CULTURAL CHRONICLES
UNVEILING NARRATIVES ACROSS PROFESSIONS AND PASSIONS

Prof. Agnijit Tarafdar

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Unveiling Narratives Across Professions and Passions

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CHAPTER 1

CRAFTING CHARACTERS: UNVEILING THE ART AND NUANCES OF ACTING FROM STAGE TO SCREEN

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ABSTRACT:

Acting, as an art form, transcends mere portrayal and involves the meticulous crafting of characters through movement, expressions, and intonation. This comprehensive exploration navigates the dynamic terrain of both stage and screen acting, unraveling the unique challenges and rewards that each medium offers. The introduction sets the stage by delving into the diverse categories of acting roles, the inherent differences between stage and screen acting, and the pivotal role played by acting schools in shaping the next generation of performers. It introduces key institutions like Whistling Woods International, Actor Prepares, and Barry John Acting Studio, providing a glimpse into the spaces that nurture talent and foster creative expression. Exploring the Art of Acting from Stage to Screen" takes readers on a captivating journey through the diverse and intricate world of acting. From the foundational elements of facial expressions and body language to the nuanced differences between stage and screen performances, this exploration offers valuable insights for aspiring actors, seasoned performers, and enthusiasts of the performing arts. The study provides a preview of the key themes, such as the roles actors play, the distinctions between stage and screen acting, the significance of acting schools, and the transformative experiences within renowned institutions.

KEYWORDS:

Crafting, Live Performances, Live Performances, Whistling Woods International.

1. INTRODUCTION

Acting encompasses the performing arts, utilizing movement, gestures, expressions, and intonation to breathe life into fictional or inspirational characters. This expressive skill involves the ability to respond to imaginary stimuli and demands a diverse set of skills, including a well-developed imagination, emotional facility, physical expressivity, vocal projection, clear speech, and the interpretation of drama. Actors must also master dialects, accents, improvisation, observation, emulation, mime, and stage combat. Actors, as artists, convincingly portray characters, making the audience believe in their authenticity [1], [2]. Acting takes two main forms: stage and screen. Stage acting involves live performances before a live audience, encompassing theater, dance, stand-up comedy, and other stage performing arts. On the other hand, screen acting is the enactment in front of a camera for movies, television, short films, and advertising.

1.1. All About Acting:

In the realm of acting, there exist diverse categories that encompass various roles, each contributing uniquely to the narrative. These roles include main leads, background actors, supporting actors, guest stars, cameos, protagonists, antagonists, and more, each delineating the

specific contribution and role of an actor within a performance. However, many actors often identify themselves based on their specialization in stage acting, screen acting, or a combination of both [3], [4]. These designations carry distinct characteristics, and actors frequently find themselves drawn to one or the other or develop proficiency in both domains. Stage actors engage in live performances, showcasing their talent in theaters, dance productions, stand-up comedies, and other forms of stage performing arts. On the other hand, screen actors bring characters to life in front of cameras, participating in the creation of movies, television shows, short films, and advertisements. While both realms share the overarching goal of storytelling through acting, they demand different sets of skills and techniques. The choice between specializing in stage or screen acting often hinges on an actor's inclination, career goals, and the specific challenges and rewards each medium offers. Ultimately, actors who choose to master both stage and screen acting find themselves equipped with a diverse skill set, enriching their versatility and expanding their opportunities in the dynamic world of performing arts [5], [6].

1.2. Stage acting vs screen acting:

As previously mentioned, stage acting involves live performances where the audience is typically situated at a distance from the actors. This distance necessitates a more pronounced use of facial expressions and physical gestures to convey emotions effectively. Conversely, in screen acting, actors are close to the camera, narrowing the gap between them and the audience. This proximity demands subtlety and control in facial expressions, emphasizing the need for naturalness in both expressions and body language. For stage actors, there are no retakes or do-overs, requiring meticulous preparation and memorization of lines well in advance. Accuracy in memory and dialogue delivery is paramount [7], [8]. On the other hand, screen actors benefit from the opportunity for multiple takes to capture the desired action. The distance between the stage and the audience prompts stage actors to deliver their lines clearly and loudly. In contrast, film sets are equipped with multiple microphones to capture dialogue from various angles, allowing screen actors to focus more on natural expressions without the need to project their voices. Stage actors must possess quick thinking and improvisational skills; as live performances leave no room for error. They need to adeptly cover up any unforeseen mishaps. Screen actors, on the other hand, require abundant energy for extended shoots and must be versatile enough to portray various emotions in multiple takes, often shot out of sequence due to budgetary constraints. Adapting to impromptu script changes is also crucial in the realm of screen acting. Developing these skills requires consistent training and learning. While individuals can acquire proficiency in both stage and screen acting, it demands dedicated and ongoing efforts in honing these distinct yet complementary skill sets [9], [10].

Developing skills in both stage and screen acting requires a dedicated space that offers guidance, motivation, and an environment conducive to individual and collective learning. This need is fulfilled by an institution that focuses on nurturing budding actors, enhancing their abilities in enactment, and preparing them for the creative world of acting. Such a place is commonly known as an acting school. Acting schools play a pivotal role in skill development, instilling confidence, and immersing aspiring actors in a realm of imagination. These institutions provide structured courses and training programs designed to enhance an actor's proficiency. The curriculum covers a range of skills required for both stage and screen acting, fostering a well-rounded and adaptable performer. The duration of these courses typically ranges from one to three years, allowing students to delve deep into the art of acting, explore various techniques, and practice their craft under the guidance of experienced professors. Many successful actors attribute their growth and

overcoming fears to the transformative experiences gained through attending acting schools, emphasizing the significant role these institutions play in shaping the next generation of talented performers.

1.3. Whistling Woods International:

Whistling Woods International is a renowned film, communication, and creative arts institute situated in Mumbai, India. Established by the prominent Indian filmmaker Subhash Ghai, the institute is strategically located in the Film City of Mumbai, providing aspiring actors and filmmakers with a valuable gateway to the industry. The institute offers diverse programs with durations ranging from 1 year to 4 years. Whistling Woods International encompasses seven schools, each dedicated to major specializations within the Media, Communication, and creative industry. These schools include the School of Filmmaking, Actor's Studio, School of Animation, School of Design, School of Fashion, School of Media & Communication, and School of Music.

The actor's studio at Whistling Woods International specifically focuses on creating an environment tailored to the needs of acting students. This particular school is directed towards understanding and providing the necessary space for nurturing the talent of aspiring actors. The institute ensures that actors have dedicated spaces and facilities to enhance their skills and flourish in their artistic journey. The Actor's Studio at Whistling Woods International is a comprehensive platform designed to provide aspiring actors with a thorough understanding of acting. Primarily geared towards cinema, the studio goes beyond by imparting knowledge and nuances of various allied acting methods. Equipped with simple props, projection facilities, seating arrangements, and mirrors, the Actor's Studio creates an environment conducive to holistic learning. The Film Studio serves as a versatile space, divided for discussions and acting sets. It plays a crucial role in helping actors comprehend the intricacies of cameras, roles, dialogue delivery, and other equipment essential for film production. This dedicated space fosters an influential atmosphere, guiding actors in the crucial skill of script interpretation [11], [12].

The TV Studio, designed as an adaptable set with diverse shooting equipment, provides actors with the opportunity to practice for both stage and camera performances. Its portability allows for alterations based on the evolving storyline, offering a dynamic and practical experience. The Sony Media Technology Center serves as a video recording and editing lab primarily intended for filmmakers. However, it also proves beneficial for actors, providing insights into the filmmaking process and enhancing their understanding of the technical aspects involved. In the Music Mixing Studio, actors have access to sound and music recording and editing facilities. This studio allows them to record their voices, aiding in the development of a deeper understanding of voice modulation and tone control. The Karma Foundation Hall, functioning as an auditorium, serves multiple purposes, including hosting events, stage acting, and essential instructional sessions. This hall provides actors with valuable experience in facing an audience, honing their stage presence, and facilitating practical exercises. Together, these dedicated spaces contribute to the holistic and immersive learning experience at Whistling Woods International's Actor's Studio.

1.4. Production Design Lab:

The Production Design Lab at Whistling Woods International serves as a crucial space where students delve into the intricacies of storytelling.

Here, they engage in activities such as storyboarding, script discussions, and conceptualizing storylines. This lab plays an integral role in aiding actors' understanding of the scenarios and characters they will portray, providing a serene atmosphere that fosters imagination and creativity.

1.5.Grooming and Draping Room:

The Grooming and Draping Room is dedicated to actors changing outfits and applying makeup. This space is where actors transform and embody their characters. Actor Prepares, an acting school founded by international actor Mr. Anupam Kher, operates from Andheri, Mumbai, close to the vibrant Hindi film industry. Distinguished as the only institute in the world led by a professionally active actor, Actor Prepares offers a range of acting and writing courses. Scientifically designed and incorporating modern and effective techniques, the curriculum provides actors with valuable tools and techniques, facilitating their growth in the craft. Actor Prepares focuses on its curriculum and offerings, positioning itself as an institute that welcomes individuals of all ages. Catering to a diverse age group, from children as young as seven to individuals in their seventies, the institute provides comprehensive acting education. Equipped with state-of-the-art facilities and classrooms, including an open space auditorium for practical learning, Actor Prepares creates an environment conducive to artistic development.

The institute actively promotes guest lectures featuring faculty members and renowned actors, offering students valuable insights and perspectives from experienced professionals. The tools of acting encompass essential aspects such as communication, body language, voice and diction, and speech. Actor Prepares goes beyond the basics, delving into the intricacies of improvisation, including emotion, method acting, memory, and solo performance. Recognizing the holistic development of actors, the institute incorporates extracurricular activities such as dance, emphasizing the rhythm of dance, and physical fitness. This multifaceted approach ensures that actors not only hone their acting skills but also cultivate a well-rounded and versatile artistic presence. Additionally, Actor Prepares supports actors in preparing for auditions, imparting the necessary skills and guidance to excel in the competitive field of acting.

2. LITERATURE REVIEW

S. Kuric and A. Arenales, [13] Studied the nuanced process of crafting emotional displays by theater performers, offering insights into emotion regulation and management. The study, based on qualitative interviews with 31 Spanish performers, explores the intersection of genuine and portrayed emotions on stage. It also delves into the workload implications of emotional labor in theater, highlighting both positive and negative outcomes for vocational performers in a context marked by precarity. The concept of "emotional artisanship" is introduced to capture the enduring commitment to work despite challenges in achieving financial sustainability.

C. Dissertations and C. Milligan, [14] studied the impact of vocal performance on audiences' perception of characters in films, specifically focusing on how the voice alone can influence character portrayal. The research utilized three focus groups screening clips from original films and their remakes, with participants exposed to either sound alone, visuals alone, or both. Through grounded theory analysis, 72 character traits attributed to the voice emerged, along with 11 vocal techniques. The study contributes insights that can be beneficial for actors, vocal performers, coaches, screenwriters, and other professionals in the filmmaking industry, providing practical applications for character development through vocal nuances.

G. H. Brown, [15] explored the little-known topic of how playing a part affects actors' personal lives both before and after shooting as well as during the filming process. The study looks at the psychological effects of playing a role, specifically whether or not performers believe the character has free will over them. The results show that roles have an emotional and behavioral impact on actors, which sometimes extends into their everyday lives and love relationships. The study clarifies the hazy boundaries between performers' on-screen personas and imaginary characters.

A. Whittle, *et al.* [16] Studied the advances in our understanding of how organizations modify the procedures and actors that are engaged in strategic planning a process known as the strategy arrangement. A dramaturgical theory of the practices in changing strategy arrangements is produced based on findings from a qualitative investigation on the addition and removal of a new strategy team. Initially, a conceptualization of the link is made between the impressions created by frontstage performances and the impressions crafted and controlled by backstage activity. Second, a contrast is drawn between corrective procedures, which save the performance when the intended impression has to be restored, and preventative actions, which stage the presentation with foresight. Third, a distinction is made between less harmless plotting and harmless backstage rehearsal. By offering a dramaturgical framework that encapsulates the dramatic dynamics of strategic transformation, this paper advances research on strategy as practice.

3. DISCUSSION

The capstone journey has been marked by immense growth and learning, all made possible through the invaluable contributions of those who provided help and guidance. The mentor, Dhruva Samal, played a pivotal role, in steering the project in the right direction and offering diverse perspectives. Gratitude is extended to Mr. Samal for consistent guidance and valuable suggestions, without which navigating the complexities of the topic would have been daunting. Additional thanks go to teachers Divya Vijayachandran and Shreyas More for their critical advice and time investment. The unwavering support from family, friends, and classmates has been a driving force, alleviating the stresses of the journey and inspiring continued progress.

3.1.Exploration of Acting:

The allure of acting, with its diverse creative crafts and expressive efforts, attracts individuals to cities like Mumbai. The multifaceted nature of acting, encompassing stage performances, screen acting, and various forms of dance, demands special attention. While Mumbai is renowned as the city of dreams, film institute's often lack specialization in different types of acting. Deep exploration reveals notable differences in skills and environments required for each type. However, the prospect of learning and acquiring skills across these various forms remains promising.

3.2.Designing Anveshan Acting School:

In contrast to many film institutes with simple infrastructure, Anveshan Acting School emerges as an innovative educational institution designed to cater specifically to different forms of acting. The project aims to create a space that inspires users and provides tailored attention to diverse acting styles. Recognizing the impact of space on learning, the design focuses on fostering an environment that contributes to students' skill development and self-expression. Aligning with Edward T. Hall's perspective that space molds humans and vice versa, Anveshan Acting School seeks to be a transformative space for aspiring actors. Barry John Acting Studio operates under the

Theatre in Education Trust, a non-profit association dedicated to disseminating knowledge and fostering interest in theatrical and media arts through education. With branches in New Delhi, Mumbai, and other locations, BJAS has been offering an intensive weekday course, currently the 4-month or 6-month Diploma in Film Acting, a weekend course, presently the 3-month Certificate in Acting, and programs designed for children.

The focus of the study at Barry John Acting Studio revolves around the requirements and techniques essential for learning acting, aiming to blur the lines between "you" and the character being portrayed.

The training encompasses the actor's body, voice, and mind, employing modern and improvisatory techniques to address the intricacies of portraying characters with honesty and skill. In terms of the body, the studio emphasizes that it serves as the vessel for one's voice, mind, breath, and senses, providing the means of expression and communication. The training includes physical development, fostering self-awareness, flexibility, control, and coordination. Moreover, it teaches the interaction with various elements such as objects, costumes, adornments, makeup, and other bodies.

The technical proficiencies emphasized include trust, balance, neutrality, rhythm, grace, and expressivity. Overall, Barry John Acting Studio strives to equip actors with a comprehensive skill set to excel in the art of acting.

The mind plays a crucial role in the journey to become a truthful actor, involving the exploration of dormant aspects of the mind to align thoughts, moods, and emotions. Barry John Acting Studio focuses on developing various mental skills, including concentration or focus, belief, curiosity or questioning, creativity or imagination, decision-making, spontaneity or intuition, reflection and memory, spatial awareness, and interpersonal skills.

In terms of voice, the studio emphasizes key aspects such as breathing, voice clarity, accent Hindi diction, projection, and register. The training aims to enhance the voice, making it enriched, strong, resonant, flexible, and expressive. This is achieved through exercises, storytelling, news reading, script reading, gibberish improvisations, singing, chanting, word games, radio plays, interviews, and performance projects.

The comprehensive approach covers correction of pronunciation, sensitivity to intonation, and learning stress and rhythm, ultimately providing actors with a versatile set of vocal skills. To learn acting, it's essential to grasp the techniques and space used in the process. Acting is an art where individuals portray characters by embodying their features, with facial expressions and body language serving as key elements in representing the attributes of the character. The holistic training at Barry John Acting Studio equips aspiring actors with the necessary tools and skills to excel in the art of acting.

3.2.1. Facial expressions:

Facial expressions, as described by Wikipedia, encompass the motions or positions of muscles beneath the skin of the face.

Controversial theories suggest that these movements convey an individual's emotional state to observers. In human communication, facial expressions play a pivotal role, not only in conveying thoughts or ideas but also in expressing emotions. In the realm of acting, mastering facial

expressions becomes crucial as they serve to convey emotions, advance the storyline, and communicate the feelings and thoughts of characters to the audience. To learn facial expressions effectively, the following steps can be undertaken:

3.2.2. *Identification:*

Utilize pictures, flashcards, or soundless movies to identify different types of expressions and connect them to specific emotions. After identification, it is imperative to understand the corresponding emotion and recall when it occurred.

3.2.3. *Analyze Facial Features and Movement:*

Observe how various facial features such as eyebrows, mouth, eyes, nose, and forehead change with different emotions. Pay attention to the reactions of facial muscles to emotions, as these movements play a vital role in depicting sentiments. Practice and imagine situations after analysis, as rehearsing and visualizing contribute to enhancing facial features and movements.

3.2.4. *Body language:*

According to the Oxford Dictionary, body language refers to both conscious and unconscious movements and postures through which attitudes and feelings are communicated. These non-verbal signals play a crucial role in understanding interactions and emotions, serving as wordless expressions. Unlike words or facial expressions, the body consistently conveys the truth. Therefore, for an actor, it is not only important to understand their body language but also to use it consciously, intentionally, and in diverse ways. To enhance body language in acting, actors can consider the following strategies:

3.2.5. *Understand Space:*

The way actors navigate and own their space is significant. This involves understanding how much space they utilize, the distance they maintain from others, and the overall presence they project. Even for characters with a meek disposition, it is crucial to determine the stance that would make them feel powerful, aiding actors in decoding and responding to their scene partners' postures.

3.2.6. *Purposeful Gazing:*

Despite giving a physically expressive performance, if an actor lacks engagement in their eyes, the portrayal may fall flat. Maintaining eye contact is essential for conveying confidence and bringing the character to life. This intentional gaze adds depth to the performance and enhances the overall impact on the audience.

3.3. *Requirements for learning acting:*

As emphasized earlier, the mastery of facial expressions and body language is pivotal in effectively portraying a character. Aspiring actors necessitate conducive spaces that facilitate their learning journey.

1. *Classrooms or Actor's Studio:* These spaces serve as dedicated environments for learning and honing essential skills. Functioning as areas for exercise, memorization, learning, and exploration, classrooms or actor's studios provide a nurturing atmosphere that enhances productivity and encourages creativity. The core of these spaces lies in fostering imagination.

2. *Hall:* In addition to perfecting facial expressions and body language, actors also need to enhance their physicality through increased physical exercise. Halls serve as spaces for rehearsing dance, action sequences, and other physical movements. The serene ambiance of these spaces, often spanning 22, promotes an actor's exploration of their body.

3. *Theatre Room:* Specifically designed for practicing stage acting, theatre rooms enable actors to hone their skills in facing a larger audience. These rooms offer an authentic setting for actors to immerse themselves in the art of stage performance.

4. *On-Camera Room:* Dedicated on-camera rooms provide actors with an opportunity to familiarize themselves with facing and performing for the camera. These spaces allow actors to prepare and envision their performances in front of various filming equipment.

5. *Discussion Points:* Before the learning, analysis, practice, and execution phases, actors and filmmakers require spaces for discussing the storyline and character nuances. Discussion points serve as essential hubs for communication and comprehension, becoming go-to places for every actor to collaboratively explore and understand their roles.

4. CONCLUSION

Crafting Characters" underscores the multifaceted nature of acting, where performers bridge the gap between reality and fiction to breathe life into characters. The exploration of stage and screen acting reveals the contrasting demands each medium imposes on actors and how mastering both realms can enhance versatility. Acting schools emerge as crucibles of growth, instilling confidence and skills vital for navigating the competitive world of performance arts. The spotlight on institutions like Whistling Woods International, Actor Prepares, and Barry John Acting Studio emphasizes their role in shaping actors and preparing them for the creative challenges that lie ahead. Aspiring actors, seasoned performers, and enthusiasts alike are invited to embark on this insightful journey into the art of crafting characters.

