

FITNESS, FASHION, AND PHILANTHROPY A HOLISTIC APPROACH TO WELL-BEING

Prof. Divya Vijaychandran



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E-mail: info@booksarcade.co.in, booksarcade.pub@gmail.com

Website: www.booksarcade.co.in

Edition: 2024

ISBN: 978-81-19923-70-0



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CHAPTER 1

COFIT: A NEW WAY FOR MAINTENANCE THE PHYSICAL AND MENTAL FITNESS

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ABSTRACT:

Regular exercise has many benefits which are widely known. Exercise improves overall fitness levels including improving brain health, helping manage weight, reducing the risk of disease, strengthening bones and muscles, and improving the ability to do everyday activities. Even though these benefits are known to all, 4 out of 10 Indians under the age of 60 are inactive. A higher proportion of urban dwellers (51.7 percent) were doing insufficient exercise compared with rural (36.1 percent) residents. This statistic was published by Tribune India in February 2022. This can be attributed to various factors. Lesser physical activity in urban residents can be attributed to higher traveling time, work responsibilities, and home responsibilities (especially in women). This paper focuses on a fitness center that provides various forms of exercise under one roof gym, yoga, dance, and math classes. Along with exercise classes, which fitness center will also be providing workstations and collaborative cafes.

KEYWORDS:

Exercise, Mental Health, Physical Fitness, Physical activity.

1. INTRODUCTION

Fitness means being in good shape and healthy. In the 1950s, the word "fitness" became more common in Western culture. Nowadays, fitness can denote the proficiency of a person or a machine in executing a specific activity, or it can represent a person's overall capacity to acclimate to diverse environments. This means that people being fit and looking good has caused a lot of companies around the world to make and sell fitness equipment. In terms of a particular ability, fitness is related to people who have good endurance or strength [1]. A well-rounded fitness program, incorporating different types of exercises, is more effective for achieving overall fitness than exclusively performing cardio or weight lifting exercises. A customized exercise regimen for an individual typically targets specific abilities and considers age or health concerns such as bone health. Many sources also say that mental, social, and emotional health are important for overall fitness [2].

Several educational books depict a triangle with three corners representing good physical, mental, and emotional health. Staying fit can help keep you healthy and recover from injuries or sickness. Exercise is good for the body and the mind. It may offer relief for those struggling with anxiety and depression. It is also known for its ability to prevent or treat a variety of health conditions and is a commonly practiced form of self-care. Exercise can also help with sleeping and improve mood. According to new research, exercise can positively impact the body by utilizing the muscles as a source of hormone production. When our muscles move, they release special chemicals called myokines. These chemicals help our bodies grow new tissue, repair damage, and reduce inflammation, which helps protect us from getting sick. [3]

New brain scans have helped us learn more about how exercise and being fit might affect the way our brains are structured. Research is finding that the brains of kids who are more physically fit may be different than those who are not as fit. Two groups of 9- to 10-year-old kids were formed based on their fitness level. Their oxygen utilization during exercise was evaluated using the VO₂max test. They found that children who were more physically fit had bigger parts of their brains and did better on a memory test. It's important to know that the hippocampus helps with relational memory. Additionally, there were no differences found for

a task that requires remembering items, which is helped by parts of the brain other than the hippocampus. This shows that only certain aspects of memory are improved by being more physically fit. Finally, the size of the hippocampus was connected to doing well in remembering relationships between things, but not in remembering individual items. Both sides of the hippocampus were found to play a role in the connection between being fit and having good relational memory [4]. This shows that kids remember things better when they have good relationships and older people's brains stay healthy when they exercise. It also supports studies on animals that show exercise is good for the brain.

In another study, researchers used MRI scans to see if there are differences in the brains of kids who are more or less physically fit. They wanted to see if these differences are related to how well the kids can pay attention and control their impulses. The kids were 9-10 years old. The writers saw different results in the basal ganglia, which is a part of the brain that controls thinking and voluntary movements. In simple terms, kids who were more physically fit had more brain volume in one part of their brain compared to less fit kids. There wasn't any difference in another part of their brain between the two groups. This is not a surprising discovery, because the part of the brain called the dorsal striatum helps with thinking and making decisions [5]. Many studies in kids and grown-ups have shown that being more physically fit is linked to better attention, memory, and thinking skills. It was also found that kids who are more physically fit can control their impulses better and make decisions faster. And kids with a bigger basal ganglion in their brains did better on tests. This research shows that the back part of the brain is important for thinking skills and that being active can affect how well young people think and make decisions. It's important to know that both studies mentioned earlier only showed a connection between things and didn't prove one thing caused another [6]. This means there might be other reasons why fitness and brain development could affect a person's abilities.

Getting in shape is an important part of being healthy. Exercise keeps the body healthy and strong, and also helps with mental and emotional well-being. Regular exercise and physical activity have many benefits. They include improved heart health, stronger muscles, lower risk of diseases, better mental health, and more energy. It has exercises that make you breathe hard and make your muscles strong. A new gym should have everything you need to stay healthy, like exercise and healthy food. It should also have a place to work, eat, do yoga and meditation, and have meetings [7]. It should also have resources for mental health and emotions. These facilities provide something for everyone, from people who want to exercise hard to people who want a quiet place to work. The objective of a current fitness facility is to offer a location for people to engage in physical activity, connect with others, and focus on their health all at once. CoFit is a new gym that is good for your health and fun to use. It's a place where you can do sports and other activities to make your body and mind healthy. The new gym has different options for different people.

If a person is unable to make it to the gym, they can participate in a yoga or meditation class in a specific room located in the building. Should they have tasks to complete, they can utilize the co-working spaces and grab a healthy smoothie from the health cafe. This approach enables individuals to prioritize their health while still maintaining a balance with their professional and personal commitments. Modern gyms not only offer facilities for physical exercise and work-related activities but also provide resources to support emotional well-being. Taking care of your mind and emotions is as important as taking care of your body, and a good gym knows this. People are supported at the facility through counseling, support groups, and referrals to mental health specialists. These things are really important now because more and more people are having mental health problems, which can affect how a person feels and does. In addition, modern gyms provide chances to meet and make friends, which is important for your money

situation. Through the gathering of like-minded people, individuals can build new friendships and cultivate their professional connections. This is good for freelancers and entrepreneurs because they can meet other professionals and work together on projects in co-working spaces. Being able to communicate easily with people who are similar to you and live close by is super helpful for getting ahead in your career. A modern fitness center is good for more than just your body and mind. The place gives people chances to join in with other people. When you join a group or team, you can make friends and stay healthy by doing activities together. These activities help people feel like they belong and can make them feel better about themselves and sure of themselves. A modern gym is a new way to stay healthy that understands the need to take care of all aspects of your health. There are diverse opportunities for keeping fit, working, and connecting with others at this place, making it suitable for a variety of individuals. This approach to self-care allows individuals to prioritize their overall well-being, encompassing physical, mental, emotional, and relational health. The new gym helps people connect with others who have similar interests and build friendships, which is important for their financial health. It is a place to exercise, get things done, and make new friends, all in one convenient place.

2. LITERATURE REVIEW

2.1 Physical fitness:

Kljajević *et al.* [8] study objective was to examine the data concerning the amount of physical activity and the fitness level of college students. The research and analysis of the studies followed the PRISMA guidelines. Authors looked for information online using different databases like Google Scholar, PubMed, Science Direct, and Scopus. After that, we sought out studies published in English from 2011 to 2021 that involved both male and female students in a school environment. In addition, the students had to undergo an assessment of their physical activity and fitness. Our research included 21 studies which involved a total of 7306 participants, consisting of both men and women. After looking at the results, we found that university students are doing a good job of staying active and fit. The results vary due to various factors, primarily the disparities in cultural and educational systems across countries. This study finds that many university students are not very active or fit. It's important to make them aware of this and encourage them to stay at least somewhat active and fit.

Teenagers go through a lot of changes in their body as they grow. These changes can affect how much they can move and play sports. Teenage girls are usually not as physically fit as boys because they have different bodies and aren't as active. Dewi *et al.* [9] study wanted to see how much body fat a person has, how their body is made up, how active they are, and how fit they are all related to each other. In this study, we looked at 70 boys and girls who were 14-15 years old. We used a design that involved observing and analyzing data at a single point in time. They were chosen randomly, and measurements were taken of their bodies, activity, and fitness. Also, we used the Pearson correlation test to analyze the data. The findings indicate that 68.57% of people had a normal body weight, 74.3% were moderately physically active, and 44.28% had a high percentage of body fat, which includes a category for obesity. Additionally, 54.29% had low physical fitness. Moreover, the Pearson test found a strong connection between how much you exercise, your body weight, how much fat you have with how fit you are. More body fat is linked to lower physical fitness levels. Also, a good way to tell if someone is not very physically fit when they are obese is by looking at the amount of body fat they have, instead of just their BMI. Henning *et al.* [10] described that the mindset and emotions that children have about their fitness level are essential for their long-term motivation and participation in exercise. This starts in middle childhood according to Stodden *et al.* in 2008 So far, researchers have looked at how being fit or feeling fit can affect people's

lives. But in this way of thinking, we don't think about how accurate we are in judging someone's physical fitness. Because kids tend to focus more on themselves and not compare themselves to others as much, their idea of how fit they are might be different from how fit they are. This means we should think about how accurate their idea of their fitness level is. "And study included 462 kids from 3rd and 4th grade, who were around 9 years old. Studies found that kids who are more fit and feel like they are more fit are more likely to want to exercise on their own, and they also are more active now and later on. Also, kids who know how fit they are tend to do more exercise. The results show that how fit you feel and how fit you are not only affects how much you exercise but also how motivated you are to keep exercising in the long run. Therefore, we should focus on helping people stay physically fit and feel like they are physically fit. Also, we should encourage the ability to accurately measure how healthy and fit someone is in this age group.

Tsai *et al.* [11] research shows that older people who don't exercise can have more trouble with falling, feeling sad, and being less involved in social activities. However, it is uncertain if older adults can regularly do physical fitness activities because they may have physical and mental challenges. So, this study suggested a plan to look at how older people stay active and what keeps them motivated to exercise. The study found that people's feelings about physical fitness and their willingness to exercise were not influenced by how much they identified with fitness activities, felt emotionally connected to them, or felt pressured by others to exercise. Associating with a community of elderly individuals enables individuals to comprehend the challenges of maintaining physical fitness. Those who belonged to the same group were able to assist and provide support to one another with their fitness concerns. It helped the people in the study with their physical fitness problems caused by ageism.

2.2 Types of exercise for physical fitness:

van Baak *et al.* [12] study looked at how exercise programs affect fitness in overweight adults. It also compared different types of exercise to see which is most effective. We looked at four computer databases. We looked for articles that talked about studies where overweight or obese adults did exercise training. All types of training increased the maximum amount of oxygen a person can use during exercise by an average of 3.82 ml per minute per kilogram of body weight. This change was found to be statistically significant. In tests, it was found that aerobic training improved VO₂max better than resistance training. High-intensity interval training (HIIT) was also slightly better than aerobic training. There was no difference in improvement between doing aerobic training alone or a combination of aerobic and resistance training. To get stronger muscles, it's suggested to add resistance exercises to your workout routine. Doing exercise makes the heart and muscles stronger in adults who are overweight or obese. When health experts suggest exercise, they should consider the differences between types of training along with a person's other needs and personal preferences.

Wang *et al.* [13] explanation of the physical fitness of individuals who engage in various forms of exercise is incomplete. Our goal was to examine the effects of different exercises on improving physical fitness and overall health. The research looked at 164 adult men from Japan between the ages of 45 and 80. They were put into different groups based on the exercise they did most often: no exercise, walking, jogging, rhythmic exercises, bowling, tennis, and cycling. We measured the body dimensions and fitness levels of individuals and inquired about their exercise frequency. We tried to gauge the physical strength of each person. Joggers have better endurance than people who don't exercise.

Lopez *et al.* [14] described that exercising is good for keeping your muscles and brain strong as you get older. The purpose of this study was to find out what exercises were used and what aspects of fitness were measured in water-based exercise programs for people between 50 and

80 years old. The researchers used the Pubmed database. Exercise plan, how often and how hard to exercise, and what exercises to do in the water; for grown-ups or seniors; Working out or signs of being healthy and strong, fitness for everyday tasks, and physical health. The search plan incorporated the PICOS tool to analyze the Population, Interventions, Comparisons, Outcomes, and Study design. Nine tests were found. These studies created plans to help older adults aged 50 to 80 years improve their ability to do everyday tasks. They met for 2 to 5 sessions each week, working for 30 to 60 minutes each time. They exercised at different efforts, from 50 to 95%, and kept it up for 4 to 24 weeks. The activities involved water exercises to make muscles stronger and improve coordination, balance, and agility. They included exercises like cycling and walking in the water. General fitness recommendations were used to design programs aimed at enhancing the physical well-being of older individuals aged 50 to 80. Doing gymnastic exercises in water can help improve fitness if done 2 to 5 times a week, for 30 to 60 minutes each time, at a medium to high intensity. These organized signs can be used by adult workers to make and advertise water programs that help with fitness.

2.3 Benefits of the exercise:

Chemical reactions that involve the transfer of electrons play a big role in how the human body works. Redox reactions have an impact on how our bodies react and adapt to exercise. Margaritelis *et al.* [15] aim to elucidate the significance of redox reactions concerning our body's reaction to physical activity. The discussion will focus on how redox signaling pathways regulate the body's reactions to exercise, both in the near term and in the long run. It encompasses the mechanics of muscle movement, energy expenditure, and the body's response to frequent exercise. The importance of redox regulation cannot be overlooked when studying the effects of exercise on the body.

People with serious mental health problems are more likely to have other health issues too. It's important to get help early. Pearce *et al.* [16] research aim was to gather data on the demographic and health characteristics of young individuals referred to as exercise physiology, as well as their frequency of metabolic monitoring and physical health status before commencing exercise. Additionally, the study sought to investigate the level of participation of these individuals in the program after being referred. This research examined the group of adolescents who were referred to the fitness program at Origen, a youth mental health facility in Melbourne. The study took place between 2015 and 2019. As part of the research, 312 young adults consulted with an exercise expert. More than half of them, 51.3%, were boys. The average age was 19.8 years old 47.4% of people were diagnosed with a psychotic disorder and 33.7% were diagnosed with an affective disorder as their main health problem. Weight measurements were taken for 71.8% of young people. More young people are getting too heavy. In the past, 55.1% were too heavy, and now it's 70.4% 615% of the people who were told to come went to either a one-on-one meeting or a group meeting. 295% of people did not go to their appointments after they were referred. More than half of young people have poor physical health when they first seek help for mental health issues. This means it would be helpful to add an exercise program to mental health services for young people. However, it's still important to keep track of your metabolism and stay active. Many individuals are convinced that exercise can enhance the well-being of those with psychiatric disorders, but there is a scarcity of studies investigating its effectiveness in different hospital settings. Furzer *et al.* [17] study shows how a program for physical therapy can work in a hospital's mental health department. During the launch of our new exercise services, we obtained information by gathering data from databases and surveying individuals over 6 months in both the community and the hospital. Over the 6 months we studied, 120 people used the exercise services. They referred 70 more people. On average, the people using the services were 40 years old, with a range of 19 to 69 years old, and 41% of them were male. The main reason

people were referred was because they wanted to lose or manage their weight (65.7%) Most of the patients (51%) had schizophrenia spectrum and other psychotic disorders. 549 exercise sessions were conducted, with 78% of gym attendees and 69% of group session participants reporting the sessions as 'Good' or 'Great'. Furthermore, 78% of gym-goers and 69% of group session participants rated the exercise sessions as 'Good' or 'Great'. Moreover, 78% of gym attendees and 69% of group session participants expressed satisfaction with the exercise sessions, describing them as 'Good' or 'Great'. The desire to return varied from 78% among individuals in the hospital gym to 91% among those in the community gym. It is possible and well-liked to include exercise physiology in a mental health service. It is important to assess the long-term effects on patients in real-life situations.

3. DISCUSSION

3.1 *Fitness and their benefits:*

Physical activity is vital for maintaining overall well-being. People of all ages, including kids, teenagers, and grown-ups, should exercise regularly. Staying physically active is beneficial for your well-being and it's important to stay active regardless of your body size or age. Understanding the benefits of exercise and finding the right amount to do can improve your health and enhance your quality of life. Here are some good things about exercising that show why it's important to stay fit. Chronic diseases are responsible for 7 out of 10 deaths in the U. S, and treating these diseases makes up 86% of U. S healthcare costs Medical expenses Some diseases can't be avoided, but you can lower your chances of getting certain diseases like heart disease and diabetes by avoiding risky behaviors and living a healthy life.

Choosing to be healthy, like exercising often, can help you avoid getting sick and needing expensive medical treatment. Many research studies have found that exercising often helps people live longer and lowers the chance of dying early. There isn't a special way to turn exercise time into extra time in life, but studies show that people who exercise a lot are usually healthier and live longer. Doing exercise often makes muscles stronger, and bones denser, and helps keep the body flexible and stable. Staying in shape can help you avoid getting hurt, especially as you get older. For instance, having strong muscles and good balance makes it less likely for you to slip and fall, and having strong bones makes it less likely for you to get hurt if you fall. Not moving much and not exercising can harm your body. Not moving your body enough can increase your chances of getting cancer, long-term illnesses, and mental health problems. Exercise makes people feel better and healthier, and it's good for the mind. Certainly, being physically fit also helps you to do things that you might not be able to do otherwise. Being active and healthy helps you do things that need you to be in good shape. For instance, climbing a mountain can make you feel proud and show you beautiful views, but some people can't do it because they are not fit enough.

3.2 *Future development in exercise system for various groups:*

Today, more and more people between 25 and 40 are becoming more aware of the importance of staying fit. It's important to focus on working professionals in this age group for many reasons. This demographic understands the significance of maintaining a regular exercise routine and keeping themselves in good shape. So, it would be easier to teach people in this age group from a marketing perspective. Furthermore, individuals with jobs might not have sufficient time or funds to participate in a range of workouts at various venues. Offering various types of exercises in one place and providing facilities that support their job makes younger people more likely to sign up for this membership. In addition, this center offers many services all in one place. The money to run this center will come from the fees that members pay. Those possessing their own money are more likely to be capable of covering the cost of the center's

membership. Staying healthy can pose challenges for students due to various reasons. Students find it difficult to prioritize exercise and healthy meal planning amidst their packed schedules of classes, assignments, and other commitments. Students may struggle to afford nutritious food and gym memberships due to financial difficulties. Also, lots of students might not know about eating right and exercising properly. This difficulty makes it challenging for them to choose healthy options or create a suitable fitness routine. The fitness center will help students balance school and staying healthy by giving them a place to both work out and study. Gyms can have everything students need for studying, exercising, and eating healthily all in one place. Because everything is in one place, it can be cheaper for students, so more people can use it. Also, the gym is open at different times to help students who have busy schedules. They can come early in the morning or late at night to make it easier for them to take care of their health.

Freelancers often have a hard time staying healthy and fit. Working long and irregular hours, feeling isolated, lacking a consistent schedule, and experiencing high levels of stress from managing a business can hinder one's ability to maintain a regular exercise routine and eat healthfully. Fitness centers can help freelance professionals in different ways that are specific to their needs. Freelancers will be offered choices such as flexible schedules, co-working spaces, personalized fitness regimes, nutritious meals, stress management programs, and online training to support their health and well-being. Fitness centers can have flexible hours to help freelancers with different schedules and make it easier for them to work out regularly. A shared workspace inside the gym will let independent workers work, meet people, and exercise all at the same time in a friendly environment. Freelancers can stay healthy and fit by using personal fitness plans that are made just for them, based on their needs, goals, and work schedules. Furthermore, giving healthy food choices, programs to manage stress, and online training sessions can help people handle their stress and keep their health and well-being in good shape. By using these plans, the fitness center can make a good place for people who work for themselves to stay healthy in body and mind while working on getting fit.

PROGRAMS	AREA (Sq.ft.)	COLOR CODE
Collaboration Cove (Co-working)	1670	Yellow
Healing Harmony (Yoga/Meditation room)	435	Green
The One Kick (Kickboxing)	490	Blue
Power zone (Cym and Cross fit)	2230	Orange
Groove (Dance room)	960	Light Orange
Blend (Health Cafe)	305	Purple
Locker room	1345	Pink
Community area	360	Grey
Reception	100	Dark Grey
Staff room	220	Light Grey
Storage room	145	Brown
Circulation area	3240	Dark Blue
Total	11500	

Figure 2: Representing the overview of the program required for the development of the exercise system.

Women who have jobs sometimes find it hard to make their health and staying fit a top priority. Not having enough time, not getting enough help, feeling pressure from others, changes in hormones, and difficulty at work can all make it hard for people to stick to regular exercise and healthy eating plans. However, gyms can help meet the specific needs and difficulties of women with jobs. Tailored workout schedules can be designed to cater to the particular needs, aspirations, and availability of women. This can include personalized exercise plans, healthy eating tips, and coaching to help you feel your best. Fitness centers can have spaces just for women to exercise without feeling uncomfortable or criticized. Women in the workforce should have convenient access to healthy food choices as they may lack the time to cook nutritious meals.

3.3 Program for the system development:

Designing a holistic fitness center that provides various forms of fitness and emotional well-being resources gym, yoga, mat classes, and meditation rooms accommodating their daily work requirements co-working spaces, health cafes, and meeting areas, all in a single space. This aims to reduce obstacles that hinder the urban population on their path to increasing fitness physical, emotional, mental, and overall balance in their lives. A fitness center that offers a variety of facilities that can provide significant advantages to its patrons. It will allow individuals to engage in different activities, catering to various interests and preferences. This enhances social interaction, promoting a sense of community and a shared pursuit of fitness goals. Co-working spaces offer a productive environment to work while promoting an active lifestyle. Yoga and dance studios offer opportunities for relaxation and stress relief. A kickboxing studio allows for high-intensity workouts shown in Figure 2. The café provides healthy snacks and beverages. These facilities together promote overall well-being, making a fitness center a one-stop shop for health and wellness needs. Also, this facility will encourage networking, and building relationships, which are essential for one's financial and social well-being. It will act as a catalyst to build a sense of community in this transient and dense urban area of Mumbai. Hence, it will be a place to get in shape and be productive in your professional life while being part of a community of people with shared interests.

4. CONCLUSION

The vision for this paper is to provide various forms of exercise under one roof and at the same time provide facilities to the urban residents that would remove obstacles on their path to improving their fitness. Increasing traveling time due to traffic, going to different places for different forms of workout, being unable to work due to the stress of having immediate meetings after the exercise session, and being hesitant to start any new workout are some of the common issues faced by urban people today. As informed earlier in this book, having different and varied exercise forms under one roof with facilities like collaborative cafes and meeting areas will give the customers the motivation to pursue exercise and increase their fitness levels. In addition to the above, this is also a place where professional help will be provided to each customer base as per their experience in fitness and specific needs, if any. All the above efforts will help the customers to focus on their personal and professional tasks while leaving their fitness concerns and requirements to us. CoFit looks forward to urban residents increasing using this fitness center, which would help us to provide the services at a reduced price over time, hence making this affordable to a larger customer base. This paper is a first step to revolutionizing how fitness is perceived and how much fitness facilities are accessible to the urban crowd.

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CHAPTER 2

OUT OF DOORS: UNDERSTANDING THE IMPORTANCE OF THE GREEN SPACE IN HUMAN LIFE

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ABSTRACT:

Sarah Willims Goldhagen said, “Built environment as we experience it, is one continuous, interrelated, integrated entity where what we see outside the building through the window is as important as what we are experiencing inside the building”. A continuous built environment where the vast majority of people all over the world spend well over 90% of their lives. Thus, it is important to recognize the place of nature in a built environment. Human beings are interrelated with nature. But in the past few generations, the environment has lost its intrinsic fitness for ecosystems, organisms, and land uses; partially because contemporary built forms have often denied the place of nature in their designs. Presently, the human population at large is alienated from nature, their well-being is degraded, and they are living less meaningfully than before. We have been more and more alienated from nature. For instance, in daily life, we hardly take a look at the sky and notice its importance for the general atmosphere. How about sunlight, fresh air, and free space?

KEYWORDS:

Environment, Green Space, Nature, Urban Green.

1. INTRODUCTION

There is a growing global problem of obesity and mental illness, impacting individuals in both affluent and developing countries. A rising trend all over the world is the increase in obesity rates and mental illness. Obesity and mental health issues are on the rise in both the UK and the USA. There is a growing prevalence of obesity and mental illness in the UK and USA. additionally, 5% of the population suffers from depression. The challenges stem from the lifestyle of living in cities today, and leaders need to grasp and deal with urban health issues [1]. The responsibility for addressing these two public health challenges falls on health professionals and healthcare providers. In the past few years, people have started to realize that urban planning can help solve some of the problems in our society. For example, spending time in green spaces can improve mental and physical health [2].

There are multiple advantages of urban green spaces for city planners. They serve as social areas, places for fun, and culture. They are also used for making money and helping the environment. City gardens have been created to make neighborhoods look nicer and make homes worth more money. On the other hand, when the environment in a neighborhood is not well-kept, it makes the people living there feel less safe and might make them think there is more crime happening. A study in the US found that planting more trees and plants in cities might help reduce crime. They saw less gun crime and vandalism after empty urban land was turned into green spaces. People said they felt less stressed. People started moving around more because the place was cleaner, had more plants, and felt safer. This might have made people want to exercise more [3]. Urban green spaces also help the environment. For example, they can help cool down cities so it costs less energy to keep buildings cool. Plants and trees in cities help clean the air, and water, and reduce noise. They can also absorb carbon dioxide and help lower greenhouse gas emissions. Urban greenery can also help prevent flooding and protect wildlife and nature. Because of all these benefits, urban green spaces are good for everyone in the city. Urban green spaces are areas in cities where people can do healthy activities like exercise or take a break to relax [4].

Understanding the reason behind the user's desire to visit a park or nature area is crucial. These show distinctions that are not unexpected. It is a location where individuals can participate in exercise and physical activity alone or with others. Furthermore, certain individuals may utilize the unfenced space as a means of reaching a different location. Other research has demonstrated that individuals utilize green areas for relaxation, stress reduction, seeking tranquility, and connecting with the natural environment. Research suggests that people utilize parks and other natural environments for relaxation and stress reduction. People feel more restored in green spaces that are peaceful, social, and natural. A study found that exercising in green spaces made people feel better about themselves and happier. Furthermore, the study revealed that the presence of a water feature in a natural setting amplified these benefits. People come together and socialize in city parks and other green areas [5]. In Scotland, research revealed that different populations have varying perceptions and utilizations of green spaces. This had an impact on how individuals utilized green spaces and facilitated diverse forms of social engagement. On the other hand, various types of parks and natural areas allow people to interact in different ways. Building friendships and feeling a sense of belonging to the community can be achieved by interacting with others in the park. This can support individuals in building stronger bonds and increasing the potential for collaborative support. It's essential to acknowledge that green spaces may be seen differently by some individuals [6]. Studies have indicated that individuals tend to believe in a specific manner for utilizing green spaces, such as for relaxation, solitude, and low-intensity activities. Green spaces are often viewed as areas for recreation and social activities, leading to potential issues. Understanding the various ways in which individuals use green spaces is crucial for effective planning [7].



Figure 1: Representing the benefits of green space in human life.

Spending time in gardens and nature is good for human minds, bodies, and social well-being shown in Figure 1. It can help reduce stress, help us heal faster, and even help kids with ADHD. It can also make neighborhoods safer and cleaner. Sustainable sites prioritize the well-being of people by promoting good health and employment opportunities, while also valuing and harnessing human energy and creativity for continual use [8]. Urban planners, local authorities, and citizens are beginning to recognize the benefits of incorporating green spaces in city environments. They are also finding ways to make cities better places to live. As the majority of the population spends 90% of their lives outdoors the need for a more relaxed, caring, and

warm atmosphere increases. The problem is that the interconnection between the indoor space and outdoor space is missing. Fifty years ago, people thought of nature as rivers, mountains, forests, and fields as disaggregated elements. But, as people found out the polluting effects of automobiles, the unintended but toxic secondary effects led to a paradigm shift and people began to reframe how they thought about nature, conceptualizing it as a single, multifaceted, and profoundly interconnected phenomenon that they called the environment.

The built environment plays an active role in many dimensions of human internal and social experience. Built environment and specifically the design of the built environment affects how people fare physically. They affect how they think, decide, and interact with others, as well as how they feel emotionally. These effects are real and they are not negligible. It is important to build the mind/body/environment connection. We live in habitats and these habitats profoundly shape what we think, how we feel, what we do, and how we communicate with others. We need to rethink what most people think about buildings as well as landscapes. There is a need for people to experience green spaces that can be integrated into the environment by investigating and developing the experience of open green spaces within the environment. Studies on urban green spaces and their potential health benefits have also increased. Our study provides a summary of the content in books and articles related to city parks and gardens. Urban green space, as we define it, encompasses any grassy or open area found within a city.

2. LITERATURE REVIEW

2.1 Introduction to Green Space:

Parks and gardens in neighborhoods offer many benefits like improving people's health by encouraging them to visit more often. Mao *et al.* [9] checked to see if people liked living near green areas in Zhengzhou, China. The information shows how much cultural ecosystem services (CES) can be provided in residential green spaces. It shows that there aren't many recreational services, but people are happy with how the neighborhood feels and how they get along with their neighbors. When fewer people go to a park far from their homes, they are more satisfied with the CES. This means that having green spaces close to where people live can make up for not having parks nearby. More plants in residential areas mean more natural benefits for the environment. Furthermore, the study found that how people feel about plants, how the landscape looks, and how the area is managed can make a positive difference in how much they like their surroundings. This can help make up for the fact that there isn't much green space in the area. This study is important for making green spaces in cities. It gives ideas to people who plan and make decisions about urban landscapes. Future studies should look at how people feel about needing and having community support services. They should also figure out the differences and compromises between them. In the current energy and economic crisis, adding green areas to tall buildings can help reduce the need for air conditioning to keep them cool. This can help save energy and money. Taib and Abdullah's [10] study looks at what people think and expect from three different gardens on top of a tall building in Penang, Malaysia. The survey asks about what makes you feel comfortable, what kind of landscapes you like, and how you want to use the space. The gardens were not used much because people didn't know about them, they were hard to get to, and people liked being inside instead. The three gardens are very different in how comfortable they are, how warm or cold they feel, how many people visit them, and what people like about them.

Feng *et al.* [11] research looks at how being around nature and certain personality traits might be related to mental health in teenagers in Australia. They looked at information from about 3000 16- and 17-year-olds. Good parks and gardens were linked to more problems with mental health, like feeling worried or acting out. Being introverted and neurotic were both connected to having more symptoms of TDS and certain parts of it. Girls had higher levels of neuroticism.

Analyzing how three different things affect each other showed that good quality green spaces can make women who are introverted or anxious feel better inside. This suggests that being in nature can help them feel calm and relaxed. This shows how important it is to think about a person's traits and gender when looking at how green spaces can help teenagers with their mental health. This research helps us understand how individual things can affect how well environmental actions work to help teenagers feel mentally healthy.

2.2 Green space benefits for humanity:

Barton and Pineo [12] described that Spending time in gardens and natural areas is good for people's minds, bodies, and relationships. It can help reduce stress, speed up healing, and help children focus better. It also can lower crime and air pollution. Sustainable sites think about using people's energy and creativity in a way that can keep going, knowing that it can lead to a healthy lifestyle and good job opportunities. City planners, governments, and regular people are just starting to realize the good things that parks and nature areas can bring to cities. They are also starting to see how these spaces can make life better in cities.

Semeraro *et al.* [13] talk about the good and bad things about using the ecosystem services approach to create green spaces. Green spaces in cities help to keep people healthy by providing services to the environment. The idea of ecosystem services looks at how people and the environment interact. It combines different parts of biodiversity and non-living elements, connecting the way nature works. Green infrastructure in cities focuses on making sure there are enough good quality green spaces and natural areas. In crowded cities, not many places can use green infrastructure, like roofs and gardens. Usually, roofs have hard surfaces that don't let water through and can make people feel bad. Garden designs don't think about how people feel or how the environment works together. The importance of stress from city life and the city environment on urban green areas is not always well understood or used in planning. This happens because different types of science focus on different things, like how plants respond to stress or how cities affect biodiversity and people's well-being. But they don't always talk to each other, so they miss important connections. By doing this in areas with lots of buildings and little green space, we can improve the environment in cities by reducing heat and flooding. Lastly, it discusses important things to think about when planning how to improve nature in cities. This new way of thinking about the services that nature provides in cities shows that we need to consider green spaces as an important part of how we design urban areas.

Barron *et al.* [14] described that it is clear that being around nature like green trees and plants helps people stay healthy. Green areas in cities are important for dealing with the effects of climate change. These green spaces should benefit both people's health and the environment's ability to withstand climate change. This paper suggests ways to make neighborhoods and blocks better by adding more green spaces. The authors have eight ideas to make urban green spaces better for both the environment and people's health. These ideas include making the space look good from all angles, adding more plants at the entrances, keeping old trees, adding a variety of plants and animals, providing a safe place for wildlife, connecting different parts of the space, and improving how the space manages water and air. These interventions are designed to improve people's well-being and make communities stronger. They consider how people feel and how their bodies and minds work, and they can help people at different levels, from personal to neighborhood-wide. The interventions also show that more research is needed to design green spaces in neighborhoods.

Vilcins *et al.* [15] described that the places where people live and work can affect their health in good and bad ways. Green space is nature-like parks, forests, and gardens that are good for people's health and many researchers, leaders, and doctors are interested in studying it. Spending time in nature has been linked to many good things for your health, like feeling better

physically, mentally, and socially. There are many ways to measure green spaces in research, like using different sources, measuring tools, and signs. They all show different things about the environment. People reading about green spaces need to know the words used and what the measurements in the studies mean in real life. This article defines green space and explores methods for assessing its impact on human health. This is intended for individuals in the healthcare field, as well as researchers and policy experts, seeking to expand their knowledge on this subject to improve healthcare services or conduct studies.

2.3 Model based on the green space:

Locicero and Trotz [16] utilize urban green spaces as a learning environment for teaching about nature and the environment. Collaboration is necessary between a university, a community, and a school district. The program's testing is being aided by a federally funded teacher training program. The RET program allows graduate students and professors to educate teachers about their subject in two 6-week summer research programs. The teachers use what they learn to make lesson plans about green spaces at their school. Different groups of people with an interest in the academic year, bring their knowledge into the K-12 classroom. In the end, students in grades K-12 will work on a project to improve the green areas at their schools, turning them into places where they can learn and do different activities. Using a method called phenomenological interviewing, RET participants were able to think about their experience and give their opinions on how the GSBL had affected them, their teaching, and their community. Teachers who took part in the GSBL model said they learned new ways to teach in different areas, like doing real research, connecting learning to real life, and using what they learned in their classrooms. They also said it helped them become better teachers and learn about green infrastructure.

City green spaces that are built to absorb and hold water are important for managing rain. Jiao and Han [17] discuss a new artificial neural network computer model, based on the principles of landscape ecology. The landscape pattern index is utilized to construct a model that measures the amount of green space in cities and tracks changes in the landscape over time. According to the best land layout, we can use a model to figure out the best amount of green space needed in different areas like parks, roadsides, and other places. Using this proportion value and the ANN model, we can get fair evaluations of how dense the patches are, the size of the perimeter area, how spread out the green space is, and the variety of plants in the planned area. Then, by looking at the impact of different green areas on each area's features, we predict how urban green spaces will be built in the future.

City people go to parks and other green places to be in nature. Many people think that having nice, green areas in cities is important for making life better and for designing cities in a way that will last a long time. Stessens *et al.* [18] study looked at how different things in city parks are related to how people see the parks. They used a survey and computer maps to figure this out. A study was done to find out what people in Brussels and the surrounding areas think is important in city parks and how much they value those things when they visit. People believe that it's really important for public green spaces to be quiet, big, clean, well taken care of, and have good facilities and a safe feeling. They don't think it's as important for these spaces to be natural or have a lot of historical or cultural significance. We made a computer model to figure out how people feel about public green spaces based on their size and features. By looking at different factors like how alive an area is, what kind of land is there, how much green space there is, and its shape, we were able to find a connection between what we measure with GIS (Geographic Information System) and how people feel about the naturalness and openness of green spaces.

The model suggested could help simulate how green spaces are built and improved, and see how it affects how people feel about them. So, it can help make better decisions about where to improve city parks and gardens.

2.4 Future development in the green space system:

Liu *et al.* [19] study looked at how the green spaces in the main part of Xuchang City will change over the next 16 years and tried to predict what might happen by using different scenarios. We used detailed land use information and a computer model to study how green spaces in cities change as the land is used for different purposes. The FLUS model did a good job dealing with uncertainties and complications in different types of land use, and it fixed problems with traditional simulations. The tests showed that the model was accurate. They used the root mean square error and the Kappa coefficient to measure this. The Baseline Scenario showed that the land was used in a messy way, which caused disorder in the green spaces. The Master Plan Scenario didn't think about how much green space could be used. The Planning Guidance Scenario created a city plan that balanced space and nature, making the city more efficient and adding more green spaces. This new way of doing things lets city managers and planners look at and change urban planning based on different limits. It changes planning from being fixed to changing.

Koh *et al.* [20] described that cultural ecosystem services are gaining significance in both research and decision-making regarding urban parks and similar amenities. However, many people use the words "services" and "benefits" interchangeably, which makes it difficult for city planners to use them to take care of urban green areas directly. There have been attempts to broaden the definition of cultural ecosystem services to encompass the positive impact of cultural activities on people's happiness in natural settings. This study wants to see if we can use this new definition, so we will study Bishan-Ang Mo Kio Park in Singapore to find out. A new way of gathering information about public parks was used. It combined information from people who use the parks and also looked at what people say online about the parks on websites like Google. The park has many cultural services and benefits, like fun and beautiful activities and experiences. In general, the author suggests using a new approach to understand how people use and benefit from urban green spaces. This new approach uses data and relationships to help make decisions about managing these spaces in the future.

3. DISCUSSION

3.1 Overview of Greenspace:

Parks and nature areas have many benefits like bringing people together, helping the local economy, and protecting the environment. It helps with a lot of the parts of 'ecosystem services' that the Millennium Ecosystem Assessment talks about. Ecosystem services are things that nature provides us with, like making sure animals have places to live, keeping nutrients in the soil, making new soil, and growing plants. Green spaces have been found to lower stress and improve blood pressure through the modulation of brain chemistry. Research has demonstrated that being in natural surroundings, either before or during tasks that require concentration, can improve performance. In places with parks and open areas, people from different economic backgrounds use them equally. This shows that if there are parks nearby, everyone will use them, which could help to make people healthier no matter how much money they have. Plants like trees and bushes can make the air cleaner. Plants assist in purifying the air by absorbing tiny particles and gases. The particles stick to the leaves and the gases are absorbed through tiny holes on the leaves. Trees with bumpy or hairy leaves, like pine trees, catch more things in the air than trees with smooth, flat leaves. However, plants also release gases into the air that can create O₃ (ozone) and PM (particulate matter) in some situations. In some areas, trees can

make pollution worse by not allowing enough air to circulate. Big trees in small streets can stop the wind and make it hard for the trees to clean the air. Planting hedges or adding green walls in polluted street canyons can help a lot. Urban plants help reduce air pollution. For instance, schools with lots of trees and open areas have been found to have less traffic pollution in their classrooms. However, we need to do more research to completely understand all the different ways that plants in cities can make the air cleaner.

3.2 Urban green space:

Urban green space in city planning refers to designated areas for parks and natural environments, including plant life and water features. Urban open spaces often consist of green areas, although they may also feature different types of open spaces at times. In cities, open urban areas can take on various forms, including sports facilities, well-maintained parks, and more rustic landscapes. Urban green spaces, like college campuses, parks, and company grounds, are usually available for everyone to use, but sometimes they are owned by private organizations. Urban open space does not include outdoor areas such as parks and countryside that are situated outside of the city. Urban planning does not consider every street, town square, and urban space as open space. Urban green areas, including college campuses, parks, and company grounds, are generally open to the public, although some may be owned by private organizations. Making cities greener is important for making communities better, saving money on healthcare, and improving people's lives. Many rules try to help the community and make cities better. They want to decrease problems like water flooding and too much heat in cities. In the past, only rich communities had access to green spaces, but now there is more focus on making sure everyone can enjoy nature in cities.

This is especially important in cities that are struggling economically because making the city greener can help improve the whole community. Cities have grown a lot, and now more than half of the world's people live in cities. And by 2050, it's expected that two-thirds of people will live in cities.

3.3 The advantages of urban green areas:

Designing cities with more parks and green areas is the first thing we can do to make our cities healthier. For instance, putting plants on rooftops and making green roofs have been shown to lower the urban heat island effect. The addition of soil, plants, and greenery on rooftops would lower their temperature and regulate the temperature of the buildings below, keeping them warm in winter and cool in summer. This would result in reduced energy requirements for heating and cooling the buildings. Green roofs can also help control rainwater by catching it as it falls and removing pollutants from it. "Miniature forests in cities help to make a home for insects and birds, and this helps to keep the trees healthy. Living in green cities means we have to share control of our environment, but it's good for us in the long run. Messy nature provides a good home for animals and is also good for kids to play in. More kids are feeling sad and have trouble paying attention. One reason for this is that they don't spend enough time outside in nature.

3.4 Outdoors concepts:

You kind of tend to work better outside because you are more relaxed, you are not stuck in the same place, you can move around, and you can experience different things using your senses. Greenspaces can be used daily to enhance learning and to deliver a wide range of associated benefits, including promoting social and emotional skills and one's engagement with learning. Outdoor education provides opportunities to develop personal and social skills, to become active, safe, and skilled in the outdoors, and to protect and care for the environment. It is also been seen as a combination of outdoor pursuits and social and personal development. It has

also been referred to as activities out-of-doors which involve some degree of physical challenge and risk. Outdoor training is regarded as an approach or a methodology where challenging activities, and the natural environment, are used to develop an individual's personal and social development.

3.4.1 Training center in greenspaces:

Some of the reasons why there is a need for greenspaces in training centers, are to incorporate a lot of landscapes and natural environments to integrate a healing environment into the center. Enhances the views and allows people to feel calm and enjoy their surroundings. Breaking down the barriers to regular and sustained outdoor learning. It will add value and will build on existing good practices. People are more connected to their natural environment. Health and well-being are improved.

3.4.2 The outdoor classroom:

Designing for young users means promoting the child's playfulness and planning an atmosphere in which elements are proportionate to their scale should be present. The Outdoor Classroom has done something similar; Ar. Ar. Tushar Kothwade & Chiranjivi Lunkad were in charge of the 3000.0 m² educational space design which was completed in Pune in 2017. The client, GG Universal School needed a school that would stand out from the other encompassing pre-primary schools and wanted to times the utilization of accessible space over 3 floors. This school is not about confining the children in a classroom's four walls, their prime necessity was to provide a child-friendly design where the atmosphere offers opportunities for learning and developing, not only in an enclosed classroom but also outside. The school's climate and overall design are more earthen and have been linked with nature so that a human connection remains. The material palette consists of Bamboo, 'Kavdi' flooring, cement boards, and agrowood. The school corridors have multifunctional furniture and blackboards that help the kids be creative as they can express themselves freely and grow happily. There is enough Visual Interaction, through doors and windows within the school. This kind of design strategy was adapted to inspire other children to do well by watching their peers function.

