

EXPLORING CULTURAL TAPESTRY FROM ANCIENT NARRATIVES TO MODERN INNOVATIONS



Prof. Riddhesh Adarkar

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CHAPTER 1

ART AND SCIENCE OF STORYTELLING: FROM ANCIENT NARRATIVES TO NEUROLOGICAL IMPACT AND MODERN MARKETING STRATEGIES

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ABSTRACT:

The study explores the profound impact of storytelling, a dynamic process encompassing a blend of facts and narratives, as a powerful communication tool. Tracing its origins to the era of cave dwellers and ancient Greeks, storytelling has evolved into a universal language, manifesting in various forms across cultures. It serves as a historical marker, capturing the essence of daily life and transforming it into narratives that transcend generations. Life's experiences, both positive and negative, leave indelible marks on your journey. While some individuals may feel liberated by these experiences, others find empowerment. This study is dedicated to deepening our understanding of ourselves and others by sharing and reflecting on the diverse experiences that shape our lives. Further, the study explores various forms of storytelling, including verbal storytelling, iconography, manuscript, and audio/visual formats, highlighting their historical evolution and impact. Storytelling techniques are examined, advocating for audience immersion, personal stories, suspense generation, and the use of social media as contemporary platforms for narrative expression. The section on mastering social media storytelling elucidates its role beyond a mere sales tactic, emphasizing its capacity to expose brand essence and values. Notable examples from TIDE, Airbnb, and Dove illustrate effective social media storytelling strategies. In conclusion, the study underscores the enduring significance of storytelling as a timeless art form, adapting to contemporary mediums and proving indispensable in various spheres of human expression and communication. The future scope of this study in storytelling is diverse and multidisciplinary, spanning neuroscience, culture, technology, ethics, education, psychology, and more. As storytelling continues to evolve and adapt to new contexts, understanding its nuances and maximizing its potential will remain a rich area for exploration.

KEYWORDS:

Art, Marketing, Strategies, Science, Storytelling.

1. INTRODUCTION

The utilization of a blend of facts and narratives to convey meaningful messages constitutes a process known as storytelling. Stories can manifest in various forms, encompassing factual accounts, fictional tales, or narratives rooted in personal experiences. The origins of storytelling trace back to the era of cave dwellers, who employed pigments to depict stories and myths on walls using their hands. Ancient Greeks inscribed their language on walls to elucidate the unfolding of history. These stories offer insights into the cultural life of bygone eras, capturing the essence of daily life as it becomes a historical marker and subsequently a narrative. As generations progress, the continuum of daily life evolves into another layer in the tapestry of history, transforming into a story. The tradition of storytelling has fortified humanity, giving rise to tales and myths infused with innovative technologies. Although storytelling is an age-old tradition, its contemporary manifestation has been adapted, refined, and harnessed as a communication tool, whether in personal or impersonal contexts [1], [2].

1.1. Art of Storytelling

Storytelling is an art that defies rigid techniques or methods; rather, it is a craft requiring vision, creativity, exploration, experience, and a willingness to experiment. Spanning across diverse cultures and societies, storytelling is an ancient art form that serves as a universal language accessible to all, irrespective of dialect, tradition, location, or heritage. Narrating a story is akin to painting with words, with stories serving to solidify abstract concepts and simplify intricate

messages. Stories fulfill various purposes, including advertising, community building, and education, making storytelling an integral aspect of every professional domain. In an era where distinguishing between editorial and advertorial content can be challenging, incorporating conscious, organic, and authentic storytelling into humanity's narrative has become more crucial than ever. The effectiveness of a story lies in its genuine purpose, making it a powerful and influential tool in communication [3], [4].

1.2. Effects of Storytelling on the Brain

The impact of storytelling on the brain involves various processes:

1.2.1. Neural Coupling

The narrative prompts the activation of specific brain regions, enabling listeners to transform the story into their ideas and experiences through a phenomenon known as neural coupling.

1.2.2. Cortex Activity

While processing factual information triggers the activation of Broca's and Wernicke's areas, a well-crafted story can engage additional regions, such as the motor cortex, sensory cortex, and frontal cortex.

1.2.3. Dopamine Release

Emotional events within a story lead to the release of dopamine in the brain, enhancing the memorability of the experience with heightened precision.

1.2.4. Mirroring

Listeners not only share similar brain activity but also mirror the neural patterns of the storyteller.

Furthermore, dopamine and serotonin, acting as neurotransmitters, play crucial roles in regulating various bodily functions, including sleep, memory, metabolism, and emotional well-being [5], [6].

1.3. Dopamine

Dopamine is released by neurons in the brain to transmit signals between them. The body utilizes dopamine to generate norepinephrine and epinephrine. Dopamine is crucial in the reward system, a set of brain functions governing motivation, desire, and cravings. Elevated dopamine levels may induce sensations of euphoria, bliss, and heightened motivation and focus. Consequently, individuals may develop an addiction to substances and activities that boost dopamine. Dopamine is seen in Figure 1.

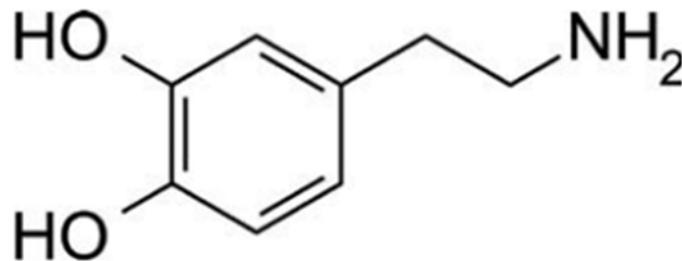


Figure 1: Illustrate the Dopamine.

1.4. Serotonin

Serotonin, a neurotransmitter found in the brain, has more than 90% of its total presence in the enterochromaffin cells of the gut. In this location, it plays a crucial role in controlling the movements of the digestive system. Similar to dopamine, serotonin also influences people's moods and emotions, but its primary role extends to regulating digestive functions like appetite, metabolism, and gut motility. Serotonin is seen in Figure 2.

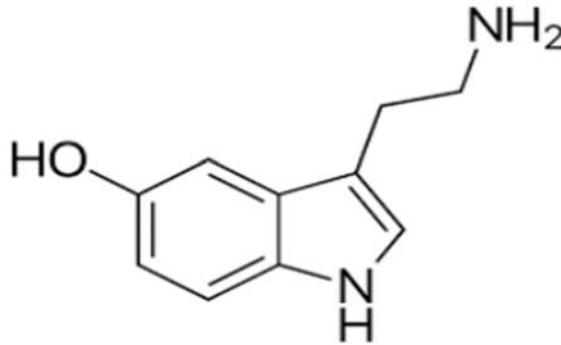


Figure 2: Illustrate the Serotonin.

Dopamine and serotonin, despite regulating comparable bodily functions, elicit distinct effects. Dopamine is responsible for regulating mood, and muscle movement, and plays a key role in the brain's pleasure and reward systems. In contrast, the majority of serotonin is stored in the gut rather than the brain. Serotonin contributes to the regulation of mood, body temperature, and appetite. Imbalances in the levels of either neurotransmitter can lead to both psychological and physical symptoms [7], [8].

The study is divided into four sections the first section of the study explores the multifaceted nature of storytelling, tracing its roots to ancient civilizations and emphasizing its contemporary significance as a powerful communication tool, and after that literature of the previous study is discussed in the literature review section, and then the discussion section discusses study explores different forms of storytelling, discusses the evolution of storytelling techniques with several examples of social media storytelling from companies and finally study end with a conclusion section that explains the outcome and future of this study.

2. LITERATURE REVIEW

Taylor K. [9] studied the significance of storytelling in business and leadership is well-established, but there is a notable gap in research concerning its application within innovation contexts. Innovators face the need for practical strategies to convey discoveries, failures, progress, and opportunities in a compelling manner. To foster effective communication in innovation, organizations must empower their teams to master the skill of innovation storytelling, combining both art and science to share their experiences and insights.

Scott E. et al. [10] study challenges the prevailing notion that scientific communication must be strictly objective, emphasizing the importance of trust in conveying scientific findings. The author explores the impact of the perceived values of scientists on public trust, finding that trust is not necessarily linked to education level. The research extends beyond scientific studies to include nonfiction films and literature.

Through a case study and analysis of successful nonfiction works, the author examines the role of storytelling in building trust and engagement. The culmination of that research is a website

that demonstrates the harmonious coexistence of medical information and storytelling. Focused on the Microtia community, the site aims to foster trust, dispel myths, and encourage positive social change through effective science communication in the realm of congenital deformities affecting hearing and ear development. The study underscores the power of documentaries to initiate scientific discussions, emphasizing the importance of aligning filmmaker values with those of the audience to enhance engagement and understanding.

Rahiem M. [11] explored the integration of digital storytelling as a teaching method and learning resource in early childhood education. The study focuses on a storytelling–art–science club in Jakarta, Indonesia, where digital storytelling is employed for educational purposes. The qualitative case study involves in-depth interviews with teachers, document analysis, and observations of storytelling activities with children. The findings reveal that teachers utilize digital storytelling to enhance entertainment, captivation, engagement, communication, and theatricality in the learning process. The study suggests the need for improving teachers' digital skills, equipping schools with information and communication technology (ICT) devices, allocating government funding for technology upgrades, and adapting the curriculum to align with technological advancements. Overall, the research advocates for the integration of digital storytelling to enhance early childhood education and prepare children for effective use of technology.

James Alan Laub [12] explored the intricate relationship between worldviews and transformative leadership. The discussion, originating from an International Leadership Association Conference panel in 2009, delves into how beliefs, values, and principles inherent in worldviews influence leadership for transformation. The panel, characterized by diversity in gender, discipline, religion, and global perspectives, features contributions from experts in organizational leadership, Islamic perspectives, music, African philosophy (Ubuntu), and Christian worldview studies. The symposium aims to provoke thoughtful consideration of the impact of worldviews in shaping human thoughts, ideas, and behaviors in the context of leadership for transformation. The study's presented span diverse cultural and philosophical perspectives, offering a rich exploration of that critical intersection between worldview and leadership. Jonathan Reams, an associate professor, responds to the studies, fostering further discussion on the role of worldviews in transformative leadership.

Zhou Y. [13] analyzed the development status of two prominent beauty brands, Olay in the United States and Herborist in China, both renowned for their skincare products. Olay, with a global presence spanning 60 years, is a trusted brand among women worldwide, while Herborist, established in 1998, focuses on the concept of blending modern Chinese herbal medicine with ancient prescriptions. Both brands have a significant presence in global markets, particularly in China, where consumers appreciate their product prices and functions. The comparative analysis employs qualitative methods to assess the current marketing situations of Olay and Herborist, revealing successful revenue outcomes following transformations in marketing channels. However, challenges are identified, including issues related to marketing concepts, environmental factors, and strategies. The study proposes enhancing the marketing status of both brands through a 4P strategy, addressing key areas for improvement.

Scott S. [14] focused on the potential of narrative storytelling and visual art as innovative knowledge translation strategies in healthcare. Addressing the 'evidence-practice' gap, the research aims to systematically identify and synthesize existing studies on the use of these creative approaches in disseminating health research. A health research librarian will employ rigorous search strategies to locate relevant evidence, and the findings will be analyzed based on research design, knowledge translation strategy, and target audience. The outcomes of that systematic review will provide valuable insights into the current landscape of utilizing narrative

storytelling and visual art for knowledge translation in healthcare. The study targets researchers, healthcare professionals, consumers, and decision-makers, offering critical information to enhance the integration of research findings into healthcare practices.

The previous studies highlight the significance of storytelling in business and leadership, particularly in innovation contexts where conveying discoveries, failures, progress, and opportunities is crucial. The research advocates for organizations to empower their teams with the skill of innovation storytelling, emphasizing the combination of art and science to effectively share experiences and insights. The current research underscores the enduring significance of storytelling as a dynamic and influential means of communication across different historical periods and contemporary contexts.

3. DISCUSSION

The utilization of narratives in marketing, commonly known as storytelling in marketing, involves incorporating a story to enhance traditional advertisements, inbound marketing efforts, or social media campaigns. Stories possess the unique ability to convey emotions, evoke memories, or convey subliminal messages in a manner that conventional advertising may not achieve. Typically structured with a beginning, a central part (the body), and a conclusion, a story often introduces a problem, a humorous incident, a love theme, or a tragic encounter. Storytelling proves highly effective in marketing, significantly enhancing inbound marketing across various industries. Positioned as a potent business tool, storytelling is a crucial skill for any business aspiring to build a strong and enduring brand. Human beings have engaged in storytelling for as long as we've existed, and it remains an integral part of our day-to-day communication.

When executed skillfully, storytelling can yield remarkable benefits for a business, transforming a brand into a legacy, formulating a robust marketing strategy, generating profits, and cultivating loyalty and affection from audiences, among other advantages. Ultimately, storytelling communicates purpose, and businesses with a clear purpose are the ones that truly stand out, capturing the hearts and wallets of consumers [15].

3.1. Strategic storytelling practice

Cultivating a strategic storytelling practice is imperative for businesses aiming to expand, and here are the reasons why:

3.1.1. Cornerstone of a Robust Marketing Strategy

A well-articulated narrative serves as the foundation for a powerful marketing approach. While every business possesses a story, many falter in conveying it through marketing channels, captivatingly, and effectively. While having a compelling set of ideas, visions, and dreams is beneficial, execution often falters, leading to inconsistency, confusion, and ambiguity. In essence, conveying business purpose and values is crucial for sales, requiring a captivating story to capture people's attention.

3.1.2. Profitable and Human

Heartfelt storytelling proves to be both profitable and humanizing. People prefer investing in a human narrative rather than just a corporate entity. Many highly regarded and financially successful companies are recognized for generating financial returns while positively impacting people and society. For businesses, humanizing their messaging is both an ethical and strategic move.

3.1.3. *Competitive Advantage*

In a landscape where tens of millions of content pieces are created and shared daily, storytelling becomes a competitive advantage. Consumers face information oversaturation and decision

A business might genuinely offer a superior product or service, but the ability to tell a compelling story is crucial. Effective storytelling can significantly impact how well a business distinguishes itself in the market and ultimately achieves profitability [16], [17].

3.2. *Forms of Storytelling*

3.2.1. *Verbal Storytelling*

The ability to communicate verbally has been ingrained in us since we first learned to speak, and this continuous dialogue has taken on various storytelling forms across generations, each with its unique narrative style and adaptations. Throughout modern history, the conveyance of stories has heavily relied on specific elements such as deliberate vocal delivery, along with the incorporation of mnemonic devices like similes, alliteration, repetition, assonance, and proverbs. While these may seem minor, they contribute additional depth and layers to our narratives, enhancing their memorability. With the integration of music, these narrative elements evolved into songs, serving as another medium for storytelling. In earlier times, belief systems orally transmitted canonical laws, employing performance techniques to ensure disciples accurately retained prescribed teachings. Whether delivering a joke, presenting information, performing on stage, or participating in an open mic spoken word night, today's narrative expression values interpretation and allows for the projection of ideas. Despite encouraging varied interpretations, the fear of being misunderstood persists, and spoken language remains the closest tool we have to control the accuracy of our storytelling [18], [19].

3.2.2. *Iconography*

The earliest recognized cave art originates from an archaeological cave complex known as Cueva de El Castillo. Discovered in 1903 by an archaeologist studying the Cantabria region in Spain, the hand stencils and disks discovered in the cave date back at least 40,800 years. Most examples of rock drawings depict a sequence of events illustrating the hunt for various animals. These artworks are believed to serve not only as expressions of art but also as integral components of rituals and messaging systems from ancient pagan cultures. Similar functions can be observed in succeeding tombs, codices, and vases adorned with early imagery, representing a form of communication for these cultures. Stamps stand out as among the oldest examples of iconography, with Mesopotamian civilizations employing round seals to impress into clay tablets. During the Classical Greece and Geometric period, a heightened level of skill in painted illustration and picture carving emerged. This era is characterized by monumental vessels inscribed with motifs and figurines, previously devoid of facial features. Prominent imagery during this period included depictions of armed warriors, aristocratic chariots, and horses on bronze and terracotta pots. Stone sculptures followed, and today, we observe comparable large-scale public displays of symbolism in the form of graffiti. Contemporary iconography has evolved to be communicated through digitalized vectors as well [20], [21].

3.2.3. *Manuscript*

The oldest existing manuscript created by humanity belongs to the Geometric period. It takes the form of an epic poem recounting the tales of Gilgamesh, a demigod and Sumerian king, and it was widely disseminated from Mesopotamia to Europe and Asia. Inscribed on stone pillars, this literary work predates the full development of writing systems such as the Greek alphabet and coincides with the establishment of the city-state concept. Around 200 BC, the

fables of the ancient Greek slave Aesop, who lived in 500 BC, began to be recorded after surviving through oral tradition for three centuries. These fables, like "the dog and his reflection," were later reproduced in Latin iambic trimeters during the Christian Era and continue to be taught to children today. Additionally, moral tales featuring animals, originating from oral traditions, were documented in Sanskrit and Pali in India, marking the first evidence of ink usage. These stories also made their way to North Africa, emphasizing a global trend observed by anthropologists and folklorists. The practice of hand-carving or writing down stories emerged independently across major countries, creating unprecedented connections between people from diverse regions [22], [23].

3.2.4. *Print*

Before paper or papyrus, intricate designs, lifelike impressions, and textual manuscripts were replicated on cloth and silk, persisting until almost the 17th century. The inaugural printed book, 'The Diamond Sutra,' originated in China in 868 AD, while the discovery of ancient paper dating back to 105 AD also occurred. The advent of movable type technology by Johannes Gutenberg marked the commencement of the European printing era. His capacity to reproduce manuscripts catalyzed the Renaissance, an era of heightened communication that transcended borders, leading to a comprehensive societal transformation and subsequent advancements in printing press technology. The Gutenberg Bible (1455) gained acclaim for its printing quality and aesthetic, setting off a chain reaction that influenced typography and fonts, shaping the diverse landscape of print and the web that we experience today. The proliferation of publishing houses became widespread, contributing to a surge in literacy rates among the general populace, enabling the works of literary figures like William Shakespeare to be disseminated in print.

3.2.5. *Audio/visual*

The inception of motion pictures traces back to a garden scene captured nearly a century earlier. The cinematic landscape took an exhilarating turn with the release of the French short film, known in England as 'Train Pulling into a Station.' This 50-second silent documentary, shot in black-and-white, showcased a steam locomotive halting at a platform in a single, continuous sequence. The impact was profound, with the audience instinctively reacting as if the train were genuinely advancing toward them, causing fear, terror, and even panic, as described by Hellmuth Karasek in a German magazine.

Despite being a well-known myth, the lesser-known truth unveils the directors' pursuit of a 3D scene, foreshadowing the eventual success of Hollywood's 2009 blockbuster, Avatar. When executed skillfully, the enhancement of depth perception creates a captivatingly immersive experience, offering a glimpse into a director's most fantastical visions. This concept has given rise to modern media platforms like virtual reality headsets. While we increasingly partake in and absorb the imaginative realms crafted by others, it remains equally crucial to cultivate one's creative outlet [24], [25].

3.3. *Storytelling techniques*

3.3.1. *Immerse your audience in the story*

Utilize storytelling techniques to fully engage your audience in the narrative. A well-crafted story has the potential to leave a lasting impression on your audience's memory. Enhance immersion by incorporating sensory details, allowing them to vividly visualize, hear, feel, and even smell the various elements within your story world.

3.3.2. *A Personal Story*

Explore the effectiveness of personal stories, particularly those involving triumph over significant challenges. In Christopher Booker's enlightening work, "The Seven Basic Plots," he identifies universally appealing story archetypes, such as the hero conquering a monster, the rags-to-riches journey, the pursuit of treasure, and the transformative voyage of a hero. These archetypes are evident in some of the most impactful presentations ever delivered. For instance, consider the gripping and harrowing account of a woman's escape from North Korea or the equally powerful narrative of a woman overcoming domestic violence and summoning the courage to leave her abusive spouse.

3.3.3. *Generating Suspense*

For enthusiasts of movies or literature, it's common knowledge that a compelling narrative hinges on the presence of conflict and a well-crafted plot. These fundamental components transform a presentation into a thrilling roller coaster, keeping the audience on the edge of their seats, pondering the inevitable question: "What comes next?" One approach involves narrating a story in chronological order, gradually building tension towards a climactic finale. Alternatively, immersing the audience in action and then retracing steps backward in time unveils the intricacies of the unfolding events. A third strategy begins with a seemingly predictable tale, only to astonish the audience by taking an unexpected turn, deviating from initial expectations. At the core of any narrative are its characters, whose trials and tribulations evoke laughter, tears, or jubilation. I've discovered that the most successful stories are those that craft three-dimensional characters, making them relatable yet possessing distinctive traits.

3.4. *Social Media*

In the contemporary era, possessing a social media account provides a virtual window into everyone's lives without physically being present. The internet has established a platform for blogging, sharing pictures, and documenting attended events. Social media has evolved into the modern method of narrating the tales of our lives, acting as a 21st-century time capsule for humanity. It's fascinating to observe that the predominant reasons are often associated with what is termed 'passive networking' where users come to social media to consume content rather than actively contribute to the narratives. A notable trend is the increasing use of social media platforms for researching new products, underscoring the continued significant role that brands play [26], [27].

3.5. *Mastering Social Media Storytelling: The Art of Effective Narratives*

Beyond the confines of books and movies, storytelling takes on a new dimension on social media. Consider someone sharing their journey to becoming a successful marketer on Facebook or a composer unveiling the inspiration behind their latest song in a YouTube vlog—these are instances of social media storytelling. It's a dynamic process that leverages social media platforms to narrate compelling stories about your brand, products, or anything else to captivate your audience. It's crucial to recognize that storytelling on social media goes beyond a mere sales tactic. Instead, it serves as a means to expose your brand, conveying its essence and values to your audience. Storytelling, being the catalyst of communication, holds immense power. Its psychological impact transforms it into a potent marketing tool with remarkable effects.

Emotion plays a pivotal role in this narrative strategy. When listeners forge a personal connection with a story, it's more than a theoretical engagement it's grounded in intriguing neuroscience facts. Listening to a story activates various areas of the brain, fostering a deeper

emotional bond compared to presenting plain facts. Moreover, the influence of storytelling extends to action. The connections and emotions evoked by stories don't merely tug at heartstrings; they significantly impact behavior. Neuroeconomist Paul Zak's experiments revealed that individuals who watched a video about an ailing boy exhibited elevated oxytocin levels in their brains, making them more inclined to donate money to a stranger. This underscores the substantial impact stories can have on shaping behavior and fostering connections.

3.6. Social Media Storytelling Examples:

3.6.1. TIDE

TIDE, through its community program, has introduced a mobile laundromat aimed at washing loads of laundry for those in need. Following the wave of the viral Tide pod challenge, the "Loads of Hope" initiative presents a refreshing and uplifting perspective on the brand's commitment to making a positive impact in communities across the United States. Tide actively shares updates on social media, keeping followers informed about the "Loads of Hope" team's upcoming locations, and fostering connections with both those in need and potential customers.

3.6.2. AIRBNB

For anyone with a touch of wanderlust, keeping up with Airbnb on social media is a must. Whether it's a cozy cabin on a horse farm or a luxurious penthouse in Hawaii, Airbnb's Instagram account showcases a collection of breathtaking snapshots that captivate followers. The platform relies on stunning visuals and subtly descriptive captions to let the allure of its diverse properties speak for themselves.

3.6.3. DOVE

Dealing with conditions like eczema, psoriasis, or dry skin can be challenging and sensitive. Dove takes a low-key approach in marketing its Derma Series line, using online snapshots and real customer stories to showcase the benefits of its products for those struggling with such skin conditions.

4. CONCLUSION

The art of storytelling is deeply ingrained in the human experience, with roots tracing back to ancient cave dwellers and evolving through various forms of expression across cultures and societies. Stories serve as historical markers, capturing the essence of daily life and transforming it into narratives that transcend generations. The contemporary manifestation of storytelling as a communication tool, particularly in marketing, underscores its adaptability and effectiveness. As explored in this study, storytelling engages the brain in unique ways, triggering neural coupling, cortical activity, and the release of neurotransmitters like dopamine and serotonin. These physiological responses not only enhance the memorability of experiences but also foster a deeper emotional connection between storytellers and their audience. Furthermore, the study delves into the evolution of storytelling techniques, from verbal communication and iconography to manuscripts, print, and audio/visual mediums. Each form contributes to the rich tapestry of human storytelling, showcasing its universality as a language accessible to all. In the context of business, strategic storytelling emerges as a cornerstone of a robust marketing strategy. It humanizes brands, making them more relatable and fostering a competitive advantage in a content-saturated landscape. The power of storytelling lies in its ability to communicate purpose, and businesses that skillfully weave their narratives stand out, capturing the hearts and wallets of consumers. In essence, storytelling

remains a potent force that transcends time and technology. As individuals and businesses continue to harness its power, storytelling will undoubtedly play a central role in shaping our collective experiences and understanding of the world.

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CHAPTER 2

INVESTIGATION OF RELATION BETWEEN DANCE AND DISABILITY TO HUMANS

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ABSTRACT:

This study examines the complex and transforming link between dance and disability, highlighting the significant effects this dynamic interaction has on people's lives. Dancing, which is sometimes referred to as a global language of expression, crosses social and physical barriers and offers people with disabilities a special forum to interact with their bodies, feelings, and the outside world. The research looks at the therapeutic and uplifting aspects of dancing, demonstrating how it may improve physical health, build emotional fortitude, and provide people with different capacities a feeling of agency. The study examines how dancing might act as a catalyst to dispel social stigmas related to disabilities, question preconceptions, and promote inclusiveness via an interdisciplinary viewpoint. The ability of the movement to transform views and advocate for a more just and compassionate society is a powerful instrument. Additionally, the study explores the adaptable methods and tools used in the dance industry, emphasizing the creative ways that dancers and choreographers work together to produce inclusive and accessible performances. The link between dance and disability and its sociocultural ramifications are also covered in the research, along with how the arts contribute to a larger conversation about diversity, identity, and the value of individual differences. It illuminates the stories that arise from the nexus of dance and disability, highlighting the fortitude, inventiveness, and distinctive voices of those who live with impairments.

KEYWORDS:

Disabilities, Dance, Hearing Loss, Physical, Social.

1. INTRODUCTION

Dancing has been a part of human history from the dawn of time, establishing social bonds and giving religious rites a transcendent quality. Even though dancing has changed throughout time, it is still one of the most expressive bodily arts. One kind of art where the body is often in motion is dancing both to music and in a rhythmic manner. In addition, individuals dance in non-performance settings to decompress, communicate, and socialize or just take pleasure in the movement.

Despite historical and cultural distinctions, dance is an art form that is present in every civilization. Dancing in many cultures is practiced by highly experienced domains, such as the social sciences, education, cognitive and professionals, and amateurs of all ages [1], [2]. Over the last several decades, dance has developed into an area of study whose capacity to generate new information is today recognized in a multitude of scientific neurological sciences, health and rehabilitation sciences, and the arts.

Pupils who are deaf and blind may interact and mingle in the center pavilion. Consequently, the court style incorporates a broad range of tactile, visual, and olfactory skills. Different forms are used for play pieces and musicals.

In response to the growing need and motivation to provide inclusive scenarios in all spheres of life, mixed-ability dance, in which dancers with various physical, sensory, and psychological illnesses dance together and collaborate on equal terms, is giving the landscape of artistic and scientific research a new, strong impetus. Because multidisciplinary research considers methods, techniques, problems, and ideas from all relevant areas, it may enable knowledge processes that challenge normative and prevalent perceptions of what is considered "normal". Crucially, it may also promote the inclusion of people with disabilities in culture and the

progress of inclusive education in the arts and other fields [3], [4]. Dancing serves as a means of amusement as well as social interaction. Whether in a participatory setting or at a Performance, dance communicates via nonverbal means. Dance comes in a multitude of forms, including hip-hop, ballroom, ballet, and contemporary, and its objectives and significance are as diverse as people's tastes.

1.1 Visually Impaired and Hard Of Hearing:

The Census of India has designated 2.68 crore People, or 2.21 percent of our country's total population, as having a disability. The incapacity to hear as well as someone with normal hearing, which is characterized by hearing thresholds of 20 dB or above in both ears, is known as hearing loss. Hearing loss may vary in degree from little to significant. It may affect one or both ears and make it difficult to hear loud sounds or ordinary discourse. 2016 as someone who has a long-term physical, mental, intellectual, or sensory impairment that, when paired with other obstacles, prevents them from fully and equally participating in society. The Census of India has designated 2.68 crore people, or 2.21 percent of our country's total population, as having a disability [5], [6]. The incapacity to hear as well as someone with normal hearing, which is characterized by hearing thresholds of 20 dB or above in both ears, is known as hearing loss. Hearing loss may vary in degree from little to significant. It may affect one or both ears and make it difficult to hear loud sounds or ordinary discourse.

"Hard of hearing" refers to anyone from moderate to severe. For those with hearing loss who normally communicate verbally, we who self-identify as "deaf" usually have little to no hearing due to substantial hearing loss. They sign a lot when they converse. In India, there are many organizations and the government that assist the blind and deaf. For example, the National Association for the Blind (NAB) is a well-known organization that provides employment training, assistive technology, and education to those with visual impairments. India's blind and deaf population still faces several challenges despite assistive technology like cochlear implants, captioning, and hearing aids might be useful. Individual best efforts. Every day, a great number of individuals struggle to discover possibilities for education and jobs as well as prejudice. They could also find it difficult to get about in a new place if there isn't any accessible infrastructure in place, such as audio announcements in public spaces and braille signs. It has become more desirable in recent years for blind and deaf people in India to live in better circumstances. For example, the 2016 Rights of Persons with Impairments Act provides affirmative action policies and legal rights to individuals with impairments. Diverse talents of dancers come together via physically integrated dancing. "People with and without impairments perform physically integrated dance on the same stage or as part of the same choreography [7], [8]. It's a kind of dance that combines aspects of contemporary and modern dance. Both styles use freestyle dance techniques and have a more relaxed vibe. These dance forms place a strong focus on the body's natural flow and energy to convey the emotions of the dance and/or the performers.

Props like wheelchair wheels, crutches, or canes are often used in physically integrated dances, along with dancers who utilize the equipment. The expression and value of art are vast and boundless. Physically integrated dancers are referred to as such, albeit not all physically integrated dance organizations follow modern or contemporary dance forms. Many people like the style of ballet. It is possible to trace the beginnings of integrated dance to the 1980s. To create original dance compositions, dancers from the modern and contemporary dance genres experimented with physically merging handicapped artists with other dancers. This movement seeks to broaden the definition of "dance" and "dancer," as well as to provide individuals with a variety of physical characteristics and impairments more opportunities to express themselves artistically through movement. One facet of the disability culture movement is the growth of

integrated dance [8], [9]. Through literary, artistic, and other creative mediums, it acknowledges and celebrates the first-hand experience of disability as a social phenomenon as opposed to a construct based on a medical paradigm. These days, there are many integrated dance groups all around the globe. Though every dance group is different, they all respect dance's creative expression and value and believe that dance can empower people with disabilities.

The Intention is to create a place where those with disabilities may feel empowered and included, a place where anybody can come and learn the art of dancing. The goal is to inspire and raise consciousness among others on the significance of establishing inclusive and accessible environments for those with diverse abilities. A place where individuals of all ages, genders, and abilities, from kids to young adults to the elderly, may enjoy dancing and music together without boundaries or judgments. The layout will make the students feel at ease and welcome, whether they are in leisure areas, workshop areas, or areas that will aid in their learning and development. Additionally, it will include a therapy area to assist kids become more mobile and coordinated, which will benefit their dance [10], [11]. There won't be any bounds to one's achievements or judgments in this realm. The goal is to provide a warm ambiance that unites the indoor and outdoor spaces. From creating an engaging atmosphere that highlights the significance of the relationship between a dancer and their surroundings to providing a stage on which students may perform for an audience. Figure 1 shows the Disable Dance people.



Figure 1: Represents the Disable Dance people.

2. LITERATURE REVIEW

Byczkowska-Owczarek D [12] explained dance as an example of the body and social interaction which is Polish contributions to the field, such as studies on disability, hand transplants, disabled identity, sport, prostitution as a job, yoga, climbing, animal-human

relationships based on body language, socialization of young actors and actresses, non-heteronormative motherhood, and socialization of children through sport and dance. I demonstrate how to connect the theoretical prerequisites of symbolic interactionism with actual human "flesh and bones" in a case study based on research on ballroom dancers.

Kopytin A [13] described an international conference on identity and body image in modern society which is the intricate social, cultural, and aesthetic connections between body image and identity via interdisciplinary and multicultural perspectives. Indeed, the variety of presentations was remarkable. Research topics included eating disorders, body art, eating disorders, cosmetic surgery, bioethics, outsider art, eating disorders, eating disorders, bioethics, and creative arts treatments (dance and motion and art therapy, in particular). In many respects, it seemed that this conference was a success in understanding human subjectivity in connection to the body. Khadijah et al. [14] Described early childhood educators were interested in the concept of edutainment as a way to make learning more comprehensive, including information on the brain's functioning, memory, motivation, self-image, feelings, methods of learning, and other learning methodologies. The purpose of this research is to examine and contrast the impact of group learning and edutainment on the socioemotional development of young children. This study's quasi-experimental design and data-gathering methods are based on the findings of 20 children's pre-and post-tests. The research's findings suggest that the control group's exposure to edutainment learning differed from that of the study group in terms of its impact on early childhood social-emotional development.

Huang Y [15] explained communication patterns in families, communication fear, and sociocultural orientation orientation which are closed-loop postulations that have been proposed to explain phenomena related to motor skills acquisition and performance. However, each of these theories has two main flaws: (a) it lacks a logical explanation for the phenomenon, or (b) it makes predictions that the empirical data does not support. Following a discussion of these challenges, a novel theory of discrete motor advancement is put forward, which seems to be able to account for the current data. Based on the idea of the schema, the theory moves using a recall memory and assesses response accuracy using a recognition memory.

Foster Vander Elst O [16] described the neuroscience of dance which is Dance is a vital and universal art form that enhances many aspects of life. To aid in future research on the neurology of dancing, we provide a theoretical framework and systematic review in this paper. Following PRISMA criteria, we located pertinent publications, summarized the findings, and assessed each original study. Future study directions in dance therapy, groove, dance performance, dance observation, and the interactive and group elements of dance were also noted. Moreover, dance's collaborative and interactive elements are an essential component of the discipline, but they haven't gotten much attention from neuroscientists yet. There are similarities between the brain networks used by dance and music, particularly those related to perception, action, and emotion.

Lopez-Nieves I and Jakobsche C [17] explained Dance and dance/movement therapy have beneficial effects on health that are seen at the molecular level. This review, which follows a narrative format, demonstrates the relationship between dance activities and hormones along with other small-molecule metabolites in the human body via an assortment of clinical and experimental investigations. These research findings indicate that dancing may raise nitric oxide, serotonin in female steroids, and HDL cholesterol while lowering LDL cholesterol, dopamine, blood glucose, and serum triglycerides. The kind of dance may influence cortisol levels, causing them to rise or fall. While some outcomes are in contrast with conventional (non-dance) exercise activities, many of these results are similar to the biomolecular impacts of such activities. These molecules' distributions and concentrations throughout the body affect

many different disease states as well as overall health. Tao D [18] described the benefits of dance on children and adolescents' physiology and psychology which are The positive impacts of dancing on children and teenagers, both psychologically and physiologically. We discuss the therapeutic advantages of dance and discuss how dancing may be used as an alternate form of treatment for certain illnesses and diseases. Second, we provide a summary of the dance styles that are used in physical interventions and provide commentary on the employed techniques using dance as an alternative form of exercise that might be advantageous for raising overall physical activity levels as well as for expanding the availability of physical education in schools.

Hong J et al. [19] Examined YouTube acceptance applied to dancing education which is The use of social media in education is growing in popularity, especially when it comes to teaching creative performance. There is a growing body of study on the acceptability of artistic performance on social media. Thus, by integrating design elements and characteristics to investigate acceptance, this research uses an integrated method that utilizes the model of technology acceptance (TAM) to investigate how dance learners use YouTube. To find YouTube viewers, a survey from the virtual dance education fellowship was sent out. To verify validity and reliability, a confirmatory factor analysis procedure was used. To determine the links between the components, a structural equation model test using maximum likelihood estimation visually was carried out. The findings imply that views toward learning dance have a beneficial impact on YouTube's perceived utility and usability.

Niranjan V et al. [20] Described dance interventions' effects on noninfectious pulmonary disease patients which is one of the most pleasurable, practical, safe, and healthy types of exercise, enhancing patients' overall well-being, mental health, and physical health. Research lacks a strong synthesis of data, and little is known regarding the efficacy and impact of dance therapies to enhance health among individuals with respiratory disorders. Consequently, the purpose of this systematic review was to look at how dance therapy affected patients who had non-infectious pulmonary disorders. In May 2022, six computerized databases were checked following PRISMA criteria. Seven studies five quantitative and two qualitative from four different nations were included in this comprehensive examination out of the 1308 unique records that were found. Six research looked at adult populations, while one looked at how dancing affected kids. The duration of the dancing interventions was one to ten weeks. Overall, a wide variety of physical, psychological, and social advantages were thought to come from dancing, such as improved living life, social cohesiveness, reduced dyspnea, balance, tolerance to exercise, overall well-being, and adherence to dietary plans. Furthermore, among adolescents and kids with asthma, the dancing session was the most entertaining activity. Based on the data currently available, dancing therapies show promise and might help people with noninfectious pulmonary illnesses feel better.

Zhuang W [21] explained dance net for the generation of music-driven dancers which is the intriguing concept of combining human gestures with music that is, integrating dance to music has garnered a lot of attention from researchers lately. It is difficult because dance requires intricate and realistic human gestures, but more significantly, the computerized motions must match the musical style, rhythm, and melody.

In this paper, we present a unique autoregressive generating model called DanceNet, which uses the melody, rhythm, and style of music as control signals to produce a wide variety of realistic and realistic 3D dancing movements. Owing to dance's high long-term Spatio-temporal complexity, we adopt the gated activation unit and separable convolution to better the merging of control signals and motion data, and we propose the dilated convolution to increase the receptive field.

3. DISCUSSION

Wheelchair-bound dancers and those without disabilities perform together as part of New York City's unconventional dance group, Infinity Dance Theatre. Jazz, contemporary, and classical ballet were blended by Kitty Lunn, who founded the group in 1995 after a life-altering injury that left her wheelchair-bound. Being a highly trained ballet dancer before the accident, Lunn's teaching approach maintains the principles of dance while modifying conventional dance practices to suit her skill level. At the age of sixteen, Lunn received advice from famous dancer and choreographer Agnes de Mille, who suggested that she learn how to perform with her existing body this insight has motivated Lunn's life and teaching, and it also serves as inspiration for her pupils who often battle with their sense of body. While admitting that dance therapy may be beneficial for people with impairments, Lunn clarifies that her practice is not dancer's therapy. According to Lunn, having a handicap only restricts your options rather than elevating or decreasing your abilities. Disability-related opportunities to study dance and perform are provided by Infinity Dance Theatre. Dance may enhance a person's physical mobility, capacities, and self-worth while also promoting general well-being. The changing power of the arts should be accessible to everyone.

Michael Maag, a projection and lighting designer, Laurel Lawson, a dancer, and Alice Sheppard make up the project-based group Kinetic Light. Founded in 2016, the company uses development, instruction, and performances to explore the relationships between racism, dancing, and disability. The group consists of seasoned specialists who collaborate on the production, technical, creative, and administrative aspects of the organization. Often working in tandem with challenged artists from other disciplines, Kinetic Light is headed by artists with disabilities. Through investigating the past, present, and creative output of individuals of color and those with disabilities, the group aims to change our understanding of the dynamic world. The organization demonstrates the need for mobility for civic involvement on a literal, physical in nature and intellectual level by working in the fields of art, design, building design, and social justice. Figure 2 shows the Dance Forms.



Figure 2: Represents the Dance Forms.