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CHAPTER 2

A COMPREHENSIVE STUDY ON THE IMPACT OF EMOTIONAL CONNECTIONS IN CAMPAIGNS ADDRESSING DISTRACTED DRIVING

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ABSTRACT:

This study explores the significance of emotional advertising in the context of creating impactful campaigns to address distracted driving. The research delves into the emotional connections established through advertisements, emphasizing their role in influencing consumer behavior and fostering brand loyalty. Understanding the emotions triggered by advertising messages is crucial for designing effective campaigns. The study examines emotional categories such as happiness, sadness, fear/surprise, and disgust/anger, highlighting their impact on consumer responses. The focus then shifts to the critical issue of distracted driving, a global concern posing serious threats to road safety. The prevalence of smartphones and electronic devices has led to increased distractions, resulting in fatal accidents and compromising the safety of drivers, passengers, and pedestrians. The study provides alarming statistics on distracted driving, emphasizing the need for comprehensive awareness campaigns. The study incorporates emotional advertising examples and campaigns from various organizations and countries, showcasing diverse approaches to address this critical issue. The study also introduces apps for safe driving, outlining their features and incentives to discourage distracted driving. Additionally, it proposes a hypothetical advertising campaign adopting a light-hearted and quirky approach to raise awareness about distracted driving. The campaign targets teenagers and young adults, recognizing their susceptibility to risky behaviors on the road. The study acknowledges the successful use of emotional advertising by Mumbai Police in addressing serious issues with humor. Mumbai Police's unique style, blending humor, satire, and cultural references, serves as an inspiration for government organizations aiming to connect with the public on critical matters. This study provides a comprehensive overview of emotional advertising and its application in addressing distracted driving. It underscores the need for diverse and engaging campaigns to effectively communicate the dangers of distracted driving and promote safer habits on the road. The proposed light-hearted campaign and Mumbai Police's successful model offer valuable insights for future initiatives in this domain.

KEYWORDS:

Distracted Driving, Emotional Advertising, Electronic Device, Mumbai Police, Road Safety.

1. INTRODUCTION

Advertising is a crucial stage within the marketing process, wherein brands create media content aimed at motivating customers to make purchases. The primary objective is to prompt consumers to acquire products. A potent strategy for capturing customer attention involves tapping into their emotions. Rather than directly compelling individuals to make purchases, an advertisement serves as a broad message, inviting everyone to recognize, understand, and consider the use of products

and services. Emotional connections established through advertisements play a significant role when people make purchases and develop brand loyalty. The sentiments evoked by an advertisement's message often resurface when consumers encounter the product, whether in person or online [1], [2].

1.1. Understanding Emotions

Emotional advertising involves cultivating a connection between a consumer and a brand or product. The aim is to capture the audience's interest and engage them on an emotional level, subtly influencing their attachment to the product even before they consciously realize it. Advertisements can leverage human emotions effectively. The potency of an advertisement is heightened when it triggers emotional responses due to the intimate link between emotion and memory. According to research conducted by the Institute of Neuroscience and Psychology at the University of Glasgow, human emotions are rooted in four fundamental categories: Happiness, Sadness, Fear/Surprise, and Disgust/Anger.

In the context of advertising, happiness is often evoked by featuring individuals who are smiling and enjoying moments with friends and family. This strategy seeks to elicit a positive emotional reaction from customers, as positive emotions are found to be more persuasive in encouraging individuals to share, retweet, and mention the content to their friends, compared to negative emotions. Conversely, utilizing negative emotions such as sadness in advertising serves a different purpose. It enables brands to convey a sense of empathy or compassion, prompting viewers to empathize and connect emotionally. The emotion of sadness can foster increased generosity and a willingness to give [3], [4].

1.2. Emotional Advertising Examples

1.2.1. Plutchik's Emotional Wheel

Renowned psychologist Robert Plutchik developed a psychoevolutionary theory of emotion, and his Wheel of Emotions serves as a valuable tool for simplifying intricate emotional experiences and recognizing the interconnectedness of different emotions. Emotions operate at a subconscious level, necessitating intentional effort to discern others' feelings—an ability at which we excel.

Plutchik proposed eight fundamental emotions within this wheel: joy, fear, surprise, trust, sadness, anticipation, anger, and disgust. Ongoing emotional research consistently indicates that happiness is the most frequently invoked emotion in advertisements by brands and advertisers.

1.2.2. Coca Cola Campaign

The world's most recognizable beverage company, Coca-Cola, opted to replace its logo with inspirational messages for sharing with loved ones. Online customization enabled users to inscribe personalized messages on cans, sending them as uplifting gestures to friends or family.

1.2.3. World Wildlife Fund

For instance, the World Wildlife Fund employs fear in its advertising to raise awareness about the detrimental impacts of global warming. The imagery vividly communicates that failure to take action against climate change will affect both current and future generations.

The utilization of mobile phones while operating a vehicle has adverse effects on our lives. The focal point of this project revolves around the issue of Distracted Driving, which is a significant

concern that presents a grave danger to global road safety. The prevalence of smartphones and other electronic devices on the road, driven by technological advancements, has led to an increase in distractions such as texting and phone conversations, ultimately causing fatal accidents. The compromised safety of drivers, passengers, pedestrians, and occupants of other vehicles is well-established as a consequence of these distractions. A disconcerting number of traffic incidents can be directly attributed to distracted driving, particularly involving the use of cell phones, resulting in injuries and loss of life.

1.3. Distracted Driving

This research project focuses on the critical issue of distracted driving, a global menace jeopardizing road safety. The proliferation of smartphones and electronic devices on roads, driven by technological advances, has escalated distractions such as texting and talking on phones, leading to fatal accidents. Distractions compromise the safety of drivers, passengers, pedestrians, and occupants of other vehicles. A concerning number of traffic accidents are linked to distracted driving, particularly involving cell phone use, resulting in injuries and loss of life.

The use of mobile phones while driving poses a significant threat to lives, resulting in numerous hazardous deaths. According to the study "Distracted Driving in India: a study on mobile phone usage, pattern & behavior," India has witnessed the loss of 1.3 million lives and 5.3 million major injuries in road accidents over the past decade. The majority of road crash fatalities worldwide occur in India, with one death every four minutes and a crash every minute. Despite having only 1% of the world's automobiles, India contributes to over 10% of global road crash fatalities. The World Health Organization identifies driver distraction as a crucial risk factor for road crash injuries, labeling distracted driving as one of the most perilous driver behaviors—an epidemic exacerbated by the widespread use of mobile phones [5], [6].

Road Accidents in India 2016, a report published by the Transport Research Wing under the Ministry of Road Transport & Highways, Government of India, reveals that there are 17 deaths on Indian roads every hour. Major causes of road accidents include speeding and talking on the phone while driving.

1.4. Types of Distracted Driving

1.4.1. Visual Distraction

Taking eyes off the road involves diverting attention to activities like texting, calling, observing surroundings, or attending to children in the backseat.

1.4.2. Cognitive Distraction

Losing focus or diverting attention from driving, is often caused by activities such as talking on a cell phone, exercising, or using hands-free devices.

1.4.3. Manual Distraction

Poor control of the vehicle due to taking hands off the wheel for tasks like changing the radio station, checking GPS, adjusting CD plates, changing tracks, or reaching for food and drinks, resulting in delayed reaction times [7], [8].

This study explores the significance of emotional advertising in creating impactful campaigns to address distracted driving. It explores emotional connections established through advertisements

and their role in influencing consumer behavior and brand loyalty. The literature of the previous study is discussed in the literature review section. The discussion section discusses the critical issue of distracted driving, providing alarming statistics and proposing a hypothetical advertising campaign with a light-hearted approach. Targeting teenagers and young adults, the campaign uses car tags as a medium, drawing inspiration from the Mumbai Police's successful use of humor in addressing serious issues. The study underscores the need for diverse and engaging campaigns to effectively communicate the dangers of distracted driving and promote safer habits on the road. Finally, the study ends with a conclusion section that explains the outcome and future of this study.

2. LITERATURE REVIEW

Lin C. et al. [9] investigated logistics service providers (LSP) willingness to adopt virtual communities (VC) through emotional connection. Utilizing the technology acceptance model (TAM), the study examines factors influencing the intention to use VC e-business. Structural equation modeling (SEM) and moderation analysis are employed to explore the interrelationship of intentions and emotional connection. The findings reveal that perceived ease of use and perceived usefulness positively impact the intention to use VC e-business. Strengthening emotional connections enhances perceptions within the TAM dimensions, fostering more opportunities for VC e-business. The research suggests practical strategies for designing VCs, including meeting staff demands, providing regular training, enhancing communication skills, and fostering genuine emotional connections.

Gottfredson R. and Becker W. [10] addressed a gap in the organizational psychology field regarding the antecedents of emotional intelligence (EI). It argues, based on neuroscience and psychology research, that past psychological trauma can significantly impact later EI capabilities. The study presents evidence suggesting that psychological trauma impairs the brain areas and functions supporting EI. The identification of psychological trauma as a factor influencing EI has theoretical and practical implications, providing insights into variations in EI across individuals and highlighting the importance of healing from past trauma as a focus for improving EI. The study offers broader implications for the field of organizational psychology.

Qi Y. et al. [11] conducted by the Illinois Department of Transportation (IDOT), aims to assess the impact of distracted driving on traffic crashes in Illinois. The study involves a comprehensive literature review across various disciplines, investigating the characteristics of distracted driving, the factors influencing it, and its association with crashes. The research team explored laws, enforcement, technologies, and campaigns related to distracted driving. The findings reveal that electronic device use is not the sole cause of distracted driving, with attitude being an underlying factor. Past studies' conclusions on the impact of distracted driving on crashes are deemed inconclusive due to research limitations. Although all U.S. states (except Montana) have laws restricting cell phone use, the effectiveness of these bans is debatable. The study suggests a "three Es" approach—enactment of laws, rigorous enforcement, and public education—to address distracted driving effectively. The key recommendation emphasizes the need for behavior change and technology adoption in combating distracted driving.

Islam M. et al. [12] studied the first of its kind in Canada, focusing on measuring and understanding traffic safety culture related to distracted driving, impaired driving, and speeding. Conducted in the Edmonton region of Alberta in 2014, the study aimed to assess perceptions of these issues and their associations with self-reported behavior, as well as support for related enforcement and policies. Using a telephone survey with around 1,000 residents, the research reveals statistically

significant correlations between perceived threat to personal safety, acceptability of behaviors, self-reported behaviors, and support for enforcement and policies. The study emphasizes the influence of perceived threat on behaviors and policy support and highlights the impact of sociodemographic characteristics on the perceived threat of traffic behaviors to personal safety. The findings provide insights for educational campaigns to shift traffic safety culture towards a more protective mindset.

Sutanto K. et al. [13] investigated distracted driving as a major cause of car crashes and examined the usage and intention to use distracted driving-reduction technology in Indonesia. The research involved 418 Indonesian drivers who completed an online questionnaire based on the Technology Acceptance Model (TAM). The questionnaire included constructs like subjective norm, perceived usefulness, perceived ease of use, trust in technology, and personal innovativeness. Results indicate an 88.52% usage level of distracted-driving-reduction technology, with Bluetooth-enabled audio systems being the most frequently used. Significant factors influencing intention to use include subjective norm, perceived usefulness, perceived ease of use, and personal innovativeness. The study discusses the implications of these findings.

Pope C. et al. [14] investigated the relationship between executive control, age, and self-reported distracted driving behaviors. It finds that executive difficulty, as assessed by the BRIEF-A, is uniquely related to engagement in distracted driving behaviors, even when accounting for age. Older age is associated with fewer distracted driving behaviors, while higher self-reported executive difficulty is linked to more frequent engagement in such behaviors. The research concludes that distracted driving is prevalent across all age groups, suggesting that deficits in executive function may play a role in that behavior.

Wang J. et al. [15] addressed the rising issue of distracted driving as a leading cause of vehicle crashes. It proposes a data augmentation method for distracted driving detection, focusing on driving operation areas. The study utilizes the class activation mapping method to identify key feature areas in driving behavior analysis. The driving operation areas are then detected through the faster R-CNN detection model for data augmentation. The convolutional neural network classification model is implemented and evaluated on both the original dataset and the driving operation area dataset. The classification results demonstrate a high accuracy of 96.97% using the distracted driving dataset. The research emphasizes the importance of driving operation area extraction in the preprocessing stage, as it effectively eliminates redundant information, leading to improved classification accuracy. The proposed method holds potential for real-world applications, enabling the detection of dangerous driving behaviors for early warnings and accident prevention.

3. DISCUSSION

Distracted driving, a pervasive issue on roadways worldwide, can be attributed to various causes that compromise the safety of drivers, passengers, and pedestrians. One primary cause stems from the use of electronic devices, including smartphones, which often demand visual, manual, and cognitive attention simultaneously. The allure of checking messages, making calls, or using navigation systems diverts drivers from focusing on the road, increasing the risk of accidents. Another significant contributor to distracted driving lies in cognitive distractions, which involve engaging in thoughts or activities that divert mental attention from driving. Daydreaming, emotional distress, or deep conversations can lead to a lapse in concentration, impairing a driver's ability to react promptly to changing road conditions.

In-vehicle distractions, such as adjusting radio settings, eating, or interacting with passengers, represent additional causes of distracted driving. These actions require physical engagement, diverting a driver's hands or eyes from the primary task of operating the vehicle safely. Furthermore, external factors like roadside events or advertisements can captivate a driver's attention, leading to a momentary lapse in concentration. Additionally, multitasking, often perceived as a skill, can be a significant cause of distracted driving. While attempting to juggle multiple tasks, drivers may neglect the critical responsibility of navigating the road attentively. Understanding these diverse causes is crucial for implementing effective strategies and campaigns to mitigate distracted driving and enhance overall road safety [16], [17].

3.1. Causes of distracted driving

The primary factors leading to distracted driving.

3.1.1. Engaged in thoughts

The predominant cause of fatalities resulting from distracted driving is predominantly a driver's mind drifting, leading to collisions and, tragically, fatalities. When a driver's attention wavers during driving, it can result in devastating accidents. It is crucial to remain mindful of your surroundings when driving alone to ensure safe driving. However, maintaining focus, especially during extended journeys, when feeling drowsy or fatigued, can be challenging. Regardless of age or driving experience, our modern lifestyles have immersed us in various activities, constantly connecting with social groups and engaging with electronic devices. When undertaking mundane activities, the mind tends to wander towards more interesting stimuli, making driving monotonous and prone to distracted thoughts.

3.2. The use of mobile phones:

3.2.1. Texting while driving

The second most significant cause of distraction-related car accident fatalities is likely familiar to most: the use of cell phones while driving, including hands-free options. Whether they are the primary cause or not, addressing the increasing trend of people answering calls or texting while driving is imperative. Driving and texting both demand intense concentration and attempting to focus on both simultaneously is beyond the capabilities of the human brain. At some point, a driver texting must divert their attention from the road to read or compose a text on their phone.

3.2.2. Purpose of using phones:

Extent and purpose of mobile phone use while driving

47% of people receive phone calls while driving. The patterns of mobile phone use for calls and the reasons behind them vary among cities, depending on the call's perceived importance. A study on the motives for answering calls while driving reveals that approximately 41% of individuals do so for work-related matters, 36% while moving at a slow pace, and 31% for personal calls, such as those from family. Additionally, 41% of people use their phones for work-related purposes. Other reasons for answering calls while driving include boredom during solitary car rides, fatigue, and consulting maps for directions. In summary, both talking and texting on phones significantly contribute to compromised driving performance.

The behavioral tendencies associated with using a phone while driving include the following statistics: 85% of individuals manually dial numbers, 43% hold their phones in their hands, 14% exhibit an inclination to drive at higher speeds while talking on their phones, and 34% tend to apply sudden brakes during phone conversations while driving [18], [19].

3.3. Video Advertising Campaigns

3.3.1. "Drive Safe Dad" Campaign by Ceat

In this innovative initiative, fathers are presented with a personalized bobblehead resembling their child, intricately linked to the vehicle's odometer. Upon exceeding the speed limit, the device triggers a customized message from their sons or daughters, urging them to slow down.

3.3.2. "Be the Better Guy" by Hyundai

Starring actor Shah Rukh Khan, Hyundai's #BeTheBetterGuy campaign addresses crucial road safety issues such as avoiding drinking and driving, and discouraging phone usage. The campaign comprises two parts, the first of which garnered significant recognition.

3.3.3. Samsung Mobile Ministry of Road Transport & Highways

In collaboration with the Ministry of Road Transport & Highways, Samsung launched a compelling campaign encouraging responsible mobile phone usage and discouraging taking selfies on the road. The video concludes by highlighting that over 50 percent of global selfie-related deaths occur in India.

3.3.4. "OK to Ignore" Safety in Mobility

Vodafone and Save Life Foundation introduced the impactful 'OK TO IGNORE' campaign last year, shedding light on the dangers of distracted driving.

3.3.5. "Stop the Texts" Utah DPSHSO

Unlike other anti-distraction ads that rely on cinematic car crashes, this campaign portrays the real-life consequences of distracted driving on victims and their families, eschewing dramatization.

3.3.6. "You Wouldn't Text Here" Parachute Canada's Campaign

Targeting teenagers, this campaign draws a parallel between acceptable and unacceptable places for texting, emphasizing the absurdity of texting during activities like yoga and prompting viewers to question the difference when driving.

3.3.7. "Calls Kill" National Safety Council

Dispelling the myth that hands-free devices ensure safety, this video highlights the lingering distraction caused by such technologies even after use, challenging the belief that hands-free means risk-free.

3.3.8. "BLIND" Traffic Accident Commission

Visualizing the impact of taking one's eyes off the road for a second, this campaign by the Traffic Accident Commission emphasizes that a car traveling at 60 mph covers 88 feet per second, urging viewers to recognize the substantial distance traveled in a brief lapse of attention [20], [21].

3.4. On a lighter note

Taking a more lighthearted approach, here are some video advertising campaigns on distracted driving that strike a balance between humor and instruction:

3.4.1.   "8-Bit road trip" by NHTSA

The National Highway Traffic Safety Administration collaborated with the sketch comedy group, The Warp Zone, to create a public service announcement. This amusing yet impactful campaign effectively communicates the message about the dangers of distracted driving.

3.4.2.   "Spread the jam" in New Zealand

This video campaign adopts a cartoon illustrative style to address the importance of responsible driving without coming across as preachy. It successfully conveys the message with a touch of humor.

3.4.3.   Deer Park Police Department's take in Texas

The Deer Park Police Department in Texas takes a funny and low-budget approach to a distracted driving video. Using smooth jazz songs as a backdrop, the video skillfully portrays various ways people get distracted behind the wheel.

3.4.4.   "Hello" - An unorthodox solution

This particular distracted driving PSA adds a humorous twist by presenting an unconventional solution. While it may lead to some awkward social situations, it has the potential to contribute to safer driving, especially when there's someone in the passenger seat.

3.5. Campaign Websites

3.5.1.   Ad Council - Preventing Distracted Driving

Engaging in messaging while driving, such as sending a text, commenting on a photo, or using apps to connect with friends, poses a significant danger. Despite 94% of people acknowledging the risks of texting while driving and 91% recognizing the dangers of reading texts, many individuals still engage in this behavior. The Ad Council's advertising aims to address the disparity between awareness and behavior, emphasizing that individuals knowingly undertake risky behavior. The campaign specifically targets drivers aged 16 to 34, reminding them that no one is exempt from the risks of texting while driving.

3.5.2.   NHTSA's U Drive. U Text. U Pay.

The National Highway Traffic Safety Administration's (NHTSA) U Drive. U Text. U Pay. The campaign serves as a reminder to drivers about the life-threatening dangers and legal consequences, including fines, associated with texting and other forms of distracted driving. Since 2007, drivers aged 16 to 24 have displayed higher rates of distraction by devices compared to other age groups, but everyone remains susceptible to distracted-driving crashes. The campaign urges individuals to take immediate action, pledging to cease driving while distracted, never texting or using phones behind the wheel, and advocating against distracted driving.

3.6.Apps for safe driving:

3.6.1. DriveMode Dash

Silencing calls, texts, and alerts when your speed exceeds 15 miles per hour, DriveMode Dash can send real-time auto-replies. It's free, and parents with teen drivers can customize it to notify them when the app is turned off.

3.6.2. OnMyWay

Automatically disabling text and app alerts at speeds above 10 mph, OnMyWay still allows answering calls when connected to your car's Bluetooth. Google Maps and Spotify remain functional if activated before hitting the road or while stationary.

3.6.3. True Motion Family Safe Driving

Unlike deactivating your phone, TrueMotion provides feedback on your driving performance through a rating scale. It also identifies times when you might have been driving distracted.

3.6.4. I'm Driving

I'm Driving informs you about contacts currently driving, helping you avoid texting them. Users must manually start and stop a button on the app to indicate their driving status.

3.6.5. SAFE 2 SAVE

Encouraging safe driving, SAFE 2 SAVE operates on an incentive program. Earn two points for every minute of safe driving over 10 mph, then redeem these points at your favorite businesses using clickable icons. The app also allows setting up safe driving games with family or friends to determine the safest driver.