The fire station complex is located on a slope with a maximum incline of 20 meters, surrounded by continuous karst green peaks in the southeastern province of Guizhou and surrounded by green peaks with a direct connection to the main road. The complex is a relatively independent area and is located between the main metropolitan areas of the district, the old town, and a group of several villages. A series of paths connect one building that leads to another. The juxtaposition of red and white gives the complex its character. The red brick base, which highlights the industrial character of the fire station, is interrupted by parallel horizontal white lines that create a connection with the surrounding landscape. Each building is a simple rectangular volume that repeats itself in various combinations according to the topography of the mountain. The unit isomorphism combination method integrates all functional requirements and at the same time creates a habitable outdoor space between buildings. A multi-purpose sports stadium with a green roof in Germany, which was built on the site of the former bicycle stadium in Munich's Olympic Park. It is to create a flexible, multi-purpose stadium with a strong identity, taking into account the history and vision of the original Olympic Park. With a green roof, the oval building was designed so that it fits into the context of the park. Ice hockey and basketball games with a capacity of up to 11,500 people take place in the covered venue. Local sports infrastructure for schools, amateur clubs, and young talents, three additional covered ice rinks are being built next to the arena as training facilities and for leisure purposes. The training areas are partially underground and modeled to form a green hill which gathers the topography and allows for a coherent continuation of the trails and landscaping of the park.

The training areas are partially underground and modeled to form a green hill. The topography is recorded and a coherent continuation of the paths and the landscaping of the park is made possible.

4. CONCLUSION

This paper discussed a space that allows the users to explore in a much-relaxed manner, by creating a warm and caring atmosphere. This kind of atmosphere sparks curiosity and makes them wonder and excited. An interconnected phenomenon to reframe this environment for people's experience. To experience one continuous, interrelated, integrated entity of an environment where what we see outside the building through the window is as important as what we are experiencing inside the building. Interfacing with nature via greenspaces to provide a valuable relationship with the natural world. These greenspaces act as a stage of curiosity, and socializing, and where invaluable experiences grow. One should experience the benefits that greenspaces provide regardless of whether they live in an urban or rural environment. Greenspaces are to be used as training centers to enhance teaching and learning, and to deliver a wide range of benefits, including promoting social and emotional skills and their engagement with one another. Also, to maximize energy efficiency and promote sustainable design to reduce the resource consumption, energy use, and carbon footprint of the built environment. Outdoors is an intervention undertaken with an agenda of interconnecting indoor and outdoor spaces and having a training center within the same. The space will help create and curate experiences. It will culminate as a safe space for the people to interact and learn.

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CHAPTER 3

EXPLORATION OF RITUALS AND TRADITIONS IN INDIAN WEDDINGS

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ABSTRACT:

Indian weddings are renowned for their vibrant and diverse cultural tapestry, woven together by a myriad of rituals and traditions that reflect the rich heritage and deep-rooted values of the country. This paper explores the multifaceted landscape of Indian weddings, delving into the significance of rituals and traditions that have evolved over centuries. The study encompasses an in-depth analysis of the pre-wedding ceremonies, the main wedding ceremony, and post-wedding rituals, each contributing to the elaborate and harmonious orchestration of the celebration. From the sacred rituals performed to invoke blessings to the joyous cultural performances that bring families together, Indian weddings are a spectacle that transcends time and geographical boundaries. Furthermore, the paper examines the role of rituals in reinforcing social bonds, preserving cultural identity, and transmitting values from one generation to the next. In addition to exploring the traditional aspects, the paper also discusses the contemporary adaptations and transformations that these rituals have undergone in response to societal changes. The juxtaposition of tradition and modernity in Indian weddings reflects the dynamic nature of culture, as well as the resilience of age-old customs in the face of evolving social landscapes. The significance of rituals in fostering a sense of community, identity, and continuity is emphasized throughout the study. From the elaborate pre-wedding ceremonies to the solemnization of vows and the post-wedding celebrations, each ritual is analyzed in its cultural context. It contribute to the broader discourse on the role of rituals in maintaining cultural identity and fostering social cohesion in the contemporary globalized world.

KEYWORDS:

Ceremony, Cultural, Rituals, Traditions, Weddings.

1. INTRODUCTION

The Latin word 'cult or culture,' which denotes the processes of tilling, cultivating, honing, and worship, is where the English word 'culture' originated. It means the act of perfecting anything to the point that its finished product inspires respect and adoration. In Sanskrit, this idea is closely related to 'Sanskriti'. Culture includes everything from the food one eats to the clothes one wears, the language one speaks, and the god's one worship. To put it another way, culture is the total of our behaviors and mentalities, together with the things we acquire from our social groups. Culture is the culmination of all human accomplishments within social groupings and includes disciplines such as philosophy, religion, science, music, art, architecture, and sculpture. But it also includes one's viewpoint on other facets of life as well as rituals, traditions, holidays, and methods of living. India is a prime example due to its enormous cultural variety. However, as globalization picks up speed, younger people are becoming more disengaged from regional and folk cultural customs and the knowledge that goes along with them. There is a chance that this important information will be lost when the older generation dies. Even if life is full of change, it is still important to look into innovative and practical ways to preserve intangible cultural assets. With more than half a million villages, 676 districts, a wide variety of languages and dialects, and a complex tapestry of cultures, India is among the world's most varied civilizations. Oral traditions continue to be very important in Indian society. The nation is home to a wide variety of historical dances and music, including regionally specific folk tunes and musical traditions [1], [2].

India is the home of several diverse cultures that date back thousands of years. Indian culture is a wide field that includes a vibrant array of rituals, festivals, languages, religions, dance, music, architecture, food, and visual arts. How many foreign civilizations have impacted Indian

culture throughout its lengthy millennia-long history is particularly noteworthy. The four faiths collectively referred to as Indian religions Hinduism, Buddhism, Jainism, and Sikhism all originated in India and are founded on the ideas of karma and dharma. Alongside these native traditions, Abrahamic religions like Judaism, Christianity, and Islam are practiced throughout the country, encouraging a noteworthy representation of world religions. In India, it's typical to see combined families. The eldest male member of the family leads the family and lives with parents, children, the spouses of the children, and the children themselves. The prevailing cultural norm is planned weddings, sometimes coordinated by parents, where dowries are traditionally given by the bride's family. Even while Indian weddings are renowned for their extravagant celebrations, the country nonetheless has relatively low divorce rates. India's cultural environment is further enhanced by a multitude of festivals that reflect the multi-religious and multicultural makeup of the nation. Holidays are crucial because they serve as the unifying themes that unite the whole country and transcend national borders [3], [4].

The legacy that our predecessors left behind is included in our heritage. People of all castes, religions, and creeds call India home. It is a country with many different cultures and customs. Every ethnic group in the nation has a distinct history, set of customs, and culture that have profoundly influenced Indian history. The rich and varied character of Indian history and culture is a result of both the country's geographical variety and its large number of religious sects. Every Indian group maintains its customs and ceremonies, transferring them to the next generation. Certain traditions are accepted nationwide, even if particular behaviors may differ. Our cultural past is a priceless gift from our ancestors that directs us toward improving as people and creating a peaceful society since these traditions are essential in establishing good habits and encouraging personal growth. To preserve our wonderful heritage, the elders have to instill in the next generation a passion for Indian history from the outset. This involves teaching kids to value their Indian heritage, beginning with their rich history and how it has endured for millennia. The younger generation might be inspired to continue the tradition and pass it on to future generations by realizing how important it is to preserve this history. Parents and educators need to work together to address this. India's literary heritage is as varied as its culture, including a wide range of works including epic Sanskrit, Pali, Vedic, and Classic Sanskrit literature. Many of these books are being translated into other languages to enable greater accessibility. It is vital to protect this wonderful literary history to ensure that our cultural heritage is preserved for future generations [5], [6].

The present study is about rituals and traditions in Indian weddings. The rest of the paper is organized in the following section 1 describing Weddings in India vary according to the region, the religion, and the community. Vivah (wedding) is the most extensive personal ritual an adult Hindu undertakes with his or her bride. Section 2 represented the literature review in the context of factors affecting customers' choices of wedding vendors. The discussion is presented in section 3 to show there are many few rituals common in all communities of India in the wedding. The summary of this study is presented in section 4.

2. LITERATURE REVIEW

R. Varela *et al.* [7] study demonstrates how ethnic tourism has a great deal of potential to promote very varied communities that were formerly considered "problem areas." Investigating ethnic tourism offers a chance to promote travel, but it also has the potential to protect intangible cultural assets in an incredibly varied setting that Steven Vertovec refers to as "superdiversity." Ethnic tourism is being aggressively embraced by cities like The Hague and Rotterdam as a means of promoting economic growth and reviving formerly impoverished areas. Major superdiverse cities in Western Europe are seeing this global trend. It is highlighted how important ethnic entrepreneurs are to these processes since they draw in ethnic travelers

from outside of Europe and support economic expansion. Examples of the transformative power of ethnic tourism on a local and global scale can be found in places like City Silks in The Hague, which attracts customers from all over the world, and Bharat Lachmansingh in Rotterdam, which serves a diverse clientele from countries like Belgium, Germany, France, and England. K. Jayalakshmi [8] younger generation believes that traditions are based on sincere convictions. Indians have lived their lives according to a multiplicity of customs and rituals that have shaped them from dawn to dusk throughout history. Certain concepts are well delineated in Vedic literature, but others were first presented in the Brahman text era. These customs, which are often connected to superstition, have been and are still strictly followed in Indian culture. It is vital to acknowledge that our forefathers were very intelligent and foresighted. Rather than being opposing philosophies, religion and science have a close relationship. Many of these customs and rituals have scientific underpinnings thanks to the development of science and technology. These customs were established early on and incorporated into day-to-day living. The constant struggle in the modern globalized world is to bring tradition and science together. This article provides an overview of rituals, customs, and traditions while examining the relevance and possible scientific justifications for them.

H. Prasetyo *et al.* [9] study examines how ceremonial practices in Indonesia's Blitar Region have been modified to suit tourism goals, with a particular emphasis on the Gong Kyai Pradah purifying ceremony. Local tourism is strongly related to cultural initiatives that seek to create a sense of identity. This raises the issue of how local elites have shaped and integrated rituals into society in order to establish their dominance during cultural gatherings. In this regard, understanding the historical meaning of the customary ritual becomes essential to understanding changes in society. It is important to highlight the tactics and power structures used by the elite to determine the sustainability of the ritual, even while changes are acknowledged as necessary. The theoretical framework of theater of power and the Javanese notion of power are used to develop the insights offered in this essay. Heritage governance uses the thick description approach as a storytelling tool. According to the text, elites' conflict stems from their need to maintain power in order to maintain cultural legitimacy. But even with their historical base, the traditional elite is marginalized, and the contemporary elite uses rituals to abuse their formal and legal status, creating an unequal distribution of power.

The above study show the elite's tactics and power structures, crucial in determining the ritual's sustainability amidst acknowledged changes. In this study, the author discusses or ceremony that is customary at Indian weddings.

3. DISCUSSION

Banna Banni refers to a custom or ceremony that is customary at Indian weddings, especially in the Rajasthani culture. During the pre-wedding festivities, songs are exchanged between the families of the bride and groom. There's a cheerful, celebratory vibe to the tunes, which are often lighthearted and humorous. Women from the bride's side tease the groom and his family with songs during the Banna Banni ceremony, while women from the groom's side reciprocate with lighthearted banter. The anticipation of the impending nuptials, the attributes of the groom, and the bride's adjustment to her new life are often discussed in the songs. In addition to providing entertainment, the Banna Banni ceremony helps to strengthen the ties that bind the two families. It increases happiness and camaraderie, adding to the wedding celebration's special memories. The wedding celebrations include a beloved ritual that is firmly ingrained in Rajasthan's rich cultural fabric. Traditional instruments are often used to accompany the songs, and the melodic back-and-forth is continued until both parties are happy with the lighthearted banter. Indian weddings, especially those in the state of Rajasthan, are made more joyful and culturally rich by the charming pre-wedding tradition known as Banna Banni [10], [11].

3.1. *Bhumihar Community:*

With historical origins in the lush parts of the Indo-Gangetic plains in North India, notably in the states of Bihar, the Indian state of Uttar Pradesh, and Jharkhand, the Bhumihar Brahmins, also known as Bhumihar, are a prominent Hindu sub-caste. One theory about their origins is that the Bhumihar Brahmins came into being when the Brahmin Parshurama continually defeated the Kshatriyas and substituted them with Brahmin offspring. The Bhumihar Brahmins became known as Karm Kandi Pandits in the sixteenth century, especially in North Bihar. During the eighteenth century, the Bhumihar people in South Bihar greatly respected the Tekari Family, which was headed by their most revered ruler Gopal Sharan.

3.2. *Barachha:*

To formally establish the marital arrangement, the two families gather together. Upon visiting the groom's home, the male elders of the bride's family bring yellow rice, five dried turmeric pieces, a rupee currency, a silver plate, a silver coconut, and silver replicas of five betel leaves and betel nuts. This symbolic action denotes the marriage's formal confirmation [12], [13].

3.3. *Sagaai:*

For the engagement ceremony, the bride's family comes to her home. First, they give the bride a coconut in her aanchal as a token of their blessing. At the same time, the bride's parents give the husband a coconut, put tilaka on his head, and give their blessings. The bride and groom then exchange rings as part of this ceremony. The groom and his family are then presented with a variety of presents by the bride's family. Figure 1 depicts the ritual of the sagaai ceremony.



Figure 1: Illustrates the ritual of the sagaai ceremony.

3.4. *Tilak:*

To participate in the Tilak ceremony, the bride's family travels to the groom's home. They carry 25 to 50 kilograms of five different kinds of fruits, 25 to 30 kg of five or seven different kinds of sweets, and an equal amount of various dry fruits. During the Tilak ritual, clothing for every family member from the youngest to the oldest is carried and given as a shagun, or auspicious gift. The bride's family is welcomed with sweetened yogurt and then a spread of appetizers and sweets. Then the priest, together with other members of the bride's family and the villagers, conducts a rite beneath the mandap with the bride's brother and groom. This ritual opens with a Lord Ganpati-focused pooja. The groom receives a loving hug and tilak from the bride's brother on his forehead. He then touches everyone's feet to ask for blessings. After these

customs, the groom's family hosts a supper with a spread of appetizers, main courses, and sweets. The elders from both families settle the budgets and customs in the end. The groom's family receives a certain sum of money from the bride's family. The haldi ceremony dates are then decided upon by the pandit of that household and might be for seven, five, three, or one day. It also determines the lucky day for the shubh geet or the time when ladies should start singing. Figure 2 depicts the view of the tilak ceremony for the bride.



Figure 2: Illustrates the view of the tilak ceremony for the bride.

3.5. *Madho Gadhai:*

The bride measures the distance on the balcony, and five holes are drilled. On the porch, Naun, the local barber's wife, crafts a square box out of flour. The bride watches the priest begin the rites while seated on a wooden chowki at the bottom of the flour box. Bamboo trees are carried in from the open roof and placed into the holes at the same time. Supported by stationary bamboo pillars, a Madho roof made of bamboo stems and grass is erected. Without the use of any musical instruments, ladies from the village and the bride's family sing Madho Chawai-related songs throughout this ceremony [14], [15].

3.6. *Maanar Pooja:*

Drums known as maanar are significant in ceremonial settings. Women offer prayers to the ancestors who live within the drum, which is possessed by a Dalit lady or Chamaran, before going outside to gather dirt for the subsequent rite. The women in the household alternately place an achchat (rice) offering on the drum. In addition, the ladies give the drummer money in recognition of her contribution. The bride's mother, positioned opposite the drummer and facing the drum, accepts the rice into her aanchal after each offering, assisted by the drummer's sudden forward move. The names of the ancestors are chanted in low-pitched melodies throughout this event.

3.7. *Kalash Pooja:*

The Kohbar ghar is a special place where the bride's Bua meticulously sketches a customary pattern on a wall that is related to the marriage. This design includes a sentence that the bride and groom are to say aloud as they walk into the chamber for the first time as husband and wife. After every rite, the bride must come to this chamber to ask the gods and ancestors for blessings. An earthen pot-like construction is used for the Kalash Pooja. Gobar, or cow dung,

is applied seven times on the top surface of the kalash by the bride's Bua, signifying the building of the ancestors' heavenward house. The theme of the accompanying songs is remembering the ancestors and asking for their blessings [16], [17].

3.8. *Haldi:*

During the haldi ritual, the household's female members, usually the BUA (father's sister), prepare the turmeric paste. After that, the bride's hands, feet, and face are covered with paste. In addition to its widespread use in cosmetics, turmeric has been connected to fertility. This ceremony represents the bride's ceremonial cleansing and bestows wealth and good fortune. The following songs, customary at Hindu weddings, compare the bride to the venerated goddess Sita from the Ramayana.

3.9. *Chumavan:*

Chumavan, which translates roughly to "kiss," is a traditional Indian wedding ritual in which the bride sits and forms a bowl with her hands over rice and a ring. Then every woman in the family touches the bride's arms and legs with the rice in her hands. This rite is performed many times during the sacrament. During each repetition, a single lady is assigned to touch the bride's feet five times. The father of the person caressing the bride's feet is mentioned in the following song, which is performed at each turn of the ritual.

3.10. *Matri ki Pooja:*

Fathers and grandparents or paternal uncles are examples of elderly couples that lead matri ki puja. During this ceremony, people pray to the seven Hindu goddesses known as Matrikas and send invitations to their ancestors who live in Swarga, or heaven. The pair wraps themselves while seated across from one another with a fresh, often clean chadar (cloth). Some of the ladies in the family sing songs about their ancestors with a low pitch and slow speed, while one member constantly sprinkles achhat over the other's aanchal. The bride's Bua creates seven imprints, representing the seven goddesses, using cow dung on the kalash (pot) along with the walls of the kohabar. The bride is brought to the kohabar to ask for blessings from the deities and ancestors after every wedding [18], [19].

3.11. *Pokhra Khanai:*

All of the household's ladies set out to find a pokhra, or tiny lake, where they could collect mud after the Matri ki puja. When they get to the designated spot, they take some mud into their hands and ask the gods to bless them. After being gathered, this mud is transported home to be used in later rituals, such as Kohbar and Kalash Pooja. In this specific ceremony, the Bua and a few other willing women who want to execute the rite on-site utilize a khanas, an instrument used for uprooting plants in gardening, to remove a handful of mud for themselves.

3.12. *Chunari Chadana:*

After finishing the pokhra khanai, all of the ladies in the family participate in the rite known as chunari chadana. When the ladies arrive at a Devi temple, they carefully lay the bride's chunari—which she will wear during the wedding on top of the reclining statue of Devi. They also give out prasad to spread the happy news of the upcoming wedding and ask the villagers to bless the bride and groom. After that, the temple has a half-hour-long pooja during which hymns and bhajans honoring the Devi are sung. Devi geet and tunes asking for blessings upon the bride and groom are among the songs sung at this ceremony.

3.13. *Kohbar Ki Patri:*

The bride and a handful of the family's single daughters are seated to dine during this ritualistic custom. Traditionally, the bride eats her last meal of the day on this occasion, indicating that

she won't eat again until after marriage. The bride and the girl seated next to her are ceremoniously doused in water five times each, and they are asked to attest if they felt the spray. The bride is then told to eat five times before the other females are allowed to start eating. It is customary for the bride to leave food as a thank you to God for his favors. The bride and the other females are fed on leaves-based dishes called kohbar in the area. The names of the bride and her dining companions are included in the songs sung during this ceremony.

3.14. *Ghoore Par:*

This rite is performed just after kohbar ki patri is finished. The bride's brother is holding a surahi with a wada on top of it. He covers the bride's head with it and leads her to a spot where they find some mud. Here, the bride performs a five-minute puja while setting her leftover meal on the ground. She is then given a pinch of dirt by the naoon to use in later rituals when she returns to the kohbar chamber.

3.15. *Dwaar Pooja:*

The bride's father greets the husband warmly when the baraat arrives at the porch and takes him for dwaar puja before letting him into the home. The ladies watch the ceremony via a window or observe it standing at the doorsteps, singing songs from inside the home. The purpose of this ceremony is to properly welcome the groom along with his family.

3.16. *Taat Paat:*

The groom's older brother performs this rite, which takes place after entering the mandap. He sits in front of the bride and gives her decorations, gowns, and candies. Her face is first covered with a crimson chunari, but this is eventually taken off so the groom's older brother, the jeth, may view her face. Grasping a betel leaf with his acchat, he applies pressure on the bride's forehead while supporting her head with his left hand. Then he puts a chain around her neck to signify that this is the last time he would ever touch her and that it would be sinful to touch her again. The bride is led back to her chamber after this ceremony. Women perform songs throughout this rite that praise the bride's beauty and emphasize that this is the jeth's last touch, warning him not to ever touch her again. Women show their displeasure with the Jeth along with his family by giving them gaali as part of this tradition.

3.17. *Dhaar Todna:*

In this ritual, the father of the bride holds his daughter's hand as the brother pours water over the wheat-made item held by the couple. In a symbolic sense, it means that the brother has given the groom full responsibility for his sister, guaranteeing her safety for the rest of her life. This ceremony also signifies the moment when the bride and groom are free to touch each other since the bride's brother cut the metaphorical rope that separated them. Songs about kanyadaan and the bride's separation are sung throughout this event, some of which convey the brother's feelings as he gives his sister to the groom.

3.18. *Kanyadaan:*

In this "kanyadaan" ritual, the father legally grants his daughter a marriage. The father gives up all of his responsibilities and rights to his daughter at kanyadaan, thereby giving her to the prospective groom as a gift. The leading priest does numerous acts of devotion and reads passages from the Vedas.

The bride and groom are then given a thali of water, and older couples belonging to the bride's family touch their feet. This gesture is a symbolic way of telling the husband to be careful and protective of their daughter. Songs about kanyadaan and the bride's separation are performed throughout this ceremony.

3.19. *Imlie Ghotana:*

"Blessings from the elders" is the name given to this tradition, which is generally performed by the mama, the bride's mother's brother. The bride sits with a phodan in her hand during this ceremony. He gives the mother a little Kalash that contains Amrit, which he wraps around the bride's head. Grasping a paan leaf in his palm, he bestows drops onto her, wishing her a long and fruitful marriage. Married ladies from the family also take part in this custom by surrounding the bride. As they go around her, they give her a neem leaf to place in her mouth so she may eat the leaves one at a time. During this ritual, songs are sung about imlie ghotana (applying henna) and the unique tie between the bride and her mom.

3.20. *Lawa Parachhna:*

The bride's brother stands in front of the wedding couple during this traditional rite. The bride is given a little dish, and the husband is told to fold her hands around her. The brother then repeats the action seven times or more, placing lawa (rice puffs) on the dish. To release the lawa, each bride and groom tilt the dish just a little bit. This rite is performed many times under the pandit's instructions and specifications.

3.21. *Saat Phere:*

The bride and groom go around the holy fire while carrying out this ceremony. During the ceremony, the bride takes three steps forward to represent her three commitments to her husband, while the groom takes four steps forward to represent his four promises to his wife. Figure 3 depicts the ritual of saat phere.



Figure 3: Illustrates the ritual of Saat Phere.

3.22. *Sindoor Bandhan:*

The Sindoor Bandhan is performed right after following the phera. The sindoor is orange in hue and comes from a little wooden box called a sinhoura. During every ceremony, the bride keeps this box in her possession. The bride and groom then put on a fabric veil to maintain their privacy while the groom administers the sindoor on the bride's head. Following the application of sindoor, the surrounding fabric is taken off.

3.23. *Sindoor Sudharna:*

When the bride's hairstyle parting is perfectly arranged, sindoor is applied seven times, either by the Bua or the Bhabhi. This gesture represents the bride's blessing to have a happy married life and to always be *suhagan*. The ceremonies that go along with it include songs about Ram and Sita, which emphasize the notion that the pair is considered to be gods. The songs also express hopes for them to remain trustworthy, much like the heavenly relationship between Lord Ram and Sita.

3.24. *Khichdi:*

In this custom, the bride and groom are seated facing one another with a yellow cloth between them that has rice soaked in oil and haldi on it. After picking up the grains and showing off the color of haldi on her hands, the bride lays it on the groom's hands. In turn, the bridegroom puts the rice back into the yellow cloth. Between five and seven times, the bride and groom repeat this conversation. Following the ceremony, the groom must tie the rice in the yellow fabric with one hand and one leg on the other side. For example, if he uses his right hand to do so, he will have to use his left leg to hold the cloth in place while remaining barefoot. It is said that he is symbolically displaying his commitment to guaranteeing the bride's lifetime happiness if he ties the knot securely with only one hand and one leg.

3.25. *Vidaai:*

This is the last goodbye before the bride leaves her family and starts a new life with her husband and his family. The bride is driven by the groom in his vehicle to a neighboring place before leaving the residence permanently. There, she changes her clothes and goes back to participate in the last rite called "*avara bawara*," which signifies that she has gone around the community once before leaving. Following her husband out of the home, the bride throws rice puffs at her relatives who are standing behind her as she walks to her automobile. Songs of parting are sung, and tears well up as each family member says their last goodbyes to the bride and bestows upon her a sincere blessing for eternal bliss.

4. CONCLUSION

The elaborate web of customs and ceremonies surrounding Indian marriages is a reflection of the nation's rich cultural variety and legacy. The thorough examination of several rituals, ranging from *Vidaai* to *Banna Banni*, reveals the richness of religious meaning, cultural ties, and symbolism connected to every stage of the marriage path. These customs preserve the cultural heritage of the past while also acting as a bridge between generations and a way to celebrate the marriage of two people. A feeling of continuity and common identity among the many cultures in India is fostered by the persistence of rituals such as *Tilak*, *Saat Phera*, and *Sindoor Bandhan*, which demonstrate the lasting character of these activities. Furthermore, the ceremonies highlight the harmony in variety that defines Indian marriages by embodying the blending of spiritual beliefs, societal standards, and regional tastes. The diversity of events, each with its own special meaning, reflects the peaceful coexistence of several cultural components within the greater Indian social structure. These wedding customs have the difficult task of keeping their essence while adjusting to the contemporary world as it changes and becomes more globalized. It is our duty not merely to perpetuate these customs but also to recognize and value their cultural relevance. These ancient customs must be treasured and preserved by the current generation in order for them to continue to be a vital aspect of India's cultural tapestry. Indian wedding customs and rituals are, in essence, essential threads that weave together the country's cultural fabric rather than just ceremonial activities. The persistent adherence and comprehension of these rituals aid in the conservation of India's rich cultural legacy, promoting a feeling of cohesion and collective identity among its populace.

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CHAPTER 4

MASCULINITY: EVOLVING PERSPECTIVES, CHALLENGES, AND DIVERSITY IN THE LIVES OF MEN

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ABSTRACT:

The multifaceted nature of masculinity, delving into its evolving perspectives, confronting challenges, and celebrating the diversity inherent in the lives of men. In a dynamic societal landscape, traditional notions of masculinity are undergoing transformative shifts, prompting a reevaluation of the roles, expectations, and stereotypes associated with being a man. The main aim study is to contribute to an ongoing dialogue on masculinity, offering insights into the complexities that shape the lives of men today. Ultimately, it calls for a collective effort to challenge stereotypes, dismantle harmful norms, and cultivate a more compassionate and understanding society that supports the diverse expressions of masculinity. In this study, the discussion encompasses the challenges that men face in navigating societal expectations, exploring topics such as mental health stigma, emotional expression, and the impact of toxic masculinity. It further investigates the intersectionality of masculinity, acknowledging the diverse experiences of men across dimensions of race, ethnicity, sexual orientation, and socio-economic backgrounds. Emphasizing the importance of embracing a more inclusive and nuanced perspective, the paper advocates for fostering environments that encourage healthy masculinity, self-discovery, and authentic self-expression. The positive strides are being made in promoting healthier expressions of masculinity, emphasizing the importance of fostering emotional intelligence and supportive environments for men. By acknowledging the complexities and diversity within the lives of men, we seek to encourage ongoing dialogue and foster a culture that embraces the evolving perspectives on masculinity, paving the way for a more inclusive and equitable future.

KEYWORDS:

Body Image, Feelings, Masculinity, Men, Society.

1. INTRODUCTION

The way that men feel about their physical appearance has changed significantly in the last several years, defying old assumptions that traditionally required a more stoic and uncaring attitude. In the past, men's toughness and tenacity were valued more highly by society, which minimized the importance of appearance or grooming. However modern viewpoints are beginning to recognize the variety of masculine experiences and the significance of individual expression. Nowadays, a lot of guys actively participate in conversations about personal style, grooming, and body image. The emergence of social media platforms has significantly contributed to the transformation of cultural standards, creating a space where males are encouraged to freely share their opinions and worries about how they look. Men are adopting a more all-encompassing approach to self-care, questioning the stereotype that certain activities are exclusively for women, from skincare regimens to wardrobe decisions. However, difficulties continue [1], [2]. Men may feel under pressure to live up to specific standards due to ingrained cultural norms, which are often reinforced by media representations of an idealized masculine body. Issues related to body image, which were formerly mostly linked to women, are now known to impact males as well. Feelings of inadequacy or self-consciousness may be exacerbated by pressure to maintain a specific level of fitness, develop a strong physique, or conform to traditional conceptions of beauty. Talks on toxic masculinity have also let men talk to each other more freely. Breaking away from gender conventions enables people to explore and express who they are without worrying about being judged. A wider range of acceptable looks and a celebration of many masculine expressions are the results of this transition. Men are becoming more at ease talking about things like grooming practices, trying out new looks, and even how aging affects how they seem.

This speaks to the dynamic and changing nature of the male gaze. Though there is still pressure from society and the media, men are actively defying convention and having candid discussions about style, grooming, and body image. A more inclusive notion of beauty and self-worth is encouraged by the shifting narrative around masculinity, creating a space where men may confidently and authentically appreciate their physical appearance [3], [4].

Some guys might indeed come out as shallow if they just pay attention to a woman's outward look. I regret turning away attractive women from our specialist service since I know that our male customers may not be attracted to them based only on appearance. Our male customer base is demanding quality when they spend a significant amount of money. Men are biologically predisposed to be attracted to youthful and healthy appearances, which helps them choose mates who will help them maintain their genetic makeup. Although it can seem unimportant and unjust, men are visual beings by nature. On the other hand, women are often drawn to certain traits in males, such as their emotional connection. Sadly, we are unable to change the tastes of our "shallow" peers; instead, we have to learn to live with them and sometimes laugh at the ridiculousness of it all. Still, it's essential to keep going even if you don't match the supermodel stereotype. In my opinion, even if I don't, my partner thinks I'm a flawless "10." The "full package" is what most guys look for, thus having confidence in oneself is essential. No question that increasing one's physical beauty or level of fitness may make one more appealing to men [5], [6].

Men who own up to their fears often believe that showing weakness is the same as admitting they are inadequate, so they suffer in quiet. Men sometimes hesitate to express their feelings or talk about their struggles, even with close friends and family members, because they worry they will be seen as inferior in some way, whether it be in strength, intellect, appearance, or charisma. Men are often under more pressure from society to be the kind of strong, dependable role models that others may look up to. Male peers sometimes stigmatize sharing one's thoughts as a sign of weakness, which may lead to bullying or ridicule and is seen to be at odds with the conventional definition of masculinity. Talking about anxieties might be difficult, but it's not because people are unwilling; rather, it arises from a fear of losing one's manly identity if one speaks up. The age range of 18 to 25 years old is the main target audience for addressing these issues since it is a critical time immediately after puberty. Men are surrounded by a variety of social settings throughout this time, including gyms, offices, colleges, and shopping centers, where opinions are made quickly. The pressure males have to live up to expectations set by society reinforces this desire, and as a result, candid conversations regarding vulnerabilities are often suppressed [7], [8].

The present study is about masculinity evolving perspectives, challenges, and diversity in the lives of men. The rest of the organized following section 1 describes Men, constituting half of the global population, are diverse in their experiences, roles, and contributions to society. Historically, traditional gender roles often cast men as primary providers and protectors, but societal expectations have evolved, allowing for a more nuanced understanding of masculinity. Section 2 presented the literature review in the context of Chemsex and the mental well-being of German men having intercourse with men. The discussion is presented in section 3 to show different problems faced by men in today's world. The summary of the study is presented in section 4.

2. LITERATURE REVIEW

R. Mändar *et al.* [9] study sample consisted of male inhabitants of Estonia ranging in age from 20 to 59. Seven11 individuals without PLS and 82 men with PLS were compared using questionnaire data. Compared to controls, men with PLS were more likely to have depression, chronic nervous system disorders, benign prostatic hyperplasia, renal diseases, STDs, and

STD-related conditions. Additionally, a third of these men felt that their health was bad. They also found higher rates of prostatitis in close relatives and greater occurrences of gynecological and cystitis in their spouses, indicating a possible genetic and immunologic component to PLS as well as a family propensity. Additionally, a unique correlation between PLS and the risk of respiratory tract infections was found by our research. Men in the PLS group had less tranquil personalities yet were more likely to worry. Compared to individuals without PLS, they consumed more hard beverages, sedatives, antidepressants, and sleeping medicines, and they were more likely to work night shifts and experience ongoing stress. PLS harmed daily activities and sexual life, which led to a complicated range of co-morbidities, behaviors, and attitudes. Taking into account hereditary variables, central nervous system imbalance, and the probable involvement of the partner's genital tract microbiota as aggravating or perpetuating factors to PLS, which warrants additional scientific investigation, is necessary to address the requirements of these patients and calls for a comprehensive approach to therapy.

S. J. Kim and G. S. Jeon [10] purpose of that research was to create and test a prediction model that clarifies and predicts the quality of life for older men living alone. The study used a questionnaire that respondents completed themselves as a means of collecting data from 334 single, older adult males in the provinces of Jeolla-nam-do who were 65 years of age or older. Depressive disorders, self-rated health, instrumental everyday activities, health promotion behaviors, quantity of social activities, and overall quality of life were among the endogenous factors. Programs such as AMOS 21.0 and SPSS 21.0 were used for data analysis. According to the research, social support had both direct and indirect benefits on the quality of the lives of older men living alone, whereas activities had a direct influence. Socioeconomic level and function only showed tangential impacts. In the prediction model, 83.7% of the variation was explained by the eight significant routes that included these variables. In conclusion, the quality of life for older men living alone is strongly impacted by social support and instrumental daily living activities. The results highlight how crucial it is for healthcare professional community nurses to provide social support and programs that empower individuals via an emphasis on everyday living skills and health promotion to improve the quality of life for older men who live alone.

G. Zara *et al.* [11] purpose of that research is to examine the sexuality of people who have psychopathic tendencies. Understanding sexuality is essential to comprehending human behavior because it is both a physiological need and a tool for forming interpersonal connections. Darwinian Theory views psychopathic features as adaptive reactions to environmental stimuli, a reproductively viable and non-pathological life history approach. Nonetheless, those who possess high levels of psychopathic tendencies often have a distant interpersonal style and shallow emotionality. The research used information from the Cambridge Study on Delinquent Development, a prospective longitudinal study that included in-person interviews with 411 London-based males ranging in age from 8 to 48. Men with high levels of psychopathic tendencies often tended to sexual promiscuity, only entering into short-term partnerships without developing deep commitments. Interestingly, they never used birth control, which made them more likely to father several children with various partners. These results highlight the important influence that psychopathic characteristics have on family and interpersonal dynamics in community populations. When there is no overt criminal activity, it may be difficult to identify the effects of unhealthy personal relationships. It's interesting to note that psychopathic males gave their boys more attention than their girls, even if they didn't entirely ignore them.

A. Tatli *et al.* [12] purpose of this study is to examine how heteronormative norm-abiding organizations accommodate the expression of masculinity by older homosexual men. It identifies two main practices of masculinity via an examination of data from in-depth

interviews: those that uphold heteronormativity and those that represent change. The maintenance of heteronormativity is aided by practices among older homosexual men that conform to the norms of hegemonic masculinity. Conversely, masculine behaviors characterized by "embodying change" are practiced by older homosexual men who, while still adhering to material and symbolic standards, use their life experiences to negotiate and oppose heteronormativity. It broadens our conceptual comprehension of hegemonic masculinity by distinguishing these two different sets of practices and investigating the relationship between individual behaviors and organizational frameworks from a practice-based perspective. Furthermore, our analysis of how older gay men negotiate the intersections of sexuality and aging in organizations highlights the multiple effects of aging as an embodied social process on gay people's practices of masculinity both limiting and empowering.

The above study shows men with high psychopathic tendencies often engage in sexually promiscuous behavior, forming short-term partnerships without deep commitments and avoiding birth control, leading to multiple children with different partners. In this study, the author discusses different perspectives of men in terms of men's perspectives on relationships, life, and social problems may differ greatly.

3. DISCUSSION

Even while discourses about spouses, mothers, and girls are common in ordinary reading, our minds are often dominated by the topic of women. As a woman, I have learned that modern viewpoints may be biased greatly in favor of women, unintentionally denying "Men" the credit they so well deserve. It is important to recognize that the male brain is specialized, using separate hemispheres for various functions. Men's brains can divide up information, sensations, emotions, and relationships into separate areas. Whereas women often take a more holistic approach, examining many concerns with both hemispheres active, their method entails examining particular difficulties utilizing different areas of the brain. A woman's senses are, in some ways, more refined than a man's. It's common to highlight how men and women think differently, bringing comparisons to the belief that men are from Mars and women are from Venus to highlight the fundamental distinctions between the sexes [13], [14].

3.1. *Different Perspectives of Men:*

Like any varied group, men have a broad range of opinions that are shaped by a variety of variables, including culture, upbringing, individual features, and personal experiences. It's important to understand that there is no one "male perspective," since men's perspectives on relationships, life, and social problems may differ greatly [15], [16].

3.1.1. *Cultural and Ethnic Perspectives:*

Male identities and experiences are profoundly shaped by cultural and ethnic viewpoints worldwide. Men's self-perception, social roles, and interpersonal relationships are greatly influenced by the complex web of cultural norms, beliefs, and traditions. Deeply rooted conventional expectations about masculinity exist in many cultures, with an emphasis on traits like strength, resiliency, and assertiveness. Nonetheless, the particular qualities linked to the ideal man might change significantly throughout ethnic groups, illustrating the multiplicity of worldviews. For example, some cultures emphasize individual accomplishment and autonomy, while others emphasize collectivism and communal links, highlighting a man's position within the family and wider social network. The complex character of men's experiences is further enhanced by ethnic viewpoints. Men's ethnic identities are shaped by cultural norms, migratory patterns, and distinctive historical narratives. Ethnic communities often promote a feeling of shared history and belonging, which has an impact on cultural standards around masculinity among such groups. Men also need to understand the interconnectedness of cultural and ethnic

identities to successfully negotiate the intricate interactions between socioeconomic class, gender, race, and ethnicity. Men from various ethnic and cultural origins might have distinct viewpoints that are influenced by the customs, beliefs, and standards of their own cultures. For instance, because of the effect of their different cultural backgrounds, a guy from East Asia may have different ideas than a man from South America [17], [18].

3.1.2. *Generational Perspectives:*

The changing panorama of men's experiences is greatly influenced by generational views since society's attitudes, beliefs, and expectations change throughout time. Men's perceptions of themselves and their duties are shaped by the particular circumstances, historical occurrences, and cultural changes associated with each generation. For example, although younger generations often dispute and reframe these expectations, older generations may have been impacted by conventional gender norms that emphasize stoicism and provider duties for males. A more open and diversified concept of masculinity has resulted from the introduction of technology, globalization, and social movements; younger men are often adopting a wider variety of manifestations. Beyond a person's identity, generational viewpoints influence societal norms and institutions. Gender equality, mental health, and work-life balance have all seen a shift in attitudes as younger generations question established power structures and support more all-encompassing methods of well-being. In addition, the way that family structures are evolving with a focus on shared duties and a variety of family models reflects the way that men's perspectives on relationships and parenting are shifting across generations. Because of the historical and social developments they have seen, men from various generations may have differing perspectives on the world. Younger men's perceptions may be impacted by globalization, technology, and societal advancement, but older men's perspectives may be formed by distinct historical events and social conventions [19], [20].

3.1.3. *Socioeconomic Perspectives:*

Men's identities and experiences in society are greatly impacted by socioeconomic viewpoints. Male possibilities and difficulties are shaped throughout their life by social class, economic status, and resource availability. Men's perceptions and enactments of masculinity are influenced by complicated processes that arise from the junction of gender roles and socioeconomic class. For example, in lower socioeconomic strata, where economic constraints might strengthen the focus on fulfilling breadwinner responsibilities, conventional expectations of males as providers may be more evident. On the other hand, males belonging to higher social strata could face unique difficulties concerning the cultural norms around success and accomplishment. The drive to achieve professional success and the resulting pressure to uphold certain masculine norms may exacerbate stress and lead to mental health problems. Furthermore, economic inequalities may worsen problems of privilege and disadvantage by limiting men's access to chances for personal growth, healthcare, and education. Social class and economic standing may have a big influence on a man's viewpoint. In comparison to someone from a more fortunate upbringing, a guy from a lower socioeconomic background could have different opinions on things like wealth, employment possibilities, and education.

3.1.4. *Educational Background:*

Men's educational backgrounds provide a crucial lens through which to view their experiences, opportunities, and social positions. Men's perceptions are greatly shaped by their level of education, which also affects their social interactions, employment choices, and overall life trajectories. Men who have access to high-quality education might feel more empowered and valuable since they will have the information and abilities needed for both career and personal growth. On the other hand, differences in access to education might exacerbate existing

disadvantages and make it harder for males to succeed in a world that is becoming more and more competitive. Education has a complex effect on masculinity. Traditional gender standards may be both challenged and reinforced by educational institutions. Men may face social expectations about leadership positions, professional choices, and academic achievement that either support or contradict popular ideas about what it means to be a man. In addition, the educational setting has the power to mold interpersonal bonds, affecting men's ability to cooperate, communicate, and function in a variety of social contexts. A man's views on a range of subjects might be influenced by his educational background. Men with higher levels of education might take a more analytical or research-focused approach to problems.

3.1.5. Personal Experiences:

Men's identities are woven together by their own experiences, which illustrate the various ways in which individuals deal with relationships, obstacles, and self-discovery. Cultural, generational, social, and educational variables have a major impact on these experiences, creating a variegated tapestry of masculinities. Men's life journeys often require changing established roles, navigating emotions, and managing cultural expectations. Men's self-perceptions and roles in a larger societal framework are greatly influenced by their connections, both romantic and familial. Furthermore, major life events like professional successes or failures influence the intricate interactions between resilience, self-worth, and the formation of one's identity. Men's narratives heavily include their experiences with mental health and emotional well-being. Men's emotional expression and coping strategies may be influenced by societal norms that promote stoicism and the repression of sensitivity. Individual experiences with mental health issues might draw attention to the need for more inclusive conversations about masculinity that encourage men to get help and eliminate stigma. A man's viewpoint is shaped by his own experiences, such as his upbringing, relationships, and professional choices. Success, trauma, and personal development may result in a variety of perspectives on life.