The Business is dedicated to furthering the debate surrounding disability as a new sort of collaboration, rather than as a service or accommodation that views people with disabilities as inferior or different. The production's structure and presentation are both anchored in accessibility. The firm is committed to broadening the debate about disability as a new kind of partnership, rather than as a product or compromise that regards people with disabilities as less worthy or different. The structure and display of the production are both governed by accessibility. the main hub of the community. It houses the community kitchen and functions as a dining area for the group. Our cuisine is good, healthy, nutritious, non-greasy, and mildly flavored, which is why most of our students want to come back to Nrityagram. It is crafted with an abundance of love and care.

One of Nrityagram's most well-known structures, it is fashioned like a Roman amphitheater out of red soil. Several thousand people assemble here each year in February for the annual Vasantahabba. The building of the amphitheater and its excavation were aided by the efforts of Surupa and other disciples of Guru Kelucharan Mahapatra. Gerard da Cunha created the design for the amphitheater, which was built in 1990. Kula is an artist residence program created to support the creation and evolution of innovative art. This is a place where people may live while doing study, producing, or practicing. 2010 saw the completion of Ajith Andagere's design, Kula. Our visitors may relax in the Tibetan-style cottages that are designed to resemble yurts. Several of the finest dance and music maestros that have performed at our Vasantahabba have stayed in these traditional, locally accessible cottages. Recently, communal living spaces were built between each pair of individual dwellings, replacing the thatch roofs with tile.

A place where those with disabilities may feel powerful and included, and a setting where everyone can come and learn how to dance. The goal is to inspire and raise consciousness among others on the significance of establishing inclusive and accessible environments for those with diverse abilities. A place where individuals of all ages, genders, and capacities, from kids to young adults to the elderly people may enjoy dancing and music together without boundaries or judgments. The layout will make the students feel at ease and welcome, whether they are in leisure areas, workshop areas, or areas that will aid in their learning and development. Additionally, it will include a therapy area to assist kids become more mobile and coordinated, which will benefit their dance. There won't be any bounds to one's achievements or judgments in this realm. The goal is to provide a warm ambiance that unites the indoor and outdoor spaces. From creating an engaging atmosphere that highlights the significance of the relationship between the dancer and their surroundings to providing a stage on which students may perform for an audience. A peaceful indoor environment where individuals may engage with nature. Students may use this straightforward design style to create a mental representation of the areas. Light strokes or articulated volumes indicate the corners, while the corridor around the center plaza has different widths and heights on each side. The children can now find where they are in the building thanks to this. Every classroom in the center plaza has special features for different uses, such as music rooms, conference rooms, seminar rooms, and so on. Depending on their intended use, the "special" classrooms have varying shapes, sizes, and lighting features.

The remaining classrooms have a veranda-style layout that allows for outdoor study and private courtyard access from each one. The ability to link to the outdoors enables enhanced ventilation and customizable lighting. Pupils who are deaf and blind may interact and mingle in the center pavilion. Consequently, the court style incorporates a broad range of tactile, visual, and olfactory skills. Different forms are used for play pieces, and the instruments resemble cymbals that can be felt. Strong contrasts in materials, colors, and textures are necessary for the gardens

& route system to be clear, visible, and suit the demands of blind and deaf pupils. The "deaf play gardens" include more difficult curving layouts with additional features and barriers. Consequently, the design of the area unit avoided awkward nooks and crannies by making evident links between different spaces. Adjacent to the front entrance of the building is an amphitheater. It has a direct link to an internal phase. This makes the link between the inside and outside smooth. A varied and vibrant activity zone is further enhanced by a range of gardens and courtyards. In addition, the courtyards, entrance courts, and gardens were intentionally designed to interact in a variety of ways.

4. CONCLUSION

The study of the interaction between dance and disability reveals a deep and transforming interaction that goes much beyond choreography and movement. It is clear from a multifaceted investigation that dance is a vibrant and inclusive medium that gives people with disabilities a strong platform for social integration, self-expression, and empowerment. A noteworthy result that highlights dance's beneficial effects on the mental and physical health of people with impairments is that it has therapeutic qualities. Dance's capacity to improve strength, balance, and mobility not only promotes physical health but also a feeling of self-determination and agency. Dancing's emotional and psychological advantages, such as improved body image and a stronger connection with one's body, further highlight the practice's potential as a comprehensive and life-changing endeavor. The inquiry also emphasizes how dance may act as a spark for social change and activism. Dance becomes a vehicle through which people with disabilities establish their presence and change cultural perspectives by dispelling myths and tearing down obstacles. The use of adaptable methods and technology in dance is a testament to the discipline's dedication to inclusion, as it guarantees that everyone may experience the pleasure and expression of movement.

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CHAPTER 3

UNDERSTANDING OLD AGE PEOPLE AND THEIR SOCIAL LIFE: SENIOR CITIZENS PROSPECTIVE TOWARDS LIFE

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ABSTRACT:

The subtle dynamics of old age, concentrating on the attitudes of elderly individuals on life and their social connections. The study attempts to elucidate the different perspectives of aging people by investigating the various variables that affect their view of life in its latter phases. The research tries to highlight the complexity of older persons' viewpoints via a thorough examination of qualitative data and personal narratives, embracing topics such as thankfulness, relational depth, awareness of myself, and legacy. By investigating the interaction of these characteristics, the study hopes to provide a comprehensive picture of how seniors negotiate their changing perceptions of themselves and relationships in the context of aging. The effects of societal views, family dynamics, and health on the interpersonal interactions of older adults. It seeks to shed light on the obstacles and possibilities that older people have in sustaining social relationships, highlighting the need for understanding, empathy, and inclusive behaviors in society. The study adds to a better understanding of the aging process by acknowledging the different experiences of senior persons and providing vital views for politicians, caregivers, and communities seeking to improve the quality of life for the old. Finally, our investigation aims to promote a more compassionate and supportive social framework that recognizes and celebrates elderly adults' distinctive contributions, ensuring that their views on life are recognized and woven into the larger tapestry of human interactions.

KEYWORDS:

Elderly, Old Age, Quality Life, Social Life, Senior Citizen.

1. INTRODUCTION

The number of old people is high overall and continues to rise as healthcare education advances. Numerous changes in their physical, psychological, and social roles undermine these individuals' sense of self and ability to live happy lives. Many elderly individuals suffer from loneliness and despair, either as a consequence of living alone or as a result of having fewer close family members and fewer links to their home culture, which makes it difficult for them to engage in community activities [1], [2]. People inevitably lose contact with their networks of friends as they become older, and they also have a harder time making new acquaintances and joining new networks. A set of processes known as aging starts at birth and goes on throughout an individual's lifetime. It symbolizes the end of life, when a person reflects on their experiences, considers their prior successes, and starts to wrap up their life journey. It takes flexibility and the development of new coping mechanisms for people to adjust to the frequent changes that come with becoming older. A person experiencing inadequate social relationships is what causes them to feel lonely, which is a subjective and bad emotion. Most often, two causal models are used to identify the factors that contribute to loneliness [3], [4]. The first explanation model looks at the absence of external components in the social network as the cause of loneliness, while the second explanation model talks about internal aspects including personality and psychological issues.

1.1 Social Life of Senior Citizen:

Sociable people are better able to prevent psychological anguish and have improved well-being. One of the main risk factors for functioning problems in the elderly is social isolation. Depression and a sense of emptiness may result from the loss of significant connections. Positive relationship participants often feel more in charge and independent, and they are less

impacted by daily issues. People who don't have connections often experience loneliness, neglect, and depression. People who are in unhappy relationships often lack the will to make changes, have unfavorable opinions of themselves, and believe their relationships to be unsatisfying. Seniors' social lives are complex tapestries made of strands of experience, resiliency, and changing dynamics with age [5], [6]. People's social interactions change significantly when they reach later life stages and negotiate the intricate interplay of age-related interpersonal connections, personal choices, and societal expectations. A complex tapestry of experiences reflecting the many ways older adults interact with their environment sits at the center of this story.

Retirement is a big change for a lot of people since it releases them from the rigid schedule of their jobs but also presents a difficulty in terms of reconstructing their social identity. When a busy job gives way to a more relaxed one, friends and coworkers may become less close, and the office friendships that formerly characterized everyday life may disappear. But this time may also provide seniors the opportunity to develop stronger relationships with friends, family, and the community as well as increase independence. Family becomes a vital component of older persons' social lives, providing them with a feeling of belonging and support. Grandparents play a crucial role in fostering intergenerational relationships [7], [8]. The happiness of seeing their grandchildren develop and the knowledge gained from a lifetime of experiences combine to form a mutually beneficial connection in which the elderly teach priceless lessons to the grandkids while also absorbing the young enthusiasm that the grandchildren bring into their lives. A strong social fabric is woven by shared activities, such as storytelling and family get-togethers, which provide a feeling of continuity and direction.

In addition, new and old friendships are an important part of the social fabric of elderly citizens. Having friends is important because they provide companionship, emotional support, and recollections that are shared as life goes on. Retirement communities, organizations, and hobby groups often serve as gathering places for seniors to form new friendships based on shared interests and a need for meaningful social interaction. These connections foster a feeling of belonging and lessen the possibility of loneliness that aging may bring. The social scene for the elderly is not without its difficulties, however. Profound loneliness and sadness may result from losing spouses or close friends. To successfully navigate this emotional landscape, one must be resilient and have an adaptable attitude to building new relationships. If left untreated, social isolation may negatively impact one's mental and physical health. Realizing this, some elderly citizens actively look for ways to meet new people and avoid feeling alone, such as by volunteering, attending senior centers, or joining social groups. Through video conversations, social media, and online groups, technology is also becoming a more important tool for seniors to interact with loved ones over geographical distances [9]–[11]. Seniors' social lives increasingly revolve around community involvement in addition to their networks of friends and family. Giving their time and experience to community initiatives or volunteering for causes close to their hearts brings a great deal of satisfaction to many retirees. This engaged participation challenges age-related prejudices by supporting the concept that elders are still significant contributors to society in addition to giving them a feeling of purpose. Seniors frequently become pillars of knowledge and experience in their communities, teaching younger generations and engaging in local administration.

Seniors' social life is further enhanced by engaging in cultural and recreational activities. The chance to pursue hobbies, go to cultural events, or take trips that they may have postponed in their younger years is provided by the later years. Seniors may now pursue hobbies and pursuits that make them happy and fulfilled, opening doors for social engagement and personal development. Engaging in activities such as visiting theater performances, painting workshops,

or reading clubs not only promotes social relationships but also enhances the overall well-being of elderly citizens. But, it is important to recognize the differences that occur when we dive further into elderly folks' social lives. Seniors' social relationships may be greatly influenced by socioeconomic status, health, and resource availability. Financial limitations may make it more difficult to get high-quality healthcare or participate in certain social activities, which might hurt one's physical and emotional well-being. A comprehensive strategy that takes into account the interrelated nature of aging experiences is needed to address these inequities.

2. LITERATURE REVIEW

Escourrou et al. [12] Explained the transition from getting older to exceptionally old age an examination of older people's perceptions of aging which is The number of the oldest-old those beyond 90 years old is expanding quickly. Developing the best medical services for a population that is aging begins with understanding older people's opinions about extremely old age. This research looked at how older adults saw aging to investigate the possible transition from getting older to very old age. Techniques: qualitative research was carried out in senior citizens' residences using one-on-one interviews. To investigate potential confounding variables for the transition from getting older to very old age, we consciously choose to include individuals ten years of age and older. It was a theoretical sample. We used an inductive methodology anchored on grounded theory stages to conduct the analysis. Triangulation was employed by the researchers. Once theoretical saturation was achieved, the collection was finished. Findings: Interviews were conducted with 14 individuals. The transition from senior citizen to old age happened not because of age but rather because the participants realized the impacts of aging & its irreversibility, as well as their decision to live in the now and forgo making any plans for the near future. There seemed to be a growing disengagement from non-essential tasks before the transition to very old age.

Jaul E and Barron J [13] described age-related illnesses and their clinical & public health consequences for the population over 85 years old which is the number of Americans 85 years of age and older will treble. Healthcare professionals and the public health community must cultivate an awareness of the requirements of this group and its subgroups. The diverse group of individuals over 85 may have mild or severe sensory, cognitive, or neurological problems. While not always present, falls, heart problems, and trouble doing everyday tasks are prevalent. This article examines pertinent changes associated with natural aging, illnesses, and syndromes that are frequent in adults over 85, as well as cognitive, psychological, social, and environmental changes. It also discusses typical conversations that physicians have with those individuals and their families regularly. Aging naturally causes some visual and hearing loss as well as a deterioration in immunological function. By the age of 85, osteoporosis, dementia, and cardiovascular disease are frequent chronic illnesses. As the population ages and grows more overweight, the incidence of osteoarthritis, diabetes, and associated mobility disabilities will rise. The implications of these demographic shifts for public health are significant.

Buijs V et al. [14] Explained happiness and social needs throughout the adult lifetime, there may be differences in the ways that love, status, and behavioral confirmation demands are met and how happy they make us. Age-graded variations in (a) the satisfaction of the needs for status, behavioral confirmation, and affection, (b) disharmonious patterns of need fulfillment (e.g., high status but low affection), and (c) the relationships connecting these needs and happiness were investigated. , provided data via hoegekis.nl, which was then divided into six age groups: early, fresh, middle-aged, or late adults, young-old, and oldest-old. Regression analysis was used to look at age-graded variations in the satisfaction of social needs and how these differences relate to happiness. LCA cluster analysis was used to identify need fulfillment profiles. Age-graded variations in the satisfaction of social needs were almost nonexistent

(Cohen's $d = 0.20$ or less), and there was no discernible relationship between them and pleasure at any age. Individuals, regardless of age, reported low, moderate, or high levels of overall social need fulfillment, indicating harmonious social need fulfillment profiles.

Deshmukh P [15] described social, cultural, and financial capital's impact on elderly people's perceptions of their quality of life which is the overall social, economic, and cultural characteristics of a population on the elderly's subjective quality of life (QOL). Supplies and Procedures: We examined data on a representative sample of 900 elderly people (those over 60) from 28 villages in Kerala's Kollam district as part of a community-based cross-sectional research. The Institutional Ethics Committee granted ethical approval. The "perceived" quality of life (QOL) mean scores for areas including social interactions, psychological well-being, physical health, and environmental control were computed.

Kadoya Y et al. [16] explained anxiety over aging and financial knowledge anxiety about aging may be lessened with knowledge of finances. We postulated that those with financial literacy would be better equipped to generate revenue and amass assets, which would result in a less worried later life. Conversely, those with less financial literacy depend more on welfare benefits since they are unable to build up enough assets to support themselves in their old life. We show that assets only considerably decrease concern about old age for those who have become more financially savvy, based on US survey data. Social security helps those who are less financially knowledgeable feel less anxious about their retirement. In addition, all respondents reported feeling less anxious after bearing a child and engaging in regular exercise; however, respondents who were older than 40 reported feeling less anxious after being married.

Hussenoeder F et al. [17] described a deeper examination of depressive disorders and the quality of life in elderly people which is Among the most common mental illnesses in old age that have a detrimental impact on their quality of life (QOL) are depression disorders. Recognizing that quality of life is a multifaceted concept, we examine in more detail the particular dimensions that depression impacts in this piece. The WHOQOL-BREF and WHOQOL-OLD were used to compare QOL in a representative group of the German population. The results of the multivariate analysis demonstrated that people with depression had lower quality of life concerning the WHOQOL-BREF dimensions, which include physical health, psychological well-being, social relationships, and global QOL, as well as the WHOQOL-OLD dimensions, which include sensory abilities, past, present, and future activities.

Brijoux T et al. [18] explained elder abuse among the elderly: frequency, contributing variables, and outcomes which are Elder abuse (EA) is the term used to describe experiences of abuse in situations where there is an expectancy of trust that is widespread among older adults. This may manifest in several ways, including neglect or abuse that is sexual, financial, emotional, verbal, or psychological. Those over 80 have been identified as a population that requires particular attention in the study because of their high vulnerability and challenges in accessing help. Goal: Among the oldest elderly, the prevalence, risk factors, and effects of EA on many facets of quality of life are investigated. Materials and procedures: In North Rhine-Westphalia (Germany), computer-assisted in-person interviews were carried out with a representative sample of the elderly. Using the elder mistreatment and emotional repercussions scale, 988 self-report interviews from the NRW80+ research are conducted without the presence of third parties to evaluate EA.

Areckal A. et al. [19] described the effects of family homes and senior living communities on each other's quality of life which is A crucial component of the psycho-social research on aging is life satisfaction. The maintenance of cognitive and functional abilities in older adults is

mostly protected by social interactions and participation in activities. This research compares the quality of life of two groups of elderly persons in Mangalore elderly men and women that reside in old age homes vs those who reside with their families; and (2) elderly men and women living in family homes. Supplies and Procedures: 160 senior participants over 60 who were chosen from Mangalore's urban households and old-age homes make up the study group. The World Health Organization Happiness of Life surveys are used to evaluate people's quality of life.

Ghen□a M et al. [20] explained sustainable care and aspects associated with life quality among senior social service recipients the aging of the population has raised awareness of the issues that elderly people face. Consequently, there have been several modifications in the way that social services for older persons who are dependent are organized and provided in the last several years. This article's goal is to determine the variables that are linked to an older population's quality of life by using logistic regression to data gathered from a field survey of social assistance recipients. According to the research, males are more prone than dependent old women to recognize that life is meaningless.

Higgs P and Gilleard C [21] described the ageist ideology and the fourth-age social imagination which is The evolution of social aged care that has resulted in the creation of its language and conceptual arsenal. 'Ageism' has been a significant idea in describing the objective of gerontology, and it was purposefully designed to function as a synonym for racism and sexism. As a word, it has become a touchstone for thinking about older people's devalued and residual zed social standing in modern culture. The term "ageism" has often been used to characterize an overall ideology that functions in society to the disadvantage of older people and explains, in large part, their economic, social, and cultural marginalization.

3. DISCUSSION

The viewpoint of a senior person on life is a store of knowledge, perseverance, and a kaleidoscope of events that build a deep grasp of the human journey. Individuals' perceptions shift as they reach the latter stages of life, reflecting the culmination of generations of pleasures, hardships, and contemplation. Many seniors' perspectives on life broaden as they embrace a holistic respect for the interdependence of past, now, and future. The passage of time creates a canvas on which people weave a tapestry of their experiences, each stroke a monument to the resilience developed through adversity and the richness acquired from important relationships. A heightened feeling of thankfulness for life's beautiful tapestry is one feature of the elderly citizen's viewpoint. Seniors who have survived the storms of youth and middle age frequently find themselves relishing the nuances of life - the warmth of sunshine, the hugging of loved ones, and the simple joys that may have been ignored in the rush and bustle of previous years. This thankfulness is a real-world feeling, as seniors manage their days with an intense awareness of life's ephemeral nature, relishing each moment as a valuable gift.

The senior viewpoint includes a complex awareness of relationships, as well as a profound respect for the partnerships that have lasted the test of time. Friendships, familial bonds, and romantic relationships take on new meaning, serving as anchors that give psychological backing and a feeling of continuity. A lifetime of relationship management expertise develops a dedication to fostering genuine connections and overcoming the shallowness that may have defined interactions earlier in life. Seniors often act as societal pillars of strength, providing leadership and a reservoir of knowledge to younger generations. The senior viewpoint represents a sophisticated sense of self-awareness and acceptance, in addition to thankfulness and relationship depth. The ups and downs of life encourage reflection, leading to a better knowledge of one's values, objectives, and real self. Seniors, free of cultural expectations and

the quest for external approval, frequently accept their flaws with grace. Because they are self-assured, they can approach life with a feeling of happiness, respecting the distinctive qualities of their particular path and finding joy in honesty. The mature viewpoint on life is distinguished by a dynamic involvement with the notion of legacy. Seniors often struggle with the concept of leaving a permanent impact, whether via the transfer of familial traditions, the imparting of knowledge to future generations, or their service to the community and society. This legacy is not limited to tangible possessions; it also includes the values, stories, and information that elders pass on, which contributes to the continuation of culture and the greater human story. The older viewpoint is not without difficulties. The threat of death, physical limits that come with age, and the passing away of loved ones force seniors to face the fragility of life. Nonetheless, amid these difficulties lurks a resilience built by lived experiences. Seniors often demonstrate an extraordinary capacity to find significance and meaning amid difficulty, taking strength from a wellspring of emotions and the legacy they are creating.

3.1 Empathy in Aging:

Empathy is an important skill in aging because it influences the quality of interactions in older persons and lower levels are connected with more loneliness. Many older persons find themselves in the position of caregiver to a loved one, and empathy is essential for the caregiver-patient relationship to succeed. Furthermore, according to the socioemotional selectivity hypothesis, older persons are driven to form significant emotional relationships with others. As a result, decreases in empathy may have a detrimental influence on their aspirations. Empathy in aging defies the passage of time, blossoming as a rich tapestry made from common experiences, compassion, and a deep knowledge of the human condition. As people age, empathy takes center stage, playing a critical role in building relationships, promoting resilience, and improving overall quality of life. The delicate interaction between one's own experiences and the capacity to connect with the various narratives of others is one feature of compassion in the aging process. Seniors frequently acquire a heightened sensitivity to the problems and accomplishments of their contemporaries, as well as the achievements of younger generations, having weathered the highs and lows of life. This sympathetic resonance acts as a bridge across generational gaps, creating a common language for comprehension that transcends age. As seniors face the inevitability of bodily changes, health issues, and the death of loved ones, empathy shines brightly, providing peace and connectivity amid life's complications.

Compassion in aging transcends the individual, influencing the dynamics of family interactions. Within families, the reciprocal aspect of empathy becomes more evident when the elder generation transmits knowledge gained from a lifetime of experiences while simultaneously appreciating the viewpoints and problems unique to younger family members. Empathizing with family members' changing needs promotes a feeling of togetherness and shared support, sustaining the familial relationships that act as pillars of support through the aging process. Grandparents, in particular, frequently contain a reservoir of empathy, providing not just direction and support but also an open ear and a wellspring of empathy that extends beyond the immediate problems of everyday life. Furthermore, empathy in aging emerges in the realm of caring, where people often find themselves balancing the delicate balance of assisting while protecting the dignity and independence of those in their care. Whether in family contexts or professional caring responsibilities, a grasp of the special needs and wants of older people becomes critical.

Caregivers exhibit empathy by customizing their strategy to the special needs and preferences of the individuals they serve, recognizing the intrinsic value and originality of each person. This compassionate care not only meets physical requirements but also promotes emotional

well-being, fostering an atmosphere in which elders feel heard, valued, and appreciated. Empathy in aging is inextricably tied to cultural attitudes and institutions that impact older people's experiences. As societies cope with the ramifications of aging populations, building empathy becomes critical in creating inclusive communities that value seniors' various contributions. This includes debunking ageist prejudices and advocating for laws and practices that promote the well-being and integrity of older people. Empathy causes a rethinking of cultural norms on aging, recognizing the depth of experience and expertise that elders offer to the collective fabric of human life.

3.2 A Feeling of Loneliness in Old Age:

Loneliness in old age is a profound and complex mental landscape that develops as a very personal story formed by the interaction of numerous elements such as health, social relationships, and society's views about aging. As people become older, the threat of loneliness may throw a long shadow, affecting not just their mental well-being but also their physical health. The loss of friends or spouses, limited mobility, and altered family configurations may all contribute to a severe feeling of loneliness. The emptiness left by deceased loved ones may reverberate with the stillness of alone, emphasizing the fragility of elderly people navigating an environment that may seem more distant or uncaring.

Loneliness in old age is often linked to cultural ideas of aging, where stereotypes and ageist attitudes may intensify feelings of marginalization. The fast-paced aspect of modern life could lead to the isolation of seniors since social institutions and technology evolve at such a rapid speed that some older people may feel left behind. The impression of being cut off from the rest of the world, along with physical restrictions that may inhibit social connections, may lead to a deep and isolating melancholy that pervades everyday existence. The dynamic adjustments in familial structures associated with greater geographic mobility and scattered family groups might add to an older person's experience of alienation. Traditional support networks among close-knit extended households may deteriorate, leaving the elderly without the direct kin networks that traditionally offered emotional support. The reciprocal nature of intergenerational relationships.

As people become older, the threat of loneliness may throw a long shadow, affecting not just their mental well-being and the elderly may find themselves navigating a terrain in which their experiences and insights are not completely incorporated into the fabric of family life. The sensation of loneliness in old age is heavily influenced by one's health. Physical problems or cognitive decline might limit mobility, making it difficult to participate in social events that were previously a source of pleasure and connection. The emergence of chronic diseases or the difficulties that come with managing various health issues may lead to increasing reliance, possibly straining relationships and adding to a feeling of isolation. The dread of being a burden to others may further alienate elders, sustaining a cycle of loneliness.

Loneliness in old age, on the other hand, is not a universal sensation, and the story is complex. Many seniors continue to live busy and socially involved lives, maintaining robust social circles and seeking out new ways to interact. Volunteering, involvement in community events, and participation in hobbies become outlets through which some elderly people actively battle loneliness, finding significance and company. The advancement of technology also creates a contradictory storyline in the context of elder loneliness. While the internet can overcome geographical distances and allow for virtual interactions with loved ones, it also offers issues for people who are inexperienced or uneasy with quickly emerging technology. The known "digital divide" may exacerbate feelings of loneliness by excluding seniors from digital domains that increasingly affect social relationships. Addressing loneliness in old age

necessitates a comprehensive and empathetic strategy that takes into account the individual's specific circumstances. Community efforts, networks of support, and outreach programs may all play an important part in providing company and easing the loneliness that many seniors face. Recognizing the value of social relationships in supporting mental and emotional well-being, certain cultures have enacted age-friendly laws that promote inclusive settings and oppose ageism. Intergenerational initiatives, in which older people meet with younger generations, may also help to break down prejudices and develop ties that cross generational lines.

3.3 Elderly People At Home:

Loneliness in old age is a profound and complex mental landscape that develops as a very personal story formed by the interaction of numerous elements such as health, social relationships, and society's views about aging. As people become older, the threat of loneliness may throw a long shadow, affecting not just their mental well-being but also their physical health. The loss of friends or spouses, limited mobility, and altered family configurations may all contribute to a severe feeling of loneliness. The emptiness left by deceased loved ones may reverberate with the stillness of alone, emphasizing the fragility of elderly people navigating an environment that may seem more distant or uncaring. Loneliness in old age is often linked to cultural ideas of aging, where stereotypes and ageist attitudes may intensify feelings of marginalization. The fast-paced aspect of modern life could lead to the isolation of seniors since social institutions and technology evolve at such a rapid speed that some older people may feel left behind. The impression of being cut off from the rest of the world, along with physical restrictions that may inhibit social connections, may lead to a deep and isolating melancholy that pervades everyday existence.

The dynamic adjustments in familial structures associated with greater geographic mobility and scattered family groups might add to an older person's experience of alienation. Traditional support networks among close-knit extended households may deteriorate, leaving the elderly without the direct kin networks that traditionally offered emotional support. The reciprocal nature of intergenerational relationships as people become older, and the threat of loneliness may throw a long shadow, affecting not just the mental well-being but when it comes to caring for the elderly, there are numerous factors to consider. In addition to the potential of nursing home care and long-term care, the number of elderly persons with complicated requirements is growing. However, several elders said that their requirements are addressed. However, there is evidence to suggest that elderly individuals just do not like talking.

3.3 Relationship between Grandparents and Grandchildren:

Although grandparents and grandchildren often describe feelings of reciprocal connection, there is a subtle dynamic at work in which grandparents may experience a higher level of mental proximity than their younger counterparts. This phenomenon, which is often seen as normal, may be traced to the changing dynamics of family systems. During their formative years, children are normally closest to their guardians and siblings in the ideal family setup. Grandparents, who fall into the following circle or tier of emotional closeness, perform an important but relatively distant role. As children get older, their social circles develop, with friends playing a more important part in their lives, sometimes displacing or marginalizing grandparents. The viewpoint of grandparents takes a different path. They often find themselves in a world where their social networks are shrinking with time. Peers and elder relatives may die, move, or suffer from major health concerns, lowering the number of people in their immediate emotional area. As a result, as the remaining constants, their children and

grandchildren inevitably tend to occupy a more substantial and more important area in the emotional landscape of grandmothers' lives. This shift in emphasis toward young people may be exacerbated by changes in the dynamics of their peer connections, pushing grandparents to seek consolation, companionship, and a feeling of continuity within the links they have with their offspring. In essence, the diverging emotional circles of grandchildren and grandparents illustrate the complicated dance of generational dynamics, in which the changing form of family connections reflects the complex interaction between one's experiences and the passing of time.

4. CONCLUSION

A comprehensive inquiry into the regions of old age, providing light on the attitudes of elderly folks toward life and their complicated social dynamics. The study unravels a tapestry of events that describe the varied nature of aging, highlighting major themes such as thankfulness, relationship depth, self-awareness, and legacy pondering. The research exposes the subtle dance of personal development and social influences via a detailed assessment of mixed data and personal accounts, providing a full knowledge of how seniors negotiate the changing landscapes of identity and relationships. The critical importance of societal views, family dynamics, and health in determining elderly adults' social lives. The research recommends empathy, compassion, and inclusive behaviors to promote meaningful relationships throughout society by embracing the problems and possibilities inherent in aging. It emphasizes the significance of fostering cultures that respect elderly individuals' knowledge and distinctive contributions, eliminating ageist stereotypes, and clearing the way for a more open and humane approach to aging.

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CHAPTER 4

ANALYZING THE CONTEMPORARY RISE OF ZOROASTRIANISM IN INDIA THROUGH HISTORICAL VIEW

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ABSTRACT:

The historical examination of the current Zoroastrian revival in India, looks at the many aspects that have led to this movement's rise to popularity. In the past, throughout the eighth and tenth centuries, Zoroastrianism sought refuge on the Indian subcontinent, especially among the Parsi community, as a means of evading persecution for their faith in Persia. Despite decades of numerical loss, the Zoroastrian minority in India is today undergoing a rebirth. The examination is on the conscious attempts to protect Zoroastrian cultural legacy, which are shown by the upkeep of fire temples, the creation of galleries, and educational programs. In addition, the vibrant nature of the community is enhanced by the younger generation's active participation in religious activities, which is made possible by contemporary communication methods. The creation of spiritual and cultural institutions and the impact of the worldwide Zoroastrian diaspora enhance the story and promote a feeling of unified identity. The concept also emphasizes how Zoroastrian values, such as moral behavior and environmental preservation, are ageless and relevant, drawing in those looking for spiritual satisfaction and cultural roots. This abstract aims to deepen knowledge of the complex forces driving Zoroastrianism's resurgence in India by offering a conceptual framework that integrates past contexts with modern-day dynamics, shedding light on the movement's historical roots and the changing landscape that creates its prominence in the modern era.

KEYWORDS:

Cultural, Community, Religious, Moral Behavior, Zoroastrian, Zoroastrianism.

1. INTRODUCTION

One of the earliest monotheistic faiths in the world, Zoroastrianism was founded in ancient Iran around 3500 years ago during the 6th century BCE by the prophet Zarathustra, popularly known as Zoroaster. Zoroaster is credited as receiving revelations from the god Ahura Mazda, and his teachings form the basis of Zoroastrianism. The beliefs hold that there is a single god, Ahura Mazda, who is the foundation of all righteousness and who created the cosmos. He further demonstrated that there is a rival power of evil that aims to pollute and destroy the universe. This force is symbolized by the deity Angra Mainyu, also referred to as Ahriman. The central idea of religion is the struggle between good and evil and the need to live a moral life to oppose evil. Under the Achaemenid Empire (550–330 BCE), the religion spread across Iran, and under the Sassanid dynasty (224–651 CE), the Persian Empire formally recognized it [1], [2]. During this time, Zoroastrianism gained popularity and its teachings had a significant impact on the development of Persian society as well as culture. However, it lost its position of dominance when Islam emerged in the seventh century and the Arabs attacked and overthrew the Sasanian Empire. It seems from history that Zoroastrian adherents were forced to convert to Islam as a result of the persecution and oppression they endured throughout the Islamic conquests. Just 100,000–200,000 Zoroastrians are said to exist today; most of them went to India, where they are now a flourishing minority faith. They still have a strong and important community that influences the globe, despite its demise [3], [4].

Zoroastrianism's influence went beyond religious distinctions to include socio-political systems; under Cyrus the Great, it was the official religion of the Achaemenid Empire. The moral precepts of Zoroastrianism, which are summed up in the phrase "Good Thoughts, Good Language, Good Deeds," established a framework for morality that prioritized accountability, integrity, and altruism. Furthermore, Zoroastrianism's focus on fire as a representation of the

divine presence and purity led to the creation of complex fire rituals and holy places, which influenced many nations' architectural and religious customs. The Zoroastrian idea of a hereafter in which people are judged according to their acts has had a lasting influence on eschatological views in many different religious traditions. Zoroastrianism has persisted despite setbacks like the Arab invasion of Persia and the ensuing reduction in population, with expatriate populations carrying on their religious and cultural customs. Zoroastrianism's teachings have attracted attention again recently as people look for spiritual alternatives and academics investigate the origins of monotheistic philosophy. The religion's focus on social justice, environmental stewardship, and moral behavior speaks to modern issues and is one of the reasons for its resurgence and continued relevance in a society facing difficult moral and environmental issues [5], [6]. Zoroastrianism's lasting influence highlights how crucial it was in forming the ethical, intellectual, and cultural foundation of cultures throughout history. Its influence goes beyond its historical context and continues to influence ideas and behavior in the present day. Iran's Zoroastrians have endured persecution from the eighth to the nineteenth century, spanning a millennium. In the seventh century, a few Zoroastrians managed to flee to India, but those who stayed in Iran were subjected to relentless persecution. The Zoroastrians, who had formerly ruled Persia, were subjected to decades of relentless persecution by foreign invaders. There is a traditional myth that the Zoroastrians were readily converted to Islam by the Arabs due to widespread dissatisfaction with Sasanian rule and the strict religious code that the priests allegedly enforced, which severely restricted their everyday life. Some assert that this prompted Iranians to embrace Islam's egalitarian and fraternal teachings and become converts.

The Parsis who had fled to India prospered economically, while the Persian Zoroastrians lived in constant fear, first from the early Arab rulers and subsequently from the Iranian ruling elite that had converted to Islam. After Yazdegird Shahriyar, the last Zoroastrian monarch, fell, families of Zoroastrian princesses and noblemen from Sasa, who were captured and refused to convert, were brought to Arabia and sold as slaves. The relatives of King Yazdegird were likewise not exempt. Holy texts were destroyed, academics and priests were slaughtered, and fire temples, priestly learning institutions, and libraries were destroyed. The political leadership of Zoroastrianism was likewise killed or compelled to convert. When the Zoroastrian household refused to convert, their belongings were taken or given to family members who became Muslims.

1.1 Qissah-I-Saajan:

The Zoroastrians begged Jadi Rana, the local monarch, to provide them refuge and welcome them into their homeland in the hopes that they would find safety. The monarch gave them a pitcher full of milk upon their arrival to symbolize that the people had overrun his domain. In response, the Zoroastrian immigrants introduced sugar to the milk in the style of "sugar in milk" to indicate their assimilation into the community [7], [8]. They pledged to include a hint of sweetness into their land while maintaining the smoothness with which sugar dissolves in milk. Jadi Rana was moved by this gesture and granted them entry into his kingdom on the condition that they upheld these five pledges: (1) they would speak Gujarati as their first language; (2) they would give up all weapons; (3) all of their women would wear sarees and bangles; (4) they would tie a knot during the marriage ceremony; and (5) they would explain Zoroastrianism.] There was a cyclone in the sea while they were sailing towards the Indian mainland. They prayed to Ahura Mazda, the almighty, for protection and made a vow to construct an Atash Behram if they made it to shore safely. King Jadi Rana gave the Zoroastrians permission to

construct an Atash Behram (fire sanctuary) not long after they were admitted into the Kingdom. In the little town of Sanjan and across India, Zoroastrians continue to practice their faith and honor the pledge given to the late monarch Jadi Rana [9], [10].

2. LITERATURE REVIEW

Aramesh K [11] Explained Hinduism and Zoroastrianism views on abortion in a comparison of two pro-life historical sisters which are Zoroastrianism and Hinduism have a shared set of values and a close historical relationship. For example, these two faiths support life. The Zoroastrian Holy Scriptures, such as the Avesta, Shayast-Nashayast, and Arda Viraf Nameh, all make explicit references to abortion. Zoroastrian morality holds that abortion is immoral for two reasons: first, it takes the life of an innocent, naturally good person; second, it contaminates the corpse of the dead (Nashu). The three main Hindu beliefs of rebirth, karma, and ahimsa are relevant to moral considerations surrounding abortion. Therefore, abortion intentionally throws off the cycle of reincarnation, and murdering an innocent person not only goes against the idea of ahimsa but also has a heavy karmic cost for the one who does it. The pro-life stance of Zoroastrianism and Hinduism is their most notable commonality.

Azizan Sabjan M [12] described Zoroastrianism in Islamic theological traditions: an examination of early Muslim experts in religionswissenschaft which is The Quran is the book of religion science (religionswissenschaft), in addition to being the book of wisdom. In addition to imparting theological knowledge, the Quran is a legitimate source for other religious customs. Regarded as Allah's discourse, it offers its listeners references and knowledge about faiths, religious beliefs, customs, and fundamental ideas that are relevant to many facets of life in addition to offering divine advice. Therefore, Muslims may develop their method for comprehending the beliefs of other religions since it is founded on the teachings of the Qur'ān. The Quran presents Zoroastrianism as a tradition that merits further investigation. This essay makes an effort to investigate Zoroastrianism from an Islamic viewpoint.

Rezania K [13] explained the idea of management and the Zoroastrian position of Leader Throughout its lengthy history, Zoroastrianism often reorganized its priestly hierarchy, partly as a result of the shifting circumstances it encountered. The Zoroastrian structure of power was put to the test when it underwent a significant status change. It went from being the official religion of the Sasanian Empire to having just a small role in the early Islamic period. Zoroastrianism was able to establish a new post known as hu-dēnān pēšōbāy, or "Leader of the Zoroastrians," thanks to the Abbasid Empire. This article examines the idea of leadership (pēšōbāyīh) in Sasanian and Abbasid Zoroastrianism and is the first to discuss this position in length.

Jany J [14] described imperial zoroastrian criminal law which is the influence of Zoroastrianism on legal philosophy and criminal law in late Antique Persia under the Sasanian era (224–651 C.E.). The author refers to this particular historical era as "imperial Zoroastrianism" since it was at this time when Zoroastrianism became the official philosophy of the Iranian state, giving the Zoroastrian church immense power and influence. The paper's first section looks at how imperial Zoroastrianism changed from earlier conceptions of law and religion. The study's second section examines the Zoroastrian conception of evil in the context of apocalypse and cosmology, as well as the moral precepts that flow from this unique worldview.

Stausberg M [15] explained the situation and future of Zoroastrian studies which date back to the seventeenth century when Zoroastrianism was born. During the early stages of the academic field of History of Religions, it was a standard subject. Since the 1970s, Zoroastrianism has grown less prominent in the study of religious history. This does not imply, however, that

Zoroastrian Studies has not advanced since then. On the contrary, given the traditional inclination to portray Zoroastrian Studies in a negative light, research in this area has made significant strides in recent years. This article briefly reviews eighteen key topics of cutting-edge current research endeavors. Textual studies, legal issues, astrology, additional sources, political and ideological discrimination, impact on and interactions with other forms of religion, contemporary communities in Iran, India, and other "diasporic" settings, gender, rituals, and external reception are among the topics covered.

König G [16] described Zoroastrianism as Manichaeism which is The dualistic worldview of pre-Islamic Iran rooted in its religious heritage. It denotes all phases of Zoroastrianism as well as Manichaeism, where the most significant legacy of Zoroastrianism is dualism. The two facets of this "inheritance" that have been disregarded up to now are the focus of the following essay: Manichaean dualism is based on components and tendencies found in the Younger Avesta, however subtly. This means that Zoroastrian theologians are faced with the challenge of providing a coherent and alternative interpretation of dualism. As a result, the concept of dualism is continuously discussed in *Dēnkard III* and a *Škand Gumānīg ī Wizār*, two of Pahlavi's most philosophically inclined works. These works also attempt to formulate the idea of "principle," which is understood as a distinction from the Manichaean solution, and to explain the relationship between the concepts of evil and the "finite."