3.7.Distracted driving is no joke

"Distracted driving is no joke" emphasizes that engaging in any form of distraction while operating a vehicle is a serious matter. The phrase implies that the consequences of distracted driving, such as accidents, injuries, and even fatalities, should not be taken lightly. It serves as a warning about the potential dangers and negative outcomes associated with not giving full attention to the task of driving. The statement discusses the emotional impact of campaign posters designed to address distracted driving. These posters, often featuring images of blood or crashes as consequences of distracted driving, aim to evoke specific emotions in viewers. The mentioned emotions include shock, fear, and concern [22], [23]. The rationale behind using such graphic and fear-inducing images is that they can capture people's attention and make the message more impactful. However, the statement also suggests that while fear and graphic content may be effective in driving the message home, they might not be the most optimal or comprehensive way to communicate the dangers of distracted driving. In other words, there may be alternative approaches or combinations of emotions that could be more effective in conveying the message about the risks associated with distracted driving. The aim is to heighten awareness about the perils of distracted driving through a hypothetical advertising campaign employing a light-hearted and quirky approach. By adopting a playful tone, the intention is to render the message more accessible and less daunting, all the while underscoring the crucial nature of remaining focused while driving. Establishing an emotional connection with the target audience through this approach serves as a constant reminder during driving. While distracted driving is a serious matter, infusing a lighthearted approach can

be a more effective way to drive the message home. The objective of this campaign is to demonstrate that safety can be both amusing and instructional simultaneously. While it is imperative to raise awareness about the dangers of distracted driving, the conventional serious approach may sometimes struggle to captivate people's attention and effectively convey the message. This prompted the decision to adopt a light-hearted approach, aiming for greater engagement and a memorable means of delivering the message to the intended audience. Why this approach? By employing enjoyable visuals and relatable content, individuals can grasp the importance of maintaining focus while driving, without coming across as preachy or heavy-handed. Making the message more approachable and even humorous seeks to promote safer driving habits and contribute to the reduction of accidents caused by distractions on the road.

3.8. Target Audience

The main focus of this advertising campaign is on teenagers and young adults, ranging from 18 to late 30s, as they are identified as particularly susceptible to road accidents due to engaging in risky behaviors like phone use or socializing while driving. The campaign recognizes that teens can effectively communicate the message to their peers. Additionally, young Uber, Ola, and cab drivers constitute the secondary target audience, given their significant time on the road and vulnerability to distractions.

This approach is designed to resonate with the primary target audience of young adults and teens, as well as the secondary audience of young adult Uber and cab drivers. The chosen medium for spreading awareness is through car tags, which would serve as constant reminders for drivers. The campaign aims to leverage relatable content, employ moment marketing as a strategy, and align with the quirky and humorous brand language of Mumbai Police in this hypothetical collaboration.

3.9. Car Tags

Car tags are deemed an effective means of raising awareness about the perils of distracted driving. These small, easily visible decals would be placed behind the rear-view mirror, featuring a variety of messages that highlight the risks and consequences of distracted driving in a humorous and fun manner. The primary goal is to encourage drivers to stay focused on the road and avoid distractions, ultimately preventing unfortunate incidents that may result from such behaviors. Figure 1 displays a few instances of car tags.

Figure 1: Illustrate a few examples of Car Tags.

3.10.   Mumbai Police

Mumbai Police excels in transforming "Sanskaari stuff" into captivating content, particularly when it comes to addressing serious issues with a touch of humor. Renowned for their adept use of social media, they consistently wear the smart cap, addressing various matters with wit and charm. The force consistently impresses Twitterati when tackling crucial topics such as responsible driving and the hazards of drinking and driving. Guided by the motto "Help more and more Mumbaikars, keep them aware, however, through whichever medium is available to create awareness," Mumbai Police has pioneered a trend in the country. They set the precedent for government organizations engaging in content creation to connect with the public using a language they understand [24], [25]. The Mumbai Police's signature style incorporates healthy humor, satire, and cultural references, influencing several other departments across the nation. The force seamlessly integrates messages about safety, social and traffic discipline, celebrations, respect for martyrs, cyber security, and various other occasions into diverse and engaging content formats. Whether imparting advice on safe driving or raising awareness about cybercrimes, Indian police departments skilfully remind the public in a gentle, fun, and interesting manner.

4. CONCLUSION

This study explores the significant role emotions play in advertising, emphasizing their impact on consumer behavior and brand loyalty. Emotional advertising, as explored in the context of various campaigns and examples, seeks to establish a profound connection between consumers and brands by tapping into fundamental human emotions such as happiness, sadness, fear, and disgust. The research highlighted the effectiveness of emotional advertising in influencing consumer decisions and fostering a lasting connection with a brand. Furthermore, the study transitioned its focus to a critical issue in road safety – distracted driving. With the proliferation of smartphones and electronic devices, distracted driving has become a global menace, leading to an alarming number of accidents, injuries, and fatalities. The research emphasized the various causes of distracted driving, including cognitive, visual, and manual distractions, with a specific emphasis on the use of mobile phones while driving. To address the issue of distracted driving, the study proposed a hypothetical advertising campaign with a light-hearted and quirky approach. By targeting a younger audience, particularly teenagers and young adults, and utilizing relatable content through car tags, the campaign aimed to convey the importance of staying focused on the road engagingly. Drawing inspiration from the Mumbai Police's successful use of humor in addressing serious issues, the campaign sought to strike a balance between entertainment and education. In essence, the study emphasized the multifaceted nature of advertising, ranging from emotional connections in brand promotion to the urgent need for creative campaigns to addressing critical issues like distracted driving. It highlighted the importance of understanding and leveraging human emotions for effective communication, ultimately contributing to positive behavioral changes and societal well-being.

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CHAPTER 3

ANALYSIS OF THE MASCOT ACTIVITIES AND COSTUME.

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ABSTRACT:

Mascots are an effective strategy for developing memorable, relatable, and engaging branding that establishes a human connection with consumers. This paper presents a study that intends to investigate how consumers identify brand characters, often called brand mascots, and what pattern of brain activity is triggered in reaction to brand characters that, from the consumer's perspective, have a strong relationship with a product. This study investigates how consumers perceive dairy brand products and the brand mascot in comparison to unimportant cartoon characters through the use of visual event-related potentials. One of the ways the city projects its ideals both regionally and internationally is through city branding. De-branding a city is one of the key steps in the process. Create a brand identity by incorporating the traits and the identity of the city. Nowadays, mascots are a part of the city branding of various Indonesian cities, which have adopted city branding techniques. Malang is among the Indonesian cities with a distinctive mascot design. The goal of this research is to determine how Malang City's vision and mission were incorporated into the visual mascot.

KEYWORDS:

Branding, Cartoon, Marketers, Mold perceptions, Investors.

1. INTRODUCTION

We live in a marketing world where brands are there wherever we go, on every corner we turn, in traffic we wait in, and, last but not least, in every conversation we have All that a brand is is an entity (a product, service, place, person, technology, organization) that is promoted by a marketer [1]. Marketers should take care of, give careful consideration to, and value an organization's brand as a valuable asset. Generally speaking, businesses establish their brand through their packaging, ads, logos, and products [2]. A powerful brand conveys an image to customers in the hopes of fostering loyalty and trust. The deliberate endeavor of a local administration to project images, mold perceptions, and establish powerful positioning, regionally and globally [3]. The goal of city branding was primarily to draw tourists more than 20 years ago. There has been extensive coverage of the goal of city branding since 2011. A city can draw a large number of visitors, students, investors, businesspeople, researchers, institutions, sports and business events, festivals, and hosts of all mobile activities with the aid of its branding [4].

\When city branding was established, it helped to define the city's identity and encompass all urban activity, both cultural and commercial. Cities all across the world, like New York with I Love New York, Hong Kong as a business hub, and Paris with its "romance," have effectively adopted city branding. Brand consultant Jose Torres of Bloom Consulting said that city branding was an exploration of the unique qualities that set a city apart from others rather than an attempt to produce something entirely new that possesses a personality that could envelop many markets and customers [5].

They might be able to tell tales with the city's ideals at their core, acting as a uniting factor that gives the city a sense of "home" for particular activities [6]. With their ability to communicate complicated concepts and values in a fun and approachable way, they are an important component of today's marketing scene. Knowing the potential of mascots may help designers, marketers, and business owners build a brand that is unique and meaningfully engages their target demographic. The next stage after a city develops its distinct characteristics and identity is to through creating a brand identity, the city may transform its identity into a visual one. An element of city branding visualization that contributes to the fortification of brand identification is the mascot. Mascots are fictional characters used to help people remember and associate a brand or product with power. An imaginatively drawn figure, animal, or cartoon that raises the perceived worth of a product is called a mascot [7]. The spike in putting companies in every person's pocket via a smartphone, social media marketing has also contributed to this expansion. Everyone in the age range has a smartphone and is conversant in social media. Additionally, the fact that more individuals are following larger companies on social media has changed the way that businesses use marketing methods[8]. Presently, every business is occupied with promoting their goods and services to be both digitally and visually engaging to consumers. Customers are now more closely connected to the company thanks to social media updates made every day.

These businesses consistently post their message on social media through their own brand ambassador or brand mascot. Mascots are therefore well-liked and instantly recognizable by customers of all ages [9]. The target demographic is to remember the brand, as well as the customers. Mascots for brands serve to highlight their gregarious image. A mascot is a pleasant medium to draw in the spectator and influence his purchase decision. A mascot can establish a connection between a product and a customer base from any demography [10]. Mascots draw in customers, especially younger ones, and encourage them to purchase the goods. Amul India has conducted the greatest experiment to improve our understanding of ideation. Every day, India publishes clever social media postings on current events to attract clients.

On the other side, people take notice of these messages and share them. Due to Amul India's tendency to select the trendiest current affairs topics, the competition is close. The description of the post is so funny and is presented in such a lovely manner that it automatically gets the attention of the followers on social media platforms. With their ability to communicate complicated concepts and values in a fun and approachable way, they are an important component of today's marketing scene. Knowing the power of mascots may help you, as a designer, marketer, or company owner, build a brand that is unique from the competition and meaningfully engages your target audience.

2. LITERATURE REVIEW

Matthew et al.[11] studied that the practice of attributing human traits to non-human animals or inanimate objects is widespread in many cultures worldwide, but it is especially ubiquitous in Japan. There seems to be no limit to what can be anthropomorphized, and no area of culture where it is deemed inappropriate, as seen by talking furniture on children's television, vegetable mascots for local governments, and an animated letter "e" to encourage online tax filings. Efforts to communicate science are included in this, of course, and we encounter a variety of characters such as hostile viruses, amicable chemical elements, and test tube narrators. Conversely, scientists are not as excited about it. As demonstrated by talking furniture on children's television, vegetable mascots for local governments, and an animated letter "e" to promote online tax filings, there

doesn't seem to be a limit to what can be anthropomorphized, nor a culture where it is considered improper. Pavitar Parkash et al.[12] studied that The main goal of the study is to evaluate the current state of the use of animated mascots to sway consumer decisions. Analyzing how a mascot that is animated might lower the cost of communicating advertisements is another area of interest. Analyzing the role that brand ambassadors play in influencing consumers' purchasing decisions and exploring the potential of employing animated mascots as a means of guiding explicit solicitation in the animation sector.

ZÜLFİKAR et al.[13] studied that Animation, comics, graphic novels, toys, mascots, game graphics, commercials, book illustrations, and animated films are just a few examples of the many uses for character designs. It is among the crucial applications of graphic design that are used in numerous visual disciplines.

Characters must therefore be created as qualified, unique, memorable, striking, and consistent with the subject they represent. Impact is one of the key tenets and components of visual communication design, and it serves as a primary guide for enhancing and differentiating expression, particularly in character designs. It's critical to use "effects" in visual effects that draw the viewer's attention due to the characters' standout traits to impact the audience and/or susceptible masses.

Norman et al.[14] discussed the Mascots of video games. It does examine these significant emblems, which originated in the 1960s and have evolved into contemporary animated parodies that serve as icons for both the host city and the Olympic Games. Mascots are typically created through the semiotic meta functions of each game's symbols as locally unique representations. Based on this premise, this article investigates the signs and symbols embedded in the mascots and how they understand the location and time of the specific games they represent.

Story M. et al. [15] studied that Media characters and brand mascots encompass a wide variety of real or imagined, kid-friendly animals or animated items that businesses utilize to promote their goods. An unhealthy weight increase and poor diet quality are caused by the excessive levels of fat, salt, and added sugars found in many of these goods.

Certain companies have made improvements, but there are still plenty of areas in which they can improve. Leaders in the restaurant, beverage, and food industries can be held responsible for their marketing strategies and react to requests from consumer advocacy groups, public health professionals, and parents to fortify voluntary pledges to guarantee that media characters and brand mascots are used sensibly to promote only healthful food and beverage products to children 14 years of age and under.

3. DISCUSSION

Different characteristics of Mascot:

3.1 Anthropomorphism: When human characteristics, feelings, and actions are applied to non-human objects, animals, or even brands, it is called anthropomorphism. Anthropomorphism is a useful technique in mascot design because it allows for the creation of characters that consumers can identify with and sympathize as shown in Figure 1. Anthropomorphism can significantly affect customer behavior, according to research. When consumers believe a brand is human, they are more likely to connect with it on an emotional level, which increases brand loyalty and buy intent. This is because anthropomorphism fosters a relationship of familiarity and trust between the client and the brand.

Figure 1: Illustrate the animated MASCOT.

Creating distinctive and sympathetic characters that represent a brand's objectives and values through anthropomorphism is a common technique in mascot creation. Creators can build characters that clients can relate to on a personal level by giving mascots human-like characteristics and actions. Customers appreciate the Michelin Man, for instance, a well-known mascot who has been around for more than a century and is associated with quality and safety because of his human-like appearance and kind disposition.

In terms of the storytelling component of mascot design, anthropomorphism is also crucial. Designers can craft an engaging narrative for their mascot by giving it a past and personality.

Nor is anthropomorphism restricted to characters that resemble animals or objects. Additionally, anthropomorphism is used by human-like mascots, such as Ronald McDonald and the Michelin Man, to create memorable and relatable figures that serve as brand ambassadors.

Designers may better understand human perception psychology and produce mascots that resonate with consumers on a deeper level by employing anthropomorphism to create these characters.

3.2 Kinds of Mascots: It's crucial to know what KIND of mascot will work best for your company when deciding to design one as shown in Figure 2.

Every kind of mascot offers a unique benefit, target market, voice, and narrative. The brand's values, visions, concepts, and objectives must all be taken into consideration when making this choice.

3.2.1 Human Mascot: Since a human mascot allows the company to appeal to relatable human features and characteristics, it can be useful in forging an emotional bond with the public.

One human figure who embodies the lighthearted and joyful elements of the brand is Ronald McDonald, the mascot of McDonald's as shown in Figure 2.

That being said, creating a human mascot that accurately captures the essence of the company and appeals to the target demographic can be difficult as well.

3.2.2 Animal Mascot: Animal mascots can be useful in creating a sense of warmth and fun, as well as identifying the brand with specific attributes or values that the animal embodies.

For example, Tony the Tiger, the mascot of Frosted Flakes, promotes strength and vigor, which are attributes that are associated with tigers. Selecting an animal mascot, meanwhile, can also be very restrictive because it can be difficult to develop the brand's messaging beyond the traits and attributes of the chosen animal.

Figure 2: Illustrate the different views of Mascot.

3.2.3 Object Mascots: Using item mascots to personify an object and establish an emotional bond with the public can help brands establish a distinctive and memorable identity.

For instance, the Michelin Man, the company's mascot, is a tire personification that stands for the dependability and security of the brand. Creating an object mascot, however, can be difficult since the thing must have an audience-relevant personality and set of traits.

3.3 Behaviour of Mascot: Mascot design considers more than simply the character's look; it also takes into account their actions.

Extrinsic and intrinsic factors can be used to categorize mascot behavior. The mascot's natural tendencies are called intrinsic behaviors, and extrinsic behaviors are those that the character picks up from interacting with its surroundings.

3.3.1 *Intrinsic Behaviour:* An audience's emotional connection to a mascot and its identity is largely shaped by its natural behaviors. For the mascot to successfully convey the brand's values and personality, the design team must give careful consideration to every aspect of the creature's look, including its physical characteristics, facial expressions, and body language. A luxury brand's mascot would be more elegant and sophisticated, whereas a mascot created for a children's product would probably be more lively and colorful.

3.3.2 Extrinsic Behaviour: Conversely, extrinsic characteristics are attributed to the mascot based on its habits and mannerisms. The audience's perception of the mascot and its efficacy as a branding tool can both be strongly affected by these actions. As an illustration, a mascot created to represent a sports team would do high-energy acts like cartwheels or crowd-pleasing, but a mascot created to represent a health business might take part in activities that encourage healthy living like yoga or running. To effectively represent the brand's values and personality, the design team must give careful consideration to the extrinsic actions of the mascot. The well-known AFLAC duck mascot, for instance, is used to advertise the insurance company's offerings and is frequently seen acting in ways that indicate the importance the business places on providing prompt, effective service. Similar to this, the Pillsbury Doughboy is a character created to advertise the company's baking goods. He frequently appears in pictures doing activities that highlight family values and home baking.
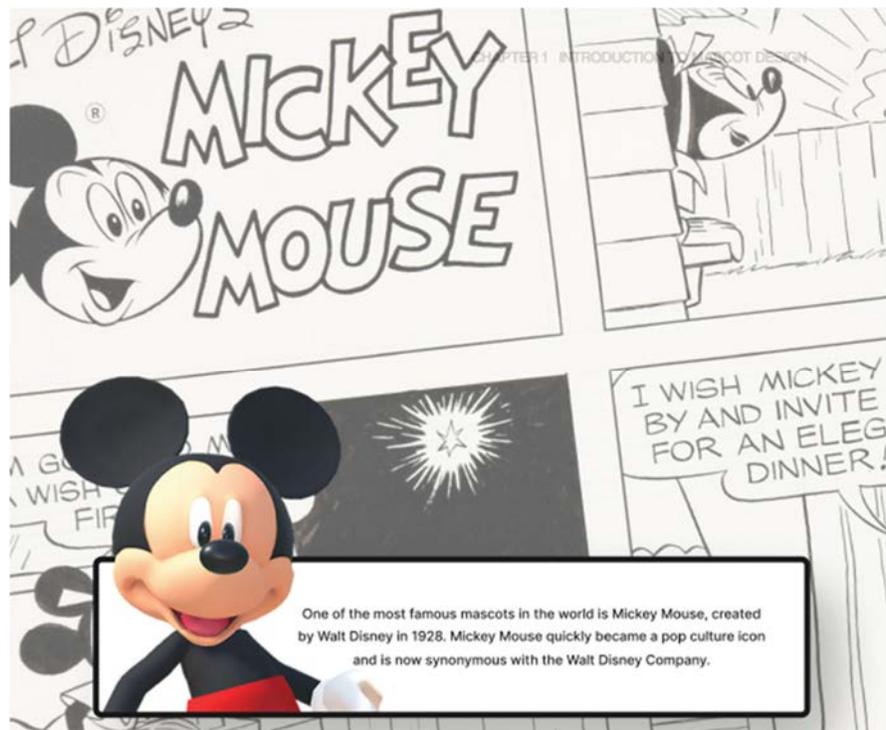
Figure 3: Illustrate the behavior of Mascot as a Mickey Mouse.

3.3.3 Mickey Mouse: To make Mickey seem as real and accessible as possible, the Disney design team put a great deal of time and effort into developing his personality and behavior. For instance, Disney sought a voice that would accurately capture Mickey Mouse's upbeat, high-pitched demeanor when choosing the character's voice. Mickey's voice was ultimately provided by none other than Walt Disney after a protracted casting procedure. In terms of patterns of behavior.

Disney also dedicated a great deal of effort to honing Mickey's gestures, gait, and mannerisms. Mickey's signature swagger, for instance, was created to give him a more dynamic and active appearance. It consists of a bouncing walk with a distinct arm and leg movement as shown in Figure 3. The power of branding through mascots was also illustrated by the conception and creation of Mickey Mouse. Mickey Mouse served as both a Disney brand representative and a cartoon character. His appearances in goods, theme parks, and commercials increased customer brand recognition and loyalty. As a result of Mickey Mouse's commercial mascot's popularity, innumerable other businesses have since adopted mascots as an essential component of their branding strategy. Mascots in advertising have been a common sight, from Tony the Tiger to the Geico Gecko. Mascots' capacity to emotionally connect with customers is one of their main advantages when it comes to branding.

3.4 *Concept Brand of Mascot*: Selecting one or two industries to analyze as a broad theme category and outlining some of the crucial requirements of the industry was necessary for me to go into the huge field of mascot creation. I was able to examine the food and IT industries two sectors that you would use concurrently through some fictitious idea designs. The concept mascot designs I created will be examined in the upcoming chapter.