3.1.6. Gender Roles and Identity:

Awareness of men's experiences in society requires an awareness of gender norms and identity discourse. Gender roles dictate certain behaviors, obligations, and traits to persons depending on their gender. These roles are typically formed by cultural, historical, and social expectations. These roles have historically included attributes like strength, aggressiveness, and provider status for males. Modern viewpoints, on the other hand, argue against these established conventions and in favor of a broader, inclusive definition of masculinity. Men's process of forming their identities becomes dynamic as they balance the demands of society with who they are. A range of masculinities are acknowledged by the developing concept of gender identity, indicating that males may represent a variety of characteristics, feelings, and passions. Gender roles affect men's mental health, professional choices, and interpersonal interactions in addition to personal identity. Deviating from accepted standards may lead to criticism or backlash from society, emphasizing the intricate relationship between personal identity and outside expectations. Men who reject conventional roles may experience obstacles at work or opposition in intimate relationships, highlighting the need for a wider societal acceptance of heterogeneous masculine manifestations.

3.1.7. Sexuality:

Men's sexuality research is a complex and very intimate component of their identities. The range of orientations, wants, and manifestations that make up sexuality add to the variety of human experiences. Men manage their sexual identities in the context of societal views, cultural conventions, and personal knowledge, much like people of all genders. The heteronormative framework that is emphasized by traditional standards around masculinity often emphasizes a

binary interpretation of sexual orientation. But conversations today and changing social attitudes acknowledge and value a wide range of sexual identities, such as heterosexuality, homosexuality, bisexuality, and pansexuality, among others. A complex web of interrelated circumstances, including cultural origins, religious views, and family expectations, shape men's experiences with their sexuality. The balancing act between individual preferences and social standards may result in a range of experiences, such as self-acceptance, self-discovery, or the difficulties of facing prejudice and stigma. Furthermore, the distinct experiences of males in various circumstances are further shaped by the intersectionality of sexuality with other facets of identity, such as race, ethnicity, and socioeconomic class. The way a guy views the world may also be influenced by his sexual orientation. Straight men's experiences and difficulties may be different from those of homosexual or bisexual guys.

3.1.8. Mental and Emotional Well-being:

Men's mental and emotional health is an important part of their overall health, and it should be carefully discussed. Men's mental health may be greatly impacted by traditional gender conventions, which often forbid the honest and vulnerable expression of feelings. Men may internalize stress, anxiety, and other mental health issues as a result of societal expectations of stoicism, which makes it more difficult for them to ask for assistance or talk about their problems.

Feelings of isolation may worsen when mental health problems are stigmatized due to pressure to live up to strong, resilient, and manly standards. Men's experiences are further complicated by the intersections of mental health with other facets of identity, including ethnicity, social class, and sexual orientation. It takes open communication, a culture of empathy, and a challenge to these deeply embedded assumptions to address men's mental and emotional health. Males must be encouraged to communicate their feelings and seek help to avoid and treat mental health problems.

To guarantee that mental health treatments are inclusive and sensitive to diverse cultural settings, it is imperative to acknowledge the variety of men's experiences, particularly those from underprivileged populations. Men's perceptions of and navigation of the world might be influenced by their emotional and mental health. Stress, anxiety, and sadness are a few examples of factors that might affect how they see many facets of life.

3.1.9. Religious Beliefs:

In many different countries and communities, men's identities, attitudes, and actions are greatly influenced by their religious views. Men's moral compass, sense of purpose, and level of community involvement are all influenced by their connection with religion, which often forms the basis of their identity. Gender norms are formed in these societies via the prescription of certain roles and expectations for males by various religious traditions. For instance, while defining ideal masculinity, certain religions may place a strong emphasis on traits like humility, compassion, and responsibility. Men's worldviews, moral judgments, and interpersonal interactions are all impacted by their religious views, which also have an impact on other facets of their lives.

The way that religious beliefs affect parenting styles, marital roles, and family structures may influence how men view their homes. Furthermore, religious groups often serve as a male community's support system, giving them a feeling of community and common ideals that might enhance their general well-being. A man's moral compass may be shaped by his religious ideals and beliefs, which can affect how he views morals, families, and societal concerns.

3.2. The problem faced by the men:

Similar to other gender groups, men may encounter a range of difficulties that vary depending on the person, the culture, and the situation. It's critical to understand that experiences vary and that different guys face different problems. However, some commonly discussed challenges faced by men include. Figure 1 depicts the challenges faced by the men.



Figure 1: Illustrates the challenges faced by the men.

3.2.1. Societal Expectations:

Men may experience pressure to uphold established gender norms and expectations, which may include bearing the major financial burden, exhibiting emotional indifference, or conforming to certain masculine stereotypes.

3.2.2. Mental Health Stigma:

Men may be discouraged from showing vulnerability or seeking treatment for mental health concerns due to societal norms around masculinity. This stigma may be a factor in the underreporting and treatment of mental health issues.

3.2.3. Work-Life Balance:

Men may find it difficult to strike a balance between their personal and professional lives, particularly if they are expected to put their careers ahead of their personal and family lives.

3.2.4. Fatherhood Expectations:

Men may have difficulties striking a work-life balance while actively engaging in parenting, as well as pressure to live up to specific expectations placed on them as dads, such as being the main breadwinner.

3.2.5. Education Disparities:

There may sometimes be differences in men's educational results due to a variety of variables influencing academic achievement.

3.2.6. Physical Health Expectations:

Men may experience pressure to adhere to certain physical standards, which may lead to negative body image or harmful lifestyle choices.

3.2.7. *Reproductive Health:*

Men may have difficulties in discussing or obtaining reproductive health care, as well as pressures associated with parenting and fertility.

3.2.8. *Isolation:*

Men may be less inclined to seek out emotional assistance, which might be a contributing factor to feelings of isolation caused by societal ideals of independence and self-reliance.

3.3. *Hard to talk about the Insecurities of Men:*

Men frequently find it difficult to talk about their fears honestly because of a complicated web of personal, cultural, and social influences. The socialization of males from an early age, when they are often instructed to conform to conventional masculine standards, is one important element. Because of these standards, which place a premium on traits like emotional stoicism, hardness, and self-reliance, males are expected to project an air of strength and control. Vulnerability expression might be seen as a departure from these established standards, which can cause fear of social rejection or judgment. Men are stigmatized for being vulnerable; in society, vulnerability is generally associated with weakness. Men may internalize these beliefs because they worry that sharing their vulnerabilities would make them seem less capable to others. Another important issue is the fear of rejection. It's common for men to fear that talking about their fears would have a detrimental effect on their relationships both personal and professional. Men typically struggle to confess to troubles or uncertainty because of cultural expectations that they should be resilient and strong. This concern is often founded in these expectations. Men may also be reluctant to have these discussions since there aren't many strong role models who are honest about their fears. Men who share their vulnerabilities are underrepresented in the media and society at large, which may make them feel alone and make it difficult for them to see these conversations as socially acceptable.

3.4. *Men Have Anxiety about Their Body Image:*

It is important to acknowledge the influence that cultural norms and expectations around body appearance have on people of all gender identities, including males. The reality that males too feel anxious about their bodies is becoming more widely acknowledged in recent years. Feelings of inadequacy and self-consciousness may be exacerbated by the pressure to live up to conventional masculine norms, which often emphasize muscularity and a certain body. Men who may feel pressured to fulfill these standards may experience feelings of insecurity due to media portrayals of the "ideal" masculine physique and cultural expectations. Anxiety over one's body image may give rise to problems like poor self-worth, bad eating patterns, or overindulgence in physical activity. To empower people to embrace their individuality and resist giving in to unjustified expectations, society must create a more welcoming and inclusive atmosphere that acknowledges and celebrates a variety of body shapes. It may help to reduce any worry guys may have about their bodies by supporting body acceptance and dispelling negative stereotypes.

4. CONCLUSION

The study of masculinity reveals a dynamic, multifaceted world that is always changing. The conventional ideas of masculinity are being reinterpreted, challenged, and rebuilt to take into account the wide range of experiences and viewpoints that men possess. To move towards a more inclusive conception of masculinity, it is important to recognize and confront stereotypes, encourage candid communication, and advance a culture that lets men be themselves without having to live up to social norms. Men have significant and genuine difficulties adjusting to these changing norms. Men deal with a variety of challenges, from internal conflicts about how

to balance their sense of self with expectations from others to external demands to live up to established standards. But it's precisely because of these difficulties that the capacity for development, empathy, and fortitude develops. Adopting a more complex and inclusive definition of masculinity inspires men to have meaningful relationships, explore their emotions, and make constructive contributions to society. It is critical to refute damaging myths and prejudices that restrict the full expression of masculinity as society develops. This necessitates continuous work in the fields of education, cultural discourse, and media representation. We can build a society where men feel encouraged to express their real selves by breaking down the stigma around mental health, fostering vulnerability, and supporting good role models. The investigation of masculinity is a path of development, comprehension, and acceptance. We open the door to a more compassionate and just future where everyone, regardless of gender, may live honestly and meaningfully contribute to society by recognizing the changing viewpoints, resolving the difficulties, and appreciating the variety in the lives of men.

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CHAPTER 5

AN ANALYSIS OF TIMELESS FILMS THAT CAPTIVATE, ENTERTAIN, AND RESONATE ACROSS GENERATIONS

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ABSTRACT:

The abstract of "Timeless Films that Captivate, Entertain, and Resonate Across Generations" delves into the enduring appeal of cinematic masterpieces that transcend temporal boundaries. This curated collection encompasses a diverse array of films, each possessing the rare quality of captivating audiences, providing entertainment, and leaving an indelible mark that resonates across generations. These timeless films showcase the artistry of storytelling, combining compelling narratives, exceptional performances, and visionary direction. By transcending the constraints of their era, these movies evoke universal emotions, making them relevant and relatable to audiences spanning different ages and cultural backgrounds. The abstract explores the enduring allure of these films, which, through their captivating storytelling, manage to stand the test of time. Whether through the exploration of profound human experiences, the mastery of visual storytelling, or the resonance of timeless themes, these cinematic gems continue to captivate viewers across generations. The ability to entertain is a hallmark of these films, as they provide a source of joy, laughter, and emotional engagement that remains undiminished over time. This enduring entertainment value reflects the craftsmanship of filmmakers who skillfully craft narratives that transcend cultural and temporal boundaries. Moreover, the abstract delves into how these films resonate across generations, creating a shared cultural heritage. The themes, characters, and moral dilemmas explored in these movies speak to the universal human experience, fostering a sense of connection among viewers of different ages. Whether it be classic tales of love, heroism, or moral ambiguity, these films serve as cultural touchstones that bridge generational gaps, facilitating shared conversations and a sense of continuity.

KEYWORDS:

Across Generations, Captivate Entertain, Entertain Resonate, Human Experience.

1. INTRODUCTION

In the vast landscape of cinema, certain films transcend temporal boundaries, captivating audiences, entertaining generations, and leaving an indelible mark on the collective consciousness. These timeless films are not merely confined to their respective eras; they endure, resonating across generations and proving that the power of storytelling knows no temporal constraints. This exploration delves into a diverse tapestry of cinematic marvels, each a testament to the enduring artistry of filmmakers who, through their vision and craft, have created narratives that transcend the limitations of time. Timeless films possess an ineffable quality that elevates them beyond the ephemeral trends of their release periods. They become timeless not merely because of technical innovation or commercial success, but rather due to their ability to tap into universal themes, human emotions, and the fundamental aspects of the human experience. These films speak to the human condition in a language that transcends cultural, social, and temporal boundaries, making them as relevant and impactful today as the day they were first screened. One hallmark of timeless films is their capacity to captivate audiences across generations. Regardless of when these cinematic masterpieces were produced, they manage to resonate with viewers of all ages, offering an immersive and enduring experience. From the black-and-white classics of the golden age of Hollywood to the cutting-edge visual spectacles of contemporary cinema, the magic lies in their ability to evoke emotions, provoke thought, and transport audiences into worlds that transcend the constraints of the screen. The entertainment value of timeless films is not contingent upon technological advancements or cinematic trends. Instead, it emanates from the fundamental storytelling prowess embedded in the narrative fabric. These films possess the rare alchemy of compelling

plots, rich character development, and memorable dialogue that ensures their relevance and appeal endure over the years. Whether unfolding in the sweeping landscapes of epics, the intimate settings of character-driven dramas, or the fantastical realms of science fiction, timeless films create an emotional resonance that lingers in the hearts and minds of viewers, inviting repeated visits across generations.

Furthermore, the enduring appeal of timeless films lies in their ability to transcend cultural and societal shifts. While the contexts and settings of these films may reflect the times in which they were created, their core themes touch upon the universal aspects of the human experience. Whether exploring love, loss, triumph, or adversity, these films delve into the shared reservoir of human emotions, making them relatable to audiences from diverse backgrounds and eras. In doing so, they bridge gaps, foster empathy, and serve as a testament to the interconnectedness of the human experience. The timeless nature of these films is also attributed to the craftsmanship of visionary filmmakers who possess an innate understanding of the medium's potential. Directors, writers, cinematographers, and actors collaborate to create a symphony of storytelling that stands the test of time. The artistry inherent in these films goes beyond mere entertainment; it becomes a form of cultural expression and a reflection of the human spirit. As audiences revisit these cinematic treasures, they not only relive the narratives but also appreciate the meticulous craftsmanship that transforms a story into a visual and emotional masterpiece. Moreover, the influence of timeless films extends beyond the confines of the cinema screen, shaping popular culture, inspiring future generations of filmmakers, and becoming touchstones for societal conversations. These films become part of a cultural lexicon, referenced in literature, music, and even everyday conversations. The characters, quotes, and iconic moments become embedded in the collective memory, creating a lasting impact that reverberates through the years. As we embark on this journey through the annals of cinematic history, we will explore a curated selection of timeless films that exemplify the enduring magic of storytelling. From the golden age classics that laid the foundation of cinema to contemporary gems that redefine the boundaries of the medium, each film serves as a testament to the resilience of narratives that transcend time. These are not merely movies; they are cultural artifacts, cherished and celebrated across generations, testifying to the everlasting power of cinema to captivate, entertain, and resonate with the human soul.

2. LITERATURE REVIEW

M. Blaszczak et al. [1] study focuses on the purpose of this article to highlight the main points in the work of the famous European director Ingmar Bergman. This work demonstrates Bergman's interest in topics such as death, man's relationship with God, loneliness, anxiety, and the nature of human destiny. This article aims to understand Bergman's poetics, especially *Seventh Night* and the *Faith Trilogy*. On the other hand, it also refers to the understanding of creative philosophers. Existential readings of Bergman's films highlight the timeless, universal qualities of cinema and lead to the director being recognized as the most important artist.

S. Reharl et al. [2] study focuses on the Unlike "art" or "primitive" cinema, mainstream Indian films (which aim to highlight the unique circumstances of Aboriginal representation) aim to define and model the narrative of "other" categories for the audience. Even in the post-colonial years, mainstream Hindi cinema has failed to portray the reality of Adivasis. Most (mis)perceptions of Aboriginal traditions remain in the "created reality" of the films that depict them. We will talk more about leadership culture and conflict in the movie. This article is a preliminary study focusing on some specific aspects of representation in Hindi films such as *Madhumati* (Bimal Roy, 1958), *Yeh Gulistan Hamara* [Our Garden] (Atma Ram, 1972), *Lal Salaam* [Red Salute] (Gaganvihari Borate, 1972). 2002) and *Nagin* [Cobra Woman] (Nandlal Jaswant Lal, 1954). (O Amen, 2007). This research aims to lay the groundwork for future

research on indigenous representation in India and broader debates about politics, power, and inequality. D. Jaya Nira et al. [3] study focuses on the aim of this study to compare the characters and places in Kurosawa Akira's movie "Rashomon" and Akutagawa Ryunosuke's short story "Yabunaka". This study uses a descriptive approach to analyze traffic. The literature review used in this study involves reading, understanding, analyzing, comparing, and analyzing the adaptations of Ryunosuke Akutagawa's short story "Yabunaka" and Akira Kurosawa's film "Rashomon". Research and discussion revealed that Akutagawa Ryunosuke's short story "Yabunaka" was adapted before it was adapted into Kurosawa Akira's novel "Rashomon". The following changes were made: 1) Pruning, which included the removal of background information and character development from Ryunosuke Akutagawa's short story "Yabunaka" 2) Integration into Akira Kurosawa's Rashomon, which included additional characters and background development.

H. Esparza et al. [4] study focuses on the Many postmodern feminist scholars who have adopted the concept of gender drama developed and developed by Judith Butler. For this reason, it is often used as "filler" in personal and corporate writing. This study explores gender performance as a conceptual tool with good analytical capabilities in four dimensions: (1) discourse, (2) identity, (3) social context, and (4) material. The story begins with Akira Kurosawa's 1950 film Rashomon. We pay special attention to the relationship between quality and performance to analyze its validity and identify the limitations of its use in gender research.

N. Redfern et al. [5] study focus on this article examines the use of cinematic style in Rashomon to determine whether there are differences between various accounts of rape and murder committed by thieves, wives, husbands, and lumberjacks (Kurosawa, 1950). It does this by comparing data time and using multi-component analysis (MCA) to find correlations between shots, camera movements, right-hand camera angles, and using point of view, reverse angle cut, and axial cut shots. The findings show that the four versions of the Rashomon rape and murder differ not only in content but also in narrative style. Although the video game repeats itself, the way it is presented to the audience is changed by changing the sound each time. The wooden narrative is detailed and sequential, creating an ambiguous narrative structure, while different types of shots are used to tell the different stories of the thief, his wife, and her husband from them as workers or narrators. The film describes levels of organization. Rashomon is a carefully and methodically created piece of art where form and content combine to provide the observer with an epistemological conundrum.

3. RESULT & DISCUSSION

3.1 Films of Madhumati by Bimal Roy:

"Madhumati," directed by the legendary filmmaker Bimal Roy, stands as a cinematic masterpiece that transcends time, captivating audiences with its narrative depth, haunting melodies, and breathtaking cinematography. Released in 1958, the film remains a classic in Indian cinema, leaving an indelible mark on the industry's history. At its core, "Madhumati" is a film that seamlessly blends elements of romance, reincarnation, and the supernatural, crafting a compelling narrative that keeps viewers enthralled from start to finish. The storyline, penned by Ritwik Ghatak, weaves a tale of love and destiny that spans multiple lifetimes. The film begins with Dilip, played by Dilip Kumar, encountering a dilapidated mansion named Madhumati during a storm. The mansion triggers memories of a past life, setting the stage for a haunting journey through time and love [6]. The film's narrative structure, which incorporates a flashback within a flashback, was a pioneering technique during its time. Bimal Roy, known for his innovative storytelling, skillfully handles the intricate plot, seamlessly navigating between the past and present. This narrative device not only adds layers to the storyline but also serves as a testament to Roy's directorial prowess. "Madhumati" is renowned for its music,

composed by Salil Chowdhury, with lyrics penned by Shailendra [7]. The soul-stirring melodies of songs like "Aja Re Pardesi" and "Dill Tadap Ke" have become timeless classics. Lata Mangeshkar's enchanting vocals, coupled with the poignant lyrics, elevate the emotional resonance of the film, contributing to its enduring appeal. The music not only complements the narrative but also enriches the overall cinematic experience, making "Madhumati" a memorable musical journey. Cinematographer Dilip Gupta's visual brilliance is another standout feature of the film. The lush landscapes, the eerie ambiance of the mansion, and the play of light and shadow all contribute to the film's atmospheric beauty. The cinematography not only captures the essence of the story but also creates an immersive visual experience that enhances the emotional impact of the narrative. The performances in "Madhumati" are exceptional, with Dilip Kumar delivering a nuanced portrayal of the protagonist, Dilip, and Vyjayanthi Mala bringing depth and grace to her character, Madhumati. The chemistry between the lead pair is palpable, and their performances contribute significantly to the film's emotional intensity. The supporting cast, including Pran and Johnny Walker, adds layers to the storytelling, creating a tapestry of characters that enrich the overall narrative [8].

Beyond its cinematic achievements, "Madhumati" also holds a special place in Indian cinema for its impact on subsequent films. The film's success paved the way for the exploration of themes such as reincarnation, love across lifetimes, and the supernatural in Bollywood. It influenced filmmakers to delve into narrative structures that transcended linear timelines, leaving a lasting legacy on the industry's creative landscape. Bimal Roy's directorial vision, coupled with the collaborative efforts of a talented cast and crew, elevates "Madhumati" to a realm of cinematic excellence. The film's ability to seamlessly blend genres, its evocative music, captivating cinematography, and powerful performances contribute to its enduring legacy. "Madhumati" remains a timeless classic that continues to enthrall audiences, serving as a testament to the golden era of Indian cinema and the artistic brilliance of Bimal Roy [9].

3.2 *Films of Rashomon by Akira Kurosawa:*

"Rashomon," a cinematic masterpiece directed by Akira Kurosawa, stands as a timeless exploration of human nature and the elusive nature of truth. Released in 1950, this Japanese film has left an indelible mark on world cinema, influencing filmmakers across cultures and generations. At the heart of "Rashomon" lies a riveting narrative technique that has come to be known as the "Rashomon effect," characterized by the presentation of conflicting and subjective accounts of the same event [10]. The film unfolds against the backdrop of a dilapidated gatehouse, the Rashomon Gate, during a torrential downpour. The central event, the assault and subsequent death of a samurai is recounted through the perspectives of four characters: a bandit, the samurai's wife, a woodcutter, and a medium [11]. Each narrative introduces its version of events, creating a complex and fragmented portrayal of the truth. Kurosawa's storytelling mastery lies in his ability to weave together these disparate accounts, leaving the audience to grapple with the elusive nature of reality [12].

One of the film's enduring strengths is its exploration of subjective truth and the fallibility of human perception. As each character recounts the incident, the disparities between their versions become apparent, raising profound questions about the reliability of eyewitness testimony [13]. Kurosawa invites the audience to question the nature of truth itself, challenging the notion of objective reality and highlighting the impact of individual perspectives on the interpretation of events. The Rashomon gate becomes a metaphorical threshold between the known and the unknown, the tangible and the intangible, as viewers navigate the intricate web of conflicting narratives. Kurosawa's masterful direction extends beyond the narrative structure to encompass visual storytelling [14]. The cinematography, characterized by dynamic camera movements and innovative use of natural elements, such as rain and shadows, enhances the

film's atmospheric intensity. The visual composition mirrors the internal tumult of the characters, creating an immersive experience for the audience. The film's iconic imagery, including the haunting close-ups of the characters as they recount their versions, contributes to its enduring impact on cinematic aesthetics [15].

Furthermore, the performances of the cast, led by the brilliant Toshiro Mifune as the bandit, elevate "Rashomon" to cinematic greatness. Mifune's portrayal of the enigmatic and charismatic bandit is both captivating and unsettling, embodying the complexity of human nature. The cast's ability to convey the nuances of their characters adds depth to the narrative, as each perspective is imbued with a distinctive emotional and psychological flavor. The performances, coupled with Kurosawa's directorial prowess, create a film that transcends cultural boundaries, resonating with audiences worldwide. "Rashomon" is not merely a narrative experiment but a profound exploration of morality, justice, and the inherent ambiguity of the human condition. As the characters grapple with guilt, shame, and conflicting motives, the film delves into the darker recesses of the human psyche. Kurosawa challenges traditional notions of heroism and villainy, presenting characters who are morally ambiguous and driven by primal instincts. The film's exploration of human frailty and the consequences of selfish desires adds a layer of complexity that transcends the temporal and cultural context in which it was created.

The Rashomon effect, popularized by the film, has become a lens through which numerous subsequent works in literature, film, and psychology have been analyzed. The concept has permeated discussions on the relativity of truth, memory, and the subjectivity inherent in storytelling. Kurosawa's innovative narrative approach has had a lasting impact on the art of filmmaking, inspiring filmmakers to experiment with perspective, point of view, and the portrayal of truth on screen. "Rashomon" stands as a cinematic landmark, a film that continues to captivate audiences and provoke intellectual discourse decades after its release. Akira Kurosawa's exploration of the Rashomon effect transcends the confines of its narrative, becoming a profound meditation on the complexity of human nature and the inherent ambiguity of truth. Through its innovative storytelling, striking visuals, and timeless themes, "Rashomon" remains a testament to the enduring power of cinema to challenge, provoke, and illuminate the intricacies of the human experience.

3.3 Films of Ivan the Terrible by Sergei Eisenstein:

Sergei Eisenstein's "Ivan the Terrible" stands as a cinematic masterpiece and a testament to the filmmaker's innovative approach to storytelling and visual composition. The film, divided into two parts – "Ivan the Terrible, Part I" (1944) and "Ivan the Terrible, Part II" (1958) – serves as both a historical epic and a political allegory, showcasing Eisenstein's distinct directorial style and deep engagement with the socio-political context of his time [16]. The first part of "Ivan the Terrible" delves into the early reign of Ivan IV, the infamous Tsar of Russia, and his efforts to consolidate power and unite a fractured nation. Eisenstein, known for his pioneering use of montage, employs a series of striking and symbolic images to convey the psychological and emotional states of the characters. The film is a visual and auditory symphony, with Sergei Prokofiev's powerful score complementing Eisenstein's dynamic editing techniques [17].

Eisenstein's choice to cast Nikolai Cherkasov as Ivan is inspired, as the actor brings a commanding and enigmatic presence to the role. The director uses Cherkasov's performance to explore the complexities of Ivan's character, depicting him not merely as a ruthless tyrant but also as a deeply conflicted and tormented leader [18]. The film's narrative, while grounded in historical events, transcends mere biography, offering a commentary on authoritarianism, political intrigue, and the consequences of unchecked power. The second part of "Ivan the Terrible" continues the exploration of Ivan's tumultuous reign, delving deeper into his psyche

and the Machiavellian dynamics of the Russian court. Eisenstein's visual flair is on full display, with elaborate set designs, innovative camera angles, and symbolic use of color contributing to the film's aesthetic richness. The director's commitment to artistic expression is evident in every frame, creating a visual language that enhances the emotional impact of the narrative. Despite the film's historical setting, Eisenstein uses "Ivan the Terrible" to comment on contemporary political issues. Released during the height of World War II, the film was intended to inspire patriotism and resilience in the face of external threats [19]. However, its depiction of Ivan's authoritarian rule also raised concerns among Soviet authorities, leading to the suppression of the second part of the film for several years due to its perceived parallels with Stalin's regime.

Eisenstein's visionary use of montage, a technique he pioneered in films like "Battleship Potemkin," is particularly evident in "Ivan the Terrible." The juxtaposition of images, rapid cuts, and symbolic visuals contribute to the film's emotional intensity and narrative depth. Eisenstein's ability to create meaning through the collision of disparate elements remains a hallmark of his directorial style, influencing generations of filmmakers. "Ivan the Terrible" stands as a cinematic triumph that transcends its historical subject matter. Sergei Eisenstein's innovative approach to storytelling, his use of visual symbolism, and the political undertones embedded in the narrative make this film a timeless exploration of power, tyranny, and the complexities of leadership. As a pioneering work of Soviet cinema, "Ivan the Terrible" remains a testament to Eisenstein's artistic vision and his ability to infuse historical narratives with profound and enduring meaning.

3.4 Films of The Lighthouse by Robert Eggers:

"The Lighthouse," directed by Robert Eggers, is a cinematic masterpiece that immerses viewers in a psychological and atmospheric journey, pushing the boundaries of traditional horror and psychological drama. Released in 2019, this film is Eggers' second feature after the critically acclaimed "The Witch," and it solidifies his reputation as a master of atmospheric storytelling. Set in the late 19th century, "The Lighthouse" follows two lighthouse keepers, played brilliantly by Willem Dafoe and Robert Pattinson, who are stationed on a remote and mysterious New England Island [20]. As the isolation and harsh conditions take their toll, the relationship between the two men becomes increasingly strained, unraveling into a descent into madness. The film is notable for its meticulous attention to detail and commitment to historical accuracy. Shot in black and white, with a narrow aspect ratio reminiscent of early 20th-century films, Eggers creates a visually stunning and claustrophobic atmosphere that mirrors the mental state of the characters. The use of period-accurate language and maritime folklore adds to the authenticity, enveloping the audience in the harsh and unforgiving world of the lighthouse.

Willem Dafoe and Robert Pattinson deliver exceptional performances, showcasing the intensity and complexity of their characters. Dafoe's portrayal of the grizzled and authoritative old sea dog, Thomas Wake, contrasts with Pattinson's visceral and tortured portrayal of Ephraim Winslow. The dynamic between the two actors is a captivating dance of power, submission, and mutual desperation, elevating the film beyond its genre constraints. Eggers employs symbolism and surreal elements to weave a narrative that blurs the lines between reality and hallucination [21]. The lighthouse itself becomes a symbol of obsession and the unknown, a beacon that both guides and ensnares the characters. The film delves into themes of isolation, identity, guilt, and the consequences of challenging the natural order. As the story unfolds, Eggers skillfully builds tension, leaving the audience questioning the sanity of the characters and the reliability of the narrative.

The sound design and score play a pivotal role in enhancing the eerie and disorienting atmosphere. Mark Korver's haunting score, combined with the howling winds, crashing waves, and the eerie sounds of the island's wildlife, creates an auditory experience that amplifies the

psychological intensity of the film. The soundscape becomes a character in its own right, contributing to the overall sense of dread and foreboding. "The Lighthouse" stands out not only for its technical prowess but also for its willingness to defy genre conventions. It combines elements of psychological horror, maritime folklore, and psychological drama, creating a unique and challenging cinematic experience. Eggers' commitment to authenticity, coupled with the exceptional performances of the cast, elevates the film to a level of artistry rarely seen in contemporary cinema. "The Lighthouse" is a testament to the power of atmospheric storytelling and the exploration of the human psyche, leaving a lasting impact on those who dare to venture into its dark and mysterious depths [22].

3.5 The Allure of Horror Films:

The allure of horror films is a complex tapestry woven with threads of fear, fascination, and the exhilarating thrill of the unknown. It is a genre that transcends cultural boundaries and has captivated audiences for generations. At the heart of the fascination with horror lies the basic human instinct to confront and understand fear. Horror films provide a controlled environment for viewers to experience intense emotions in a safe setting. The adrenaline rush, increased heart rate, and spine-tingling suspense create a unique form of entertainment that appeals to our innate desire for excitement. Moreover, the genre serves as a cathartic release, allowing viewers to confront their deepest fears vicariously. The symbolic exploration of societal anxieties, psychological fears, and supernatural elements within horror narratives provides a mirror to collective human concerns. By delving into the realms of the uncanny, horror films offer a unique lens through which audiences can explore the darker facets of the human psyche. The artistry involved in crafting suspenseful atmospheres, iconic monsters, and terrifying scenarios is another compelling aspect of horror. Filmmakers leverage cinematography, sound design, and special effects to create immersive experiences that linger in the viewer's imagination long after the credits roll.

The genre's ability to evoke strong emotional responses and provoke introspection sets it apart as a powerful medium for storytelling. Additionally, the timeless appeal of horror is evident in its evolution over the years. From classic tales of gothic horror to contemporary psychological thrillers, the genre continuously reinvents itself, adapting to societal shifts and technological advancements. This adaptability ensures that horror remains a relevant and influential force in the cinematic landscape. The communal aspect of horror film viewing also contributes to its allure. Shared scares create a sense of unity among audiences, as they collectively navigate the tension and release within the narrative. Horror films become social experiences, fostering discussions and a shared adrenaline-fueled journey that extends beyond the confines of the screen. In essence, the allure of horror films lies in their ability to tap into primal emotions, explore the unknown, and offer a unique form of entertainment that simultaneously terrifies and captivates. As a genre deeply rooted in human psychology and societal fears, horror films continue to carve their niche in the cinematic landscape, leaving an indelible mark on those brave enough to venture into the shadows.

4. CONCLUSION

The allure of timeless films that captivate, entertain, and resonate across generations is a testament to the enduring power of storytelling through cinema. These films, characterized by their ability to transcend temporal boundaries, leave an indelible mark on audiences by tapping into universal themes, emotions, and human experiences. Their enduring appeal lies in the artistry and craftsmanship that goes into creating narratives that withstand the test of time. Whether exploring the complexities of love, delving into the human psyche, or navigating the timeless struggle between good and evil, these films offer more than mere entertainment they provide a mirror to our collective consciousness. The magic of cinema lies not only in its ability

to transport us to different worlds but also in its capacity to evoke empathy, provoke introspection, and create connections that span generations. As audiences continue to seek stories that stand the test of time, these timeless films serve as cultural touchstones, shaping the way we understand ourselves and the world around us. In the ever-evolving landscape of filmmaking, these classics remind us of the enduring power of the cinematic medium to captivate, entertain, and resonate, ensuring that their impact continues to reverberate across generations to come.

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CHAPTER 6

EXPLORING THE SOCIO-CULTURAL DYNAMICS OF MENTAL HEALTH STIGMA IN CONTEMPORARY INDIAN SOCIETY

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ABSTRACT:

This abstract delves into the intricate web of socio-cultural dynamics influencing mental health stigma in contemporary Indian society. India, with its rich tapestry of traditions, beliefs, and social structures, grapples with a nuanced approach to mental health. The stigma surrounding mental health issues is deeply rooted in cultural norms, perpetuating misconceptions and hindering open discourse. Traditional beliefs often attribute mental health challenges to moral failings or supernatural influences, contributing to the pervasive stigma. Moreover, the societal emphasis on conforming to conventional norms places immense pressure on individuals, dissuading them from seeking help or disclosing their mental health struggles. The abstract explores how modernization and globalization intersect with age-old cultural values, creating a unique blend of influences that shape perceptions of mental health. While urbanization has brought increased awareness, it has also introduced new stressors and expectations that impact mental well-being. The rapid evolution of technology and media further contributes to the complexity of mental health dynamics, influencing public attitudes and reinforcing stereotypes. The role of family and community cannot be understated in the Indian context, as they often play a significant part in either perpetuating stigma or fostering a supportive environment. The abstract discusses initiatives and interventions aimed at dismantling mental health stigma, emphasizing the importance of community engagement, education, and culturally sensitive approaches. It highlights the need for collaborative efforts involving healthcare professionals, policymakers, and community leaders to effect meaningful change. This abstract provides a comprehensive overview of the socio-cultural dynamics surrounding mental health stigma in contemporary Indian society. By understanding these complexities, stakeholders can develop targeted strategies to address stigma, promote mental health literacy, and foster a more inclusive and empathetic society that supports individuals navigating the challenges of mental health.

KEYWORDS:

Health Issues, Health Challenges, Health Stigma, Health Conditions, Surrounding Mental.

1. INTRODUCTION

In contemporary Indian society, the socio-cultural dynamics surrounding mental health stigma present a complex and multifaceted challenge. Mental health issues have long been entrenched in the shadows of societal discourse, overshadowed by cultural taboos, historical misperceptions, and deeply ingrained stigmas [1]. This introduction aims to delve into the intricate web of factors that contribute to the pervasive stigma surrounding mental health in India, shedding light on the socio-cultural dimensions that shape attitudes, beliefs, and behaviors related to mental well-being. Historically, mental health concerns in India have been intertwined with prevailing cultural norms and religious beliefs, often leading to misconceptions and discriminatory practices. The traditional emphasis on collective well-being, familial honor, and communal harmony has inadvertently fueled a reluctance to acknowledge and address individual mental health struggles openly. Consequently, individuals grappling with mental health challenges may find themselves caught between societal expectations and personal well-being, navigating a precarious balance shaped by cultural forces [2]. The influence of religion on mental health perceptions cannot be overstated. India's diverse religious landscape, encompassing Hinduism, Islam, Sikhism, Christianity, and others, contributes to a mosaic of perspectives on mental well-being. While some religious traditions advocate compassion and understanding, others may perpetuate stigma through outdated beliefs or a lack of awareness about mental health issues. The intersection of culture and religion thus creates a dynamic tapestry that profoundly influences societal attitudes and

responses to mental health. The advent of modernity and globalization has brought both opportunities and challenges to India's approach to mental health. Urbanization, technological advancements, and exposure to global ideas have contributed to a gradual shift in attitudes, with an increasing recognition of mental health as a legitimate concern. However, the rapid pace of change has also led to stressors associated with the demands of modern life, further exacerbating mental health challenges [3].

One critical aspect of the socio-cultural dynamics of mental health stigma in India is the role of the family unit. The family, revered as the fundamental social institution, often becomes both a source of support and a potential barrier to seeking help. Deep-seated familial expectations and the fear of tarnishing the family's reputation can discourage individuals from expressing their mental health concerns openly. The interplay between individual well-being and familial honor creates a delicate balance, complicating the path to destigmatization. Traditional gender roles and expectations also play a significant role in shaping mental health perceptions. India's patriarchal society may subject individuals, especially women, to heightened scrutiny and judgment when expressing vulnerability [4]. The stigma associated with mental health issues is often compounded for women, who may face additional challenges in breaking free from societal expectations to seek help or openly discuss their struggles [5].

Education and awareness represent crucial avenues for dismantling mental health stigma in India. The lack of accurate information and widespread myths surrounding mental health contribute to the perpetuation of stigma. Initiatives aimed at fostering mental health literacy can empower individuals to challenge preconceived notions, fostering an environment where open conversations about mental well-being are not only accepted but encouraged. The socio-cultural dynamics of mental health stigma in contemporary Indian society are deeply rooted in historical, religious, familial, and gender-related factors. Understanding and addressing these complex interconnections is essential for crafting effective strategies to combat stigma and promote mental well-being. As India navigates the delicate balance between tradition and modernity, there is a pressing need for comprehensive, culturally sensitive approaches that recognize the nuanced nature of mental health stigma in this diverse and vibrant society.

2. LITERATURE REVIEW

S. Philp et al [6] study focuses on the Incentives for companies are one of many strategies to increase the employment of people with disabilities. India has a quota of employees (QBE) in the public sector and encourages the private sector to comply. According to the Rights of Persons with Disabilities Act 2016 (RPWD), there is a 4% quota for persons with disabilities in public employment, of which 1% is allocated to Persons with Disabilities Health (PWDMHC). Citizens must choose jobs "appropriate" according to the type and degree of disability; The latest notification included approximately. To date, PWDMHC has not been investigated. Comparison of PWDMHC with other disability classifications included in employment-related public employment, eligibility criteria, and vacation report. A detailed explanation was made about the list of jobs included in the notification dated January 4, 2021, of the Ministry of Social Justice and Empowerment, which includes all important jobs from A to D. Jobs are classified into employee groups A through D based on administrative duties, wages, and skills. A total of 3566 jobs were announced, divided into four groups: Group A (1046), Group B (515), Group C (1724) and Group D (281). 3,296 (92%) people with intellectual disabilities are considered 'good', 3,240 (90%) people with special disabilities, 2,419 (68%) people with pulmonary mental disabilities, and 2,419 (68%) people with autism are considered 'good'. The number of mentally disabled people is 963 (27%). Compared to visual and hearing impairments, PWDs with mental illness and specific learning disabilities are more prevalent. There is no detailed set of guidelines for making reasonable adjustments,

nor are there standards to determine what constitutes a "suitable" or "unsuitable" workplace. Over time, such a structure presents difficulties for inclusion in the workforce.

S. Travasso et al. [7] study focuses on the Many personal, professional, and environmental problems faced by women working in low-income cities can affect their health. Young women in India are experiencing mental health problems with increasing frequency, but few studies have investigated the factors that influence their healthy mental health at work and home. Methods: Using qualitative methods, we examined the relationship between work, home care, marital support, coping skills, and health among 48 low-income working mothers living in a slum in Bangalore, India. In addition to street fruit and vegetable vendors, workers in factories, houses, and construction sites also participated in the event. The content of the qualitative literature review includes mental health conditions, changes that cause positive or negative effects on mental health, symptoms and effects of stress and anxiety, depression, and strategies for coping with stress. Results: Even in our small sample of female participants, The study concluded that low-income working mothers in urban India are at higher risk. It also determines the situations that cause stress and how to manage stress in these people. We discuss how research studies can be used to help the mental health of working women in urban India. To have maximum impact, national health policies designed and implemented in India need to take into account the body of research identifying the causes of unwell mental illness in particular individuals.

S. Yatirajula et al. [8] study focuses on adolescents who are prone to mental health problems such as depression and self-harm, which cause the majority of deaths and disabilities in this age group. Approximately 20% of children and youth with mental illness are either disabled or have been diagnosed with some form of mental illness. India's youth suicide rate ranks third among all causes of death, according to a national study. The authors cover high-risk youth living in slums in India, youth-led interventions to combat stigma and decision-making e-motivation. Carrying a mobile phone can help reduce stigma, depression, and suicide risk and improve mental health.

The intervention will be implemented in a group of 30 urban slums in the Vijayawada and New Delhi regions of India as a control group. The Patient Health Questionnaire will be used to assess depression and suicidal ideation (PHQ-9) in adolescents aged 10 to 19 years. High-risk groups, including youth at risk for suicide with a PHQ-9 score ≥ 10 and/or a positive response to the PHQ-9 survey (score ≥ 2), will be divided into two assessment groups: non-high-risk cohort, at high risk based on this score.

K. Srinivasan et al. [9] study focuses on treating individuals diagnosed with mental illness and experiencing long-term health problems poses special challenges. In resource-limited areas, such as rural India, patients with depression and anxiety often go unhelped due to stigma and lack of resources and caregivers.

These complications can cause additional suffering for patients, families, and communities, as well as difficulty managing chronic conditions. To improve screening, diagnosis, and treatment of depression in rural India, in this study, we evaluated the outcomes of integrated treatment of mental health and chronic disease management of depressed patients in primary health care (PHC) using integrated care. Methods: This multicenter trial included people with diabetes or heart disease and depression or anxiety. In comparison to individuals screened after presenting at PHCs, Aim 1 investigates if patients screened at community health fairs have a higher chance of receiving a diagnosis and treatment for these co-morbid disorders. In a cluster randomized controlled trial (RCT) with PHC-level randomization, Aim 2 assesses the effects of collaborative care vs standard treatment.

3. RESULT AND DISCUSSION

3.1 Condition of mental health in India:

The condition of mental health in India is a complex and multifaceted challenge, influenced by a myriad of factors that span cultural, social, economic, and systemic dimensions. Despite the growing awareness of mental health issues globally, India continues to grapple with a significant mental health burden, characterized by a high prevalence of mental disorders, a shortage of mental health professionals, and pervasive societal stigmas. One of the primary challenges faced by India is the sheer magnitude of the mental health burden. The World Health Organization (WHO) estimates that around 7.5% of the Indian population suffers from some form of mental disorder, and this figure is likely an underestimate due to underreporting and a lack of comprehensive mental health data. The burden is further compounded by the coexistence of communicable and non-communicable diseases, leading to a complex interplay of physical and mental health challenges [10].

A critical factor contributing to the mental health landscape in India is the shortage of mental health professionals. The country faces a severe scarcity of psychiatrists, psychologists, and psychiatric nurses, particularly in rural areas. The urban-rural divide exacerbates this issue, leaving a significant portion of the population without access to adequate mental health care. The insufficient mental health workforce hampers early intervention and treatment, prolonging the suffering of individuals facing mental health challenges. Societal stigma surrounding mental health remains a formidable barrier to progress. Deeply rooted cultural beliefs and misconceptions contribute to the marginalization of those with mental health conditions. The fear of being ostracized or labeled as socially deviant often deters individuals from seeking help, leading to delayed or untreated mental health issues [11]. Changing societal attitudes and dismantling stereotypes are crucial steps in fostering a more inclusive and supportive environment for individuals grappling with mental health challenges.