Akbar A [17] explained the Islamic eschatological doctrines' Zoroastrian origins Before the collapse of the Sasanian Empire in the seventh century, Zoroastrianism was the predominant religion in Iran and had a significant impact on neighboring religious traditions. Specifically, it has had a significant impact on how eschatological concepts have evolved in Arabic and Islamic literature. This article, which focuses on theories about the assessment of souls after death, examines some of the key aspects of the ideas that were transferred from Zoroastrian origins to Islamic literature. It makes the case that several eschatological ideas discussed in Zoroastrian texts were appropriated by Islamic literature throughout the early centuries of Islamic history and assimilated into an Islamic theological framework.

Ghaznafari K et al. [18] described an analysis of the rights and responsibilities of family members in Islam and Zoroastrianism which is The family is the cornerstone of society and the basis of social existence. Following marriage and the creation of a family, each member parents and kids included will have unique responsibilities and rights toward one another. According to Zoroastrianism, family members get specific privileges after a formal and legal marriage or *pādixšāyīhā*. This kind of marriage is comparable to an Islamic permanent marriage, where family members also have particular obligations and privileges.

Khosravi M [19] explained three great divine religions' views on the significance of human security which is Over the last three decades, the idea of security for humans has been extensively studied from modern, international perspectives. The idea of "state security" has significantly given way to "human individualized security" in the relevant international United Nations literature. The purpose of the research is to investigate, from a religious standpoint, the value of security and the efficacy of faith in human existence. To address the fundamental topic, this analytical-descriptive research defines the word "security" and explores how it has evolved in worldwide current vocabulary, drawing on Zoroastrianism, Christianity, and Islam.

Sadaaf A [20] described a comparison of Zoroastrian and Islamic beliefs which is Among the world's oldest faiths is Zoroastrianism.

One of the main global religions is Islam. Zoroastrianism and Islam are monotheistic faiths. They are not the same, however. The sacred books, holy prophets, and practices of the two faiths are distinct. Even their conceptions of God vary greatly. Islam teaches us that we should

trust in the one and only God, known as "Allah," yet Zoroastrianism holds dualistic beliefs about God. Religious academics and specialists have researched this dualistic viewpoint in great detail.

3. DISCUSSION

Parsi are the only small number of Iranian immigrants who were able to get away from the religious persecution and go to India in the eighth century; the others were persecuted there incessantly. The local king of the state of Gujarat, King Jadi Rana, gave this tiny community of Zoroastrians the name "Parsis" (derived after Paras or Fars, the old word for Iran). By their involvement in the banking, textiles naval construction, and real estate sectors, the Parsis over a millennium progressively became part of the political, social, and commercial elite. The later-arriving immigrants to India were referred to as "Iranis." Despite sharing Zoroastrian practices with the Parsis, Iranis were distinct in their culture and social status in India because of their delayed arrival. The main distinction between the two groups was that Iranis spoke Dari, a version of Persian, but the Parsis spoke Gujarat fluently.

3.1 Udvada Community:

Because Udvada is the location of the Iranshah Atash Behram, the holiest Zoroastrian fire temple, the Udvada community has particular importance within the Zoroastrian religion. Zoroastrians from all over the globe see this fire temple, which is situated in the tiny Gujarati village of Udvada, as a spiritual hub. The Udvada group, also known as the Parsis, are descended from Zoroastrians who fled religious persecution in Persia (modern-day Iran) in the eighth and tenth centuries and moved to the Indian subcontinent. One of the greatest categories of consecrated flames in Zoroastrianism, the holy Atash Behram, also known as the "Victorious Fire," is housed in the famed Iranshah Atash Behram in Udvada. It is said that this temple has had a fire going on for more than a thousand years. Travelers from all across the globe come to Udvada to honor this hallowed fire and take part in religious rituals held inside the temple.

Despite its modest size, the Udvada community has been instrumental in maintaining Zoroastrian customs and culture. The town itself is significant historically since it was here that Zoroastrian exiles established a prosperous community. The Parsi community has contributed significantly to India's social, economic, and cultural fabric throughout the ages, succeeding in a variety of industries including charity, commerce, and education. In addition to being a place of worship, Udvada's Iranshah Atash Behram is a representation of the Zoroastrian community's tenacity and endurance. It serves as the center of religious celebrations, rituals, and community get-togethers, strengthening the bonds of togetherness among the Parsis. The Udvada community has accepted modernity and adapted to the changing social context while attempting to maintain its own cultural identity, despite its profound ties to its traditions. The Udvada community's dedication to its rich history is shown by its efforts to preserve the sanctity of the Iranshah Atash Behram and to encourage the continuation of Zoroastrian customs.

Amid the rich tapestry of Zoroastrianism, the Fire Temple of Udvada, Iranshah Atash Behram, is a light of spiritual importance. This holy temple is unique in that its sacred fire came from an unusual source. It is a flame that contains a mysterious combination of sixteen different flames, each of which adds to the almighty essence that worshippers respect. The Asfan lightning-caused blaze has a special position in the temple's legend among these holy fires, contributing a transcendent quality to the sacred atmosphere.

An amazing story of the lightning-caused fire in Asfan is related in legend, with Dasturji Naryosang Dhaval's magical powers credited with its emergence. The story goes that this holy man, by the might of his ceremonial knowledge and mystical incantations, caused lightning to

descend and become holy fire. This heavenly occasion, steeped in Zoroastrian ceremonial mysticism, emphasizes how unique the Iranshah Atash Behram is. The Iranshah Atash Behram is unique among the seven Atash Behrams located across India because of its unique genesis tale. It raises the temple to a level of divine singularity, signifying the union of supernatural intervention with spiritual devotion. Within the ceremonies and prayers of Dasturji Naryosang Dhaval, the lightning-caused fire of Asfan becomes a symbol of the Zoroastrian faith's remarkable relationship between the divine and the material world. The deference that devotees show to the Iranshah Atash Behram, especially when it comes to honoring the Asfan fire, is indicative of a profound conviction in the sacredness and transformational potential of religious rites. The hallowed presence of this holy fire draws pilgrims and devotees from far and wide who come to seek comfort, guidance, and a deep spiritual experience. The Iranshah Atash Behram is essentially a live example of Zoroastrianism's transcendental essence, where the holy fire which is ignited by the union of sixteen different fires, including the fabled fire produced by lightning in Asfan acts as a material representation of the divine. This distinctive story affirms the ongoing influence of ritual and religion in molding the spiritual personas of Zoroastrians all across the globe, while also enhancing the religious legacy of the Udvada community.

3.2 Memory Lane (Udvada) :

Traveling to the little Gujarati town of Udvada, which is situated in the Valsad district, is like taking a trip back in time. This old town evokes nostalgia since it was formerly home to the ancient Zoroastrians who immigrated to India many years ago and kept it with such care. There is a certain appeal to the old-fashioned bungalows, the leisurely pace of life, and strolling along the little roads that cannot be replaced. Every Zoroastrian has a particular place in their hearts for Udvada as it is one of the few locations that perfectly captures the faith and its vibrant culture. Udvada always seems like home, even if one may visit once every several months. On weekends, you'll see bawas and bawis visiting Udvada, dressed primly in light clothing and scarves. They come mostly to worship the sacred fire at the Iranshah Atash Behram, but they also come for the delectable cuisine that the little cafés provide. It's said that one may enter a Wabas's heart via his stomach. The town itself is renowned for its delicious Parsi food, even though the Atash Behram fire temple is only open to followers of the religion. Travelers of all faiths often visit Udvada mostly for its cuisine, but also to experience its culture.

3.3 Udvada Museum:

As soon as guests enter the museum, they are sucked into an inspiring universe filled with a variety of imaginative displays and painstakingly made handloom artwork. The museum's colorful tapestry gradually unfurls, exposing not only the extensive history of Zoroastrianism as well as an engrossing fusion of storytelling with creative expression. Vibrant comic strips provide a vivid picture of Zoroastrianism's evolutionary path by telling stories of modest beginnings and historical turning points that could have gone unrecorded.

The museum cleverly includes informative panels that explore the many facets of the faith for people looking for a more dynamic and participatory experience. These panels act as educational road signs that lead guests through the maze-like path of Zoroastrian evolution, covering everything from the origins of holy writings to the investigation of figurative significance and the complexities of religious ceremonies. Every aspect of Zoroastrianism is presented intelligently and is readily accessible to all visitors, demonstrating the museum's dedication to comprehensiveness down to the smallest aspects. The museum provides an audio-visual center as a response to the fact that different people have different learning styles. This gives those who would rather acquire knowledge visually and aurally instead of via

conventional reading a different option. This deliberate inclusion serves a wide range of users, improving information accessibility and fostering a more welcoming and stimulating atmosphere. My visit to this museum was very much enlightening as a proud Zoroastrian. The trip clarified historical events that I had been unaware of and enhanced my comprehension of the religion's modest beginnings. The investigation was both visually and intellectually fascinating because of the museum's careful curation, which made use of a range of media.

The museum's utilization of 3D models and plans to reproduce places that are normally off-limits to tourists, such as the Death Well or Dakhma, is one of its most notable aspects. Visitors can appreciate the spiritual architecture and rituals connected with these sites thanks to this accurate artistic portrayal that offers a view inside otherwise forbidden areas. The museum brings to life elements of Zoroastrianism that could otherwise stay obscure via creative methods like these. Exploring the museum's five rooms is like going on a quest to uncover the deep complexities of Zoroastrian culture and religion. Every display offers a glimpse into a universe in which each object, work of art, and story advances our knowledge of the religion. When weighed against the deluge of information on the web, the museum stands out as a priceless asset because it provides a well-curated, immersive experience that is not possible on digital media. Essentially, the museum transforms into a knowledge haven where Zoroastrianism's history, present, and future join together to provide an insightful and fascinating exploration.

3.4 Modern Rise of Zoroastrianism in INDIA:

The recent revival of Zoroastrianism in India breathes fresh life into a religious tradition with millennia-old origins and represents an intriguing chapter in the history of this centuries-old faith. The Zoroastrian community in the nation of India has seen a notable resurgence in recent decades, despite obstacles and demographic decrease throughout the ages. This rebirth has been driven by a variety of causes, including aggressive community activities and heightened worldwide awareness. The attempts to conserve and commemorate Zoroastrian cultural legacy, the younger generation's participation in religious events, and the creation of organizations meant to promote a feeling of community and identity are all indications of this revival. The focus placed by the community on maintaining its cultural history is one of the main factors for Zoroastrianism's current development in India. Cultural preservation efforts take many different forms: from the careful upkeep of fire temples to the setting up of museums and educational programs centered on Zoroastrian history, customs, and rituals. In addition to providing a feeling of pride and community among current members, these initiatives are essential in enlightening the general public about the rich legacy of Zoroastrianism.

Another factor contributing to the current revival of Zoroastrianism in India is the younger generation's active involvement in religious and communal activities. Youth-led projects support Zoroastrian identity's continuous growth, from educational efforts to social and cultural activities. The use of contemporary communication techniques and social media channels has been essential in establishing a worldwide network among young Zoroastrians and cultivating a communal spirit that surpasses geographic limitations. This connectedness ensures Zoroastrianism's relevance in the twenty-first century by promoting the interchange of ideas and viewpoints while also preserving the community's cohesiveness.

In tandem with these community-based initiatives, the Zoroastrian community has seen the formation of establishments and associations committed to advancing the religion and its principles. Religious and cultural institutions provide places for social meetings, education, and worship, acting as hubs for the community. Religious education programs, conferences, and publications, among other things, help people gain a greater knowledge of Zoroastrian customs and ideas and foster an atmosphere in which they may actively participate in and advance the

religion. The Zoroastrian diaspora has contributed significantly to the faith's current revival in India. The community's global dispersion has enhanced Zoroastrianism's cultural environment via the sharing of ideas and customs. Diaspora groups often work together with regional Indian Zoroastrians to promote a feeling of connection that crosses geographic borders and gives religious activities a global perspective. A larger movement of religious renewal and reestablishing ties to one's cultural heritage is linked to the contemporary development of Zoroastrianism in India. Zoroastrianism and other ancient religions provide a special synthesis of history and relevance for those searching for spiritual satisfaction and significance in a world becoming more linked by the day. Zoroastrian teachings' universal principles of moral behavior, environmental stewardship, and communal welfare connect with modern issues and draw those looking for a complete and meaningful way of life.

4. CONCLUSION

The current revival of Zoroastrianism in India is a remarkable story of resiliency and regeneration. The religion has persevered through centuries of hardships because of its roots in the medieval exodus of Zoroastrians to the Indian subcontinent, especially the arrival of the Parsi community. Deliberate efforts to conserve cultural heritage, such as the careful upkeep of revered fire temples and the establishment of museums and educational programs, are a clear indication of the current trend. The younger generation's active participation, made possible by technology, infuses life into the community and promotes a dynamic continuity. The founding of spiritual and cultural institutions and the Zoroastrian diaspora's worldwide impact add dimensions to the story by fusing local and global viewpoints. In addition, Zoroastrianism's ageless values such as moral behavior and environmental conservation resonate with modern seekers, adding to the religion's revived significance. Therefore, Zoroastrianism's comeback is more than just a historical echo; rather, it is a live example of the religion's flexibility and lasting appeal, solidifying its position within Indian and global culture.

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CHAPTER 5

METHOD IN MADNESS: DECODING THE ARTISTRY OF CONTENT MARKETING

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ABSTRACT:

By 2022, content marketing will become one of the most effective and widely used systems in the business world. However, most of the words surrounding this concept are not relevant to the Indian market due to India's cultural and linguistic diversity. The program aims to bridge the gap between people who want to participate in content marketing and the information available to them. The method used in this project is to collect, analyze, and update the most important information about technology for the public benefit. Research shows that the concept of content marketing has been around for nearly 300 years, and the key to effective content is good storytelling. The program examines the concept of content marketing, the impact of storytelling on content, and ways to share this information with young people. Indian work. It provides a new perspective on how content marketing can be delivered in an evolving India; especially as technological advancements bring mid- and high-end audiences into the mainstream. In short, the project aims to carry today's business content to tomorrow.

KEYWORDS:

Brand Communication, Content Marketing, Content Marketing Evolution, Content, Digital Content Strategy.

1. INTRODUCTION

Since the outbreak of COVID-19, brands have relied on content marketing as a key factor in engaging with their target audience. Exclusion has led to a decline in outdoor advertising and retail sales have been affected by e-commerce. As companies struggle to gain a foothold in the digital world, some privacy changes have led to widespread media and privacy issues. Content marketing, on the other hand, is on the rise because people seem to enjoy interacting with their favorite brands. Figure 1 illustrates the subtle art of content marketing.



Figure 1: Illustration the Mastering the subtle art of content marketing [1].

India as a country faces many challenges when it comes to business, especially due to its culture and diversity. Because content marketing is a cheaper way to communicate with target customers, brands can now reach a wider audience and tailor their messages to the groups they engage with. But the current approach to content marketing is to strive for virality, which has proven to be ineffective and ineffective. When asked why companies choose viral campaigns, we found that marketers in India know very little about them. Sources found on the Internet are often unreliable, irrelevant, and unbiased. There are still many entrepreneurs or small

companies who do not have time to find important information on their own. The aim is to bridge the gap between the basic knowledge required to start their content journey and young Indian entrepreneurs seeking this knowledge. We create a strategy based on 6 specific benefits and recommend the best way to share these resources. This includes creating and producing podcasts, interactive websites, books, and email newsletters. These benefits come with organic marketing for the brand. The key elements of this strategy are accessibility, relevance, and adding value to your audience through good storytelling through content marketing. This project is both an exemplary product and one of the products that can be created for brands [2], [3].

1.1. Letter From the Creator:

Author When I started writing this article, I found myself at work. After working in the telecommunications industry for four years, I wanted to make a choice: stay in this field or gradually move to another part of the world. I have been interested in the business world for many years and have found that my passion for education, combined with my education in communication design, has given me unique skills that I can use to realize my dreams. Now I want to position myself as more creative in the business world. I hope to become an influencer by combining my understanding of design and business. I wondered if there was a better way to tell my story through my thesis project. I set out to create something that would satisfy my love of design, passion for ideas, and desire to communicate effectively with my audience. In the process of gathering this information, I have had the opportunity to grow and discover many avenues of visual design and marketing that I would not have had the opportunity to pursue anywhere else. This article has allowed me to grow as a creative person, and I hope you can feel the inspiration that has been driving me these past few months. If you are a student and on the verge of making an important decision about your career, believe that everything will go well. There is no such thing as the "right decision". There comes a time when you look at all the information and realize that this is not what you want to do with your life. But I repeat, it is better to learn now than five years later. With that said, please turn the page and see my longest and hardest work [4], [5].

1.2. Mission In 2022, It Is Not Possible to Spend an Hour Without Dealing with Any Content:

The concept of content has changed rapidly in the last 25 years and now it is family time. India. Due to the coronavirus, people are forced to live on big and small screens, and companies are taking advantage of this. Investment in digital advertising alone in India is expected to grow by 3.3% by the end of 2022. Businesses are also making organic content an important part of their business strategies. People have been telling stories since ancient times. From cave paintings to Twitter messages, stories have been an important part of communication throughout human history. The way we tell stories has changed a lot in the last 25 years thanks to technology and social media. In 2021, companies will control the narrative by focusing their marketing efforts on storytelling through content creation. The transition to digital storytelling has accelerated due to the coronavirus. When people see thousands of ads every day, consumers are more likely to focus on relevant content over other "buy now" ads. But how did we get here? The statement itself is not true, but with the advent of social media, the concept of "content" has become popular. As a millennial who spends more time on her phone than I'd like to admit, I'm curious about its content and history. I see videos and pictures of this story being shared on social media in many countries. The lists I follow on the internet contain content from real people talking about their products and experiences. I started spending time in the psychology department of my local library trying to understand why people think things, which led us here. The project aims to trace the history of online content and identify trends

that will help people connect with it. It also aims to give an idea of how the content will grow and develop in the next 5 years, especially in the context of communication [6], [7].

1.3. Content Marketing:

The goal of content marketing is to draw in and keep your target audience by producing and disseminating consistent, helpful, and relevant information. Building and maintaining relationships with your target audience through the provision of non-promotional material that aims to enlighten, amuse, or solve problems is the main objective of content marketing. Blog entries, articles, videos, infographics, and more are included in this type of marketing. disseminated via websites, email, and social media platforms. It is predicated on the production of different materials. Businesses want to build trust, become experts in their industry, and eventually boost consumer value through engagement and content.

1.4. Digital Marketing:

The phrase "digital marketing" refers to a wide range of Internet marketing initiatives used to advertise goods and services. In addition to content marketing, it also involves additional strategies including email marketing, pay-per-click advertising, digital marketing, search engine optimization, and more. Utilizing technology and digital media, digital marketing establishes a connection with prospective clients who are spending more time online. The capacity to target specific individuals, reach a worldwide audience, and quickly track and evaluate success indicators are the main advantages of digital marketing. This all-inclusive program integrates a variety of online tactics to help businesses reach their objectives in the digital sphere [7]. Figure 2 Illustration of the knowledge of digital marketing and content marketing.



Figure 2: Illustration of the knowledge of digital marketing and content marketing [1].

Over the past 25 years, the concept of "content" has redefined marketing for B2C companies in India. Both people and brands invest a lot in creating and using content. Social media and technology make access to all kinds of content easier. However, the term "content" is used solely to refer to events that occur on social media, excluding the history behind that event. The project aims to explore and understand how 'content' has been the driving force in B2C communications in India over the last 25 years, thereby identifying trends that have remained constant throughout its transformation. The project started as a study on the evolution of content marketing but continued to evolve and change with each addition of data. It begins by exploring the true meaning of the word "business," the difference between "content" in digital media, and examples of both. Even on the most basic main points for this study, I found some differences among business experts looking at these points. The entire concept of content marketing lies in a gray area that is not yet clearly defined. Of course, it will be difficult for people new to the profession to understand this concept because it is not clear.

2. LITERATURE REVIEW

S. Sofiko Tevdoradze et al. [9] the study focused on At the beginning of the 20th century, tourism became an important and growing part of the world economy and culture and occupied a special position in the world economic landscape. With the development of the tourism industry, purpose-built destinations and tourism businesses have attracted great attention. Only companies that create strong brands can be truly successful in today's market. In today's world, the development of social media has brought the success of tourism. In the article, the author emphasized the need to use digital marketing strategies as countries around the world are involved in the modern economy, and the progress of today's business world also shows the necessity of using digital marketing strategies. Good digital marketing creates business. One of the new trends in the tourism industry is branding through digital marketing. This article provides an overview of businesses using digital marketing; In particular: it refers to the creation of modern websites focused on the use of digital marketing tools such as AR and VR (Augmented Reality and Virtual Reality) technologies and commonly used financial measures. Any business in email marketing; mobile travel; blogging etc. Based on this research, this article comparatively examines the challenges and prospects of digital marketing in the Georgian tourism industry. Keywords: species; digital tourism; Digital Marketing.

M. Moreno et al. [10] the study explored how Advertisements can influence young people's attitudes and behaviors towards alcohol and tobacco. In a time when marijuana has been legalized, marijuana companies often advertise on platforms that appeal to young people. The purpose of this study is to measure compliance with state laws prohibiting recreational marijuana use and requiring community context. Methods: A retrospective content analysis was used to evaluate one year of public Facebook and Instagram posts from cannabis companies in four states where recreational marijuana has been legalized (Alaska, Colorado, Oregon, and Washington). Content that we consider prohibited includes (a) avoiding commercial activities such as discounts/sales or product promotions; (b) use or excessive use of marijuana; (c) youth messages; and (d) health benefits. We evaluated this need and added three types of warnings: (a) prohibiting marijuana use by persons 21 years of age and older, (b) avoiding impaired driving, and (c) exceeding health risk information. Results: A total of 2,660 jobs across 14 companies were analyzed. In the limited content area, approximately 35% of the ads include discounts/promotions. Another category is overused, accounting for 12% of posts. Less than half of social media posts contain mandatory warnings.

A. Aras et al. [11] study focused on B2B marketers are encouraged to use UGC to achieve marketing goals, but there are serious concerns about encouraging consumers to advertise and leverage UGC. Based on in-depth discussions with B2B experts and previous research on IT and B2B businesses, our findings and analysis include asking a variety of stakeholders about this issue, pressure for change, specific training, relationships, and long-term issues. relationship. Based on these findings and analysis, the discussion offers B2B marketers and researchers an idea to interpret multiple organizational data on B2B UGC that can assist in decision-making. . effort. The integration provides a unified approach to B2B UGC, improving the accuracy of B2B UGC marketing analysis and providing a deeper understanding of the impact of B2B operations on the creation and use of B2B UGC while providing recommendations to B2B marketers. Leverage UGC effectively and achieve business objectives for the benefit of all stakeholders.

C. du Plessis et al. [12] the study focused on Despite extensive research on the features and benefits of content marketing as a digital marketing strategy, the evidence on how digital content impacts consumers online is still unclear. The current situation is due to the isolation and decentralized knowledge of the content market, which prevents a full understanding of the

impact of scientific research on the content market. Therefore, this systematic review aims to provide a comprehensive overview in terms of the design and content of relevant studies conducted over the last 12 years. The assessment is based on Arksey and O'Malley's five-stage framework and guided by PRISMA-SCRA principles and JBI guidelines. In doing so, the results of 32 studies conducted in 21 different countries were analyzed and suggestions for future research were presented. The findings not only build on existing evidence on the relationship between content marketing and online consumer behavior but also identify several differences in the data to inform future research.

M. Dilys et al. [13] the study explored In this article, the concept of content marketing is discussed to introduce the concept of content marketing and provide its structure. This study provides a summary of articles published in the last decade. From this study, the authors concluded that content marketing should be understood as a type of marketing that involves sharing valuable information digitally. They also considered that content marketing is achieved through design (e.g., marketing objectives, processes, tools), interactions (e.g., integration of design elements), and results (e.g., integration, other benefits, etc.). due to the merger. relationships) affects design and interaction. A sample format of the business terms is also provided. The author presents the characteristics of research-based content marketing and offers suggestions for further research.

P. Binh Nguyen et al. [14] the study explored Content marketing has become an important part of the travel industry and has attracted the attention of many stakeholders. Previous studies had shown only part of the meaning of work, but no one had explained what it meant. To achieve this distinction, this study adopted an integrated method that combines both integration and content integration to determine the 659 content of business economics. Research results also show that marketing research tends to focus on the following topics: (1) The impact of electronic marketing on word-of-mouth marketing and business word-of-mouth marketing; (2) The role of social media, user-generated content, and graphic design; (3) UGC's impact on the economic impact of the decision; (4) Potential and problems. Additionally, based on keyword analysis, popular research topics are discussed, including the use of online reviews; the Use of UGC; communication and information studies; predicting consumer behavior; Decision-making process; and issues related to user experience, quality, and management. . Among these, the use of UGC is the best development for future researchers. Additionally, the impact of other types of UGC, such as user-generated travel videos, is also a promising avenue for future research. This study will help researchers understand the role and impact of marketing. Additionally, tourism entrepreneurs can use content marketing to improve the image of the region and solve last-minute booking problems after the spread of the COVID-19 virus.

3. DISCUSSION

To understand and evaluate how the way B2C brands use storytelling in content has evolved in India over the past 25 years. The overall goal of the program is to understand the history of the business context and identify key points that can be used in the future to make predictions and select information when creating future content.

3.1. Main Goals:

1. Keep pace with the evolving digital media landscape for B2C companies in India.
2. Evaluate the different platforms on which the company creates content for its target audience.

3. An illustrative model that can be used to describe these companies and connect with their target audience.
4. Learn how brands can find ways to connect their products to content marketing without harming their core values.
5. Considering the rapid changes in the marketing context, imagine how brands can use myths.

Through these objectives, the project attains a sense of direction that allows for targeted research and exploration. The preliminary stages of research then define the specific problems about the subject for which a solution may be designed [15], [16].

3.2. Discover:

The goal at this stage is to search for content that is or may be relevant to the topic to better understand the existing content. This provides an incredible understanding of all the factors that may be at play in the educational context. The discovery phase for this research includes primary research through interviews with experts in the field, as well as secondary research from various publications and online sources. This "interpretation" phase of research involves the analysis and selection of problems and inconsistencies in the research. "Explore" the levels and learn more about everything that makes them up. The research in this article raises questions about the validity, accuracy, and effectiveness of data in the business context. This led to further research into the different factors associated with the problem as well as possible solutions. The double diamond design process is a standard created by the British Design Council in 2005. It is a way to approach good ideas and solve problems effectively.

3.3. Design:

During the design process, problems are analysed and the best ideas are created to solve them in the best way within the scope of this document. The project then involves implementing these solutions from a design perspective. After preliminary results are prepared, feedback is received from the focus group to verify the solution results. This allows us to better understand where improvements can be made to achieve the best results. Delivery time should be based on recommendations from testing and overall evaluation of future work. The idea behind this initiative is to create a self-sustaining set of values that remain relevant in an ever-changing business. The project was designed to adapt to changes and challenges in the content marketing world, as standards and technologies seem weak [17], [18].

3.4. Process:

1. Identifying A Topic Preliminary Research Identifying Problem Areas Literature Review Interviews.
2. Analysis Ideation (Solution).
3. Defining Solution(S) Outcomes Research Outcomes Design.
4. Preliminary Testing Further Development Beta Testing Fine Turning.
5. Launch.

3.5. Findings & Analysis:

The research shows that content marketing has always existed without being identified or recorded as such. The concept of content marketing exists in a Gray area wherein the

boundaries of what can be defined as content keep changing constantly. Content marketing is considered an effective tool in the industry as it assists brands in building genuine relationships with their audience. It is also gaining traction as individuals suffer from ad fatigue and do not respond to traditional advertising favourably. Content marketing as an industry is growing exponentially and will continue to do so in the coming years. The consensus in the content industry is that storytelling is the lifeblood of all content. Brands that tell better stories can connect with their audiences and see better results from their efforts. Well-chosen, well-thought-out stories are everywhere in the Indian market. Radio, print, and outdoor advertising show that India continues to lead storytelling as a marketing strategy. However, the industry has been slow to embrace content marketing and is now learning how to best tell good stories online. Although the concept of business has not survived until today, the process has been used by the business world for centuries. The key to technology remains unchanged today. The most important thing that makes content marketing such a powerful tool is the value it adds to your customers. Content builds trust, and trust builds relationships between brands and their audiences. The technology has been around for a long time, but it has changed frequently in terms of methods, media, and content, especially in the last few years [19], [20].

3.6. Content Hub:

Content Centre is where you can discover the most important content for business in the 21st century. It is the umbrella of 4 products of this business (podcast, website, book, and newspaper). Content Hub compiles news and ideas from the world of content marketing into accessible, shareable, and engaging content for a wide audience. The plan aims to create an identity that will be consistent and visible across locations and distribution channels. While researching the evolution of content marketing, it became clear that information is difficult to obtain, often irrelevant, and not applicable to a diverse society like India. This, along with the many challenges faced in finding relevant information, inspired the mission to create content relevant to the Indian audience.

Further research revealed that TGs for such projects differ in how they choose to interact with these elements. As a result, the brand was created from 4 "products": podcast, website, book, and magazine. According to research, TGs can be divided into 4 groups according to their interaction with the content. These categories can be determined by users who do not want to know about the CM field, do not do research, do not have in-depth knowledge, or are soldiers in this field [21], [22]. Although the brand has a wide audience, it aims to bring the brand's activities to younger, hungrier people who focus on getting involved and making fun, with the work it creates for this purpose. Business is constantly changing, and Content Centre is designed to help young marketers cope with these changes. The school's mission is to develop core business concepts through extensive research and translate them into recommendations.

Aims to be an important source of information, news, and ideas in the context of the Indian market. In short, Content Hub's mission is to bring content marketing to the Indian market. The vision of the program is to be the number one source of insights, ideas, and resources for content marketing in India.

Content Hub is poised to become a thought leader in the industry as it faces little competition. In the future, content will become more than a central information platform; It will grow into a thriving community of business people, all eager to share new stories with young Indian audiences. The content hub is built around key concepts like good data, a growth mindset, new insights, and practical use of resources. These results are designed to be optimized to share valuable insights with growing businesses.

4. CONCLUSION

This thesis has been a long and rewarding journey filled with instances where I found myself growing personally and professionally. I decided to change tracks with regards to my career almost one year ago and I felt some uncertainty in allowing myself to pursue such a long and complex project in a field that is not directly related to my field of study. However, this whole process has reminded me that communication design is far more than what any of us originally imagined. Communication design, to me, is the art of telling a story that connects with the audience, much like the key principle of content marketing. Through this project, I learned to build timelines, and strategies from start to finish, explore avenues of communication in complex and personal ways, receive and implement feedback, and build a narrative that expresses both my brand's identity as well as my own. Aside from this, I faced several challenges in meeting deadlines which helped me realize that I tend to take on more work within a short period than I can handle. This helped me better manage my schedule and use tools and techniques to work smarter. The project involved collaboration with 2 mentors and interaction with a whole batch of classmates which helped me learn the value of authentic feedback.

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CHAPTER 6

IMPORTANCE OF VEDIC CULTURE AND ITS CONTEMPORARY RELEVANCE IN SOCIETAL VALUES

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ABSTRACT:

The Vedic culture's lasting significance and its applicability in forming modern society's ideals. Vedic culture, which has its roots in ancient knowledge, is a complex web of ethical, spiritual, and intellectual ideas that has a lasting impact on humankind. The study explores the eternal lessons of dharma (good life), karma (activity), and moksha (liberation) found in Vedic books such as the Upanishads, Vedas, and Bhagavad Gita. It draws attention to the holistic outlook of Vedic culture, highlighting the significance of balancing the mental, spiritual, and physical aspects of life as well as the connectivity of the person with the universe. The influence of Vedic culture on sustainable living, awareness, and ethical behavior is examined to determine the relevance of this tradition to modern society's ideals. The study explores how Vedic ideas might help address contemporary issues by promoting societal peace, environmental responsibility, and personal well-being. It also examines how important Vedic rites and rituals are for maintaining cultural identity and giving a sense of direction and continuity in a society that is changing quickly. Integrating Vedic culture with disciplines like psychology, environmental studies, and ethics shows how flexible and universal it is. An awareness of Vedic culture's potential contributions to today's problems and the development of a more mindful and peaceful world community may be gained by investigating the impact of Vedic culture on cultural values. The assessment concludes by highlighting the Vedic culture's ongoing significance in promoting ideals that endure beyond time and providing insightful guidance for handling the complexity of the contemporary world.

KEYWORDS:

Ayurveda, Contemporary Relevance, Societal Values, Vedic Culture.

1. INTRODUCTION

The Vedic culture, which has its roots in the ancient texts known as the Vedas, is a complex web of social, intellectual, and spiritual customs that have persisted on the Indian subcontinent for countless years. With roots that go back more than three millennia, this rich and complex culture includes a wide variety of customs, ceremonies, and beliefs that have shaped and influenced millions of people's collective consciousness. The Vedas, a compilation of holy writings that form the basis of Hinduism, are the center of Vedic civilization. The Rigveda, Samaveda, Yajurveda, and Atharvaveda are the four main Vedas. These ancient texts give chants, ceremonies, and philosophical teachings that provide a comprehensive guide to life, spirituality, and cosmic comprehension [1], [2]. The idea of Dharma, a basic principle that includes moral and ethical obligations, justice, and the cosmic order, is fundamental to Vedic culture's spiritual ethos. Dharma emphasizes characteristics like obligation, honesty, and compassion. It acts as a compass for people in both their personal and social duties. The ultimate objective of spiritual emancipation, known as Moksha, as well as personal development and community peace are seen to depend on the pursuit of virtue and devotion to Dharma.

The idea that the universe's harmonious operation is governed by an almighty cosmic order, or Rta, is fundamental to Vedic civilization. The harmonious interaction of the material and spiritual domains, as well as the interdependence of all living things, are reflected in this cosmic order. Respected as the awakened sages of ancient India, the Rishis, or Vedic seers, entered a deep state [3], [4] of meditation to understand the secrets of the universe and channeled their knowledge into the Vedic hymns. These songs, which are often lyrical and figurative, lead people on a spiritual path toward self-realization and oneness with cosmic divinity by bridging the gap between the ordinary and the sublime. Vedic culture provides the idea of Varna, a social hierarchy that is based on an individual's innate traits and vocations rather than their place of birth. Though it deviated from the original plan, this system which was meant to serve as a means of functional differentiation later developed into a more inflexible caste structure that has had a long-lasting effect on India's social structure. The complicated web of social responsibilities was constructed by the four basic Varnas, namely Brahmin (priests and scholars), Kshatriya (warriors and rulers), Vaishya (merchants and farmers), and Shudra (laborers) [5], [6]. Each Varna was responsible for maintaining the general balance and smooth operation of the society.

Vedic culture also places a strong emphasis on the value of home and family rituals, which are embodied in the idea of Grihastha Ashrama. Considered a holy place, the home is the center for Dharma practice and the passing down of cultural norms from one generation to the next. Vedic family life is centered on rituals that promote continuity and spiritual connection, such as daily prayers, Samskaras (rites of passage), and Yajnas (sacrificial ceremonies). The philosophical traditions of Vedic culture are varied and include, among others, Vedanta, Nyaya, Vaisheshika, Samkhya, Yoga, and Mimamsa. The term "end of the Vedas," or "Vedanta," refers to a school of thought that analyzes the link between the individual Soul (Atman) and the cosmic awareness as well as the ultimate reality (Brahman). The schools of logic Nyaya and atomism Vaisheshika, respectively, provide methodical frameworks for comprehending the nature of reality. In his dualistic philosophy, Samkhya makes a distinction between the impermanent prakriti (material nature) and the everlasting purusha (consciousness). The road to spiritual enlightenment in yoga is described in the Patanjali Yoga Sutras and involves moral behavior, physical stances, control of breathing, and meditation. Mimamsa deals with ethics and ritual; it offers instructions on how to correctly understand Vedic ceremonies and their meaning [7], [8].

A compilation of Vedic knowledge, the famous Bhagavad Gita is a philosophical discourse found in the ancient Indian epic Mahabharata. It integrates ideas from several philosophical systems and offers a useful manual for leading a moral life. The lessons that Lord Krishna imparted to Arjuna on duty, reverence, and the path of selflessness have endured beyond historical circumstances and have become an enduring philosophical manual that inspires searchers everywhere in the world. Beyond the fields of philosophy and spirituality, Vedic culture has an impact on art, literature, songs, and dance. Vedic ideas serve as an inspiration for ancient arts like Bharatanatyam and Carnatic music, demonstrating the close relationship between creative expression and spiritual study. Together with the Puranas, the epics Ramayana and Mahabharata provide complex stories that capture moral and ethical quandaries, valiant acts, and heavenly interventions, providing insightful perspectives into the intricacies of human life [9], [10].

The Yugas, or recurrent epochs, characterize the cyclical nature of the Vedic idea of time. The four Yugas Treta, Dvapara, Kali, and Satya represent distinct stages in the celestial cycle, each distinguished by a range of morality and spiritual consciousness. This cyclical viewpoint highlights how fleeting life is and how crucial it is to follow Dharma to overcome the obstacles

posed by each Yuga. The persistent celebration of festivals and ceremonies that commemorate important astronomical and agricultural occurrences is evidence of the lasting influence of Vedic culture. The festival of lights, Diwali, commemorates the victory of good over evil and light over darkness, reflecting the never-ending conflict between virtue and vice. Navaratri, a festival honoring the divine feminine, is a prime example of the deep respect that is held for the cosmic forces that are present in all creation. These celebrations provide moving reminders of the spiritual resonance and cultural continuity that characterize Vedic customs. Although there is no denying that Vedic culture has had a profound influence on India's spiritual, intellectual, and cultural environment, it is important to examine its legacy critically and nuancedly. Once a useful vocational categorization, the caste system has been misunderstood and abused, resulting in discrimination and social inequality. Vedic culture's historical development has included both times of extreme spiritual illumination and eras of societal intransigence; hence, a fair evaluation that takes into account both its advantages and disadvantages must be made. In the modern world, people all over the world who are looking for intellectual understanding, spiritual sustenance, and a balanced way of living are still greatly influenced by Vedic culture. Deeply ingrained in Vedic traditions, the practices of relaxation, meditation, and yoga have earned global recognition as effective strategies for improving well-being and overcoming contemporary obstacles. The ageless knowledge found in philosophical treatises and Vedic literature provides a constant source of direction for anyone seeking spiritual insight and self-discovery.

2. LITERATURE REVIEW

Yulianti N [11] explained From the standpoint of Vedic culture, wisdom to achieve pleasure is discernment to achieve contentment. Contentment arises from the soul finding tranquility, and intelligence enables individuals to find serenity. Wisdom is often interpreted differently by various people. As a result, it is discussed in this article from the viewpoint of Vedic culture, namely from the Vedanta Sutra, or Srimad-Bhagavatam, which is considered the greatest source of knowledge. Because wisdom is a component of self-realization, which is the cornerstone of character education, this paper may be useful as a reference, particularly for students and instructors who want to go further into the subject.

Candotti M and Pontillo T [12] described an analysis of the complex Vedic culture which is a collaborative effort based on a variation-oriented interpretation of the Vedic scriptures, namely those that refer to the act of "[gift-]acceptance" (pratigraha) as one of the processes for obtaining and allocating the "goods of life" to every member of a community. The oldest events are read and compared with the next socio-ritual setting, which illustrates the well-known eponymous privilege and unusual mode of subsistence for Brahmans.

Kumar D [13] explained astrology by Maharishi and Indian Vedic traditions astrology states that human beings have a strong tie to Indian Vedic culture. Astrology tells man how he may take care of himself in life if he adopts Indian Vedic culture. Astrology may help a man embrace a Vedic lifestyle. An individual may solve issues in life and enhance both their earthly and spiritual lives by learning astrology. He may also incorporate serenity and contentment into his Vedic life.