3.4.1 Mr.Vegan Concept: Mascot design for Mr. Vegan, a North American restaurant company that supports animal welfare, sustainability, and a vegan lifestyle as shown in Figure 4. The business intends to reimagine its branding anchor for the upcoming years and inspire enthusiasm and involvement in the young people who make up their primary target market. The new mascot should be designed to creatively and compellingly communicate the brand's message to consumers while encapsulating its essence and essential values and objectives.
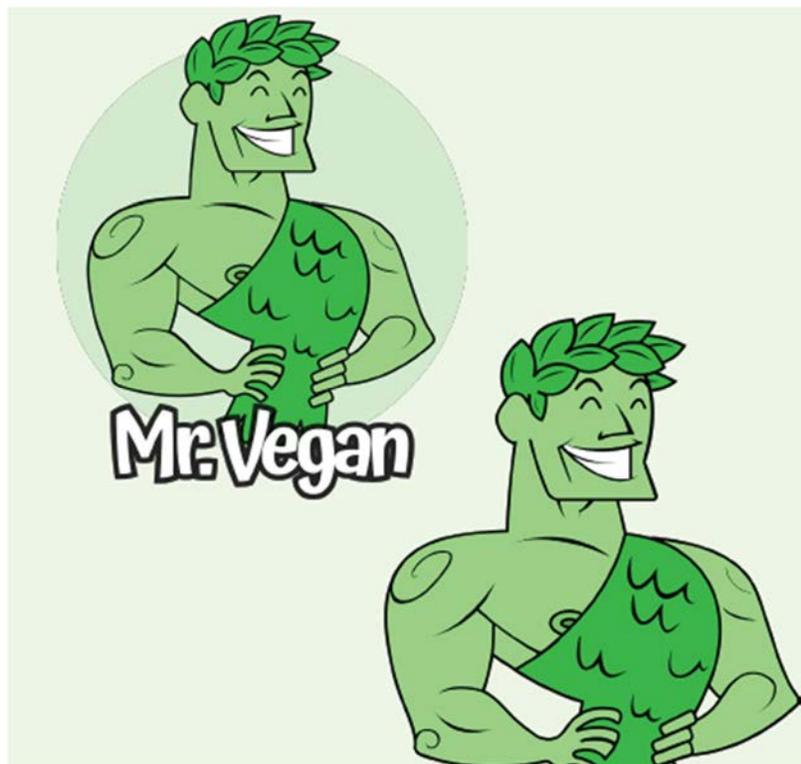
Figure 4: Illustrate the concept brand of Mascot as a Mr.Vegan.

4. CONCLUSION

It is impossible to separate the process of creating a mascot from that of municipal branding separated from the diverse roles that parties have this mascot was created in collaboration with the Malang community, designer, cultural observer, design association, and historian. Comprehensive research on Malang City's history and evolution is necessary to understand its design. When choosing the design for the municipal mascot, careful consideration should be given to the results of the research. The terms "beautiful," "lion," and "Malang City" are crucial. "schooling" is the primary component in defining the character that has been created. Further investigation is also inextricably linked to the choice of colors and accessories. Additionally, for the design outcomes to continue beyond media advertising, the mascot's implementation in all government-owned municipal branding initiatives must be taken into account. Furthermore, it's necessary to be receptive to creativity and technical aspects of design and believe the design outcomes continue after the government-organized competition winner is announced. Finally, this study concluded that different city parties collaborated to create the mascot design that is a part of the city's branding. Additionally, as city branding is not only owned by the government but also belongs to the entire city, it takes openness and commitment from a variety of parties for the implementation of city branding to be activated in different regions of the city.

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CHAPTER 4

EXPLORING ANCIENT ASTRONAUT THEORIES AND THE EVOLUTION OF HUMAN FLIGHT: FROM MYTHOLOGY TO SPACE EXPLORATION

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ABSTRACT:

The ancient astronaut hypothesis posits that our human story is entwined with extraterrestrial beings who either influenced our development or directly contributed to our existence. This paper embarks on a journey through the speculative realm of ancient astronaut theories, exploring the idea that advanced beings from outer space shaped the course of human civilization. As we delve into mythologies and examine purported evidence in the form of ancient monuments, we aim to unravel the complex web of narratives surrounding this controversial topic. Concurrently, the narrative extends to the evolution of human flight, examining mythological flying vehicles to early attempts at conquering the skies. By tracing this trajectory, we draw connections between ancient speculative beliefs and the modern realities of space exploration. This exploration delves into the intriguing realm of ancient astronaut theories, examining the notion that extraterrestrial intelligence played a pivotal role in shaping human history. From theories asserting direct alien lineage to the hypothesis of an extraterrestrial "mother culture" influencing human knowledge, religion, and culture, the paper navigates through the various perspectives. The study also evaluates claims surrounding ancient monuments and megalithic structures as potential evidence of extraterrestrial intervention. The narrative then shifts to the evolution of human flight, spanning from mythological depictions in cultures like the Egyptians, Mayans, and Hindus, to historical attempts, such as tower-jumping and early kite experiments. The paper concludes with a contemporary outlook on space exploration, reflecting on how humanity's journey to the stars has transitioned from speculative mythology to tangible reality.

1. INTRODUCTION

The ancient astronaut hypothesis posits that humans either descended from or were created by extraterrestrial intelligence (ETI) that arrived on Earth thousands of years ago. An alternative theory suggests independent human evolution, with past alien visitors acting as a "mother culture" that contributed significantly to humanity's knowledge, religion, and culture. Advocates of the ancient astronaut theory propose that beings from outer space, often termed "astronauts" or "spacemen," were involved in constructing Earth's structures, such as the Egyptian pyramids, Easter Island's Moai, and other ancient monuments [1]. These structures, including Egypt's Giza pyramids, Peru's Machu Picchu, Lebanon's Baalbekin, Easter Island's Moai, and England's Stonehenge, are presented as potential evidence supporting the ancient astronaut hypothesis. Proponents argue that the size of the building stones, their precise arrangement, and the considerable distances they traveled defy explanation with the available tools and skills of the

respective periods [2], [3]. Mainstream archaeology rejects these claims, conducting experiments to move massive megaliths and demonstrating that such feats were achievable with ancient technologies and a larger workforce.

Regarding ancient Egyptian achievements, claims persist about the creation of the first aircraft by Egyptians. However, despite assertions, no concrete evidence of ancient Egyptian airplanes has been discovered [4], [5]. The Saqqara Bird, a sycamore-wood bird found in Saqqara, Egypt, in 1898, has been dated to around 200 BCE. Some speculate that the Saqqara Bird might serve as proof that knowledge of aviation concepts existed centuries earlier than conventionally assumed.

1.1. Mayans:

Ancient art and iconography worldwide depict air and space vehicles, non-human sentient beings, ancient astronauts, and technologically advanced objects, as suggested by Von Däniken. He argues that disparate historical societies, despite geographical separation, share common artistic themes, hinting at a potential common ancestor. Von Daniken's analysis of the sarcophagus lid from the tomb of Pacal the Great, the Classic-era Maya monarch of Palenque, exemplifies this. While Von Däniken sees a design resembling a seated astronaut, Maya iconography and accompanying writings identify it as an image of the emperor with the World Tree from Maya mythology. In Hindu mythology, gods and their avatars used flying vehicles known as Vimana to travel between places. The Vedas describe flying chariots used by various gods, including the Sun, Indra, and other Vedic deities, propelled by flying wheeled chariots, often pulled by animals like horses [6], [7]. The Ramayana, employed by the Lankan monarch Ravana from Sri Lanka in the 5th or 4th century BCE, contains numerous references to flying Vimanas, also mentioned in Jain texts. The concept of extraterrestrial visitation and travel in the past remains a historical notion, but its veracity is always subject to question.

Historically, there are tales of individuals attempting flight by attaching birdlike wings or other contraptions to their bodies and leaping from towers. One notable account originates from Greek mythology, recounting the story of Daedalus and Icarus, while others stem from ancient Asia and the European Middle Ages. At that time, understanding the principles of lift, stability, and control was limited, resulting in numerous injuries or fatalities. However, the adverse experiences with tower-jumping led to a pivotal discovery in aviation history [8], [9]. The kite, potentially the earliest man-made airplane, emerged in China around the 5th century BC, crafted by Mozi and Lu Ban. Subsequent designs often imitated real or legendary flying creatures, playing roles in measuring distances, testing the wind, lifting objects, signaling, communication, and message transmission, as evidenced in ancient and medieval Chinese literature.

The diffusion of kites from China marked a global phenomenon, with the evolution of the fighter kite emerging in India, featuring an abrasive string designed for cutting down other kites. Originating in ancient China around 400 BC, the bamboo copter, an early toy, pioneered the use of a rotor for vertical flight. In the 14th century AD, Europe witnessed the development of a similar concept known as the "moulinet à noix" (rotor on a nut). During the Italian Renaissance, Leonardo da Vinci, a renowned painter, delved into the study of avian flight, providing rationalizations and foreseeing numerous aerodynamic ideas. Anticipating Isaac Newton's third law of motion, he asserted that an object encounters resistance from the air proportional to the air's resistance to the object. Da Vinci produced sketches and writings detailing various flying vehicles, including ornithopters, fixed-wing gliders, rotorcraft, and parachutes, starting in the late 15th century. Among his designs was a hang glider concept from 1488, featuring fixed wings and control

surfaces at the tips, mimicking the gliding flight of birds. Although theoretically flight-worthy, Da Vinci never personally tested his designs, including a starched linen and leather contraption called "the bird," outlined in his essay "Sul volo" (On Flight) around 1490. Despite his visionary work, Da Vinci's influence on aeronautical advancements remained limited for three centuries due to the delayed discovery of his writings and the lack of a foundation in established science [10], [11].

In the late 18th century, Europe experienced a ballooning craze, with ballooning becoming a popular sport in Britain. Private balloons, filled with coal gas due to its greater availability, proliferated despite its lower lifting power compared to hydrogen. This period saw the emergence of special lightweight formulas for ballooning events, further contributing to the enthusiasm surrounding this aerial pursuit. The evolution of aerial transportation progressed from dirigibles to full-size manned gliders, culminating in the development of an aerial steam carriage during the Steam Age. In the late 19th and early 20th centuries, the Wright brothers, pioneers in aviation, conducted extensive experimentation with kites and gliders [12], [13]. Despite the challenges encountered, their methodical approach focused on achieving optimal controllability before venturing into powered flight. The Wrights faced setbacks with their early gliders, falling short of expected lift levels. Undeterred, they constructed their wind tunnel and developed sophisticated instruments to evaluate 200 wing designs, striving for enhanced performance. As an afterthought, they created a low-powered internal combustion engine and carved highly efficient wooden propellers, achieving the necessary performance with limited engine power.

On December 17, 1903, at Kill Devil Hills, North Carolina, the Wright brothers achieved the first sustained, controlled, powered heavier-than-air manned flight. This historic event marked the beginning of aviation's transformative journey. Subsequently, aircraft saw military applications, with Italy being the first to deploy them in the Italian-Turkish conflict, followed by Bulgaria in the First Balkan War (1912-13). World War I witnessed extensive use of airplanes and airships for offensive, defensive, and reconnaissance purposes by both the Allies and the Central Powers [14], [15]. The post-war era saw the emergence of commercial air travel, with the USSR's Aeroflot introducing continuous regular jet service with the Tupolev Tu-104 on September 15, 1956. The Boeing 707 and DC-8 ushered in the Jet Age, setting new standards for comfort, safety, and passenger expectations, ultimately establishing airplanes as dominant elements in modern society's skies.

2. LITERATURE REVIEW

J. Richter, [16] Studied ancient astronaut speculation, often criticized as pseudoscience, focusing on Erich von Däniken. It reconstructs his views on god and cosmology, analyzing scattered statements in his books. Examining Däniken's perspectives on science and religion unveils his unique concepts of god and creation, featuring a pantheistic blend of the Big Bang theory and god portrayed as a supercomputer. The study introduces the concept of interpretatio technologica, akin to interpretatio Romana, and discusses Däniken's vision of a cosmic trend toward increasing knowledge. A brief comparison with Raël illustrates how similar ancient astronaut myths can lead to diverse applications or worldviews.

Z. S. Patel *et al.* [17] Studied NASA's aims to resume lunar exploration, establishing a permanent presence with an orbital outpost as a launchpad for journeys to Mars and other destinations. To ensure mission success, NASA's Human Research Program identifies over 30 human health risks associated with spaceflight hazards, including space radiation, altered gravity, isolation, confinement, closed environments, and distance from Earth. The program's priority is developing

tools and technologies to control or accept these risks. "Red" risks, such as space radiation's impact on health, Spaceflight-Associated Neuro-ocular Syndrome, behavioral health decrements, and inadequate nutrition, are top priorities. The review offers insights into these high-priority risks to guide research efforts.

S. Aupers, [18] Studied Ancient Astronaut narratives, rooted in the works of Swiss author Erich von Daniken, which have evolved into a captivating myth about our religious history. This genre, often found on alternative bookshelves, explores these ideas, with Mystery Park in Interlaken embodying some of its fundamental concepts. The discourse has its origins in Charles Fort's pioneering books on 'damned data,' challenging mainstream science's exclusion of anomalous sightings. The pursuit of Paleo-SETI or PSETI, investigating extraterrestrial intelligence in ancient times, has led to a plethora of publications, lay-research groups, and conventions globally. This paper delves into the major themes, motivations, and argumentative strategies within the Ancient Astronaut discourse, highlighting its tendency to oscillate between 'alternative science' and overt esotericism.

3. DISCUSSION

Amidst the Cold War rivalry between East and West, the emergence of nuclear bombs in 1945 briefly heightened the strategic significance of military aircraft. The capability of a modest fleet of long-range bombers to deliver a decisive blow to the enemy prompted detailed countermeasure development. However, a significant shift occurred with the advent of an unstoppable nuclear-carrying platform: intercontinental ballistic missiles, demonstrated by the Soviet Union's successful launch of Sputnik 1 in 1957. This event marked the commencement of the Space Race among nations. As the 20th century drew to a close, there was a notable transition in focus. Revolutionary advancements in flight speeds, distances, and materials technology became less achievable. Instead, the century witnessed the proliferation of the digital revolution, influencing flight avionics, aircraft design, and manufacturing practices. The onset of the 21st century witnessed a transformation in military aviation, particularly with subsonic aircraft favoring remotely piloted or entirely autonomous unmanned aerial vehicles (UAVs). The Global Hawk, an unmanned aircraft, achieved a nonstop and unrefueled flight from Edwards AFB in the United States to Australia in April 2001, covering the world's longest point-to-point trip in 23 hours and 23 minutes.

In October 2003, a milestone was reached with the first fully autonomous flight across the Atlantic by a computer-controlled model airplane. UAVs, conducting targeted attacks under remote operator guidance, have become integral to modern warfare. The aviation sector experienced significant impacts from the COVID-19 pandemic, marked by travel restrictions and reduced passenger demand, potentially shaping the future of air travel. Since 2020, the mandatory use of face masks on airlines has become a standard practice. In the aftermath of the Space Race, the Soviet Union surged ahead by achieving milestones such as launching the first satellite, sending the first human into space, and later, the first woman. However, during the mid-1960s, the United States caught up and eventually surpassed its Soviet counterparts, culminating in the historic Apollo 11 mission that landed the first man on the Moon in 1969. Fast forward to 2019, the Chandrayaan-2 mission was launched, representing a significant technological leap for ISRO (Indian Space Research Organisation). Comprising an Orbiter, Lander, and Rover, this ambitious project aimed to explore the Moon's uncharted South Pole. Recently, during an ISRO-hosted online lunar science session on September 6 and 7, it was revealed that the Chandrayaan-2 spacecraft,

celebrating its second anniversary, made a groundbreaking discovery of water ice in the Moon's Permanently Shadowed Regions. Permanently Shadowed Locations, situated at the moon's poles and devoid of sunlight, are recognized as the coldest regions on the lunar surface. ISRO President, Chief K Sivan, shared that the Chandrayaan-2 spacecraft is equipped with a Dual Frequency Synthetic Aperture Radar, enabling surface mapping through electrical property measurements and distinguishing between lunar and icy surfaces.

Among the eight payloads launched into lunar orbit, a radar was included, along with a Terrain Mapping Camera, Orbiter High-Resolution Camera, Large Area Soft X-ray Spectrometer, Solar X-ray monitor, Imaging Infrared Spectrometer, Atmospheric Composition Explorer, and a Dual-Frequency Radio Science Experiment. Notably, it is the world's first fully polarimetric radar approved for a planetary mission, as highlighted by K Sivan.

3.1. Global Context:

In 2020, SpaceX achieved a historic milestone by becoming the first commercial operator to successfully conduct a crewed mission, Crew Dragon Demo-2, to the International Space Station. This marked the inaugural crewed test flight for the Crew Dragon spacecraft. Following this, in 2020, the Crew Dragon Resilience embarked on a mission to transport four additional members of Expedition 64 to join the three already stationed at the ISS.

This charitable expedition achieved the distinction of being the first orbital spaceflight exclusively comprising private individuals, each of whom received commercial astronaut training from SpaceX. The training encompassed various aspects, including orbital mechanics, adapting to a microgravity environment, stress testing, emergency preparedness, and mission simulations. NASA achieved a groundbreaking feat on April 19, 2021, by successfully flying an unmanned helicopter on Mars, marking the first controlled powered flight on another celestial body in human history.

The Ingenuity helicopter, documented by its rover companion, Perseverance, ascended to a height of 3 meters and maintained a stable hover for 30 seconds. Ingenuity's subsequent flights, including a more sophisticated one on April 22, 2021, were observed by both Perseverance and Ingenuity. As a tribute, the Ingenuity helicopter carries a postage-sized piece from the wing of the 1903 Wright Flyer, honoring its aerial predecessors.

NASA's Artemis space mission aims to land the first female and subsequent male astronauts on the Moon's South Pole by 2024. Representing the first crewed Moon mission for NASA since Apollo 17 in 1972, Artemis focuses on lunar exploration with broader ambitions. The mission serves as a foundation for NASA's extended goals, including a crewed journey to Mars, leveraging the capabilities, technology, and research derived from Artemis spaceflights and landings. In line with NASA's "Moon to Mars" initiative, plans include the establishment of a new lunar space station and the eventual creation of a habitable Moon colony.

Entrepreneur Richard Branson initiated Virgin Galactic, an American spaceflight company. In a historic event on July 11, 2021, Branson and three colleagues boarded a flight as passengers, marking the first instance of a spaceflight company founder traveling into space on their spacecraft, as defined by NASA (with outer space beginning at 50 miles above Earth). Regular paid passenger service flights are anticipated to resume in 2022 following the completion of two additional test flights.

3.2. Students' Ventures into Space:

3.2.1. Egypt:

Inspired by NASA's Mars missions, Mahmoud Elkoumy, 28, conceived ELU, a robot designed to operate in Mars-like conditions characterized by high humidity and aridity. Elkoumy asserts that ELU, configured accordingly, can absorb moisture on Mars and transform it into potable water. Leveraging polymers through a cost-effective method aided by artificial intelligence, ELU can generate substantial water quantities. After nine months of dedicated work and an estimated cost of $250, Elkoumy claims that producing one liter of water with ELU costs 1.5 to 2 cents, a significant reduction compared to 20 cents using other technologies. He envisions the application of his self-funded project not only on Mars but also in other arid regions facing water scarcity.

3.2.2. Canada:

Participating in the Deep Space Food Challenge conducted jointly by NASA and the Canadian Space Agency, a team of Concordia SynBioApps students emerged as Canadian semi-finalists, securing a prize of $30,000. The challenge aims to foster the development of innovative food production technologies or systems requiring minimal inputs while ensuring maximum safety, nutrition, and palatability for extended space missions. Additionally, the technologies or systems developed may have practical applications benefiting humanity on Earth.

3.3. Everything Under the Sun:

Space, shrouded in mystery and unexplored realms, captivates human imagination with its secrets and potential discoveries. Serving as a backdrop for science fiction in films and literature, space offers a canvas for creatives to envision the extraordinary. Numerous visionaries have dedicated extensive hours to craft their interpretations of the cosmos. From gazing into telescopes to absorbing the narratives of space exploration, humanity has amassed a rich collection of a visual effects (VFX) universe.

3.3.1. 2001: A Space Odyssey

In 1968, "2001: A Space Odyssey" ventured into predictions, envisioning deep-space exploration up to Jupiter and lunar colonization within 33 years. Presently, advancements in technology seem distant from realizing these goals. However, the movie accurately anticipated concepts like artificial intelligence/machine learning and video calling, which today's Generation Z users take for granted with applications like FaceTime and Zoom.