Economic factors also play a role in shaping the mental health landscape in India. Poverty, unemployment, and economic instability can contribute to heightened stress levels and exacerbate pre-existing mental health conditions. Conversely, the cost of mental health care and the lack of insurance coverage pose additional barriers to access. As a result, a substantial portion of the population faces financial constraints when seeking mental health treatment, further perpetuating disparities in mental health care accessibility. The widespread fear, uncertainty, and disruptions caused by the pandemic have taken a toll on the mental well-being of individuals across the country. The increased prevalence of anxiety, depression, and other mental health issues during these challenging times underscores the urgency of addressing mental health comprehensively as part of the overall public health response. Efforts to improve the condition of mental health in India must adopt a holistic approach. This includes enhancing mental health infrastructure, addressing workforce shortages through training programs, and integrating mental health care into primary health services. Public awareness campaigns aimed at destigmatizing mental health issues and promoting open conversations are crucial for fostering a supportive societal environment. Additionally, policies that address the economic determinants of mental health and ensure affordable access to mental health care can contribute to a more equitable mental health landscape in India. As the country strives for overall well-being, prioritizing mental health is not only a public health imperative but also a fundamental aspect of building a resilient and thriving society.

3.2 Stigma and taboo around mental health:

Stigma and taboos surrounding mental health persist as formidable barriers, casting a shadow over the well-being of individuals globally, and India is no exception. In the Indian context, deeply ingrained cultural norms, historical perceptions, and societal expectations have fostered

an environment where discussions about mental health are often shrouded in silence and stigma [12]. Mental health challenges are frequently associated with shame, weakness, or even spiritual affliction, creating a pervasive atmosphere of misunderstanding and fear. Cultural beliefs and traditions contribute significantly to the stigma surrounding mental health in India [13]. The emphasis on collectivism, family honor, and societal conformity often translates into the expectation that individuals should silently endure personal struggles to avoid bringing shame to their families. Mental health issues are sometimes perceived as a deviation from societal norms, leading to isolation and discrimination. This cultural context reinforces the stigma and discourages open conversations about mental well-being.

Historical factors also play a role in shaping mental health stigma. Traditional beliefs that attribute mental health conditions to supernatural forces or karmic retribution have deep roots in Indian society. While modern perspectives have evolved, remnants of these historical perceptions linger, contributing to the reluctance to seek professional help for mental health concerns. Breaking free from such entrenched views is essential for creating a more compassionate and understanding approach to mental health. Societal expectations, particularly regarding gender roles, further amplify mental health stigma. Men may feel pressured to conform to stereotypical notions of strength and resilience, deterring them from acknowledging vulnerability or seeking support [14]. Women, on the other hand, may face judgment for expressing emotional struggles, reinforcing gender-specific stigma. Overcoming these gendered expectations is crucial for fostering an environment where all individuals feel empowered to address their mental health without fear of judgment or discrimination.

Religious influences can also contribute to the stigma surrounding mental health. While some religious traditions advocate compassion and understanding, others may inadvertently perpetuate stigma through outdated beliefs or a lack of awareness about mental health issues. The intertwining of cultural, religious, and societal factors creates a complex web that individuals with mental health challenges must navigate, often in isolation. Efforts to dismantle the stigma and taboo around mental health in India must be multifaceted. Public awareness campaigns that challenge stereotypes and myths, led by mental health professionals, advocates, and community leaders, can play a pivotal role in reshaping societal attitudes. Education and sensitization programs are essential to address misconceptions and promote empathy, encouraging open dialogues about mental health. Moreover, incorporating mental health education into school curricula can contribute to generational shifts in attitudes, breaking the cycle of stigma and fostering a more inclusive and understanding society. As India grapples with the urgent need for mental health reform, tackling the stigma and taboo surrounding mental health emerges as a critical imperative to ensure the well-being of its diverse population.

3.3 Stigmas and taboos surrounding children:

Stigmas and taboos surrounding children's mental health form a critical but often overlooked aspect of the broader discourse on mental well-being. In India, as in many societies, societal norms, cultural expectations, and historical beliefs contribute to an environment where addressing children's mental health issues is marked by stigma and taboo [15]. One significant challenge is the prevailing notion that childhood is a carefree and joyful period, creating a reluctance to acknowledge and discuss potential mental health concerns in young individuals. Cultural expectations often dictate that children should conform to predefined norms of behavior and emotional expression. Any deviation from these expectations may be met with resistance, as there is a tendency to dismiss certain behaviors as phases that children will naturally outgrow [16]. Mental health challenges, such as anxiety, depression, or attention-related issues, can be misconstrued as mere products of adolescence rather than legitimate concerns requiring attention and support.

Historical perceptions of childhood and mental health further contribute to stigmas. Traditionally, mental health concerns in children may have been attributed to external factors or viewed as a reflection of inadequate parenting [17]. These historical perspectives can linger, hindering progress toward recognizing and addressing the unique mental health needs of children. Overcoming these entrenched beliefs is crucial for fostering an environment where children's mental health is prioritized and understood as an integral component of their overall well-being. Societal taboos surrounding discussions of mental health issues extend to children, creating a culture of silence and avoidance. Parents may fear judgment or blame, leading to delayed or inadequate intervention when their children exhibit signs of mental distress. The secrecy and shame associated with mental health challenges in children can exacerbate their struggles, limiting their access to the support and resources they need for healthy development.

Addressing stigmas and taboos surrounding children's mental health requires a concerted effort to promote awareness and understanding. Educational programs that destigmatize mental health discussions in schools can contribute to early identification and intervention. Encouraging open dialogues among parents, educators, and healthcare professionals is essential to breaking down the barriers that prevent the acknowledgment of children's mental health concerns.

Moreover, fostering a culture that recognizes and supports the diverse emotional experiences of children is crucial for building resilience and promoting mental well-being from a young age. Confronting stigmas and taboos surrounding children's mental health in India necessitates a comprehensive approach that considers cultural, historical, and societal influences. By challenging traditional perceptions and fostering open conversations, society can create a supportive environment where children and their families feel empowered to address mental health concerns without fear of judgment or discrimination. Recognizing the unique mental health needs of children is a crucial step towards ensuring their well-being and fostering a more compassionate and understanding society.

3.4 Impact of the pandemic on the mental health of Indians, especially children:

The COVID-19 pandemic has left an indelible mark on the mental health of Indians, with profound implications for children who have been particularly vulnerable to its multifaceted impacts. The disruptions caused by the pandemic, ranging from social isolation to economic uncertainties, have created a complex and challenging environment that has significantly influenced the mental well-being of individuals across the country [18]. Children, in particular, have borne the brunt of the pandemic's mental health repercussions. The abrupt closure of schools, suspension of extracurricular activities, and limitations on social interactions have disrupted the normalcy that is crucial for their development. The isolation imposed by lockdowns has deprived children of the social connections and peer interactions that play a pivotal role in their emotional and social growth. The absence of routine and structure, coupled with the uncertainty surrounding the pandemic, has contributed to heightened stress and anxiety levels among children.

The digital shift to online learning, while a necessary response to the pandemic, has brought its own set of challenges. Many children, especially those in underprivileged communities, face obstacles in accessing online education due to a lack of devices or reliable internet connectivity. This digital divide has exacerbated existing inequalities, impacting the educational experiences of children and contributing to feelings of frustration and inadequacy.

The economic fallout of the pandemic has also taken a toll on the mental health of children. Families grappling with financial hardships may witness increased stress and tension, directly influencing the emotional well-being of children. Concerns about the health and well-being of

family members, coupled with the uncertainties of the future, contribute to a sense of insecurity and fear among children. The psychosocial impact of witnessing economic struggles within the family unit can lead to long-lasting effects on children's mental health.

Furthermore, the pandemic has accentuated existing mental health challenges among children, including issues such as anxiety, depression, and attention-related disorders. The prolonged exposure to stressors, coupled with limited avenues for social support and recreational activities, has contributed to the exacerbation of pre-existing mental health conditions. The closure of schools has also hindered the identification of mental health issues, as the usual channels for observation and support, such as teachers and school counselors, have been unavailable. The disruption in routine healthcare services during the pandemic has added a layer of complexity. Access to mental health services for children has been impeded, with many facing difficulties in seeking professional help due to lockdowns, fear of exposure, or financial constraints. The strain on mental health resources, compounded by the surge in demand, has created challenges in providing timely and adequate support to those in need.

As India grapples with the aftermath of the pandemic, addressing the mental health needs of children has become an urgent priority. Comprehensive strategies are required to mitigate the impact of the pandemic on children's mental well-being. This includes the implementation of targeted mental health interventions in schools, the expansion of telehealth services to increase accessibility, and the provision of mental health resources to families facing economic hardships. Public awareness campaigns aimed at reducing the stigma surrounding mental health in children are essential to encourage early identification and intervention. Educational institutions play a pivotal role in creating supportive environments that prioritize the mental health of students, fostering resilience and coping mechanisms. Collaboration between government agencies, healthcare providers, educators, and community organizations is crucial for developing a holistic and sustainable approach to address the mental health crisis among children in the wake of the pandemic. The impact of the COVID-19 pandemic on the mental health of Indians, especially children, is profound and far-reaching. The challenges posed by the disruptions in education, economic uncertainties, and social isolation demand a concerted effort to prioritize and address the mental well-being of the younger generation. By implementing comprehensive strategies and fostering a supportive societal environment, India can work towards mitigating the long-term mental health repercussions of the pandemic on its children.

3.5 Mental health introduced globally:

The global recognition of mental health as a critical component of overall well-being has undergone a transformative journey, marked by evolving attitudes, increased awareness, and concerted efforts to destigmatize mental health issues. Over the years, mental health has transitioned from being a marginalized concern to gaining prominence on the global health agenda [19]. This shift is attributed to a growing understanding of the widespread prevalence of mental health challenges, the acknowledgment of their impact on individuals and societies, and the realization that mental health is integral to achieving sustainable development. One of the pivotal moments in the global introduction of mental health was the launch of the World Health Organization's (WHO) Mental Health Action Plan in 2013. This plan emphasized the need for a comprehensive and integrated approach to mental health, outlining key objectives such as strengthening leadership and governance for mental health, providing comprehensive, integrated, and responsive mental health and social care services, implementing strategies for promotion and prevention, and enhancing information systems, evidence, and research. The global community, through initiatives like these, began to recognize the imperative of addressing mental health systematically on an international scale [20].

Simultaneously, high-profile advocacy campaigns and the openness of public figures about their own mental health experiences have played a pivotal role in breaking down long-standing stigmas. Movements such as "Time to Change" in the United Kingdom and the "Bell Let's Talk" campaign in Canada have actively challenged societal perceptions, fostering conversations around mental health and encouraging individuals to share their stories without fear of judgment. These initiatives have contributed to a shift in public discourse, creating a more inclusive environment that validates and supports those facing mental health challenges. The Sustainable Development Goals (SDGs) adopted by the United Nations in 2015 further reinforced the global commitment to mental health. Goal 3, which focuses on ensuring healthy lives and promoting well-being for all at all ages, explicitly includes a target to "promote mental health and well-being." This recognition within the broader framework of sustainable development underscores the interconnectedness of mental health with other aspects of human development, emphasizing its role in building resilient, inclusive, and sustainable societies.

The emergence of global mental health partnerships and collaborations has been instrumental in fostering a unified approach to mental health challenges. Organizations like the World Federation for Mental Health (WFMH), the Global Mental Health Summit, and the Lancet Commission on Global Mental Health and Sustainable Development have brought together diverse stakeholders, including governments, non-governmental organizations, academia, and the private sector, to catalyze action on mental health at an international level. These collaborations aim to pool resources, share best practices, and advocate for policies that prioritize mental health on a global scale [21]. The COVID-19 pandemic, while presenting unprecedented challenges, has also brought mental health to the forefront of global discussions. The pandemic's widespread impact on mental well-being, coupled with the disruptions to healthcare services, prompted a renewed focus on mental health as an integral part of the pandemic response. The recognition of the pandemic's mental health toll has spurred initiatives to enhance mental health support services, destigmatize seeking help, and integrate mental health considerations into broader public health strategies. Moving forward, the global introduction of mental health demands sustained commitment, continued advocacy, and the integration of mental health considerations into broader health policies.

This includes prioritizing mental health in healthcare systems, investing in mental health research, and addressing social determinants that contribute to mental health disparities. Additionally, promoting mental health literacy, combating stigma, and fostering supportive communities are essential components of a comprehensive global mental health strategy. The global introduction of mental health reflects a paradigm shift in how societies perceive, prioritize, and address mental well-being. From international policy frameworks to grassroots movements, the collective efforts of individuals and organizations have contributed to the mainstreaming of mental health on the global stage. As the world continues to grapple with the complex interplay of mental health challenges, ongoing collaboration, awareness, and advocacy are essential to ensure that mental health remains a central component of the global health agenda.

4. CONCLUSION

The interplay of history, religion, family, and gender influences the impact of mental health stigma in contemporary Indian society. The stigma around mental health issues is embedded in culture and traditional beliefs, preventing people from receiving timely and appropriate treatment and inhibiting open discussion of these issues. The relationship between religion and community culture exacerbates the problem for people affected by mental health issues. Although the family is the source of most support, the expectations and concerns of social criticism can neutralize the family. Gender norms further compound this stigma and make it

difficult for people of all genders to talk openly about mental health issues. Modernization and globalization have both positive and negative effects on health behaviors, leading to major and stressful changes in these behaviors. To create a more welcoming environment, psychological awareness, awareness, and action plans to address ignorance are essential. It is imperative to combat widespread stigma and foster a culture where people can feel important and talk about their health without fear of judgment. Recognize mental health as an important part of overall health. As India strikes a balance between tradition and modernity, there is an urgent need for collaboration at various levels, including advocacy, education, and policy reform, to create a culture that recognizes mental health as an essential part of human well-being. It is through association that modern Indian culture can hope to overcome the stigma associated with mental illness and promote acceptance, understanding, and compassionate behavior toward the psychology of mental illness.

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CHAPTER 7

SUSTAINABLE DESIGN IN INTERIOR ARCHITECTURE: A COMPREHENSIVE REVIEW

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ABSTRACT:

The design and optimization of interior spaces with a focus on both functional and aesthetic factors is known as interior architecture. This study critically looks at how interior architecture is changing, with an emphasis on sustainable methods. The paper investigates the integration of ecological, social, and economic issues in the design process through a thorough analysis of the body of existing literature. It explores the ideas and techniques used to design interior environments that are resource and environmentally conscious. The review highlights how important sustainable design is to solving modern problems like resource depletion and climate change. The promotion of human well-being in interior spaces, waste reduction, energy efficiency, and material selection are some of the important subjects discussed. The study provides insightful information about the critical role that sustainable design principles will play in influencing interior architecture in the future by combining the most recent research and trends. The amalgamation of information showcased in this evaluation helps to promote socially and environmentally responsible interior design methods.

KEYWORDS:

Architecture, Interior design, Software, Twinn Scanner.

1. INTRODUCTION

In interior architecture, sustainable design is a comprehensive methodology that aims to produce aesthetically beautiful and useful rooms with the least possible negative effects on the environment during the whole design and building phase. It entails taking into account the interior space's overall environmental impact, energy efficiency, and material life cycle. Environmentally conscious construction techniques, energy-efficient systems, and recycled and eco-friendly materials are given top priority by designers in sustainable interior architecture. Reducing waste, preserving resources, and designing environments that benefit both the planet and its inhabitants are the goals. Designers may address current environmental issues and foster long-term resilience and harmony between the built environment and the natural world by incorporating sustainable ideas into interior architecture. Figure 1 shows an interior design with an eye-catching brick wall that gives the home a rustic charm and textural richness. The use of exposed brickwork adds a classic and beautiful aspect that enhances the room's overall atmosphere [1].



Figure 1: shows the interior design of the brick wall in House [homedesignlover.com].

1.1. History of Interior Design:

The evolution of cultural, social, and artistic influences throughout millennia has woven a complex tapestry across the history of interior design. Although the idea of interior design dates back to the Greeks and Egyptians, it was in Europe during the Renaissance that it started to take shape. Interior design began to focus more on comfort and aesthetics during this period, replacing the previous emphasis on merely functional and symbolic rooms. With the emergence of numerous design movements in the 18th and 19th centuries, interior design saw tremendous changes. The neoclassical design movement promoted symmetry, order, and classical features by taking influence from classical antiquity. In the meantime, rich and extravagant interior design became popular throughout the Victorian era, representing the wealth of the time [2].

A significant break from conventional designs was seen in the 20th century with the rise of powerful design movements. Originating in Germany, the Bauhaus movement promoted the fusion of technology, craft, and art. Art Deco added a feeling of glitz and grandeur to interiors, whereas modernism promoted utility, minimalism, and the use of novel materials. Mid-century modernism gained popularity after World War II due to its emphasis on functionality, organic shapes, and clean lines. From the colorful and eclectic 1970s to the sleek and minimalist 1980s, design styles became more varied throughout the second half of the century. The 21st century has seen a growing impact of technology, sustainability, and an international design community on interior design. From the incorporation of cutting-edge technologies to the resuscitation of traditional features, the profession has grown to cover a wide spectrum of styles. Interior design is a dynamic subject that is always changing today to reflect cultural shifts, technology breakthroughs, and a wide range of design ideologies. The history of interior design is an intriguing trip through the human impulse to mold and improve the surroundings we live in, from historical inspirations to modern trends [3].

1.2. The Traditional Way of Designing Interior:

Interior design has always required a methodical and complete process that starts with a detailed comprehension of the client's requirements and preferences. In-depth interviews and discussions were usually the first steps taken by designers to learn about the client's preferences, way of life, and precise needs for the space. During this first stage, designers were able to create a conceptual framework and define a clear design direction for the project. After consulting with the customer, designers conducted a thorough investigation of historical architectural styles, modern design trends, and architectural features. During this stage, mood boards, material samples, and color palette exploration were frequently conducted to visually represent the suggested design concept. After laying the conceptual foundation, designers created floor plans, sketches, and three-dimensional models to express the spatial arrangement and design features. During this stage, clients may see the suggested design and offer suggestions for improvement [4].

Designers began the design development step after completing the schematic design. This required more precise specifications for the finishes, furniture, and materials. During this phase, coordination with contractors, architects, and other stakeholders was essential to ensuring that the design complied with technical and structural specifications. The next step was the creation of construction documents, which included detailed drawings, specifications, and other documentation necessary for the implementation of the design. These documents served as a guide for contractors and craftsmen throughout the construction or renovation process. Lastly, designers oversaw the execution of the design during the construction phase, ensuring that the envisioned interior was brought to life with attention to detail and adherence to the design intent. This traditional approach to interior design emphasized a meticulous and

client-centric process, fostering deep collaboration between the designer and the client to create personalized, functional, and aesthetically pleasing interior spaces [5].

1.3. The most influential Interior Designers:

Determining who the "most influential" interior designers are can be a subjective process that depends on several variables, including design trends, cultural influences, and individual preferences. Kelly Wearstler, who is well-known for her daring and varied style, is credited with pushing the frontiers of design. Her designs frequently blend striking hues, distinctive patterns, and luxury materials to create opulent yet contemporary settings. Philippe Starck is a French designer who gained international recognition for his cutting-edge and modern approach to interior design. His designs, which range from luxury hotels to commonplace items, consistently strike a balance between practicality and beauty. Joanna Gaines, co-host of the hit television program "Fixer Upper," has had a significant influence on interior design, especially in the area of rustic and farmhouse-chic style. Her impact reaches beyond product categories and a sizable social media following. David Adjaye is a British architect and designer who is renowned for his varied and important cultural projects. He is a well-known person in the nexus of architecture and interior design because his projects frequently incorporate aspects of art, history, and community [6].

India Mahdavi is a well-known interior designer who is appreciated for her ability to bring personality and excitement into places. She is known for her bright, fun designs. Her art frequently combines several styles and cultural elements nicely. It's important to remember that interior design is a dynamic sector where fresh talent is constantly emerging and design trends are constantly changing. These designers have had a significant influence as of my previous update, although things might have altered since then. Keep up with the most recent advancements in the interior design industry to learn about noteworthy personalities [7].

1.4. Some fundamentals of Interior Design:

Harmonious and useful environments are created by combining some basic concepts of interior design. Space planning, in which designers arrange furniture and other components carefully to maximize a space's flow and functionality, is one important component. This entails being aware of traffic patterns, comprehending spatial relationships, and making sure that every component fulfills its intended function while preserving a unified plan. Another crucial element is color theory, which directs the choice and arrangement of colors in a room. Designers use color schemes that elicit particular moods and improve the overall ambiance, taking into account the psychological impacts of color. This involves being aware of the subtleties of colors, tones, and contrasts. Achieving both functional and aesthetic goals requires careful furniture and fixture selection. To guarantee that each piece fits the occupants' practical demands and complements the overall design scheme, designers pay close attention to the object's scale, proportion, and style. Importantly, practicality and aesthetic appeal must be balanced [8].

A design gains depth and appeal through the use of texture and pattern. Rich and multi-layered visual experiences can be created by combining different textures through material integration and adding patterns to textiles or surfaces. The tactile and visual perceptions of a location are also influenced by texture and pattern. Setting the tone and functionalities of a room requires careful consideration of lighting design. The positioning of artificial and natural lighting sources is carefully considered by designers, who select fixtures that improve the visual appeal of their work in addition to providing illumination. In addition to highlighting architectural elements and creating focal points, proper lighting may also change the atmosphere. Achieving Harmony and Balance is essential to designing aesthetically beautiful spaces. Whether

symmetrical or asymmetrical, designers aim to appropriately distribute visual weight throughout a room. By making sure that every component functions as a whole to produce a coherent and well-integrated design, harmony is created [9].

Designers use the concepts of unity and contrast to add interest and variation to a room. While contrast adds dynamic features that draw the eye, unity guarantees a continuous theme or style by connecting disparate parts. Maintaining overall coherence while adding visual appeal is possible when unity and contrast are balanced. Finally, spatial awareness entails being aware of the particular needs that each space has. Traffic flow, clearances, and accessibility are just a few of the variables that designers take into account to make sure the environment they create serves its intended purpose and looks nice too. Interior designers can create environments that are not only aesthetically pleasing but also customized to the functional requirements and preferences of the users by implementing these basic concepts [10].

1.5. Modern scanner for simplifying interior design (TWINN Scanner):

The TWINN Scanner as shown in Figure 2 is a state-of-the-art, contemporary scanner intended to transform and streamline the interior design industry. By offering precise and comprehensive spatial data, this cutting-edge technology expands the scope of the design process and gives designers useful knowledge to improve their creative abilities. The TWINN Scanner takes accurate 3D scans of interior spaces using cutting-edge laser and image technology. With the use of these capabilities, designers can produce precise digital representations of the surroundings, complete with fixtures, furniture, walls, and other features. Because of the great degree of accuracy of the scanner, every detail is caught and the space is fully represented. The effectiveness of the TWINN Scanner in space documentation is one of its main features. A space may be swiftly and painlessly scanned by designers, who can then use the digital copy they create as a starting point for their work. This reduces the time and effort needed for manual measurements and documentation, streamlining the project's early phase [11].



Figure 2: shows the TWINN Handheld Spatial Scanner [tooli.qa].

Designers may simply alter and evaluate the gathered data thanks to the scanner's user-friendly interface and intuitive software. This makes accurate space planning possible, enabling the best possible placement of furnishings and other design components. The scanner produces intricate 3D models that offer a realistic sneak peek at the area, which helps with design idea visualization and conception. Apart from its effectiveness, the TWINN Scanner encourages

cooperation both between clients and creative teams. The digital models are easily viewed and shared, which promotes efficient communication and guarantees that all parties involved comprehend the suggested design. This collaborative element improves the design process as a whole and promotes better decision-making [12].

Additionally, the TWINN Scanner supports interior design sustainability. It helps reduce material waste and ensures a more ecologically conscientious approach to design projects by decreasing measuring errors and the requirement for superfluous physical documentation. All things considered, the TWINN Scanner is a significant advancement in interior design technology, providing designers with an effective tool to increase efficiency, precision, and teamwork. This contemporary scanner is essential in strengthening the skills of interior designers and ultimately leading to the production of more intricate and well-executed interior spaces because of its ability to record exact 3D data rapidly [13].

1.6. About Hardware and Software of TWINN Scanner for interior design:

1.6.1. Hardware:

To capture minute details of materials, textures, and architectural components, a TWINN Scanner customized for interior design environments may have high-resolution scanning capabilities. A sizable scan bed might be included in the hardware, which would enable the scanning of larger samples or even small portions of whole rooms. Furthermore, capabilities related to color accuracy and calibration would be essential to guarantee that the scanned photos accurately capture the hues and tones present in interior spaces [14].

1.6.2. Software:

Specialized software intended for interior designers may be included with the scanner. This software might provide a smooth connection with well-known interior design programs like AutoCAD or SketchUp, as well as features for organizing and annotating scanned objects. Sophisticated image editing features in the scanning program may allow for brightness, contrast, and other parameter adjustments, guaranteeing that the scanned materials are in perfect alignment with the overall design concept. Another crucial component might be cloud connectivity, which would allow designers to exchange and save scanned files for group projects.

1.6.3. Integration with Design Workflow:

It is possible to create the TWINN Scanner for interior design spaces in a way that makes it function seamlessly with the entire design workflow. Potential features of this integration may be the ability to export scanned elements straight into design software and compatibility with standard file formats used in interior design projects. By combining hardware and software characteristics, this all-encompassing method would enable interior designers to quickly and effectively integrate textures and other real-world components into their digital design projects, which would expedite the creative process.

1.7. Understanding the backstory of software used in interior design:

The software used in interior design has undergone a radical transition as a result of technological improvements and the shifting demands of professionals in the field. Floor plans and design layouts were created by interior designers using manual drafting methods. Pencil, paper, and drafting equipment were the main tools used to convert artistic ideas into practical plans.

A big change occurred with the advent of computer-aided design (CAD) software, which made the design process more efficient and enabled designers to produce more precise and in-depth conceptual models. With the development of 3D modeling software, designers were able to see

places in three dimensions as processing power expanded. This innovation made it easier to understand spatial arrangements in a more realistic and immersive way while also improving the way design thoughts were presented.

The early landscape of digital design tools was shaped by software such as AutoCAD, which was developed in the 1980s and quickly became the industry standard for drafting and documentation. Interior design techniques have seen yet another transformation with the introduction of Building Information Modeling (BIM) software in recent years. Revit and ArchiCAD are two examples of BIM technologies that combine data-driven models covering a building's whole lifecycle, going beyond simple visualization. By facilitating better communication between designers and other stakeholders, including architects and engineers, information integration promotes a comprehensive approach to design and construction. The designer's toolset has also been enhanced by specialized software for material selection, virtual reality apps, and augmented reality tools, which offer creative ways to convey concepts and improve the entire design process. The development of software in interior design is a result of the industry's ongoing pursuit of effectiveness, accuracy, and artistic expression, which has made interior design a dynamic, technologically advanced discipline [15].

1.8. Software used in Interior design:

With the use of interior design software, experts may now accurately and efficiently conceive and carry out their creative thoughts during the design process. AutoCAD is a fundamental application in this industry. Since its widespread use in the 1980s, AutoCAD has helped designers produce intricate 2D and 3D drawings, making it easier to construct accurate floor plans, elevations, and renderings. It is a fundamental piece of software for drafting and design documentation because of its wide range of capabilities and adaptability. The way interior designers approach projects has been changed by Building Information Modeling (BIM) software. Revit and ArchiCAD are two platforms that provide a more thorough approach by combining different parts of a design project into a single, coherent model. BIM offers a consolidated platform for project data, which makes it easier for various stakeholders, such as architects and contractors, to collaborate. It makes it possible for designers to produce intelligent 3D models that improve project management by letting them view places and include data about supplies, expenses, and timing.

Apart from these fundamental instruments, specialized software has surfaced to cater to certain requirements in interior design. SketchUp is preferred for conceptual design and rapid visualizations because of its user-friendly 3D modeling features. Photoshop and Illustrator are two of the Adobe Creative Cloud apps that are frequently used for graphic design and presentations. These tools enable designers to produce visually striking mood boards and renderings. Applications for augmented reality (AR) and virtual reality (VR), such as Unreal Engine and Enscape, are being included in the design process more and more to offer real-time visualizations and immersive experiences. When used in tandem, these software solutions enable interior designers to improve productivity, foster teamwork, and realize their imaginative ideas in a dynamic, digital manner. The wide variety of software that is accessible is a reflection of the complex field of interior design, where technology is a driving force behind efficiency and creativity [16].

1.9. Customer Needs regarding interior design:

A successful interior design project depends on fully comprehending and satisfying the needs of the client. Consumer demands for interior design are varied and represent personal tastes, way of life, and the purpose for which the place is meant. First of all, clients frequently look for practical design solutions that fit into their schedules and daily activities. Families, for

instance, might place a higher value on useful and long-lasting materials in high-traffic areas, whereas people who work from home might place more emphasis on setting up a cozy and effective workstation. Beyond practicality, aesthetic choices are quite important. Customers frequently have particular design themes, color palettes, and styles in mind that represent their preferences. While some people might like a more traditional or eclectic style, others could prefer a modern, minimalist design.

To create rooms that are in line with the client's vision and foster a feeling of personal connection, interior designers must pay close attention to and understand these preferences. Clients frequently mention price concerns in addition to utility and aesthetics. To make sure that the suggested designs fit within the client's budgetary constraints, interior designers must strike a balance between innovative ideas and practical options. A great client experience can be enhanced by value engineering, providing alternatives, and being transparent about expenses. One of the most important aspects of meeting consumer needs is communication. Skilled interior designers actively interact with their clients to learn about their tastes, way of life, and any special needs. Throughout the design process, communication, clear timetables, and frequent updates foster trust and guarantee that the finished product meets or beyond the client's expectations.

In the end, great interior design is about making rooms that improve the residents' quality of life in addition to their aesthetic appeal. Interior designers can provide customized solutions that are in line with the distinct requirements and goals of their clientele by carefully attending to practical, aesthetic, and financial factors.

2. LITERATURE REVIEW

Wael Rashdan et al. [17] discussed that the increasing demand for interior design solutions has made interior designers around the world more conscious of good ideas. Most traditional interior design methods harm the environment due to the abundance of natural materials used during production and assembly. In this case, interior designers can improve indoor air quality and use sustainable design. During the design process, they can decide on lighting, furniture, architecture, and material selection that will contribute to the solution. Although there is a lot of research on design, the need for sustainable interior design has not received much attention. Assist interior designers responsible for determining the selection process for sustainable interior design. Therefore, the purpose of this study is to provide a process for selecting environmentally friendly interior design options after analysis of good data. The conclusion of this article highlights the need to develop effective and efficient processes to ensure that internal solutions are reliable.

Philip Whiting et al. [18] explained that since the emergence of the business cycle, management change has focused on creating new closed business models or recycling existing business models, the design is treated as a service provider and its procedures are changed accordingly. Failure to understand and implement these designs can hinder and inhibit future innovation. Environmentally sustainable construction requires rethinking interior design. Businesses always work in a closed circle on design, specification, and decoration, providing the basis for education and training in interior design. A master's project on retail interior design demonstrates the need to consider business circular design as a 10 R-based ecosystem. This led to the development of four key elements of internal sales cycle design research and guidance. By analyzing the nature and current use of design in the business environment, existing internal training methods can be properly conceptualized and redesigned to stabilize the internal market. To provide a new study for the inner circle design ecosystem, this study introduces four sustainable design principles.

BHB Kaptan et al. [19] proposed that the international professional certification framework should be used to prepare teaching strategies and curricula for the establishment of Undergraduate Interior Architecture education in the country. The purpose of this study is to discuss the most challenging lessons and the most working hours in the interior design process. The purpose of this article is to create complete information about the content of interior design studios and to evaluate the structure of interior design studios in the competent interior design sector, determined according to their body qualifications. In this study, the main data were obtained from four interior design departments accredited by national accreditation bodies in Europe and two interior design departments accredited by the CIDA organization in the United States. Research materials were coded using content analysis techniques. Archives for each studio level will be organized under four headings: Content, Themes, Skills, and Releases. As a result, there is now a detailed and organized competition table design and the studio process has been created for each studio level. These tables can be used as templates for interior design studio sessions. Xiaomeng Sun et al. [20] mentioned that due to the increasing demand for eco-friendly interior design solutions, interior designers worldwide are becoming more conscious of sustainable development ideas. Traditional interior design and construction techniques often use natural materials during production and installation. As a result, the environment will be damaged. Sustainable design ideas are popular among interior designers as a way to improve indoor air quality. By choosing the right lighting design solutions, sustainable solutions can be achieved in materials, construction, and furniture. Although there is research on sustainable construction, which is important for creating sustainability in interior design and assisting interior designers, there is little discussion of appropriate design for interior design. To ensure the stability and integration of 3DWeb representations of interior solutions, this research focuses on the process of selecting standard design solutions based on interior design processes and methods. Finally, since the standard used is very important, its function is not good.

Magdalena Celadyn [21] investigated how interior design education can be enhanced through sustainable design. This is because current recommendations do not use the full idea of many aspects of security as a factor in determining interior architectural design. There is a need to revise traditional architecture courses so that students better understand sustainable development issues and have the necessary knowledge and skills to create interiors with good environmental performance. The changes were analyzed together with the curriculum used at the School of Interior Design at the Krakow Academy of Fine Arts. Improvements to this learning model include the introduction of professional design tools such as simple models of multiple environmental measures to support learning and the creation of a required course on environmental sustainability in architecture designed to equip undergraduate students. Theoretical Information. Multidimensional aspects of sustainable development. Additionally, learning tools include seminars or workshops on the role of the environment in design, conducted by experts in green building consultancy and sustainable interior design. The subject of this study is to teach interior design students the new concept of the Integrated Design Curriculum (IDC) implemented in the applied model of the Architecture and Environmentally Sustainable Building Design course. To improve students' skills in implementing sustainable development strategies such as resource management, waste management, indoor environmental protection, and environmental education, this article identifies these learning designs as effective learning methods. The results of the design courses show that they support the design process and creation of the design by enabling students to connect the understanding of internal structure confidence with its actual use.

3. DISCUSSION

In interior architecture, sustainable design signifies a paradigm shift in the way designers approach projects, placing a strong emphasis on resource efficiency, long-term sustainability,

and environmental responsibility. Fundamentally, the goal of sustainable interior design is to create surroundings that support resilient and healthy living while minimizing adverse effects on the environment. Sustainable design ideas are easily incorporated into interior architecture, impacting choices on everything from material choice to layout. Selecting eco-friendly materials, such as those with low toxicity, recycled content, and little environmental impact both during manufacture and disposal, is a crucial component of sustainable design. The ecological footprint of a project can be decreased by using sustainable materials. Furthermore, energy-efficient HVAC (heating, ventilation, and air conditioning) systems and lighting are essential components of sustainable interior design, which reduces energy use and produces more comfortable, functional rooms. The sustainability of interior architecture projects is further enhanced by the integration of renewable energy sources, such as solar panels.

Adaptive reuse is yet another essential component of sustainable interior design. This entails limiting waste, lowering the need for new resources, and repurposing existing buildings and materials. Designers uphold the values of sustainability while helping to preserve cultural and architectural legacy by revitalizing outdated spaces. It takes a comprehensive strategy that takes into account a project's whole lifecycle to integrate sustainable design principles into interior architecture. Functionality, aesthetics, and environmental responsibility must all be carefully considered by designers at every stage of the project, from early ideation to building and end-of-life issues. Sustainable interior architecture is increasingly adopting biophilic design concepts. By using natural features like plants, natural light, and sustainable materials, this strategy seeks to foster a sense of connection between the occupants and the natural world. In addition to improving occupant well-being, biophilic design encourages a closer bond between humans and the natural world. There are a lot of exciting opportunities for sustainable interior design in the future. Technological innovations like smart building systems and the use of creative, sustainable materials provide designers with new ways to create environments that are both cutting-edge and ecologically conscious. To further lessen the environmental effect of interior architecture projects, a stronger focus on circular design principles where materials are recycled or reused at the end of their lifecycle is probably going to become common practice. Sustainable design in interior architecture represents a fundamental movement away from merely following trends toward responsible and ethical design methods. Designers may create a future where interior spaces not only look good and operate well but also make beneficial contributions by adopting sustainability.

4. CONCLUSION

Interior architecture must respond to the current environmental challenges with sustainable design. The ecological footprint of interior spaces can be considerably decreased by implementing eco-friendly materials, energy-efficient technologies, and thoughtful design principles, as this article has shown. In addition to encouraging environmental preservation, sustainable design also helps to create more comfortable and healthy living and working spaces.

It is in line with the worldwide movement toward ethical and responsible design. Interior architects may be key players in creating a more sustainable future by including eco-friendly material selection, energy conservation, and recycling concepts. With global concerns about climate change and resource depletion, sustainable interior design is becoming more than just a design tenet. It is a moral requirement to create environments that balance with the natural world and serve as examples of conscientious and innovative design. The potential for sustainable interior design architecture is enormous because it can play a critical role in developing socially conscious, energy-efficient, and ecologically conscious spaces that put long-term ecological balance and resource conservation first.

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CHAPTER 8

INNOVATIVE STRATEGIES FOR PHILANTHROPY RESTRUCTURING IN INDIA

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ABSTRACT:

The act of advancing the welfare of others by giving money, time, or resources to promote charity projects and enhance community well-being is known as philanthropy. The study investigates transformative strategies to increase philanthropy's influence in the Indian setting. This study looks into new developments and offers creative ways to reorganize charitable endeavors for better results. It examines the changing socioeconomic scene and makes recommendations for fixes that take into account the special opportunities and problems faced by India. With its broad scope that includes sustainable development, healthcare, and education, the study provides valuable insights into well-timed charitable giving. The goal of the study is to direct stakeholders, policymakers, and donors toward effective and long-lasting restructuring solutions by taking into account the dynamic nature of social requirements. The study adds to the current conversation in India about philanthropy by emphasizing the value of flexibility and creativity in tackling difficult societal issues through calculated charitable endeavors.

KEYWORDS:

Approaches, Formal giving, Informal giving, Philanthropy

1. INTRODUCTION

Within the Indian socioeconomic framework, the study aims to understand and confront the changing landscape of philanthropy. With India undergoing major changes and facing many difficult social issues, the need for creative philanthropic solutions is becoming more and more apparent.

This essay seeks to examine and evaluate approaches that deviate from conventional charitable models while taking into account the changing nature of the nation's various demands.

The introduction explores the historical background of philanthropy in India, emphasizing both the changes in modern charitable activities and its profound cultural and historical relevance. It highlights how crucial it is to restructure charity to take into account the evolving socioeconomic landscape, advances in technology, and new problems that Indian society is facing.

The introduction also states the goals of the article, emphasizing the investigation of innovative approaches that use innovation to boost the effect of charitable endeavors. The introduction aims to stimulate positive discourse and action among stakeholders, policymakers, and the philanthropic community by laying the groundwork for the next parts and emphasizing the importance of rethinking philanthropy in India.

A thorough mind map of charity is shown in Figure 1, which depicts the various facets and interrelated components of the concept.

This depiction highlights the many forms, purposes, and domains of influence of charity, illuminating its complex nature. The mind map provides an organized and illuminating summary, providing insights into the complex web of charitable ideas and tactics and their wider effects on the welfare of society [1].

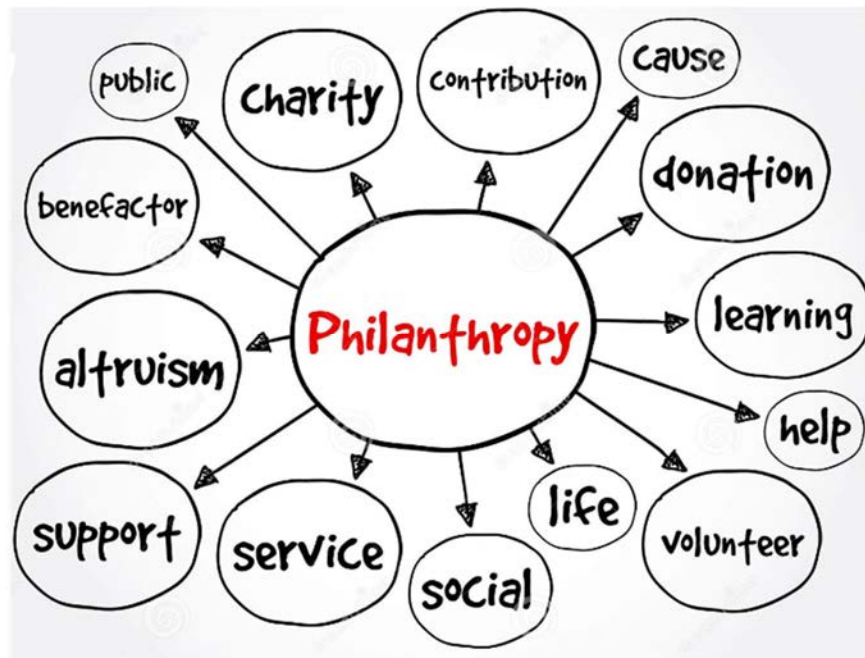


Figure 1: shows the mind map of philanthropy [dreamstime.com].

1.1. Traditional Philanthropy:

The act of charitable giving motivated by a sense of altruism and social responsibility is the foundation of traditional philanthropy. It includes a long-standing custom in which people, families, and organizations give money, goods, or services to meet societal needs and improve the quality of life in local communities. In the past, traditional philanthropy frequently entailed giving money to well-known nonprofits, places of worship, or neighborhood initiatives. Traditional philanthropy is distinguished by its emphasis on humanitarian concerns, including community development, healthcare, education, and poverty alleviation. The desire to improve the lives of people and communities in need frequently motivates this type of donation. Conventional philanthropists usually work with well-established nonprofits or charities, supporting their objectives with monetary gifts, volunteer work, or the donation of goods and services. While traditional philanthropy remains a vital force for social good, contemporary philanthropists are increasingly exploring innovative strategies to enhance the effectiveness and sustainability of their contributions. These approaches often involve strategic partnerships, impact measurement, and a focus on systemic change to address the root causes of social issues. However, the enduring spirit of generosity and the desire to make a positive difference remain foundational aspects of traditional philanthropy [2].

1.2. Modern Philanthropy:

A dynamic and creative approach to giving that transcends conventional charitable methods is modern philanthropy. Philanthropy in the modern era is defined by impact-driven, strategic projects meant to tackle difficult social problems. Donors and foundations are becoming more proactive, forming cooperative alliances and using resources to influence systemic change. Technological developments are crucial because they enable accountability, transparency, and the democratization of donating. Modern philanthropy is known for emphasizing quantifiable results and data-driven decision-making. Donors invest in sustainable projects and evidence-based solutions to optimize the impact of their contributions. The rise in popularity of social entrepreneurship and venture philanthropy has encouraged philanthropists to take chances and put their money into creative solutions that deal with the underlying causes of problems rather

than just masking their symptoms. Furthermore, multi-stakeholder partnerships between governments, corporations, civil society, and philanthropic groups are common in modern philanthropy. Initiatives with a collective impact and collaborative methods increase the scope and efficiency of charitable activities. Modern philanthropy is essential for accelerating positive change in the context of global issues including inequality, public health crises, and climate change. Its flexibility and openness to trying out new models make it a catalyst for social innovation and advancement in the quest for a more just and equal society [3].

1.3. Types of giving:

Different giving styles cover a wide spectrum of methods, each of which reflects unique structures, impact objectives, and reasons. The most popular type of giving is charitable giving, which entails contributing money to nonprofit groups that deal with different social issues. Giving of this kind is frequently driven by the desire to improve certain communities or causes. Giving with greater purpose and planning is known as "strategic philanthropy," in which contributors intentionally match their financial donations with predetermined objectives and quantifiable results. This approach places a strong emphasis on teamwork and long-term fixes to properly address systemic problems. Crowdfunding is a type of collective giving in which a large number of people donate modest sums of money to support a certain project or cause. Crowdfunding, made possible by internet platforms, democratizes generosity by enabling a wide range of organizations to support projects ranging from individual needs to communal endeavors [4].