Danylenko B [14] described veterinary culture as the origin of Ukrainian law which is the way that Ukrainian law developed under the effects of Vedic culture. The contrasting examinations of law and the field of linguistic and logical methodologies are used in this article. After they invaded India, the English learned about the Vedic civilization again. The colonialists learned that the indigenous inhabitants of this far-off Asian nation still adhered to and were dominated by Vedic culture. The intricate legal system was created based on ancient texts known as the

Vedas. In so-called Dharma-shastras or Dharma-shastras, it was codified in writing. To carry out its responsibilities, the colonial government had to learn about Indian law. But the central idea of it, dharma, was difficult for Europeans to grasp. Dharma is a complex idea that exhibits a great degree of legal and philosophical reasoning. The priests of the Indian Veda school confirmed that the Vedas are the last word on all Vedic laws and cannot be altered. For this reason, India established its legal philosophy and customs. Both Islamic and Vedic law have this uniqueness. The Vedas were authored hundreds of years before Islam emerged. One of the ancestors of Islamic law came from the Vedic tradition.

Sharma R et al. [15] Explained young people are very important to a country's progress. They hand up control of their country's social and political structures. Youth are also referred to as the "Pivotal Pool with Talent, Ideas, and Energy" by the UN's Alliance of Civilization (2013). They constitute the most inflexible segment of the populace in any given country. The previous Indian president put it like way: youngsters are the cornerstones of every nation's future. Today's kids are increasingly concentrated on negativity and superficiality due to the fast pace of urbanization and westernization, which leads to a variety of psychological and mental health problems including depression, migraines, sleeplessness, and other conditions. Both the individual and the society should find this to be concerning. The frequency and severity of mental health issues in early adolescents are sharply increasing on a global scale. Stress, sadness, sloth, treachery, and other negative energies are becoming more and more prominent. If they continue to exist unchecked, this might have major long-term effects on both social and emotional development as well as academic achievement.

Chalise K [16] described natural theology and the environment as cultural practices in the Vedas Vedic literature that gave rise to the religion of worshiping natural events, which seems to be personification on the surface. However, Vedic hymns demonstrate how the followers of the Vedas saw the fundamental force of nature. Natural theology, as practiced by the Vedas, the Rig Veda, the Sama Veda, the Yajur Veda, and the Atharva Veda, has brought the study of nature into human society. The wisdom of the interdependence of God, nature, and humanity has been transmitted via the sacrificial culture taught through Vedic hymns. With songs dedicated to natural events serving as metaphors for strength, creativity, essence, and cleanliness in the various types of deities, the Vedas have shown the natural theology idea of the relationship between nature and God. Ecocentrism, or a way of life of nature's prominence, has been associated with Vedas. They have also discussed the moral principles of natural law through the concepts of Rita, dharma, and karma, as well as the Vedic perspective of cosmology and ontological oneness in nature, about the concept of environmental ethics.

Ali A and Akbar Ali C [17] explained that culture and learning in ancient India were eroding which means that Culture and education serve as mutual replacements. A society is shaped by its culture and advances by education. Education gives teens new thoughts and perspectives while also enlightening them with information and skills. The close relationship between the two fields is shown by the fact that teaching children about their cultural and social legacy is one of education's main goals. Education and culture are important aspects of a person's existence. The education system of ancient India was effective in conserving and disseminating its culture. The goal of the Vedic educational system was fully attained. From the Vedas, ancient education is derived. Guru and Śiṣya had a very friendly relationship both in the Vedic and post-Vedic eras. This writer wants to examine how, in my view, culture, and education both evolved in ancient India to achieve Indian civilization.

Dalal N [18] described Gayatri in the contemporary age which is A commonplace Vedic vocal ceremonial phrase (mantra) throughout Brahmanical traditions and contemporary Hinduism is the Gayatri. This study explores the evolving religious frameworks, ceremonial settings, and

political applications of Gayatri throughout the contemporary era. It aims to comprehend the evolution of the Gayatri in contemporary India and asks how it went from being a popular public mantra to a private initiation ceremony in Vedic Brahmanical culture. Important hints about how the mantra could have gained popularity are found in Hindu reform movements around the turn of the 20th century, especially about rites of reconversion (siddhis) to Hinduism for people of any gender, caste, or religion.

Kumar Singh P et al. [19] Explained ancient Indian hydrology and freshwater resource management India's historical hydrologic knowledge spans many millennia, from the Vedic Period. In ancient India, like in other ancient societies worldwide, the development of hydrologic science was driven by the need for controlling water resources. However, until recently, the majority of this old hydrologic knowledge was concealed and unknown to the general public. In this study, we provide some intriguing insights into the ancient Indian engineering expertise linked to hydrology, hydraulics, and related fields, as described in current literature and uncovered by recent expeditions and discoveries.

Joshi R et al. [20] described yagya research advancement in the national forum which states The foundation of Indian culture and the Hindu science of holistic welfare, as well as its immense scope and worldwide significance, are the science and philosophy of Yagya, or Yajóa. Yagya played a crucial role in the scientific studies and spiritual instruction of the Gurukuls in early India. Up to the Middle Ages, it was also widely used in Indian society's cultural events and ethnopractices (for the preservation of environmental purity, health, and hygiene). There is still a lot of material about Yagya in the extant Indian scriptures, despite significant cultural decline and the loss of ancient wisdom writings during the disastrous foreign invasions of the Middle Ages. It is also used as an imp but in a twisted form.

3. DISCUSSION

The Vedas have immense and transcendent importance in India's cultural, spiritual, and intellectual landscape as they serve as the fundamental foundations that support the huge structure of Hinduism. These old texts, which date back more than three millennia, contain a wealth of timeless knowledge. They include prayers, customs, philosophical discussions, and moral precepts that millions of people all around the world still find meaningful. The Vedas which include mainly the Samaveda, Rigveda, Yajurveda, and Atharvaveda are regarded as the inspired word of God that surpasses human authorship and is called Shruti. Their importance stems not only from their chronological antiquity but also from their role as archives of cosmic truths, offering insights into the essence of life, the divine hierarchy, and the complex structure of the cosmos.

The deep idea of Brahman, the ultimate truth that is transcendent and omnipresent and from which the whole universe derives, is at the spiritual heart of the Vedas. The earliest of the Vedas, the Rigveda, is composed of hymns honoring several gods and cosmic powers that control the material and spiritual worlds. These hymns, which are often lyrical and symbolic, lead people on a spiritual path toward self-realization and oneness with cosmic divinity by acting as a link between the ordinary and the sublime. The Samaveda stresses the melodic and rhythmic aspects of spiritual expression, producing a holy resonance that harmonizes the individual with the cosmic vibrations. It mostly consists of musical notations for chanting during ceremonies. The Yajurveda describes the complex link between the microcosm of human life and the larger picture of the universe via its emphasis on rites and sacrifice ceremonies. It offers a methodical manual for conducting rituals correctly, highlighting the notion that selfless deeds carried out with a feeling of obligation and adherence to cosmic law (Rta) result in spiritual development and peace. Considered by many to be the book of practical

wisdom and spells, the Atharvaveda covers issues related to everyday living, healing, and protection. This reflects the comprehensive aspect of Vedic learning, which transcends the simply spiritual domain to embrace the complexities of human experience.

The philosophical lessons that may be drawn from the Vedas provide further light on their relevance. Known as the pinnacle of Vedic philosophy, the Upanishads explore the essence of the self (Atman) & its connection to the ultimate truth (Brahman) via a series of deep philosophical questions. These philosophical discussions, which are woven throughout the Vedic corpus, serve as the foundation for several philosophical systems, such as Vedanta, which translates and compiles the metaphysical lessons found in the Vedas. The idea of Dharma, an ethos that includes one's obligations, morality, and moral order, embodies the philosophical and moral aspects of the Vedas. The Vedas offer a guide to leading a moral life, stressing qualities like obligation, honesty, and compassion. The moral compass that directs people in their social duties, personal behavior, and spiritual endeavors is known as dharma. This ethical framework's persistent effect on Hindu philosophy and its ability to shape the moral foundation of Indian society demonstrates its ageless significance.

The Vedas had a profound impact on literature, music, dance, and other forms of artistic expression. Inspired by Vedic ideas, the epics Ramayana and Mahabharata tell stories of moral quandaries, valiant acts, and heavenly interventions. The Vedic traditions are the source of traditional arts like Bharat and Carnatic music, which demonstrate the harmonious fusion of creative expression with spiritual inquiry. The Vedas are still regarded highly in modern times as a source of cultural identity, intellectual understanding, and spiritual direction. Deeply ingrained in Vedic traditions, the practices of meditation, mindfulness, and yoga have been widely recognized as effective strategies for promoting well-being and overcoming contemporary life's obstacles. Vedic chanting and hymns spoken throughout rites and festivities continue to reverberate, tying people to a timeless tradition that has no geographical bounds. To sum up, the Vedas are important because they serve as the intellectual and spiritual foundation of Hinduism, offering a thorough manual for discovering cosmic truths, leading an ethical life, and achieving spiritual enlightenment. The Vedas are living texts that have influenced Indian civilization's spiritual, cultural, and intellectual currents for centuries despite their historical antiquity. The Vedas' everlasting relevance and enduring resonance encourage people to study their deep teachings and uncover the timeless knowledge that illuminates the road to cosmic insight and self-realization.

The Vedic way of life, which has its roots in the age-old knowledge of the Vedas, reveals a complex web of values and customs that balance the mental, spiritual, and physical aspects of life. The Vedic way of life is fundamentally a complex tango with Dharma, the morally upright path that encompasses moral obligations, moral behavior, and an all-encompassing cosmic order. The first step in this holistic method of well-being is to have a balanced and attentive understanding of one's physical self. Inspired by Ayurveda, an ageless discipline based on Vedic principles, people who follow a Vedic lifestyle get instructions on how to adjust their daily routines, exercise regimen, and nutrition to suit their specific constitutions. The cornerstone of a satiric diet is fresh and healthy food, which not only promotes bodily health but also enhances thinking and spiritual connection. Yoga is an age-old Vedic discipline that goes beyond simple physical asana to become a portal to inner peace and self-realization that strengthens the bond connecting the individual soul to universal awareness.

Mental well-being is the deliberate development of a calm and concentrated mind. The practice of meditation, which has its roots in Vedic traditions, maybe a powerful tool for exploring one's inner landscape. By practicing meditation, people may develop inner balance and awareness by learning to manage the waves of their thoughts and emotions. The Vedas are a source of

intellectual and spiritual entertainment, encouraging people to engage in deep reflection and broaden their awareness of the self and the cosmos via their hymns and philosophical thoughts.

The ultimate goal of the Vedic lifestyle is spiritual elevation, which inspires people to set out on a path toward transcendence and self-realization. Based on the Vedas, rituals, and ceremonies establish hallowed places that provide a direct line of communication with the almighty. Situated within the Vedic corpus, the Upanishads are intellectual jewels that provide deep insights regarding the concept of the self (Atman) including its union as the ultimate reality (Brahman). Traveling to hallowed locations, which are mentioned in the Vedas, may be life-changing experiences that help people connect with their religious roots and strengthen their feeling of cosmic connection. A dedication to coexisting peacefully with the natural world and other living things is ingrained in the Vedic way of life. The concept of ahimsa, or non-violence, shapes a compassionate worldview by including thoughts and words in addition to deeds. Making morally sound decisions is based on the understanding of the interdependence of all life, which is embodied in the Vedic concept of Vasudhaiva Kutumbakam (all of creation as one family). Seva, or selfless service, arises as an organic manifestation of compassion and cultivates a feeling of duty towards the well-being of others and the global community.

The vivid festivals and rituals of the Vedic culture are a manifestation of its cyclical patterns of time awareness. Deeply ingrained in Vedic cosmology, these festivities are times for introspection, giving thanks, and spiritual rejuvenation in addition to moments of joy. Navaratri, a holiday honoring the divine feminine, emphasizes respect for life's nurturing and creative qualities, while Diwali, the celebration of lights, becomes a figurative victory of inner enlightenment over ignorance. Essentially, the Vedic way of life is an alive-and-well philosophy that provides everlasting direction for modern seekers rather than a remnant from the past. The Vedic lifestyle is a lighthouse that helps people find their way through the complexity of the contemporary world and illuminates a road toward spiritual development, ethical living, and inner peace. This way of life, which has its roots in the age-old wisdom of the Vedas, invites people to rediscover their inherent connection to the universe and promotes a deep feeling of transcendence, well-being, and purpose in life.

The ancient Indian medical system known as Ayurveda lays a strong focus on the importance of nutrition in preserving overall health. Food is seen in Ayurveda as a powerful instrument for balancing the doshas, or biological forces and enhancing general health in addition to providing nourishment for the body. The foundation of the Ayurvedic philosophy of nutrition is the knowledge that every person has a distinct constitution, or Prakriti, that dictates both their mental and physical qualities. The three basic energies in the body are called doshas (Vata, Pitta, and Kapha), and one's Prakriti is a synthesis of these doshas in different proportions. The foundation of Ayurvedic nutrition is the belief that illnesses may be avoided by keeping the doshas in balance. Foods are divided into three categories: rasa (taste), virya (heating or cooling impact), and vipaka (effects after digestion). The six tastes astringent, pungent, bitter, salty, sour, and sweet are essential for achieving dosha balance. The six tastes are said to be included in a rounded meal that promotes optimum health since each flavor has a unique impact on the doshas.

Warm, nourishing, and grounded meals balance vata, which is associated with aspects of air and space. Vata is calmed by flavors that are sweet, sour, and salty. Recipes that balance Vata include cooked grains, ghee, root vegetables, and warming aromas like cinnamon and ginger. Foods that are cooling and hydrating are beneficial to Pitta, which is connected to fire and water aspects. Astringent, sweet, and bitter flavors all work to balance Pitta. For those with a mostly Pitta dosha, foods like leafy greens, cucumbers, or dairy, and cooling plants like mint are said to be good.

Warm, bright, and energizing meals are beneficial for the earthy and watery signs of Kapha. Astringent, pungent, and bitter flavors balance the Kapha. For those with a prominent Kapha dosha, foods including beans, cruciferous veggies, and spices like turmeric and black pepper are advised. Ayurveda also stresses the significance of mindful eating techniques, such as sitting down in a quiet place, taking time to appreciate each mouthful, and abstaining from overindulging. Meal time follows the natural circadian rhythms: a heavy lunch at the peak of Agni, the digestive fire, and a lighter evening to facilitate the best possible digestion.

Ayurveda understands how important it is to base food decisions on the season, environment, and individual health status. To maintain peace with nature and avoid dosha imbalances, it is advised to eat foods that are in line with the attributes of each season. Apart from these broad guidelines, Ayurveda recognizes the notion of meals tailored to a particular Prakriti. Personalized dietary suggestions may help individuals with varied dominant doshas maintain balance and address their constitutions. Ayurveda also sheds light on meal pairing, proposing that some pairings can facilitate or impair digestion. For instance, it's typically advised against mixing fruits and dairy products since it may cause stomach problems. Because of their medicinal qualities, herbs, and spices are important ingredients in Ayurveda cooking. Spices like ginger, fennel, coriander, cumin, and turmeric are often used to improve digestion, temper the doshas, and give taste to food. Ayurvedic eating practices, in essence, take into account the food's natural properties, tastes, and influence on the doshas in addition to its nutritional value. Individuals may achieve maximum health, establish a harmonic balance throughout their bodies, and harmonize with the deep knowledge of Ayurveda which regards food as medicine for one's body, mind, and spirit by implementing these principles into their dietary choices.

3.1 Hydration Habits:

Ancient Vedic writings may not have made direct mention of hydration practices, but Vedic culture's holistic values include actions that tangentially promote general well-being, such as staying hydrated. The maintenance of biological processes, particularly hydration, is part of the balanced mental, physical, and spiritual parts of the Vedic lifestyle. The importance placed on a sattvic meal is one prominent Vedic custom that subtly promotes hydration. The clean and harmonious meals known as sattvic foods include an abundance of water-natural fruits and vegetables. Eating a diet high in these foods adds to total hydration since they include water content in addition to vital nutrients. The Vedic method of well-being is also consistent with the Ayurvedic practice of consuming fluids from copper pots. Copper is said to positively charge water, improving its purity, and it is also supposed to have antibacterial qualities. Using copper containers indirectly promotes proper water intake, even if the focus is mainly on the water's cleanliness and good energy. The necessity of drinking warm water first thing in the morning to stimulate the gastrointestinal tract and flush out toxins is highlighted by the Ayurvedic idea of Dinacharya, or daily ritual. This is a regimen that supports the body's natural balance of processes and is said to be good for general health.

In addition, Ayurveda acknowledges the impact of changing periods on the body, and part of the practice of adapting one's behaviors properly includes drinking enough water. For example, to avoid dehydration and maintain a healthy body temperature during hot months, there is a focus on ingesting hydrating foods like cucumbers and melons as well as cooling drinks like coconut water. In addition, yoga, which has its roots in Vedic traditions, indirectly promotes hydration. It is said that pranayama, breathing exercises, and yoga asanas (postures) rebalance the doshas and enhance general health. Sweating during exercise, such as yoga, requires the replacement of lost fluids, which incentivizes people to stay well hydrated. The Vedic writings do not provide precise rules for the amount of water to be consumed or particular hydration practices, but the overall concepts of harmony, balance, and connectedness to nature

highlight the need to maintain a condition of well-hydrated health. A lifestyle that promotes proper hydration and aligns with the holistic principles of Vedic culture is indirectly supported by a focus on natural, raw foods, conscious eating, and everyday activities that are in line with nature.

3.2 Sleeping habit in Vedic culture:

Beyond only being a physical form of rest, sleep is considered an essential component of general health and well-being in Vedic culture, which is in line with the holistic tenets that guide life. The ancient Vedic books, such as the Vedas and Ayurveda, offer light on the importance of sleep and give recommendations for developing restful sleeping practices. Along with behavior and nutrition, sleep is regarded as one of the three pillars of life, providing the groundwork for a well-rounded and peaceful living. According to Ayurveda, the doshic balance Vata, Pitta, and Kapha in a person's constitution is closely related to the quantity and quality of their sleep. According to Vedic knowledge, sleep allows the body to mend, regenerate, and synchronize with the cycles of the cosmos. The Vedic lifestyle provides the foundation for the practice of adhering to natural circadian cycles, with a focus on early waking and early sleep. It is believed that the Brahma Muhurta, the sacred hour just before dawn, is the best time to wake up, establish a pleasant mental attitude for the day, and commune with the divine. To encourage sound sleep, Ayurveda also stresses the need to unwind in the evening, setting up a soothing atmosphere, and establishing a regular sleep schedule.

The idea of a "night routine," or "Ratricharya," helps people develop routines that promote restful and restorative sleep. These routines include doing moderate yoga, practicing meditation, and minimizing stimulating tasks just before bed. The Vedic culture recognizes that planetary placements and lunar phases affect sleep patterns, and it suggests that being aware of these cosmic influences might help promote a more balanced sleep-wake cycle. A methodical approach to profound relaxation and conscious rest is provided by the art of Nidra Yoga, a kind of yogic sleep that is deeply ingrained in Vedic traditions. Beyond the physical plane, the Vedic view of sleep acknowledges its function in fostering mental acuity, emotional equilibrium, and spiritual well-being. Vedic philosophy holds that dreams are a conduit for the subconscious mind to interact with its conscious counterpart, providing insights into the inner world of the dreamer. The Vedic concept of sleep balance emphasizes the importance of both the amount and quality of sleep. The Vedic method encourages people to establish a peaceful, quiet space that promotes deep, healthy sleep that is free from disruptions. Vedic sleeping customs ultimately reflect a deep awareness of the interdependence of the self, the natural world, and the cosmic scheme and are woven into the larger fabric of existence. People may develop an integrated approach to sleep, promoting physical vigor, mental clarity, awakening to spirituality, and harmonizing with the age-old principles that direct a peaceful and meaningful existence, by accepting the knowledge ingrained in Vedic traditions.

3.3 Vyayama in Ayurveda Culture:

Exercise, or Vyayama in the ancient Indian medical system, is seen as a vital part of a holistic way of life that enhances general well-being. Based on the principles of Ayurveda, Vyayama is not only about physical health but also has a close relationship to the dosha balance (Vata, Pitta, and Kapha) in a person's constitution. The goal of Vyayama is to keep these biological energies in balance to promote optimum health and avoid imbalances. According to Ayurveda, every person has a distinct constitution, or Prakriti, that defines their mental and physical characteristics. Because Vyayama is customized for each person based on their Prakriti, the exercises selected align with their doshic constitution. For instance, those with primarily Vata dosha may find that grounding and stabilizing exercises are helpful, while others with a Pitta

constitution may benefit from cooling and mild activities. Those who are kapha dominant can find it helpful to counterbalance their innate inclinations with energetic and exciting workouts.

Vyayama is a broad discipline that includes a variety of physical exercises suitable for a range of body kinds, levels of fitness, and age groups. It is not only restricted to intense workouts. It encompasses exercises like yoga, biking, swimming, and even conventional martial arts. Ayurveda places great emphasis on selecting activities that suit the individual's temperament, encouraging excitement and delight as opposed to strain and tension. The synchronization of action and breath, which is in line with the concepts of Pranayama (breath regulation), is a fundamental component of Ayurvedic Vyayama. While exercising, mindful breathing improves the body's flow of prana, or life force energy, which supports vigor and preserves the dosha equilibrium. A fundamental part of Ayurvedic Vyayama, yoga unites movement and breath to promote mental and emotional equilibrium as well as physical strength.

The idea of Agni, the gastrointestinal fire, is also included in the Ayurvedic interpretation of Vyayama. Frequent exercise helps to activate Agni, which facilitates effective nutrition absorption and digestion. As a result, this helps avoid Ama, or poisons, which is important according to Ayurveda to preserve optimum health. In Ayurvedic medicine, the timing of Vyayama is deemed important. It's common knowledge that exercising in the morning is best since it fits in with the body's natural cycles and gives you more energy all day. The precise time, however, might change depending on a person's lifestyle and constitution. Ayurveda views Vyayama as a way to support mental clarity, emotional equilibrium, and spiritual well-being in addition to its medical advantages. Frequent exercise is thought to improve general cognitive performance, lower stress levels, and quiet the mind. It's also said to be a means of letting go of suppressed feelings and encouraging optimism about life. Ayurveda stresses the need to avoid undue strain and select activities that are appropriate for one's age, health, and constitution even if Vyayama is advocated. The delicate dosha balance may be upset by overexertion or improper exercise, which can result in imbalances and possible health problems. Vyayama in Ayurveda transcends the traditional notion of physical activity. It is a gentle, all-encompassing technique that supports doshic balance, awakens Agni, and tends to the interrelated facets of mental, bodily, and spiritual health following each person's constitution. Through the use of Vyayama in everyday life in line with Ayurvedic principles, people may cultivate a positive connection with their bodies, boost energy, and support long-term health.

3.4 Snana importance in Ayurveda Principles:

Bathing, or Snana, is considered a very important daily routine in Ayurveda that goes beyond simple physical cleanliness. Snana, which has its roots in traditional Ayurvedic medicine, is seen as a holistic approach that incorporates aspects of mental, bodily, and spiritual health. Bathing is seen as a holy and cleansing rite that is consistent with the larger Ayurvedic philosophy that stresses the balance between the person and the natural world. Physically speaking, snana is said to purify the skin by eliminating pollutants, toxins, and extra oil. One typical Ayurvedic practice to promote skin health is to use natural ingredients, such as herbal oils and soaps when taking a bath. According to Ayurveda, the skin is an important organ that is related to the vata, pitta, and kapha doshas. To keep things in balance, cleaning products and water temperature are often selected based on a person's doshic constitution. Beyond the material world, Snana is very important for mental health. Bathing is said to be a sensory experience that calms the mind and promotes relaxation. Ayurveda recognizes the connection between the mind and body, and snana is seen as a means of promoting mental clarity, lowering stress levels, and calming the mind. Incorporating fragrant materials, such as essential oils, into one's bathing experience amplifies the psychological advantages and promotes emotional

equilibrium. Snana is also linked to the ideas of self-love and self-care in Ayurvedic teachings. Bathing with awareness and purpose is seen as a self-nurturing practice that enhances general well-being. In addition to seeing Snana as a regular hygienic ritual, Ayurveda advises people to approach it with appreciation and awareness, viewing it as a holy time for self-purification and renewal. The philosophy of Ayurveda is intricately linked to the spiritual side of Snana. Cleaning one's body is seen to be a metaphor for cleaning one's spirit and establishing a harmonious relationship with the divine. Water is revered in Ayurveda as a holy element with cleansing qualities, and taking a bath is a means of harmonizing with cosmic and natural energy. Certain Ayurvedic practices emphasize the spiritual aspect of Snana by include prayers and affirmations throughout this daily practice. Ayurveda also emphasizes the significance of scheduling Snana to correspond with the body's natural circadian cycles. Bathing in the morning is said to be good for one's physical and spiritual health, especially during the Brahma Muhurta (the auspicious period before dawn). It is said that a morning sana would stimulate the body, awaken the senses, and create a great vibe for the day. Ayurvedic procedures like oil self-massage, or Abhyanga, are also often included into the bathing regimen. Abhyanga not only improves circulation, eases stress, and nourishes the skin, but it also amplifies the health advantages of Snana.

The ancient Ayurvedic principle of maintaining general well-being via harmonizing with nature is the foundation of environmental hygiene. The ancient Indian medical system known as Ayurveda places a strong emphasis on the relationship that exists between the person, the outside world, and the larger universe. Beyond keeping things tidy on the outside, Ayurvedic environmental hygiene involves balancing the three doshas (Pitta, Kapha, and Vata) that regulate the body with the environment. Since a person's environment is seen to have a significant impact on their health, Ayurvedic practices strive to create a clean, healthy, and sustainable living place. Figure 1 shows the representation of the Snana.

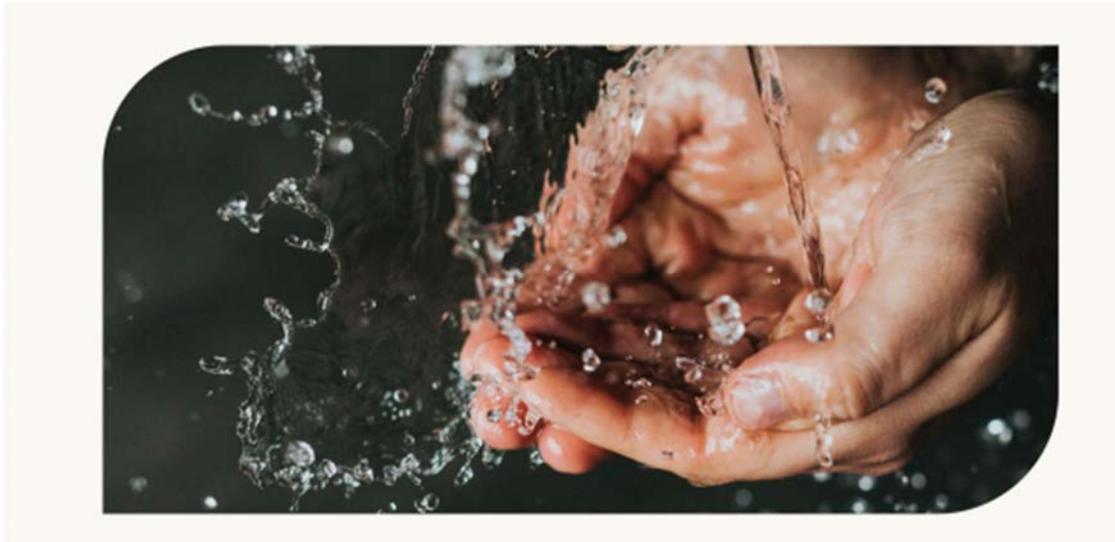


Figure 1: Represents the Snana.

3.5 Importance of Yagya :

Beyond its ceremonial significance, Yagya has profound implications for cosmic harmony, personal health, and the interdependence of all things in Vedic thought and spiritual practices. Yagya is a holy fire ceremony that is ingrained in the Vedic heritage. Its name comes from the Sanskrit word "Yaj," which means to adore or offer. Fundamentally, Yagya is essentially a

transforming and symbolic ritual in which people offer different materials into fire while reciting Vedic mantras. Yagya has several layers of meaning that include spiritual, psychological, and environmental aspects. Yagya is regarded as a spiritual method of calling out and appeasing heavenly spirits. Offerings are seen as a material manifestation of thanksgiving, dedication, and submission to the laws of the universe, and the fire is thought to serve as an entrance to the divine world. It is said that singing Vedic mantras during a Yagya produces vibrations that resonantly echo with cosmic energies, so unifying the individual and the awareness of the universe. Yagya is viewed as a type of meditation that promotes enlightenment and spiritual progress by purifying the inner self and establishing a connection between the practitioner and the divine.

4 CONCLUSION

Examining the significance of the Vedic tradition and its continued applicability in forming social ideals uncovers a rich pool of ageless knowledge that still provides wisdom and direction in our quickly changing world. With its intellectual depth and spiritual profundity at its core, Vedic culture offers a comprehensive way of living that is appealing to all facets of society. Vedic culture is still relevant today because it emphasizes moral behavior, awareness, and sustainable life. The Vedic concepts of dharma, luck, and moksha provide a strong moral compass for navigating the complicated problems of contemporary life. They inspire people to pursue self-awareness, behave morally, and break free from the cycle associated with material pursuits. Moreover, the study emphasizes how flexible Vedic culture is and how it intersects with several fields, including psychology, the study of the environment, and ethics. This cross-disciplinary resonance highlights the ubiquity of Vedic concepts, demonstrating their suitability for a wide range of contexts and their capacity to tackle modern problems.

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CHAPTER 7

AN OVERVIEW OF INTERIOR DESIGNING

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ABSTRACT:

Interior design is a broad field of study that includes the strategic and imaginative organization of spaces to improve people's quality lives and create visually beautiful surroundings. The main problem identified by this paper is to examine the broad field that includes everything from furnishings selection and lighting layout to color coordination and space planning. The main objective of this paper is to develop an interior design to create environments that are aesthetically pleasing, pleasant, and useful by working together with customers to comprehend their needs, tastes, and lifestyles. The conclusion of this paper is to examine the essential components of interior design will be examined in this abstract, along with the function of technology, environmentally friendly methods, and the influence of culture on design trends. The future scope of this paper is to discuss how interior design is a changing profession and how important it is in influencing how people interact with their environments.

KEYWORDS:

Advancement, Aesthetic, Designing, Harmonious, Urbanization.

1. INTRODUCTION

To create harmonious and useful living environments, interior design is a comprehensive profession that takes all aesthetic and functional factors into account. Interior design is a dynamic discipline that constantly changes according to societal trends, technology breakthroughs, and cultural influences. Its core concept is to enhance the interior environment. Fundamentally, interior design is an artistic pursuit that entails carefully arranging components in a room to maximize both its usability and aesthetic appeal. It explores areas such as furniture selection, color theory, lighting design, and more, going beyond simple décor. The complex fusion of technical know-how and aesthetic sensibility sets interior designers apart as experts who mould the spaces we live in, whether they be institutional, commercial, or residential.

A diverse range of cultures and historical eras are interwoven throughout the beautiful fabric that is the past of interior design. The development of decorating reflects not just shifting aesthetic tastes but also shifting societal ideals and technology advancements, as seen in the lavish interior of ancient palaces and the minimalist design of modern times. For example, the Renaissance saw a resurgence of classical design principles and a renewed focus on symmetry and balance. On the other hand, as a result of urbanization and advancements in technology, the Industrial Revolution prompted a move towards practical and utilitarian designs. The history of interior design is replete with significant trends including Art Nouveau, Bauhaus, and Art Deco, all of which have had a profound impact on the field.

Thanks to the abundance of design trends and the vast range of materials and technology available, interior design has grown more approachable and adaptable in modern times. Today's interior designers include aspects from different eras, cultures, and design philosophies, drawing inspiration from a wide range of sources. The idea of eclecticism has grown in popularity, allowing several styles to be combined to create individualized and distinctive rooms. Furthermore, the profession now incorporates sustainable and eco-friendly design

approaches as standard practice, a reflection of the public's rising knowledge of environmental issues and the demand for responsible design solutions. The design of an interior is a painstaking process that starts with a thorough comprehension of the demands, interests, and lifestyle of the customer. To obtain relevant information, this first phase entails conducting surveys, interviews, and site assessments. After gaining a comprehensive comprehension of the client's specifications, the designer proceeds to the conception phase. Here, the designer's creativity shines through as they come up with concepts, create mood boards, and create a design that satisfies both the functional needs of the space and the client's vision. An essential component of interior design is spatial planning, which deals with how different components are arranged and arranged inside a certain space. To guarantee a smooth flow and functionality, this involves figuring out where the furniture, fixtures, or architectural elements should be placed. Adding to the overall atmosphere and providing illumination, the layout of lighting is another essential element. A room's atmosphere can be altered, focal points can be created, and architectural aspects can be enhanced with the thoughtful use of artificial and natural light.

Color has a significant impact on how space is perceived and how the occupants feel, making it an important component of interior design. Color schemes are carefully chosen by designers taking into account both the intended ambiance and the functional requirements of each place. Cool colors can be used to create a peaceful bedroom atmosphere, while warm colors can be used to make a living room feel warm and welcoming. The meticulous blending of hues, materials, and textures gives the design depth and eye-catching appeal. The choice of furniture for an interior design takes into account both aesthetic and functional factors. To ensure that the items selected serve the occupants' practical needs while also complementing the overall design, architects have to find a balance between comfort and style. A space's usefulness and flow can also be enhanced by the way furniture is arranged, with a focus on generating conversation spots, maximizing natural light, and streamlining traffic patterns.

The influence of interior design is not limited to homes; it also permeates commercial and institutional settings. Considerate interior design improves customer experience, productivity, and general well-being in corporate offices, retail stores, hospitals, and educational institutions. A unified and welcoming ambiance can be created in commercial settings by the thoughtful application of branding components, color psychology, and ergonomic furniture. In contrast, healthcare settings might place a higher priority on aspects like hygienic practices, accessibility, and soothing design to encourage recovery and relaxation. Furthermore, the development of smart home technology has given rise to new possibilities in interior design, like automated climate management, integrated audio-visual systems, and intelligent lighting that improve energy efficiency and ease.

As interior design develops, the designer's responsibilities grow beyond aesthetics to encompass ecology and social responsibility. Sustainable design techniques use eco-friendly materials, energy-efficient appliances, and waste reduction techniques to reduce the interior spaces' negative environmental effects. Designers are choosing materials that are long-lasting, recyclable, and responsibly sourced because they are becoming more aware of the product's lifetime. In addition, the advancement of accessibility and inclusion is becoming more and more popular, with a focus on creating environments that accommodate a range of needs and capacities.

The study focuses on decorating a constantly evolving and multidimensional field that shapes our living, working, and play spaces by fusing technological know-how with artistic inventiveness. Interior design represents the changing tastes, values, and issues of society, from its historical origins to the modern focus on sustainability and technology. The future is likely to see an expansion of the position of interior designers, who will be responsible for addressing

societal demands, incorporating innovations, and helping to create environments that are not only aesthetically pleasing but also inclusive, sustainable, and useful.

2. LITERATURE REVIEW

M. Sinha *et al.* [1] study examined the concept of Sustainable interior designing has gained recognition in recent times. The study focuses on the history, growth, and future of sustainable interior design. The main aim of the research was to review 102 select journal articles from various Sustainability, Interior designing, and combined fields from 2001 through to 2020, to provide an apprehension on the frequency, study methods, data collection, and analysis procedures of the reviewed articles; Alongside providing the readers with an insight on the functionality, aesthetic appeal, client satisfaction and benefits to both environment and the clients. The study also sheds light on the important concepts of Biomimicry, Biophilia, and Natural Luxury.

P. Kaleja *et.al* [2] study examined by creating hardware and software for virtual reality tools, ICT (information and communication technology) has shown a great deal of promise for the interior design industry. ICT technologies provide a realistic view of the concept in its original form (the study). Real-time visualization combined with hardware such as the Oculus Rift and HTC Vive allows for free mobility and exploration in virtual environments, as well as the ability to virtually design. We can create virtual environments that are much more lifelike by advancing ICT programs for virtual reality creation. Using the most recent ICT gear and software for virtual reality, the contribution proposed a novel method of interior design in virtual reality.

A. Siddiqui *et.al* [3] study examined the goal of this research project to construct and create a 3D interior design application that will give users a virtual experience where they may design the inside of a sample room and visualize a normal home. The four primary interior design modules that users can engage with are Furniture, Tiles, Paints, and Customisation (Mix and match). The desktop and VR versions are the two platforms on which consumers will be able to enjoy it. Unlike retailers where limited samples are presented, its main goal is to display design items in the entire context. This will assist clients in choosing superior products for the interior design and decoration of their houses.

P. Hebbar *et.al* [4] study examined that interior design is necessary since design permeates all aspects of our lives in the modern era. Every day, interior design becomes more and more popular. However, the main issue that consumers have when searching for interior design is that working with interior designers and scheduling design sessions with them can be costly and time-consuming. Therefore, this project suggests the building of a software platform that allows users to create their area using augmented reality, which is a significant addition to the Internet of Things with many uses. The primary activities involved in this project are problem identification, business requirement fulfillment, user identification, task delegation, scenario construction, task flow creation, and display of the primary displays of the primary task flow.

R. Wang *et.al* [5] study examined the 3D virtual reality knowledge as a rapidly evolving field of study. Virtual reality is a cutting-edge field that incorporates image processing, multisensor knowledge, and artificial intelligence. The main building block for simulating a virtual world scenario is the situation's development in a 3D virtual reality scheme focusing on the primary issues that traditional interior design fails to accomplish and produces an effect that is not optimal. An interior space simulation technique based on dimensional vision is presented in this article. The set of three locations is first combined with the indoor scene's feature, and ultimately, a repeated combination of the indoor scene's main and sub-points yields the best possible combination of the primary and sub-points interior comprehensive design uses the

information synthesis of color background and interior spatial perception. It has been demonstrated that the approach put forward in this study may significantly increase the impact and viability of interior space design using a virtual reality platform simulation experiment.

The abovementioned studies do not explain that the way that designers conceptualize and convey their ideas has been completely transformed by the incorporation of technology in interior design. With the use of computer-aided design (CAD) software, clients may see the suggested designs before they are implemented thanks to accurate and thorough floor plans, 3D representations, and virtual walkthroughs.

3. DISCUSSION

The fascinating and diverse field of interior design focuses on both the science and the art of improving interior environments to produce visually beautiful and useful settings. This broad field includes a wide range of factors, from furniture selection and design of lighting to color theory and spatial layout. Examining the subtleties of decorating reveals an ongoing relationship between historical influences, technological advancements, creativity, and societal norms. The evolution of interior design over time has seen a wide range of aesthetics and ideologies that have influenced how rooms are planned and decorated [6]. In Figure 1 shown the interior design interior era.



Figure 1: Illustrates the interior design interior era [interior].

Historic societies, like the Romans and Egyptians, had a taste for lavish interior design that mirrored their social strata. The Industrial Revolution forced a move towards utilitarian design to meet the changing needs of urbanized populations, while the Renaissance age signaled a return to classical principles, stressing symmetry and proportion. Art Nouveau, Bauhaus, and the Art Deco style are just a few of the movements that have left a lasting impression and added a distinct chapter to the history of interior design [7].

Interior design has become a more varied and inclusive profession in the modern world, influenced by a wide range of sources. Designers can create environments that resonate with individual tastes and represent the distinct identities of the residents by blending multiple styles, eras, or cultural factors through the use of the eclectic method. Furthermore, the incorporation of technological advancements and environmental practices have become essential elements of contemporary interior design. The field has evolved beyond its historical confines to adopt a comprehensive strategy that takes into account not only aesthetics but also user experience, environmental effect, and technological innovation [8].

Understanding the needs, interests, and lifestyle of the customer is the first step in the intricate process of interior design. This first stage entails a thorough investigation of the client's preferences and the functional needs of the area. Designers obtain essential data that forms the basis of the creative process through surveys, interviews, and site inspections. After that comes the conceptualization phase, in which designers use their artistic abilities to provide ideas, mood boards, and an idea for design that is in line with the client's goal [9].

One of the most important aspects of interior design is spatial planning, which is the deliberate placement of components inside space to maximize flow and functionality. The careful consideration of furniture placement, architectural characteristics, and traffic patterns results in a harmonious and effective spatial design. This complex process is further complicated by lighting design, which examines how artificial and natural light interact to emphasize architectural details, improve ambiance, and provide a visually appealing setting. One of the most important tools in a designer's toolbox, color is crucial in determining the mood of a room. The intended atmosphere and purpose of each space are taken into consideration when choosing a color scheme [9].