3.3.2. Passengers:

In the 2016 American science-fiction romance film "Passengers," directed by Morten Tyldum, a new spaceship embarks on a journey to transport thousands of passengers to a colony on a planet located 60 light years from Earth. However, two passengers find themselves prematurely awakened 90 years before reaching their destination due to a glitch in the artificial sleep system. Despite the presence of various artificial intelligence elements on the ship, such as Arthur the bartender, robot waiters, information interfaces, and cleaning machines, none are equipped to handle a passenger waking up at an unintended time. The film explores the challenges and ethical dilemmas faced by the awakened passengers in this unexpected situation.

3.3.3.   The Martian:

Directed by Ridley Scott and featuring Matt Damon as Mark Watney, the 2015 science fiction film "The Martian" presents a gripping tale of survival on the harsh Martian landscape. Struggling against the unforgiving Martian environment, Watney confronts the classic theme of humanity versus nature. Cut off from communication with Earth and with limited supplies, Watney demonstrates resourcefulness as he endeavors to survive and devise a means of rescue. "The Martian" offers a compelling portrayal of an astronaut's resilience and ingenuity in the face of extreme conditions.

3.4. Countdown: Inspiration4 Mission to Space:

The Netflix series "Countdown: Inspiration4 Mission to Space" chronicles the recruitment process, preparations, and launch of the first all-civilian orbital mission conducted by Elon Musk's SpaceX, providing a nearly real-time experience. Netflix's decision to co-produce the film came shortly after two other suborbital spaceflights involving billionaire passengers Virgin Galactic's VSS Unity flight with Richard Branson and Blue Origin's New Shepard flight with Jeff Bezos were successfully carried out in July 2021.

3.4.1.   Joseph Klibansky:

Renowned artist Joseph Klibansky, known for exploring the relationship between appearance and essence, shared a 3D render of a bronze sculpture on his Instagram in August 2021. The original mask, a prominent work from ancient Egypt, was discovered in the "Valley of the Kings" in November 1922. Klibansky's concept aimed to create a fusion of the "old and the future" based on the theory of "ancient astronauts," suggesting that intelligent extraterrestrial beings visited Earth in prehistoric times, influencing human culture, technology, religions, and biology. The use of iron from a meteorite in the knife buried with Tutankhamun's mummy adds an intriguing dimension to this theory. On September 20, 2021, French astronaut Thomas Pesquet, from the International Space Station, tweeted a captivating photo of Earth at night, emphasizing the mesmerizing beauty of summer nights from space. Reflecting on the enchanting city lights and storm clouds, Pesquet remarked, "Who needs special effects or science fiction when you have, well, a [space station]?"

3.5. Eating like an astronaut:

While science fiction has often portrayed space food, NASA is turning some of these visions into reality. Space-grown fresh vegetables are now part of an astronaut's diet, expanding from the traditional multicolored cubes in the original series to machine-created meals in later Star Trek shows. As astronauts continue to explore space, they can enjoy a variety of foods similar to those they would have at home, including meat and seafood dishes, macaroni and cheese, and peanut butter and jelly.

On Friendship 7 in 1962, John Glenn made history as the first American to eat in space. The feasibility of nutrient consumption and absorption in zero gravity was uncertain at the time. Glenn demonstrated that people could eat, swallow, and digest food in a weightless environment by consuming applesauce from a tube and xylose sugar tablets with water. While there were no issues with chewing, drinking, swallowing, or digestion, the food was not particularly appetizing. The method of consumption was not thrilling either, as space food for the Mercury missions was packaged in tubes for easy squeezing into astronauts' mouths.

To prepare space meals, cooked goods were quickly frozen, placed in a vacuum chamber, and heated to remove all water, resulting in freeze-dried cuisine. Natural oils were preserved, and the products were vacuum-packed into a four-ply laminated container with a water valve. Foods preserved this way could be stored at room temperature for an extended period. The Whirlpool Corporation collaborated with the US Army Laboratory and NASA to prepare and package Gemini and Apollo meals. American astronauts Thomas P. Stafford and Donald "Deke" Slayton, shown visiting the Soviet Soyuz spacecraft, engaged in a historic rendezvous, holding tubes of borscht with vodka labels as a mark of comradeship with their Soviet crewmates. The space menu also included fresh fruit, nuts, chocolates, brownies, and ice cream. However, freeze-dried "astronaut ice cream" found in scientific museums is not available for purchase due to the risk of crumbs interfering with the ship's controls in zero gravity. Astronauts eat their sandwiches on tortillas instead of bread and use liquid seasoning packets instead of salt and pepper shakers [19], [20].

For long journeys in space, all food is packaged in disposable, nonperishable containers. While Japanese scientists believe urine could provide essential nutrients to plants for growth in harsh environments, a tweet from the International Space Station on October 30, 2021, mentioned NASA astronaut Megan McArthur sampling the first chili peppers grown in orbit for the past four months. She captioned the photos, "Finally, I made my best space tacos yet: fajita beef, rehydrated tomatoes, artichokes, and hatch chile." The plant experiment was described by ISS as its "most challenging. Fresh fruit, nuts, chocolates, brownies, and ice cream are part of the space menu. However, freeze-dried "astronaut ice cream," commonly found in scientific museums, cannot be purchased. Due to the risk of crumbs interfering with the ship's controls in zero gravity, astronauts opt for tortillas over bread for sandwiches and use liquid seasoning packets instead of salt and pepper shakers.

For extended space journeys, all food is packaged in disposable, nonperishable containers. Japanese scientists believe urine can provide essential nutrients to plants for growth in harsh environments. In a tweet from the International Space Station on October 30, 2021, NASA astronaut Megan McArthur sampled the first chili peppers grown in orbit over the past four months. She captioned the photos, "Finally, I made my best space tacos yet: fajita beef, rehydrated tomatoes, artichokes, and hatch chile." According to ISS, the plant experiment was its "most challenging. During the Apollo missions, freeze-drying was employed to preserve the majority of the food. The process involved quick-freezing the food, placing it in a vacuum chamber, and removing all moisture through suction before packaging. Freeze-dried foods retain their nutritional and flavor properties for an extended period, are compact and lightweight, and do not require refrigeration. To rehydrate the food, the Apollo program used water pistols that injected either hot or cold water. Additionally, a small tablet was placed in the package after the food was consumed to prevent bacterial growth.

4. CONCLUSION

This exploration delves into the intricate connections between ancient astronaut theories and humanity's pursuit of flight, navigating through the realms of myth, history, and space exploration. While the ancient astronaut hypothesis faces skepticism, its ability to capture imaginations and prompt reflection remains steadfast. The transition from mythologies of ancient civilizations, narrating encounters with celestial beings, to contemporary space missions is apparent. In celebrating the triumphs of modern space exploration, it becomes crucial to recognize the enduring fascination with questioning our cosmic origins.

This paper underscores the ongoing interplay between speculative ancient narratives and the scientific realities shaping our odyssey into the cosmos. It accentuates the enduring human endeavor to unravel the mysteries that surround our existence.

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CHAPTER 5

EXPLORING THE DYNAMICS OF VOLUNTEERING: MOTIVATIONS, EVOLUTION, AND IMPLICATIONS FOR SOCIETY

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ABSTRACT:

The study explores the concept of the Culture of Volunteering, encompassing attitudes, values, behaviors, and practices surrounding volunteerism within a community or society. It emphasizes the shared understanding of individuals willingly offering their time, skills, and efforts for the betterment of others without expecting financial compensation. A strong culture of volunteering fosters a sense of community, collaboration, and social responsibility, creating an environment that encourages active participation. The study traces the historical evolution of volunteerism in India, from its roots in the Vedic period to its flourishing during colonial rule and post-independence dynamics. It highlights the contemporary shift towards professionalism and skill development in volunteering, with a particular focus on the impact of digitalization on volunteer engagement. Different kinds of volunteering are explored, including formal, governance-related, non-formal, social action-driven, and project-based initiatives. The study delves into the motives behind volunteering, examining sociological and psychological motivations. It also discusses the transformative effects of volunteering on mental well-being and emphasizes the need to encourage a participatory attitude among youth volunteers. The ecosystem of youth volunteering is analyzed, encompassing community, private sector, self-inherent attributes, government, civil society, and informal volunteering. The study comprehensively evaluates the mindset of Indian parents, the practical application of knowledge through volunteering, the boosting of self-confidence, and the hesitations and proactiveness among youth volunteers. The conclusion summarizes the strategies for mobilizing volunteers, focusing on transforming beneficiaries into active participants, utilizing social media for effective engagement, and ensuring volunteer retention for humanitarian organizations. The study underscores the importance of a robust volunteering culture in society, contributing to community well-being, individual growth, and societal progress.

KEYWORDS:

Culture, India, Motives, Mental Well-being, Volunteerism, Youth.

1. INTRODUCTION

The Culture of Volunteering refers to the collective set of attitudes, values, behaviors, and practices surrounding the act of volunteering within a community or society. It encompasses the shared understanding and appreciation for the importance of individuals willingly offering their time, skills, and efforts for the betterment of others or a particular cause without expecting financial compensation. This culture involves the recognition and celebration of volunteerism as a meaningful and impactful contribution to the well-being of the community. It goes beyond individual actions and becomes ingrained in the social fabric, promoting a sense of responsibility, civic engagement, and a shared commitment to making a positive difference.

In a society with a strong culture of volunteering, people are more likely to view volunteering as a norm, and institutions may actively support and promote volunteer initiatives. This culture fosters a sense of community, collaboration, and social responsibility, encouraging individuals to actively seek opportunities to contribute to the greater good. Ultimately, The Culture of Volunteering reflects a collective mind-set that values and encourages altruistic actions, creating a supportive environment for individuals to engage in volunteer work and make meaningful contributions to their communities [1], [2].

1.1. Culture of Volunteering

Volunteers are the cornerstone of every humanitarian organization, embodying a spirit of selflessness and dedication. Their commitment to contributing to society without expecting rewards or monetary gain instills hope in the underprivileged and vulnerable segments of the community. While contemporary community service is often driven by financial incentives and perceived as urban-centric, there is immense potential in fostering direct involvement, especially from local youth in underserved areas. The widening wealth gap exacerbates the vulnerability of the underprivileged. A society lacking a volunteering culture for social welfare hampers NGO sectors in achieving their humanitarian goals and assisting the vulnerable. Nowadays, volunteering for social welfare is often viewed as a means to enhance one's resume or earn extra academic credits, leading many to overlook the true essence and philanthropic context of volunteering. It is crucial to remind the current generation about the genuine importance and potential of volunteering, encouraging them to explore social causes that resonate with them. Motivating individuals to engage in compassionate and meaningful volunteering experiences is essential to rekindle the spirit of philanthropy and community service [3], [4]."

1.2. Transforming Landscape of Volunteerism in India

1.2.1. Tracing its Roots to the Vedic Period.

The origin and evolution of volunteerism in India have been deeply influenced by the country's indigenous traditions and values, interwoven with its rich history of cultural interactions. Volunteerism has been an integral part of Indian society since ancient times. In the Vedic period, the concept of 'daanam' (giving/sharing) was initially associated with grand sacrifices sponsored by chieftains or kings. Post the Vedic era, 'daanam' became a more widespread practice among the common people. Traditional expressions of religious philanthropy included the establishment of temples, Dharamshala (shelters for travelers), pathshalas (schools), madrasas (Islamic religious schools), gaushalas (cow sheds), community halls, dispensaries, and hospitals.

1.2.2. Colonial Volunteering: Flourishing Amidst New Religious and Cultural Influences.

During the colonial period, voluntary efforts received a significant boost due to the changing religious, cultural, and social milieu. The laissez-faire policy of the British government in economic, religious, and social matters encouraged a self-help form of volunteerism. Educational societies, established by English-educated natives and affluent businessmen, led to the creation of schools and colleges. Voluntary organizations thrived during British rule, engaging in social welfare, literary activities, and relief work.

1.2.3. Volunteering in the Spirit of Nationalism: Post-British Rule Dynamics.

After gaining independence, various forms of voluntary action emerged. Philanthropic initiatives by prominent individuals, Christian missionaries focusing on education and healthcare in remote areas, and socio-political voluntary actions guided by the spirit of nationalism became prominent. This type of volunteering transcended regional and community boundaries, assuming a universal character.

1.2.4. Contemporary Volunteering: A Shift Towards Professionalism and Skill Development.

In recent times, volunteering extends beyond contributing to the welfare of others; it reflects an individual's free will to use their skills for social good. Volunteering programs have become more professional, with requirements evolving towards sophistication and expertise. These programs now offer opportunities for skill development, particularly for college students. The digital space has transformed volunteering, allowing individuals to contribute remotely, adding a new dimension to volunteerism [5], [6].

1.3. Different kinds of volunteering

The Transforming Landscape of Volunteerism in India: Origins and Diversity of Volunteering

Volunteering takes on various shapes and forms, offering myriad ways to contribute and make a difference. Individuals can engage in manual labor, provide mentorship, sell products, plan events, organize activities, manage projects, or even entertain, encompassing a diverse range of volunteer services. The abundance of volunteering opportunities often influences the rate of volunteers, presenting an extensive array of choices. Volunteering opportunities vary in duration, including long-term commitments, short-term engagements, and even one-day events. Exploring the different forms and categories of volunteering provides a deeper understanding of this philanthropic activity:

1.3.1. Formal Volunteering

These volunteer programs follow a structured and supervised approach, typically involving long-term commitments. Volunteers participating in formal programs are expected to maintain regular attendance. The programs often have managers and coordinators who recruit, train, supervise, and evaluate volunteers. Emphasis is placed on adhering to policies, and procedures, and ensuring the quality management of services. Formal volunteering tends to be more knowledge-based. Examples of Formal Volunteering include roles such as hospital volunteers, tour guides, suicide helpline operators, and those responsible for fundraising at established charitable trusts.

1.3.2. Volunteering for Governance

Volunteers engaged in governance work provide leadership and direction to organizations. They play a crucial role in overseeing processes and services within the organization, contributing to planning and decision-making. Individuals involved in governance typically possess career experience or advocacy relevant to the organization's focus. Responsibilities may include attending meetings, taking minutes, and basic accounting. Examples of Volunteering for Governance include serving on the board of a non-profit organization or being the administrator of a charitable trust.

1.3.3. Non-Formal Volunteering

Non-formal volunteering differs from informal volunteering and is often undertaken in an unfunded and unstructured manner, primarily benefiting the local community. Non-formal volunteers are commonly perceived as members or friends rather than formal comrades. This type of volunteering contrasts with informal volunteering, which often involves acts of kindness, such as buying groceries for someone or babysitting for a friend. Examples of Non-Formal Volunteering roles include serving as a guest instructor, participating in a neighborhood safety patrol, or engaging in street cleanup initiatives."

1.3.4. Volunteering for Social Action

This type of volunteering typically occurs when a collective of individuals unite around a shared advocacy or objective. Similar to non-formal volunteers, they view each other as friends or comrades. Social action volunteering programs may have a structured setup, including a coordinator or leader. Volunteers often commit to regular hours, but if their passion for a cause intensifies due to a conflict or social issue, they may dedicate a substantial amount of time until the specific social change is accomplished. Examples include participating in environmental protection campaigns, attending rallies, engaging in conversations about issues, creating placards, gathering signatures, and making phone calls.

1.3.5. Volunteering for Project-Based Initiatives

In this form of volunteer work, individuals offer their services for projects with defined timeframes. Volunteers need specific skills to contribute effectively and follow clear goals with scheduled deliveries. Project-based volunteering can be part of a formal program or a standalone project, with leaders or coordinators, although their role does not involve managing volunteers. Examples include being a member of a committee planning a town anniversary or building a user-friendly website for a charitable trust [7], [8].

The study explores the concept of the Culture of Volunteering, defining it as the collective attitudes, values, and behaviors surrounding volunteering within a community. The study explores the historical roots of volunteerism in India, tracing it from Vedic times to contemporary dynamics, and highlighting the impact of colonial influences and post-independence developments. It categorizes volunteering into various types and then explores common motives behind volunteering, including sociological and psychological motivations. The literature of the previous study is discussed in the literature review section. The discussion extends to encouraging youth participation in volunteering, addressing challenges, and presenting the ecosystem of youth volunteering, encompassing community, private sector, self-directed initiatives, government, and civil society. The study concludes by addressing the strategies for mobilizing volunteers and provides a holistic understanding of volunteering, its motivations, diverse forms, and potential benefits for individuals and society. Finally, the study ends with a conclusion section that explains the outcome and future of this study.

2. LITERATURE REVIEW

Wakefield J. et al. [9] explored the intersection of volunteering, group dynamics, and health benefits, utilizing the Social Identity Approach (SIA). It builds on previous research by exploring whether the relationship between volunteering and well-being is influenced by the extent to which volunteers can enact their membership in a valued group, particularly religious groups. The

research, involving participants from religiously motivated voluntary groups, reveals that identification with the voluntary group positively predicts the ability to enact religious membership through volunteering. That, in turn, positively correlates with mental health and sustained volunteer engagement. The findings provide insights into the interconnectedness of social identity, volunteering, and well-being, with implications for both theoretical understanding and practical considerations for voluntary organizations.

Gray D. and Stevenson C. [10] research on volunteering has primarily focused on individual aspects and interactions with volunteering organizations, overlooking the group dynamics involved. To fill that gap, a study was conducted using a social identity and "Social Cure" perspective, analyzing interviews with 40 volunteers in the South of England. The findings reveal that group identities play a crucial role in motivating and shaping volunteers' experiences. Sharing an identity fosters a sense of belonging, impacting participants' well-being. Identity processes also influence interactions with beneficiaries and how volunteers handle challenges. Shared identity facilitates collective support among volunteers, vital in dealing with role challenges, influenced by the volunteering organization. The study suggests implications for enhancing identity-mediated helping in volunteering organizations and understanding the impact of volunteering on health and well-being.

Jegermalm M. and Grassman E. [11] explored the role of older individuals in Swedish society by examining their engagement in informal caregiving and volunteering. Data from a 2005 representative survey conducted through telephone interviews reveal three distinct profiles of contributors to unpaid work. One group, labeled "super helpers" or "doers" in previous research, is involved in both informal helping and volunteering. The findings emphasize the importance of recognizing these groups for social policy planning, understanding the dynamics of their unpaid work, and determining whether they may require support as providers to enhance their well-being. The study suggests that the coexistence of a universal welfare model and an active civil society, where older people play significant roles, does not present a simple contradiction.

Nesbit R. et al. [12] discussed organizational change, employee stress, and organizational behavior extensively and explored various aspects, but there is limited insight into how employees respond when assigned the role of a volunteer manager. That gap is significant, especially as public and nonprofit organizations increasingly rely on volunteers during financial challenges. The study uses data from a case at a large public library system and applies role theory to enhance our understanding of managing volunteers in a human resource context. The findings emphasize the impact of role perceptions, expectations, and conflict on the effectiveness of managing volunteers. The discussion highlights the organizational implications of employees becoming volunteer managers without proper training and experience.

Becker P. and Dhingra P. [13] explored the role of congregations in civil society by investigating the link between religious involvement and volunteering. The study, based on surveys and interviews conducted in upstate New York, addresses various questions such as how congregational participation motivates volunteering, influences the meaning of volunteer activity, and impacts the choice of volunteer sites. The research reveals no discernible liberal/conservative differences in volunteering tendencies or the preference for secular versus religious volunteer opportunities. Instead, social networks and perceptions of organizational identity play a crucial role in attracting individuals to volunteer and specific organizations. The study suggests that

congregations and other civic groups compete for members' time, and it concludes that congregations contribute to both "loose" and strong connections throughout members' life stages.

Andersen D. et al. [14] contributed to the sociology of care-relational justice by examining the concept of "imposed volunteering" as a mechanism shaping societal caring arrangements. It addresses the disproportionate allocation of care work to women, ethnic minorities, and working-class citizens, exacerbating social inequalities.

The study focuses on the COVID-19 pandemic in Denmark, where the lockdown shifted some care work from professionals to volunteers, leading to the feeling of coercion among individuals taking on new caring responsibilities. Through a national survey and qualitative case studies, the research highlights that women, more than men, engaged in voluntary care work, often organized informally. The study unpacks the experience of imposed volunteering, emphasizing gendered expectations and personal obligation as influential factors. It underscores the importance of recognizing the gendered implications of mobilizing care work volunteers for democratic commitments to justice, equality, and freedom.