Financial profits and social or environmental impact are combined in impact investment. Investors purposefully allocate their funds to companies or initiatives that produce favorable social or environmental results in addition to financial returns. This strategy makes use of market forces to bring about positive change. While not always financial, volunteering is a type of giving that entails giving of one's time and abilities. People actively engage in activities that reflect their ideals and immediately provide their knowledge to organizations or causes. Giving in-kind is donating material products or services as opposed to cash. Donors support organizations' operational needs or specific projects by giving specialized goods or experience that are needed. These many ways of giving show the range of ways that people and organizations can support social issues, highlighting the significance of customizing strategies to meet the particular objectives and values of both donors and recipients [5].

1.4. The Flow of Giving:

The process of giving is dynamic and involves a multitude of channels, stakeholders, and incentives. Usually, it starts with a donor or group of donors motivated by a cause, an organization, or a specific project. Donors are driven to make a difference in the world, so they start the giving process by contributing money, offering their time, or donating products and services. These donations then go to charitable organizations, nonprofits, or neighborhood associations that work hard to solve social problems, advance neighborhood improvement, or support certain causes. By serving as middlemen, these organizations direct funding toward endeavors, projects, or programs that support their goals and missions. Nonetheless, the giving process is not one-way; contributors and recipients engage in continual communication and feedback loops. Giving affects larger social networks and communities in addition to the direct beneficiary [6].

Positive results and changes brought about by initiatives or programs that organizations carry out have an impact on people individually, in families, and communities. For donors to comprehend the significance of their donations and make wise decisions about their future giving, the feedback loop is essential to the giving process. Furthermore, technology and digital

platforms are helping to contribute more and more. Social networking, crowdsourcing, and online fundraising are essential tools for matching contributors with causes and expediting the donation process. These technological developments have made philanthropy more accessible and democratic, allowing a wider and more varied group of people to engage in charitable giving. Essentially, the act of giving establishes a strong cycle of kindness, cooperation, and constructive change, uniting people, groups, and communities behind a common goal of improving the world. This intricate process illustrates how modern philanthropy is dynamic and can lead to significant societal change [7].

1.5. International givers (Formal giving):

International givers, often engaged in formal giving, play a crucial role in addressing global challenges and fostering positive change across borders. These philanthropic entities can take various forms, including foundations, non-governmental organizations (NGOs), and governmental aid agencies. Formal giving on an international scale involves deliberate efforts to provide financial resources, technical expertise, and support to initiatives, projects, or communities beyond national boundaries. Foundations, such as the Bill and Melinda Gates Foundation and the Ford Foundation, exemplify international givers committed to tackling global issues. These entities strategically allocate resources to address issues like poverty, healthcare, education, and environmental sustainability. Their approach often involves collaborating with local organizations and governments to implement effective solutions. Internationally non-governmental organizations (NGOs) are at the forefront of humanitarian and development initiatives. Organizations that provide relief, carry out initiatives, and promote positive change in various regions include Oxfam and Doctors without Borders. They collaborate closely with local communities, attending to their urgent needs while advancing long-term development objectives [8].

Formal international givers at the national level are government aid organizations, such as the Department for International Development (DFID) of the United Kingdom and the United States Agency for International Development (USAID). These organizations set aside substantial sums of money to support stability, promote economic growth, and deliver help to areas beset by natural catastrophes, conflict, or poverty. Formal international giving has a significant influence since it helps address global concerns that call for cooperation, reduce inequality, and create resilience. Although there are obstacles to overcome, like cultural sensitivity and cross-border collaboration, these official international givers are essential to fostering constructive change on a worldwide scale. Their involvement emphasizes how intertwined everything is and how everyone must do their part to build a more just and sustainable future [9].

1.6. Corporate Giving (Formal giving):

Formal giving, sometimes referred to as corporate giving, is a planned and purposeful technique used by companies to support community development and social issues. This type of philanthropy entails giving money, staff volunteer hours, or in-kind donations to community projects, nonprofit organizations, or charity endeavors. A company's dedication to social responsibility, moral business conduct, and understanding of its purpose beyond generating profits serve as the foundation for its corporate giving. Corporate social responsibility (CSR) programs are frequently established by businesses to formalize their charitable endeavors. These initiatives set forth the company's charitable objectives, regions of concentration, and channels for disbursement. Donations of money might take the form of grants, sponsorships, or alliances with nonprofits that share the goals and values of the business. Corporate philanthropy frequently includes staff participation in addition to financial support [10].

Many businesses support and encourage employee volunteerism by giving employees the chance to actively take part in initiatives or community service projects that support the business's charitable objectives. This combined strategy not only increases the impact of corporate philanthropy but also encourages employees to get involved in the community and feel a sense of social responsibility. Corporate giving is a calculated investment in enhancing a brand's reputation and fostering consumer loyalty in addition to serving as an example of moral business conduct. Businesses that participate in formal giving programs are frequently seen as socially conscientious and dedicated to achieving goals beyond their short-term financial gain. This promotes benevolence among clients, staff, and the larger community, adding to a favorable corporate image. In general, corporate giving is an organized and intentional approach for companies to solve social issues, promote societal well-being, and actively participate in the communities where they do business. Corporate giving, including monetary donations, staff engagement, and business-to-business alliances, is essential to promoting social impact and developing a corporate culture of responsibility [11].

1.7. Trends and Barriers of Formal Giving:

Corporate trends in formal giving show shifting patterns influenced by shifting economic conditions, shifting social norms, and a growing focus on sustainability. The growing convergence of corporate gifting with environmental, social, and governance (ESG) objectives is one noteworthy development. Diversity, equity, and inclusion, as well as environmental sustainability, are becoming increasingly important aspects of formal giving initiatives for many businesses. This speaks to stakeholders and customers who value morality and social responsibility in company activities by demonstrating an increasing understanding of the relationship between corporate responsibility and larger societal challenges. The growth of cooperative projects and strategic alliances in official donating is another trend. To better tackle difficult problems, businesses are collaborating more and more with governments, other companies, and nonprofits. By combining a variety of resources and areas of expertise, this cooperative method produces more long-lasting and significant results. Additionally, corporate giving is becoming more and more prominent when technology and data-driven approaches are integrated. Businesses are using sophisticated analytics to evaluate the effects of their donations, enabling them to make well-informed choices and increase the efficiency of their charitable activities [12].

However, despite these encouraging developments, companies still face significant obstacles to formal contributions. The difficulty of reconciling the demands of various stakeholders is one major obstacle. Diverse expectations are frequently placed on businesses by their clients, staff, investors, and the communities they support. To make sure that corporate giving initiatives are both worthwhile and well-received, it can be challenging to strike a balance that is in line with different priorities and points of view. The possible lack of accountability and transparency in corporate donating is another obstacle. Stakeholders want greater transparency in how corporations distribute and report their philanthropic donations as expectations for ethical business practices rise.

Keeping lines of communication open and accountability strong is essential to gaining the public's and customers' confidence. Formal corporate giving is changing as a result of firms accepting strategic partnerships, adjusting to societal shifts, and incorporating sustainability principles. This is reflected in the trends and obstacles in the sector. A proactive and sophisticated approach that places a high value on stakeholder participation, openness, and strategic alignment with larger social and environmental goals is necessary to navigate these trends and overcome obstacles [13].

1.8. Everyday Citizens (Informal giving):

Informal giving by regular people is essential to forming the social fabric of a community and meeting its urgent needs. This type of philanthropy, which is led by private citizens as opposed to formal institutions, includes a broad range of endeavors, from modest monetary contributions to deeds of compassion and voluntarism. Informal giving is a reflection of the grassroots aspect of community support, where people give to the welfare of others out of empathy and a sense of duty. Increasing the impact of individual contributions through the use of social media and internet platforms is one prominent trend in informal giving. People can directly support causes they care about through crowdfunding campaigns and online appeals, which promotes a sense of community and shared responsibility. Because of the democratization of giving, even small donations can have a significant impact, highlighting the strength of group efforts [14].

Nonetheless, there are obstacles to informal giving, such as doubts regarding the effectiveness and transparency of the use of gifts. Potential donors occasionally could have doubts about the veracity of fundraising pleas or uncertainty about the significance of their contributions. The unofficial donations made by common people continue to be a powerful force for good despite obstacles. Informal giving emphasizes the belief that little, regular acts of kindness and charity go a long way toward creating healthier, more compassionate societies by reflecting a fundamental human tendency to assist one another. Beyond providing immediate practical help, informal giving has a lasting effect by promoting a sense of community and shared responsibility that cuts across national and cultural boundaries.

1.9. Trends and Barriers of Informal Giving:

Notable trends in informal donating by common people are being driven by changes in society and technology. The growing use of social media and digital platforms to promote and assist unofficial giving is one such trend. Peer-to-peer fundraising efforts and online crowdfunding campaigns have grown in popularity because they let people give directly to causes, charities, or people in need. Giving has become more accessible and inclusive due to the democratization of giving brought about by the convenience of Internet transactions and the opportunity to share campaigns. Furthermore, social impact and conscious consumption are becoming more and more popular, with people expressing a desire to match their giving habits with their ideals. Supporting causes that advance social justice, environmental sustainability, and moral business conduct is what defines this trend. People's expectations for accountability and openness from the causes and organizations they support are rising, which reflects a more critical and knowledgeable approach to unofficial donating [15].

But even with these encouraging developments, there are still certain obstacles to informal donating. Donor weariness is a major obstacle, where people may feel overloaded with solicitations from charities and be reluctant to give because they are unsure of how their contributions will be used. Effective storytelling and communication are necessary to break through this barrier and demonstrate the observable benefits of unofficial donating. The absence of infrastructure for confirming the authenticity and efficacy of grassroots activities is another obstacle.

Due to the widespread use of Internet fundraising, procedures are required to guarantee that funds are sent to the intended recipients and that campaigns are open and honest about their objectives and results. The patterns and obstacles surrounding unofficial giving highlight how flexible personal charity is. Even if technology has increased connectivity and impact, issues like donor weariness and transparency must be addressed if informal giving is to continue to gain traction and continue to have a good impact on communities and causes.

1.10. *Innovative Strategies for Philanthropy Restructuring:*

New approaches to reorganizing philanthropy have surfaced in response to the dynamic nature of philanthropy and the changing terrain of societal concerns. A noteworthy tactic is to adopt the venture philanthropy paradigm. This strategy, which emphasizes strategic investments in projects that not only solve urgent needs but also develop scalable and sustainable solutions, combines ideas from venture capital. Philanthropists can use their resources to generate long-term effects and positive systemic changes by adopting a more business-oriented approach. Using technology and data analytics to improve the effectiveness and impact of charitable endeavors is another cutting-edge tactic. Transparent communication is made possible by digital platforms, which also make it simpler for contributors to monitor and assess the results of their contributions. Furthermore, data-driven insights can guide strategic decision-making, assisting charitable organizations in determining high-impact initiatives and efficiently allocating funding [16].

Another cutting-edge trend is collaborative philanthropy, in which businesses, governments, charities, and donors work together to develop solutions for difficult problems. By promoting collaboration, pooling of resources, and resource optimization, this approach increases the overall effect of charitable endeavors. In addition, participatory philanthropy which involves the communities and people impacted by philanthropic initiatives in the decision-making process is becoming increasingly important. By taking an inclusive approach, it is ensured that the solutions put forth are pertinent to the given context and properly address the needs and goals of the recipients. Novel approaches to reorganizing charity acknowledge the importance of flexibility, scalability, and cooperation in tackling the diverse issues confronting the community. Through the application of commercial concepts, technology, cooperation, and participatory techniques, these strategies seek to improve the efficacy and long-term viability of charitable endeavors in a world that is changing quickly.

2. LITERATURE REVIEW

R Wuthnow et al. [17] discussed a new type of philanthropy that emerged in the last century, called private foundations. Religious groups receive a small amount of funding from foundations, but these organizations can provide valuable resources in times of need. When we examined the Foundation Center's donation and aid data from 1999 to 2003, we found that a handful of foundations controlled the goodwill domain. These groups instilled isomorphic tendencies into American religion. Accreditation organizations, advocacy organizations, and monitoring organizations are some of the innovations that stem from government regulations and financial concerns. Globalization, religious pluralism, and secularization are some of the factors that create new problems for private foundations. Together, these changes lead to the consolidation of religious unity.

Charles Harvey et al. [18] explained that the emergence of business philanthropy the pursuit of goals of change by providing free money for business-led projects is an important if unexplored aspect of the new era of inequality in the world. In this way, wealthy businessmen can control not only the economy but also social and political affairs. We examine the moral and ethical nature of business philanthropy in comparison to what we call philanthropy which involves the support and leadership of existing organizations. We analyze the ethics of interviews with 24 leading British philanthropists to reveal the convergence of these two myths about liberal elites, both of whom are crucial to the current social welfare regime, twelve are traditional philanthropists who do business. We argue that philanthropy's lack of interest in ideological purity makes it an unreliable tool for promoting social justice despite its potential benefits.

Georg von Schnurbein et al. [19] mentioned that we aim to be a leader in this special issue by focusing on the successes, limitations, opportunities, and pitfalls associated with today's research and practice. Philanthropy was first defined as the coming together of the good and the different, and only recently has new research begun to examine the rapid exchange and relationship-enhancing of change together. Over the past 20 years, research on the conflict between contemporary benevolence has led to the emergence of many controversial issues from many disciplines. Important areas of thought and the need for social debate are also examined.

The contributions to this special issue explain this background. There are many opportunities to support the development of philanthropy studies in a way that makes the field strong, diverse, multidisciplinary, and interdisciplinary, particularly where the central theme is societal concerns about the strengths and weaknesses of the new culture.

A Farmaki et al. [20] proposed that the concept of generosity has begun to receive more education in recent years. This study aims to clarify the concept of philanthropy, although it is important for organizations and society in general. Business owners within the scope of rural tourism also value their approach to people and are interviewed in depth. The results suggest that kindness should be spread through nonprofit giving, focusing on customers and employees, not just donations or charities. These findings help create a theoretical framework that guides researchers and business leaders who want to adopt a more human-centered stance.

Zareh Asatryan et al. [21] investigated that most countries in the world provide tax breaks to support charities. But little is known about how businesses will respond to the tax. This article focuses on the Armenian tax system that encourages cooperation, based on rare research in this field. The subsidy is given in the form of a deduction, limited to a portion of the business's income.

This creates a problem that reduces the marginal tax to zero. Since the tax elasticity of the endowment is large and revenue is high, we find significant evidence of economic agglomeration in Armenia using administrative data from 2007 to 2017. Whether delayed copies are reviewed or tax deficiencies are discovered, grouping information is still important.

3. DISCUSSION

Novel approaches to restructuring philanthropy are becoming more popular in India because of the country's distinct socioeconomic problems and an increasing focus on sustainable development. Using technology and digital solutions in charitable endeavors is one important tactic. In India, where cell penetration and internet connectivity are growing quickly, utilizing technology can improve philanthropy's effectiveness, transparency, and impact. Direct communication between donors and recipients is made possible by online platforms and mobile apps, which guarantee real-time contribution tracking and provide a more engaging and open giving experience.

Furthermore, in the Indian philanthropic scene, venture philanthropy is becoming recognized as a game-changing tactic. Philanthropists are going beyond traditional grant-making and toward strategic investments in projects that show promise for scalable and long-lasting impact by taking a business-minded approach. Figure 2 lists the many advantages of generosity and shows the good effects it has on people, communities, and society as a whole. The graphic portrayal clearly illustrates the various benefits of charitable initiatives, such as enhanced well-being, social development, and constructive systemic change. The mind map provides an engaging summary by highlighting the transformative potential of charity in a variety of contexts.

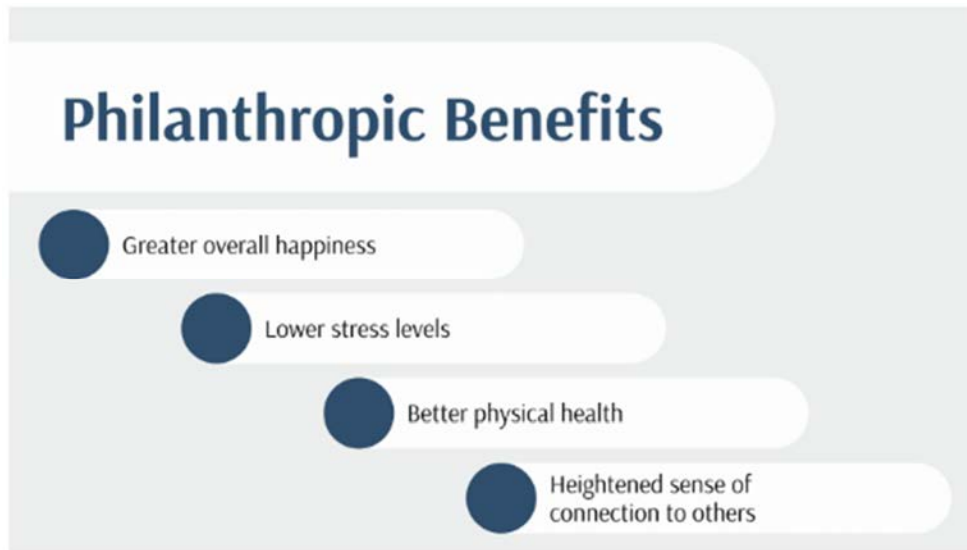


Figure 2: shows the benefits of philanthropy [client1stfinancial.com].

This change recognizes the need for long-term answers to India's intricate problems, including poverty, healthcare, and education. Venture philanthropy promotes a more active and hands-on approach, establishing collaborations with charities, social entrepreneurs, and creative grassroots projects. Another interesting tactic that is becoming popular in India is collaborative philanthropy. Acknowledging the interconnectedness of socioeconomic concerns, charitable organizations are collaborating with governmental bodies, businesses, and civil society groups. This cooperative strategy makes use of a variety of resources, networks, and experience to increase the overall impact of charitable endeavors. To solve systemic issues like healthcare and educational inequities, where multi-stakeholder involvement can lead to comprehensive and long-lasting solutions, strategic alliances are especially important.

Additionally, participatory philanthropy which emphasizes community involvement and engagement in the decision-making process is becoming more and more popular. Philanthropists seek to guarantee that their interventions are culturally aware, contextually appropriate, and in line with the beneficiaries' real needs by incorporating the viewpoints and insights of local communities. This strategy not only increases the efficacy of charitable endeavors but also fosters a feeling of empowerment and ownership among the communities it serves. Novel approaches to the reorganization of philanthropy in India demonstrate a flexible reaction to the changing needs of the country. These methods attempt to establish a more meaningful and sustainable philanthropic ecosystem that is specifically adapted to the requirements of India's various populations. They achieve this by integrating technology, embracing a venture philanthropy attitude, encouraging collaboration, and placing a high priority on community participation. India's philanthropic landscape is expected to be significantly shaped by these cutting-edge methods as the nation continues its fast expansion.

4. CONCLUSION

The creative ways that India is reforming philanthropic portend a revolution in social impact. Transparency and direct communication between donors and beneficiaries are being promoted by the philanthropy landscape's upheaval brought about by the integration of technology, especially digital platforms and mobile applications. Adopting venture philanthropy principles recognizes the need for long-term effects on challenging socioeconomic issues and emphasizes strategic investments in scalable solutions. Through relationships with various stakeholders, collaborative philanthropy leverages the aggregate strength of resources and skills to solve

systemic issues holistically. Participatory philanthropy also guarantees that interventions are focused on the needs of the local community, sensitive to cultural differences, and community-driven.

Together, these creative approaches move India's philanthropy in the direction of a more dynamic, responsible, and community-focused paradigm, which has a revolutionary effect on the country's path toward social progress. These tactics have the power to completely change the philanthropy landscape as they develop and gain popularity, greatly advancing India's efforts towards a more just and sustainable future.

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CHAPTER 9

MENSTRUATION: EXPLORATION OF BIOLOGICAL, CULTURAL, AND SOCIETAL PERSPECTIVES

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ABSTRACT:

Menstruation is a natural biological process that occurs in females of reproductive age, typically starting around puberty and continuing until menopause. It is a monthly occurrence in which the lining of the uterus, known as the endometrium, is shed through the vagina. Biologically, menstruation is a complex physiological process intricately linked to reproductive health. This paper examines the scientific underpinnings of menstruation, exploring its role in the menstrual cycle, hormonal regulation, and broader implications for women's health. By understanding the biological aspects, it gains insight into the intricacies of this natural phenomenon. Cultural perspectives on menstruation reveal a diverse array of beliefs, rituals, and taboos surrounding this natural bodily function. The study investigates how cultural norms influence individuals' attitudes toward menstruation. Societal dimensions further complicate the discourse on menstruation, with issues such as menstrual hygiene management, access to resources, and societal stigmas playing pivotal roles. The societal implications of menstruation, shedding light on the challenges faced by individuals in different socio-economic and cultural contexts. Additionally, it addresses ongoing efforts to de-stigmatize menstruation and promote gender inclusivity. It contributes to a nuanced discourse on menstrual health, fostering awareness and challenging prevailing stigmas, thereby promoting inclusivity and well-being for individuals across different cultural and societal contexts. With the diversity of experiences and challenging societal norms, this study seeks to foster an inclusive dialogue that empowers individuals, dismantles taboos, and promotes the well-being of all menstruating individuals across the globe.

KEYWORDS:

Blood, Culture, Hormone, Menstruation, Period.

1. INTRODUCTION

The Latin word *menses*, which means month, and the Greek word *mene*, which means moon, are the origins of the phrase menstruation. The historical notion that the menstrual period, which lasts for around 28 to 29 days, is linked to the moon cycle is reflected in these language roots. Within a normal menstrual cycle of 21 to 35 days, the menstrual period itself lasts for 4 to 7 days. This is the period when the female body prepares for a possible pregnancy. The body releases an egg at this time to indicate that it is ready for conception. Menstruation results from the monthly shedding of the uterine lining, which serves as a location for egg fertilization if fertilization is unsuccessful. Changes like thickening of the uterine lining are caused by hormonal imbalances; some people also suffer mental and physical changes including mood swings, lethargy, bloating, and weight gain. Ovulation, the release of a mature egg from one of the ovaries the female reproductive organs housed in the pelvis is triggered in young women by puberty. Pregnancy results from fertilization that takes place as the egg travels down the fallopian tube, which causes the placenta to grow. The placenta helps the fetus and mother exchange nutrients and oxygen. On the other hand, during menstruation, the uterine lining sheds if the egg is not fertilized. From the beginning day of one period to the very first day of the next, an average menstrual cycle continues for 28 days. Day 14 is usually when ovulation happens, and some women may have some pain or spotting at this time. The days before and during ovulation are the most fertile [1], [2]. A woman's uterine lining sheds during her monthly menstruation, which is a periodic element of her reproductive cycle. The endometrium thickens with elevated progesterone and estrogen levels throughout the monthly cycle as it prepares for a possible pregnancy. The endometrium, vaginal and cervical blood, and mucus make up the monthly flow that leaves the body via the vagina if fertilization is unsuccessful. In the United

States, females usually have their first menstrual cycle around the age of 12, which is two to three years after pubic and underarm hair starts to grow. The onset of a girl's first period may be influenced by several factors, including stress, intense activity, and nutrition. If menstruation has not started by the age of fifteen or if the growth of breast, pubic, or underarm hair has not started by the age of thirteen, the American College of Obstetricians and Gynecologists advises seeking medical advice [3], [4].

Menstruating individuals face a multitude of psychological, social, and physical obstacles at this time. Patients may have premenstrual syndrome, leg, back, or stomach cramps, as well as breast enlargement, tension, bloating, and acne flare-ups. Some people have so severe pain that they have to skip work or school several days a month. Menstruation affects mental health in addition to the physical body, affecting mood and exacerbating emotions of sadness or rage. Menstrual difficulties are not limited to individual experiences; they can include societal standards that discriminate and cultural taboos [5], [6]. Many people who are menstruating see their periods as unpleasant. A menstrual cycle typically lasts 28 days, starting on the first day of the previous cycle and ending on the first day of the next one. But women's cycles may last a variety of lengths, particularly in the first year or two after a young woman's menstrual cycle. Cycles might be as short as 21 days or as long as 45 days at this time. Any departure from this range could need medical care [7], [8]. Figure 1 depicts the use of a menstrual cup to remove blood stains.



Figure 1: Illustrates the use of a menstrual cup to remove the blood stain [9].

The present study is about. The rest of the paper is organized in the following section 1 which describes United by Blood as a campaign designed to create a sense of belonging and togetherness among all those who menstruate in India. Section 2 provides the literature review in the context of menstrual cycle control and endometrial physiology. The discussion is presented in section 3 to identify common issues of the menstrual cycle. The summary of this study is presented in section 4.

2. LITERATURE REVIEW

E. McCammon *et al.* [10] the socio-ecological model was used in the research to examine the difficulties menstruation adolescents and young women in Lucknow, India's slums encountered. Seventy individuals, ages fifteen to twenty-four, participated in life cycle

interviews. Themes connected to menstruation were identified, along with structural, societal, and individual problems. Menstruation was not well understood on an individual basis. In the community, participants experienced discrimination, had few conversation starters, and had trouble moving around and doing other things while they were menstruating. Inadequate resources were found institutionally, such as at schools, where menstrual young women were hampered by broken doors and unclean restrooms. As a result, the research indicates that multi-level interventions are required in Lucknow, Uttar Pradesh, India, to create a menstrual environment that is supportive.

G. Moon *et al.* [11] A mixed-method methodology was used to evaluate the requirements of the program and investigate young people's knowledge and attitudes about menstruation and menstrual products. In focus groups, fourteen people were interviewed, and 150 people completed an online survey. After that, ten volunteers were used to create and assess the efficacy of the ME program. Based on participant characteristics and experiences, the online survey revealed considerable knowledge discrepancies about menstruation products, and the interview findings revealed a need for further information. Knowledge and impression were favorably impacted by menstrual exposure. The results also showed that people preferred ME material that was available in person and on mobile devices, catered to all genders, and included advice from menstruation specialists. These findings led to the development of a multi-experimental menstrual education (MEME) program that includes product demonstrations alongside a female perineal model, a true-or-false quiz, a true-or-false quiz, hands-on experience with sixty menstrual products, and Q&A sessions with menstruation experts. This study's findings, which enhanced participant happiness and understanding of menstruation and menstrual products, established the parameters for a creative menstrual education program.

A. S. Seyed Hosseini [12] The purpose of this qualitative investigation was to learn more about Iranian women's menstrual experiences. Eight Tehran-based female university students, ages 21 to 25, took part in the interviews. Two primary themes emerged from the participants' narratives when the data were processed using an interpretative phenomenological analysis approach: the menarche and women's perceptions of menstruation. Every theme included several sub-themes. The menarche experience was marked by a lack of preparedness, terror and terror, and maternal influence. Menstruation was seen by women as "bothersome and painful, associated with paradoxical feelings and irregularity and unpredictability, as well as secretive, ill, and impure. The results of the research showed that, for the majority of women, the menarche was a bad experience characterized by emotions of shock, anxiety, or terror brought on by inadequate planning. This deficiency was exacerbated by moms, friends, and the school providing insufficient information. Menstruation was traditionally seen as embarrassing and was kept a secret from them. Many believed that having a period was a disease, linking menstrual women to impurity and strict observance of religious laws. Some ladies had symptoms of premenstrual syndrome. Menstruation caused worry because of its irregularity and unpredictability, even if for some people it was both pleasant and unpleasant. The research highlights the influence of social influences on the menstrual experience overall.

A. Gold-Watts *et al.* [13] in that study, explore the linkages between these experiences and the sociocultural background, as well as the management mechanisms used by these girls. The creation and adoption of a school-based hygiene, water quality, and sanitation treatment were greatly influenced by the findings of this research. From June to July 2018, ten qualitative interviews that were semi-structured with teenage females in the ninth standard were conducted as part of the methods. Thematic network analysis was used for the data analysis. Based on the findings, menarche is the starting point for both biological puberty and the cultural standards that define gender roles. In turn, these gender norms impact how coping strategies evolve both at home and at school by fostering the growth, preservation, and propagation of stigmatizing

attitudes, beliefs, and behaviors. Two activities addressed gaps in understanding and debunking misconceptions were incorporated in the changes to the intervention in response. This study's conclusion emphasizes the value of qualitative studies in understanding teenage girls' menarche and menstrual experiences. The results also demonstrate the critical role that formative research plays in designing and creating a contextually and culturally appropriate water, hygiene, and sanitation intervention.

The above study revealed significant knowledge gaps about menstrual products, and interviews highlighted a demand for more information. Exposure to menstrual education positively influenced knowledge and perceptions. In this study, the author discusses the phases of the menstrual cycle and temperature during the follicular phase.

3. DISCUSSION

They face several difficulties as a result of prevalent societal conventions in India that discriminate against those who are menstruating. In terms of their menstruation, young women often don't know much about it; seven out of ten teenage girls don't realize they are menstruating until they get their first period. Menstruation is connected with shame, which makes it difficult for individuals to have frank conversations about the subject. At the institutional level, young women get inadequate assistance due to the restricted supply of sanitary napkins and period-related information in schools. One major problem is that one in five female students in India drops out of school after menarche, which is a result of both a lack of awareness and the shame associated with menstruation [14], [15]. In the nation, discrimination against women during their menstrual cycle is widespread and has an especially negative effect on young women, who have higher dropout rates. The difficulties are exacerbated by other elements, such as social pressure to get married and have a family as soon as menstruation starts. Managing school times may be challenging and stressful, which might influence a person's choice to drop out of school. During menstruation, there are several restrictions on mobility and hygiene habits. People often restrict their ability to move within their houses or go outdoors to avoid any contamination. Menstruation is stigmatized and taboo in India, despite several campaigns, ads, and attempts over the years to address this problem. Even if there has been progress thanks to several efforts, there is still a long way to go until things are better and social obstacles are removed.

3.1. *Phases of the menstrual cycle:*

There are four main phases of the menstrual cycle.

3.1.1. *Menstruation*

The process of menstruation sometimes called a period, is the uterine lining being shed and then flowing out of the vagina. Your monthly period is made up of uterine lining cells, mucus, and blood throughout this procedure. Menstrual absorption devices, such as sanitary pads, tampons, period underwear, or cups for menstruation, are used to control the flow throughout the usually three to seven-day period. Menstruation cups should be changed every eight to twelve hours, while tampons and pads should be changed more often, ideally once every three to four hours [16], [17].

3.1.2. *Follicular phase*

The follicular phase lasts 13–14 days, beginning on the first day of your menstruation and ending with ovulation. The brain-based pituitary gland releases a hormone that stimulates the development of follicles on the surface of the ovary. About day 10 of your cycle is when just one follicle usually reaches maturity and develops into an egg. The lining of your uterus thickens concurrently throughout this time in preparation for a possible pregnancy. The

hormone-controlling center of your body, the hypothalamus, sends a signal to the pituitary gland at the base of the brain to start this stage. Follicle-stimulating hormone (FSH), which is released by the pituitary gland thereafter, causes your ovaries to produce five to twenty tiny sacs called follicles. During this stage of your menstrual cycle, each follicle that contains an immature egg grows. As time passes, one of these follicles becomes the dominant one, and the others start to recede and return to us with the body. The mature egg is housed in the dominant follicle, which increases the amount of estrogen your body produces. Elevated levels of estrogen cause the lining of your uterus to expand and thicken, providing it with nourishment in anticipation of a possible baby. Elevations in estrogen also instruct the pituitary gland to decrease FSH secretion.

- Longer follicular phase

The longest and most changeable part of your menstrual cycle is usually the follicular phase. It starts the first day of your menstrual cycle and ends with ovulation. The phase of follicular development lasts 16 days on average, however depending on the specific cycle, it may last 11 to 27 days. The amount of time it takes for a dominant follicle to mature affects how long this phase lasts. A protracted menstrual cycle is the outcome of a prolonged follicular phase brought on by a slow-maturing follicle. Low vitamin D levels and prolonged usage of birth control tablets may also lead to a longer follicular phase. It's crucial to remember, however, that women with longer follicular phases are just as likely to get pregnant as those with statistically typical follicular phases. Your fertility shouldn't be negatively impacted by a prolonged cycle.

- Shorter follicular phase

A shorter follicular phase may affect your ability to conceive as well as be a symptom of aging ovaries and impending menopause. Hormonal changes in your late 30s may cause the follicular phase to shorten even if women still get their period every month. Follicle-stimulating hormone (FSH) levels grow at this time while luteinizing hormone (LH) levels stay low. This imbalance speeds up a follicle's development, which may lead to an egg that is not fully developed or prepared for fertilization. As such, this situation reduces the chance of conception.

- Temperature during the follicular phase

A person may help you identify the most fertile days of the month for conception by keeping an eye on your basal body temperature. Your lowest resting body temperature is known as your basal body temperature. To measure it, place a thermometer by your headboard and read it every morning at the same time, just after it wakes up and before you get out of bed. In the follicular phase during your menstrual cycle, the ideal range for the normal body temperature is 97.0 to 97.5°F (36°C). Your body temperature will rise after ovulation and stay high throughout the luteal phase, which is an indication that the follicular phase has come to an end.

3.1.3. Ovulation

A mature egg is released from the ovary after ovulation and travels via the fallopian tube to enter the uterus. Ovulation lasts 16–32 hours and usually happens once a month, around two weeks before your next menstruation. The window of opportunity for conception is fertile and lasts for five days before and following the day of ovulation; the chance of conception is highest during the three days before and following ovulation. The egg may stay viable for up to 24 hours after release; if sperm can reach the egg during this crucial window, pregnancy may result.

3.1.4. Luteal phase

Ovarian cells, especially those in the corpus luteum, produce progesterone and a trace amount of estrogen after ovulation. To prepare the uterine lining for a possible pregnancy, this activity

causes it to thicken. When a fertilized egg implants itself in the uterus, the corpus luteum continues to produce progesterone, which maintains the uterine lining's thicker condition. But if it doesn't get pregnant, the corpus luteum stops working, which lowers progesterone levels. As a result, the lining of the uterus sheds and the menstrual cycle begins again [18], [19].

3.2. *Stereotypes:*

In India, there are many taboos and beliefs surrounding menstruation, which have a big influence on individuals who go through it. These cultural standards have an impact on a person's attitude, way of life, and emotional stability in addition to their health. Menstruation is still seen as filthy in many regions of India, which results in limitations placed on women's everyday activities depending only on their menstrual state. Furthermore, the idea that people who are menstruating are not sanitary also encompasses the idea that food might get contaminated during handling or preparation. There are still many misconceptions about menstruation, which adds to the difficulties associated with this monthly cycle. Most Indians are unaware of these beliefs, which perpetuate sentiments of humiliation and shame when talking about periods or buying feminine hygiene products. Menstruating people sometimes face prejudice since many people still see their period as a sign of impurity, leading to social and cultural exclusion and limits. Shopkeepers discreetly package sanitary items in black plastic bags or wrap them in newspapers, demonstrating the shame associated with menstruation. This approach emphasizes how forbidden the subject is. Menstruation is discriminated against despite being a normal occurrence, and many people in India use improper materials such as old rags, husks, ash, leaves, dirt, and soil to control their flow because they lack knowledge and resources. The shocking fact that just 36% of the 355 million menstruating women in India use sanitary napkins highlights the critical need for more education about period hygiene and easier access to goods.

3.3. *Identifying common issues of the Menstrual Cycle:*

Some people have a monthly menstrual cycle that they experience regularly, whereas others could have a more erratic pattern. Individual differences occur concerning the degree and length of bleeding.

Furthermore, at certain phases of life, your menstrual cycle may alter; for example, it may become irregular as you approach menopause. You should think about keeping a record of the start and finish dates of your periods to spot any possible problems with your menstrual cycle. Take note of any spot in between periods and record any changes in the amount or length of bleeding. Any of these things can alter your menstrual cycle:

3.3.1. *Birth Control:*

Women can have lighter, shorter periods after using a birth control tablet. Some medications may prevent you from ever getting a period. Birth control has several facets, including social, cultural, ethical, and health-related aspects. On the one hand, proponents contend that having access to reliable contraception gives people, especially women the freedom to plan and spacing out pregnancies following their objectives and circumstances. Consequently, this may enhance the general welfare of households and societies. Furthermore, birth control options are essential for managing issues related to overpopulation and minimizing the likelihood of unwanted births, which may in turn reduce the number of abortions. Conversely, discussions about ethical issues come up, with some people voicing moral or religious objections to certain methods of birth control.

Cultural variables also come into play, impacting birth control views and behaviors in various civilizations. In addition, there are also concerns about fair access to these techniques since differences in healthcare access might affect people's capacity to make knowledgeable

decisions about family planning. In general, the birth control debate is still lively and reflects the intricate interactions between social dynamics, medical developments, cultural standards, and ethical principles.

3.3.2. *Pregnancy:*

During pregnancy, you should cease having periods. One of the easiest ways to tell you're pregnant at first is to miss your cycles. Given that birth control is intended to prevent conception, being pregnant while using it may be an unexpected and confusing event. Birth control fails for a variety of reasons, such as irregular use, missing doses, drug interactions, and individual differences in hormonal contraceptive response. Although oral pills, patches, injections, and intrauterine devices are among the most efficient forms of contraception when used appropriately, there is no 100% perfect approach. People may experience a variety of emotions in the case of an unanticipated pregnancy, from surprise to worry. Those impacted must get a prompt medical consultation to consider all of their choices, including deciding whether to keep the pregnancy going or end it. The incidence of pregnancy when using birth control emphasizes how crucial it is for people to get thorough sexual education, stick to their prescription regimen, and have open lines of contact with their healthcare professionals to make educated decisions and maintain their reproductive health.

3.3.3. *Polycystic ovary syndrome (PCOS):*

The ovaries are unable to produce an egg regularly because of this hormonal imbalance. Missed periods and irregular menstrual cycles are symptoms of PCOS. The complicated and prevalent endocrine condition known as PCOS predominantly affects women throughout their reproductive years. Hormonal imbalances are the hallmark of this disorder, resulting in a wide range of symptoms such as irregular menstruation periods, ovarian cysts, and high testosterone levels. Although the exact origin of PCOS is yet unknown, a mix of environmental and genetic factors are thought to be involved. PCOS has wider effects on metabolic and cardiovascular health in addition to its effects on reproductive health. Fertility issues may arise for those with PCOS because of irregular ovulation, which can make conception challenging. The syndrome is also often linked to insulin resistance, which raises the possibility of type 2 diabetes and cardiovascular problems. A multidisciplinary strategy is required to manage PCOS, including dietary changes, insulin and hormone-regulating medications, and, in some situations, reproductive therapies. In addition to its physical features, PCOS may have emotional and psychological effects on people. As such, discussions on PCOS emphasize the need for comprehensive and individualized healthcare measures to treat the syndrome's variety of symptoms.

3.3.4. *Uterine Fibroids:*

Your monthly period may become heavier and longer than normal as a result of these noncancerous growths in the lining of your uterus. For many women, uterine fibroids noncancerous growths that form in the uterus's muscular wall represent a major health problem. The benign tumors exhibit a variety of sizes, from tiny and imperceptible to generating noticeable symptoms such as pelvic discomfort, heavy menstrual flow, and pressure on the bladder or rectum. Although the precise etiology of uterine fibroids is yet unknown, age, genetic predisposition, and hormone variations all seem to have an impact on the development of these growths. Beyond only the physical symptoms, uterine fibroids influence quality of life and reproductive health. Pregnancy and reproductive issues may arise for women with fibroids, and there is a higher chance of problems including miscarriages or premature delivery. Uterine fibroids may be treated with a variety of techniques, from minimally invasive or surgical methods to more invasive ones like watchful waiting. In addition to their medical elements,

uterine fibroids also need to be discussed in terms of awareness, early identification, and individualized care strategies that take into account each patient's unique symptoms, reproductive objectives, and general well-being. Furthermore, continuing research aims to expand on our knowledge of the variables driving the growth of fibroid tumors, opening the door to future therapies that are more focused and successful.

3.3.5. *Eating Disorders:*

Your cycle of menstruation might be upset and your periods may cease as a result of anorexia, bulimia, and other eating disorders. The intricate and diverse association between eating disorders and the menstrual cycle emphasizes the connection between reproductive and mental health. The menstrual cycle may be greatly impacted by eating disorders, including binge-eating disorder, bulimia nervosa, and anorexia nervosa. The body may experience physiological stress in those with restricted dietary habits or abnormally low body weights. This might result in hormonal imbalances that cause irregular menstruation periods. The lack of menstrual cycles, or amenorrhea, is a frequent outcome. On the other hand, menstrual flow may be heavy or irregular for certain people with eating problems. The psychological effects of eating disorders, such as a skewed perception of one's body and a concern with food and weight, may make menstruation more difficult. Understanding the connection between physical and mental health is crucial, as seen by the conversation around eating disorders and the menstrual cycle. To effectively treat eating disorders, it is necessary to address both the physiological effects on reproductive health as well as the underlying psychological issues that contribute to the illness. For those battling these related issues, comprehensive care which includes dietary rehabilitation, therapy, and medical monitoring is essential to regaining regular menstruation as well as general well-being.

3.4. *Challenges for Different People with Mensuration:*

Menstruation presents a range of difficulties, making this period of the month taxing for people in different ways. Many myths and misunderstandings continue to exist because a large segment of the Indian populace lacks knowledge. Talking about periods or the need to buy feminine hygiene products may make people feel ashamed and embarrassed. Menstruation is often associated with impurity, which leads to limits on social and cultural activities for those who experience it. These limitations and exclusions must be contested and resisted since they have been ingrained in society over time. Menstruation is stigmatized, as seen by the covert packaging of sanitary items, which are either hidden in black plastic bags or wrapped in newspapers. This illustrates how forbidden the subject is. Although menstruation is a normal biological occurrence, many people in India do not utilize the proper menstrual hygiene products because they lack information and readily available resources. Remarkably, only 36% of the 355 million menstruation women in the nation use sanitary napkins; the vast majority instead turn to risky substitutes including husks, old rags, ash, leaves, dirt, and soil. The worry and anxiety a girl feels before her first period adds to the difficulties she has while she is menstruating. Advice offered to young girls throughout puberty is often influenced by societal and cultural conventions, which place a strong emphasis on behavioral changes and mobility limitations. The issues are made worse by the lack of trustworthy, covert, and efficient feminine hygiene products. Menstruation is rarely openly addressed in schools, therefore girls are raised believing that periods are unpleasant and dirty. The quiet around this subject in homes also carries over to educational institutions.

4. CONCLUSION

Menstruation is a biologically significant and normal body process that represents fertility and good reproductive health. However, there are significant differences in social and cultural

views around menstruation, which affect people's experiences and perceptions in various groups. Menstruation is typically associated with cultural myths, taboos, and customs that influence how people perceive and interact with those who are going through their period. The mental and emotional health of people going through menstruation, as well as access to healthcare, education, and general social engagement, may all be significantly impacted by these cultural ideas. The difficulties related to menstruation are further exacerbated by societal viewpoints, which bring menstrual cleanliness, equality, and period poverty to the fore. Menstrual equality and the de-stigmatization of menstruation are gaining ground, but much more needs to be done to guarantee that everyone, regardless of gender, has access to the tools and assistance they need throughout this normal biological process. In the end, treating menstruation holistically requires a thorough comprehension of its biological underpinnings as well as sensitivity to the many cultural and socioeconomic settings in which it takes place. Menstruation is accepted as a natural part of life, free from stigma and prejudice, in a more inclusive and equitable society when we challenge established conventions, debunk misconceptions, and encourage candid talks. The significance of promoting knowledge, understanding, and empathy to encourage good change in the global perception and experience of menstruation is highlighted by this study.