While cool tones could predominate in areas meant for relaxation, warm tones might be used in communal spaces to give a sense of coziness. In addition to giving the design depth and visual appeal, the harmonious arrangement of colors, materials, and textures also contributes to a unified and captivating aesthetic. Beyond its practical use, furniture is an essential component of design that enhances a room's overall comfort and aesthetic appeal. A careful balance must be struck while choosing furniture to maximize comfort, practicality, and style. Each piece's scale, proportion, and apparent weight are taken into account by designers to make sure it works well with the overall idea. The furniture arrangement also affects the spatial dynamics by allocating specific spaces for different activities and making the best use of the available room [10].

Although a large portion of interior design is concentrated on residential areas, the field also encompasses commercial, organizational, and hospitality settings. When it comes to commercial design, well-considered design techniques improve customer experience, brand identification, and functionality in workplaces, retail stores, and public areas. Strategic layout, ergonomic design, and branding aspects all help to create environments that encourage productivity and draw people in [11].

The particular problems that come with working in healthcare settings mean that aspects like cleanliness, accessibility, and a relaxing environment must be prioritized. Healthcare interior designers take into account aspects such as color psychology, lighting, & the choice of antibacterial materials to create spaces that support recovery and well-being. Incorporating components that facilitate cooperation, focus, and creative expression, interior design is another tool used by educational institutions to create surroundings that are favorable to learning. The way interior designers conceptualize, communicate, and execute their ideas has changed dramatically as a result of the use of technology. With the help of computer-aided

design (CAD) software, which is now a common tool, layouts, 3D renderings, and simulated walkthroughs may be created with accuracy and detail. This technology breakthrough helps clients see and comprehend the suggested designs more clearly while also streamlining the design process [12].

Interior design has taken on a new significance with the emergence of smart home technology. Automated systems for entertainment, security, lighting, and climate control improve the practicality and efficiency of contemporary living areas. To create houses that are not just aesthetically beautiful but also cutting-edge technologically and accommodating to the demands of its residents, designers work in tandem with technology experts to effortlessly integrate these smart devices into the overall design [13]. In Figure 2 shown the art of interior design.



Figure 2: Illustrates the art of interior design [telegra.ph].

Sustainability has emerged as a major concern in interior design as we move into the twenty-first century, indicating a greater consciousness of environmental challenges. By adopting eco-friendly materials, energy-efficient technologies, and waste-reduction techniques, sustainable design approaches seek to reduce the ecological impact of interior spaces. To reduce their product's environmental impact, designers look for locally sourced materials, prioritize using recycled and recyclable components, and take the product's lifecycle into account [14].

Within the interior design industry, social responsibility is given more weight than environmental sustainability. The creation of inclusive and accessible settings that accommodate people with a range of needs and abilities is becoming more and more important to designers. In the field of design, universal design principles are becoming more and more well-known. These concepts emphasize creating settings that are usable by all people, regardless of their age, ability, or status. The trend towards inclusivity emphasizes how important interior design is in creating spaces that are both visually beautiful and sensitive to the variety of human experiences [15].

With interior design well-positioned to adapt to new trends, technological advancements, and societal changes, the field has a bright future ahead of it. The responsibilities of an interior designer will probably grow and involve more than just beauty and practicality. Architectural designers will be at the forefront of incorporating new developments into their designs as materials, construction methods, and technological advances continue to advance. This will result in the creation of spaces that are not only aesthetically pleasing but also sustainable, cutting-edge, and socially conscious [16].

In summary, the conversation around interior design is a complex tapestry weaved with strands of creativity, history, technology, and societal development. Interior design, with its historical foundations and modern focus on sustainability and diversity, is a live example of the fluid nature of human imagination and the ever-changing relationship people have with their living environments. We find that interior design is a discipline that extends beyond simple decoration as we work our way through its many layers. It's a holistic approach that influences how we see and engage with the spaces around us [17].

Interior design is a multidisciplinary field that combines aesthetics, utility, and creativity to create settings that improve occupants' quality of life and culture. With roots in times gone by, interior design has developed over the ages under the impact of social, cultural, and technological developments. The field of interior design is today considered to be an essential component of architecture in the twenty-first century, requiring a special combination of technical proficiency, creative sensibility, and in-depth knowledge of human psychology. Creating environments that are not just aesthetically pleasing but also meet the functional requirements and comfort levels of the people occupying them is the core objective of interior design. To create a pleasing balance between aesthetics and practicality, designers carefully take into account the design, spatial arrangements, color schemes, lighting, and furnishings. An extensive examination of the client's needs, preferences, and the intended use of the space is the first step in the process. To guarantee that everyone is aware of the project's objectives, the designer and client must work closely together and communicate frequently during this first stage [18].

The development of interior design throughout history has been seen, ranging from simple functional layouts to more intricate and stylized environments. Early examples of interior design were exhibited by Mesopotamian and Egyptian cultures, which prioritized practicality and symbolic components. With a resurgence of interest in classical structures dictating design aesthetics, the Renaissance era saw a shift towards more elaborate and decorative interiors. Interior design was impacted by the Industrial Revolution's introduction of new materials and industrial processes, which resulted in a fusion of contemporary innovation with traditional craftsmanship. Pioneers like Frank Lloyd Wright and Elsie de Wolfe were instrumental in forming the profession in the 20th century. De Wolfe is frequently recognized as the pioneer of the interior design industry, highlighting the significance of crafting spaces that mirror the individuality of their users. Wright, respectively, on the other hand, promoted the idea of organic architecture, which incorporates the outdoors into indoor areas. These trailblazers established the groundwork for a field that developed further in tandem with modernism, the concept of postmodernism, and the digital era [19].

A wide variety of styles and inspirations may be found in contemporary interior design, which reflects the 21st-century globalization of the design industry. Maximalist designs, which embrace vivid colors, patterns, and textures, stand in stark contrast to minimalism, which is defined by simple lines and an emphasis on simplicity. Growing environmental consciousness has made sustainability design methods more popular, which has increased the focus on eco-friendly materials and solutions that are energy-efficient [20].

Technology has also completely changed the design process, allowing designers to more effectively visualize and convey their ideas through the use of digital technologies like virtual reality, 3D modeling, and other tools. An interior designer's responsibilities go beyond aesthetics; they also include ergonomics, psychology, and utility. The psychological effects of colors, lighting, and layouts on occupants' moods and well-being must be taken into account by designers. To ensure that furniture & layouts promote comfort as well as effectiveness in everyday activities, ergonomics is essential. Additionally, crucial factors to take into account are inclusivity and accessibility, which guarantee that interior spaces can accommodate people with a range of requirements and abilities.

Successful interior design projects depend heavily on collaboration, which entails close coordination with contractors, architects, and other experts. The client's vision must be effectively communicated to produce concrete design concepts. In the ever-evolving world of interior design, the capacity to navigate and adjust to rapidly evolving trends and technologies is essential for maintaining relevance. A designer's professional development depends on their ability to learn new things constantly and their dedication to comprehending the newest materials, technology, and sustainable practices. Interior designers work in a variety of situations, including commercial buildings, residential interiors, hospitality settings, and healthcare facilities. Every environment offers different opportunities and difficulties, necessitating flexibility and a thorough comprehension of the particular requirements and uses of the place. Commercial space design, for instance, frequently takes customer experience, branding, and effective space utilization into account. The goal of residential interior design is to create individualized, cozy spaces that suit the tenants' tastes and way of life.

Interior design has a profound effect on social relationships, a sense of culture, and the general well-being of people and communities in addition to the interior spaces it designs. The design can arouse feelings, produce moments that will stick in your memory, and help you feel like you belong. As people's awareness of the relationship between human well-being and the built environment grows, interior designers play a more important role. To sum up, interior design is an ever-evolving, multidisciplinary subject that adapts to socioeconomic, technological, and cultural shifts. Interior design has evolved from its historical beginnings to become an industry that deals with the intricate relationship between function and form. Future developments in the discipline are anticipated to be fueled by technological breakthroughs, sustainable building methods, and a heightened understanding of the significant positive effects that well-designed environments can have on people as a whole. With its long history and continuous development, interior design is still a vital and significant part of the overall human experience.

4. CONCLUSION

To sum up, interior design is a continuous and developing field that addresses the comfort, usefulness, and aesthetic harmony of interior spaces in addition to ornamentation. Significant progress has been made in the field, especially with the incorporation of technology, which enables designers to more efficiently visualize and execute their concepts. Green design solutions are becoming increasingly important, and sustainable methods have become essential. Design trends are greatly influenced by culture since designers are inspired by a wide range of customs, materials, and aesthetics. Interior design is an interdisciplinary field that requires a holistic approach that takes into account the demands and well-being of the occupants in addition to aesthetic considerations.

The field of interior design is still essential to producing environments that represent the goals and values of people and communities even as it continues to adjust to societal shifts. Interior designers must strike a balance between innovation and classic design ideas to create homes

that are not only aesthetically pleasing but also sustainable and practical. All things considered, interior design is a beautiful synthesis of science and art that improves our homes and workplaces.

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CHAPTER 8

ELEVATING CULINARY EXPERIENCES: A PARADIGM SHIFT IN AMRITSAR'S DINING LANDSCAPE

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ABSTRACT:

Amritsar, a city with a rich culinary heritage, has undergone transformative changes in its dining culture. From the iconic Bhawan da Dhaba to the present, where traditional luxury dining gives way to experiential gastronomy, the city reflects evolving consumer preferences. This survey, conducted among locals aged 18-60, unveils a promising trend of interest in wine-related experiences. The introduction of a novel dining typology, blending conventional and non-conventional elements, aims to meet the growing demand for immersive dining encounters. As Amritsar evolves into a smart city, the study explores the potential for luxury dining concepts and their integration into the city's vibrant cultural tapestry. This survey analysis delves into the culinary landscape of Amritsar, a city steeped in history and known for its intimate connection with food. Conducted among 106 respondents, the survey reveals a distinct shift in preferences toward experiential dining, especially among the 18-24 age group. A significant 70% express interest in wine-related establishments, indicating a potential cultural shift in the city's dining scene. The study explores the opportunities and challenges associated with introducing luxury and experiential dining concepts, shedding light on the evolving gastronomic preferences in Amritsar.

KEYWORDS:

Beverage, Gastronomic, Typology, Restaurant Industry.

1. INTRODUCTION

Following the French Revolution, chefs who once catered exclusively to the aristocracy in private residences found themselves unemployed due to the decline of the noble class. Stranded without positions, these culinary experts embarked on a journey, channeling their entrepreneurial spirit by opening cafes [1]. This initiative not only provided opportunities for jobless chefs but also aligned with the changing social dynamics as the middle class ascended and developed an appetite for a dining experience previously exclusive to the affluent. As the demand for gourmet cuisine, sophisticated service, and opulent surroundings grew, visionary entrepreneurs seized the opportunity to establish restaurants that could cater to these evolving interests. This period marked the inception of what we now recognize as "fine dining restaurants [2], [3]. The late 19th century witnessed advancements in travel that transformed tourism into a luxurious experience, encouraging travelers to view dining as more than a mere necessity it became an art.

Part of this travel experience involved indulging in the culinary delights of renowned Parisian cafes and restaurants, establishing a reputation for exceptional food and service. In the 1880s, the collaboration between Swiss developer César Ritz and esteemed French chef Auguste Escoffier at the Grand Hotel of Monte Carlo marked a pivotal moment [4], [5]. This establishment became the first to offer a comprehensive luxury experience, encompassing both accommodations and dining under one roof. Subsequently, numerous luxury hotels emerged across Europe, solidifying the concept of fine dining and elevating it to a standard associated with exceptional quality and service [6], [7].

1.1. Indian F&B Industry:

The Indian Food and Beverage (F&B) industry is experiencing robust growth, with a noteworthy pace of approximately 15%. This expansion has paved the way for the introduction of premium Michelin-star restaurants like Hakkasan and Yauatcha, as well as indigenous

players such as Italia Kylin and Olive Bar and Kitchen, establishing a diverse landscape in the market. The success of these brands has set the stage for the imminent entry of globally renowned establishments like Carluccios, Nobu, and Zuma into the Indian F&B market. The evolving dining culture in India is closely linked to significant infrastructural development and the expansion of the urban working class, propelled by a stable economy. This cultural shift places emphasis not only on the quality of food but also on the ambiance of dining establishments [8]. The government's strategic market development initiatives have transformed India into a consumer-centric market with a vast and growing customer base, providing a considerable boost to the restaurant industry. The rising standard of living and shifts in lifestyle have led to an increasing number of consumers exploring various dining options. However, amidst this growth, the primary challenge lies in sustaining and enhancing the market development of the F&B industry. Presently, the industry is predominantly concentrated in metropolitan areas and tourist destinations. With the ongoing changes in consumer preferences and lifestyle choices, the industry faces the task of expanding its reach and maintaining sustained growth in diverse regions. The dynamic nature of the Indian F&B sector reflects both global influences and a unique blend of local flavors, contributing to the sector's continual evolution and resilience [9], [10].

1.2. Dining experiences embracing novel beginnings:

Experiential dining has emerged as a groundbreaking trend, surpassing the traditional expectations associated with dining out. Beyond savoring delicious cuisine, modern patrons seek a memorable and immersive experience that goes beyond the plate. While having an exceptional chef and culinary offerings remains pivotal, the ambiance and overall atmosphere of a restaurant have become decisive factors in attracting and retaining customers. Themed restaurants have been a popular choice in India, but there's been a notable surge in experiential dining establishments in recent years [11], [12]. In response to this growing demand for unique experiences, chefs and restaurant owners are elevating their offerings, introducing innovative and exciting food and beverage experiences. Experiential dining revolves around the art of storytelling, creating a narrative that extends beyond the menu. These establishments not only provide exceptional culinary delights but also immerse customers in a distinct theme, transforming a simple meal into a multisensory journey. The essence of experiential restaurants lies in their ability to craft a compelling story, fostering a connection between the diner and the brand. By appealing to the eyes and engaging multiple senses, these dining establishments transport customers to a different realm, making the overall experience more enchanting and memorable [13], [14]. This emphasis on the holistic dining encounter, where the ambiance and theme play a crucial role, has propelled the popularity of experiential dining in the culinary landscape. As patrons increasingly seek a fusion of exceptional cuisine and immersive experiences, the rise of experiential dining marks a paradigm shift in the way people perceive and enjoy dining out.

1.3. Accelerating Digitalization:

The restaurant industry is undergoing significant transformations, propelled by various factors such as automation, disruptions in delivery services, the rise of meat-free alternatives, and more. Amidst these changes, one central catalyst stands out, driving unprecedented levels of disruption: technology. In the face of crises, innovation has emerged as the ultimate facilitator, enabling interactions that were once deemed impossible. Key advancements include the implementation of contactless ordering, payments, and pickup services, which are anticipated to persist even beyond the challenges posed by the COVID-19 pandemic. The pandemic has not only accelerated the adoption of existing technologies but has also propelled the integration of innovative solutions that were previously struggling to gain mainstream acceptance.

Examples include virtual tipping systems and mobile order-and-pay functionalities, as embraced by major fast-food chains like McDonald's, Subway, KFC, and Burger King. The evident eagerness within the F&B industry to embrace technology further is demonstrated by initiatives such as the Coca-Cola Company's touchless fountain experience, compatible with smartphones for contactless pouring. Similarly, Heineken utilized virtual technology to introduce a sustainable solution a cardboard topper for multipack beer that eliminates plastic from numerous cans. With travel restrictions hindering the mobility of workers, companies have turned to virtual technology for tasks such as installing new equipment, as exemplified by Heineken's approach in its Manchester-based factory [15], [16].

Beyond isolated technological advancements, the market has witnessed the emergence of new AI-based technologies designed to assist food companies in effectively managing risks within their workforce. This comprehensive integration of technology across various facets of the F&B industry underscores its pivotal role in shaping the future trajectory of the sector, offering solutions that extend beyond immediate challenges to foster resilience and innovation. The processes of food assembly, distribution, and preparation involve a multitude of touchpoints, making it imperative for organizations to proactively anticipate, monitor, and test the health and safety of their employees engaged in these operations. This approach ensures the continuity of operations, even in the face of potential challenges such as a new wave of COVID-19. Solutions focusing on employee safety and well-being will prove crucial when organizations seek to enhance security measures beyond mandatory regulatory guidelines. While every crisis has its challenges, the silver lining of the COVID-19 pandemic lies in prompting the restaurant industry to embrace technological advancements, expedite transformative changes, and reimagine dining experiences. Technology provides unique solutions for restaurants to differentiate themselves and enables owners to operate their businesses more efficiently, allowing for increased focus on delivering delightful food and meaningful dining experiences, whether on-site or off-premise [17], [18].

Despite being a formidable public health crisis, COVID-19 has presented the food and beverage sector with an opportunity to adapt to the "new normal." To sustain themselves in the evolving landscape, restaurants must strategize for a robust online ordering presence, fostering digital engagement between restaurants and consumers. Additionally, shifts in consumer perceptions of value and deals have resulted in the need for restaurants to adjust their pricing strategies. In terms of restaurant design, considerations for social distancing take precedence, necessitating spaced-out seating arrangements with dividers. The choice of materials becomes pivotal, with a preference for surfaces that are easy to clean and sanitize, especially in high-traffic areas. The evolving preferences of patrons now lean towards open-air spaces and natural light. Technology plays a crucial role in minimizing contact between individuals while maintaining an interactive space. Implementing clear service passages and incorporating germ filters in HVAC systems further contribute to risk reduction in the post-COVID era. As the industry navigates through these changes, embracing technology, redesigning spaces, and prioritizing safety measures will be pivotal in ensuring the resilience and success of restaurants in the foreseeable future.

2. LITERATURE REVIEW

J. Taar, [19] Studied the present-day food consumption patterns in Estonia aligned more closely with global trends than ever before, with heightened expectations for gastronomic experiences. This study aims to identify the factors shaping the perception of gastronomic satisfaction. Drawing on relevant literature, various aspects were introduced to form the foundation of this small-scale investigation. Data collection involved Estonian undergraduates recounting narratives of their most memorable culinary experiences. The findings of this paper present the

factors influencing exceptional dining episodes, as revealed through content analysis of these narrative stories. M. J. Stone, *et al.* [20] Studied the factors contributing to memorable food tourism experiences, commonly known as culinary tourism. It explores the intertwined relationship between travel, gastronomy, and individual attitudes and emotions, proposing reasons why such experiences are etched in memory. The study identifies sensory, emotional, social, novelty, experimental, focus, attention, and reflective connections as key elements influencing the memorability of food travel experiences. Notably, travelers motivated by a passion for food and drink exhibit a stronger connection between these experiences and memory. The findings suggest avenues for future research to deepen our comprehension of the intricate dynamics of memorable food tourism encounters.

M. J. Stone, *et al.* [21] Studied the involving over 1,000 respondents from four countries and explored the elements contributing to memorable food and drink experiences during travel. The analysis identifies five key factors: the consumed items, location, companions, occasion, and touristic elements like novelty. Remarkably, a single element can create a lasting memory, ranging from gourmet to simple experiences. Authenticity is a common but not exclusive factor. Unlike general tourism, memorable culinary experiences don't necessarily depend on the destination's overall appeal. The findings offer insights for tourism providers looking to enhance their destination's culinary narrative.

3. METHODOLOGY

Restaurants are ushering in a transformative era, actively embracing changes aimed at enhancing their efficiency and ensuring a seamless customer experience. In this dynamic landscape, the restaurant industry is proactively crafting experiences that align with an ever-evolving future. This involves not only meeting the evolving expectations of customers but also embracing innovative technologies and establishing robust networks. A recent survey conducted by Wakefield Research, involving 500 restaurateurs and 1,000 consumers, sheds light on the industry's proactive approach. The findings underscore a collective effort within the restaurant business to adapt to changing dynamics and cater to the diverse needs of its clientele. The investment in technological advancements and the cultivation of strong, dependable networks reveal a commitment to staying at the forefront of the evolving hospitality landscape. In navigating this new era, restaurants are not merely focused on providing a meal; they are dedicated to creating holistic and memorable experiences. The insights gleaned from the survey highlight the industry's commitment to innovation, customer satisfaction, and the establishment of enduring connections, positioning restaurants to thrive in the dynamic and continually evolving market.

4. RESULT AND DISCUSSION

4.1. Grape to Glass:

4.1.1. Exploring Case Studies:

India has not historically been recognized as a country with a strong tradition of wine consumption. Factors such as past prohibition policies in the country and the relatively higher prices of wine compared to locally produced spirits like whiskey and brandy have resulted in wine having a limited presence in India compared to other nations. The establishment of Champagne Indage's plant in Maharashtra in 1984 marked a significant turning point, signaling the beginning of large-scale wine production in the country. Commercial grape production in India only gained momentum from the 1980s onwards. The reasons contributing to the historically low levels of wine consumption in India are outlined below:

1. Inadequate storage infrastructure.
2. Insufficient transportation facilities.
3. Limited promotional activities to encourage wine consumption within the country.
4. Unfavorable regulations for domestic marketing of wines, are prevalent in all but a few states.
5. Rigorous and inconsistent government regulations, including varying taxation policies across different states.

Over the past decade, the Indian wine industry has experienced a gradual and positive evolution, with wine becoming an integral part of the urban Indian lifestyle. The country's accession to the World Trade Organization (WTO) played a pivotal role in this transformation by significantly reducing import tariffs, and opening doors for foreign exporters to access India's expansive consumer market. The wine market is experiencing a progressive shift as quantitative restrictions are lifted, import duties decrease, and domestic regulations undergo simplification. Several factors contribute to the increasing consumption of wine in India:

1. *Rising Incomes:* The growth in the incomes of the Indian population has provided consumers with increased purchasing power, enabling them to explore and adopt wine consumption as part of their lifestyle.
2. *Changing Demographics:* Shifts in demographics, including evolving preferences and lifestyles, have contributed to a growing acceptance of wine as a beverage choice among diverse consumer segments.
3. *Cultural Exposure:* Exposure to new cultures, global trends, and international cuisines has cultivated an appreciation for wine, encouraging its incorporation into social and dining experiences.
4. *Tourism Growth:* The rise in foreign tourists has brought about an increased exposure to wine culture, contributing to the growing demand for wine within the country.
5. *Government Regulatory Changes:* The loosening of government regulations and policies has played a crucial role in creating a more conducive environment for the wine industry to thrive, facilitating easier access to both domestic and international wines. As a result of these factors, the Indian wine market is experiencing a positive trajectory, with a broader consumer base and a more dynamic industry landscape.

4.2. Case Study:

4.2.1. De Vinos y Viandas:

Named Vinas and Viandas, the wine shop in Valladolid is reminiscent of a cavern, occupying a 35-square-meter space with its shopfront opening onto a cleared road in the downtown area. Inside this unique wine shop, wine racks adorn both sides of the space, framed by gracefully curved architectural elements and furniture designed to echo the contours of wine bottles, barrels, and the vaulted ceilings of historical wine cellars. The wooden panels, skillfully crafted by the designers, are complemented by a stone floor that evokes the ambiance of classical cellars. An oval mirror panel, mirroring the curved shapes of the openings, ascends the walls and extends across the ceiling in the tasting room, creating an organic interplay with the surrounding wine racks.

With a total area of 430 sq. ft., the wine shop harmoniously blends three distinct materials: wood, mimicking the ribs of barrels; stone, reminiscent of antique cellars' flooring; and mirrors, which not only provide an illusion of spaciousness but also generate an atmospheric realm of reflections, where the curvilinear forms seem to encapsulate liquid, enhancing the overall sensory experience for patrons. Figure 1, shows the space as a series of wooden ribs where the circular form is further emphasized.

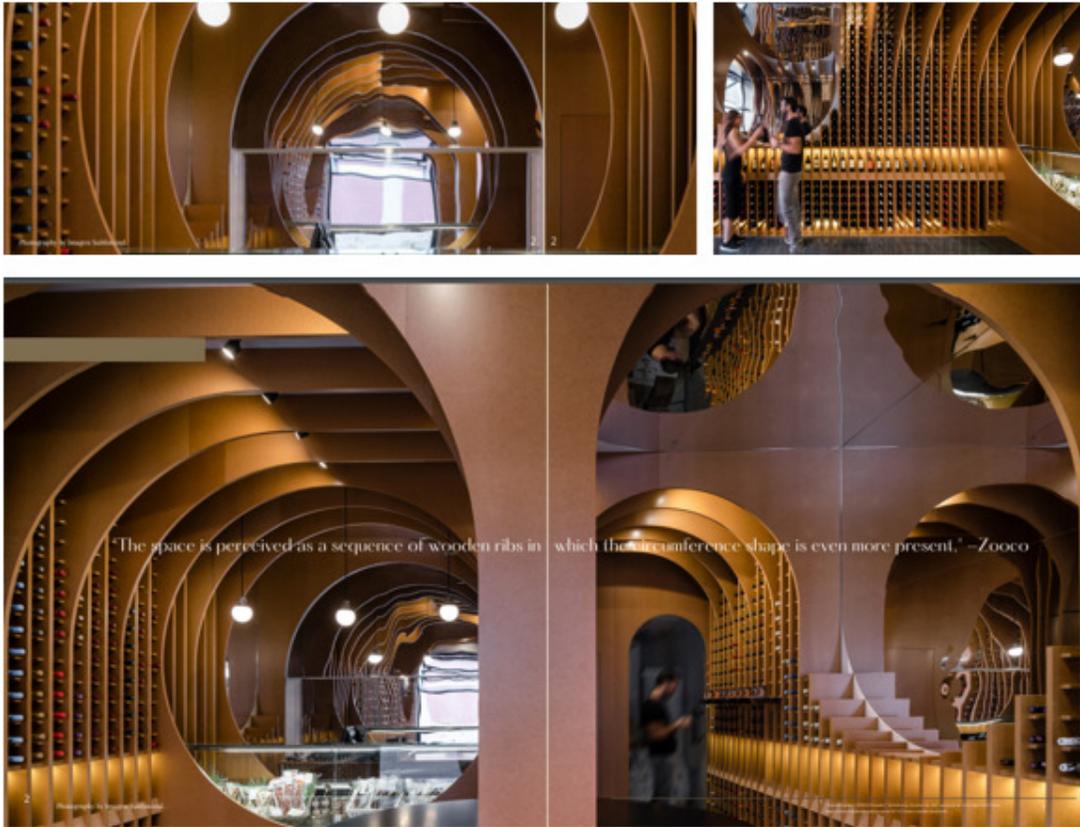


Figure 1: Illustrate the space is perceived as a sequence of wooden ribs in which the circumference shape is even more present.

4.2.2. *Insight:*

Space is a fusion of elements that evoke human emotions on a distinct level. The design features, inspired by wine bottles and barrels, manifest as a modern vaulted ceiling within the wine shop. The color palette and materials employed in the wine shop seamlessly extend throughout the entire space. The polished terrazzo flooring enhances the cellar-like ambiance, contributing to its tactile and immersive quality. The incorporation of curves and reflective surfaces instills a sense of anticipation, suggesting the possibility of discoveries, fresh experiences, and unexplored vintages waiting in its inviting depths. The circular configuration of the space adds an extra dimension, rendering it opulent and inherently organic.

4.3. *Case study Enigma, Barcelona:*

The inception of the conceptual restaurant space originated from the visionary perspective of the renowned Catalan chef, Albert Adria, who sought to craft an "enigmatic" dining project reflecting his culinary philosophy and illustrious career. Spanning 700 m² on the ground floor of a building, the premises are designed to offer an immersive experience from the very

moment guests enter. Accessible only through a code provided upon reservation confirmation, the entrance initiates a journey through what initially appears as a labyrinth of glass, metal meshes, and resins all within a sophisticated spectrum of grey tones, including the ceiling. The architectural design is masterfully executed by the Catalan architects RCR. Upon entering Enigma, guests embark on a two-and-a-half-hour exploration of distinct gastronomic spaces, meticulously curated with a touch of Japanese influence evident even in the staff uniforms. The journey unfolds as diners encounter a unique cocktail bar at one of the stops. Transitioning through the kitchen, patrons arrive at another space featuring a large teppanyaki iron, accommodating a maximum of six individuals who have the privilege of witnessing the step-by-step preparation of dishes.

The subsequent destination resembles a conventional dining room, complete with tables and chairs. Once again, the element of surprise is seamlessly integrated into the culinary experience with an array of intriguing snacks.

This immersive and carefully orchestrated gastronomic voyage defines the allure of Enigma, where each element, from the entrance to the dining spaces, contributes to the enigmatic and captivating essence of the restaurant.

4.3.1. *Insight:*

Enigma stands as a truly unparalleled restaurant, boasting a modular layout that ensures a dynamic movement throughout the entire dining experience. This themed gastronomic journey unfolds across seven distinct rooms, concluding with the exclusive speakeasy, 41 Degrees, as the final destination after the meal. Securing a reservation not only grants you access to Enigma but also provides a secret code for entry, adding an element of exclusivity to the experience. The strategic use of grey tones across the space, from decor to custom furniture, makes a striking impression, complemented by the intentionally crumpled attire of the service staff and the textured mesh ceiling a winning combination. Shifting the focus to the city of Amritsar, it emerges as a captivating blend of composite culture and shared heritage. Renowned as the "Gem of the crown of Punjab," Amritsar encapsulates a rich past, a vibrant present, and a promising future. The city's essence is deeply rooted in its temples, theaters, galleries, arts, and architecture.

Far beyond being synonymous with bhangra, Giddha, Sarson ka saag, and Makki ki roti, Amritsar embodies a distinctive attitude and way of life. Despite the modern winds of change, the city proudly retains and exudes its fundamental cultural identity.

As the sole land route to Pakistan, Amritsar has evolved into a unique meeting destination, drawing tourists from around the world who are captivated by its heritage and monuments. Recent surveys indicate a local interest in a novel concept that offers not only luxury but also an engaging environment. In a city esteemed for its sacred pilgrimages, a new and promising cultural facet is emerging. As Amritsar transitions into a smart city, various establishments have the opportunity to flourish. However, a noticeable gap exists in the absence of independent restaurants. Recognizing this gap, there is a vision to create a space that attracts both tourists and locals, providing a culturally diverse experiential dining experience. A significant number of locals express interest in a unique concept that combines luxury with immersive engagement. In a city visited for its sacred journeys, the introduction of a new tourist attraction that also serves as a source of diversion holds great promise. Figure 2, shows Maharaja Ranjeet Singh Chowk, The Golden Temple, the gate of Amritsar, and Khalsa College.



Figure 2: Illustrate the Maharaja Ranjeet Singh Chownk, The Golden Temple, Amritsar Gate, and Khalsa College.

4.4. Survey Analysis:

A survey was conducted among the residents of Amritsar to gain insights into their preferences, likes, and dislikes regarding wine and dining experiences. A total of 106 responses were collected, providing valuable information about the preferences of the community. The survey results revealed that a substantial portion of respondents, particularly those in the age group of 18-24, participated in the survey. Notably, 70% of individuals expressed a preference for wine drinking and showed openness to embracing the culture of wine and dining. Moreover, a keen interest was expressed in participating in wine-related activities. This data signifies a significant potential and an opportunity to introduce new cultural experiences and offerings in the city, catering to both locals and tourists. The survey further explored respondents' interest in visiting a wine and dining establishment or a wine cellar. The responses were categorized into two options: Yes, and No. Impressively, a majority of 70% indicated a positive inclination, expressing their eagerness to visit a wine and dine experience or explore a wine cellar, as shown in Figure 3. In contrast, 30% of respondents showed a lack of interest in such activities. This finding underscores a noteworthy enthusiasm among the surveyed individuals for experiencing dedicated wine-related establishments, indicating substantial interest in exploring diverse wine and culinary offerings. The survey results provide valuable insights into the receptive attitude of the local population towards innovative dining experiences, particularly those centered around wine culture. The data suggests a promising opportunity to introduce and promote new concepts in the food and beverage sector, with a focus on luxury experiences that resonate with the preferences of the local community.

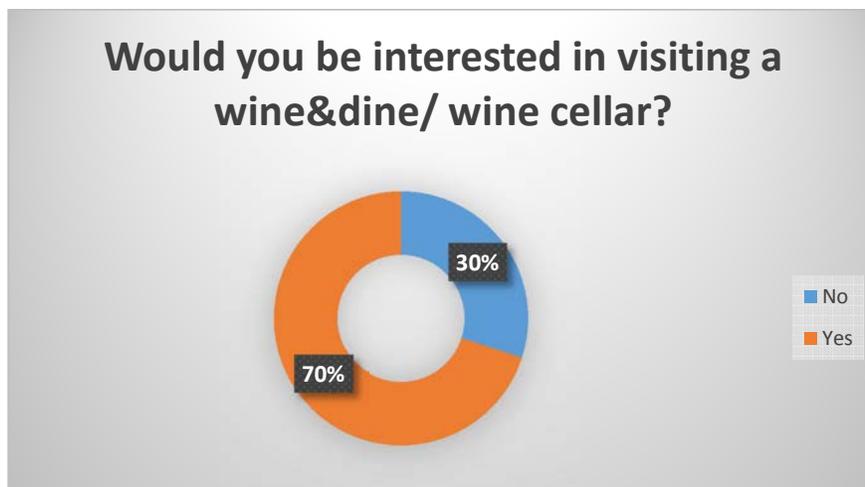


Figure 3: Illustrate the respondents' inclination towards visiting either a wine and dining establishment or a wine cellar.

Figure 4, presents data on the age distribution of respondents, categorized into four age groups: 18-24, 25-34, 35-44, and 45-54. The highest percentage is observed in the 18-24 age group, constituting 40% of the respondents. The 25-34 age group follows with 30%, while the 35-44 age group comprises 24% of the respondents. The 45-54 age group represents the smallest proportion at 6%. This breakdown provides a snapshot of the age demographics within the surveyed population, showcasing a significant concentration of respondents in the younger age brackets, particularly in the 18-24 range, and a gradual decrease in representation as the age groups progress.

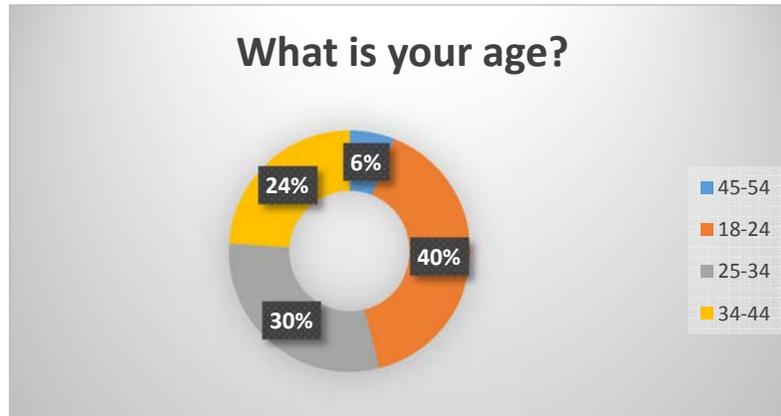


Figure 4: Illustrate the present data on the age distribution of respondents.

Figure 5 provides insights into individuals' interest in attending wine-related activities, categorizing responses into three options: Yes, No, and Maybe. A significant 70% of respondents express a positive inclination, indicating their interest in participating in wine-related events. Conversely, 20% explicitly state a lack of interest, while 10% fall into the "Maybe" category, suggesting some level of uncertainty or openness to the idea. This data underscores a predominant enthusiasm for wine-related activities among the surveyed individuals, with a notable majority expressing a keen interest in such events.



Figure 5: Illustrate the provides insights into individuals' interest in attending wine-related activities.

Figure 6 presents the preferences of respondents regarding their choice of spirits, with options categorized as Whiskey, Wine, Vodka, and Others. The data reveals the distribution of choices among the surveyed individuals. Notably, the largest proportion, at 45.50%, indicates a preference for wine, signifying a substantial majority. Whiskey follows at 27.30%, and vodka is chosen by 27.70% of respondents. The category labeled "Others" represents a smaller

percentage, accounting for 4.50% of the total responses. This breakdown offers valuable insights into the diverse preferences for alcoholic beverages, showcasing a notable inclination towards wine among the surveyed population, while also highlighting the popularity of whiskey and vodka.



Figure 6: Illustrate the preferences of respondents regarding their choice of spirits, with options categorized as Whiskey, Wine, and Vodka.

Figure 7 illustrates respondents' attitudes towards being wine enthusiasts, with the data categorized into two distinct groups: those who answered "No" and those who responded with "Yes." Among the surveyed individuals, 68% consider themselves wine enthusiasts, while the remaining 32% do not share this sentiment. This breakdown provides valuable insights into the distribution of opinions on wine enthusiasm within the surveyed population, indicating a notable majority of respondents embrace an appreciation for wine.

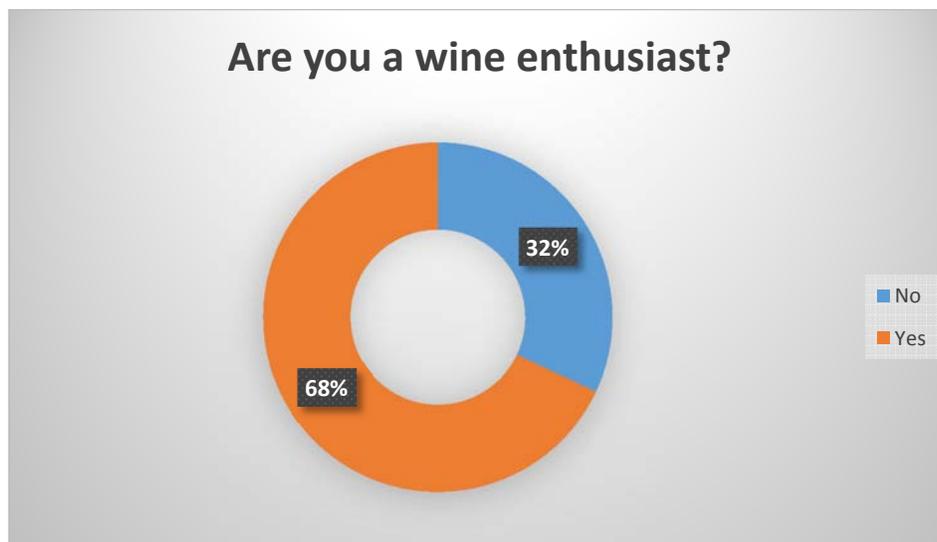


Figure 7: Illustrates respondents' attitudes towards being wine enthusiasts, with the data categorized into two distinct groups.

Amritsar is all about glamour, luxury, and showing off. In a generation full of internet-savvy millennials, the culture of wine and dining could change the momentum of gourmet all together. As the restaurant industry is extremely competitive, serving good food is not enough anymore. It has become all the more important to stand out from the crowd. Manroop Nagi. Experiential dining is the modern-day concept of making a normal dining experience more exciting. Amritsar, apart from the Golden Temple and rich history, is known for its food. This innovation adds to the plethora of food options interestingly. Being a millennial concept it adds a modern touch to the land known for its cultural heritage. Hence in a way making Amritsar a city that would be the best of both worlds. Natasha Ahuja Amritsar has had a certain character in itself that the people relate to food more than with anything else. Food and luxury together can be an attraction-Madhav Setia

Amritsar is a significant business and social focus in the core of Punjab, which pulls in tourists from around the world. It is the most visited city and greets vacationers wholeheartedly. The city has arisen as a hotspot destination for tourists, opening a hub of opportunities that permit big brands, organizations, and establishments to invest as it transforms into a savvy city. Even though it is flourishing, there are not many standalone spaces that provide luxury within the f&b domain introducing a new typology in the city and bringing in the culture of wine drinking. Although it is prospering, there are relatively few independent spaces that give extravagance within the f&b domainproposing a unique typology in the city acquiring the way of life of wine drinking and dining with experience. The Indian wine industry is still new yet has demonstrated its backbone in a short measure of time. Many wine organizations are delivering extraordinary quality wines in numerous spots across India. The aim is to spread awareness about India's local wines and acquire a socially unique encounter by introducing high tea, brunch, and a wine-feast setup. A space that will incorporate programs, activities, and workshops related to wine Therefore, the purpose is to design an experiential dining space for wine enthusiasts and epicures maturing 18-60 years, bringing in a culturally different dining experience. A space that is an amalgamation of conventional and non-conventional elements. However, initiating a project like this in Amritsar would move attitudes and hold a monopoly in the hospitality sector.