Gil-Lacruz M. et al. [15] explored the relationship between healthier aging, voluntary activities, and their impact on well-being in the aging populations of Chile, Mexico, and Spain. The research suggests that promoting healthier aging not only reduces health service expenditure but also allows individuals to contribute more meaningfully to society. The focus is on how lifestyles, particularly volunteering, influence health, and the potential policy implications for decision-makers. The study utilizes micro-data from the World Value Survey and macro-data from OECD statistics, analyzing the three countries with aging populations. The findings indicate that volunteering can enhance various aspects of well-being, though the impact differs based on the type of activity and gender. While voluntary engagement generally has a more significant effect on male well-being, the study highlights the need for policymakers to consider the specificities of health and participation in effective interventions.

Xu Y. [16] focused on volunteer participation in China, particularly in Jinan, exploring both spontaneous and compulsory volunteering. It reveals that individuals engaging in grassroots, issue-based voluntary service organizations (VSOs) have positive attitudes towards volunteering and believe it contributes to civil society development.

Those involved in community-based VSOs are enthusiastic about volunteering but may be indifferent to the concept of civil society. However, their participation enhances collaborative skills. Conversely, volunteers in poorly managed organizations with dissatisfactory experiences tend to have a pessimistic outlook. The study discusses the implications of volunteering for civil society development in China.

The previous studies provided the diverse aspects of volunteering, encompassing group dynamics, social identity, well-being, and societal implications across various contexts. These studies contribute valuable insights into the multifaceted nature of volunteering and its broader societal implications.

The current study refers to a comprehensive investigation or study that delves into various aspects of volunteering. The exploration involves an in-depth analysis of the motivations that drive individuals to volunteer, how volunteering practices evolve, and the broader societal implications of volunteerism.

3. DISCUSSION

Volunteering is a noble and selfless act that individuals undertake for a variety of common motives and reasons. At its core, the desire to make a positive impact on the community or society often serves as a fundamental motivation for volunteering. Many individuals are driven by a sense of social responsibility and a genuine concern for the well-being of others. This altruistic motive stems from a belief in the importance of contributing to the betterment of society and addressing social issues. Another prevalent motive behind volunteering is the personal fulfillment and satisfaction derived from helping others. Individuals often find joy and a sense of purpose in dedicating their time and skills to support those in need. The intrinsic rewards of volunteering, such as a heightened sense of accomplishment and a strengthened sense of community, play a significant role in motivating people to engage in volunteer activities.

Moreover, volunteering offers a unique opportunity for individuals to develop and enhance their skills, knowledge, and personal growth. Many volunteers view their participation as a chance to acquire new experiences, broaden their perspectives, and build a diverse set of skills that can benefit both their personal and professional lives. The learning and growth opportunities provided by volunteering contribute to a holistic sense of development for individuals who choose to engage in such activities. In addition to these motives, social connections and a desire to build a supportive network often drive individuals to volunteer. Volunteering provides a platform for like-minded individuals to come together, fostering a sense of camaraderie and shared purpose. Building relationships with fellow volunteers, beneficiaries, and community members creates a sense of belonging and strengthens social bonds, which can be a powerful motivator for continued involvement in volunteer work.

The motives behind volunteering are diverse and multifaceted, ranging from a commitment to social responsibility and altruism to personal fulfillment, skill development, and the desire to build meaningful social connections. Together, these motives contribute to the widespread and impactful practice of volunteering across various communities and societies [17], [18].

3.1. Common motives and reasons behind volunteering

3.1.1. Symbolic Sociological Motivation

A sociological drive has the power to motivate individuals with strong values and beliefs to dedicate their time and resources freely to support others. These are individuals propelled by a distinct purpose, eager to invest their availability for the greater social good. Volunteering often exposes individuals to unexpected experiences, offering insights into the challenges faced by underprivileged communities and unveiling poignant stories that expand one's perspective. Such encounters frequently create opportunities for personal growth, leading to a shift in the individual's outlook on life.

3.1.2. Psychological Motivation

Psychological motivation typically revolves around the fulfillment of an individual's private needs. These may include skill development, meeting new people, gaining a career advantage, and more. Some individuals volunteer as a means of addressing personal challenges, such as the guilt associated with excessive free time or the need for a positive outlet to cope with insecurities. This is referred to as ego-defensive or protective motivation. Conversely, those driven by ego-enhancing motivation volunteer to boost their self-esteem. Engaging in volunteer work allows

individuals to feel valued by the staff and competent in a minor role. Lastly, some people volunteer out of a sense of community concern, demonstrating empathy for a specific geographical area (like a neighborhood) or a particular condition or need (such as a concern for individuals with cancer) [19], [20].

3.2. Exploring the Connection Between Volunteering and Mental Well-Being

While volunteer work is widely acknowledged for its positive impact on communities, there has been surprisingly little focus on its specific advantages for the physical and psychological well-being of individuals. Engaging in volunteer activities not only reduces stress and triggers the release of dopamine, fostering positive and relaxed feelings but also instills a sense of meaning and appreciation. Volunteers often report a reciprocal exchange of these sentiments, contributing to stress reduction and lowering the risk of various health issues such as heart disease, stroke, depression, anxiety, and general illness.

A Longitudinal Study of Aging revealed that individuals who volunteer exhibit lower mortality rates, even after accounting for factors like age, gender, and physical health. However, most well-being studies primarily examine the benefits of group volunteering rather than individual volunteer work. Volunteering enhances social interaction, fostering the development of a support system based on shared interests. Participation in volunteer activities not only facilitates the creation of new friendships but also strengthens existing relationships, expanding social networks and honing social skills.

In a contemporary context characterized by increased screen time and indoor living, a concerning pattern is emerging, leading to enduring mental health issues in the current generation. Excessive self-isolation can breed negative thinking and self-criticism. Volunteering emerges as a compelling solution to mitigate mental health challenges. The act of assisting the underprivileged, utilizing one's skills to help others, and experiencing a sense of accomplishment releases positive hormones, contributing to improved mental health. Engaging in volunteer work not only prevents mental health issues but also provides unique stimuli through acquiring new skills and navigating unfamiliar environments. The process of enhancing one's skill set to make a positive impact fosters a sense of pride and identity, leading to a more positive self-perception [19], [21].

3.3. Encouraging a Participatory Attitude Among Potential Youth Volunteers

In 2020, there was an anticipation that India would become the youngest country, governed by possibly the oldest cabinet. Recognizing the youth as a dynamic demographic possessing immense energy, curiosity, and substantial potential to bring about societal change, it becomes imperative to emphasize the significance of cultivating a participatory attitude among them. Volunteering presents a valuable opportunity for the youth to gain broader insights into society.

In India, particularly among parents of school-going students, there exists a common discouragement towards volunteering. The concern is that such activities might distract children from their studies, leading to a lack of awareness about the importance of community service in many youngsters. When we examine the youth of 2023, we observe a majority deeply engaged in their personal and social lives. When discussing volunteering among the youth, fostering a positive participatory attitude becomes crucial. However, the prevalence of digital communication and self-representation on virtual platforms raises challenges. Convincing young individuals to actively participate in volunteering requires substantial motivation and encouragement.

Youth with a consistent volunteering record often excel in academics, workplaces, and personal lives. The benefits include collaboration, understanding diverse perspectives, and broadening horizons. These experiences serve as a Unique Selling Point (USP) for individuals, impressing employers when seeking job opportunities. Engaging in community services aligns with the studies, interests, and professional goals of students and young adults. Recognizing the effectiveness of volunteering in providing comprehensive experiences, which internships may sometimes lack, becomes crucial for those preparing for the professional world. Despite the potential challenges, volunteering opportunities significantly increase the probability of skill development [22], [23].

3.4. Ecosystem OF Youth Volunteering

3.4.1. Community Volunteering

Community Volunteering falls under the category of large-scale volunteering, involving a community that shares common ideologies. This form of volunteering primarily takes place within the political realm and is driven by a commitment to social justice, as exemplified by activities such as advocating for environmental protection.

3.4.2. Private Sector

The Private Sector engages in volunteering through various avenues, including companies with employee volunteers, corporate foundations, and involvement of contractual staff, advisory councils, and internships.

3.4.3. Self-Inherent Attributes

Self-inherent attributes characterize a self-directed volunteer as someone who identifies a need or learns about a project initiated by an organization with expertise in the relevant subject. These volunteers gather resources, typically online, which include instructions, suggestions, and other materials, and then apply their skills to provide solutions.

3.4.4. Government

Government entities involved in volunteering include the Ministry of Health and Family Welfare (MoHFW), National Yuva Kendra Sangathan (NYKS), National Cadet Corps (NCC), and the National Service Scheme (NSS).

3.4.5. Civil society and platforms

Civil society and platforms encompass a diverse range of participants, including INGOs, NGOs, FBOs, grassroots NGOs, academic and scientific partners, as well as individuals involved in movements and campaigns. Volunteer efforts in this category are typically organized within the framework of a social cause, falling under the umbrella of High Scale Volunteering. Participants in this sector contribute their skills to support organizations in achieving their objectives.

3.4.6. Informal Volunteering

In contrast, informal volunteering primarily involves a close-knit group of friends and family. These volunteer activities center around assisting the immediate social circle and lack coordination with formal organizations or institutions. Often, there is no explicit connection to a social cause in these informal volunteer efforts.

3.5. Comprehending Volunteering Holistically in India

3.5.1.   The mindset of Indian Parents

The youth's reluctance to engage in volunteering often stems from parental attitudes, where a lack of encouragement to participate in community service activities like fundraising and food distribution is prevalent. Such pursuits are frequently viewed as unnecessary and extracurricular diversions by parents, considering them distractions for their children.

3.5.2.   Practical Application of Knowledge

Traditional classroom learning tends to confine students and limit their capabilities. Volunteering encourages students to apply their knowledge to real-world problems and engage with people facing hardships they might not encounter in typical educational settings.

3.5.3.   Boosting Self-Confidence

Volunteering not only benefits the vulnerable and underprivileged but also enhances individuals' confidence, communication skills, and team leadership. The absence of these attributes can lead to stress and anxiety in corporate job applications, affecting performance and mental well-being. Volunteering serves as a valuable means to develop and refine these skills, preventing self-doubt and excessive self-analysis.

3.5.4.   Hesitation versus Proactiveness

Many youths engage in volunteering primarily for academic credits and grades, diminishing the true essence and importance of volunteering. College students often perceive volunteering as a means to fulfill academic requirements, especially through online volunteering, leading to frustration and a misguided perception of the activity.

3.5.5.   Lack of Regulatory Oversight

India lacks specific laws or regulations governing volunteerism. However, the National Policy on the Voluntary Sector (2007) emphasizes encouraging an independent, creative, and effective non-profit/NGO sector. The National Youth Policy 2014 underscores the promotion of civic engagement for youth empowerment, although a comprehensive regulatory framework for volunteering is absent.

3.6. Mobilizing Volunteers: Transforming Beneficiaries into Active Participants

As an established NGO, what is your strategy for recruiting volunteers? Our primary source of volunteers is usually our beneficiaries. Many women experiencing the challenges we address feel a strong connection to the issues and consequently choose to become volunteers. However, a significant challenge arises when they lack the necessary education and digital skills required for volunteering. To address this, we find the most effective method is to collaborate with colleges and engage with placement cells [24], [25].

3.6.1.   Social Media and Volunteer Engagement

While one might assume that social media platforms like Instagram and Twitter can rapidly spread awareness, this is often not the case for NGOs. Many organizations' social media accounts serve primarily as marketing tools and fail to effectively promote their causes. The lack of visibility is a

major obstacle in attracting qualified and motivated volunteers. In contrast, involving celebrities proves to be the most advantageous approach for elevating an NGO's profile and transforming it into a recognized brand.

3.6.2. Volunteer Retention

Sustaining a pool of dedicated volunteers is crucial for building the human assets of a humanitarian organization. NGOs frequently rely on committed and self-driven volunteers, especially for program drives in rural areas. In addition to these dedicated individuals, expertise is often required for strategic planning and coordination of these program drives.

4. CONCLUSION

The study explores the multifaceted aspects of volunteering, focusing on the Culture of Volunteering, its historical evolution in India, the diverse forms of volunteering, and the motivations driving individuals to engage in volunteer activities. The Culture of Volunteering is defined as a collective set of attitudes and practices that go beyond individual actions, promoting a shared commitment to making a positive difference in society. The historical analysis of volunteering in India highlights its roots in ancient traditions, the impact of colonial influences, and its evolution post-British rule. The contemporary landscape reflects a shift towards professionalism and skill development, with volunteering programs becoming more structured and offering opportunities for individuals to contribute remotely in the digital age. Exploring different kinds of volunteering reveals the diverse ways individuals can contribute, ranging from formal and governance volunteering to non-formal, social action, and project-based initiatives. The study addresses challenges such as parental attitudes, the practical application of knowledge, and the need for regulatory oversight in the context of Indian youth engagement in volunteering. The section on mobilizing volunteers emphasizes the strategic approach of transforming beneficiaries into active participants. Social media and volunteer retention strategies are also discussed, underlining the importance of effective communication and sustained commitment to the success of humanitarian organizations. In essence, the study provides a comprehensive exploration of volunteering, acknowledging its historical roots, diverse forms, and the intricate motivations that drive individuals to contribute to the betterment of society. It emphasizes the need for a supportive culture of volunteering and encourages further research and initiatives to foster a participatory attitude, especially among the youth, ensuring the continued growth and impact of volunteerism in India.

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CHAPTER 6

PHASES OF LIFE: A HOLISTIC EXPLORATION FROM PREGNANCY TO EDUCATION, CHALLENGES, AND AI-DRIVEN SOLUTIONS

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ABSTRACT:

Life, a divine gift, holds profound meaning beyond mere existence. It encompasses experiences and lessons, emphasizing the importance of leading a meaningful life. This study delves into the golden period of pregnancy, exploring the transformative journey of creating life. The dawn of life is depicted through the critical phases of the first, second, and third trimesters, each carrying significance in the development of the baby-to-be. Screening and diagnostic tests for Down syndrome are universally recommended during pregnancy, presented through illustrative figures. The study reviews case studies of parents facing the challenges of raising children with Down syndrome, highlighting the importance of understanding and supporting their unique needs. Examining challenges in education, learning disabilities, and autism spectrum disorder, the study emphasizes the prevalence and demographics of autism. It further explores special education and introduces the integration of Artificial Intelligence (AI) and Machine Learning (ML) into education. The AI tools, including QT Robot, Widex, Empower Me, Dyslexia.ai, iCan, Otisimo, and Dyslexia Screening Test App, showcase the transformative role of technology in addressing diverse learning needs. The evolving landscape of AIML in education is discussed, focusing on predictive analysis, enhanced process efficiency, and smart tutors. The study concludes by envisioning the future of AI in education, anticipating a revolution in learning methodologies. The integration of AI into special education is explored, presenting new opportunities for personalized learning experiences. The study underscores the significant impact of AI tools in shaping the educational landscape and fostering inclusive learning environments for all.

KEYWORDS:

Artificial Intelligence, Education, Life, Pregnancy, Robot.

1. INTRODUCTION

Life, a beautiful gift from God, holds the purpose of existing in this world. Despite being a divine blessing, not everyone comprehends its true value. Life extends beyond pain and regret; it's about the experiences and lessons we gain. It transcends mere independent existence in society; its significance is far greater.

Therefore, the quality of life carries immense importance, emphasizing the ultimate goal of leading a meaningful life. A meaningful life enables a profound connection with our inner selves, emphasizing that the choice of how to live our lives is always ours.

a. The Golden Period

Pregnancy marks a unique, thrilling, and often joyful phase in a woman's life, showcasing her remarkable creative and nurturing powers while serving as a bridge to the future.

However, this transformative journey comes with responsibilities, requiring the pregnant woman to be mindful of her health to best support the well-being of her future child. The developing fetus, denoted as the baby-to-be in the early stages, relies entirely on its mother's healthy body for all its needs [1], [2].

b. The Dawn of Life

Figure 1: Illustrate the Dawn of Life.

i. First Trimester (0 to 13 Weeks)

Figure 1 depicts the beginning of life. The initial trimester holds the utmost significance in your baby's development. During this phase, the body structure and organ systems of your baby undergo crucial development, and it is the period where the majority of miscarriages and birth defects occur.

ii. Second Trimester (14 to 26 Weeks)

The second trimester signifies a pivotal moment for both the mother and the fetus. Often referred to as the "golden period" of pregnancy, this phase sees the alleviation of many discomforts associated with early pregnancy.

iii. Third Trimester (27 to 40 Weeks)

This marks the final stage of pregnancy, where your baby experiences significant growth, and development, and starts positioning itself head down in preparation for delivery. During this stage, your baby changes position and readies itself for birth [3], [4].

c. Screening and Diagnostics

Gynecologists universally recommend offering screening and diagnostic tests for Down syndrome to all pregnant women, irrespective of age. Display the Screening and Diagnostics in Figure 2.
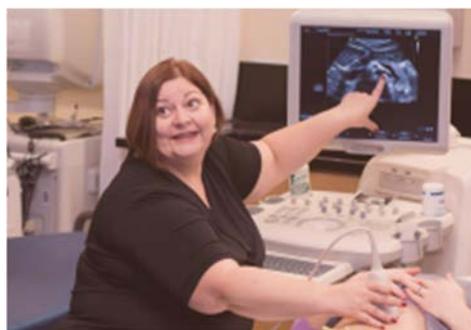
Figure 2: Illustrate the Screening and Diagnostics.

i. Diagnostic Test

This test can accurately determine whether your baby has Down syndrome. In instances where screening test results are positive or raise concerns, or if there's a high risk, further diagnostic testing may be considered to confirm the diagnosis.

ii. Screening Test

While screening tests can indicate the likelihood of a mother carrying a baby with Down syndrome, they cannot provide a definitive diagnosis. These tests are a routine part of prenatal care, offering insights into the risk of having a baby with Down syndrome and guiding decisions about more specific diagnostic tests.

iii. Screening Test Results

Results from first-trimester screening are presented as positive or negative, along with a probability, such as a 1 in 250 risk of carrying a baby with Down syndrome. First-trimester screening correctly identifies about 85 percent of women carrying a baby with Down syndrome, with around 5 percent experiencing a false-positive result. In the case of a positive result, healthcare providers and genetics professionals will discuss available options, including additional testing [5], [6]. Show the Screening Test Results in Figure 3.

Figure 3: Illustrate the Screening Test Results.

This study explores the profound aspects of life, emphasizing its value and the importance of leading a meaningful existence, and then delves into the realm of screening and diagnostics for Down syndrome, shedding light on both diagnostic and screening tests, and offering insights into their significance and potential outcomes. The literature of the previous study is discussed in the literature review section. The discussion section discusses the case studies, featuring parents and their children, providing a glimpse into the complexities of parenting and the resilience demonstrated by families in nurturing and celebrating the milestones achieved by their children. The challenges section delves into the broader spectrum of learning difficulties and the narrative takes a turn towards the new age, exploring the role of artificial intelligence (AI) and machine learning (ML) in education. The study underscores the transformative impact of these technologies on predictive analysis. Finally, the study ends with a conclusion section that explains the outcome and future of this study.

2. LITERATURE REVIEW

Noorlandt H. et al. [7] shared decision-making (SDM) is a collaborative process involving healthcare professionals and patients jointly discussing and determining the most suitable care and treatment policies. While the significance of SDM is increasingly acknowledged in various healthcare settings, including palliative care, there is limited understanding of its application with individuals experiencing intellectual disabilities (IDs) in the terminal phase of life. That scoping review aims to investigate the extent and manner in which people with ID are engaged in decision-making concerning their care and treatment during the final stages of life. Conducted as a scoping review, our systematic search encompassed the Embase, Medline, and PsycINFO databases to identify empirical studies addressing decision-making with individuals with ID in the last phase of life. Among the 281 titles and abstracts identified, 10 studies met the inclusion criteria. These studies exclusively focused on medical end-of-life decisions, such as decisions related to foregoing life-sustaining treatment, do-not-attempt-resuscitation orders, or palliative sedation. While all studies underscored the importance of involving individuals with ID or their relatives in end-of-life decision-making, only two papers detailed processes in which individuals with ID actively participated. Additionally, a single paper outlined best practices and guidelines for decision-making in palliative care for people with ID.