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CHAPTER 10

COLORISM AND CASTE DYNAMICS: UNVEILING INDIA'S COMPLEX RELATIONSHIP WITH SKIN TONE AND ITS IMPACT ON SOCIETY

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ABSTRACT:

India is a very complex and diversified society, the factors that play a role in the discrimination are also as varied. These factors become the “variables” that in turn affect the overall outlook that darker skin color is a disadvantage and looked down upon. Caste, class, religion, region, gender economics, etc. are a few of the factors in play. The study examines the historical roots of colorism in India, tracing its origins to ancient caste hierarchies and colonial influences. It scrutinizes how skin tone has become a marker of social status, privilege, and beauty, perpetuating discriminatory practices and reinforcing existing caste divisions. This obsession with fair skin has led to a craze for fairness among darker-skinned individuals leading to a loss of confidence and attempts to lighten their skin tone with the help of fairness creams. The fascination with fairness of skin in India has been prevalent for a while now and this has turned into a fairness craze emanating from a mistaken notion that fairness of skin results in an increased advantage in social circles, matrimonial markets, and professional fields. While India is renowned for its cultural diversity, the pervasive influence of historical caste hierarchies and colonial legacies has given rise to a deeply entrenched bias based on skin color. It finds the complexities of privilege and discrimination in India, shedding light on how these intertwined dynamics perpetuate social hierarchies and impede the pursuit of equality and justice. The nuanced relationship between colorism and caste dynamics in India, emphasizes the need for collective efforts to dismantle discriminatory practices and foster an inclusive society that embraces diversity in all its forms. It contributes to a more profound awareness of the intersectionality of colorism and caste dynamics, fostering conversations that encourage societal introspection and pave the way for a more equitable and inclusive future.

KEYWORDS:

Caste, Colorism, Fairness, Skin tone, Society.

1. INTRODUCTION

Colorism is a kind of skin-color prejudice that disadvantages those with darker complexion and rewards those with lighter skin. This long-standing issue, which affects Black Americans both within and outside of the country, has been connected to several unfavorable consequences, including poorer earnings, fewer marriages, longer jail sentences, and fewer employment opportunities for those with darker skin tones. Colorism has to be addressed, and it needs to be done so with the same intensity as racism. Genocide both biological and sociocultural is the practice of 'breeding out' and fostering 'racial purity', frequently in the name of helping First Nations people. Though colorism is sometimes brought up in conversations about race, society must advance to comprehend the subtle distinctions between colorism and racism. Colorism originated in the United States during the slavery period when slaves with lighter skin tones were given special care. Darker-skinned people worked outside in the fields, while lighter-skinned people were often allocated less taxing household chores inside. Outside of the US, colorism could be more closely associated with socioeconomic divisions than with white supremacy. The predilection for lighter skin in Asian nations is said to have existed before European colonization, with the governing elites often having lighter skin tones than the peasant classes. Due to this historical correlation, many now believe that light skin belongs to the aristocracy while dark skin belongs to the lower classes. This historical background, together with the cultural influence of the West, perhaps contributes to the current predilection for pale skin in Asia [1], [2].

Shankar Vedanta, for example, reports that light-skinned Latinos make \$5,000 more than their dark-skinned peers on average. In a similar vein, a Villanova University research looking at over 12,000 Black women jailed in North Carolina found that those with lighter skin tones were given shorter sentences than those with darker skin tones. According to a study by Stanford psychologist Jennifer Eberhardt, Black defendants with deeper skin tones were twice as likely as those with lighter complexion to be executed for crimes involving White victims. Colorism shows up in romantic relationships as well lighter-skinned Black women are more likely than darker-skinned Black women to be married. Researchers who conducted research titled *Shedding Light on Marriage* discovered that young Black women who saw themselves as having light complexion were 15% more likely to marry. Beyond prejudices in society, there is a desire for lighter skin, which affects the markets for skin-whitening goods. Popular in the US, Asia, and other countries, whitening creams consistently top sales rankings. Notably, reports from Texas, Arizona, and California indicate that Mexican-American women may have had mercury poisoning as a result of using skin-whitening products. Colorism's continuing impact is shown by the goods' continued appeal in India, where they cater to both men and women with dark complexion [3], [4].

1.1. Ancient India and Color:

One of the oldest civilizations in the world, India, has never practiced racial discrimination. Indians nowadays are a varied mix of many racial and cultural backgrounds who live in a nation-state called India. Indians differ in their skin tones and face structure depending on where they come from. Those from the northeastern area, for example, are known for their yellow skin tone and facial characteristics that resemble those of their Southeast Asian counterparts, whilst those from the northernmost region are often fair-skinned. The Dravidian family tree makes up the majority of Southern Indians, who often have deeper skin tones. The physical traits of the people are diverse due to the influence of the surrounding geographical area on their features. In the past, this variation was accepted, and skin tone had little bearing on what was considered beautiful. To obtain a basic comprehension of Indian culture, it is essential to understand when and how skin tone became an important determinant for acceptability. Due to overlapping categories such as area, religion, caste, sub-caste, Jati, Gotra, Kula, Varna, and language, the complicated orderings and sub-orderings found in India may seem confusing. Simplifying these groupings too much risks distorting India's complex socioeconomic realities [5], [6].

The present study is about India's complex relationship with skin tone and its impact on society. The rest of the paper organized in following section 1 provides to aim of this study is to try to change the mindset of Indian people who are under the influence of colourism. Section 2 represented a literature review in the context of Colorism and Critical Race Theory (CRT) a concrete instance of whitewashing in marketing materials. The discussion is presented in section 3 to show India accepted diversity in physical attributes, and beauty was not judged based on skin color. The conclusion is presented in section 4.

2. LITERATURE REVIEW

K. B. Nielsen [7] in that study, set the stage for the conversation by defining the debate on caste's involvement in India's ongoing land battles. It draws attention to the persistent ways in which caste shapes land transfers in contemporary India, either by fostering or exacerbating social contestation processes. It also examines the reciprocal link that exists between caste identity restructuring or reimagining and land claims. It provides three main points based on these findings. It stresses that caste relations are changing in modern land disputes in ways that need close investigation. Second, we argue that whereas larger political economies influence the (re)formation of caste and land, these two categories are inextricably linked and

continuously altered via reciprocal interaction. Finally, we propose that different social groupings express different facets of caste identity in more or less obvious ways, especially when they make competing claims to land. I. Gupta *et al.* [8] research investigates how informal social networks affect the spread of technology in a caste-based society that is socially stratified. Informal connections such as caste play a crucial part in structuring everyday life, and barriers established by social and economic borders often impede the diffusion of technology and the flow of information. For the holistic development of excluded elements of society, technology must be successfully targeted and disseminated. Only 25% of farmers, according to our data, use newer types, such as hybrids and freshly released high-yielding strains. The research emphasizes how influential people from disadvantaged groups are as informal leaders, especially if they are members of the majority caste in a hamlet. It turns out that progressive farmers are not as successful at educating people about new kinds as one would think—better outcomes may come from focusing on powerful informal leaders within the ruling caste. Focusing on powerful leaders from Scheduled Tribes (STs) or Other Backward Classes (OBCs) is more beneficial for non-dominant caste members than it is for members of other caste groupings. The study comes to the conclusion that technical innovations propagate throughout social networks more quickly the more concentrated the caste makeup of such networks.

A. Prasad *et al.* [9] purpose of that study is to examine the relevance of caste identity in real-world situations, especially concerning affirmative action policies (AAPs) or "reservations" in India. The research explores the complex relationship that exists between a modern institution that is meant to maintain equality and a traditional identity such as caste, which is exclusive to India. In this study, results from two experimental research are presented using data obtained from Mechanical Turk.

According to the first research, those employed under AAPs are seen to be less competent and worthy of awards. The second research lends credence to the notion that opinions regarding AAP are heavily influenced by an individual's understanding of contemporary casteism and their own caste identity. This study provides an overview of casteism in modern India; nevertheless, it does not go into depth. To fully comprehend caste dynamics, future studies should take into account variables including geography, education, urbanization, religion, and kind of work. The findings may make companies more aware of how important it is to combat implicit caste-related prejudices.

The study highlights how caste is still relevant in contemporary India and how unfavorable stereotypes about lower castes are common. It also shows that those who are aware of subtle forms of casteism are more likely to support initiatives that advance social equality. This sophisticated understanding of casteism functions as a useful barometer of caste dynamics in contemporary social circumstances. The above study shows the persistent relevance of caste in contemporary India, revealing common unfavorable stereotypes about lower castes. It also indicates that individuals aware of subtle forms of casteism are more likely to support initiatives promoting social equality. In this study, the author discusses consumer behavior on fairness cream and the culture behind skin whitening.

3. DISCUSSION

Rulers from all over the globe, including Muslim conquerors like the Mughals, Portuguese, and British, have invaded areas of India. Although Muslims were initially introduced to India as conquerors in A.D. 712, their involvement as merchants in south India started considerably earlier. For around three centuries, the Delhi Sultanate was ruled by many Muslim dynasties, ranging in size from almost all of India under Alaudin Khilji to a small region centered in Delhi under the Syeds. During Akbar's rule, the Mughals, who came to see India as their home, made

a deliberate effort to bring the nation together. The Mughals and other Arab and Muslim invaders came from the Arabic and Persian Belt and had lighter skin tones than most of the native Indian populace, even though historical accounts do not specifically mention prejudice by the ruling class because of skin tone. That being said, these invaders' grip over the subcontinent was not formalized nor politicized [10], [11].

3.1. *Varna System:*

The original Rig Vedic categorization was based on occupational rank rather than birth. However historical evidence points to a transition at some time towards a rigid, birth-based structure. The Varna system gave rise to a vast number of castes and sub-castes, which created an oppressive social framework. The Rig Veda's PurushSukta, a crucial work that illustrates early classifications, uses Purusha's self-sacrifice as a metaphor to describe how the four hierarchical categories came into being. Although this symbolism was misinterpreted to create a hierarchy, it highlighted how the four strata in society complement one another. The transition from an oral to written tradition of Vedic Hindu literature brought about a considerable change in interpretations and misinterpretations. Noble vocations were valued more highly in society, whereas polluting occupations were seen as less noble. Inter-caste unions were rare, but there were exceptions: lower-class scholars were accepted and even revered as saints. Despite coming from lower castes, revered individuals like Maharshi Veda Vyas, the well-known author of the Mahabharata, were held in great regard. The skin tones of the Aryans and their enemies, the tribal groups known as the Dasyus and Dasas, demonstrate the diversity of ancient Indian culture. The relations between these two tribes were characterized by ongoing territorial struggles [12], [13].

3.2. *Dark Heroes:*

According to what some academics falsely claim, skin color was not a factor in discrimination or violence throughout this time. Rather, it was a time of perpetual warfare and hostilities between the native tribal populace and the incoming immigrant invaders. Rather than being motivated by differences in race or color, the main causes of these battles were livestock, riches, and territory control. Ancient scriptures mention Aryans fighting the Dasyus, often known as the dark people of India, in combat. The Aryans were devotees of gods such as Indra, Agni, and Soma. Notably, there are examples in ancient writings of people with darker complexion tones being heroic. Examples include Trasadasyu, the darkly complicated king of the Dasyus in the Rig Veda, and Krishna, the hero of the Yadava clan and an avatar of Lord Vishnu. The passage also highlights the acceptability of dark-skinned people among the educated and intellectual class by mentioning a black hymn poet named Kanva and a dark-skinned singer named Dirghatamas. It was said of even holy people like the Rig Veda's author, Angiras, that he was black. The Nisadas were a black tribe of non-Aryans who lived in their communities and performed Vedic rituals. They were classified as Shudras. The Hindu goddesses Parvati, Draupadi, and Lord Ram, who are shown as having different skin tones, refute the idea of prejudice based on race. Furthermore, allusions to Kali, the goddess of strength, and the name "Shyamli" accentuate the idea that in ancient India, dark hues were not denigrated but rather often linked to prestige and beauty. The notion that Ancient India did not practice racial discrimination is supported by historical instances and literary evidence dating back to the eighth or ninth century. Regardless of skin tone, beauty, bravery, and status were recognized and appreciated, refuting the contemporary idea that stigma is connected to race [14], [15].

3.3. *Caste and Colour:*

In India, skin tone is still a big part of people's dreams, but it is not the only criterion that determines social acceptability. Different variables influence how each person in the nation

feels about different skin tones and how accepting they are. Caste differences have a significant impact on social acceptability; those from higher castes are often seen as more socially acceptable than those from lower castes. But even within the same caste, lighter-skinned people are usually favored over darker-skinned people. Men with darker skin tones and better financial standing sometimes manage to get over the stigma attached to their skin tone and are even selected as partners by women with lighter skin tones. In India, where arranged marriages are common, finding a partner from the same caste or a higher caste is a common practice. It is stated that in such instances, skin tone may be disregarded if one spouse can get a bride or groom of a higher caste or class. Despite the common misperception that caste is always associated with skin color, it is important to highlight that all caste groups in India, including Brahmins and Dalits, have a variety of skin tones. The vast differences in temperature and geographical circumstances across the nation mean that the distribution of skin color is often more location-specific than caste-specific. Those in Jammu and Kashmir and other northern states, for example, have lighter skin tones overall than those in southern India, irrespective of caste or status. People from different castes may have similar skin tones in states like Uttar Pradesh, Madhya Pradesh, Rajasthan, Haryana, and others, indicating the impact of geography.

Scholars have observed that people from lower castes, such as Dalits and Shudras, often have the darkest skin tones throughout the Indian Subcontinent. These findings are not without merit. Gaining a thorough comprehension is essential to developing an unbiased viewpoint about this issue. Even in modern India, there is a dearth of appreciation for the dignity of work, and those who do physical labor are often looked down upon. People in central and southern India, where the weather is mostly hot, are more likely to have darker skin from sun exposure while they labor outside. Darker skin tones are perpetuated through generations due to the presence of poverty among a substantial section of the population, which makes appropriate skincare and nutrition even more difficult. Skin color perception is closely related to one's social and economic standing. Due to their association with physical work, Sudras are expected to have a darker complexion than members of the higher caste, which inherently adds to the "caste factor." It's important to remember that India is still mostly an agricultural nation, with a sizable percentage of its people working outside. As a result, people of different castes, such as light-skinned Dalits and dark-skinned Brahmins, are present. Numerous factors, including caste and its subcategories, religion, geography, economic standing, and most importantly skin color which is often prioritized as a highly desirable quality in all of these categories have an impact on acceptance. Thus, it follows that while skin color may influence a person's attractiveness, caste is a complex variable that must be taken into account at the same time to fully understand a person's rank and desirability.

For example, a person from a higher caste who has a darker skin tone could be accepted more readily than a person from a lower caste who has a comparable skin tone [16], [17].

3.4. *Skin tone evolve:*

Tens of thousands of years of complex evolution have resulted in the variance in human skin tone. A simple premise may be used to explain the worldwide gradient of human skin tone, which shows lighter people closer to the poles and darker populations toward the equator: locations with less sunshine are better suited for fair skin, while darker complexions are better suited for sunny climates. Though this may seem obvious to those who get uncomfortable at the beach, sunburn and skin cancer are probably not the fundamental causes of humanity's color gradient. Rather, the competing demands on two essential vitamins folate and vitamin D have affected people's skin tones. UV radiation from the sun may destroy folate, but it can also trigger the skin to produce vitamin D when subjected to the same radiation. Therefore, the need to both preserve folate and concurrently synthesize vitamin D is at the center of the

evolutionary balancing act. Reaching this delicate balance requires a modest level of solar exposure that meets both needs. While the strength of UV radiation is influenced by geographic dispersion, the extent to which these rays may penetrate skin color depends on an individual's pigmentation.

3.5. *Region and the Inferior Status:*

Geographical areas also impact social rank and hierarchy in India. Many people travel to bigger cities due to the lack of work prospects in rural regions, which eventually places them in the lowest social strata and lower status. As a result, locals become more resentful as their chances of finding work decrease. It is important to understand that this is primarily an economic issue and that it would be incorrect to see it as a racial one. The locals may still discriminate against these migrants based just on their looks or skin tone. Economic factors are the main cause of discrimination against migrant populations, particularly when such migrants come from developing nations. For example, workers and those from low-income families many of whom are from the lower castes of Bihar and Eastern Uttar Pradesh move to other states since there aren't enough jobs available in their native state. Their small height and dark complexions are common characteristics. Regretfully, these migrants from Bihar and Eastern Uttar Pradesh face disparaging remarks, and in certain places, those from West Bengal are even called "Bangladeshi" or "Bengali." Extreme instances of physical abuse against migrants because of their place of origin have occurred. However, discrimination based on geography may also take the shape of more appearance-focused prejudice. There are several cases of animosity against communities in northeastern India because of their Mongolian appearance. These occurrences have been more widely reported in the press lately. The Northeast was formerly referred to as Kamrup, which means "the land of the most beautiful people." There are legends of people from central India who were so taken by Kamrup's natural beauty and its populace that they never returned. However, the modern interpretation of this viewpoint seems to be changing.

3.6. *Consumer behavior on Fairness Creams:*

The term "skin whitening" describes the use of cosmetic goods or services to lighten the skin's look by reducing the quantity of melanin, or pigment. This is a sizable worldwide business that focuses mostly on women of color; the Asia-Pacific area is especially profitable in this regard. The centuries-old process is known by several names, including skin lightening, whitening, and bleaching, each having a unique cultural background that varies by location. Though lighter skin is often associated with attractiveness and perceived benefits in terms of job, marriage, and social standing in many countries, the underlying tendency is essentially tied to colorism.

3.7. *The culture behind skin whitening:*

Lighter skin has traditionally been linked to wealth and social status in many different places. In some places, this link originates from the contrast between the impoverished who spend most of their time inside, and the manual workers who work outside in the sun. Scholars in other places credit globalization, slavery, and colonialism for the continuation of this association. The global disparities that arise from colorism and the privileges bestowed upon individuals with lighter skin tones have an impact on several areas, including social treatment, marriage eligibility, employment and education opportunities, and, most notably in the United States, criminal justice system sentencing.

3.8. *Companies making skin whitening products:*

Skin whitening solutions have evolved throughout time, from bleaches and freckle removers to other formulas like lighteners and whiteners, reflecting changes in societal perceptions and conversations about skin tone. Nonetheless, since there is a constant market for these goods, manufacturing and sales of them are flourishing. Skin whiteners may be easily found in a

variety of places, such as marketplaces, high-end clinics, small shops, supermarkets, social media sites, websites run by third parties, and even people's homes. As a result, producers range from big, international companies to local pharmacies.

3.9. *Multinationals Company:*

Procter & Gamble, Shiseido, Beiersdorf, and Unilever are just a few of the big international companies that offer and promote a wide range of skin-whitening treatments, often highlighting how effective they are in removing black spots or uneven skin tones. Interestingly, rather than being offered in their native markets, a large number of these corporate behemoths' goods are only sold in areas like Asia, Africa, and the Middle East. In the past, ads in Asia and Africa showed people whitening their complexion to get the job or relationship they wanted. Businesses have modified their branding and marketing tactics to cater to all skin tones in response to shifting social expectations for more diversity in the cosmetics sector. The Black Lives Matter movement called attention to the existence of double standards and pushed businesses to reevaluate selling skin-whitening goods in the name of racial justice. Johnson & Johnson, for example, decided to stop selling Neutrogena Fine Fairness and Clean & Clear Fairness.

Terms like white, fair, and light will no longer be used in L'Oreal and Unilever's products, even though they are still offered for sale on third-party sites. Although Unilever decided to change the name of its well-known brand from Fair & Lovely to Glow & Lovely, the product is still accessible.

3.10. *Pharmaceutical Companies:*

Many well-known pharmaceutical corporations produce drugs, such as hydroquinone and steroids. Although most nations need a prescription for these medications for legitimate medical uses, in areas where skin whitening is common, they are often acquired illegally and abused. Despite the possibility of unintentional skin lightening as a side effect, the desire for lighter skin is what drives the overuse of these products.

3.11. *Small Cosmetics Companies*

Most skin-whitening creams that include dangerous substances are made by smaller enterprises in different countries including China, Pakistan, and Lebanon. Rarely are potentially harmful ingredients like hydroquinone and mercury stated on the package of these lotions. Independent testing, however, carried out by several groups, has repeatedly shown that these dangerous compounds are present. When skin-whitening cream samples are regularly examined by the Zero Mercury Working Group, mercury amounts as high as 40,000 parts per million (ppm) are found. Significantly, hydroquinone and mercury have been found in a wide range of skin-whitening cosmetics, including popular brands like Shivanya Beauty Cream, Chandni, Faiza, and Noor all of which are made in Pakistan. These hazardous substances are nonetheless present in goods that are used and marketed in nations where their usage is either limited or outright outlawed, even though they are not allowed in Pakistani cosmetics.

3.12. *Marketplaces for Skin Whitening Products*

Global firms produce commercial goods that are widely available in shops and supermarkets around the globe, with a particular concentration in Asia. Harmful substances found in unlawful items are smuggled into other countries and sold at a variety of local venues, such as street markets and beauty parlors. 2018 saw the UK's Southwark Council seize 1129 skin-whitening items from a hair and cosmetics store in London. Testing of the products revealed the presence of steroids or hydroquinone. The Beauty Well initiative was effective in obtaining goods with hazardous substances from East African local street markets and shopping centers in Kenya

and the US. Particularly in rural regions, homemade goods are usually acquired at the local level from individual homes or village stores. Often, people buying these lotions are unaware of the potentially dangerous substances they may contain.

3.13. Harmful Effects of Fairness Creams:

Some harmful effects of fairness creams are categorized:

3.12.1. Toxic Bleaching Ingredients:

Frequently found in skin-whitening treatments, hazardous substances have the potential to cause serious health problems as well as injury to the skin when used topically for extended periods without medical supervision. The substances used to lighten skin differ greatly around the globe and are always changing. Antioxidants like glutathione, collagen, and vitamin C are now injected and many of them are not well-validated and may be dangerous. Three common substances contained in dangerous skin-whitening treatments are still freely available despite strict regulations in most countries, and using them improperly or for an extended period may have detrimental effects on one's health. Skin-lightening and "whitening" products (SLPs) are sold all over the world. However, a recent analysis of goods on the market showed that many of them still had dangerously high mercury levels in them. Mercury is often used in cosmetics because of its capacity to reduce melanin synthesis and treat hyperpigmentation problems including dark spots, freckles, and blemishes. This is especially true with skin-lightening creams. But it's important to remember that mercury is very harmful to human health. Figure 1 depicts the women's face effects due to toxic bleaching.



Figure 1: Illustrates the women face effects due to toxic bleaching [18].

3.12.2. Dangers of Mercury:

Regular use of mercury-containing skin-lightening products (SLPs) reduces the body's ability to fight off bacterial and fungal infections, which may result in problems including rashes,

uneven skin tone, and skin discoloration. Mercury exposure has been linked over time to negative consequences such as renal illness, respiratory problems, eye damage, and nervous system harm. Furthermore, those who use SLPs contaminated with mercury run the risk of unintentionally exposing their relatives to the poison via intimate contact. According to research, after using these goods, residences may need to be decontaminated to reduce mercury exposure. Researchers identified 80 SLPs from 17 nations, including the United States, Mexico, and India, that were deemed possibly high in mercury (had at least 1 ppm of mercury) based on their examination. After purchasing 271 samples for analysis, they found that 25 of the 38 high-mercury SLPs listed in their 2019 study still had mercury levels over 1 ppm. In addition, during the 2018–2019 testing phase, 18 SLPs who had not previously been identified also exceeded the permissible levels for mercury. Of the 271 samples analyzed, 47.6% had levels of mercury over the allowable limits. An important finding emerged from the analysis: not enough safeguards are in place to guarantee the security and legitimacy of goods offered for sale on different e-commerce sites. Temporary bans or warnings don't stop these goods from coming up again on certain websites. This analysis shows that most e-commerce platforms are not sufficiently motivated to check the legality of the things they offer.

4. CONCLUSION

The historical roots of colorism in the United States, which come from slavery, may be traced back to India, especially to the Varna era. Although there was no racial discrimination in ancient India, the development of the caste system resulted in the creation of intricate social stratifications based on birthplace, occupation, and eventually skin color. The conversation also demonstrates how colorism in India affects several areas, including the market for skin-whitening goods, marriage decisions, and economic prospects. It goes beyond social biases. The enduring inclination towards paler skin tones reinforces stereotypes and shapes ideas about attractiveness, social standing, and desirability. This preference is seen in social interactions as well as research showing differences in incomes, criminal justice punishments, and marriage rates according to skin tone. Colorism's ubiquitous influence is further reinforced by the worldwide market for skin-whitening goods, which is fueled by cultural views of success and beauty. In addition to the negative impacts of fairness creams containing dangerous bleaching substances, the presence of multinational and pharmaceutical corporations in this market creates ethical questions that need immediate consideration. A thorough knowledge is required of India's complicated connection with skin tone, which is affected by historical, cultural, and social variables. It is essential to have candid discussions, dispel myths, and advance inclusion in order to overcome the pervasive problems of colorism and caste relations. Legislative, institutional, and social initiatives to improve attitudes toward people with different skin tones should be supported. India can only expect to resolve the complex issues surrounding skin tone and create a more inclusive and fair future for all of its residents by making all-encompassing efforts.

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CHAPTER 11

I AM: UNDERSTANDING THE DAILY LIFE EXPERIENCE FOR POSITIVELY CHANNELING THE MIND

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ABSTRACT:

The historical COVID-19 not only brought the whole country and world under lockdown but also brought people and families under one roof. This gave me ample amount of time to spend with loved ones and also reflect on myself. People learned the importance of staying positive and hoping for good things to happen. For me, the pandemic helped me reflect on my strengths and weaknesses and how it could improve myself to become someone who can see the positive sides, and be more mindful and open to learning. The ideas and concepts of mindfulness, positive thinking, gratitude, release of energy, and such caught my attention. I had been hearing and reading up about it and eventually started practicing it in my capacity. Ever since I can recall, I have been maintaining a diary of my own where I jot down daily entries of how my day was, what it did, etc. Learning more about these concepts and applying them in my daily life has been life-changing for me and now I want to take this experience of mine a step further by sharing it with all my near and dear ones and letting them experience the same first-hand.

KEYWORDS:

Energy, Law Attraction, Life, Positive Thinking, Visual Language.

1. INTRODUCTION

In today's fast-moving world with lots of technology, it's hard to focus our thoughts, feelings, and behavior in a way that helps us. Quick or erroneous decisions could be a consequence, leading to last-minute stress and guilt over underperformance, as well as damage to relationships and overall happiness [1]. However, practicing mindfulness involves being observant and deliberate in decision-making. This also helps us appreciate things more and learn how to value them. Fear of the unfamiliar and curiosity about what lies ahead have always been common human emotions [2]. The collaboration between our left and right brains is fascinating, as well as the way our mind and heart can experience conflicting emotions simultaneously. Every day, we have to work hard to reach our goals and get things done. We continually aim to have things turn out in our favor and pursue ambitious achievements [3]. As we work, we frequently ponder whether others will appreciate the effort we've invested. We also take into account our approach and the commitment needed to perform it proficiently. There have been occasions when we performed excellently but didn't receive the acknowledgment we were expecting, resulting in feelings of disappointment. This is the time to control your thoughts and find harmony between your mind and heart [4]. The present paper will consist of a combination of a journal, a planner, and a book designed for reading. This diary will enable users to communicate with themselves and freely express their innermost thoughts. The main idea of the diary is to share happy and positive feelings.

It will have sections on things like showing things, getting better, staying organized, understanding others, taking a break from busy life, keeping up relationships, and more. I make an effort to concentrate on the positive moments and not let the negative moments affect my mood. I tended to give extra consideration to the things that troubled me, as is typical for most individuals. Our own choices and perspectives have the greatest impact on our happiness. Usually, people don't always do everything on their to-do list or planner because it feels too hard and stressful to keep up with them [5]. "The beginning" We might get excited and start writing neatly and fancy, making us feel like a perfectionist. Finally, the diary ends up in a desk drawer or corner and becomes part of history. The study inquired with numerous individuals

about their journaling habits, including how frequently they utilize a journal and if they consistently maintain it. Most people said they forget to keep it updated over time.

Using this diary will assist you in jotting down your ideas, objectives, and tasks. Additionally, there is a quote of the day and entertaining facts that I author. The main goal of the content is to be something that users and readers can relate to. Leave them feeling relieved that it's not just me. The diary would have room to draw anything at all. It can be small, not nice-looking, neat, creative, or not important, but it needs a title. This means that if the user goes back to previous pages, they can see what they were thinking about when they made the drawing or doodle. It will help them understand the connection between the drawing and the thoughts they had at that time [6]. A 'rant room' is a place where you can write or draw to let out your feelings. Don't forget that the technology is very important in the 21st century. There will be a new app with similar features and options to explore. It will make sure that the person returns and keeps their profile up to date, so they don't forget to do these things. The online diary will have special features that let users make more than one mood board and vision board. Just like a regular diary, there will be a place here where you can talk out loud and your words won't be saved. It's just a way of getting something out of their mind. Also, there will be parts where we express thanks, positive statements, and similar things. People can send letters to themselves and choose a future date for the letter to arrive. What is mindfulness and positive thinking? Do we practice it in our daily lives? The current study's objectives are as follows:

- a. To identify people who are practicing these techniques and observe the change from outside.
- b. To understand how they feel a difference from within and in their general perspective on life.
- c. To make people believe in this and implement it themselves for a better path to mental peace, positivity, and strength.

2. LITERATURE REVIEW

2.1 The Truth about Manifestation:

Onyshchuk *et al.* [7] study explains how values of good, truth, and beauty are changing on the internet. This article talks about how the Internet culture shows what people think is true, what is right and wrong, and what is considered beautiful. Specifically, we are talking about how social media shows where good and evil, truth and lies, and beauty and ugliness intersect. The writers are worried that people are starting to think that good and bad are the same, and this can lead to people being allowed to do bad things on social media without getting in trouble. The article talks about how people talk about bad things on the Internet using their feelings and experiences. We study how evil is shown in modern culture on the internet, and we look at it through the ideas of goodness, truth, and beauty. Using art techniques, it is demonstrated how these beliefs can change and even become the opposite. We can see that modern propaganda on social media uses how we see the world and what we believe to be true. During the research, it was found that thinking about actions can help people understand and express the bad things in the world, especially when there are no clear rules in place. This can be done using artistic techniques. V. Mishra's [8] study tries to explain Swami Vivekananda's ideas about education. According to Swami Vivekananda, education reveals the preexisting perfection within oneself. Through his life experiences, Vivekananda acquired valuable insights that he passed on to others. These truths were about education.

He believes that education is very important for fixing the problems in society and for determining what will happen to people in the future. He discussed the role of education in nurturing and enhancing personal development. Vivekananda believed it was important to prioritize the education of women and the common people in India.

2.2 *The Law of Attraction:*

Many motivational books cater to those transitioning into the age of information and communication. Rhonda Byrne's book *The Secret* has inspired many other books. The book suggests that similar objects have a natural inclination to attract each other. Muslims might see *The Law of Attraction* as akin to their daily prayers. M. Nurdin [9] looks at the Law of Attraction and explains it concerning prayer in Islam. The presentation revealed that the Law of Attraction has the potential to enhance a Muslim's connection with God through prayer. Prayer is affected by nature and our thoughts and feelings. The Law of Attraction says that people create their own lives by thinking and feeling in certain ways. It means that what people think and feel will affect what happens in their lives. That's why it's not helpful to say God is responsible for bad things that happen to people.

Park *et al.* [10] look at how a robot's personality and a person's personality can affect how they interact with each other. It follows the idea that people are attracted to others who are similar to them. This study used robots that were programmed to act like outgoing and shy people, and real people who were categorized as either shy, outgoing, or in-between. We did a study with 120 people to see how they felt about robots. We found that people felt more comfortable with a robot that had a personality like their own. However, the assessment of being connected with others showed a different result. We talk about what our study means and what it cannot conclude, and we also give ideas for future research.

2.3 *Three steps to transform your life:*

William Ury [11] emphasizes the significance and potency of saying "No" in his book "The Power of a Positive No." He mentioned the necessity of asserting our boundaries and refusing in everyday scenarios, whether at work, at home, or in our communities, to safeguard our well-being and uphold our values. Ury talks about the "Positive No," a way to say no without hurting relationships. It has three steps to help people stand up for what they want. The book teaches you how to confidently say "No" to others, resist pressure from others, and have a good outcome. The book offers practical guidance and real-life illustrations from Ury's Harvard University course to assist individuals in effectively declining requests in various circumstances. It is a useful resource for dealing with the challenges of saying "No" effectively. In a busy and stressful world, "The Power of a Positive No" shows how saying 'No' is an important skill that can help people focus on what's most important to them.

M. German [12] looks at how self-compassion and mindful art therapy are connected and used to help people with mental health issues. The writer looks at many books and articles about being mindful, using art to help people, and being kind to oneself. They find that these things all help make people feel better. The research shows that using art therapy to help people manage their emotions, understand who they are, and become stronger, matches up with the idea of being kind to yourself in mental health treatment.

These methods not only help reduce problems but also make people feel better at the same time. The writer suggests including these topics in an 8-week group for adults with serious mental illness at a community center for outpatient treatment during the day. The thesis shows that clients like learning about being kind to themselves and using art to understand it in their way. Combining self-kindness with making art can provide proof that you are being kind to yourself. The art you create can help you remember to be kind to yourself when you display it in your home. The idea is that using mindfulness and art therapy together can make people feel better about themselves and stronger, by helping each other. This new way of helping people with their mental health uses both self-compassion and art therapy together. It can work for many different mental health problems and might help anyone, even if they don't have mental

health issues. The thesis says that learning to say No in a positive way can change your life and help you have better relationships with others. The Positive No is seen as a strong tool for dealing with how people interact with each other and can be used in many areas of life.

2.4 A guide to spiritual enlightenment:

A. Chakraborty [13] explains how the teachings of the Bhagavad Gita relate to leadership in organizations and how they relate to the ultimate truth. Many studies have been done on these topics, but only a few have looked at how the Bhagavad Gita can be connected to good leadership. This article will close the distance between old customs and contemporary institutions, as well as demonstrate the correlation between ancient Indian faiths and advanced technology. Bhagavad Gita helps people become spiritually developed and supports leaders in advancing their careers. Usually, people only think a little bit about the spiritual side of the Bhagavad Gita. But if someone is smart and looks into it, they can find a lot of wisdom. This wisdom can help them be more positive and get rid of bad rulers. The Bhagavad Gita teaches how to improve yourself to become a better role model for others.

D. Rao [14] Discusses the transfer of knowledge between teacher and student in old India during Spiritual Enlightenment. We try to talk about how words are important in spiritual discussions and how they are used. Words guide spiritual followers to a higher spiritual level. The process of passing down spiritual knowledge through the practices of active listening, contemplation, and meditation is elaborated upon. The passage discusses the significance of spiritual leaders who possess extensive knowledge and experience. The spiritual master is very important in guiding people in their spiritual journey. They act like a map, showing the way, and like a mirror, reflecting the true inner nature of people. The master has a lot of knowledge and experience and helps the disciples to become spiritually enlightened. The presentation talks about how animals communicate and compares it to giving blessings. It uses examples from the animal kingdom to show how information is shared.

3. METHODOLOGY

3.1 Secondary Research:

Secondary quantitative research involves using pre-existing data instead of gathering new information. It is also referred to as desk research because it involves analyzing data that is already available. This involves utilizing existing information, also referred to as secondary data. This data is put together and organized to make the research better. This research approach involves collecting data from online sources, government records, libraries, and other research outlets.

3.2 Primary Research:

One-on-one interviews/sessions to understand people on a personal level if and what bothers them. Gain specific kinds of knowledge, and engage in meaningful conversations with undivided time and attention. This way both sides can comprehend each other better how the person reacts to situations and how can they do it differently. The survey methodology is open to the common audience to first understand the target audience and which group is most interested in following these mindfulness techniques. Secondly, to get a general overview of their routine, behavioral patterns, choices, common interests, and keenness on learning new concepts thereby being positive. The following question was presented to the individual during the interview:

1. What age group comes to you most often?
 - a. 8-18 years
 - b. 8-24 years
 - c. Above the 24 years.

2. Common reasons for stress and anxiety?
 - For 8-18 years,
 - a. Studies.
 - b. College.
 - c. Peer pressure.
 - d. Child parent issues.
 - e. Home environment.
 - For 18-24 years,
 - a. Friendships.
 - b. Relationships.
 - c. Partner.
 - d. Career.
3. What techniques do you suggest for them to practice?
 - a. Gratitude.
 - b. Journal.
 - c. goal writing.
4. What are the 5/10 things to be grateful for every day?
 - a. Affirmation re-programs the mind.
 - b. Affirm for a week depending on how strongly you want something to happen.
 - c. Something else.
5. What is your main advice to them?
 - a. Practice forgiveness.
 - b. Release energy.
 - c. Overcome beliefs.
 - d. Set small targets.
 - e. Work on deservability.
 - f. No self-sabotage.
6. What is your life mantra?
 - a. To stay consistent.
 - b. patient and committed to my goals and doings.
 - c. To have faith in oneself and not self-sabotage.

3.3 Observations, and experience sharing:

Observational tests for people to try out some of the mindfulness and positive thinking practices for themselves and see if they truly feel a difference from within. Does it make them feel lighter, overwhelmed, or relieved? If the experiment is completed willingly, that itself will be a motivation for people to make it a daily habit.

3.4 Market Analysis:

Market research allows for the gathering of data about a specific subject to enable informed decision-making. Market research involves collecting data to aid companies in making informed decisions. The true significance lies in the utilization of the data to gain a better understanding of the market. Market research involves gathering information by surveying individuals, engaging in group discussions, conducting interviews, and similar activities. Conducting market research allows us to gain insight into how individuals will respond to a particular product or service. This can help us make decisions about that product or service. Market research assists businesses in understanding customer needs and preferences, thus enabling them to improve their marketing and advertising strategies. It also helps them understand what customers think is important when it comes to products or services.

4. RESULT AND DISCUSSION

4.1 Understanding the mindfulness?

Attaining mindfulness means the state of awareness in which one focuses their attention in the present moment, with no fear of judgments or distractions from thoughts, emotions, and external situations. The idea is to consciously bring the mind and body into the present, with openness, curiosity, and acceptance, instead of being caught up in past or future worries. Mindfulness could be practiced in different ways daily meditation, breathing exercises, or simply focusing and appreciating the surroundings and sensations. The goal of mindfulness is to become more aware of our thoughts and feelings, develop a greater sense of self-awareness, and cultivate a sense of calm and acceptance. Research has shown that practicing mindfulness can have many benefits for both mental and physical health. 'It has resulted in an increased drop in stress, anxiety, and depression. It also leads to improved sleep, immunity boost, and better chronic pain management. It keeps one healthy and happy from the inside as well as outside. To practice mindfulness, one can start by simply taking a few deep breaths, and focusing the attention on the present moment. They can then expand their awareness of their surroundings and physical sensations, without judging or changing them. With regular practice, mindfulness can become a valuable tool for managing stress, improving mental health, and living a more fulfilling life.

'Manifestation' means to create something or turn something from an idea into a reality through energetic attraction. In psychology, it means to use our thoughts, feelings, and beliefs to bring something to the physical realm. The science behind manifestation is based on the impact of positive thinking on positive actions and the importance of habitual action on our goals. Meditation enhances our thoughts and provides an inner vision, or even being vocal about what we wish for helps in manifestation [15]. A picture or drawing can help us understand it better. It's difficult for anyone to figure out what we really want to make happen. Manifestation is when you focus on something you want and then see it happen in real life. In simple words, if you believe it, it will happen. "I think of manifestation as simply being a powerful creator in your own life," says Natalia Benson, who helps women feel empowered and uses manifestation with her clients. Basically, manifestation is making your life the way you want it to be.

4.2 Law of Attraction:

The Law of Attraction or LoA focuses on a very simple yet fundamental principle that what one gives their time, energy, and attention to, will eventually come back to them. One will attract positive things if one focuses on the good in their life. However, the more one dwells in the sorrows of what they don't have, they will attract negativity in their life. LoA may seem like a mystical concept, however, it is grounded in the principles of quantum physics in which everything in the universe is made up of energy feelings, thoughts, and beliefs. This energy vibrates at different frequencies, and these frequencies attract similar frequencies. When we emit high-frequency energy and positive vibrations, we attract positive experiences into our lives. Conversely, focusing on negative feelings will emit low-frequency energy and negative vibration thereby attracting negative experiences. It is the optimism in life that will take us toward our goals of health, career, and relationships. While feeling happy, excited, or appreciative, we send out positive vibrations in the universe. Similarly, if we feel anxious, stressed, or dejected, we send dull and negative energy to the universe. Thus, the vibrations we create or lean towards determine the manifestations we meet. We must keep in mind that to find results, we have to focus on what we want rather than what we don't want.

At least 20% of young people under 35 say they have come across something about the Law of Attraction. A Mintel survey found that about 30 million Americans say they use the law of

attraction in their thoughts and actions. In 2006, the Secret book and movie came out and the worldwide law of attraction business was worth about \$4.7 billion. In 2008, it went up to about 15 billion dollars. In 2009, a survey found that 21% of American adults spent at least one hour a day doing meditation, yoga, or praying. Since 2009, more and more people have been visiting websites about the Law of Attraction. The book *The Secret* is still making about \$60 million in sales. In 2013, when many people in the United States were interested in the law of attraction, Google saw a big increase in the number of searches for 'law of attraction' and 'law of attraction techniques'.

4.3 Scientific Proof Law of Attraction:

Research indicates that adopting a positive outlook, being grateful, and visualizing success may have an effect on our lives. Positive thinking has been carefully researched and studied. Positive thoughts can make a big difference in how someone feels both mentally and physically. Quantum physics forms the foundation of the law, which emphasizes the presence of high energy and vibration. Science, medicine, and metaphysics all believe that some frequencies can keep away sickness and other frequencies can get rid of sickness. In the opinion of spiritual wellness coach Emma Halley, similar things are drawn to one another. Everything that we emit into the world is reciprocated, as energy surrounds our thoughts and feelings. 14 out of 100 people who have a plan are much more likely to reach their goals than those who don't have a plan. - If you have a plan, you are significantly more likely to achieve your goals compared to those without a plan. Individuals who put their goals in writing have a threefold higher chance of achieving them than those who don't. Many people don't get what they want because they can't decide or stick to their goals.

4.4 Affirmations:

To affirm is to state that something is true. It's a proposition that something exists- a confirmation or ratification of the truth or validity of a prior judgment. The idea is to motivate ourselves to take action for our goals and imprint it in the subconscious mind. Repeating affirmations leads to a change in habits and behavior, it brings up related mental images into the mind, which inspire, energize, and motivate us.

Affirmation can be used in various contexts, such as self-affirmation, where an individual uses positive self-talk to build self-esteem, or social affirmation, where a person confirms and validates another's feelings or beliefs. They can be a powerful tool in promoting self-confidence, resilience, and well-being, as well as strengthening relationships and fostering a sense of community.