5. CONCLUSION

Amritsar, a city steeped in rich history, possesses a distinctive trait where its residents have an intimate connection with food that spans centuries. This culinary heritage took a revolutionary turn with the establishment of the renowned Bhrawan da Dhaba in the first half of the 20th century. The fame of this dhaba resonated globally, transforming Amritsar into a town renowned for its delectable delicacies. While traditional luxury dining has seen a decline with changing food trends in India, a new wave known as "experiential dining" has emerged. The evolving mindset of people now emphasizes not just a good meal but a unique and visually pleasing experience. Tier 2 cities like Amritsar are not only emerging but also progressing significantly in terms of growth. This shift in dining preferences represents a rising trend that surpasses the conventional food chain by incorporating life experiences for the customer. In a city with a historical backdrop and a constant influx of tourists like Amritsar, adapting to new technology and introducing innovative dining concepts becomes imperative.

As demographics and disposable incomes change, there is a growing inclination towards luxury living. Amritsar's connectivity with other cities, coupled with a steady influx of tourists, creates an ideal environment for innovative dining experiences. The increased spending power in tier 2 cities is attributed to rising infrastructure investments and the presence of luxury retail. Dining out is now viewed as an experience, categorized as a form of socializing or family entertainment where individuals indulge in delectable delicacies. The integration of experiential dining and technology is poised to elevate restaurant operations to new heights,

providing a novel and immersive culinary journey for patrons. As Amritsar embraces these shifts in consumer preferences, it positions itself at the forefront of a culinary renaissance, catering to a discerning audience seeking not just a meal but an unforgettable dining experience.

Amritsar stands at the precipice of a culinary renaissance, as revealed by the survey analysis. The city's residents, with a historical penchant for delectable delicacies, now seek more than just a meal they crave a memorable dining experience. The data highlights a notable inclination towards wine-related activities and experiential dining, showcasing an untapped market for luxury within the F&B domain. As Amritsar embraces these shifts in consumer preferences and technological advancements, it positions itself as a hub for innovative dining concepts, promising not just gastronomic satisfaction but an unforgettable journey for patrons. This study serves as a guide for entrepreneurs and stakeholders eager to contribute to the city's gastronomic evolution, offering insights into the promising landscape of luxury and experiential dining in Amritsar.

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CHAPTER 9

ANALYSIS OF THE QUALITY OF LIFE

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ABSTRACT:

Establishing and planning a senior living complex for Indian seniors who are 60 years of age or older. This paper's primary concern is that seniors who are financially independent and live alone may choose to live in a facility with other people their age, amenities, and a good atmosphere in addition to other amenities that promote well-being. The creation of an autonomous senior living lifestyle with facilities, services, and amenities for senior adults is the primary goal of this project. Senior housing is a type of accommodation reserved for the elderly. This essay concludes that the town and the housing are more senior-friendly due to their easy travel, lack of upkeep, lack of garden work, and lack of home chores. Since there had been a break from their families, friends, and happiness outside of this township, the future focus of this article is on how they are related to one other there.

KEYWORDS:

Happiness, Isolation, Life, Loneliness, Quality.

1. INTRODUCTION

The pursuit of a fulfilling and meaningful life has been a timeless endeavor that transcends cultural, geographic, and temporal boundaries.

1.1 Defining Quality of Life: A Holistic Paradigm

Quality of Life is a multifaceted and subjective concept that resists easy categorization. At its core, it represents an individual's or community's understanding of their place in life within the cultural and value frameworks within which they are raised, as well as their objectives, standards, and worries. Beyond the traditional metrics of material wealth and economic prosperity, the paradigm of QoL encompasses physical health, mental and emotional well-being, social relationships, environmental sustainability, cultural enrichment, and the pursuit of purpose.

1.2 Physical Well-being: Foundation for a Fulfilling Life

One of the fundamental pillars of Quality of Life is physical well-being. Well-being encompasses more than just the lack of illness; it is a condition of whole physical, mental, or social equilibrium. Healthcare accessibility, nutritious food, clean water, and a safe environment lay the groundwork for individuals to lead active and vibrant lives. Moreover, advancements in medical science and technology play a crucial role in enhancing life expectancy and improving the overall quality of health care, contributing significantly to a higher Quality of Life for Life.

1.3 Mental and Emotional Vitality: Nurturing the Mind and Spirit

In the pursuit of a holistic Quality of Life, mental and emotional well-being emerges as an integral dimension.

Beyond the absence of mental disorders, a thriving mental state involves psychological resilience, emotional intelligence, and the ability to cope with life's challenges. The destigmatization of mental health issues, coupled with increased awareness and access to mental health services, contributes to fostering a society where individuals can openly address their emotional well-being, creating a foundation for a higher quality of life.

1.4 Social Connections: The Fabric of a Fulfilling Life

Since humans are social creatures by nature, the caliber of interpersonal connections has a substantial influence on the overall well-being of individuals. Strong social Relationships give emotional support, create a feeling of community, and support a robust support system during times of adversity. Communities that prioritize social cohesion, inclusivity, and diversity tend to exhibit higher levels of collective well-being, creating an environment where the Quality of Life for Life is not only sustained but continually enriched.

1.5 Environmental Sustainability: Balancing Prosperity with Planet Earth

As global citizens, our quality of life is intricately linked to the health of the planet we inhabit. Environmental sustainability is a critical dimension of Quality of Life, as it directly impacts the availability of resources, climate stability, and the overall resilience of ecosystems. Striking a balance between economic prosperity and ecological responsibility is imperative for ensuring that present the quality of life for future generations can be enhanced without jeopardizing the health of the planet.

1.6 Cultural Enrichment: Nourishing the Human Spirit

Culture, in its myriad forms, contributes significantly to the richness of human experience. Whether through the arts, traditions, literature, or language, cultural enrichment enhances the quality of life by providing avenues for expression, fostering a sense of identity, and promoting intercultural understanding. Communities that value and preserve their cultural heritage create an environment where individuals can draw inspiration and meaning, elevating the overall Quality of Life for Life.

1.7 Purpose and Meaning: A Journey Beyond the Ordinary

At the heart of a fulfilling life lies the pursuit of purpose and meaning. Beyond the pursuit of material wealth and personal gratification, individuals seek a sense of purpose that transcends the mundane. Whether through meaningful work, spiritual exploration, or contributions to the greater good, finding purpose provides a deeper dimension to life, fostering a sense of fulfillment that goes beyond momentary pleasures.

The study explains that the notion of the quality all Life in Life is broad and dynamic, requiring a comprehensive comprehension of the numerous elements that influence human welfare. To successfully manage the complexity of modern life, it is essential to understand the interconnectedness of physical health, mental and emotional well-being, social connections, environmental sustainability, cultural enrichment, and the pursuit of purpose. By fostering a comprehensive approach to Quality of Life, societies can cultivate environments where individuals not only exist but thrive, contributing to a collective pursuit of a fulfilling and meaningful existence for generations to come.

2. LITERATURE REVIEW

S. Robin Cohen *et al.* [1] study examined areas that are significant to the quality of life of patients with life-threatening illnesses but are not often measured. The four main domains are measured using the McGill Quality de Life Inventory (MQOL) - Revised. The purpose of this project was to develop MQOL-Expanded, a psychometrically sound tool that would assess the quality of life comprehensively by including the areas of healthcare, environment, cognition, (feeling like a) weight, and maybe finance in MQOL-Revised. Techniques: Three datasets were subjected to confirmatory factor analyses to determine whether seven new items were part of the MQOL-Revised domains that already existed, whether adding the new items as five distinct

domains to the MQOL-Revised produced a good model fit, and whether a second-order factor that represented overall quality of existence was present. People over 80 years of age or those with life-threatening conditions, mostly cancer, were gathered from 15 healthcare facilities spread throughout seven Canadian provinces. Acute care units, oncology outpatient clinics, and palliative care at home and inpatient facilities were among the settings. Results: When the five domains were added individually to MQOL-Revised, as well as when the nine connected domains were included, an acceptable model fit was achieved. For a second-order factor model, the fit was suitable. The financial realm was eliminated due to its lack of significance. Considering eight different domains (fit of eight correlated domains: Relative Fit Index =.96; Root Mean Square Error of Approximation =.033), the resulting MQOL-Expanded is a 21-item test. In conclusion: To more thoroughly assess the standard of life of patients with life-threatening conditions, MQOL-Expanded expands on MQOL-Revised. The MQOL-Expanded category and aggregate scores are supported by our results, and the necessity of more validation research is emphasized. The application of MQOL-Expanded will provide a more comprehensive comprehension of the impact of interventions and therapies on the quality of life of individuals with life-threatening illnesses. It will enable a deeper comprehension of the interaction between the more frequently assessed areas (physical, psychological, social, existential/spiritual, healthcare, and environment) and the less frequently assessed but significant life domains (cognition, healthcare, environment, and feeling like a burden).

Pravin Bhende *et al.* [2] study examined this article's goal to identify the factors that affect work-life balance and quality of work-life balance, as well as the effects of these factors. Convenience sampling was used to collect data from 89 managers of Indian banks in the public and private sectors. Principal component evaluation and multiple regression modeling were then used for analysis. Work-life balance and its associated attributes are multifaceted concepts. The findings show that, except for grievance redress, all aspects of work-life quality had an impact on the efficiency dimension of work-life balance. Furthermore, each of the three quality of work-life dimensions predicted the skill deployment dimension. Nevertheless, there was no correlation found between the efficiency component of work-life balance and any of the qualitative aspects of work-life balance. By improving the quality of work life, the study will assist managers in ensuring staff productivity and skill deployment. The study is pertinent to both organizational productivity and employee welfare. The research has uncovered new aspects of work-life quality and work-life balance, as well as new connections.

Eunyoung Shin *et al.* [3] study examined that reminiscence therapy is well-known for being a successful intervention strategy for senior citizens with a range of medical issues. The purpose of this study was to examine the features and outcomes of recollection therapy used with older adults at home to give fundamental facts that would aid in the creation and dissemination of an effective intervention. Techniques: Eight databases including literature published between January 2000 and January 2021 were examined to choose the article for analysis. After 897 articles were found through search results, the papers were gathered and examined using the Recommended Reporting Items for Systemic Review & Meta-Analysis (PRISMA) flow chart. With EndNote X9 & Excel 2013, six articles that met those criteria were picked after titles and abstracts were examined and duplicate papers were eliminated. The Joanna Briggs Institute's critical assessment checklist was used to assess the literature's quality. Results: The majority of the scholarship published in the last ten years was examined for the features of the chosen literature, and only experimental research was used for the research design. Group remembrance of the "simple reminiscence" variety was the most popular type of reminiscence treatment. Reminiscence therapy was offered in a variety of ways, with "Sharing" being the most often employed intervention technique and "Hometown" serving as the representative recall topic. The majority of the intervention took roughly 60 minutes and was carried out less

than ten times. The study's findings indicate that offering reminiscence therapy to senior citizens in the community was successful in raising their level of contentment with life and quality of life.

Thus, by enhancing the standard of life and life fulfillment for older adults residing in the community, it is proposed that memory therapy can be an effective intervention technique for positive psychological variables and wellness promotion. Additionally, it is thought that older adults can support non-pharmacologically healthy aging in the community.

Jeremy Mattson *et al.* [4] study examined the study looks at how a community's transport system affects the standard of living offered to its citizens. Estimates are made of the effects of additional important livability characteristics on the general standard of living in the community. The four primary dimensions of these livability indices are social, physical/climate, working, and safety. The study also looks at how an individual's overall level of life satisfaction is affected by the quality of life in their neighborhood. Information was taken from a national poll on livability. Ordered probit models were utilized to analyze the survey data.

The first model calculated travel easiness as a function of personal and community transportation attributes. The quality of these livability variables was used in the second model to measure the quality of life in the community. The final model calculated life happiness based on various parameters, including community quality of life. Urban and non-metropolitan areas were estimated using different models. Ease of travel was found to be significantly impacted by traffic safety, road conditions, congestion, and transit quality. Walkability and ease of transport were found to have an impact on neighborhood quality of life, among other aspects. The favorable relationship between community standard of life and overall life satisfaction was also demonstrated by the results.

G. Wen *et al.* [5] study examined the purpose of this research to investigate how internalized homophobia affects the life satisfaction and quality of life of Chinese gay and bisexual men. The Chinese SF-12 Health Survey Form 2, the Internalised Homophobia Scale, and the Level of Satisfaction in Life Scale were all completed online by 483 participants. Life satisfaction and quality of life scores were substantially lower than those of heterosexuals in multiple dimensions.

The results of this study showed a substantial negative correlation between life satisfaction the psychological aspect of the summary score and internalized homophobia. The association between life satisfaction and internalized homophobia was mediated by the psychological aspect of the summary score. The association between internalized homophobic and mental element scores was mediated by sexual orientation. Comparing gay and bisexual men in the country to heterosexual men, they have worse life satisfaction and quality of life, and internalized homophobia is a factor in both.

The abovementioned studies do not explain the concept of "Quality of Life" (QoL) serves as a compass in navigating this intricate journey, encapsulating the multifaceted dimensions that contribute to the overall well-being and flourishing of individuals and societies. In this comprehensive exploration, we delve into the diverse facets of Quality of Life for Life, acknowledging its dynamic nature and far-reaching implications for the human experience.

3. DISCUSSION

The pursuit of a high quality of life is a universal aspiration that transcends cultural, geographic, and socioeconomic boundaries. The concept of quality of life, or QoL, has multiple dimensions.

encompasses various aspects of human well-being, ranging from physical health and mental vitality to social connections, environmental sustainability, cultural enrichment, and the pursuit of purpose. In this extensive discussion, we delve into the diverse dimensions of Quality of Life for Life, exploring how each facet contributes to an individual's and society's overall well-being [6].

3.1 Defining Quality of Life: A Holistic Paradigm

The concept of quality of existence is difficult to define because it is subjective and multifaceted. It involves how a person or community views their place in the world, taking into account social, cultural, and personal factors and contexts. Beyond traditional measures of wealth and economic prosperity, QoL embraces a holistic paradigm, incorporating physical health, mental and emotional well-being, social relationships, environmental sustainability, cultural enrichment, and the pursuit of purpose. The holistic approach to QoL recognizes that human flourishing requires a balance among these various dimensions. For instance, economic prosperity alone cannot guarantee a high QoL if mental health is neglected or social connections are lacking. Therefore, understanding and enhancing QoL demand a comprehensive exploration of the interconnected factors that contribute to a fulfilling and meaningful life [7].

3.2 Physical Well-being: Foundation for a Fulfilling Life

Physical well-being forms the cornerstone of a high QoL. Access to healthcare, nutritious food, clean water, and a safe environment lays the foundation for individuals to lead active and vibrant lives.

Advances in medical science and technology play a crucial role in improving life expectancy and enhancing healthcare, contributing significantly to a higher QoL. However, addressing physical well-being requires a holistic approach that considers preventive care, lifestyle choices, and environmental factors to ensure sustainable health practices [8].

3.3 Mental and Emotional Vitality: Nurturing the Mind and Spirit

The importance of mental and emotional well-being cannot be overstated in the pursuit of a high QoL. Beyond the absence of mental disorders, a thriving mental state involves psychological resilience, emotional intelligence, and effective coping mechanisms.

The destigmatization of mental health issues and increased awareness have paved the way for more open discussions, reducing barriers to seeking assistance for mental health. Mental health treatments being included in broader healthcare systems is crucial for fostering a society where individuals can address their emotional well-being, contributing to a higher life quality.

3.4 Social Connections: The Fabric of a Fulfilling Life

Since humans are social animals by nature, the nature of one's interpersonal interactions has a profound impact on one's general well-being. In addition to offering emotional support and a feeling of belonging, strong social ties provide a robust support system during times of adversity.

Communities that prioritize social cohesion, inclusivity, and diversity tend to exhibit higher levels of collective well-being. Investing in social infrastructure, community engagement, and fostering meaningful connections contribute to a society where the quality of life is not only sustained but continually enriched [9]. Figure 1 illustrates the quality of life strategy



Figure 1: Illustrates the quality of life strategy (www.canada.ca).

3.5 Environmental Sustainability: Balancing Prosperity with Planet Earth

Environmental sustainability is a critical dimension of QoL, considering the interconnectedness between human well-being and the health of the planet. The impact of climate change, pollution, and resource depletion directly influences the availability of resources and the overall stability of ecosystems. Striking a balance between economic prosperity and ecological responsibility is imperative for ensuring that present the quality of life for future generations can be enhanced without jeopardizing the health of the planet. Sustainable practices, renewable energy sources, and conservation efforts are integral components of a comprehensive approach to QoL [10].

3.6 Cultural Enrichment: Nourishing the Human Spirit

Cultural enrichment contributes significantly to the richness of human experience. Whether through the arts, traditions, literature, or language, cultural elements provide avenues for expression, foster a sense of identity, and promote intercultural understanding. Communities that value and preserve their cultural heritage create an environment where individuals can draw inspiration and meaning, elevating the overall QoL. Supporting cultural institutions, encouraging creative expression, and embracing diversity contribute to a society where cultural enrichment is a central aspect of a fulfilling life [11].

3.7 Purpose and Meaning: A Journey Beyond the Ordinary

At the heart of a fulfilling life lies the pursuit of purpose and meaning. Beyond material wealth and personal gratification, individuals seek a sense of purpose that transcends the mundane. Whether through meaningful work, spiritual exploration, or contributions to the greater good, finding purpose provides a deeper dimension to life, fostering a sense of fulfillment that goes beyond momentary pleasures. Encouraging environments that allow individuals to explore and pursue their passions, aligning personal values with societal goals, and creating opportunities for meaningful engagement contribute to a higher QoL [12].

3.8 Challenges and Opportunities in Enhancing QoL

While progress has been made in understanding and enhancing QoL, several challenges persist. Socioeconomic disparities, access to education and healthcare, environmental degradation, and mental health stigma are among the complex issues that impact overall well-being. Addressing these challenges requires a coordinated effort from governments, communities, and individuals. Opportunities for enhancing QoL lie in adopting a holistic and integrated approach. Policies that prioritize public health, education, social infrastructure, and environmental sustainability can create a conducive environment for a high QoL. Additionally, fostering a culture that values work-life balance, mental health support, and social connections contributes to individual well-being [13].

3.9 Global Perspectives on QoL: Bridging the Disparities

Global perspectives on QoL reveal significant disparities among countries and regions. Factors such as economic development, political stability, and social policies contribute to varying levels of well-being. International collaboration and exchange of best practices play a vital role in addressing global challenges and improving overall QoL. Initiatives that promote sustainable development, inclusive governance, and equitable resource distribution contribute to a more balanced and harmonious world [14]. Figure 2 illustrates the life's quality.

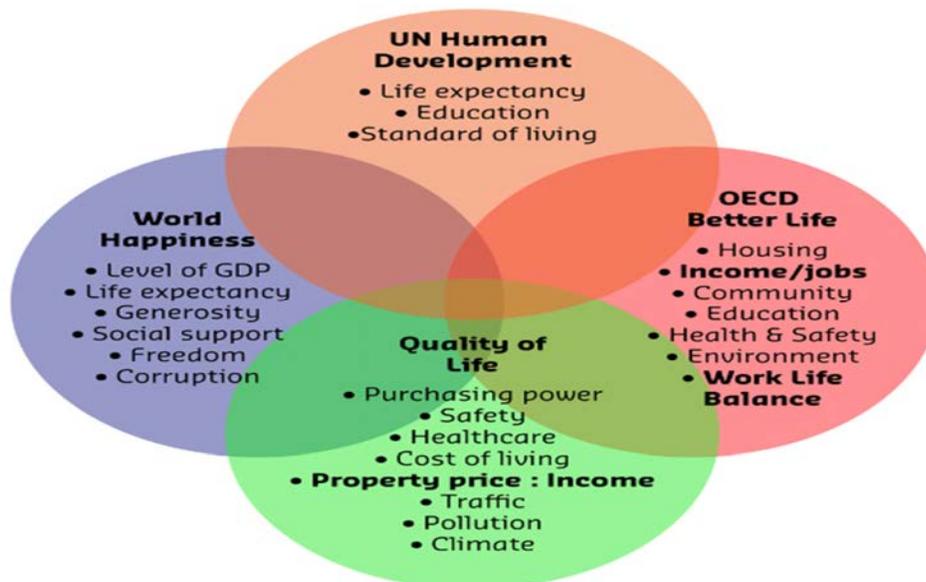


Figure 2: Illustrates the quality of life

3.10 Towards a Flourishing Future

In conclusion, the pursuit of Quality of Life for Life demands a comprehensive understanding of the interconnected dimensions that contribute to human well-being. Physical health, mental and emotional vitality, social connections, environmental sustainability, cultural enrichment, and the pursuit of purpose collectively shape the fabric of a fulfilling life. As we navigate the complexities of the modern world, fostering a holistic approach to QoL becomes imperative. By addressing challenges, embracing opportunities, and recognizing the importance of interconnected well-being, societies can create environments where individuals not only exist but thrive. In the effort to maximize life quality for all, we lay the groundwork for a flourishing future, ensuring that the tapestry of human existence is woven with threads of health, happiness, and purpose for generations to come.

The idea of quality of life, or QoL, is complex and constantly changing and extends beyond the traditional measures of wealth and prosperity. It encapsulates the overall well-being and satisfaction that individuals and communities experience across various dimensions of life. In this discussion, we delve into the intricate interplay of elements that support lifelong quality of life, emphasizing the need for a sustainable approach that not only enhances current well-being but also preserves and improves it for future generations [15].

3.11 Holistic Nature of Quality of Life: A Multidimensional Framework

Life Quality is not a singular entity but rather a tapestry woven with threads of physical health, mental well-being, social connections, environmental sustainability, cultural enrichment, and a sense of purpose. Understanding QoL necessitates embracing a multidimensional framework that recognizes the interconnectedness of these facets. This holistic approach acknowledges that true well-being cannot be achieved by focusing on one aspect alone but requires a balanced consideration of various dimensions [16].

3.12 Physical Well-being: A Foundation for Sustainable Living

Physical well-being is a foundational element in the pursuit of a high Life Quality for All. Entry into healthcare, nutrition, and a clean environment not only ensures the current health of individuals but also lays the groundwork for sustainable living.

Promoting preventive healthcare, encouraging healthy lifestyle choices, and investing in public health infrastructure contribute to a long-lasting and sustainable improvement in physical well-being [17].

3.13 Mental and Emotional Resilience: Sustaining Inner Harmony

Mental and emotional well-being is equally vital in the discussion of QoL for Life. Developing resilience, coping mechanisms, and fostering emotional intelligence contribute to sustained mental health. Tackling stigma around mental health, offering easily accessible mental health services, and integrating psychological well-being into public health policies are crucial steps toward creating a society where individuals can navigate life's challenges with resilience and maintain enduring mental and emotional well-being [18].

3.14 Social Connections: The Pillars of Sustainable Communities

The quality of social connections is a linchpin in ensuring not only individual but also collective well-being. Strong communities foster a sense of belonging, support, and shared responsibility. Investing in social infrastructure, promoting inclusivity, and encouraging community

engagement contribute to the development of sustainable social connections. By fostering a sense of community, societies can build a foundation for lasting well-being that transcends individual lifetimes.

3.15 Environmental Sustainability: Balancing Prosperity and Preservation

Environmental sustainability is a pressing concern in the context of QoL for Life. The decisions we make now will have a significant impact on the welfare of future generations. Finding a middle ground between economic development and ecological preservation is imperative. Embracing renewable energy, sustainable resource management, and conservation efforts are essential steps in ensuring that the planet remains a hospitable home for generations to come [19].

3.16 Cultural Enrichment: Preserving Identity and Heritage

Cultural enrichment contributes to the fabric of a rich and meaningful life. It is not only about preserving traditions but also about adapting and evolving cultural identity. Supporting cultural institutions, fostering creativity, and promoting intercultural understanding contribute to a sustainable cultural heritage. By valuing and nurturing cultural diversity, societies can create environments where individuals find meaning and fulfillment, ensuring the enduring richness of cultural experiences for future generations [20].

3.17 Purpose and Meaning: Navigating Lifelong Fulfillment

The pursuit of purpose and meaning is a dynamic aspect of QoL that evolves over a lifetime. Encouraging individuals to explore their passions, align their values with societal goals, and engage in meaningful endeavors fosters a sense of purpose. Sustainable well-being involves a continuous journey of self-discovery and contribution to a greater whole. By creating environments that support purposeful living, societies lay the groundwork for sustained fulfillment across the lifespan.

3.18 Challenges in Nurturing Sustainable Well-being

Despite the strides made in understanding and improving QoL, various challenges persist. Economic inequalities, environmental degradation, mental health disparities, and cultural erosion are complex issues that require concerted efforts. Addressing these challenges demands a comprehensive and integrated approach, involving individuals, communities, and policymakers.

3.19 Opportunities for Sustainable Well-being

Opportunities for enhancing QoL for Life lie in adopting a forward-thinking and inclusive approach. Policies that prioritize sustainability, education, healthcare, and social infrastructure contribute to enduring well-being. Embracing innovation, technology, and social progress provides opportunities to address current challenges and create a foundation for lasting improvements in QoL.

4. CONCLUSION

In conclusion, the concept of quality of life is complex and multidimensional, encompassing different aspects that contribute to an individual's total well-being. It is inherently subjective and shaped by personal experiences, values, and cultural contexts.

A high quality of life involves a delicate balance across physical health, mental well-being, social relationships, economic stability, education, and environmental factors. Achieving a satisfactory quality of life requires not only the fulfillment of basic needs but also opportunities

for personal growth, meaningful connections, and a sense of purpose. As a dynamic and evolving measure, efforts to enhance quality of life should be comprehensive, taking into account the diverse needs of individuals and communities.

Striving for a better life quality is a continuous process that involves addressing disparities and fostering inclusive environments that empower individuals to lead fulfilling and meaningful lives.

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CHAPTER 10

PSYCHOLOGY OF ADOLESCENCE HUMAN BEHAVIOR AND CONCEPT OF Z CLUB TRANSITION

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ABSTRACT:

The Meeting point of human behavior, adolescent psychology, and the revolutionary idea of Z clubs as a means of assisting people in making the difficult journey from childhood to maturity. Adolescence is a critical period in human development that is characterized by complex mental, physical, and emotional changes. During this time, people struggle with identity formation, forming connections with peers, and discovering their unique skills. The research explores the emotional components of this time of transition and highlights the value of creating surroundings that are both flexible and organized to assist teenagers on their path. Z clubs are an innovative idea that provide teens with a complete environment in which they may grow as leaders, express themselves creatively, form relationships with others, and take part in volunteer work. Z clubs are vibrant centers that recognize the many needs of teenagers and promote resilience, empowerment, and a feeling of belonging. The assessment emphasizes Z clubs' educational usefulness even more by tackling important topics like mental health and psychological health and fusing real-world experiences with formal education. This study advocates for a holistic approach to the teenage years, recognizing it not just as a phase of transition but also as an essential stage for shaping the building blocks of a resilient and well-rounded the age of 18. It does this by fusing psychological information, Human Behavior factors and the novel concept of Z clubs.

KEYWORDS:

Adolescence, Childhood, Human Behavior, Mental Health, Maturity.

1. INTRODUCTION

Adolescence is a Stage of Development that usually falls between childhood and maturity and is characterized by substantial changes in one's physical, cognitive, and emotional makeup. This period of transition, which typically spans from the ages of 10 to 19, is marked by fast development, puberty, and identity discovery. Adolescents go through physical puberty and hormonal changes that result in the development of secondary sexual traits. Adolescents' cognitive growth includes developing more sophisticated moral reasoning, improving their ability to solve problems, and honing their abstract thought processes [1], [2]. It is crucial to comprehend what adolescence is in order to comprehend teenagers as individuals. Between the ages of 13 to 20, adolescence is a time of transition between childhood and adulthood. It's an exciting time of exploration and confusion. Identity and independence-related questions come up at this time. As they go further into their self-discovery, they start to confront challenging decisions about friendship, school, sexual orientation, and vices like drinking and smoking. They also experience both exterior and internal transformations. All of these stresses may, of course, cause anxiety and irritable behavior [3], [4].

The brain is not completely grown even if it is at full size. Since the remodeling process begins from the rear of the brain, the frontal region of the brain, sometimes referred to as the "pre-frontal cortex," is modeled last. Making decisions, comprehending the relationship between an activity and its consequences, solving problems, and impulse control are all attributed to the prefrontal cortex. Teenagers, with their developing pre-frontal brain, mostly depend on the "amygdala" to make choices and handle issues. Emotions, impulses, hostility, and innate behavior are all associated with the amygdala. This also causes the ventral striatum to become more active, which activates the "Risks and Rewards" system.

1.1 Needs of Adolescents:

Teenagers will do almost everything to satisfy their desires and a person's most desires varies from person to person depending on their temperament and life experiences. Teens turn to harmful methods to satisfy their wants when they are unable to be satisfied in a healthy manner via interactions with their family or classmates.

Teens may attempt to satisfy demands in risky ways via drug or gang membership, risk-taking behavior, bullying, or running away [5], [6].

1.1.1 Belonging:

They spend less time with their parents and more time with their pals as they become older. In order to develop their own personalities and widen their social circle, they want to socialize. Additionally, this is the time when kids most need their parents' assistance.

1.1.2 Enjoyment:

They take pleasure in doing happy things. Activities that include safe risk-taking, such as athletics, public speaking, and trying new things, should be promoted as they also operate on a risk-and-rewards basis.

1.1.3 Power:

They need the chance to make their own choices. Additionally, they would rather make errors and grow from them than continuously be badgered and chastised for their decisions.

1.1.4 Independence:

Instead than being told what to do, they like to be consulted on decisions. They may choose to meet pals instead of attending family get-togethers. Parents' responsibilities change at this time from "life manager" to "life advisor."

1.2 Human Behavior:

Psychology's grasp of human behavior is essential to comprehending the target demographics' thought processes and reaction to stimuli.

In psychology, human behavior is essentially described as an individual's response to either internal or external stimuli. The application and comprehension of human behavior in design is crucial in determining how design development functions. Everyone agrees that design has many facets and may be seen from many angles.

1.3 Psychology of Spaces:

There is no denying that behavior is influenced by home design. Our surroundings have an emotional and mental impact on us, and when done correctly, they may also improve our physical and mental health.

The interactions and reactions that individuals have with the spaces they live in are referred to as space psychology. A variety of emotions may be evoked by many elements, which can include lighting, colors, size, proportion, and materials. These elements all stimulate the senses. It is possible to instill sentiments of coziness, security, and productivity via design. Therefore, it is essential that the social and psychological requirements of the consumers be taken into account while designing and incorporating creative elements [7], [8]. Figure 1 shows Adolescent Brain.

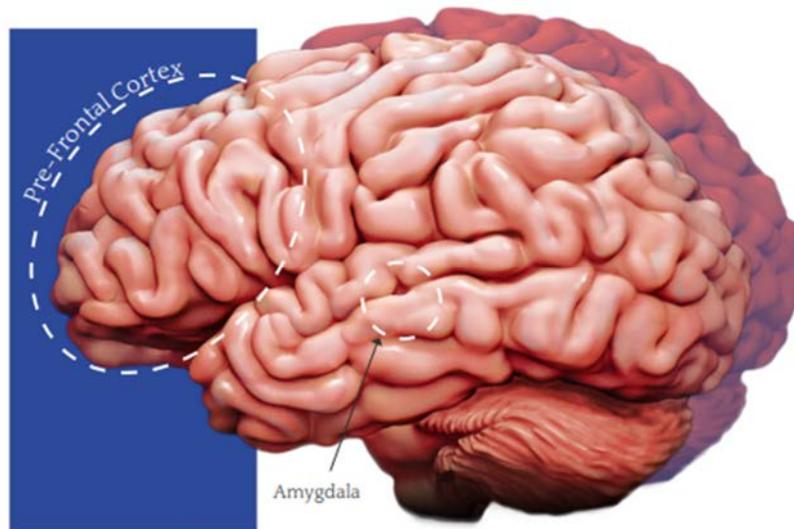


Figure 1: Represents Adolescent Brain.

Architectural signals may serve as a means of reinforcing desirable behaviors in certain location Types. These signals that affect behavior and emotion are important for designers to be aware of. For instance, a place seems smaller when the color is warmer. Colors may also promote comfort and spark discussion. Likewise, the distinction in cognitive functions in rooms with high ceilings and those with low ones. It's said that whereas low ceilings force you to feel constrained and detail-oriented in your thinking, high ceilings encourage abstract and unconstrained ideas. This kind of flexible design will eventually have many applications [9], [10].

2. LITERATURE REVIEW

Waterman E et al. [11] explained adolescence which states the development and mental health of adolescents. We begin by outlining the normal changes that take place in adolescence and how they might make a person more vulnerable to mental illness. The study deals with current research on the prevalence of teenage mental health issues throughout time, talk about Black adolescent mental health trends, and explore the connection between technology use and mental health.

Crone E and Achterberg M [12] described adolescent prosocial growth which is the emergence of prosocial conduct throughout adolescence, a crucial turning point for social adjustment. Adolescents discriminate more between receivers and situations, according to experimental study utilizing prosocial giving tasks, indicating that in group-outgroup differentiation increases throughout adolescence. Furthermore, we show that contextual factors have a role in the development of the social brain throughout adolescence, supporting the idea that this is a crucial time for social development. The dangers, resilience factors, and possibilities for prosocial acts of kindness for the present generation of teenagers affected by the COVID-19 epidemic and the long-term impacts that they will face.

Sawyer S et al. [13] Explained the adolescent age which is the stage of life that lies between childhood and maturity, and defining it has always been difficult. Adolescence is characterized by significant changes in social roles and biological development, both of that have taken place in the last century. In almost all populations, the beginning of adolescence has been hastened by earlier puberty, and knowledge of ongoing development has raised the endpoint age far into the 20s. Simultaneously, societal perspectives on the start of adulthood are being altered by the

delayed initiation of some role transitions, such as getting married, starting a family, and finishing school. It may be argued that the years between childhood and adulthood currently make up a larger fraction of the life cycle than in the past, and that this is happening at a time when societal forces such as digital media and marketing are having an unprecedented impact on people's health and welfare.

Yahfoufi N et al. [14] The effects of inflammatory stress throughout adolescence and changes in microbiota on brain growth and development, getting older, and neurodegeneration which is A crucial stage of neurodevelopment, puberty and adolescence are marked by a variety of morphological, neurochemical, and molecular alterations brought on by signals from the environment and genes. A result of this significant reorganization and remodeling of the neurons is an increased susceptibility to immunological challenges and stresses. The gut microbiota has been linked to mental health issues and neurodegenerative diseases. It is a basic regulator of stress or immune responses. Adolescent exposure to environmental shocks (stress, illness, neuroinflammation, and antibiotic usage) might cause symbiosis, which can impede the progression of brain diseases in later life. Moreover, pubertal neuroinflammatory insults may change neurodevelopment, have long-term effects on brain function, and exacerbate neurological conditions linked to aging of the brain, including depression, Parkinson's disease, and Alzheimer's disease.

Ahmed S et al. [15] described Adolescent emotion control development's neurocognitive foundations which is the capacity to enlist mechanisms to modulate the production of emotions is known as emotion regulation. Growing interest has been shown in the relationship between emotional dysregulation and psychopathology, as well as in the behavioral and neurological mechanisms underlying the control of emotions. Adolescence is a time of prolonged structural and functional development for the limbic system and prefrontal cortex, two brain areas involved in emotion creation and regulation. Additionally, adolescents are more susceptible to internalizing and externalizing psychopathologies, such as melancholy, anxiety, and antisocial behavior that are linked to poor emotion regulation. Thus, it is especially important to comprehend how emotion regulation changes throughout this period and how it connects to continuing brain development.

Best O and Ban S [16] explained changes in the body and brain development which describes the most recent discoveries about the brain development of adolescents as well as the major physical changes associated with puberty. The essay acknowledges that social and emotional welfare may be impacted by this time of rapid change. Some conditions, some of which are given as examples, usually start during adolescence. The developmental period is referred to as "adolescence," and the phrase "young people" is used to refer to the persons throughout.

Henriksen M et al. [17] Described Physical Aggression's developmental trajectory and risk factors in late adolescence which is Using a two-wave follow-up study, risk variables for physical aggressiveness throughout the change from middle to late adolescent are examined the Young-HUNT2 study (with a mean age 18.4), a follow-up study conducted 4 years later, made up the study sample. Six out of ten young teenagers said they had gotten into violent altercations. Additionally, there was a substantial correlation found between early adolescent physical violence and male gender, attention issues, academic difficulties, bullying, alcohol use, and smoking.

Martínez-Monteaudo M et al. [18] explained the terrible effects of cyberbullying on teenagers make it important to get empirical data on the variables that could lead to involvement in its many roles. This study examined the predictive potential of mental agility (attention, understanding, and emotional regulation) and aggressiveness (physical, verbal, angry, and

hostile behaviors) in relation to being a victim, aggressor, or victim-aggressor of cyberbullying during adolescence. Branje S et al. [19] described Adolescent identity development dynamics which is Creating a cohesive identity is one of the main developmental goals of adolescence. Identity development throughout adolescence and early adult is marked by significant stability as well as systematic growth by synthesizing data on identity development. The significance of life events and transitions for identity is examined in this paper, along with the possible mechanisms of personal identity growth change that may be facilitated by micro-processes and narrative processes. With a focus on within-person dynamics, it gives a broad picture of the connections between identity formation and developmental outcomes.

Williams R et al. [20] explained relationship between Adolescent Attachment state of mind, social cognition, and executive functions which is it is said that the transition from pre-adolescent to adolescence marks a turning point in and quantitative advancements in social understanding taking place in the adolescent passage. The development of those social comprehension skills that are often seen in maturity. Developmental theories suggest that social experiences and neurocognitive maturation may play a part in promoting this development. In light of this, the research aims to: (a) establish associations among the advancements in social understanding and the executive functions that are thought to be responsible for the neuro-cognitive rearrangements of adolescence; and (b) propose a valid and reliable measure of the new qualitative.

3. DISCUSSION

Z clubs for Teenagers are an innovative way to traverse the tricky terrain of human behavior throughout the crucial childhood-to-adulthood transition. Z clubs, which are based on the ideas of empowerment, discovering oneself, and community involvement, are vibrant forums created to assist teenagers on this life-changing path. The understanding that adolescence is a time of significant psychological and physiological transformation, during which people struggle with identity development, peer interactions, and the discovery of their own abilities and interests, forms the basis of the notion. Z clubs, which are often founded at college campuses or community venues, provide teenagers an organized yet adaptable setting where they may engage with their peers in a welcoming and encouraging atmosphere in addition to helping them better understand who they are. The Z club concept's focus on developing teenagers' leadership abilities is one of its key features. Understanding that adolescence is a time when people start to claim their independence and look for a feeling of agency, Z clubs purposefully include leadership development activities. Adolescents are given opportunity to take on leadership positions, make choices, and negotiate peer dynamics via cooperative projects, event organizing, and community service programs. This develops their capacity for effective leadership as well as vital abilities like cooperation, communication, and problem-solving. These leadership opportunities in the Z club environment go beyond the local environment, giving them the confidence they need to face the difficulties of adulthood.

Another essential component of the Z club philosophy is creativity, which recognizes the value of adolescent self-expression and creative development. Z clubs provide a secure environment for adolescents to explore with many types of creative expression, since they often struggle with the formation of their own identities. Through artistic arts, theatrical performances, or cultural activities, these groups provide an avenue for teenagers to exhibit their abilities and unearth latent interests. Adolescents benefit from this focus on creativity in two ways: first, it helps them grow personally, and second, it gives them a sense of empowerment when they see the real results of their creative efforts. The Z club idea acknowledges the value of peer interactions and social ties in addition to artistic expression throughout adolescence. Adolescents experience a significant change in their social dynamics as they want to form deep

ties with people outside of their families. Z clubs provide a safe space for teenagers to work together on projects, exchange stories, and create enduring friendships. They act as catalysts for the development and reinforcement of these social ties. Z clubs provide a sense of camaraderie that fosters a sense of identity and emotional support, hence reducing the likelihood of feelings of isolation that may occur throughout the turbulent teenage years. Adolescents who have strong social bonds are able to grow in an inclusive and understanding environment, which helps them to recognize diversity and acquire the interpersonal skills needed to successfully negotiate the challenges of adult relationships.

