandemic.

CONCLUSIONS

This study intends to study the impact of COVID-19 on student lifestyle. Results displayed are pandemic has significant impact on body weight of students with 38% students said their weight has been increased during the pandemic whereas 39% students revealed that there is no change in their body weight. Likewise, sleeping behavior that includes both quality and quantity of sleep has been impacted to great extent with 33% respondents revealed that their sleep quality has got degraded during the pandemic and 49% respondents revealed that their sleep quantity has got increased during this time. Moreover, COVID-19 has shown significant impact on psychological behavior of respondents in terms of their moods on a scale of 10, respondents resulted with a median value of eight for mood 'caring' and median value of three for mood 'depression'. Data also revealed that diet and productivity also got affected by COVID-19.

Credit Authorship Contribution Statement

Ms. Sakshi Ahlawat: Writing - original draft, Conceptualization, data collection and analysis

Dr. Upendra Pratap Singh: Writing - Review & editing, Data analysis and methodology, Visualization.

Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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