4.5 Release Energy:

Our thoughts and actions align with our energy and it's on us to switch our energies. It's like putting on the radio and tuning into a channel- each of them has a particular energy, a specific frequency that it's running on and the control is in our hands. Changing the frequency automatically lets everything else flow.

Thus frequency directly corresponds with our state of mind which then directs our course of events and action. To release energy means to intentionally release negative, demotivating, or unwanted energy that is keeping us in unrest. This helps to come to terms with any stress that we might be feeling and let it go.

Energy can be released by meditating, practicing deep breathing, and physical workouts. Writing a release letter and burning it or flushing it down helps as if we are fighting all the negative emotions, negative energy, and problems.

4.6 Ho'oponopono:

Ho'oponopono is a traditional Hawaiian practice of reconciliation and forgiveness. It is rooted in the idea that all things in the universe are connected. Our words, thoughts, and actions leave a powerful impact wherever and whenever we go. "Ho'o" means cause while "ponopono" means perfection. Ho'oponopono means "to make things right" or "to put things in order" in Hawaiian. To practice this, one needs to be willing to acknowledge and take responsibility for their deeds and thoughts. They need to have a mindset that allows them to seek forgiveness, confess, and reconcile with others.

The practice may be used as a tool for healing relationships, resolving conflicts, and promoting inner peace and harmony. It can also be used as a way to release negative energy and emotions and to promote forgiveness and compassion. This practice does not need more teaching; however, it is powerful for cleansing one's body for forgiveness, reflection, repentance, gratitude, and revealed emotion. Thus, Ho'oponopono is a life-transforming meditation and forgiveness prayer.

4.7 Pseudo Positivity:

It means always trying to stay positive even when things are really tough. Being positive is good, but toxic positivity ignores tough emotions and pretends to be happy all the time. It's normal to feel not okay sometimes. Instead of thinking it's bad to feel down, understand that it's not possible to always feel good. Always remember that it's okay for someone not to feel okay.

Control your bad feelings, but don't pretend they're not there. Strong feelings of anger, sadness, or worry can make you feel stressed if you don't deal with them. However, they also have the potential to provide valuable insights that can assist you in making beneficial changes in your life. Be mindful and offer support to others when they are in need. When someone is feeling upset, don't try to make them feel better by pretending everything is okay. Instead, tell them that it's okay to feel this way and that you are here to listen. Make sure to be authentic with yourself about how you are truly feeling. When things are hard, it's normal to feel stressed, worried, or scared. "Don't put too much pressure on yourself." Take time to take care of yourself and do things that can make things better for you. Be willing to confront someone who is being overly positive in a harmful way. Although it might be awkward, talking to the person about their approach can help them become better.

It's important for people to think about how their words and actions affect others, and the other way around too. Express how you feel in words. When you're going through something tough, try to find ways to express your feelings in a helpful way. Keep a diary or have a conversation with a friend. Studies show that expressing your feelings in words can reduce the strength of bad emotions. Pay attention to how you are feeling. Following happy social media accounts can make you feel good, but watch how you feel after looking at and talking with that content. Feeling bad after seeing happy posts is because of toxic positivity. Try using social media less. Try to understand the reason for what you are experiencing. "Tragic optimism" is about finding meaning in tough situations, and it's the opposite of toxic positivity. Some people think it's the solution to toxic positivity. It's okay to have different feelings at the same time. If something is hard, you might feel worried about what will happen next, but you may also believe that things will turn out well in the end.

Your feelings can be just as complicated as the situation. The law of attraction says that if you think and feel positive, good things will happen to you. Negative thoughts and feelings can manifest into negative experiences. The idea of the law of attraction has been around for a long time, but it became really popular in the early 2000s with books like "The Secret". It was a

popular topic in self-help and personal development before COVID-19. A lot of people wanted to learn about how to use the law of attraction to make their wishes come true and make their lives better. Many books, classes, and teachers help people learn how to use the law of attraction.

4.8 The Pandemic's Influence:

Since the start of the COVID-19 pandemic, there has been a renewed interest in the law of attraction as people search for ways to cope with the uncertainty and challenges of the pandemic.

Many people have turned to the law of attraction as a way to stay positive and focus on their goals and aspirations during difficult times. The pandemic has also highlighted the importance of mindfulness and awareness of one's thoughts and feelings. With the increased stress and anxiety brought on by the pandemic, many people have realized the importance of taking care of their mental health and paying attention to their thought patterns.

4.9 Survey and market analysis:

As per the Google survey that was carried out, noticed that the majority of the people have many things going on that they don't address as much as they should. Be it personal life family or career, everyone is trying to find the right balance. While some people are making a conscious effort, some might not be as willing or mindful to help themselves shown in Figure 1. This gap between knowing where we are going wrong or how we can do better and doing something about it is what I want to bridge. Mere realization about something is of no use unless we work towards it. The smallest step to start with is simply writing down our thoughts and emotions. This helps in collect all our thoughts and emotions and further allows us to reflect on them. Often after writing, we understand what needs more of our time and attention which are those trivial things that can be neglected.

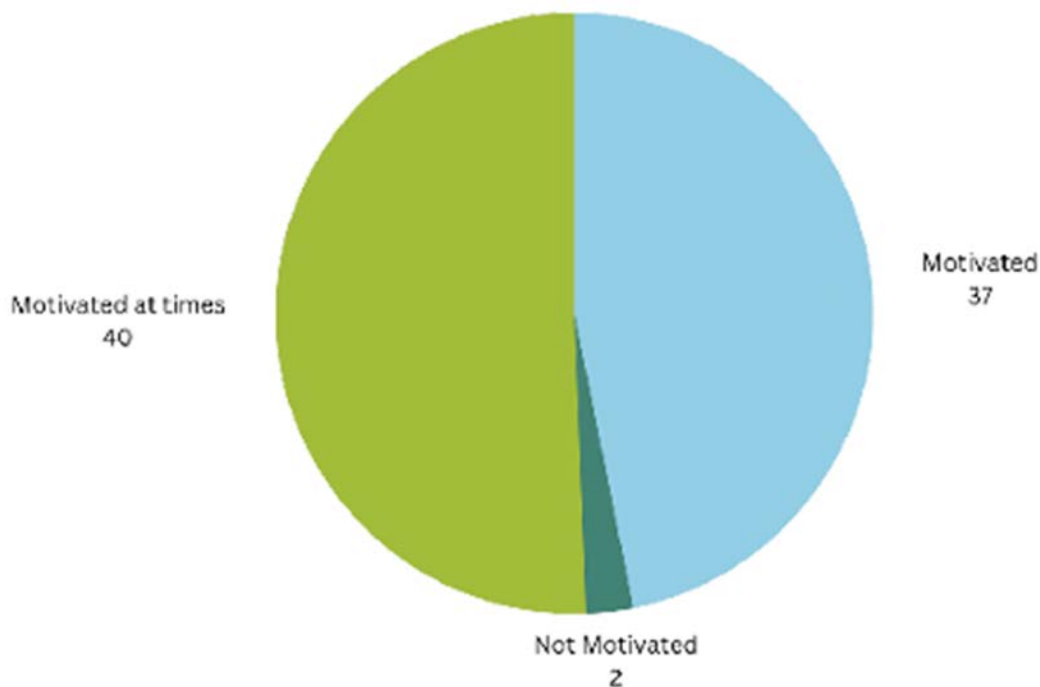


Figure 1: Representing the response of the individuals about their motivation or not motivated for balancing their life.

While the survey was open to all, my target audience is primarily young adults aged between 21-30 a mix of both boys and girls. Of the various reasons that consume the mind of an individual, 73.4% chose a career as the one thing they are constantly anxious about. Post-career, 32.2% picked personal life and 31.6% picked work-life balance as their areas of concern.

Hence, we see career is prioritized above personal life and work-life balance. 20.3% of people opted for relationships taking some part of their mind and causing anxiousness. This has been chosen over friends and family with 13.9% and 15.2% respectively. Thus, we see how career is the top most, followed by personal life and work-life balance shown in Figure 2.

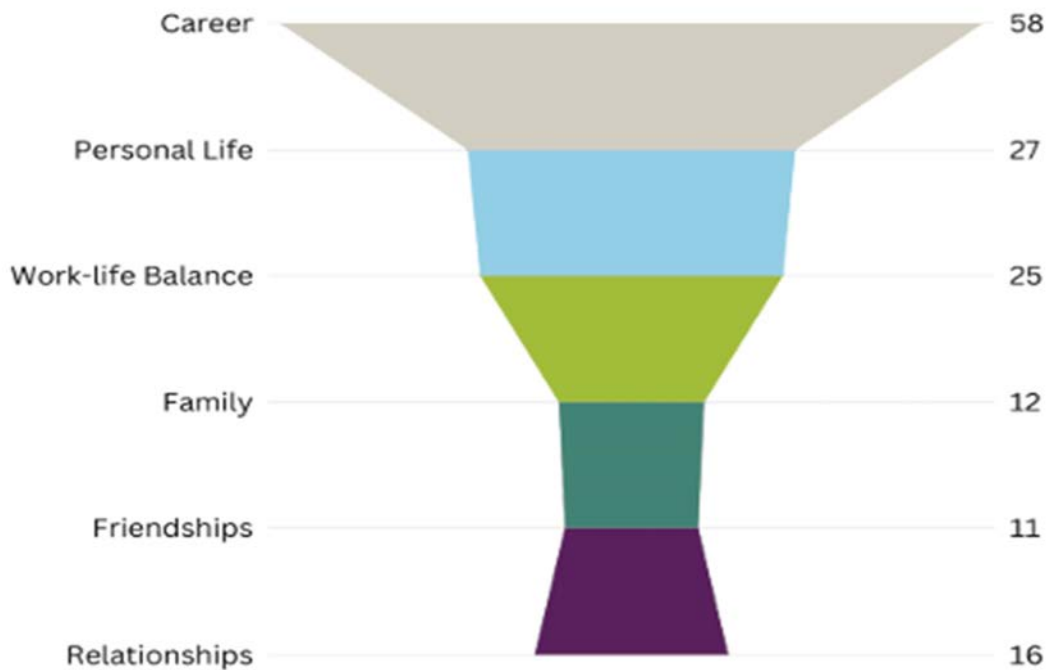


Figure 2: Representing the individual's response about their positive response to career, persona; life, work-life balance, family, friendships, and relationships.

Friends and family come second to relationships. Do people feel motivated to overcome this anxiousness? 46.8% “yes” 50.6% “sometimes” 2.5% “no” Thus the last two groups largely define my target group. Various tools for practicing mindfulness and releasing anxiousness were given as options. 57% a to-do list, while 39.2% a journal, 31 rant room, and 24.1% a doodle/scribble corner.

Which medium would people be most comfortable with? 55.7% “physical” 12.7% “digital” and 30.4% “either” Thus a physical medium is most preferred. Does the audience believe in a human diary? 54.4% “Yes” 11.4% “No” and 34.2% “Maybe” This was to know their willingness to confide in writing. Several factors determine whether or not someone will be successful with the law of attraction, including their mindset, their willingness to take action, and how well they understand and implement the techniques.

However, if someone doesn't see results immediately, it's crucial to keep practicing and remain positive, as the Law of Attraction is often a process that requires time and patience. Table 1 summarizes market brands that promote people's good habits and uphold optimism in those areas.

Table 1: Representing the result of the market analysis.

Company	Style	Aim	Visual Language	Price Range
The art looms	They are a leading stationery and lifestyle brand founded in 2019	Their motive is to inspire one to live their best life	Fun, bright, joyous, and colorful vibes	Rs. 1300 - Rs. 1500
Odd giraffe	They are all about colors and positive vibes	They are all about colors and positive vibes	Joy and fun, bright colors	Rs. 1700
Mind brush journal	Their idea is to reflect, implement, and grow		One journal, black and white	Rs. 1400
Not coy	to coy to be their carefree, candid & clumsy selves	They aim to bring out the 8-year-old kid in you	Playful, pastels, one common flower element	Rs. 1590
Chaarpai	A female-founded design company dealing in paper goods, lifestyle, home decor, and office accessories	Aim to achieve a happier and calmer version of oneself	Floral, black and yellow	Rs. 1199

4.10 Primary Data:

4.10.1 Instagram Poll:

An Instagram poll was put up on my account to get a quick response (yes or no) from the audience for the two questions. Table 2 summarizes the received favorable feedback overall. For a few people who opted for “No” in the first question, spoke to them personally as to what holds them back from believing in these practices and principles.

Table 2: Summarized the responses of the individuals about the manifestation.

Questions	Yes	No
Do you believe in manifestations affirmations, release energy, etc.?	88%	12%
Would they be willing to be a part of a journal experiment?	89%	11%

4.10.2 LoA Workshop- Life's Precious Healing Studio:

If we keep our palms apart and then bring them closer together a magnetic attraction between the palms can be sensed. It is like tuning into a channel a particular energy, or frequency. Receive the same energy, powerful energy. Frequency? Like a magnet, what you give you get.

Should always be in the present tense, speaking about the result as though it has already happened. Adding feelings to affirmations. If you happen to speak anything ill, be mindful enough and repeat this phrase to cut out the negative energy. Double Happiness Time- How to snap out of a sad moment? Do anything funny and crazy, something silly that will make you laugh yourself. Prank, dance, funny faces, etc. How to feel good when there is nothing good around? Set yourself 5-15 minutes and invest in low frequency for that duration only. Focus on 4 main areas Health, Relationships, Career, Money (HRCM) Magical words to oneself. If one has a certain kind of knowledge but is not applying it, it simply means that they don't believe in it. That knowledge is a waste for them. Logically they may believe but subconsciously they don't. "Only when you believe in something do you attract it" Warning When we start something new, external situations always act as interruptions. Old frequency and old tensions always hold us back.

4.10.3 Journaling effects:

Journaling is essentially getting our thoughts and feelings out of our heads and onto paper. Writing helps us to reflect on our thought processes on an almost daily basis. It allows us to see our problems with more clarity, gives a new perspective on life, channelizes our emotions and regular activities, and observes what we are feeling and why. Journaling is an act of self-care that can be deeply healing. It helps unlock creativity too. Often writing and going back to it helps us re-stimulate the reasons behind certain thinking. A 6-week Guided Journal to delve into mindfulness, positive thinking, and visualization. Every user using this journal must make it a daily routine to do a minimum of one activity per day. Treat it as though you are talking to the universe, the universe is your friend. You can empty your brain and pour your heart without any fear of judgment [16]. The journal includes some self-help activities. While there are prompts on most pages, some are left blank for the user to put down anything that comes to their mind at the drop of a hat. We must get things off our chest rather than allow emotions to fester. Bright colors, characters depicting emotions, relatable content, open to all age groups (target audience is 15-30), gender neutral, abstract, and open to interpretation.

4.11 Design Development:

Keeping it abstract and free-flowing was to ensure the user does not feel restricted while they are penning down their emotions and thoughts, but rather naturally pour out their heart and mind. These vibrant, tropical colors a combination of orange, yellow, grey, green, blue, and purple are indicative of a feeling of soothed, refreshed, and content. At the same time, my key aim was to create a gender-neutral design and keep it open to everyone. Archiatric is an incisive approach to psychiatry and mental pathologies: it depicts 16 different mental disorders through architecture. The idea of daily journaling lies more in the activities than maintaining these lists every day as the user might not do the activity and simply fill in these pages or vice versa. Instead, it changed it to a single page for these 3 topics wherein the user would write one main task, gratitude, and affirmation per day. It was working on these kinds of backgrounds earlier; however, they didn't seem to belong to the same unit. The feedback that received was the same- there was no clear visual language, and some elements even seemed overpowering and would not be written over very easily.

The sharp corners and such text boxes were not at par with the concept as they looked rigid and not flowy. After listening to the valuable comments from a sample group, decided to change things around. Not only did plan a weekly pattern, but it also made the text pages less heavy. It added rounded corners to each box, made the color schemes unique and interesting, and also altered the gradients to make it look natural and easy on the eyes. Overall, it came out simple yet vibrant.

5. CONCLUSION

At the very onset, the kind of concepts have based my thesis around mindfulness, manifestations, LoA, affirmations, positive thinking, release energy, and so on, are all very deep and thought-steering concepts. Too much of it could become overwhelming for one while too little could not be as effective or beneficial. While have been researching and working on this topic for the past 8 months now, think it's safe to say that coming across these concepts, taking a keen interest, and delving deep into it, somehow became a part of my daily routine. Personally, the last few months have been a bumpy ride for me but somewhere down the line, my eagerness to bring these ideas into a brighter light kept me going. When to share with friends and family about what was going through, they would in turn remind me of the theme of this paper and how it should positively channel my mind. That would bring a smile to my face recognition! Creating this journal has been an enriching learning experience for me.

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CHAPTER 12

LIFE INSURANCE POLICY: SECURE THE FUTURE IN ANY CONDITIONS

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ABSTRACT:

Life insurance is a pledge between you and an insurance provider to assist your loved ones financially after your passing. When the insured person passes away, a life insurance policy guarantees a payout to designated beneficiaries, provided the policyholder has consistently made premium payments. Life insurance has many benefits, like making sure the individual's family has enough money and feeling less worried about the future. If something unfortunate occurs, individuals' families can be confident that they won't have to make any financial sacrifices. The pandemic has caused immense financial devastation, revealing all the challenges we are dealing with. 122 million individuals, many of whom hold informal employment, are now unemployed. A significant number of businesses have experienced substantial financial setbacks or shut down. HDFC Life is a top company in India that provides long-term life insurance. They offer different types of insurance for individuals and groups, like protection, retirement savings, investment, regular payouts, and health coverage. It will also help them with paying off debts like loans. This study talked about the history of life insurance and why it's important. The main focus of this study is the HDFC life insurance policy which addresses the emerging needs caused by the pandemic, including COVID-19. In short, insurance is very important in today's world. It helps people and businesses with money problems and helps the economy grow. It also takes some pressure off the government and taxpayers.

KEYWORDS:

Business, Company, HDFC Life, India, Insurance Policy.

1. INTRODUCTION

A life insurance policy is a formal arrangement between an insured person and an insurance company. The insurance company guarantees to offer a financial benefit to the selected recipient in the event of the insured person's death. The insurance company receives regular payments from the insured person. In life insurance, you have to pay a certain amount of money for a specific period. The insurance company will compensate you with a significant sum of money if an incident occurs to you [1]. Life insurance helps to ensure that your loved ones are financially protected if something bad happens to you. It provides a one-time payment, called a death benefit, to support them in the future. Upon reaching the end of the policy, certain life insurance plans provide a financial payout. Many people don't know about life insurance, which makes it hard for many people to get it. Some people get confused by the variety of insurance products available. The majority of life insurance policies operate under similar principles [2].

1.1 Life Insurance Policy Meaning:

Life insurance involves an individual making payments to an insurance company, and in exchange, the company provides financial support to the individual's family in the event of their death. To ensure a life insurance policy remains active, the policyholder must continue paying premiums or make a one-time payment. Put plainly, paying the premiums is essential for reaping the benefits of a life insurance policy. That's why it's important to choose a premium that you can afford [3]. The effectiveness of a life insurance policy hinges on the policyholder's timely payment of premiums. Knowing the concept of life insurance helps in comprehending its functionality.

1.2 Way of Life Insurance Policy Work:

In a life insurance contract, an individual pays a premium to an insurance company, and in exchange, the company pays a benefit to the individual's beneficiaries upon their death. To

ensure a life insurance policy remains active, the policyholder must continue paying premiums or make a one-time payment. In simple terms, the advantages of a life insurance policy are contingent on making regular premium payments. That's why it's important to choose a premium that you can afford. The effectiveness of a life insurance policy hinges on the policyholder's timely payment of premiums. Knowing the concept of life insurance helps in comprehending its functionality [4].

1.3 Benefits of Life Insurance Plans:

Life insurance helps your family by giving them money when you die. Life insurance gives money to your loved ones when you die. Should you die during the term of the insurance policy, your family will be paid a predetermined amount known as the sum assured. This makes sure that your family will have enough money even if you're not there anymore. To keep your life insurance, you have to make regular payments called premiums. Failure to pay the premiums could result in the cancellation of your policy. So, by putting money into savings regularly, you develop a habit that helps you in the future. The government wants people to save and invest money, so they are allowing people to save on taxes by using different investment options. Life insurance is a financial asset [5]. You can get a tax deduction of up to Rs 1. Your yearly insurance premium payment falls under section 80C of the Income Tax Act 1961, totaling 5 lakhs. So, you get the advantage of investing and saving on taxes. Some life insurance plans grow money over the years. Life insurance policies like ULIP also have an investment part. Your payment is allocated to investments that can generate returns when sold. Over time, they become a big collection that can help with things like your child's schooling or preventing child marriage. Life insurance is a very safe way to invest money for the long term. So, having life insurance will help you keep your money safe from taxes and rising prices for a long time. This indicates that retired individuals can use a life insurance plan to set aside funds for their future [6].

1.4 Different Types of Life Insurance Plans in India:

There is a variety of life insurance options available for you to choose from. When choosing life insurance, make sure to take into account your financial objectives. There are several options to choose from when it comes to life insurance plans. Term insurance is the most common type of life insurance. It has a set time and ends when the time is up. Term plans are good because they cost less money. Young people who have just started working can buy these plans because they don't cost much. Some good term life insurance plans can also help pay for medical expenses if you get sick. If you are diagnosed with a life-threatening illness, the insurance company will give you a large amount of money to help cover your medical costs. It's a policy that will protect you until you reach 99 years old. This means you can be covered until you are 99 years old [7]. Life insurance plans that last for your whole life give you money when you die, and also let you build up savings over time. The money in the life insurance policy will increase over time and the person who owns the policy can take some out when there is enough saved up.

Alternatively, the money can also be taken out if the person who owns the insurance policy chooses to borrow against it. ULIPs are a way to invest your money and get insurance at the same time. It gives you the benefits of both. This is a kind of life insurance that gives you money if you die and also lets you invest your money. ULIPs usually require you to keep your money invested for 5 years. This makes it a good option for people looking to invest for the long term. It works based on the market and you should know how much risk you are willing to take before purchasing a ULIP. This is a kind of life insurance policy that gives you insurance in case something happens to you and also lets you save money at the same time. If you get the best savings plan, you can save money every month for a while and then get a lot of money

when it's finished. Investing in an endowment or savings plan is beneficial for individuals with long-term financial goals such as funding their child's education, purchasing a new home, or enjoying a stress-free retirement [8]. Money-back policy is a kind of life insurance that gives you money at certain times. The guaranteed sum will be gradually refunded at specified intervals during the policy's term. These life insurance plans give you money while you are still alive and also when the plan ends. "If the person who has the insurance policy dies while the policy is active, the full amount of money from the policy will be given to the people who are supposed to get it, regardless of any other money already paid out. " Children's insurance plans are life insurance policies that are chosen to protect the future of your child. In addition to giving life insurance, it also helps save money for your child's education [8]. Child plans are like an investment and insurance package that helps you save money for your child's future. You can start saving in these plans as soon as your baby is born to have a strong financial backup. These insurance plans help you save money for when you stop working so that you can have a comfortable life in your old age.

1.4 Life Insurance Plans and Pandemics:

The global impact of the COVID-19 pandemic has spurred significant transformations across various industries, prompting innovative concepts within India's insurance sector. Uninterrupted innovation is essential for the sustained advancement of technology in the long term. New technology replaces old technology over time. The majority of people in India, 75% to be specific, select life insurance as their preferred form of insurance. Life insurance is sold by fifty percent of the insurance companies in India. Before COVID-19, the insurance industry was growing very quickly. Life insurance was growing at 11-12% every year. PWC says insurance is something you need to protect against risk, not just for rich people to invest in. This has made people ask for insurance. With these problems, there are many things we can do to make the insurance industry work better. India should not have to wait for pandemics to increase the need for insurance. We should all know about insurance in our daily lives.

Young people in their early twenties who are just starting to work are interested in learning about life insurance and figuring out the best one for them. They want to understand the different kinds of life insurance and how much they should have before they stop working. They want to read about insurance for life on their phones. Young people in their 20s who are new to working want to know about life insurance and how to pick the best kind for them. They want to understand the different kinds of life insurance and how much they should get before they stop working. They want to learn about life insurance on their phones. Private companies like HDFC Life are needed to help more people in specific areas get insurance. This will encourage people to buy insurance, which will provide better protection, clear up confusion about insurance information, and lessen the cost of damage from pandemics like COVID-19.

2. LITERATURE REVIEW

2.1 Life Insurance Company:

Kramaric *et al.* [9] studies have looked at how well insurance companies work, but there is still a lot of work to do to understand why they are efficient. These studies mostly look at insurance companies in advanced markets. Non-life insurance companies in Croatia have not been the subject of any research. So, this paper is about what makes insurance companies in Croatia's non-life insurance market work well. Information from 18 insurance companies was examined for the years 2009 to 2021 in the study. Using DEA and Truncated regression, the study found that age and ownership impact the performance of non-life insurance companies in Croatia. However, the size, debt, and variety of products offered by the companies do not have a significant effect on their efficiency.

Siddik *et al.* [10] described that maintaining a thriving insurance sector is crucial for safeguarding the economy against abrupt monetary difficulties. It helps to manage and transfer risks in a good way. Not many studies have looked at how insurers going bankrupt affects how much money insurance companies make. This study looks at how 16 insurance companies in Bangladesh were affected financially from 2011 to 2019. It investigates how financial problems at these companies impacted their profitability. It measures profitability using return ratios, return on assets, and return on equity. Fixed-effect regression results show that when insurers go bankrupt, it has a big negative impact on how much money non-life insurance companies make. More research shows that borrowing money, using technology, how old a company is, and rising prices have a bad impact on how much money a company makes. The results of this study are very important for people who make decisions about bankruptcy and create rules to help insurance companies make more money. Additionally, this research serves as a model for insurance industries in other countries to emulate to bounce back from financial issues.

Using the meta-frontier method and a four-stage data analysis, the research evaluated the performance of life insurance companies in China and Taiwan. They utilized a model known as a slack-based measure to account for variations in operational practices among the companies. Shieh *et al.* [11] study found that the environment the companies operate in has a big impact on how well they do. After the changes, the performance score of life insurance companies in China and Taiwan decreases by 14.01% and 26.64% in their region, and by 38.31% and 12.22%. Before 2008, life insurance companies in Taiwan were better at their job than the ones in mainland China.

2.2 HDFC Life Insurance Company:

Saroja and Yadav [12] discussed how important housing is for people's growth and development, especially in places like India where there are not enough homes for everyone. The study looks at India's housing finance system, focusing on the problems and how they can be fixed. The main point is looking at two important companies, Housing Development Finance Corporation Ltd (HDFC) and LIC Housing Finance. We want to see how much of the market they have, how many customers they have, and how well they are doing financially. HDFC and LIC Housing Finance are being studied to see how they affect the housing finance industry. HDFC has 17% of the market and LIC Housing Finance has 8%. The paper talks about how mortgage financing markets can help make housing more affordable. It also mentions that these markets are just starting in India. In the end, this research looks at how housing finance works in India, focusing on HDFC and LIC Housing Finance Ltd. It gives us a better understanding of how they operate.

S. Guduru [13] looked at how well some life insurance companies are doing by looking at a few important things like how many policies they keep over time, how many claims they pay out, how much money they have compared to their debts, and how much money they have coming in from premiums. The best five private life insurance companies were picked because they got the newest customers and money SBI Life Insurance, HDFC Life Insurance, ICICI Prudential Life Insurance, Max Life Insurance, and Bajaj Allianz Life Insurance. The research lasted for five years from 2016 to 2021. The information gathered came entirely from sources that were not created for the research. Out of all the companies in the study, SBI Life Insurance Company Ltd received a lot more money in premiums over the years. The study also found that the number of customers who keep their policies for a long time is going down for all five insurance companies, even though they are getting more premium payments.

Kalyan and Priya's [14] study examines the transformation of the insurance sector in India as it shifts towards more private ownership. Until 2000, LIC was the sole company operating in the insurance industry. When insurance was sold to private companies, it became more

competitive. The entrance of private companies into the market has significantly altered the insurance industry. My research compares the quality of service, customer satisfaction, awareness, customer choice, and overall operations of LIC and new private life insurance companies. It shows what the customer thinks about the company. I want to learn more about how insurance companies in India work and find out what makes them competitive. In India, not many people have insurance. Only about 3% of the population is covered. Also, more money coming from other countries into India's insurance industry (from 26% to 49%) will make it grow. But it will have to compete with other countries, especially in Asia. This means that private and public insurance companies will probably be seen as different. This study tries to see how private and public insurance companies in India are different in terms of insurance education, premiums, and how well they do.

2.3 Benefits of HDFC Life Insurance Company:

Karulkar and Jain [15] described that a significant amount of data is utilized by the life insurance industry to inform its decision-making process. Data science has revolutionized the insurance industry, enabling companies to gain a competitive advantage and shift towards a more technology-focused approach. This case is about using analytics in HDFC to forecast and analyze Business Persistency. The persistency ratio is an important number that shows how well the insurance industry is doing. HDFC Life wanted to understand why people keep their insurance policies with them and what that means for the company. The current methods for predicting the future were influenced by the type of work and did not give a very accurate or realistic number. The bosses found it difficult to make a decision, so they asked the Business Insights department for help. Because time-indexed data is available, time series is seen as the best way to predict future values. However, that would only fix one part of the problem. It was also important to know what factors affected the persistency numbers, and important things that affected persistency collections, and group the customers based on these things. We also thought about classification models using this information.

A. Kaur [16] described that there is fierce competition among life insurance companies to attract customers through their websites. Having a good website is important for making a great online experience and getting loyal customers. This study uses the best-worst method to help website managers understand what's most important to their customers. It evaluates the criteria that web users use to judge different options on the internet. Moreover, the study compares four life insurance websites (LIC, SBI Life, HDFC Life Insurance, and Max Life Insurance) to see which ones are better in terms of trust, attractiveness, innovation, information relevance, tailored information, speed, ease of use, and advantage. The study's results are easy to understand and can give important information about different website attributes for administrators and managers.

Dash and Sood [17] described that in today's world, people are more careful with their money and want to make sure they get good value for it, even though some people may not think it's a good idea in the long run. In this research, we tried to help customers understand a life insurance product and asked for their opinions about it. Different information about the people who have the insurance policy, such as their age and where they live. Age, how old someone is, gender, whether someone is male or female, income, how much money someone makes, education, how much schooling someone has, and occupation, what kind of job someone has. They looked at how the customers felt about the product. Life insurance has many important parts for people who have the policy. These include: saving on taxes, saving money with good returns, making sure the family has financial security, covering risks, saving for retirement, and turning illegal money into legal money. The study looked at two life insurance companies: LIC and HDFC Life Insurance, that do business in Rajasthan. We planned to study 215 people

who have life insurance. We got the information by asking people to fill out a specific form with questions. The information was looked at using SPSS 17.0 and MS Excel 2007. The researchers used ANOVA and t-tests to see how the different groups of people were different from each other. The study had a small number of participants and was limited in terms of location and time. However, it can be expanded to fit the overall national situation with some changes.

2.4 Life Insurance and Pandemics:

G. Stoyanova [18] described that the COVID-19 pandemic has made people think about what's most important in life: staying healthy and safe, and being responsible with their money for the future. The fear of death, having to do things online instead of in person, and not being able to use money as usual have made life insurance more important. The pandemic caused more people to buy life insurance connected to investment funds.

N. Žarković [19] discussed how the COVID-19 crisis is affecting life insurance. Life insurance is really important for people and the economy. It's emphasized as being important. Next, there will be a presentation and examination of the data showing the worldwide decrease in the amount of money spent on insurance for certain types of coverage in 2020, and the likelihood of it getting better. Additionally, we have focused on how the Coronavirus has affected insurance claims. A special part is about two kinds of insurance life insurance and insurance for when you can't work. The initial issue was taken care of due to its significance, while the second one was dealt with as it garnered considerable attention during the pandemic. This paper talks about what happened in Serbia because of the pandemic. The overall idea is that life insurance companies in Serbia and around the world handled the increasing challenges well. But in the future, they will have less money coming in from investments and will need to make big changes to their insurance plans. D. Glušac [20] described that Insurance is when everyone who is facing the same risk comes together to protect themselves. The way insurance companies operate has been altered by the coronavirus pandemic, impacting numerous aspects of life. Life insurance, which is a kind of insurance that helps protect people's families if they die, has become more important during the coronavirus pandemic. The companies that provide this insurance have more responsibilities to the people who have the insurance. The paper looks at the rules and standards for insurance premiums and discusses the details and features of this topic. We think it's important to fully explain the premium as a key part of the life insurance policy. The study looks at how the coronavirus is changing the cost of life insurance. This time of change could be a big moment that makes the life insurance industry change a lot. People who can adjust to changes fast, focus on the needs of insurance customers, and see this crisis as a chance to change how they do business will succeed when things get better.

3. DISCUSSION

HDFC Life is an organization that specializes in selling insurance. It is a company that sells life insurance in Mumbai. It started in 2000 and offers insurance for people and groups. The collaboration involves HDFC, a significant player in the Indian housing finance sector, and Abrdn, a global investment company. The company started when there were already a few big companies in the market. Most life insurance companies wanted people to be afraid of not having insurance and to feel like they need to buy it. This has been the foundation for how they communicate and advertise their brand since they started. Life insurance is a good way to make sure your money is safe for the future. HDFC Life has many types of life insurance plans to help people at different stages of their life. The industry is the place where products are made or services are provided. Through early adoption of new technology and a willingness to consider innovative ideas, the company has made a significant impact on the market. It created a group of phone apps called Insta Suite to help sales teams sign up new customers easily. This

makes the whole process smooth and easy for everyone. The company built a Natural Language Processing (NLP) engine to create a WhatsApp chatbot, Etty which takes in customer queries to identify the most appropriate answers and process them with a 96% comprehension rate. The in-house talent developed a face verification application Face Sense, an AI application that runs on a CNN algorithm to identify and authenticate branch walk-in customers. It has achieved 100% precision, helping to reduce instances of fraud. Currently, HDFC Life has more than 200 bots being used in over 28 different areas, to do various important insurance tasks. These processes can be simple or hard, but they have a successful impact on customers and partners. The goal of HDFC Life is to be recognized as the top and most dependable life insurance firm. We want to make it easy for people to use our services, provide the best value for their money, and set the highest standards in the industry. We want to be the first choice for everyone. HDFC Life has developed important values like doing great work, involving people, being honest, focusing on customers, and working together. These values help create a culture that helps the company and everyone involved to grow and succeed now and in the future.

As mentioned before, HDFC Life has continuously innovated with a futuristic mindset and led the industry in this area. One of the mandates is to work on cutting-edge ideas in the area of life insurance. The team is involved in working towards conceptualizing new ideas through consumer research and market intelligence and also testing these ideas through an iterative pilot-feedback repeat loop. The HDFC design process is re-iterative, learn from outcomes, keep testing and testing, to keep sparking new ideas. This involves design critiques, product team meetings, consulting, and more. Every idea was discussed with members of cross-functional roles such as product managers, business analysts, strategists, and even copywriters, not just designers.

3.1 The History a Brief History in India's Fallout of the Pandemic:

3.1.1 Insurance: The History:

In 2012, people around the world spent \$4613 billion on insurance. It's hard to picture modern life without this type of protection against risk. Although the path ahead industry has greatly impacted today's society and culture, its historical background remains unclear. The presence of private insurance was essential in facilitating the advancement of industrialization, welfare, innovation, economic development, and modernization. Since the 18th century, insurance companies have been successful by working together, being smart in business, and making careful calculations. It was to take over the world in the coming centuries. Trade and moving to other countries became the most important ways to create a global insurance safety network. Like all stories, insurance has faced difficulties. Many people were born into the industry. Some big disasters were too much for some companies to handle. The industry had to deal with really big losses from disasters like the San Francisco Earthquake, Hurricane Betsy, and the attack on the World Trade Center. However, there were also difficulties because of the economy and its frequent problems. On occasion, these issues led to greater financial losses than the most catastrophic insured disasters. Additionally, problems with money caused troubles with changing money values and interest rates that go up and down. - Nevertheless, the insurance industry has proven to be resilient and capable of overcoming these obstacles. During the recent crisis, insurance wasn't affected as much as other industries. Insurers learned to be careful from their long experience in reserving and managing risks.

3.2 The evolution of insurance throughout history:

Insurance has been around for a long time, since old times. Merchants in Babylon utilized bottomry contracts between 4000 and 3000 BCE. The practice of bottomry, a form of lending, was employed by Hindus in 600 BCE and was also evident in ancient Greece as early as the

4th century BCE. Loans were provided to merchants under the condition that they were not obligated to reimburse if their goods were lost at sea. The loan's interest paid for the insurance risk. In ancient Rome, they had a law called bottomry contract. They recorded the conditions of their agreement and placed funds with a currency convertor. Marine insurance became very advanced in the 15th century. During Roman times, societies would cover their members' funeral costs with contributions collected on a monthly basis. The Ancient Romans thought that if someone wasn't buried properly, they would come back as a sad ghost. That's why they made sure that everyone who died was buried the right way.

3.2.1 Medieval Guilds:

During the Middle Ages, many workers learned their skills through the guild system. Apprentices were kids who worked for masters without getting much, if any, money. After they became experts, they paid fees to the guild and taught their students. The rich guilds had big money boxes that worked like a safety net. If a workshop for a skilled worker burned down, which happened often in old wooden European cities, the group of workers would pay to build it again. If a master was a victim of theft, the guild would provide financial support until their income was restored. If the leader got hurt or died, the group would help them or their family. This safety net made more people want to stop farming and start working in other jobs. As a consequence, the options for trading and the range of available goods and services expanded. Guilds used a kind of insurance that is still used today as group coverage.

3.2.2 Lloyd's Of London, 1688:

Skip ahead a few hundred years, and the story of life insurance kept going in a little café in London in the 1600s. "When talking about the history of insurance in Europe, we can't leave out Lloyd's of London, a big insurance market." Edward Lloyd's place was a popular spot for merchants and sailors to meet and talk about insurance deals. These talks led to the creation of a formal insurance group called the Society of Lloyds, which later became known as Lloyd's of London. Rich people called underwriters took on the risk for the very dangerous marine and trading businesses. Later in 1774, the Society combined their business with the royal exchange, making a casual business more official. In that year, Great Britain made a law called the Life Assurance Act to stop insurance agents from cheating their clients. Lloyd's of London is a big life insurance company that is known all over the world.

3.2.3 Modern Insurance:

The Age of Reason in the 17th and 18th centuries made people see actuarial science as a smart way to do better business. Insurance, especially life insurance, was connected to finding rules, keeping track of events in nature, and predicting what might happen in the future. The people who created this new idea believed they could predict and figure out what might happen in the world in the future. It helped keep things in balance when new and possibly disruptive forces were changing how work was divided, how cities grew, and how trade worked. Was it the plan for humans to control their own future. People who used logic and reason were starting to be seen as winning the argument. In England, the Great Fire of London in 1666 changed what people thought.

The majority of the 70000 homes that were destroyed were uninsured. It felt like there was a good reason to make insurance better. The economist Adam Smith thought it was a smart idea and something that people should do because it is the right thing to do. He thought it was foolish and arrogant for people not to get insurance. The Industrial Revolution and the expansion of the Empire created a need for insurance options. From Britain, property and life insurance began to spread to other countries around the world. This was made possible by modern science, new ways of investing money, and the ability to share risks globally.

3.2.4 Life Insurance in Colonial America:

Churches held the responsibility for providing life insurance in the American colonies. The Presbyterian Synod of Philadelphia founded the Presbyterian Ministers Fund in 1759, making it the first life insurance company in the Americas. Employees of the company paid a set amount of money every year. If they died, their wives and children would receive the profits. But, the priests were arguing about whether life insurance is like gambling or not. Some priests thought it was wrong because it involved taking risks. A lot of the first property insurance companies went out of business because they made risky investments, didn't manage their money well, and didn't have good ways to sell their insurance. The aftermath of the major fire in Chicago in 1871 and the earthquake and fire in San Francisco in 1906 left others unsuccessful. There were not many rules to control things, and it was hard to decide on prices because there were no good statistics. The life insurance business also faces many problems. In the time after the United States During the Civil War, companies did some bad things. They said they made more money than they really did, didn't save enough money for emergencies, lied in their advertising, and spent a lot of money on buildings that were worth more than everything else they owned.

3.2.5 Russia:

Insurance in Russia was taken over by the government after the Russian Revolution of 1917. In the Soviet Union, one company called Gosstrakh provided insurance for things inside the country, and another company called Ingosstrakh provided insurance for things outside the country. Gosstrakh provides insurance for things you own and for yourself. Government-owned property and some collective farm properties must have insurance coverage. You can get insurance for things you own, like your house or car, if you want to. Life insurance, accident insurance, and annuities are also available for purchase. Before 1991, you couldn't buy insurance to protect yourself if you were sued for causing harm to someone else. This was because people thought that if you had insurance, you might not be careful and not have to pay for the harm you caused.

3.2.5 Eastern Europe:

After the Soviet Union broke up, Eastern European countries made different types of insurance systems. Some were controlled by the government, and others were more like the ones in the West. Due to recent changes in the politics and economy of these countries, it seems that they will move towards Western-style systems that are less focused on central control. We can make some general statements about how insurance works in Eastern European countries. While state insurance companies are usually in control, private insurance companies are starting to take some of their customers. Some countries now have insurance for things owned by the government, even though in the past socialist countries didn't think it was needed.

3.2.6 Japan:

Private companies dominate the insurance industry in Japan, although the government does offer insurance for various sectors including agriculture, commerce, accidents, and social security. Private insurance companies must follow different laws. Property insurance covers different types of things like cars, worker injuries, fires, and marine (such as boats). Voluntary rating bureaus under government control set the rates, and Japanese law says rates must be fair and not discriminatory. The policy forms are usually similar to those in Western countries. In Japan, people can get different types of personal insurance like life insurance and pension plans. Health insurance is part of Japan's social security. After World War II, Japan's insurance business grew a lot because the country became more industrialized. Japan held the top position globally for life insurance at the close of the 20th century. It made up about 25 percent of all

the money people pay for insurance around the world, coming in second place after the United States. - The majority of insurance companies in Japan are headquartered in countries other than Japan, with only a small number based in Japan itself. Nevertheless, they constitute less than 3 percent of all premiums gathered.

3.2.7 India:

In India, insurance has been around for a long time. It is mentioned in the writings of Manu, Yagnavalkya, and Kautilya. The writings talk about combining resources and giving them out during disasters like fires, floods, epidemics, and famine. This was likely an early form of today's insurance. Early in India's history, there were types of insurance for marine trade and contracts for carriers. India's insurance industry has undergone significant changes and has been impacted by the practices of other nations, notably England. Life insurance in India began in 1818 to help support widows of English people. The Oriental Life Insurance Company initiated the first life insurance business in India in Calcutta in the year 1818. In 1870, the British Insurance Act was passed. In the 1880s and 1890s, Bombay saw the establishment of three insurance companies: Bombay Mutual in 1871, Oriental in 1874, and Empire of India in 1897. Bombay Mutual Life Assurance Society was the first company to charge the same price for life insurance for both Indian and non-Indian people.