Z clubs have a substantial component of community involvement and social responsibility. Z clubs often plan and take part in community service initiatives because they understand that adolescence is a critical period for forming values and developing a feeling of civic responsibility. One of the most effective ways to foster compassion, kindness, and a greater understanding of social concerns is to become involved in activities that benefit the larger society. Adolescents get a feeling of responsibility that transcends the Z club environment via these experiences, which teach them the value of giving back and actively contributing to the well-being of their communities. Z clubs also serve as educational venues that supplement traditional classroom instruction. By giving academic ideas actual and practical aspects, the idea supports educational goals. Teens participate in practical assignments, field trips, and group activities that help them apply and reinforce what they learn in the classroom to real-world situations. In addition to improving academic comprehension, this mix of both formal and informal education gives teenagers real-world knowledge and perspectives that are essential to their overall growth. The Z club idea makes a conscious effort to support teenagers' psychological and emotional health. Workshops, conversations, and activities often center on important topics including peer pressure, mental health, and individual wellbeing. Z clubs allow teenagers to talk about these subjects in a safe and encouraging environment, which helps them develop their capacity for emotion, self-awareness, and coping skills. Adolescents are equipped with the information and abilities needed to successfully negotiate the intricacies of their emotional and mental environments, which promotes resilience and a healthy sense of self.

Regarding Systematic support for teenagers' growth and development, there is a deafening silence in a nation that has the biggest adolescent population globally. The Z is a social club for teenagers ages 15 to 21 that is membership-based. The objective is to provide a secure haven of solace where individuals may participate in recreational activities to enhance their mental, social, and physical capacities. Although some governmental and non-governmental groups have made efforts, they ultimately fail to provide them a place to retreat. These Programs don't really meet their requirements, even if they make an effort to foster empathy and include them in activities.

Due to the misconception that teenagers are disruptive and lack social graces, there aren't many places reserved only for them, which is why this kind of place is necessary. Adolescents' general development is impacted by this as well since they are without a support structure. By addressing these problems, the area would foster an atmosphere that fosters a feeling of belonging and community among teenagers, therefore favorably influencing their development. Additionally, it would make the user aware of their activities and encourage behavioral improvements via the use of spatial signals. It would be situated in an area that would raise the space's value and draw in teenagers. The location would appeal to teenagers as it would be roomy, have high ceilings, and have open areas that foster a feeling of freedom. Figure 2 shows the Factory tree Z club Programs.

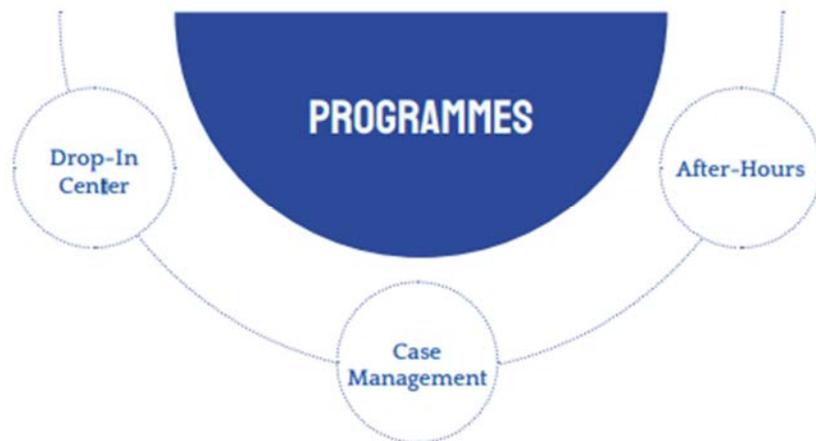


Figure 2: Represents the Factory tree Z club Programs.

3.1 Recreation based Social Club:

B, pick up new skills via these encounters, and ultimately develop your identity. They also teach people effective communication techniques and expose them to a variety of viewpoints.

3.2 Socialize in Z Club:

The ground floor acts as the center of the area, offering and facilitating social interaction on many levels. The arrangement has been planned to meet the demands of the wide range of individuals in the 15–21 age group. They serve as icebreaker venues to create lasting connections, from places like the House of Commons for more social interaction to Podz for solitary contemplation. Additionally, the design and furniture placements provide linked vistas and areas that facilitate natural interactions. These common areas also help to create a feeling of community. Additionally, the café offers a casual setting for people to meet over coffee. Function-based areas including the Game Room, Screening Room, and The Den are available on the first level. The areas serve as gathering places for people to meet, communicate, and work together. As part of the business plan, The Z employs people between the ages of 24 and 30, giving teenagers the opportunity to interact with adults who may serve as mentors, role models, and sources of knowledge.

3.3 Engage:

The Z seeks to keep teenagers occupied and away from potentially dangerous pursuits. All users are catered to by the wide range of activities and events offered in the space, which let them explore their inner curiosity and try new things. Weekly activities include Marathon Madness, a movie marathon centered on the selected subject for the week in question, and other events that take place concurrently with the weekly events. The programs and events are thoughtfully designed and crafted to assist in providing members with new skills. In addition to the activities, the area is filled with interactive touchpoints that let participants engage in tactile sensations.

Members may interact and have fun with the photo booth in the Socials Zone, demonstrating how social media, when used properly, can be a terrific way for like-minded people to meet. The Exosphere is a bigger region with smaller areas that provide a constructive approach to cope with strong emotions. Each of the four subspaces facilitates visualization, release, and reflection. In the first zone, users may use wireless technology to visualize their emotions. This

technology mirrors a person's feelings and uses artificial intelligence to produce abstract graphics. In the second area, there is an installation that resembles a game that requires tapping each time a component illuminates; this creates movement and serves as an outlet. The next chamber is completely white, like a blank slate on which to write your feelings. It's almost like journaling and processing via a creative medium. The last area has mirrored walls and ambient blue lighting, making it a place to contemplate and reflect.

3.4 Learn:

The area acts as a learning tool for members via its functionality, programming, and design. Through these holistic encounters and experiences, it opens their eyes to new ideas and facilitates the more seamless development of their self-identity and values. It assists in giving participants the mental and interpersonal skills they need to develop their sense of self and become well-rounded people. The library is a combination of a human library and the usual universe of books. This platform facilitates the sharing and learning of information between people and groups that want to start candid conversations on subjects that might otherwise be too difficult to broach.

Z clubs are much more than just extracurricular activities for teenagers; they have developed into a transforming environment that fosters social development, personal development, and community involvement. These groups, which are often founded in community centers or schools, act as vibrant hubs where teenagers may discover, express, and grow their interests, abilities, and social skills. Their ability to provide teenagers with a controlled and encouraging atmosphere as they traverse the difficulties of this pivotal time of life is fundamental to their significance. First off, Z clubs are essential for helping teenagers develop their leadership abilities. Young people are given the chance to assume leadership positions, make choices, and collaborate with their peers via a variety of activities including group projects, event organizing, and community service programs. Critical abilities like problem-solving, effective communication, and cooperation are developed via these experiences and are beneficial not just in the club environment but also provide the groundwork for future professional and private pursuits. Z clubs also provide teenagers a welcoming and secure environment in which to express themselves artistically. Through seminars, cultural events, or creative endeavors, these groups promote self-exploration and the discovery of a variety of skills. Teens are given the opportunity to express their creativity, which increases their feeling of success and self-worth. This form of artistic expression is especially important in adolescence, a time of identity creation and self-discovery. By providing a forum for this kind of expression, Z clubs greatly aid in the overall development of young people.

These groups also provide teenagers a special way to develop and maintain their social networks. Z club friendships provide a feeling of support and belonging that is essential throughout the sometimes difficult teenage years. The development of friendships in these environments may play a significant role in reducing emotions of loneliness and isolation that may surface at this point in life. A climate of tolerance and understanding is also fostered by the range of backgrounds, interests, and viewpoints found in Z clubs, which aids in the development of social skills in teenagers that are essential for their future interpersonal and professional interactions as well as the appreciation of differences. Z clubs are also used to help teenagers develop a feeling of civic involvement and social responsibility. To inspire young people to actively engage in improving their communities, many Z clubs plan and carry out community service initiatives. Adolescents who participate in such programs gain compassion, understanding, and a feeling of civic responsibility as well as a wider view on the world. The participating teenagers gain lifetime dedication to social responsibility from these experiences, which also benefit the communities they serve. Additionally, Z clubs often provide a forum for

talks and seminars on pertinent topics including peer pressure, mental health, and personal wellbeing. Z clubs provide teenagers information, coping skills, and a feeling of agency over their mental and emotional well-being by addressing these issues in a caring and instructive environment. By providing those with the knowledge and abilities needed to successfully negotiate the challenges of puberty, this proactive approach enhances the general wellbeing of teenagers.

Z clubs' events often correspond with learning goals, enhancing traditional classroom instruction. Through collaborative efforts, activities, and practical projects, these groups reinforce academic ideas and provide a hands-on, experiential learning opportunity. By combining formal and informal learning, teenagers' educational experiences are improved overall, leading to a more comprehensive and balanced approach to information acquisition. These groups provide a disciplined setting for the development of critical life skills, social interaction, artistic expression, leadership, and community involvement. Z clubs have an effect on teenagers' academic and personal growth outside of the club environment. They also establish leadership, creativity, and ethical qualities in them. Z clubs are transforming environments that support young people's potential. They act as positive development accelerators, equipping teenagers for the possibilities and difficulties that lie ahead.

4. CONCLUSION

The Integration of human behavior, adolescent psychology, and The novel idea of Z clubs offers a comprehensive framework for assisting youth in navigating the challenging shift from childhood to maturity. Adolescent psychology emphasizes the need of complex support networks at this crucial time, as it is characterized by significant changes in physical, cognitive, and mental health. Z clubs show up as transforming environments that successfully handle the complex aspects of puberty. Z clubs provide a complete platform for holistic growth via the development of leadership abilities, encouragement of creative expression, facilitation of social relationships, and promotion of community participation. The idea acknowledges that adolescence is a critical time for setting the foundation for a resilient and complete adulthood, rather than just a transitory stage. The fact that Z clubs provide teenagers a feeling of empowerment and belonging highlights how important they are. These groups provide an overwhelming feeling of self-worth, lessen feelings of loneliness, and enable identity discovery in a supportive setting. Z clubs combine both formal and informal education to improve academic knowledge and provide them useful skills that will help them in their future aspirations. Furthermore, Z clubs' focus on mental health conversations and emotional well-being programs helps to foster the development of interpersonal skills and perseverance.

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CHAPTER 11

HARMONY UNVEILED: BRIDGING TRADITIONS AND INNOVATION IN ART THROUGH MODERN TECHNOLOGY AND TRADITIONAL TECHNIQUES IN INDIA

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ABSTRACT:

The creation of a place for artists in India who practice the country's lost arts and crafts is explored in the thesis paper. Traditional forms of art have become less prominent in society as a result of the quick development of technology, resulting in the loss of cultural legacy. By mixing contemporary components and technology, the planned space intends to bridge the gap left by technology and revive interest in traditional arts and crafts. The space will provide visitors with an immersive experience to learn about and appreciate the art forms through interactive installations and exhibits. Furthermore, the space will serve as a platform for the artists to showcase their work and interact with designers. By raising awareness about the importance of traditional arts and crafts, the space aims to support the artisans. The thesis book also discusses the difficulties traditional artists face and how the space by supporting traditional artisans and their communities, the space can contribute to certain SDGs such as poverty reduction, economic growth, and cultural preservation. Overall, the thesis book highlights the need for such a space and provides insights into the design, implementation, and impact of the space on society and traditional artisans in India. The main focus is on creating a cultural space wherein these forms of art can be appreciated and shared until modern attitudes towards them change, engaging both local communities and metropolitan cities through an exploration into sustainable craft revival-focused solutions. The book ultimately proposes solutions for reviving these ancient practices through creative approaches such as setting up dedicated spaces wherein people can learn and practice together to pass forward their knowledge over time.

KEYWORDS:

Art, Craft, Cultural, Traditional, Kaputli.

1. INTRODUCTION

Welcome to the world of lost arts and crafts in India, where centuries-old traditions and techniques of handcrafted objects are being overshadowed by modern technology. Here, we explore the journey of these artisans and the impact that technology has had on their way of life. Look into the challenges they face and the need to bridge the gap between traditional arts and crafts and the younger generation. India is a country with a rich cultural heritage, a tapestry woven with an extensive variety of traditional art and craft forms. These artistic expressions not only reflect the cultural diversity of the country but are also an essential part of its social, economic, and spiritual identity.

However, many of these traditional art forms and handicrafts are now on the brink of extinction, with the rise of globalization and modernization leading to a decline in their demand and appreciation. Here we explore the idea of creating a space that not only promotes the revival of these lost arts and crafts but also helps bridge the gap between them and the technology-driven younger generation. The proposed space aims to bring together traditional artists and artisans from different parts of India and provide them with a platform to showcase their unique skills and art forms.

This thesis book delves into the design and development process of such a space, exploring the challenges and opportunities that come with promoting traditional arts in the modern world. It also examines the role of technology in bridging the gap between cultural heritage and modernity, and the potential impact of such a space on the promotion of sustainable development goals [1], [2].

1.1.Problem Statement:

Indian art is like an ocean, and with growing audiences in the country and overseas, everyone's vision and interests in the art can be realized. Ediga India has a rich heritage of traditional arts and crafts, which have been passed down through generations. This vast array of traditional arts and crafts is gradually being forgotten due to various factors such as the lack of promotion support from the government, declining demand, and the advent of modernization. This has resulted in the loss of not just cultural identity but also a loss of livelihood for artisans who have inherited these crafts from their forefathers. Moreover, the COVID-19 pandemic has severely affected the livelihoods of many artisans, who were already struggling to make ends meet. With the closure of markets and the decline in demand for traditional crafts, these artisans are facing an uncertain future. To address these challenges, there is a need to create a space that promotes traditional arts and crafts in India. This space should showcase the beauty and diversity of these art forms and also provide a platform for artisans to showcase their skills and earn a livelihood. By promoting traditional arts and crafts, we can not only preserve our cultural heritage but also promote sustainable development goals, such as no poverty, decent work economic growth, and reduced inequalities. Therefore, the problem statement is to design and create an immersive space for artisans practicing the lost arts and crafts in India, which bridges the gap technology has created between the artists and today's generation, and raises awareness amongst people, all while supporting the artists [3], [4].

1.2.Artisans and their lives:

The life of these artists is inextricably linked to the fate of the cultural arts and crafts of India. The cultural arts and crafts of India are not only a source of beauty and fascination but are also an integral part of India's heritage. They have been passed down from generation to generation for centuries, representing the country's rich cultural and artistic history. The traditional artisans of India have been practicing their crafts for generations, honing their skills and passing them down to their children and grandchildren. They have been the keepers of cultural heritage, preserving the unique art forms of India that have been around for centuries. However, with the rapid advancement of technology, these artisans have faced significant challenges and have been pushed to the brink of extinction. Many of these skilled artists are struggling to make ends meet and keep their crafts alive. They are faced with numerous challenges, including a lack of recognition, declining market demand, and the increasing cost of raw materials [5], [6]. Figure 1 Illustration of the Artists Doing Works with art instruments.



Figure 1: Illustration Of the Artists Doing Works with art instruments [Shutterstock].

In some cases, the younger generations of these artists are not interested in carrying on the traditions, opting instead for more financially stable and less labour-intensive jobs. One of the most significant effects of technology on the artisans is the increasing competition from mass-produced products. With the rise of industrialization, cheaper and faster methods of production have emerged, making it difficult for traditional artisans to compete in the market. The extinction of these cultural arts and crafts would be a significant loss to India's cultural identity and heritage. It would also hurt the livelihoods of the artists and their families who rely on these crafts for their income. Therefore, it is crucial to find ways to preserve and promote these traditional crafts, and integrating technology may be the key. Many artisans have also found ways to use technology to their advantage. They have leveraged social media and e-commerce platforms to reach a broader audience and showcase their work to potential buyers around the world. Some have even collaborated with designers and brands to create contemporary products that blend traditional techniques with modern aesthetics [7], [8]. Figure 2 illustration of The Traditional Techniques with Modern Aesthetics.



Figure 2: Illustration of The Traditional Techniques with Modern Aesthetics[red hat].

The life of these artists is a complex and dynamic one, shaped by both the richness of cultural heritage and the pressures of a rapidly changing world. As we seek to create a space that celebrates their crafts and promotes their livelihoods, it is essential to understand the effects of technology on their lives and find ways to integrate it into their traditional practices.

2. LITERATURE REVIEW

E. Jolie et al. [9] study focused on the Extensive archaeological basketry and textile assemblages recovered from throughout western North America have facilitated the development of some of the longest and most well-dated chronologies for these crafts in the world. This situation provides a unique opportunity to study continuity and change in these dynamic but highly perishable craft traditions over many millennia. Drawing on the archaeological database and ethnographic literature, this contribution considers factors that affect the spread of, and innovation in, textile techniques and forms through time and space. Social learning emerges as an important concept that allows us to contextualize craft conservatism and change and also provides a key bridging concept for the study of past social boundaries and identities. Improving our knowledge of the social learning context of textile production will be crucial to future research, but enhancing this understanding will require directed technological, experimental, and ethnoarchaeological research.

A. Da Fonseca et al. [10] the study explored In the early 1980s, the All-India Handicraft Board developed an interest in Chariya paintings as part of its initiatives to sustain Indian handicrafts. The Board's intervention increased the paintings' visibility and initiated the institutionalization of the Chariya painting tradition. In this process, painters adapted their practice to new forms of patronage beyond the local community, particularly museums and the handicraft market, and incorporated new techniques, iconography, and style. In examining various case studies of Chariya painting commissions, this article argues that Chariya paintings have dynamically adapted to social and cultural changes, particularly to changes in patronage since the 1980s. It further argues that institutions invested in Chariya paintings and folk arts and crafts from India, intending to ensure crafts' sustainability, have constructed and disseminated a rhetoric of disappearance while encouraging innovation and developing new forms of patronage.

T. Mino [11] study explored how Postcolonial nations often struggle with the legacy of higher education systems built by and for the benefit of former colonizers. In India, several visionaries endeavoured to design new culturally relevant approaches to higher education while taking inspiration from the US liberal arts college model. In an interconnected world, where a broader scope of understanding is required to craft solutions to societal challenges, young Indians are seeking an alternative to the specialized university model typical of Indian higher education. This paper explores the practice of the liberal arts in India through three questions: How have Indian universities built their own liberal arts tradition? What tensions do these universities navigate? What can African countries learn from these examples? I collected data through document analysis and interviews with founders, faculty, students, and alumni at three new liberal arts universities in India. Reflecting the ideals of Indian indigenous thought, the universities empowered students to carve out their path of self-discovery while analysing and developing a commitment to improving the Indian context.

J. Kalra et al. [12] the study described the embroidered textiles of India are a legacy that has a great visual appeal and speaks a deeper language of symbolism. The hand skills and processes of dyeing, washing, and printing are rooted in traditions of organic and natural origins and call for sustainable development. Chinkara is embroidery that was always patronized by royalty and is presently incorporated in the works of various designers. However, the associated processes in this embroidery suffered the slow death of the very essence of this art form, which was an expression of cultural heritage rather than just an embellishment. We need to consider the preservation of some of these processes that still exist in other Indian crafts, as they are benevolent to workers and a tribute to traditional knowledge. This paper intends to provide an insight into the design, cultural, and environmental aspects of this craft from its past to its revival in contemporary times. It will proceed to the development of a vision based on an analytical study supported by experimentation, to eventually involve the artisans of the rural areas of Lucknow (India) to reduce several health and design-related concerns currently associated with this handicraft. The researcher, in association with another craft revivalist, non-government organization, and designers, intends to promote the revitalization of some past processes and preservation of skills to develop a model of self-innovation and excellence within rural clusters.

T. Bramantyo et al. [13] the study focused on the Ever since the invention of communication technology, which was then followed by the invention of the internet, the two apparatuses have become a very important part of our daily life. For many of us, it feels like something is missing when we do not have a look at social media during a particular day, either in search of news, a message from friends or relatives, or otherwise when we would like to send a post to our social media account. This developed into a phenomenon called the Internet of Things (IoT), which denotes everything about physical items communicating with each other. Machine-to-machine

communications and person-to-computer communications are extended to inanimate objects. Indeed, ubiquity networks do exist everywhere, and with the aid of the modern computer, which has become so speedy and powerful in its work, they are opening up the road to the revolution of IoT (simply known as Revolution 4.0), which then signifies the beginning of the future generation of the internet. This article forms a descriptive study of the presence of digital art, which has been signified by three extraordinary occurrences, i.e., the presence of the world of art as based on Virtual Reality (VR), the principles of digital art for everybody, and the future which is expected to be signified by artistic creativity based on tech-enabled availability. All of these three phenomena are discussed here for the sake of achieving an understanding of the generic multidimensional space since this article does not intend to lead us to the specific meaning of digital art and its implications for the development of aesthetic values.

S. Millatina et al. [14] the study focused on the purpose of this study was to determine and improve students' understanding of literacy through learning video media. Based on previous research, there are not too many studies that discuss Strengthening Literacy for Learning Arts, Culture, and Crafts in Sculpture Artwork Materials for 6th-grade elementary school students. This study uses a quantitative approach to pre-experimental design in the form of pre-test and post-test. Based on the results of the research that has been carried out, before providing an understanding of the material of Sculpture in the students' understanding of Cultural Arts and Crafts learning, the results of the pre-test only reached an average value of 61.0% then an increase occurred after the learning video media was given, the post-test results the test given increased by 90.28%. The results showed that the difference was 29.28%. So, it can be concluded that the use of instructional video media on the material of sculptures learning Arts, Culture, and Crafts can improve students' knowledge literacy.

3. DISCUSSION

3.1. *The Coming Generation:*

Cultural arts and crafts play a vital role in shaping a society's identity, heritage, and culture. They are not only a form of artistic expression but also a link between generations. The passing on of traditional skills and techniques from one generation to the next is essential in preserving cultural arts and crafts. The loss of traditional arts and crafts not only affects the livelihoods of the artisans but also impacts the coming generations. With the rapid advancement of technology, younger generations are becoming more disconnected from their cultural heritage. This disconnection leads to a lack of appreciation and understanding of the historical and cultural significance of traditional art forms. By promoting and preserving traditional arts and crafts, we can provide a bridge between the past and present, allowing for a deeper understanding and appreciation of our cultural heritage [15], [16].

3.2. *Technology and Art:*

Technology can also help bridge the gap between the younger generation and traditional arts and crafts by making them more accessible and relevant to modern audiences. The relationship between cultural arts and crafts and technology is a complex one. On one hand, technology has allowed for greater accessibility and distribution of cultural art and craft products, as well as new opportunities for artists to showcase their work through digital mediums. On the other hand, the rise of technology has led to a loss of interest in traditional crafts among the younger generation, resulting in the decline of certain crafts. For instance, the ability to mass-produce products using machines has made it challenging for artisans who make their products by hand to compete in the market. In addition, the younger generation's preference for modern, digital entertainment has led to a lack of appreciation for traditional art forms, which have been passed down through generations. With the most primitive means the artist creates something which

the most ingenious and efficient technology will never be able to create. However, technology also presents an opportunity for the preservation and promotion of cultural arts and crafts. For instance, the use of digital tools and platforms has made it possible to connect traditional artisans with a global audience, providing them with new opportunities to showcase their work and earn a living. Moreover, technology can also help bridge the gap between the younger generation and traditional arts and crafts by making them more accessible and relevant to modern audiences. Hence, it is essential to strike a balance between the traditional and modern approaches to art and craft, leveraging the benefits of technology while preserving the cultural heritage and promoting its value for future generations [17], [18].

3.3. Bridging the gap:

Today's rapidly changing world has significantly impacted our way of life, including the traditional arts and crafts of India. The cultural arts and crafts of India have been passed down through generations and hold immense historical and cultural significance. Figure 3 illustrates The Schematic Diagram of Bridging the Gap Between Traditional Arts.

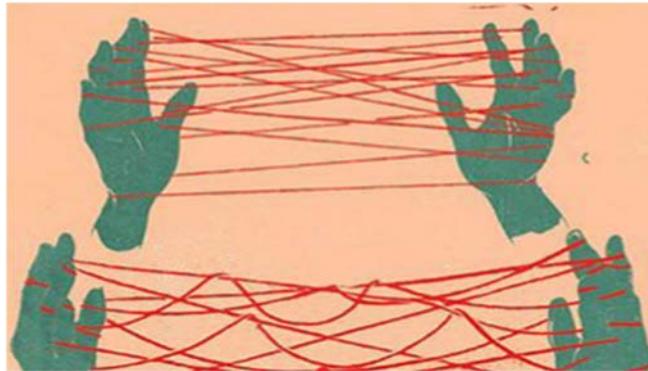


Figure 3: Illustrates The Schematic Diagram of Bridging the Gap Between Traditional Arts [Behance].

However, with the advancement of modern technology, these traditional art forms have been pushed aside and are almost extinct, and the artisans practicing them have been forced to abandon their craft to make a living. The need for a space for lost arts and crafts has become more crucial than ever. This space will serve as a platform to bridge the gap between these traditional art forms and the younger generation, who are more accustomed to modern art forms. This will also raise awareness about their cultural significance, and provide support for the artisans who are struggling to sustain their craft in today's competitive world. The space will serve as a reminder of the rich cultural heritage of India and the importance of preserving these traditional art forms for future generations. Without such a space, the cultural arts and crafts of India may soon be lost forever. A space like this would bring awareness among the people about these art forms, their significance, and the effort required to preserve them. The younger generation would be able to learn about their rich cultural heritage, which would also help in preserving these art forms for future generations. In this chapter, we will explore the reasons why a space for the lost arts and crafts is necessary in today's time and the significant role it can play in promoting and preserving the cultural arts and crafts of India.

3.4. Endangered Art and Crafts:

India has a rich cultural heritage that spans thousands of years, and its arts and crafts are an integral part of this heritage. From the intricate embroidery of Gujarat to the intricate wood carvings of Kashmir, each region of India has its unique art form that reflects its history,

culture, and traditions. However, many of these arts and crafts are facing extinction due to various reasons. One of the main reasons is the lack of economic opportunities for artisans, which makes it difficult for them to sustain their livelihoods. Many artisans are forced to abandon their traditional crafts and take up other jobs to make ends meet. Another reason is the lack of support from the government and society at large. With the advent of modern technology and mass-produced goods, the demand for traditional handmade crafts has decreased. This has led to a decline in the number of artisans practicing these crafts and a subsequent loss of knowledge and skills. It is also considered an endangered art form due to several reasons. One of the primary reasons is the decline in the number of Warli artists and the lack of interest in the younger generation to pursue this art form. This decline in the number of artists is due to various economic factors like migration to urban areas for better job opportunities, lack of financial stability, and limited market opportunities for Warli art. Moreover, the traditional practice of Warli art is also at risk due to the rise of commercialization [19], [20]. Figure 4 illustration of the non-warli artists in factories.

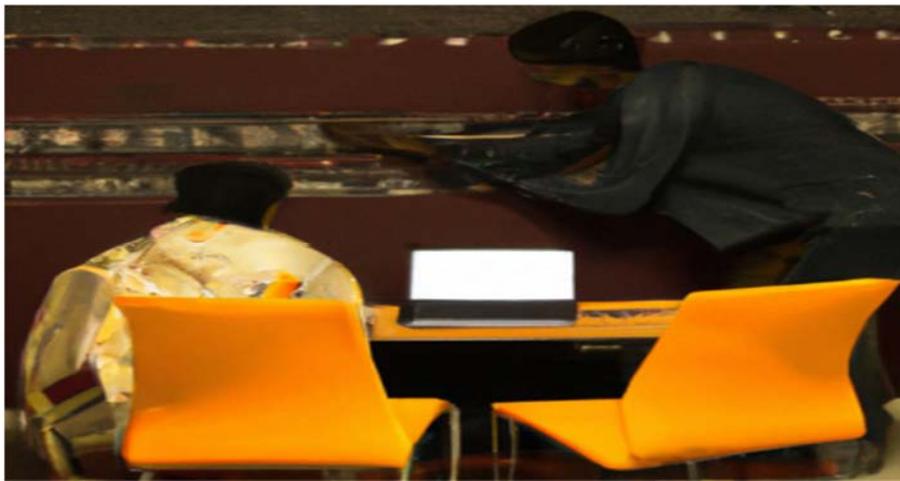


Figure 4: Illustration of the non-Warli artists in factories.

Warli-inspired products are often made by non-Warli artists in factories. This has led to the dilution of the authenticity and cultural significance of the art form. If the trend of declining interest and support for Warli art continues, it may result in the loss of a significant cultural heritage of India. Therefore, it is essential to raise awareness about the cultural and artistic value of Warli's art. Warli art is a traditional art form that originated in the Warli tribe of Maharashtra, India. The art form is known for its simplicity, use of basic shapes, and monochromatic colour scheme. Warli art has gained popularity across the world and has become a symbol of India's rich cultural heritage. The art form has a deep cultural significance for the Warli tribe. It is believed that Warli art is a form of storytelling and is used to depict the daily life and rituals of the tribe. The art form is also used in various ceremonies and festivals, where it is applied to the walls of homes and temples. The process of creating Warli art is simple and involves the use of basic shapes such as circles, triangles, and squares. The motifs used in Warli art are inspired by nature and the daily life of the Warli tribe. The art is created using white pigment made from rice flour mixed with water, which is then applied to a brown surface. In recent years, Warli art has gained recognition as an important art form in India. The government has taken steps to promote the art form and support the Warli artisans. However, despite its growing popularity, the art form is still at risk of extinction due to the rapid urbanization and modernization of India and it is essential to preserve and promote it for future generations to come.

3.5. Phad Painting:

Phad painting is an ancient folk-art form from Rajasthan, India. It involves the creation of large, intricate, and colourful scroll paintings depicting the stories of local deities and legends. The Phad paintings are traditionally painted by a community of artists called the Joshi community who are the custodians of this art form. The process of creating a Phad painting involves a series of steps and requires great skill and precision. It starts with preparing the canvas, which is made of hand-woven cotton cloth. The colours used in Phad paintings are all natural and extracted from various sources like flowers, vegetables, and minerals. The artists use a unique technique of layering colours to create depth in the painting. Once the colours are filled in, the artist adds the final touches with gold leaf or other decorative elements. Phad paintings were initially created for storytelling in temples and were carried by the Joshi community on their backs while traveling to different villages to perform the stories. However, due to several reasons, this art form is now endangered. One of the main reasons is the lack of patronage and support from the government and private sectors [21], [22]. Figure 5 illustrates the phad painting.



Figure 5: Illustration The Phad Painting[123rf].

Here is little awareness of this art form, and as a result, there is little interest in preserving it. Another reason for the decline in Phad painting is the lack of interest among the younger generation. The traditional process of Phad painting is time-consuming and requires a lot of skill, patience, and dedication. With the advent of modern technology and digital media, many young people are more attracted to instant gratification and quick results. Additionally, traditional Phad painting materials such as natural dyes and cloth are becoming increasingly difficult to obtain, and many artists have to rely on synthetic materials, which can affect the quality and authenticity of the art form. Overall, without immediate and sustained efforts to support and preserve Phad painting, this beautiful art form may soon become a thing of the past.

3.6. Kathputli:

Kathputli craft is a traditional Indian art form that involves the creation of puppets made from wood, cloth, and other materials. Figure 6 Illustration the Arts of The Kathputli Craft Is a Traditional Indian.



Figure 6: Illustration The Arts of The Kathputli Craft Is a Traditional Indian[Houzz].

These puppets are used in storytelling and theatrical performances to entertain audiences. The process of creating these puppets is intricate and requires a high level of skill and creativity. The creation of Kathputli puppets starts with the selection of wood, which is then carved into the desired shape of the puppet. Once the basic structure of the puppet is complete, it is covered with cloth and decorated with intricate embroidery, beads, and other embellishments. The puppet is then painted in vibrant colours to give it a lifelike appearance. Despite its cultural significance, the art of Kathputli is endangered today. The artisans who create these puppets are facing numerous challenges that threaten the survival of this art form. One of the biggest challenges is the lack of financial support and recognition. Many Kathputli artisans are struggling to make ends meet, and the younger generation is not interested in pursuing this art form as a career.

In addition, the mass production of plastic toys has made it difficult for Kathputli artisans to compete in the market. The demand for traditional toys has declined significantly, and the market for Kathputli puppets is shrinking. To address these challenges, it is important to provide financial support and recognition to Kathputli artisans. This can be done by promoting the art form through various initiatives, such as exhibitions and cultural festivals. Additionally, efforts can be made to modernize the art form by incorporating new technologies and designs, while still preserving its traditional essence. By preserving the art of Kathputli, we can not only save a cultural treasure but also provide a livelihood for the artisans who create these beautiful works of art. An important feature of kathputli is how in popular culture; a new type of narration developed. The Indian movie Paheli is an example of this; puppets narrate the story of the film. In recent times the kathputli's have become a decorative piece in home décor. But the crucial narration element of the art is lost.

3.7.Sustainable Tools to Make SDG Goals More Reachable. Development Goals:

The rise of the handicraft movement is one of the global trends which is possible to observe recently. Handicrafts, originally deeply rooted in local cultures, rural closed societies, and traditional guilds of crafts masters, are becoming more and more popular, not only as a way of spending free time and a way of relaxation but also as an idea of a born global business. This is the reason why handicraft is considered one of the Sustainable tools to make SDG goals more reachable.

Firstly, cultural arts and crafts help in achieving SDG 11: Sustainable Cities and Communities by promoting cultural diversity and preserving heritage in urban areas. They help in creating a sense of place and identity and can serve as a tool for promoting social cohesion and community building. Secondly, they support the livelihoods of local communities and help in achieving

SDG 1: No Poverty and SDG 8: Decent Work and Economic Growth. Cultural arts and crafts provide employment opportunities for artisans and their families and help in promoting fair and inclusive economic growth. Thirdly, cultural arts and crafts can promote sustainable production and consumption practices and help in achieving SDG 12. Responsible Consumption and Production. Handmade products often use locally sourced and sustainable materials, and the production processes are often environmentally friendly.

3.8. Craft Village, Delhi:

Craft Village, also known as Shaligram, is an initiative by the Delhi Government to promote and showcase traditional Indian crafts and arts. It is located in the heart of Delhi and is spread across an area of 60 acres. The Craft Village is home to various craftspeople and artisans who display and sell their products to visitors. The space is designed in such a way that it provides a platform for the preservation, promotion, and development of traditional crafts. The Craft Village is divided into various sections such as pottery, weaving, woodwork, metalwork, and more. Each section has a designated area where the craftspeople work and display their products. Visitors can interact with the artisans and learn about their craft, techniques, and the cultural significance behind their art. One of the unique features of the Craft Village is the training and skill development programs that are conducted for young artisans. These programs provide them with the necessary skills and knowledge to sustain their craft and adapt to changing market trends. The Craft Village also hosts various events and exhibitions throughout the year to promote traditional crafts and arts.

4. CONCLUSION

In conclusion, creating a space for India's lost arts and crafts can have numerous benefits for both the artist community and contribute to the Sustainable Development Goals. With the establishment of workshops specifically for these artists, they will have a dedicated space to work on their craft, which can lead to an increased sense of pride and purpose in their work. Additionally, having a public space where individuals can learn about and purchase these unique pieces of art can stimulate the economy and foster cultural appreciation. Ultimately, such a space will help support and promote India's diverse and rich artistic heritage. Preserving India's lost arts and crafts is of paramount importance since they are an invaluable part of India's rich cultural heritage. These age-old crafts have been passed down from generation to generation, and their preservation is necessary to ensure their continuation in the future. The creation of a space dedicated to these crafts can provide a platform for artists to showcase their talents, and the public can learn about and appreciate these crafts. This space will also contribute to the Sustainable Development Goals by promoting economic growth, reducing poverty, and supporting cultural diversity.

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CHAPTER 12

AN OVERVIEW OF THE BUILDING PRACTICES OF RAJASTHAN

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ABSTRACT:

Home painting and brickwork are integral aspects of residential construction and maintenance. The main problem identified by this study is the exploration of the various dimensions and considerations associated with these two crucial components of home improvement. The objective is to understand the significance of aesthetic choices, the impact on property value, and the practical aspects of durability and weather resistance. The abstract investigates different types of paints and their applications, considering factors such as color psychology and trends in home design. This paper concludes that additionally, it delves into the techniques and materials involved in brickwork, examining the role of bricks in providing structural integrity, insulation, and overall architectural appeal. The future scope of this research is that it incorporates case studies and expert opinions to provide a thorough review of the opportunities and difficulties in home painting and brickwork.

KEYWORDS:

Araish, Brickwork, Constellation, Limestone, Marble powder.

1. INTRODUCTION

Lime acts as a binder in this mixture. Surkhi and lime form a strong bond because the moisture in the burnt mud helps the lime settle.

1.1 Lime

Lime acts as a binder in Araish and is the main ingredient in this dish. The cycle of lime starts from the calcination process due to the high reactivity of the material. Limestones are baked in a 'Bhatti (traditional kiln) at high temperatures to remove the heat of lime. After the limestones are cooled down, they are collected and stored. As per the requirement, the limestones are put in a tank for slaking. The method involves putting the stones in water and dissolving them until they have boiled completely and have cooled down. One has to keep mixing during the slaking process. The process is very toxic and the mixture is extremely hot which can burn the skin, so proper care should be taken while performing the task. After the mixture is cooled down it is sieved through a flour strainer and put into big containers for storage purposes with the addition of buttermilk and extra water which helps to keep it cool.

1.2 Marble Powder

This aids in the whiteness of Ariash and acts as an aggregate in the first and the second coats. The bigger grains which are similar to the size of semolina grains are used in the base coat while the sieved grains are the ones that are used for the second coat called 'jikhda'.

1.3 Process

The process starts with an application of the first base coat applied for Araish called 'Kada'. Before applying the plaster mix on the wall, a light wash of tragacanth gum and water is applied on the plastered wall for kada to stick better on the surface plastered wall for kada to stick better on the surface. The walls that are best suited to start this technique are the ones that are made up of bricks and lime plaster. However, in the present times, the walls are often made up of cement and brick and finished off with a cement plaster, and they are also considered the most viable option today as the construction industry has been using cement abundantly for its strength and fast healing properties.

1.4 Baselayer

The base layer for Araish is applied on a plastered wall. The wall can be plastered with either of the two: surkhi-lime plaster or cement plaster. The mixture of kada is applied with 1 part lime and 2 part marble powder. The marble powder is used in a coarse form (the powder grains should be similar in size to that of semolina grains) for a rough surface that allows the other layers of Irish to stick and bind well to the base layer. The thickness of this layer generally ranges from 4 mm to 8 mm. It is applied on the plastered surface with the help of a karni (Trowel) which is used for a rough application to form a thickness over the plastered surface and bhatkada (Wooden Float) is used to make the surface equal. This step involving bhatkada ensures that the surface is flat and even. Kada is also sanded with coarse-grade sand paper at times which allows its surface to be more rough and enables other layers to adhere well to the base coat, although the step of sanding is not always required.

1.5 Second layer (Jikhda)

Jikhda (also called Jikhi) is a mixture of fine marble powder and lime. It is in a 1:2 ratio where 1 part of lime paste is added to 2 parts of marble powder. Then water is added to make a thinner consistency which helps it to be applied easily on the surface with the help of a brush. Since this is applied in 2-3 coats with the help of a brush, the consistency of this mixture is more liquid compared to Kada. The marble powder or dust is relatively smaller in grain size. It is sieved through a fine mesh strainer so that any larger marble powder grains are left out for smoother application of Jikhda. At times, it is also manually stone ground at sites followed by the sieving process. After 7-10 days when the base layer has completely dried (lime heals over time to gain its true strength which makes it 'pakka'), water is applied on the surface with the help of a thick brush for better moisture retention. After the water has been applied liberally on the surface (ideally 2-3 coats) it is left for 5-6 mins so that kada absorbs the water well and then the application of Jikhda is started.