De Voogd X. et al. [8] discussed the realm of palliative care, maintaining individual dignity holds significant importance. Traditionally, the focus has been on autonomy and independence, and not imposing a burden on others to safeguard dignity. However, there exists a gap in understanding how dignity is perceived among the growing population of patients with a migration background residing in Western countries. That study aims to explore (1) the key aspects of dignity that patients – along with their relatives – with Turkish, Moroccan, or Surinamese backgrounds, residing in the Netherlands, deem important in their final phase of life, and (2) strategies care professionals can employ to preserve and reinforce the dignity of these patients. The study employs a qualitative thematic analysis approach, focusing on semi-structured interviews. Participants include 23 patients and 21 relatives with Turkish, Moroccan, or Surinamese backgrounds. The findings reveal that, for the respondents, dignity goes beyond preserving autonomy; it involves surrendering to God's or Allah's will and fostering meaningful relationships with others. Surrendering to God or Allah entails accepting the illness, and the overall situation, and engaging in religious practices. Meaningful relationships are defined by receiving assistance or care from family members and maintaining a social role. Care professionals can contribute to preserving dignity by demonstrating respect and attention, ensuring physical integrity, hygiene, and self-direction, and adopting indirect communication about diagnoses and prognoses.

Wu P. et al. [9] Presently, global climate change stands out as a highly impactful environmental concern. Within the building and construction sector, a crucial aspect in tackling that global challenge involves establishing reliable carbon labeling systems for construction materials. Specifically, the focus on concrete is essential due to its significant role in contributing to global greenhouse gas (GHG) emissions. While existing carbon labeling schemes typically adopt a cradle-to-gate system boundary, recent studies reveal that the approach might compromise the credibility of eco-label information. That was because the use and end-of-life phases play a substantial role in concrete's life cycle GHG emissions, encompassing factors such as carbonation, maintenance, rehabilitation, indirect emissions, and recycling activities. To comprehensively evaluate the life cycle GHG quantification of concrete, a thorough review is presented. Furthermore, the recently published ISO 14067: The carbon footprint of products emphasizes the

adoption of a cradle-to-grave approach, ensuring publicly accessible eco-label information that adequately incorporates the use and end-of-life phases of concrete through accurate simulation. As future studies progress, it is crucial not to disregard the contribution of use and end-of-life phases to concrete's life cycle GHG emissions, with Building Information Modelling (BIM) and simulation technologies providing valuable support in that regard.

Simonetti A. et al. [10] defined stabilization in the context of bipolar disorder involves various perspectives, with the prevailing view emphasizing the absence of depressive or manic episodes. Additionally, considering the physiological differences from childhood to old age, achieving stabilization should consider both growth and maturity. That systematic review aims to assess studies on mood stabilization throughout all phases of bipolar disorder (BD) across different life stages, including pregnancy and the perinatal period, which presents a unique phase in women's life cycles. A comprehensive PubMed search was conducted, focusing on drug-treated bipolar disorder studies aiming at stabilization. The search strategy employed terms such as stabiliz*, stable, and stability in combination with mood and bipolar. The review adhered to the PRISMA statement, and inclusion criteria were established through consensus via Delphi rounds among all authors. The search, conducted until January 25, 2020, yielded 509 records, with 58 meeting the inclusion criteria for detailed examination. The eligible studies covered the period from September 1983 to July 6, 2019. Despite the extensive search, the evidence gathered faces limitations, including sample inconsistencies and varied methods for assessing mood stabilization. Consequently, no definitive recommendations could be made for adolescents, pregnant or perinatal women, and elderly patients. However, findings suggest that second-generation antipsychotic drugs may be beneficial, either alone or combined with mood stabilizers, particularly for managing manic/mixed phases in adults. Notably, mood stabilizers, especially lithium, remain integral for chronic treatment. Managing bipolar depression leans towards mood stabilizers, with the potential addition of an antidepressant, although caution is warranted due to concerns about inducing mood instability. Simultaneous prescription of mood stabilizers alongside antidepressants might be necessary.

Oktalia J. et al. [11] studied that worldwide, 85 million pregnancies are unplanned, with 38% of these unintended pregnancies culminating in abortions, miscarriages, or unplanned deliveries. Various initiatives have been implemented by different entities to curb unwanted pregnancies. As of the beginning of 2022, our investigation into the Play Store and YouTube applications revealed several apps and videos related to promoting a healthy pregnancy. However, existing online content largely overlooked the role of men (prospective fathers) in preparing for a healthy pregnancy. That study, employing a quasi-experimental approach, took place at a Community Health Center in the East Jakarta Region, with 96 prospective fathers meeting inclusion and exclusion criteria as respondents. Utilizing pre- and post-intervention questionnaires, educational media in the form of videos and leaflets were provided to the respondents. Univariate analysis, chi-square, and independent T-tests were employed for data analysis. The research found that two respondent characteristic variables, education level (P value 0.000) and history of information exposure (P value 0.000), significantly correlated with the level of knowledge about healthy pregnancy preparation. Similarly, two other respondent characteristic variables, income level (P value 0.000) and history of information exposure (P value 0.05) demonstrated a significant relationship with the level of participation in healthy pregnancy preparation. The study also revealed a significant difference (<0.000) in the mean levels of knowledge and participation before

and after education intervention. Notably, the group exposed to video-based education exhibited a higher mean participation rate than the group using leaflets (significance <0.05).

Phongluxa K. et al. [12] discussed that adolescents face heightened vulnerability to negative sexual and reproductive health outcomes, a concern compounded by Lao PDR's status with the highest teenage pregnancy rate in Southeast Asia and elevated maternal mortality ratios. Objective: the study seeks to comprehensively explore the factors influencing the sexual and reproductive health (SRH) knowledge, attitudes, and practices of adolescents in Bokeo Province, Lao PDR. Method: Utilizing data from the Adolescent Girl Situation Analysis cross-sectional study, conducted in 2018 with a mixed-method approach involving 837 adolescents aged 10–19, alongside key informant interviews, the analysis employed regression analyses to identify predictors related to modern contraception knowledge, autonomy, gender-based violence, sexual activity, and contraception use. Qualitative thematic content analysis complemented these findings. Results: Adolescents in rural districts exhibited lower SRH knowledge compared to their urban counterparts. Notable findings revealed misconceptions about birth control pills, recognizing the importance of sex education while critiquing current teaching quality. A positive association between knowledge and autonomy was identified, particularly with residents in rural districts facing greater challenges in autonomy. Marriage autonomy was perceived as a decision, yet 40.4% lacked autonomy concerning marriage. Among sexually active adolescents, 35.2% used contraception. Despite claims of gender equality, education access and gender roles favored boys, with increased justification for violence by husbands against their wives. Conclusion: The study sheds light on adolescents' and key informants' perspectives on gender equality and gender-based violence. It underscores the need for targeted efforts and increased investment in three crucial areas to enhance adolescent sexual and reproductive health: comprehensive sexual education, addressing gender inequality, and promoting autonomy. The findings highlight insufficient knowledge of contraceptive methods, emphasizing the urgency of integrating comprehensive sexual education in primary schools and investing in teacher training and monitoring.

Đaković Radojičić I et al. [13] discussed the interpretation of digital entrepreneurship necessitates considering the context in which the entrepreneurial process unfolds as a crucial factor.

That context underscores that examining the entrepreneurial process goes beyond scrutinizing mere entrepreneurial actions; it involves a comprehensive analysis of the environment where the entrepreneurial process occurs.

That study aims to scrutinize the contextual aspects influencing the entrepreneurial process in the Republic of Serbia, Montenegro, Bosnia and Herzegovina, and Hungary. Employing The European Index of Digital Entrepreneurship Systems (EIDES) methodology, the study assesses the system framework conditions during the scale-up phase of the enterprise life cycle, particularly in the digital realm. The primary objective is to conduct a comparative analysis among three transitioning countries and one European Union member state. After identifying the most developed and underdeveloped factors, the study delves into the conditions impacting the outcomes in the mentioned countries and elucidates the significance of enhancing these conditions.

These previous studies contribute valuable insights across healthcare, environmental sustainability, mental health, reproductive health, and entrepreneurship, showcasing a multidisciplinary approach to diverse societal challenges.

This study intricately weaves together the threads of life, pregnancy, Down syndrome, personal narratives, learning challenges, autism, AI in education, and specialized AI tools. It not only provides valuable insights into these realms but also emphasizes the potential of technology to enhance the lives of individuals facing diverse challenges.

3. DISCUSSION

a. Case Studies

i. Facing Challenges but Not Defeated by SHIVANI DHILLON

Shivani Dhillon is the mother of a serene little girl who has been living with Down Syndrome since birth, now six years old. She smiles as she describes parenthood as a challenge in itself, and raising a special child adds an extra layer to it. "I am blessed to have Sarah," says Shivani. She openly admits that her biggest concern is her daughter's future when she and her husband are no longer there to care for her. For Shivani, these children must learn life skills, and she emphasizes not pressuring them academically. "The standards of education have risen, and our children progress at a different pace compared to others," she acknowledges. Shivani recognizes that it will take time to understand and provide opportunities for those suffering from Down Syndrome.

ii. Nurturing the Grass to Make it Greener

Norah was born six weeks premature, and the doctors suggested the possibility of Down Syndrome. Initially in denial, Pooja, Norah's parent, shares that their family's unwavering support and the discovery of success stories helped them gradually come to terms with it. Pooja emphasizes treating Norah like any other child. The real challenges, according to Pooja, lie in dealing with people who lack awareness about Down Syndrome. Sometimes, parents discourage their children from playing with Norah, mistakenly thinking her condition is contagious. Pooja finds solace in celebrating the smallest milestones achieved. She focuses on finding a little joy each day, making it a daily practice to remember the positive aspects.

b. Challenges

i. Education

Education involves facilitating learning and the acquisition of knowledge, skills, values, morals, beliefs, habits, and personal development. Methods of education encompass teaching, training, storytelling, discussion, and directed research.

ii. Learning Disability

A learning difficulty refers to an issue with the brain's ability to process information. Individuals experiencing learning difficulties may not acquire knowledge in the same manner or pace as their peers, facing challenges in the development of fundamental skills. Learning difficulties, being incurable, can have lasting effects on an individual's academic performance, workplace endeavors, relationships, and daily life. Intervention and support, often complemented by counseling or other mental health care services, can assist individuals with learning difficulties in achieving success [14], [15].

iii. Types of Learning Challenges

1. Dyslexia

Dyslexia, recognized as a language-based learning disability, can impact reading fluency, comprehension, writing, spelling, speech, and recall. It may coexist with other related conditions.

2. Dysgraphia

Individuals with dysgraphia may struggle with writing legibly, maintaining consistent word spacing, spelling, simultaneous thinking and writing, or spatial planning on study. This condition primarily affects handwriting and fine motor skills.

3. Dyscalculia

This condition can hinder the development of math skills, number comprehension, and learning math-related facts. Individuals with dyscalculia may face challenges in understanding math symbols, organizing or memorizing numbers, telling time, and counting.

4. Auditory Processing Disorder

Those with auditory processing disorder may encounter difficulties in distinguishing between sounds, understanding sound sequences, identifying sound sources, or isolating sounds from background noise.

5. Language Processing Disorder

A subtype of auditory processing disorder, language processing disorder makes it challenging for individuals to attribute meaning to groups of sounds for constructing words and sentences. It pertains to the processing of both expressive and receptive language.

6. Visual Motor Deficit

Individuals with dysgraphia or nonverbal learning difficulties might also exhibit a visual perceptual/visual motor deficit. This can affect how a person comprehends visual information, engages in drawing and copying, manages hand-eye coordination, and follows text or written material [16], [17].

iv. Autistic Disorder

Autism spectrum disorder, impacting brain development, influences how individuals perceive and interact socially, leading to challenges in social interaction and communication. The disorder encompasses limited and repetitive behavior patterns. The term "spectrum" acknowledges the diverse symptoms and severity levels. Autistic children may struggle in traditional learning environments, requiring personalized attention, specialized tools, and tailored lessons. Their short attention spans may impact their engagement with reading materials.

v. Challenges Encountered by Children with Autism

1. Difficulty in Attention

Certain autistic children struggle to concentrate on activities they find unappealing, such as reading a book or solving puzzles. Conversely, they may become fixated on activities they enjoy, such as playing with a specific toy.

2. Expressive Challenges

Autistic children often face challenges in comprehending the thoughts and emotions of others, making it difficult for them to express themselves effectively.

This difficulty extends to verbal communication as well as nonverbal expressions, including gestures, facial expressions, and touch.

3. Adapting to Changes

Many autistic children find changes in their environment particularly stressful. Due to the behavioral and sensory aspects associated with their diagnosis, individuals on the autism spectrum often prefer familiar surroundings with predictable routines.

4. Motor Skills Difficulties

Children with autism frequently encounter challenges in both fine and gross motor skills. They exhibit lower proficiency in fitness-related skills compared to their peers, encompassing issues with balance, body coordination, visual motor control, and other mobility skills [18], [19].

vi. Prevalence and Demographics of Autism

Research indicates that autism affects individuals across all racial, ethnic, and socioeconomic groups. According to the World Health Organization (WHO), approximately 1 in 160 children worldwide has Autism Spectrum Disorder (ASD). Symptoms typically manifest before the age of 5 and persist into adulthood. In India, an estimated 0.23 percent of every 10,000 children are diagnosed with autism, a considerably lower rate than the 1.47 percent reported in the United States.

vii. Special Education

Special education involves tailoring educational practices to address the unique differences and needs of students.

This process includes individually planned and systematically monitored teaching methods, customized equipment and materials, and accessible learning environments.

c. New Age

i. Artificial Intelligence

Artificial Intelligence (AI) refers to the capability of digital computers or computer-controlled robots to perform tasks typically associated with intelligent beings.

As machines advance, the definition of AI often evolves, excluding tasks once deemed to require "intelligence." AI research encompasses various sub-fields with specific goals and tools, focusing on areas such as reasoning, knowledge representation, planning, learning, and natural language processing.

ii. Evolution of AIML

The educational landscape has rapidly transformed with the advent of next-gen technologies, including Artificial Intelligence and Machine Learning (AIML). These technologies have demonstrated their potential across global industry verticals, with the education sector being no

exception. AI and ML are acting as driving forces, adding unprecedented value to the education industry. These cutting-edge technologies are leaving a lasting impact, and market players recognize the transformative role of technology in shaping education.

iii.   The AI Surge

The surge in AI began with six major design goals:

1. Teach machines to reason for performing complex mental tasks.

2. Develop the ability to identify objects, people, and languages, utilizing the Lisp programming language.

3. Enable machines to process natural language, and understand language, conversations, and speech context.

4. Teach machines to plan and navigate autonomously in the physical world.

5. Train machines to perceive human senses such as touch, feel, sight, hearing, and taste.

6. Strive for general intelligence, encompassing emotional intelligence, intuition, and creativity.

iv.   AI in the Present

Artificial intelligence is widely utilized across various domains, revolutionizing business practices. AI technologies enhance productivity, from workflow management to trend forecasts and advertising strategies.

AI can process vast data volumes, drawing inferences beyond human manual comprehension. It improves organizational efficiency, reduces the risk of errors, and identifies unusual patterns like spam and fraud in real time.

v.   AI in the Future

The advent of the Fourth Industrial Revolution is anticipated, promising unprecedented changes. Smarter technology, interconnected equipment, and autonomous decision-making in factories and workplaces are expected to drive business improvements. This revolution aims to enhance the quality of life and increase income levels globally. As robots, humans, and smart devices collaborate to improve supply chains and warehousing, businesses become more "intelligent" and efficient.

d.   AIML in Education

i.   AIML in Education

The field of artificial intelligence (AI) originated as an academic discipline in 1956 and has witnessed various cycles of optimism, disappointment, funding loss, and subsequent resurgence with new approaches and successes.

Over the years, AI researchers have assimilated diverse problem-solving techniques, including search and mathematical optimization, formal logic, artificial neural networks, and methods grounded in statistics, probability, and economics. Additionally, AI draws insights from computer science, psychology, linguistics, philosophy, and various other disciplines [20], [21].

ii. Application of AIML in Education

1. Advancing Predictive Analysis

In contrast to the subjective judgments of "old school" teachers based on favoritism, predictive analysis in education replaces bias with data-driven evidence. Harnessing machine learning capabilities, predictive analysis utilizes historical and current data to forecast future outcomes.

2. Enhancing Process Efficiency

To allow educators to concentrate on their primary goal of imparting knowledge, a more efficient system is needed. Machine learning in education steps in by automating content organization and managing daily curricula, offering a significant advantage for educators.

3. Revolutionizing Learning with Smart Tutors

The emergence of "smart tutors" is transforming traditional lectures into various learning formats such as video tutorials, flashcards, smart guides, educational apps, and regular assessment quizzes. Smart robots functioning as tutors exemplify this innovative wave in education.

iii. Application of AIML in Special Education

The integration of AI into special education has created new opportunities for parents and teachers alike. Data science training empowers professionals to analyze student data, identify areas of concern, and, through AI-based methods, provide personalized learning experiences. AI-enabled testing systems are now in place to detect learning disabilities, with past instances including autism diagnosis using artificial neural networks in 2008 and the application of fuzzy cognitive map approaches in 2003 for speech-language impairment diagnoses like dysgraphia and dyslexia.

e. AI Tool

i. QT Robot

This humanoid social robot is specifically crafted to assist children with Autism Spectrum Disorder (ASD) in acquiring social skills. Therapists have the flexibility to program the robot with a specialized set of skills and instructions, tailoring the learning experience to suit the individual patient.

ii. Widex

Evoke, developed by Widex, stands as an intelligent hearing aid infused with AI technology, providing crucial assistance to hearing-impaired children in attending classes seamlessly. Widex has pioneered the most advanced artificial intelligence technology for hearing aids, enabling the device to learn the user's preferred hearing settings in real time. Through features like SoundSense Learn, the technology continually refines its ability to calculate the optimal sound experience for each user.

iii. Empower Me

Brain Power, a forward-thinking company, is dedicated to designing AI solutions attuned to emotional responses. Their flagship product, Empower Me, focuses on teaching social and cognitive skills to individuals with autism through emotional recognition. Compatible with smart glasses, Empower Me delivers specialized feedback based on the wearer's surroundings, aiding in

the interpretation of facial expressions, and appropriate gaze, and providing feedback on the wearer's emotional state. This technology enhances the independence of individuals with ASD in navigating the world.

iv. Dyslexia.ai

Tailored for the age group of 0-5, Dyslexia.ai addresses reading, phonics, and spelling challenges. Offering customized games and words categorized by difficulty, frequency, and phonics, this AI-powered tool incorporates voice recognition to assess reading and pronunciation. Users can even take a photo of text, and the app reads it back. It includes a profile for tracking progress, unlocking 3D rewards, and leveling up.

v. iCan

Crafted by top academic experts for children aged 0-5, and features a plethora of educational games and videos aimed at developing social, cognitive, and academic skills. The app houses an extensive library of educational content, including videos, games, and books, fostering a holistic approach to a child's development.

vi. Otisimo

Developed for individuals diagnosed with learning disorders, attention deficit, autism, Down syndrome, Asperger's, and other special needs, Otisimo focuses on teaching fundamental education and concepts that enhance cognitive, communication, and motor skills. The app engages children through activities like matching, drawing, choosing, and ordering, supported by visuals and auditory cues [22], [23].

vii. Dyslexia Screening Test App

This app allows users aged 7 to 70, who haven't received intensive dyslexia-appropriate reading instruction, to be quickly and accurately screened for signs of thinking and processing traits associated with dyslexia. The app includes MIND-Strengths self-assessment surveys, short videos explaining dyslexia, common signs, and the screener's benefits. It also features a pre-test to determine the potential risk of dyslexia.

4. CONCLUSION

Life is a precious gift with a purpose that extends beyond individual existence. It encompasses experiences, lessons, and the pursuit of a meaningful existence. The journey through the golden period of pregnancy, illustrated in the dawn of life, emphasizes the critical phases of fetal development. From the first trimester's intricate organ system formation to the second trimester's relief from early discomforts and the third trimester's preparation for birth, each stage plays a vital role. Screening and diagnostic tests, especially for Down syndrome, are universally recommended for pregnant women. The case studies shed light on the challenges faced by parents raising children with Down syndrome. Through Shivani Dhillon and Pooja's experiences, we learn about the importance of providing life skills and treating these children with the same love and respect as any other child. Challenges in education, learning disabilities, and various types of learning challenges, including dyslexia and dysgraphia, are explored. The prevalence and demographics of autism highlight the need for personalized education and support. The emergence of new-age technologies, specifically Artificial Intelligence (AI) and Machine Learning (ML), has transformed the educational landscape. The integration of AI in special education brings about opportunities for personalized learning experiences. The AI tools discussed, such as QT Robot,

Widex, Empower Me, Dyslexia.ai, iCan, Otisimo, and Dyslexia Screening Test App, showcase the potential of technology in addressing diverse educational needs. As we navigate the complexities of challenges faced by individuals with autism, learning difficulties, and other special needs, the future holds promising advancements in AI applications. The fusion of technology and education aims to create a more inclusive and efficient learning environment. The journey towards an enlightened future involves embracing the transformative power of AI to uplift and empower individuals of all abilities.