Before, indigenous Indian people had to pay more money for insurance because their lives were seen as more dangerous. Insurance companies in India like Albert Life Assurance, Royal Insurance, Liverpool, and London Globe Insurance did well, but they faced tough competition from foreign companies. Life insurance became very popular in India in the 1920s and early 1930s. Insurance rules started in India when two laws were passed in 1912. These laws were called The Life Insurance Companies Act and the Provident Fund Act. The first major law about insurance was the Insurance Act of 1938. It gave the government a lot of control over the insurance industry. This helped prevent big frauds in the insurance industry in the 1930s. After India became independent, its insurance industry grew quickly because Indian companies were competing more and were replacing non-Indian insurers. Although Indian companies have made progress, the insurance business is mostly in cities. There was a big opportunity for more people to buy life insurance in the country. Also, this small growth was full of problems like using insurance money in the wrong way, spending too much money, not meeting requirements, and often shutting down insurance companies. This made people lose trust and took away the money and security of policy-holders.

3.3 Life Insurance Corporation:

LIC started when there were a lot of problems with insurance companies going broke, people not trusting them, and insurance mainly being available in cities. - LIC was established in 1956 by the Indian government, consolidating over 200 private life insurance companies and provident societies into a single state-owned entity. Another reason for nationalization was to get the money needed to quickly build up industries and become self-sufficient in heavy industries. This was especially important because the country was using state planning to develop.

3.4 Important Milestones in Life Insurance Regulations in India:

1818, The Oriental Life Insurance Company was started in Kolkata. In 1912, the Indian government made a law to control how life insurance companies operate. In 1928, the Indian government made a law called the Insurance Companies Act. This law was made to help the government gather information about life and non-life insurance companies. In 1938, the Insurance Act was created to combine and change previous laws. It was made to keep people who buy insurance safe. In 1956, the Central government took control of 245 Indian and foreign

insurance companies and provident societies and made them into nationalized institutions. LIC was created by a law passed by the government. The LIC Act of 1956, with an initial investment of Rs. 5 crores from the Indian government. 1972, The government took control of the general insurance business in India. In 1994, the Malhotra Committee made suggestions. In 1995, the Mukherjee Committee was established. In 1996, the Insurance Regulatory Authority (IRA) was started, and they made some recommendations.

In 1997, the Mukherjee Committee Report was given to the government, but it was not shared with the public. In 1997, the Government allows LIC, GIC, and its subsidiaries to have more control over their boards and the way they invest money. This is to help them put more money into building and improving infrastructure. In 1998, the government allows foreign investors to own up to 40% of private insurance companies. Of that, 26% can be owned by foreign companies and 14% can be owned by non-resident Indians, overseas corporate bodies, and foreign institutional investors. In 1999, a group led by Murali Deora decided that private insurance companies could only have a maximum of 26% ownership by foreign investors. The IRA bill is now called the Insurance Regulatory and Development Authority (IRDA) Bill 1999. Cabinet approves IRDA Bill. In 2000, the President approves the IRDA Bill, which ends the monopoly of public sector insurance companies and allows private companies to start operating in the industry.

3.5 Insurance today; And the path ahead:

It has been nearly two decades since India permitted private and foreign firms to offer insurance policies. In the last ten years, the insurance industry has grown a lot and many new products have been introduced because different companies are competing with each other. The insurance industry is important for a country's economy. It helps people save money, protects their future, and spreads risk by gathering a lot of funds. The industry also helps with big projects in our country by giving money to help them grow. In India, the insurance industry is separated into two main parts: life insurance and non-life insurance. The IRDA is responsible for establishing guidelines that insurance companies in India must comply with. IRDA makes the rules for all the insurance companies in India and makes sure that customers are treated fairly. Today, life insurance is growing quickly in India. This occurred as a result of the government's decision to permit private companies to offer insurance and to allow foreign companies to invest up to 26%. Recently, the government approved a proposal to increase this limit to 49%.

3.6 India is the 10th largest Life Insurance market globally:

India's market is dominated by this government-owned company, which has no competition. A multitude of Indian private insurers have begun operations by collaborating with established global insurance companies in both life and non-life insurance sectors. Indian insurance companies benefit from the expertise of major global businesses to enhance their performance. They can use what they've learned from other countries to improve their own performance.

3.6.1 HDFC Life:

HDFC Life started on October 23, 2000. It was the first private life insurance company. It was formed by joining HDFC Limited and Standard Life Aberdeen plc. HDFC Limited is a top housing finance company in India. The insurance industry is facing a very difficult situation. Customer needs change. Technology improves More data is collected. Natural disasters affect the industry. The population is changing. Rules are changing too. All of these things are causing big changes in the industry. Customers want better insurance options. They want to be able to do business online quickly and easily, and they want to be able to access insurance through their preferred method. This is true for both businesses and individual consumers. Customers

are getting smarter and can quickly compare products and prices with other companies. Improvements in technology make it easier for insurance companies to look through information fast. This helps them create personalized risk management, lower their responsibilities, and offer cheaper prices.

3.6.2 Future Scenario in India:

In India, LIC and GIC have only reached 10% of the market, and 90% of the market is still untouched. This big opportunity can only be used with many new ideas for insurance. To help over 1 billion people in India, the Indian Insurance market has lots of chances for private insurance companies. As people are living longer and families are not living together as much, each person is now responsible for their own and their family's insurance. So, insurance companies need to expand their coverage quickly.

3.6.3 Readiness to innovate:

Many life insurance companies know they need to think of new ideas and plans. In a 2020 study conducted by PwC, it was determined that insurance companies are less prepared than technology, communications, and entertainment companies to explore alternative business practices. However, executives in the life and pensions industry were surveyed for this report to determine their readiness to adapt and remain competitive. The unclear future of growth and how life insurance companies will handle challenges is shown in their overall poor performance.

3.6.4 Customer Revolution:

People are used to how easy and smooth it is to do things online, and they want their insurance experience to be just as good. Customers want to be able to see clear information about products, have choices and control over their purchases. Regulations that require companies to be more open about their prices and what customers get for their money will help people compare and choose the best deals. Creating a place where people can talk and share ideas, connect with each other, and buy life insurance directly is a good idea. As people get better at finding and buying things online, we need to figure out how to connect with them on the internet, help them serve themselves, and set up different ways for them to ask for help, buy things, and get assistance. The travel industry has evolved, with the traditional method of arranging trips through a travel agency being replaced by individuals purchasing flights, accommodations, and rental cars online. People will use the internet to look up information about life products. These changes require fast service when needed and the smooth sharing of information on all platforms. If companies can understand what customers want and make products that fit their needs, they will be more likely to keep customers.

3.7 The fallout of the Pandemic:

On March 11, 2020, the World Health Organization said that COVID-19 was a worldwide health crisis. There was a lot of uncertainty. Shortly after that, a lot of people and organizations started thinking about how this change would affect them. It was a huge wave of new ideas about the future. When COVID-19 started, insurance companies had a lot of problems. Many companies had to quickly switch to working from home instead of in the office, in just a few hours or days, not weeks. They were taking calls about changing insurance, answering questions about policies for business interruptions, and still paying claims for life, health, and disability insurance. Insurance companies have done really well during the crisis because they had already invested in things like networks, applications, and laptops. The crisis showed that there were many problems and weaknesses, and it made it even more important to spend money on new technology. However, leaders in the industry can be confident that the situation is under control and they know how to move forward, even though it may be difficult.

The use of technology for business and social activities, as well as industries and services, has increased because of COVID-19. This will cause a lot more data to be created all around the world. The virus and lockdowns made people do more things online. This caused a lot more people to use the internet and technology for fun and work. It also made a huge increase in how much data is being used at home. This shows how important it is to have good digital technology for the future of our societies and economies. Telecommunication companies like Vodafone are saying that more people are using the internet at home because of Covid-19. It has gone up by 50 percent. Many technology platforms are being used a lot more. The number of people using Zoom each day has increased a lot, going up by 378 percent from last year. Also, the amount of data used has doubled. Messaging apps like WhatsApp and Microsoft Teams are getting 45% more people using them. All of this makes it seem like even though some technologies might not be used as much after COVID-19 goes away, the use of data around the world might still increase faster because of this time.

4. CONCLUSION

This paper pointed towards what was crucial at the time of crisis. It is more convenient and enjoyable to use up all the money we earned in a month without thinking about the future. Based on the paper and its exploration insights into the world of life insurance and the importance it holds in everyone's life. Life is punctuated with a series of memorable moments the list is endless. To have a platform to educate the general public about the importance of safeguarding this beautiful life is a blessing. The future is tomorrow. We can do something about it today. These months gave me invaluable experience and have been a perfect stepping stone to making the most out of my future ventures.

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CHAPTER 13

CREATING A STUDENT-SUPPORTED DESIGN EDUCATION

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ABSTRACT:

Entrepreneurial thinking is important for new businesses and industries that are still developing. Design Challenges give students fun chances to learn about new ideas and come up with real solutions to problems that organizations are dealing with. Our research focused on the difficulties encountered by design students in India. The focus of our research was on 12 graduates who are transitioning into college to pursue a bachelor's degree. Surveys and interviews were done to learn more about the present circumstances that the students are facing. According to survey results, students have a very hard time designing the school and have trouble adjusting to the environment. Our investigation presented a toolkit designed to aid in enhancing their situation based on the student's circumstances. The tool kit comes with a lively website featuring colorful photographs. Students can access and share information by clicking on various things. In the end, our goal is to make 'Lorem Ipsum' a helpful resource for students who are studying design at colleges near them.

KEYWORDS:

Design Thinking, Design Students, Enterprise Tool Kit, Lorem Ipsum, Service Design.

1. INTRODUCTION

Getting up early so you can wear your special first-day outfit. You spent a lot of time on it. And now you're trying to figure out how to get to college. Should I take the bus? Can I take the bus? Even though my dad has explained it to me many times, I still don't feel completely ready. Riding in the Uber, hoping there's no traffic, and thinking a lot about what's going to happen next. Researchers spent too much time thinking about the schedule for the first week and trying to figure out what "Integrative Seminar" meant. Overcome with emotion, you've reached the campus and are feeling a bit swamped. As you survey your environment, your fear vanishes and you become enthusiastic about the upcoming year. Your next task is to locate individuals to connect with and cohabitate alongside [1]. Initiating the initial conversation is difficult and the Integrative Seminar still makes you nervous. It's been a few weeks and you've made friends in each class. The group was hesitant to begin speaking, yet we were all filled with a mix of excitement and apprehension. And the class "Imaging" is not a photography class like we thought [2]. Deadlines are rapidly approaching as we reach the midpoint of the semester. You might have to stay up all night to finish your assignments, but it feels good to submit them on time. Believe it or not, you still have work to do on your assignment. Once you believe you're done, your teachers will enter and question you extensively. It could cause you to second-guess yourself, but you'll come to understand your deep knowledge of your profession. Nothing will be perfect nothing might be perfect. Designers are constantly questioning if they can improve their work, and the answer is always affirmative. It's okay to make mistakes, and that's what's great about being a design student [3]. My favorite thing about being in my first year of school is uncovering activities that bring me joy. After a whole year of searching and learning in classes, you finally found something that you don't mind staying up all night to finish. it was confused about what to do next. It was a source of comfort to learn that many students shared the same feelings of being overwhelmed by the prospect of going to design college. Students require additional support as they transition to a new environment and city while pursuing their education. Students have the option to seek assistance from their advisors when it comes to selecting their college courses [4]. Advisors can simplify the process for students by providing a straightforward course schedule. On the other hand, students still rely on tailored aids to assist them in grasping their specific aspirations and the actions required to excel. Providing students

with ample assistance and support can boost their confidence and improve their overall experience in their initial year of design school [5]. This can help them do well in the next three years. Students are consistently searching for ways to optimize their guided pathways experience and are seeking ways to aid them. We aim to investigate methods for designing schools to strengthen their relationship with students in my thesis. Resources that enable a new design student to tailor their design journey. Our study wants to thoroughly study the toolkits that are available all around the world. This study will examine the challenges faced by design students and the support provided to them by universities. It will also determine the factors that improve their experience at university. Additionally, it is vital to communicate with design schools and studios to determine the desired qualities in future students. Our study goal is to create a set of tools that will support Indian design students as they begin their first year of college. This set of tools will improve their experience and enable them to thrive in the field of design. Our study's main goal and objective are listed below:

1. List the various toolkits that are available globally and identify their strengths and shortcomings.
2. To understand and analyze the problems faced by design students through their four years of university.
3. Identify the factors that contribute to a successful university experience for design students and the barriers young designers face as they enter the design industry.
4. To create a toolkit that builds a positive relationship between students and the design fraternity thereby setting out towards a seamless journey.

2. LITERATURE REVIEW

2.1 Design students:

D. McInerney [6] described that the ability to think outside the box is crucial in the development of projects, especially for those pursuing a career in design. Certain research has indicated that design education does not explicitly instruct on creativity but rather indirectly imparts the skill. Furthermore, there is limited research on the attitudes of product design students toward creativity in their coursework. This means we don't know how to help them be more creative in their design education. In this research, we used reflexive thematic analysis to analyze the information from online discussions with students studying product design. The three ideas show us how students think about and use their creativity. Theme 1 discusses how the people around students can affect how creative they are. It looks at how students' social environment can either help or hurt their creativity. Some people don't want to be linked to it because of pressure and bad ideas about creativity and also because of the help they get from their friends without it being obvious. Theme 2 explores how new design students crave safety and certainty instead of embracing risk and ambiguity, which are important for creativity. Theme 3 is about the conflict between wanting to be creative and trying to be creative. People seem to have a hard time using structured tools to be creative, instead they prefer more relaxed methods. The three things show how product design students feel about being creative and believing in themselves. The study provides insight into how design students perceive and engage with creativity in their academic experience, expanding our understanding of the concept. These findings are crucial for improving design education and developing more effective creative tools in the future.

C. Fernandes [7] described that many young people now study at home. They like to watch shows and movies on streaming platforms like Netflix and Hulu. Can design students use "Netflix and chill" as a fun way to learn? Instead of boring online classes, we want to try an experiment where students watch something relaxing and use it for a group project. First, we will talk about the class and how the pandemic caused a new way of organizing a project to

inspire students from different subjects to show their work on the Internet. We will look at the results from a survey about how satisfied 70 design students are with their program. The study found that online learning can use different subjects and be interactive using platforms that already exist. Rodgers and Jones [8] study examines the opinions of UK architecture and product design educators and students regarding creativity. The authors' latest study builds upon their earlier work, examining the viewpoints of design tutors on creativity in design within a UK university setting. The writers used a kind of interview where they were partly prepared and partly spontaneous. They learned a lot about how design teachers and students think about creativity, and how they see their role in helping creativity grow. The research shows that design tutors and design students think about their creativity in different ways. However, they both struggle to clearly understand and explain it. According to the research, design students value the impact of their design tutors in fostering creativity within the university studio. They also emphasized the importance of the broader cultural and social environment. Finally, the research shows that there are still a lot of things we don't know about creativity in university design studios. The failure to comprehend this topic may be hindering the learning of design students. The design teachers and students are very interested in creativity and how it can be developed. They want to understand if being creative in a specific area is better than being creative in general.

2.2 Challenges faced by the Design students:

Panda *et al.* [9] look at 32 different studies done over 22 years to see what problems student nurses and midwives face while learning in real-life healthcare settings. 853 people from 14 different countries, including nursing and midwifery students, teachers, and practicing nurses and midwives, shared their thoughts. They talked about three important things: the support they get, their personal feelings, and how they plan and organize their work. The study shows how much the attitudes of teachers practicing nurses and midwives can affect students' learning in real-life situations. Feeling like you don't belong, lack of motivation, and being scared of making mistakes can make you feel demotivated. More problems include not enough supplies, not enough staff, too much work, and differences between what we learn and what we do. Recognizing and understanding these challenges is very important for getting past obstacles and helping nurses and midwives become skilled and confident in their work.

Isa and Ahmad [10] talk about the problems that graduate students at the Faculty of Administrative Science & Policy Studies, Universiti Teknologi MARA, Selangor, have to deal with. Through talking with 16 people who have advanced degrees. Over two months, the study asks students for their thoughts on how their research is going and finds out what problems and difficulties they are facing. The results show that over half of the people surveyed have trouble with "academic writing." They said it's hard for them to put their ideas into words, rearrange sentences, and make strong arguments. Other difficulties include 'issues with oneself,' 'problems in personal life,' 'ways of doing research,' and 'getting guidance.' People give ideas which leads to doing things like the GRiP program, workshops, and seminars for graduate research. The research shows that it's important for students to give their opinions to make better support programs and improve the research culture. This helps create a good environment for high-quality research. The teachers want to help students and make sure their research gets better. Design thinking has seen a surge in popularity, particularly in education and other diverse sectors. Businesses frequently employ design thinking to discern customer preferences and determine the practicality of product creation. Razali *et al.* [11] research is to explore various applications of design thinking in education and the potential challenges they may encounter. To understand how design thinking is used in education, researchers reviewed 25 articles on the topic. They looked at how it is used and combined with education. Utilizing design thinking methods can enhance the quality of teaching and learning, particularly in

developing students' 21st Century Skills. However, when using design thinking in education, teachers and students encounter some problems. So, everyone should be ready to make design thinking better for education because it's helpful for education.

2.3 Importance of toolkit for Design students:

Customizing care to fit the individual is very important when helping people with dementia. Wang *et al.* [12] talk about a new kit that helps designers and healthcare workers make personalized care for people with dementia. This toolkit called "Know-me" was based on research about how older people use things, how to design things with their help, and how to use data to design things. The research came from reading a lot of articles and studying things in the real world during a four-year PhD project. "Know-me" was made to be easy to use, easy to change, and interesting. It gives clear and practical help for designers and healthcare workers to make personalized care for people with dementia. The "Know-me" toolkit was evaluated through student participation in design projects aimed at assisting individuals with dementia. In this process, we discovered that "Know-me" can be changed to fit what the care team needs, so they can use some of the tools on their own. Our analysis involved comparing the "Know-me" toolkit with similar tools and discussing its advantages and potential areas for development. This early study shows that the "Know-me" toolkit is useful for designing things to help people with dementia.

Fabri *et al.* [13] research followed a five-step design plan and involved many different people at various times. The article discusses the entire procedure, with an emphasis on the final two stages of creating a prototype and conducting tests. Autistic people helped design and create things in three workshops. The workshops were good at getting people involved in different design activities and having deep conversations. Many beliefs about what autistic people can do and what they like were proven wrong. Design thinking was a good way to help this group make solutions that work for them. The research findings may not apply to a larger group of people because there were only 11 participants in the workshop. The format of the workshop, with its emphasis on group activities, could discourage some individuals with autism from taking part. More work needs to be done to study this and make sure the findings are true. The article offers practical advice for involving individuals with autism in collaborative design. The study shows that autism should be seen as a strength, rather than a weakness. The study highlights the strengths that autistic individuals with average or higher intelligence levels can bring to design projects, as well as their proficiency in communicating their creative concepts.

3. METHODOLOGY

3.1 Primary and Secondary Research:

Secondary Research on Toolkits and Analyzing and Evaluating the Different Indian Design Colleges. Primary Research through Surveys and Interviews. To understand and analyze the problems faced by design students in India through their four years of university and explore what support is already provided to these students by the universities. List the various toolkits that are available globally and identify their strengths and shortcomings.

3.2 Toolkit and user testing:

To create a toolkit that enhances the overall experience of an Indian undergraduate design freshmen student right from their first year so they have a more supportive and successful coming years leading up to the day when they step into the design world. Looking at the results from the secondary and primary research and developing the content for the toolkit. Helps Indian undergraduate students learn about any topic and identify how to approach questions and address them. Working on designing and creating potential outcomes. Alpha and Beta user testing. Usability testing, or user testing, is the stage in the design process that enables you to

evaluate if the solution works with real users and enables you to create human-centric solutions. Through this process, we explore and analyze our target audience's behavior.

3.3 Data collection and analysis:

Analyzing the collected data from the survey and interviews. Drawing inferences and ideating solutions. Taking the reader through the visual elements of the solution as the logo, design, mission statement, and a consistent theme throughout all marketing communications. Describing what 'Lorem Ipsum' expects to accomplish with its mission over a specific period.

4. RESULT AND DISCUSSION

4.1 Survey result:

The study involved questioning first-year design students about their perceptions of Indian design education. It was asking for their opinions and thoughts. Studying behavior benefits greatly from qualitative research, as it provides insight into the motivations behind people's actions. By studying this, we can understand what makes students act a certain way or what they do or don't like. Our research conducted a survey, sampling 112 students spread across 20 different design schools based in India shown in Figure 1.

Table 1: The student questions and answers for the survey were presented in the table.

	Question	Answer
Student 1	The university you are currently studying at or were studying?	A senior at the Indian School of Design & Innovation studying Communication Design
	Do you reside in the same city as your university?	Yes, but still found it hard. Although I was based in Bombay I found it extremely confusing to figure out the area around my university because it was unknown to me.
	Tell me more about the factors that made it easy/hard for you to familiarize yourself with the campus	The university had a couple of entrances and there was no signage indicating where was the university
	What kind of student were you back in your first year of university? What is something you would like to change to make it a more seamless experience?	I was extremely excited to be there but I also was scared about the subject and how I would be graded, I wish we had a way to interact with the senior or something like that to understand better about this
	Did you feel like your classmates were more acclimatized to this new curriculum as compared to you?	Yes
	Explain in a few sentences, What made you feel acclimated or didn't?	I felt they knew Photoshop and Illustrator and software like that which I didn't and I wished I could have come better prepared

	<p>What is something you wish was better explained to you about the design curriculum? For example: Being a former freshman student in design I wished someone explained to me how the FYS subjects would help me in the coming years.</p>	<p>Although I wasn't an outstation student I felt like one because I was completely new to the area and I hoped there was a map or something that would show me what was around</p>
	<p>As a design student, I found myself constantly second-guessing my work and always felt it could have been better. How did you cope with this?</p>	<p>I feel this isn't something that ever leaves but I also think the conversation with teachers and other designers almost makes you feel more comforted that everyone feels these emotion</p>
	<p>Design jury can be a bittersweet moment for all students, as we all know it! How did you deal with criticism?</p>	<p>I feel making cue cards helped and talking to my professors for tips and tricks</p>
	<p>First-year can be a lot to handle with so many new subjects and extracurricular activities. What is something that gave you assistance to be inspired?</p>	<p>Instagram (Motivational Quotes, Creatives & Guidance from design creators), Talking to friends, Behance, Guidance from professors at your university</p>
	<p>Were you curious about books and tools outside of the curriculum that make you a better designer?</p>	<p>I liked the fact that we weren't tied down to a particular stream however I would wish we could explore more without predecided outcomes, that way we can challenge ourselves more</p>
Student 2	<p>The university you are currently studying at or were studying?</p>	<p>A senior at Srishti College of Art, Design & Technology studying Human Centered Design</p>
	<p>Do you reside in the same city as your university?</p>	<p>No, found it moderately easy during my first few years in college, I lived with a friend from my hometown who also happened to be my senior in college</p>
	<p>Tell me more about the factors that made it easy/hard for you to familiarize yourself with the campus</p>	<p>We have a fairly small campus, with dedicated buildings assigned to students of certain years, courses, and majors.</p>
	<p>What kind of student were you back in your first year of university? What is something you would like to change to make it a more seamless experience?</p>	<p>I was a fairly sincere and dedicated student coming out of high school. In hindsight, it would have been a better learning experience for me had I not been so rigid in my outlook.</p>

	Did you feel like your classmates were more acclimatized to this new curriculum as compared to you?	No
	Explain in a few sentences, What made you feel acclimatized or didn't?	My first year in college was both orienting and disorienting, I had to unlearn a lot of things I was conditioned into thinking. Something that acclimatized me was exchanging thoughts and ideas freely with my peers, for whom this was a new experience as well.
	What is something you wish was better explained to you about the design curriculum? For example: Being a former freshman student in design I wished someone explained to me how the FYS subjects would help me in the coming years.	More than the curriculum, I would say that explaining the course choices better and making the process of registering for courses convenient is a necessity
	Do you reside in the same city as your university	No
	What were some of the biggest challenges you faced being an outstation student? If it was an easy transition for you, what were the factors that helped you?	It was a fairly easy transition for me as I had many family members and friends residing in the city where my college is located.
	As a design student, I found myself constantly second-guessing my work and always felt it could have been better. How did you cope with this?	I have to keep reminding myself that I am still learning, and I am bound to encounter less-than-ideal results from time to time. In my years at college, I have assimilated a peer group and a mentor group that gives me feedback and supports me in my work.
	Design jury can be a bittersweet moment for all students, as we all know it! How did you deal with criticism?	With time, I learned to take criticism constructively.
	First-year can be a lot to handle with so many new subjects and extracurricular activities. What is something that gave you assistance to be inspired?	Talking to friends, Guidance from professors at your university
	Were you curious about books and tools outside of the curriculum that make you a better designer?	Yes
	What did you like most about college in the first year? What	The first year, regardless of being chaotic at times, was a blast. I often tell

	would you like to see changed for upcoming freshman-year design students?	anxious first years to enjoy the ride, and that we've all been in the same boat only to see better days.
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52% of the students agreed that starting in a design school from the 12th grade was a big jump for them. About 55% of the students don't reside in the same city as their university while 45% do, which also explains why 64% of the sample size found it hard to get acclimatized to the city shown in Figure 1. On the other hand, 43% found it hard to get used to the campus. Finally and most importantly 90% of them were curious to explore books and other tools outside of the curriculum that would help support them through design school shown in Figure 2. Through the survey, it was found that the majority of the problems faced by students are in the following four broad areas. This study will work on exploring different solutions to create a toolkit that enhances the overall experience of an Indian undergraduate design freshman student. This would enable every design student right from their first year onwards to blend into the design world as seamlessly as possible and further lead to a successful take-off from design school into the real world.

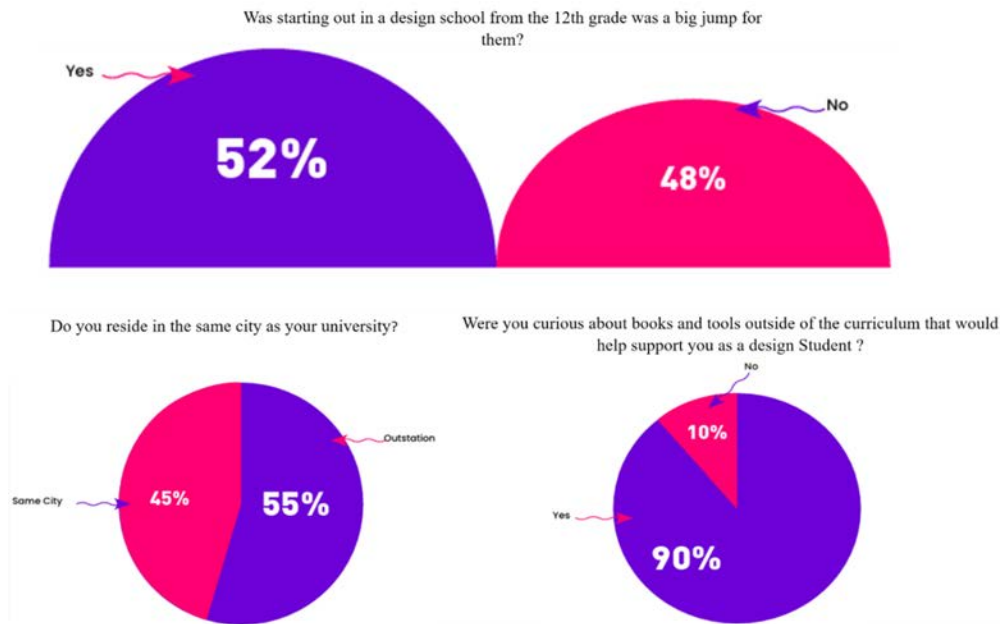


Figure 1: Representing the result of the survey used to understand the student's opinions.

4.2 One Mindful Mind:

One Mindful Mind (OMM) is a big step in creating a way to help kids be more positive and prevent problems. - The printable tool kit assists parents in serving as a counselor for their child. It's interactive and easy to use. By having fun and important talks with their parents, children can learn about their feelings and learn how to manage them. The toolkit was carefully developed following extensive research with Dr. Alok Sharma, who is a top brain surgeon and the head of NeuroGen Brain & Spine Institute. It allows kids to move, think, and play however they want, giving them the freedom to use whatever they like and show their own ideas and feelings. It's a simple tool made for busy parents to use easily. Playing and doing activities together can help improve mental health and build a stronger relationship with your child. OMM also has a website where you can find product information. The kit can be bought on the website.

OMM has a website where parents and members can write and share their thoughts. Articles about how parents can help their children with their feelings and behaviors are being printed and shared. The website has cartoons and videos about feelings and emotions. You can get the Thought Cards for free in a printable PDF. In today's world, kids use touchscreens a lot. People believe it would be good if kids could access digital tools, not just paper cards. The community and toolkit are no longer being used because the website doesn't exist anymore. The toolkit made by NeuroGen Brain & Spine Institute is really good because it was based on a lot of research. It helps with emotions and thinking skills that develop in early childhood. From ages 5 to 7, kids get better at paying attention, remembering things, and solving problems. They can use their thinking skills to achieve what they want. They need to do activities that help them learn from the beginning to have a healthy mind. At this point, parents play a big role. More than 9000 parents are now using OMM to help with their mental health. The kit has been given to 540 childcare centers, hospitals, libraries, and schools all over the country. The pictures are very nice and interesting for kids and parents. The colors are bright to catch a child's attention. The rich textures used on the toolkit itself drive children's natural innate curiosity, aiming to create a feeling of wonder and interest. The visual language including the typography and illustration are clean, minimal and modern. The box is sturdy and covered with waterproof fabric to prevent mishandling and stains. The amount of research that went into each page to create the design and content is something I want to make sure to do for my toolkit itself making use of multiple-user testing and constantly keeping the user in mind while testing. On the other hand, this product is no longer sold and the community created by the brand itself is no longer active so it is to make sure the community created can support itself without me.

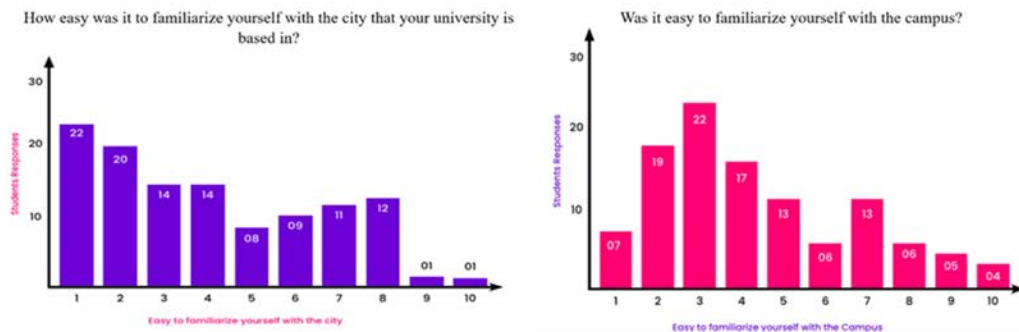


Figure 2: Representing the result of the survey used to understand the student's opinions.

4.3 Civic Service Design Studio:

Our objective is to make public services more efficient and user-friendly for all individuals in New York City. The NYC Civic Service Design Tools and Tactics offers city employees valuable guidance for effectively designing public services. It helps spread these methods throughout the New York City government. We used a step-by-step process to make this resource from start to finish. In simple terms, it means that it will keep getting better as people give their opinions and use it. The NYC Mayor's Office for Economic Opportunity's Service Design Studio created it. We are grateful to our main partner Citi Community Development for their generous help. We are thankful for working together with the Mayor's Fund to Advance New York City. The Studio is a place where designers, policymakers, and public servants can try out new ideas and work together to design better services for city residents. The Civic Service Design publication has separate pages for each tactic, making it easier to use than a booklet or binder. Here, people can get worksheets and other stuff about a specific way of designing that they want to use in their work. They can also check out the newest work and news from the Studio. The tools give practical ways to design things that focus on people, and

they are made to help the people who work on government programs. The Civic Service Studio is well-known on the internet, and they use posters and postcards to show what they're about. These materials are made for government workers to put up in their workspaces to keep promoting the Studio to all the different agencies and offices in New York City.

The Civic Service Design Studio is examining the application of design principles in government operations. One way is by creating new rules and structures to help new ideas for improving the public to happen in government. The initiative created a space for collaboration between designers, policymakers, and public servants, allowing them to experiment and engage with city residents. Service design is used to help everyone, including people who may not have a lot of money, to access financial services. The person who needs these services is the most important part of the process. We are not just changing the way we do things, but also working with people to create better results. The Studio asked City agencies and offices to suggest projects to work on together. The Studio made a campaign to advertise the open call. They made a website, packet of information, form to apply, and presentations. The Studio got 15 proposals for "Designing for Opportunity" from nine different agencies and offices. Main topics in the plans were getting help, services for young people, homes, staying healthy, and learning. The website and toolkit include separate categories for colors, shapes, and text styles in order to create a vibrant and energetic appearance for the city government. The main website is linked to a medium publication so that content can be created and shared more easily. The Studio contacted government employees, innovation groups, and social impact designers to gather insights on their design experiences. This helped them develop the toolkit.

4.4 The Co-Designing Schools Toolkit:

With the help of the Co-Designing Schools Toolkit, you and your team can brainstorm solutions to aid students with the fewest opportunities at your school. Complete each step-in order or select the step that works best for your team. Just like with any real co-design project, I couldn't have done this work by myself. The Co-Designing Schools Toolkit took ten years to develop with input from schools, communities, coaches, facilitators, and organizers. Administrators, teachers, and supporters helped to test and improve the tools. The Co-Designing Schools Toolkit assists educators in developing an equitable and cooperative design approach to enhance their schools for students of all backgrounds. The Co-Designing Schools Toolkit consists of 40 activities, tools, and research-based ideas developed by The Teachers Guild and School Retool programs. Riverdale Country School, the Deeper Learning network, Liberatory Design, Stanford school, educators, local partners, and coaches all worked together to make it. The website and toolkit have separate units for color, shape, and writing style to make them colorful and lively. We recognize that there is no one-size-fits-all solution to the challenging issues that schools face. The Co-Designing Schools Toolkit assists in fostering a cooperative relationship between schools and families in order to build a nurturing and all-encompassing atmosphere for students to thrive. It is based on design, fairness, and community.

4.5 Writer Emergency Pack:

The Writer Emergency Pack is like a first aid kit for your storytelling or getting creative ideas again. A set of cards with tips and ideas, along with instructions on how to use them to create stories, will help you improve your storytelling quickly. Starting a business can be scary. That's why Nesta made the Creative Enterprise Toolkit a useful guide to help you organize, create, test, share, and start your new creative business. Our guides help turn your creative idea into a business. Worksheets for you to understand and see the important parts of the business. Real stories of people who started their own businesses using a toolkit for creative entrepreneurs. Notes for a tutor who supports creative entrepreneurs, with tips on how to create a schedule of events. The process is really simple to understand. The information is very interesting. Very

detailed and specific. The pictures help you understand the process even more. Proven and approved by the British Council. Can be made more visual because there is a lot of information. Needs to be changed to match what is happening now.

4.6 Persuasive Patterns card deck:

60 design patterns based on psychology, shown in a way that's easy to use and refer to as a tool for brainstorming. Simplify the important actions to focus on in your design sprints. Discover how we can make it easier for people to make choices by understanding their thinking process. Make experiences better, more interesting, and successful. It's a great tool for reminding yourself how to behave and for explaining a complicated idea in a simple way to someone involved. Making experiences that are more interesting, important, convincing, and effective. Outdated and needs to be updated.

4.7 Creative Enterprise Toolkit:

Embarking on a business venture can be overwhelming. That's why Nesta made the Creative Enterprise Toolkit it's a useful tool to help you plan, build, test, talk about, and start your new creative business. Our guides can help turn your creative idea into a successful business. Worksheets to help you understand and see the main problems in the business. Examples of people who have been successful in starting their own creative businesses, from different countries, by using the Creative Enterprise Toolkit. Notes for tutors who support creative entrepreneurs with ideas on how to create a schedule of events and tasks. The steps to follow are very easy to understand. The information is very interesting. Very specific and lots of details. The pictures help us understand the process even more.

4.8 The Field Guide to Human-Centered Design:

A handbook that assists in solving problems with a designer's perspective. At IDEO Our organization aims to assist social services professionals in gaining knowledge about human-centered design. The Field Guide to Human-Centered Design provides insights into the process of designing for the social sector, incorporating 57 straightforward design approaches and practical case studies. The Field Guide has all the information you need to know about the people you are designing for, to have better brainstorms, to test your ideas, and ultimately, to come up with more creative solutions. The Design Deck is a set of cards you can play games with, and it also teaches you about making cool pictures and designs. Every one of the 52 cards contains useful details on graphic design such as font types, color options, design pointers, and historical facts. There are also pretty pictures to show examples. This is a colorful print on thick paper with a smooth finish.

4.9 Toolkit:

This makes sure you as Students/Designers come closer as a team and builds trust and a sense of belonging for you as a design student, exploring and understanding the different identities present in other students. After meetings, there would be a voting for 2 leaders of the group and it would rotate every 6 months through this you have a deeper understanding of who you think can take up this role. Initially, it is important to have a diverse collection of evidence as you may need to revisit it to explore fresh concepts and offer assistance to others in different ways. You might find this research helpful to look at again when you're ready to put a new idea into action and see how well it works. Proof can be shown in different ways, such as numbers and descriptions. Search for reports that have been published about how well services and programs are working, as well as information that has been made public about the results of these programs. Randomly assigning people to a treatment group and a control group is the most reliable method for determining cause and effect in studies.

You can also look for information about the people your service helps or the issue it wants to solve, in addition to finding evidence about your service. Recognizing the various individuals involved will enable you to comprehend the diverse aspects of this issue, and how they interrelate and impact one another. Who uses the service. This includes the people who provide the service and the ones who use it. Understand that you might not be able to talk to everyone on your map, so don't let that stop you. It's still important to know about all the people involved. The aim is to help you and your team stay focused on reaching out to others and achieving your research goals by making your approach consistent and more efficient. The plan must detail the methods for recruiting participants, scheduling interviews, and outlining the follow-up procedures. With someone who is really good at something, and you are there to get better by watching and listening to them. Be interested, pay attention, and be nice. Follow the discussion guide, but also let the conversation happen naturally. This is a very important and mentally challenging job that involves listening carefully. The individual responsible for taking notes can seek further clarification by asking additional questions, however, they should strive to accurately document the spoken information. Be sure to get really good quotes because they help explain your project to other people. You can take notes on a computer or on paper during the interview. But it's better to turn paper notes into digital notes after the interview so everyone can easily see them.

To start, open your notes and grab some sticky notes and markers. Highlight or pick out interesting and important thoughts, ideas, and quotes. Do this for every person you talked to, because it will help you have a better version of those conversations to use later. The aim here is to start noticing bigger patterns in the research. Insights are when you understand something better by thinking about what you see and hear. Understanding and creating meaning from what you see is important. To do this, review the notes you have taken. Discover different topics and make a statement about each one. Work together with someone else to come up with a new idea or point of view. Understanding how users move through the service helps us make each step better [14].

The user's experience can be personalized or simple, but must consider five key points: getting the user interested, entering the website or app, engaging with the content, leaving the site, and extending the experience. Pay attention to taking pictures or recording the things people touch on a computer screen, pamphlet, sign, or the layout of a space. The aim is to give an idea of how a solution could work, rather than describing exactly how it might appear. Drawing can be a great way to show what your service is all about. You might find links between things that you wouldn't notice just by telling a story [15]. The drawings can also be used to share your ideas with your team. The way you approach a problem can change depending on the solution you're using, but it often involves looking at evidence, creating a plan, setting goals, and deciding on a strategy. After you put your ideas into action, checking to see if they work well can help you keep getting feedback and gather proof of what's going well, and how to make it even better.

4.10 Final Outcome:

This community is student-led and aims to assist design students in brainstorming, exploring, and discussing their ideas through short meetings and discussions. Only students who go to school or are part of educational groups can apply. Upon acceptance, students or schools can obtain a free guidebook from the website, which includes instructions for activities and idea journals for students. To create a support system that would allow every design student right from their first year onwards to blend into the design world as seamlessly as possible and further lead to a successful take-off from design school into the real world. To honor the differences of an Indian undergraduate design freshman year student by creating a space that

aims to spark and celebrate the ideas and knowledge-sharing of students while providing them with support and comfort. All students learn and cope differently, by arming these students with the tools they need to succeed would help create a more student-supported design education.

The 'Lorem Ipsum' logo is our primary visual symbol, it represents the brand's ideology of being a design student and having fun! It portrays the state of being fully accepted in this community from the very first day of being a design student. Our colors speak of who we are and we like to have fun with that. The contrasting colors comprise 2 popping colors Purple and Pink, by using contrasting shades, it creates an eye-catching effect. These colors provide the base for our secondary colors while being the premium part of our palette. You're sitting in your High School, a crowded room and you're trying to google if a design career is something you want to pursue, you come across a 'Lorem Ipsum' website, that takes you through different students' experiences in design school While you heard them speaking about their experiences you as student felt extremely relieved as now you knew this is something you might be interested in and felt very reassured about it. Scrolling through the website you come across different students' artworks that are linked to their Instagram which allows you to interact and get to know them personally. Moving forward you notice how the website is a student lead community something that assures you to have a more successful journey as a freshman design student in India and all you have to do is create and start the club, after your application is approved you and your friends would receive full access to the Guidebook which would make you help you not only solve problems together as a team but also make you understand different aspects of being a designer. Through the website you can see and interact with other budding designers in different design schools in India and also see how they tackle problems they face in school, this also provides a great space to interact and create friendships or contact.

The Text and color for Lorem Ipsum are simple but can say a lot about lorem Ipsum. For example, the colors of the website emit a lot of energy and make the student feel pumped and excited but it also has a lot of simple white spaces to create balance and not to overwhelm a design student keeping in mind they already have a lot on their plate. Using a sans-serif would be easy to read on all devices- because sans-serif fonts lack the loops and swirls of serif fonts, they are very easy to read at all different sizes, including small caption text, and large headers or titles but also because it give off a feeling of being casual, informal, friendly, and being very approachable, a student will feel that the website gives them an overall feeling of relaxation and approachability from the second they interact with Lorem Ipsum. Lorem Ipsum the website is extremely interactive which makes our visitors feel engaged, and want to spend more time on the website. Functions like seamless transitions between pages and features allow exploration through the pages in a website making them feel natural and easy to the visitor, and not like a task where they feel like they need to search for where the content they are looking for is hidden. Allows students to hear from the students themselves about their experience using Lorem Ipsum by doing so, creating a sense of credibility and trust for the toolkit. Lorem Ipsum also allows users to stay connected with us daily through our Instagram community.

5. CONCLUSION

The purpose of Lorem Ipsum is to create a natural-looking block of text (sentence, paragraph, page)that doesn't distract from the layout. The reason why the community is called 'Lorem Ipsum' is because the filler text is a short paragraph that contains all the letters of the alphabet, represents how all students are extremely different from one another which is why they learn and cope differently but 'Lorem Ipsum' is the community that gives tools they need to succeed while providing them with support and comfort. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s and something that every designer is well versed with but it's

not something common to every non-designer which is why it makes the community a special space that celebrates these ideas and knowledge-sharing of designers. The next stage would develop the business plan for the ‘Lorem Ipsum’ community and start working on a campaign creating awareness on how to create a more student-supported design education. It would further develop the social media presence of the community and finally pitch this to the local university and finally take ‘Lorem Ipsum’ live.

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