1.6 Final layer (Kali)

Kali is purely made of lime. It is a creamy consistency that is applied on jihad when it is damp. This layer is applied once water is mixed for a thinner consistency which helps the coats to be applied easily on top of the other. Kali is done in 3-4 coats and is applied with the help of a brush. The first 3 coats are painted on the surface with a brush and rubbed in with java and once the layers of Kali start to grip the stone then the fourth layer is applied. This process of rubbing the layers with java stone is to ensure that all the coats slowly become one as a whole. The fourth coat is for smoothing out the Kali. These layers are smoothed with a steel trowel or a polished stone.

The study explains that the Surkhi-lime plaster has been used abundantly before the coming in of cement. Surkhi and lime are both mixed in different ratios to form mixtures for plaster, mortar, Jali work, etc. Surkhi is burnt mud, derived from burnt bricks.

2. LITERATURE REVIEW

A.Manci *et al.* [1] study examined the features and technique of the mural painting at Amenemhat's tomb (No. 340), evaluated the state of conservation that it is in at the moment, and chose and used the best materials and techniques for preservation. Several methods, such as visual inspection, polarising light microscopy, portable USB-Digital microscope, scanning electron microscopy, or SEM, with power dispersive x-ray evaluation system (SEM-EDS), x-ray diffraction of powder (XRD), as well as infrared spectroscopy with Fourier transform (FTIR), were used to characterize the mural paintings in the tomb under study. An experimental

investigation was conducted utilizing a variety of techniques, such as visual inspection, colorimetric measurements, and electron microscopes (SEM), to determine the best materials for consolidating and finishing operations. The findings showed that the wall paintings in Amenemhat's (No. 340) tomb were prepared by the ancient Egyptian painter using the customary tempera technique, which is employed inside rock tombs. There are numerous internal and external deterioration elements affecting the mural murals in the tomb. The product from Klucel G 1% has a high efficiency in consolidating the poor painting layer, as shown by the results of testing tests. Additionally, the Bio Estel product consolidates mud plaster layers with great effectiveness. The data also made it clear that the mortar (1), which is made of distilled water, 3 lighter mud, 1 heba powdered form, 0.5 burned clay, 1 straw, 3 mg Tobsin N, and 0.5 rough and fine yellow sand, is appropriate for filling in cracks and spaces in the paintings of murals. Ultimately, pre-consolidation, mechanical cleaning, consolidation, filling gaps, re-adhesion of partially detached and flaking layers, and crack injections were used to complete treatment operations.

Syed Abdul Manan *et al.* [2] study found that Pakistan is a bilingual and multiethnic nation, but the official language-in-education policies fail to acknowledge this variety. Roughly 90% of kids who speak more than 60 indigenous languages are thought to be deprived of schooling in their mother tongues. According to linguists, teaching only Urdu and English puts the native languages in danger of physical harm as well as diminished perceived vitality. This study examined the school administration's language management strategies, practices, and discourses about linguistic diversity and indigenous languages, as well as how these affected students' opinions. The Foucault's Effect: Investigations in Governmental Behavior with two lectures and a conversation with Foucault (The Harvester Wheatsheaf, London, (1991)) provided the conceptual framework of governmentality that was used in the study. This framework addresses both the indirect and direct acts of governance that influence individual behaviors in addition to the direct acts of governing the state apparatuses. The results, which were obtained using a mixed methodology in 11 low-cost English-medium private institutions in Quetta, Pakistan, using high secondary students, teachers, as well as school principals as samples, imply that strict measures are taken by the school administration to discourage the use of dialects other than Urdu and English, including notices, wall paintings, consequences, and occasional punishment. The majority of students also demonstrate adherence to the hierarchical policies. The majority of participants believe that indigenous languages are useless since they have a limited role in social mobility and professional advancement. The study concludes that the governance approaches physically and perceptually displace the indigenous languages and that the dominant perspectives view languages as commodities, severely devaluing the sociolinguistic, literary, artistic, and cultural aspects of the indigenous languages.

R. Acquaye *et al.* [3] study examined the design attempts to transform traditional West African textile design features from a narrow range of garment applications into a variety of decorative pieces with an anticipated broader market appeal. In West Africa, textile design is the most common artistic endeavor and a crucial component of the textile industry. While there are regional differences in textile production methods, some popular methods include discharge coloring, direct printing, resist printing, Kritik, batik, blue passing away, embroidery, patchwork, applique, and tie-dying. Sources like body art and tattoos, proverbs, indigenous symbols, significant occasions and events, notable individuals, and natural and man-made objects are used to create designs. The textures created by the actual procedures of fabric creation and the results of color variations of yarns, such as flecks, bars, and checks, have also given rise to other kinds of textile design. However, the primary purpose of fabrics is to be used for clothes and, to a lesser extent, craft items; this restricts the use and application of certain fabrics. Additionally, as designing and manufacturing are primarily done by hand, there

are many obstacles in the way of mass customization and mass production uniformity or replication. The primary themes in the artistic compositions are Adinkra, also and Adire, with references to Bogolanfini symbols in the backdrop. These design efforts adopt a more comparable perspective on the native West African fabrics. For the practical tests, the human-centered design approach was used; it comprises a methodical process for externalizing creativity while keeping the intended users of the products in mind. The majority of the background information was gathered through observation of tangible artifacts, historical records, and documentation. This project explores a variety of materials and techniques for creating retro chairs, cushions, or wall panels, including lycra, canvas, foam, wood, and soft velvet textiles.

B. Sheldon *et al.* [4] study examined the traditional methods employed by female artists in rural north-eastern Ghana and southeast Burkina Faso, who use natural colors found in their surroundings to paint their dwellings' earthen walls. The creative inventiveness of Italian Renaissance fresco artists has been the subject of numerous articles. The talents of West African rural women artists, who plaster and paint their homes' walls using methods akin to frescos, have received less academic attention. In addition to being aesthetically pleasing, wall paints shield interior walls from inclement weather and gusts. They serve significant societal roles as well. For example, women who paint declare to the world that they are accomplished artists who value their own identities and cultures. These cooperative procedures, which involve every woman in the home and community, are essential to the development and upkeep of women's relationships. In addition to describing the historical development of painting and plastering techniques through the cooperative effort of women working across ages and communities, this debate showcases women as expert artists.

B. Smith *et al.* [5] study examined When it comes to the study and preservation of artistic creations, science, and the arts are becoming more and more linked. Science has a significant impact on cultural heritage, from creating new analytical methods for examining artwork to looking into novel approaches to material preservation. For instance, art historians can view underdrawings in paintings that were previously invisible thanks to high-resolution multispectral inspection, and scientists can detect pigments and binders that aid art conservators in their work by using non-invasive, microsampling analytical procedures. Additionally, it gives curators a better understanding of the original painting technique used on the artwork's rear cover. Art and science are my two loves. -- Research and laser-enabled discovery of hypogean early Christian mural paintings in the Roma catacombs of Santa Tecla the Domitilla Scientific analysis for the study and preservation of mural paintings from Far East Asia -- Calakmul's Maya mural paintings: artistic style and preservation The hues of native memory: a non-invasive examination of codices from pre-Hispanic Mesoamerica The Codex Colombino's material study; the Florentine Codex's artistic technique: the meeting point of the Old and New Worlds; the beauty and meaning of color in medieval Portuguese manuscripts; the wall paintings of Pisa's Monumental Cemetery: the war, the restoration, and the conservation; the physical and biological investigation of the 15th-century Italian move from egg tempura creating to oil painting; and multicriteria examinations of the masterpiece The Final Judgement, donated to Hans Memling that the National Museum of Gdańsk (2010–2013).Raphael's Virgin of the Goldfinch and conservation and science in the Florentine O.P.Dh Painting underdrawing all-encompassing method for examining and conserving paintings through the use of laser light technology: examination, evaluation, and cleaning Mens Agitat Molem: The use of X-ray diffraction and fluorescent analysis provide fresh perspectives on Nicolas Poussin's painting method creating nature through technical design decisions: Ogata Kōrin's Irises at Yatsushashi -- As time went on sunset. Christen Købke's Perspective on Lake Sortedam: Its Origin and Hue ModificationVan Gogh's works of art and pigments are examined

using cutting-edge analytical methods. A vivid surface: examining Winsl's color, texture, and transparency Homer's watercolors following the events Assessing our multidisciplinary investigation of Mondrian's Victory Boogie Woogie Conservation and description of visual technique in Argentinean murals Materials and technical analyses of a chosen series of works by prominent Brazilian Modernist painter Candido Portinari Modern painted palimpsest Interpreting Osvaldo Licini's Paintings: A Study of Technique and Conservation for the Burri Project The illusive and transient material in contemporary drawing -- John Hoyland, a British acrylic painting master -- Outdoors painted surfaces in modern arts.

The abovementioned studies do not explain the main advantage of using Surkhi rather than river sand, since it's in short supply due to high demand. Herbal mixtures, such as fenugreek seeds and jaggery, strengthen the bonds between particles and start a molasses reaction inside. Natural polymers made from Google gum, aloe vera, and cactus can improve how well particles cling to one another.

3. DISCUSSION

3.1 Border Work

The border work has been a signature style of finishing Araish. It has been mostly seen with a black border. An offset of one inch is given from the edge and outlines are marked on the surface with the help of charcoal-covered thread. Once all the lines are marked, the application of natural pigment paint is started. Kajal (charcoal black pigment) is often mixed with lime water to apply on a damp Araish surface as soon as the Ghutai work (Rubbing and pressing in a circular motion) of Araish is done with the help of a polished stone. After the paint has been applied to the desired opacity it is left for a few minutes before starting the chirai process. Chirai is a process that uses a sharp tool to scrape off any pigment that went off the charcoal line. It is also used to etch any decorative detail in the border or simply etch a straight line in the center of the borderline. The thickness of the border lines also depends on the design that is followed in the space [6]. In Figure 1 Shown the painting of the brick house.



Figure 1: Illustrates the painting of the brick house [Pinterest.co.kr].

3.2 Colors used

The use natural pigments have been there for centuries and were also applied to Irish to beautify interior and exterior spaces in Havelis, houses, palaces, etc. The application was done by mixing lime water and the natural pigment to form a paint of liquid consistency which was applied on freshly done Araish. Some natural colors used were - Kajal (charcoal black), Neel (indigo blue), Geru (red stone powder), Kesar (saffron), etc. They remained vibrant for almost as long as the building lasted [7].

The process of applying colors on wet plaster is called mural. When painting a mural fresco, water-based paint is applied directly over wet plaster, allowing the paint to become a permanent part of the material. It is a long-lasting mural technique since the paint absorbs into the wet plaster. Once the plaster is dry, minor touch-ups can be made, but an entire fresco drawn on dried plaster is likely to peel off. A special part about applying these colors on Araish is that once the painting or the border is finished, it is very gently pressed into the plaster with the help of a polished stone in a circular motion which gives a beautiful sheen on the surface [8].

3.3 Cinematography

An experimental filmmaker creating films by rhythmically marrying Indian traditional art with cinematic experiments while bringing an essence of the avant-garde. Amit has not only shown these paintings but also has worked with something so close to his roots where he bases himself, Himachal Dutta has decided to reside in the Himachal Pradesh Kangra Valley, which was the birthplace of the magnificent Pahari miniatures of the seventeenth and eighteenth centuries, one of the best schools of Indian painting.

Many of his works, including his debut feature Nainsukh (2010), are based upon or directly influenced by the studies and observations of the well-known art historian BN Goswamy. Many of Dutta's other short films, including Chitrashala, Gita Govinda, Tales Taken from a Sketchbook, and Painted from Dreams, were influenced by his fascination with Pahari miniature painting.

These films take their cues from the delicate technique, poignant lyricism, and psychological impact of Pahari's miniature painting. They are all unique and cinematically striking interpretations of some of the best-decorated manuscripts or sets that Nainsukh's family workshop has ever made. His admiration for the art form and a place in his heart for this beautiful practice makes him an inspiration for not only his cinematography but also rooted in his beliefs, in the art form, and is giving an ode to it while also preserving it beautifully [9].

3.4 Cross-disciplinary learning

An architect and a designer whose work is at the forefront in the current era where she works with an interdisciplinary team at MIT Media lab. Neri studied medicine before becoming an architect. Her work focuses on designing, and developing new materials, systems, and structures inspired by nature.

The study of the relationships and interactions between engineered items and structures—manufactured with property gradient at the equilibrium of Nature, which enables multi-functionality that matches Nature—and their surroundings is known as Material Ecology, a topic that Oxman founded. "Content is transferred fairly intimately between product and process, artifact and technology, and technique and expression." Her devotion to creating something that gives back to nature while working across different disciplines stimulates and encourages growth in people across various disciplines [10].

3.5 Windows to Vernacular

An architecture firm is driven by research where they look at process-driven collaboration and exploring ecological solutions while engaging with the community & embracing traditional wisdom. They are active on social media handles like Instagram where they look forward to communicating with the users by showing their narrative of travels to different places. Palak is an architect in the firm who shared that one has to build connections and earn the trust of people and other species in the process. She says on behalf of the firm that the information that is processed is done organically, some changes are inevitable but they enjoy and love what they do together. Their zeal for moving forward with this initiative is truly admirable. They follow an exploratory journey and share that wisdom they learned with us in a delightful way of informing what we are surrounded with because often we forget to capture these nuances whether it's in the form of an architecturally driven motive or conversations along our journey [11].

3.6 An eye for detail

An art director, photographer, and stylist who passionately captures memories and details in her travels and work where every piece has a story of its own. Naveli has been an inspiration in terms of her keenness to find beauty in the small details that she shares with her audience with a simplistic understanding of style, fashion, and everything in between [12].

3.7 A Reimagined Vertical

The outcome of the Mehsoos project as witnessed is a series of cuboidal prototypes of different sizes and shapes with a terracotta base that has been beautifully masked by Araish and finished with the distinctive kajal border of different thicknesses. This is a portable Araish model that serves the purpose of larger user accessibility and allows the building practice to have its own identity [13].

This possible design intervention evolved from the whole understanding of what Araish is and how can it be applied to a material that sustains this building practice. The interpretations and sample testings began by learning what base is best suited for the materials used in Araish. After testing samples on breathable materials and mixes like surkhi-lime brick and terracotta, the terracotta base showed positive results whereas the surkhi-lime brick got fine cracks throughout the surface.

This understanding led to the next step which involved a design idea of how the prototypes would look. The shape of a cuboid was chosen for a simple and effective purpose. Through my travels and learnings, the practice was seen to be applied on flat surfaces, and this was how it created an image in my head which led to the conclusion of having prototypes that have a flat surface for ease of application and absorption. This is also an ode to the learnings gained from different individuals and sites along the way [14].

3.8 Visual Testing

Visual artist Sameer Kulavoor resides and works in Mumbai, India. His work, which has been displayed as paintings, murals, books, magazines, prints, and objects, is situated in the nexus of modern illustration, graphic design, and art. His ongoing exploration and comprehension of the effects of time, politics, culture, and socioeconomic conditions on our apparent and unseen surroundings stems from his curiosity about why things look like they do. Through the process of sketching, painting, and design, he filters, dissects, documents, and defamiliarizes regularly encountered subjects in our day of visual overload. Working with him on his *Blued* book, an illustrated record of the application of blue tarpaulin is the idea sheet in India [15].

3.9 Lighting designer

As a studio, their goal is to interpret space via installations, illumination, and design components that can awe and inspire us in various settings. Being involved on both sides of the design spectrum from lone pieces created in tandem with artisans to mass-produced items created in partnership with manufacturers the studio isn't defined by any one style but rather by challenging items while taking into account the context and cultural connotations they contain. Collaboration with the firm is to create lights with a material concoction of colored Araish pieces and lights as a floor light or hanging lights [16]. In Figure 2 shown the painting of the brick by the painter.



Figure 2: Illustrates the painting of the brick by the painter [elitepropainting].

3.10 Artist

Picasso serves as Shira Barzilay's mentor as she shares his conviction that "Art is the removal of the unnecessary." Barzilay's main medium is digital printing, which he uses to try to make the invisible visible. The collaboration would be with her signature style of using lines as art [17].

3.11 Fiber Artist and Color Enthusiast

Trish Andersen was fascinated by the tufting technique as a way to delve deeper into her heritage. The diverse and unexpected tactility of Andersen's work, which combines fibers collected from plants, animals, and the factory floor, demonstrates that there is always room for the bright and the muted, the cut and looped, the sleek and the wild, across all boundaries—temporal, cultural, geographical, and interpersonal [18].

The fusion of a Fiber Artist and a Color Enthusiast embodies a dynamic and symbiotic relationship, where the tactile world of fiber and the kaleidoscope of colors converge to create visually stunning and emotionally resonant artworks. This discussion explores the nuanced interplay between the two, shedding light on how the artist's passion for color elevates the craft of fiber art and vice versa.

3.12 Creative Expression

Unleashing Imagination: A Fiber Artist and Color Enthusiast collaborates to unlock boundless creative potential. The artist's ability to manipulate fibers in various forms, combined with the enthusiast's keen eye for color harmonies, results in artworks that transcend traditional boundaries.

3.13 Emotional Impact

Color as a Language: The Color Enthusiast understands that colors are not mere visual elements but convey emotions and stories. The Fiber Artist, through their chosen medium, weaves these emotions into tangible, tactile forms. The marriage of color and fiber communicates a rich narrative, inviting viewers to engage on both sensory and emotional levels.

3.14 Technical Mastery

Craftsmanship and Technique: A successful collaboration between a Fiber Artist and a Color Enthusiast requires technical mastery. The artist's skill in manipulating fibers, whether through weaving, knitting, or other techniques, is complemented by the enthusiast's knowledge of color theory. Together, they create pieces that showcase both precision in craftsmanship and sophistication in color application.

3.15 Cultural and Historical Context

Influences and Inspirations: A Fiber Artist and Color Enthusiast are influenced by cultural and historical contexts. They draw inspiration from traditional textile arts, exploring how various cultures have used color in their textiles. This dynamic interplay results in contemporary pieces that pay homage to the past while pushing artistic boundaries [19].

3.16 Innovation and Experimentation

Pushing Boundaries: Collaboration between a Fiber Artist and Color Enthusiast often leads to experimentation with unconventional materials and color combinations. This dynamic pairing encourages the exploration of new techniques, pushing the boundaries of both fiber art and color expression [20].

4. CONCLUSION

In conclusion, home painting and brickwork are fundamental elements that significantly contribute to the overall aesthetics, functionality, and value of a residential property. The choice of paint colors can influence the mood and perception of space, while brickwork serves as a durable and versatile building material with both structural and decorative purposes. The study highlights the importance of informed decision-making in selecting appropriate paints and bricks based on factors such as climate, architectural style, and long-term maintenance. Sustainable practices, including the use of eco-friendly paints and responsibly sourced bricks, are essential considerations in contemporary construction and renovation projects. Ultimately, a harmonious combination of well-executed home painting and brickwork not only enhances the visual appeal of a residence but also ensures longevity and resilience against environmental factors. This research aims to guide homeowners, contractors, and designers in making informed choices, fostering homes that are not only aesthetically pleasing but also sustainable and resilient.

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CHAPTER 13

INVESTIGATION OF THE ZOROASTRIANISM AND THE ASPECTS OF PARSİ RELİGİON CULTURE PROSPECTIVE

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ABSTRACT:

The study deals with overview explores Zoroastrianism's Many Facets, with an emphasis on how it manifests itself among the Parsi community. One of the oldest monotheistic faiths in the world, Zoroastrianism, serves as the spiritual foundation for the Parsis, a unique and powerful group mostly found in India. The study covers a wide range of topics, including cultural customs, religious beliefs, and the distinct identity of Parsis in relation to other religions. The study seeks to disentangle the intellectual basis of Parsi religious beliefs by analyzing holy writings, particularly the Avesta, and exploring the teachings of Zoroaster, a prophet who established this age-old tradition. Furthermore, the investigation delves into the intricate web of Parsi customs and traditions, which include holidays, rites, and social standards that characterize the neighborhood. The assessment also considers Zoroastrianism's current problems, such as population loss and the effects of the world diaspora on the tradition's ability to endure. With a thorough examination of academic literature, community viewpoints, and research, this study seeks to provide an in-depth comprehension of the complex interactions between Zoroastrianism and Parsi culture. In the end, it aims to further the conversation on the variety of religions and the maintenance of antiquated customs in a world that is changing quickly.

KEYWORDS:

Community, Culture, Monotheistic Faith, Parsi, Religion, Zoroastrianism.

1. INTRODUCTION

The prophet Zoroaster, also known as Zarathustra, is credited with founding Zoroastrianism, one of the earliest monotheistic faiths in the world. He is said to have lived in the distant past of Persia (modern-day Iran) around the sixth or seventh century BCE. Although Zoroaster's actual life dates and specifics are still unknown, his teachings established a moral and spiritual code that had a profound impact on the region's religious and cultural milieu. The central idea of Zoroastrianism is Ahura Mazda, the all-powerful and merciful god who created the cosmos and upholds the values of justice, truth, and order. The core ideas of the faith, contained in the holy text known as the Avesta, were revealed to Zoroaster by divine revelation. Songs, ceremonies, and the Gathas poetic works credited to Zoroaster himself are all included in this compilation. The never-ending conflict between Ahura Mazda, the creator of order, and Angra Mainyu (Ahriman), the chaos- and falsehood-causing spirit, is one of the main motifs of Zoroastrianism. According to this dualistic cosmology, in order for people to participate in the cosmic conflict between truth and untruth, they must identify with the forces of good. Zoroastrian ethics, which place a strong emphasis on moral behavior, integrity, and altruism, are based on the idea that each person has a fundamental influence on the course of history [1], [2]. During the Achaemenid Empire (c. 550–330 BCE), Zoroastrianism rose to prominence when Cyrus the Great accepted it as the official religion of the court. Cyrus's successor, Darius I, carried on Zoroastrianism's advocacy and dissemination. Following Persian regimes, such as the Parthians and the Sassanians, who declared the faith the official state religion from 224 to 651, CE, contributed to the religion's continued prominence. Magi, or Zoroastrian priests, were essential in upholding religious customs and conducting ceremonies throughout this time. Zoroastrianism underwent a dramatic transformation with the arrival of Islam in the seventh century CE. Although non-Muslim groups were originally permitted by the Abbasid Caliphate, Zoroastrians suffered from discriminatory practices by later rulers, which accelerated their

collapse. There were restrictions on Zoroastrians' religious activities and persecution for many of them. Zoroastrianism persisted in spite of these obstacles, and populations moved to places like Gujarat in the western part of India, where they took on the name Parsis [3], [4]. The Zoroastrian community had additional difficulties throughout the ages as a result of numerical decrease and cultural assimilation.

They did, nonetheless, carry on maintaining their own religious customs and rituals. Zoroastrianism has seen a resurgence in attention in the contemporary age as academics and fans investigate its philosophical and historical legacies. The Zoroastrian diaspora has been essential to the preservation and resuscitation of the faith, especially in India and the diaspora populations worldwide. Zoroastrianism is still a living example of the value of traditional knowledge and moral precepts. It continues to have an effect on succeeding monotheistic faiths as well as the customs of the few surviving Zoroastrian groups, adding to the complex tapestry of spirituality and cultural legacy. Zoroastrianism is still a fascinating chapter in the course of faith and philosophical growth, despite having a very small number of believers. It shows how resilient old ideas may persist in the face of historical obstacles. Figure 1 Shown Avestan Vīdēvdād Sādah and Figure 2 shows Symbols associated with the Zoroastrian faith.



Figure 1: Represent Avestan Vīdēvdād Sādah.



Figure 1: Symbols Associated with the Zoroastrian faith.

1.1 The Ashem Vohu (Zoroastrian Prayer):

One of the oldest monotheistic faiths in the world, Zoroastrianism, has its roots in ancient Persia and dates back to the Prophet Zoroaster's teachings in the sixth or seventh century BCE. The

idea of Ahura Mazda, the ultimate god representing truth and order, engaged in a never-ending battle with the evil Angra Mainyu, is fundamental to the religion. Zoroastrian ethics place a strong emphasis on moral behavior, integrity, and kindness as ways that people might participate in the cosmic struggle among good and evil. Under the Achaemenid Empire, Zoroastrianism flourished and was adopted as the official state religion. Notable proponents of the faith were Darius I and Cyrus the Great. But the 7th-century development of Islam was a watershed, as Zoroastrian customs came under attack and were restricted [5], [6]. The faith persisted in spite of obstacles, and Zoroastrians especially the Parsis in India kept their unique identity. The religion's impact endures because of a worldwide diaspora and resurgent academic interest in its preservation. The rituals of Zoroastrianism's followers and its enormous influence on later monotheistic traditions are testaments to its long legacy, which reflects the wisdom of old knowledge's ability to endure over centuries and cultural divides. Figure 3 shows the Ashem Vohu (Zoroastrian Prayer).

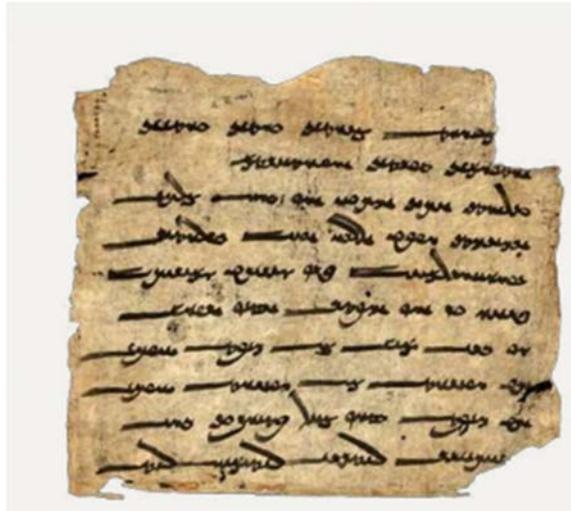


Figure 3: Represents the Ashem Vohu (Zoroastrian Prayer).

1.2 Finding a home in India (Parsi) :

One such tale is this one about the Parsis, which is a small town in India. The poem Qissa-e-Sanjan was composed about 1600 A.C. A tiny number of followers of the once-powerful Zoroastrianism fled Persia and arrived in India in search of safety and a fresh start. Jadi Rana, the local king at the time, called a meeting of the Zoroastrian priesthood leaders and requested an explanation of their religious practices, customs, and beliefs. The monarch informed them that their land could no longer support additional people after learning about their faith and giving them a jug full of milk. In order to show and symbolize how the Zoroastrian refugees would blend into their homeland, customs, and society in the same way that the sugar dissolved and sweetened the milk without disturbing it, the Zoroastrian priest then went ahead and asked for some sugar and emptied a handful into the vessel full of milk [7], [8].

2. LITERATURE REVIEW

Rezania K [9] regarding the idea of leadership and the zoroastrian position of leader which is Throughout its lengthy history, Zoroastrianism often reorganized its priestly hierarchy, partly as a result of the shifting circumstances it encountered. The Zoroastrian hierarchy of power was put to the test when it underwent a significant status change. It went from being the official religion of the Sasanian Empire to having just a small role in the early Islamic period. Zoroastrianism was able to establish a new post known as hu-dēnān pēšōbāy, or "Leader of the

Zoroastrians," thanks to the Abbasid Empire. This article examines the idea of leadership (*pēšōbāyīh*) in Sasanian and Abbasid Zoroastrianism and is the first to discuss this position in length. It explores the role of the office within the larger religious institution and offers some information on the Zoroastrian priestly hierarchy of the time.

López S et al. [10] explained zoroastrianism's genetic Legacy in Iran and India which is A religion that dates back to the second millennium BCE, Zoroastrianism is among the oldest still in practice worldwide, having its roots in Persia (modern-day Iran). Zoroastrianism was introduced to India by Persian migrants, according to historical documents, however the exact date of these migrations is up for question. Here, we undertake a thorough genome-wide genetic investigation in Iranian and Indian Zoroastrians, as well as nearby current Indian and Iranian populations, and offer genome-wide autosomal, Y the chromosome and mitochondrial DNA data. We discover that Jews in Iran and India have higher levels of genetic homogeneity than other examined groups in the two countries, which is congruent with their present endogamy practices, using advanced haplotype-based approaches.

Stausberg M and Tessmann A [11] described the taking of someone else's faith which is the historical emergence, the (ontological) creation, and the (legal) construction of religion. Many religions make their case for plausibility by citing lengthy traditions that have been constructed, yet other post-modern faiths embrace their invented nature. As a case of a cross-cultural adaptation of religion, as opposed to the transfer of an existing religion via, say, migration, the instance of Zoroastrianism in modern-day Russia is examined. This indicates that Zoroastrianism is being mimetically reconstructed by creators, receivers, and practitioners in order to conform to the (new) legal structure that governs religion in Russia. After Zoroastrianism became established in Russia, connections were made by Zoroastrians from over the globe. Over time, Russian Zoroastrianism developed into a variety of trends (modernistic, Internet-based, and worldwide vs esoteric, charismatic, and nativistic).

Stausberg M [12] explained the current situation and future directions of zoroastrian studies which is Zoroastrianism has been the subject of scholarly inquiry since the seventeenth century. During the early stages of the academic field of History of Religions, it was a standard subject. Since the 1970s, Zoroastrianism has grown less prominent in the study of religion history. This does not imply, however, that Zoroastrian Studies has not advanced since then. On the flip side, despite the traditional inclination to portray Zoroastrian Studies in a negative light, research in this area has made significant strides in recent years. This article briefly reviews eighteen key topics of cutting-edge current research endeavors.

Akbar A [13] described the islamic eschatological doctrines' zoroastrian origins which is Prior to the collapse of the Sasanian Empire in the seventh century, the predominant religion in Iran had a significant impact on neighboring religious customs. Specifically, it has had a significant impact on how eschatological concepts have evolved in Arabic and Islamic literature. This article, which focuses on theories about the assessment of souls beyond death, examines some of the key aspects of the ideas that were transferred from Zoroastrian literature to Islamic literature. It makes the case that several eschatological ideas discussed in Zoroastrian texts were appropriated by Islamic literature throughout the beginnings of Islamic history and assimilated into an Islamic theological framework.

Ghaznafari K et al. [14] Explained an analysis of the rights and responsibilities of family members in islam and Zoroastrianism which is The family is the cornerstone of society and the basis of social existence. Following marriage and the creation of a family, each member parents and kids included will have unique responsibilities and rights toward one another. According to Zoroastrianism, family members get specific privileges after a formal and legal marriage, or

pādixšāyīhā. This kind of marriage is comparable to an Islamic permanent marriage, where family members also have particular obligations and privileges. This article conducts a comparative analysis of the rights and obligations of relatives from the perspectives of Islam and Zoroastrianism, demonstrating the numerous parallels between these two faiths that may indicate the persistence of their respective traditions.

Stausberg M et al. [15] described in the Islamic republic of Iran, online religious identity which is the Islamic Republic of Iran as a case study to illustrate the globalization of survey technique. The Group for Measuring and Analyzing Attitudes in Iran, or GAMAAN, carried out an online poll on religion in 2020. Of the fifty thousand respondents to the study, ninety percent were Iranian citizens. This article addresses the finding that, after weighing, 8% of respondents identified as Zoroastrians, which is much higher than the percentage of Zoroastrians reported by academic studies on Iranian Zoroastrianism.

Khosravi M [16] explained the Importance of human security from the perspective of three great divine religions which is Over the last three decades, the idea of human security has been extensively studied from modern, international perspectives. The idea of "state security" has significantly given way to "human individualized security" in the relevant international United Nations literature. The purpose of the investigation is to investigate, from a religious standpoint, the value of security and the efficacy of religion on human existence. In order to address the fundamental topic, this analytical-descriptive research defines the word "security" and explores how it has evolved in worldwide current vocabulary, drawing on Zoroastrianism, Christianity, and Islam.

Beduhn J [17] described the manichaeian and zoroastrian religions' co-formation in Iran in the third century which is it is time to reevaluate the terminology, ideas, and themes that Mani and Manichaeians seized and changed from an established Zoroastrian religion. The study contends that (1) Zoroastrianism and Manichaeism emerged simultaneously in the third century, (2) against the backdrop of earlier Iranian religious cultural traditions, and (3) each interpreted and applied those antecedent cultural artifacts according to their own systems.

Niechciał P [18] explained Iranian Zoroastrians of the second generation in a new American homeland which is It examines how second-generation Zoroastrians reared in the US acquire and practice their faith while navigating the difficulties of a diverse American culture via the use of a storytelling technique. A case study of two teenage Zoroastrian women from California who were interviewed in 2019 is included in the essay. The contrastive instances highlight the diversity within Zoroastrianism, the many ways that it is experienced and understood, and the various perspectives about the ethno-religious heritage's future preservation. Understanding how Zoroastrianism changes in the new world and how it varies from what immigrants of Zoroastrianism brought with them from Iran is aided by this research.

3. DISCUSSION

Setting off on a voyage to follow the Parsi path throughout Gujarat reveals a fascinating story intricately woven into the rich cultural fabric of the region. Zoroastrian refugees from Iran during the Arab attack in the 7th century, known as Parsis, took refuge on Gujarat's coast, especially in the vibrant city of Surat. The Parsis flourished as a close-knit society throughout the ages, leaving a lasting impression on the area. Discovering the winding streets of Udvada, which is the location of the revered Iranshah Atash Behram, the nation's oldest fire temple, offers an insight into the core of Parsi religious practice. The vivid Navsari bazaars and the evocative Parsi agiaries (fire temples) in Surat's historic neighborhoods reverberate with the footsteps of bygone eras. With gravestones that date back centuries, the Parsi cemetery in Sanjan also stands as a moving monument to their continuing history. Beyond places of

worship and historical significance, Gujarat's cuisine is heavily influenced by the Parsi community, with popular Parsi meals like dhansak and patra ni machhi becoming mainstays in local kitchens. Following the Parsi path in Gujarat is an engrossing journey into spirituality, history, and cultural absorption that highlights the community's extraordinary persistence and contribution to the region's colorful mosaic. Figure 4 shows the The Iranshah by William Thomas Fee.

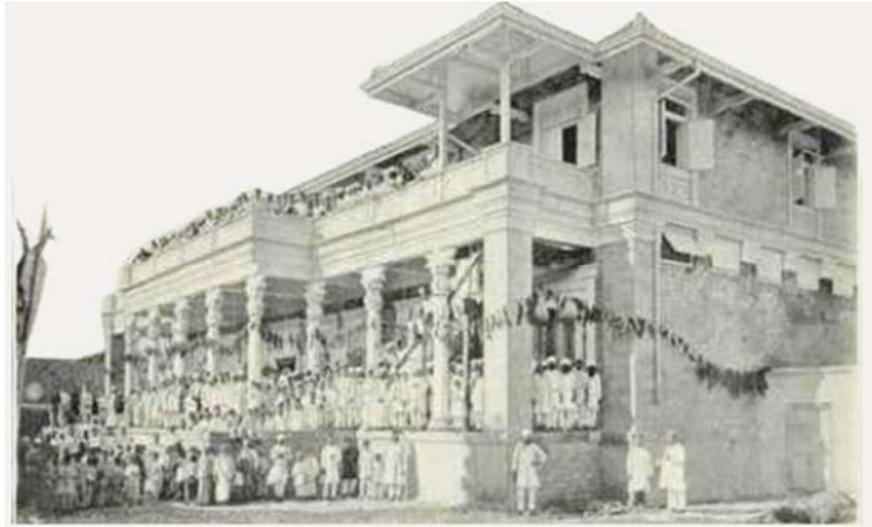


Figure 4: Represents the The Iranshah by William Thomas Fee.

3.1 Iranshah, Udvada (A symbol of the Community):

The Qissa i Sanjan states that priests from Sanjana and Iran dedicated the holy fire and together they called upon the fire of lightning, opening the door for the Atash Behram. For 672 years, the Iran Shah fire persisted in Sanjan. The moment the fire was started, it would last forever; as of right now, not even the arrival of the Iranshah in Udvada in 1742 caused it to go out. Not long after, in 1761, a building was constructed on the parcel of land that is now Atash Behram to house the sacred fire. Over the ages, the Atash Bahram building and other buildings in the complex have seen several alterations that were not intended by the original architects.

3.2 The Town of Udvada:

As the Parsi community's spiritual center, Udvada, a tiny village in the western Indian state of Gujarat, is deeply significant both historically and spiritually. Respected as the most holy location in India for Zoroastrians, Udvada is the location of the revered Iranshah Atash Behram, the nation's oldest fire temple that burns constantly. This ancient village radiates peace and spiritual devotion with its lovely Parsi houses and winding alleyways. At Udvada, pilgrims and tourists go to see the sacred fire temple, where an unending flame has been maintained for more than a century. The town's Parsi cemetery, which has antique mausoleums and tombstones, adds a moving element to Udvada's historical account by illustrating the Parsi community's continuing existence. With its distinctive architectural history, calm atmosphere, and religious importance, Udvada embodies a particular chapter in India's rich cultural tapestry and serves as a living witness to the tenacity and cultural diversity of the Parsis.

3.3. Relevance of Parsi in Mumbai:

Mumbai's colorful fabric is enhanced by the Parsi community, which has a rich cultural legacy and a distinctive place in it. Parsis have had a significant impact on the growth of the city and

have changed Mumbai's social, cultural, and economic scene forever. The Parsi community has played a significant role in defining the development of the city, from the construction of renowned schools like the Tata Academy of the Social Sciences to the construction of famous monuments like the Gateway of India, which was erected by benefactor Jamshedji Tata. The food scene is also influenced by Parsis, with well-liked Irani cafés acting as cultural hotspots and providing an array for both Parsi and Iranian specialties. The city's varied religious architecture, such as the ancient Parsi Fire Temples and its Towers of Silence, also reflects the Parsi presence. The Parsis of Mumbai remain a vital part of the city's socioeconomic fabric, with a focus on education, charity, and community involvement, in spite of demographic issues and migration. Fundamentally, the Parsi community continues to be an essential and beloved aspect of Mumbai's character, representing a tasteful fusion of modernity and tradition that enhances the vibrant culture of the city. Figure 5 shown the Gara Saari (Parsi Culture origin).



Figure 5 : Gara Saari (Parsi Culture origin).

3.4 Demographic Statistics of Parsi:

Over the years, the Parsi community, which was once a large and powerful organization, has seen a gradual reduction in population. According to the latest available statistics, there are around 60,000 Parsis in the globe, the most of whom live in India, namely in Mumbai and in the western part of Gujarat. Numerous causes, such as low birth rates, late weddings, and emigration, are blamed for this reduction. The declining population has also been attributed to worries about weddings outside of the Parsi community and a significant focus on marriage inside the community. The Parsi community in Mumbai, that has traditionally been a strength, is facing a demographic catastrophe as their numbers are declining to around 16,000. Community outreach programs, monetary benefits for Parsi couples to have kids of their own, and efforts to support inter-community marriages while maintaining Parsi identity are some of the measures being taken to counteract this decrease. Even with these initiatives, the community is still facing demographic issues that force it to consider creative solutions for both its own survival and to ensure the longevity of its rich history of culture.

4. CONCLUSION

A complex tapestry of age-old knowledge and tenacious traditions is revealed by research into Zoroastrianism and the elements of Parsi religious and cultural viewpoints. This study offers an in-depth examination of Zoroastrian ideas and the Prophet Zoroaster's teachings, revealing the intellectual underpinnings that have governed the Parsi community for thousands of years. Zoroastrianism's moral and ethical tenets truth, justice, and the ongoing conflict between good and evil can be understood via an analysis of holy writings, especially the Avesta. Moreover, the examination of Parsi customs, including holidays, festivals, and social conventions, demonstrates a distinct amalgamation of religious observance and collective identity. The study also recognizes the problems Zoroastrianism is now experiencing, such as population decrease and the effects of globalization on the preservation of culture. The Parsi community has shown perseverance in the face of these obstacles by striving to adapt while preserving the essential elements of their long-standing history. This analysis emphasizes how crucial it is to preserve and comprehend Zoroastrianism as a cultural heritage that contributes to the worldwide mosaic of human variety, in addition to its status as a religion. This study offers evidence of the old faith's continued relevance and importance as Zoroastrianism and the Parsi means of life negotiate the challenges of the contemporary world.

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