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CHAPTER 7

MYTHICAL THREADS: EXPLORING DIVERSE REALMS OF CULTURE, DEITIES, AND HEROES

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ABSTRACT:

Mythical Threads" embarks on a captivating journey through the multifaceted landscapes of global mythology. Culture, viewed through both traditional and unconventional lenses, becomes a thread weaving together the tapestry of human experiences.

The narrative unfolds by exploring the divine realms of revered deities like Vishnu, Amaterasu, and Sun Wukong, and the heroic exploits of figures such as Bhima, Hercules, and Achilles. The study also navigates through the cultural significance of legendary outlaws like Robin Hood and the enigmatic Lilith, offering a comprehensive view of mythology's impact on diverse societies. As the exploration unfolds, the story ideas introduce scenarios that transcend traditional mythological boundaries, adding layers to the intricate narrative.

Exploring Diverse Realms of Culture, Deities, and Heroes" delves into the rich tapestry of global mythology, examining cultural nuances, iconic deities, and legendary heroes that have shaped narratives across different civilizations.

The exploration encompasses diverse mythologies, from the Greek and Roman pantheons to the vivid tapestries of Hindu, Japanese, and Chinese myths. Beyond the traditional, the study also touches upon unconventional perspectives, such as the Mafia-based definition of culture.

The narrative unfolds through the lenses of renowned figures like Vishnu, Bhima, Amaterasu, Sun Wukong, Hercules, Perseus, Athena, Achilles, Robin Hood, King Arthur, Lilith, and Lucifer.

The story ideas further extend the exploration, contemplating the interplay between mythological entities and their champions in scenarios ranging from destructive battles to post-war reconstructions.

KEYWORDS:

Arthur, Bhima, Lilith, Mythical Threads.

1. INTRODUCTION

Culture encompasses the traditional values, social structures, and physical characteristics associated with a particular race, religion, or social group. It also includes the shared activities and ways of life practiced by the members of that group.

In a different context, culture, as per the Mafia-based definition, explores the existence of cultures beyond the traditional. Here, the Mafia represents a criminal organization characterized by a hierarchical structure, primarily composed of individuals with Italian or Sicilian ancestry. This definition encompasses both a criminal organization in the ated States and a historical criminal organization in Sicily [1], [2]. Vishnu, the god of preservation and the second day of the Trimurti

is actively involved in mortal affairs. His consort and divine energy is the goddess of wealth, Lakshmi. Vishnu resides in Vaikuntha, resting atop the heavenly snake Adishesha.

To restore dharma and cosmic order for gods and humans, he is believed to have taken ten significant incarnations on Earth. Rama and Krishna are among the well-known incarnations. Vaishnavas, who consider Vishnu the highest deity, are devoted followers [3], [4].

Bhima, the formidable second brother among the Pandavas, distinguished himself with his imposing stature and unparalleled strength. His union with Hidimbi bore a son named Ghatotkacha. Notably, Bhima's character was marked by intense fury, especially during the pivotal dice game that initiated the Kurukshetra battle. In response to Dushasana's attempt to disrobe Draupadi, Bhima took a solemn vow to kill him and even pledged to drink his blood. Throughout the Kurukshetra conflict, Bhima, under the guidance of Krishna's son as his charioteer, exhibited extraordinary martial prowess, ultimately vanquishing an astounding number of foes approximately 1,705,860 men and 787,320 beasts.

Draupadi, alternatively known as Krishnaa, Panchali, and Yagyaseni, held a prominent role in the Mahabharata as the daughter of Drupada. Her unique and notable status extended to a polyandrous marriage with the five Pandava brothers Yudhishthira, Arjuna, Bhima, Nakula, and Sahadeva. Draupadi, renowned for her exceptional beauty and courage, played a central role in the Mahabharata narrative, contributing significantly to its unfolding tale [5], [6]. Amaterasu also recognized as Amaterasu Ōmikami or Ōhirume no Muchi no Kami, holds the esteemed position of being the goddess of the sun in Japanese mythology. As a prominent deity (kami) in Shinto, Amaterasu is featured prominently in Japan's earliest literary works, including the Kojiki (c. 712 CE) and the Nihon Shoki (720 CE). In these texts, she is depicted as the ruler, or one of the rulers, of the heavenly realm known as Takamagahara. Additionally, Amaterasu is acknowledged as the mythical ancestress of the Imperial House of Japan through her grandson Ninigi.

Within the trio known as the "Three Precious Children" which includes the moon deity Tsukuyomi and the storm god Susanoo, Amaterasu stands as a key figure. These three offspring are considered the most significant descendants of the creator god Izanagi. The Grand Shrine of Ise, situated in Ise, Mie Prefecture, stands as a paramount place of worship dedicated to Amaterasu and is revered as one of Shinto's holiest sites. This shrine serves as a crucial center for pilgrimage and tourism, reflecting the profound veneration accorded to Amaterasu. Furthermore, Shinto shrines across Japan pay homage to her, underlining her widespread reverence in the country's religious landscape [7], [8].

Sun Wukong, widely known as the Monkey King in English and Sun Wukong in Mandarin Chinese, stands as a legendary mythical figure prominently featured in the 16th-century Chinese novel "Journey to the West" and various subsequent stories and adaptations.

In this epic narrative, Sun Wukong, born from a stone, attains supernatural powers through Taoist practices. Following his rebellion against heaven, he faces imprisonment under a mountain by the Buddha. However, after a span of five hundred years, he embarks on a transformative journey alongside the monk Tang Sanzang and two other disciples. Their quest involves retrieving Buddhist sutras from the West (India), the domain of Buddha and his followers.

Tang Sanzang, based on the historical Buddhist monk Xuanzang, is a central character in the narrative. Also recognized by his courtesy name, Tang Seng, Tang Sanzang's origins trace back to

being the posthumous son of Tang Palace Graduate Chen Guangrui and the Prime Minister's daughter, Yin Wenjiao. Achieving first place in a national examination, Chen Guangrui was appointed Prefect of Jiangzhou, shaping Tang Sanzang's background [9], [10].

Shifting to Japanese mythology, Inari Ōkami emerges as a significant kami associated with foxes, fertility, rice, tea, sake, agriculture, industry, general prosperity, and worldly success. In earlier periods, Inari held patronage over swordsmiths and merchants, showcasing a diverse and multifaceted representation. Whether appearing as male, female, or androgynous, Inari is sometimes perceived as a collective entity comprising three or five individual kami. The worship of Inari dates back to the establishment of a shrine at Inari Mountain in 711 AD, with some scholars suggesting an even earlier origin in the late 5th century. Hercules, the Roman counterpart to the Greek divine hero Heracles, is celebrated in classical mythology for his unparalleled strength and a series of extraordinary adventures. Born to Jupiter and the mortal Alcmena, Hercules embodies the epitome of heroism.

Perseus, a prominent figure in Greek mythology, serves as the legendary founder of Mycenae and the Perseid dynasty. Regarded as one of the greatest Greek heroes and monster slayers alongside Cadmus and Bellerophon, Perseus accomplished notable feats such as beheading the Gorgon Medusa to save Andromeda from the sea monster Cetus. His lineage connects him to Zeus and makes him the half-brother and great-grandfather of Heracles. Athena, referred to by the epithet Pallas, stands as an ancient Greek goddess associated with wisdom, warfare, and handicraft. Syncretized with the Roman goddess Minerva, Athena holds the best position of patron and protectress of various Greek cities, notably Athens, which is likely the source of her name. The Parthenon on the Acropolis of Athens serves as a dedicated monument to her, with key symbols including owls, olive trees, snakes, and the Gorgoneion. Depicted in art wearing a helmet and wielding a spear, Athena is a revered and multifaceted deity [11], [12].

The contemporary examination of myth holds significance across various academic disciplines within the social sciences and humanities, encompassing anthropology, art history, classics, comparative religion, folklore, psychology, and theology. Countless scholarly works, along with tens of thousands of articles and papers, delve into the subject of 'myth' and its analysis. Myth's roots extend back to the dawn of human history, evident in its enduring popularity seen in recent television shows like Xena and blockbuster movies such as Star Wars and The Lord of the Rings. Despite this popularity, the study of myth grapples with a complex landscape of claims and contradictions. While there are generally accepted notions of what constitutes a myth, scholars commonly emphasize the absence of a universally agreed-upon definition or consensus regarding its nature and the methodology for its study [13], [14]. Typically, myths, legends, and folktales are regarded in the context of orally transmitted prose or poetic narrative, often divided into three overlapping components. Folktales, non-religious fictional stories meant for entertainment, also convey practical lessons or moral values, lacking a specific historical setting. It is crucial not to confuse 'folktales' with 'folklore,' the latter encompassing various creative verbal expressions, including myths and legends, studied by folklorists through literary and ethnological techniques. 'Legend' and 'myth' are mostly interchangeable terms, both semi-historical narratives believed to be true within the cultures where they are recounted. Legends establish local customs, detail migrations, and narrate the deeds of heroes, blending realistic and supernatural elements. Epic narratives, extensive stories often straddling the line between legend and myth, are typically presented in poetry, rhythmic prose, or chant, with their retelling lasting for hours or even days.

Traditional cultures often possess epics, exemplified by works like the Greek Iliad and Odyssey, the Icelandic Edda, the Hindu Mahabharata, and the Hawaiian Kumulipo genealogical chant.

2. LITERATURE REVIEW

W. B. Masse, *et al.* [15] Studied the past traditional cultures a perceived myth as truthful narrative history, modern scholars often regard it as false or suspect. Despite acknowledging the crucial role of myth for traditional societies, attempts to scientifically explain its significance have resulted in competing theories, with few emphasizing the validity of myths as representations of actual observed historical natural events. This paradox challenges our understanding of myth origins and impedes a comprehensive appreciation of why it held immense value for past cultures. This summary sets the stage by briefly outlining the history of the scientific study of myth, particularly in geological sciences, and explores the cognitive structure of myth. It suggests that a science-based natural history approach can provide valuable insights into the nature of myth, despite its inherent cultural complexity.

D. Ravjani, [16] Studied the intricate cultural heritage encapsulated in the concept of "Threads of Heritage," focusing on the Tribal Museum of Odisha in Bhubaneswar. Emphasizing the rich cultural legacy of tribal communities in the region, the article delves into the museum's vital role in preserving and celebrating folk culture, indigenous knowledge, and sustainability. It unravels the foundational influence of folk culture in shaping identity and community bonds, highlighting the cultural wealth of Odisha's tribal communities. The article also addresses the sustainability challenges these communities encounter in a rapidly changing world, emphasizing the symbiotic relationship between the past and the present. Noteworthy is the significance of representation in cultural preservation, evident through visual displays, multimedia presentations, and oral history documentation within the museum. The paper sheds light on indigenous wisdom, exploring traditional practices, ecological knowledge, and intergenerational transmission. In confronting contemporary challenges like urbanization, language loss, and environmental degradation, the article underscores the museum's crucial role in cultural education, community engagement, and empowerment.

T. Hossain, [17] Studied the intricate cultural heritage encapsulated in the concept of "Threads of Heritage," focusing on the Tribal Museum of Odisha in Bhubaneswar. Emphasizing the rich cultural legacy of tribal communities in the region, the article delves into the museum's vital role in preserving and celebrating folk culture, indigenous knowledge, and sustainability. It unravels the foundational influence of folk culture in shaping identity and community bonds, highlighting the cultural wealth of Odisha's tribal communities. The study also addresses the sustainability challenges these communities encounter in a rapidly changing world, emphasizing the symbiotic relationship between the past and the present. Noteworthy is the significance of representation in cultural preservation, evident through visual displays, multimedia presentations, and oral history documentation within the museum. The paper sheds light on indigenous wisdom, exploring traditional practices, ecological knowledge, and intergenerational transmission. In confronting contemporary challenges like urbanization, language loss, and environmental degradation, the article underscores the museum's crucial role in cultural education, community engagement, and empowerment.

I. Trzcinska, [18] Studied endeavors to explore key facets of mythology within popular culture, drawing examples primarily from fantasy literature. The definition of modern myths poses challenges, as they are commonly perceived as simplistic and irrational narratives associated with

unsophisticated entertainment. However, beneath their seemingly straightforward nature, these stories reveal a profound and dynamic worldview, echoing the principles of perennialism. Their way of interpreting the world, deeply embedded in their structure, gives rise to a specific cognitive map, wherein mythological systems serve the purpose of expanding boundaries toward the unknown. Simultaneously, the mythical hero within these narratives emerges as a model for navigating challenges and fears in the world. However, the hero's loneliness and alienation hint at a need to reconsider conventional adaptive solutions in the context of contemporary cultural transformations.

3. DISCUSSION

Achilles, a central figure in Greek mythology, emerges as a hero of the Trojan War and the foremost among Greek warriors. The son of Nereid Thetis and King Peleus of Phthia, Achilles plays a pivotal role in Homer's Iliad. His most notable accomplishment during the Trojan War is the slaying of the Trojan Prince Hector outside the gates of Troy, solidifying his legacy as a legendary hero.

a. Robin Hood:

Robin Hood, a legendary and heroic outlaw, originates from English folklore and subsequently becomes a prominent figure in literature and film. According to the legend, Robin Hood possesses exceptional skills in archery and swordsmanship. While some versions depict him as being of noble birth, modern retellings sometimes portray him as a crusader returning to England only to find his lands seized by the Sheriff. In the oldest known renditions, he belongs to the yeoman class. Traditionally in Lincoln Green, Robin Hood is ren for robbing the rich to aid the poor.

King Arthur, a legendary Celtic Briton, is a central figure in medieval histories and romances. Allegedly leading the Celtic Britons against Saxon invaders in the late 5th and early 6th centuries, Arthur's story is a blend of Welsh mythology, English folklore, and literary invention. Despite lacking historical evidence, Arthur is first recorded in sources dating 300 years after his supposed existence, such as the Annales Cambriae and the Historia Brittonum, and is also mentioned in early poetic sources like Y Gododdin. Lilith, a female figure in Mesopotamian and Judaic mythology, is alternatively known as the first wife of Adam and a primordial she-demon. Banished from the Garden of Eden for her non-compliance with Adam, Lilith is referenced in Biblical Hebrew in the Book of Isaiah, and later in Mandaean mythology and Jewish mythology sources from 500 CE onward. Her presence is found in historians (incantations with short mythic stories) across various cultures, providing partial descriptions of her character.

b. Lucifer

i. Story Ideas:

1. Four major mythological entities harbor mutual hatred, leading them to choose champions for a destructive battle. However, they realize the potential world-ending consequences and strive to find a resolution.

2. Aliens contemplate colonizing Earth, prompting gods to intervene by selecting champions to prevent an all-out war. As the conflict unfolds, the gods recognize the unintended consequences and seek a peaceful solution.

3. Post-war among gods leaves devastation, prompting them to come together for a collective effort to rebuild and restore balance.

4. Humanity's self-destruction, attributed to demigods and heroes, sparks consequences that linger. The story explores the aftermath and efforts to rebuild.

5. Gods and aliens engage in a destructive war, leading to unintended consequences. Champions are chosen to resolve the conflict, and after centuries, evolved beings attempt to rebuild civilization.

6. A person experiences vivid dreams of being in a world of mythology and fiction, only to wake up with physical evidence of the dream's impact on their body. The lines between reality and dreams blur, leaving the protagonist confused and seeking answers.

7. A person recounts their journey to a world of gods and myths after death, navigating the challenges and mysteries of this new existence.

   c. Final Story and Characters:

   i. Primary Characters:

1. *Amy*: Courageous, fashionable feminist, naive, skilled in hand-to-hand combat.

2. *Alexis*: Aggressive, possessing both male and female attributes, super strength, highly skilled, and courageous.

3. *Aarman*: King/Leader of Camelot, compassionate, strong sexual appetite, super strength, and skilled.

   ii. Story:

Alexis, a new student at university, grapples with body insecurities due to a mysterious reason known only to her and her family. Simultaneously, Amy, another student, prepares for her university day, displaying confidence in her fashionable attire. Amy is a white 14-year-old with a slim, fit, and curvy body, while Alexis, also 14, has a well-built, curvy figure and is stronger. As the story unfolds, the two characters discover their unique abilities and are chosen as champions in a conflict between mythical entities or extraterrestrial beings. The narrative of their strengths, challenges, and the unforeseen consequences of their actions. The characters' growth and the overarching theme of resolution and rebuilding form the core of the story [19], [20]. Alexis approached the vacant seat next to a young woman in her age range. And she thought she was lovely. They introduced themselves and got to know one another, but a third party was secretly grinning ill at them the whole while. After a few minutes of becoming quick friends and showing an interest in sports, they were permitted to take a short break from the warm-up for Douch ball. However, they cut me off. Aarman describes him as a 14-year-old black man who is 6-foot 2-inch tall, muscular (but not in the sense of a bodybuilder, more like a swimmer), with short black hair, a lean physique, and black hair. He is also so compassionate and has a voracious hunger for sex, superhuman power, and talent. Their quiet moment was disrupted by him and his companion. He began to flirt, thinking about what he would do with them and who else he might add to his harem, but Alexis stopped both his thoughts and his flirting. Alexis: Hey, you filthy swine of a guy, go away and leave us alone. She began to drag her first companion away from him and his buddies as soon as she said this. Amy Initially, I was apprehensive since I thought Depp was kind of cute

and I wanted to make more friends. Alexis's hate of males and her attempt to disguise her unique human genetics are the causes of her actions. The first day of classes was about to conclude. Amy and Alexis both steal from their lockers.

However, before they could say anything more, Aarman interrupted them and tried to flirt with Amy in an attempt to capture her attention. Believing that Amy would be simpler to approach and establish a flirtatious relationship with, Alexis quickly blocked him since she began to detest his intervention and she kept her buddy in front of her. The man eventually gave up because he didn't want to cause a commotion, but he did not give up on convincing the females to become his harem. Amy 1 didn't appreciate her behavior hostile behavior, however, and she also didn't want to lose her first friend. Thus, as the day progressed, they bid each other farewell and parted ways, reflecting on the events of the day from distinct but similar perspectives.

Within the expansive domain of human knowledge and narrative traditions, myths have played a crucial role in molding cultures, delineating identities, and offering a framework for comprehending the world. Throughout the annals of time, myths have served as potent conduits for transmitting traditions, elucidating natural phenomena, and probing the fundamental queries of existence. Despite the captivating allure of myths, they are not impervious to the scrutiny of critical thinking. A persistent myth that traverses cultural frontiers is the concept of the "hero's journey." This archetype, popularized by Joseph Campbell in his influential work "The Hero with a Thousand Faces," delineates a narrative pattern where a hero embarks on an adventure, confronts trials, and undergoes a transformative return. While this framework has been a compelling tool for analysis and storytelling, it is crucial to acknowledge that not all narratives neatly conform to this model. Real-life journeys are and often disorderly, unpredictable, and do not rigidly adhere to a predetermined formula.

Another prevalent myth revolves around the notion of a "golden age" — an idyllic epoch in the past where everything purportedly thrived in a better, purer, and more harmonious state. This nostalgic viewpoint often idealizes history, neglecting the intricacies and challenges of different periods. In truth, societies have perpetually grappled with numerous issues, and progress remains an ongoing, iterative process. Recognizing the imperfections and shortcomings of the past is imperative for cultivating a more informed and nuanced understanding of history. The myth of the "self-made individual" is deeply embedded in the narrative of success and accomplishment. While tales of triumph over adversity are undoubtedly inspirational, they frequently overshadow the collective efforts, social structures, and systemic advantages contributing to individual success. Acknowledging the role of privilege, mentorship, and community support is essential for a more accurate depiction of the pathways to success. A captivating myth that endures across cultures is the concept of a "lost civilization" or an ancient advanced society possessing knowledge or technology beyond our contemporary comprehension. The allure of uncovering concealed secrets from the past continues to captivate the human imagination. Nevertheless, archaeological and historical evidence consistently contradicts claims of highly advanced ancient civilizations. Distinguishing fact from fiction is imperative to prevent the perpetuation of unfounded speculations.

In the realm of science, the myth of "left-brained" and "right-brained" personality types has long been debunked. While cognitive functions differ between brain hemispheres, the oversimplified notion that individuals are predominantly logical or creative based on hemispheric dominance is a misleading simplification. Human cognition involves a complex interplay of various neural

networks, and the dichotomy of left versus right-brained thinking does not accurately capture the intricacies of the human mind. Myths, inherently captivating narratives, provide valuable glimpses into human psychology, societal values, and cultural beliefs. Nevertheless, it is imperative to engage with them critically, acknowledging that myths do not constitute absolute truths but are instead interpretations molded by historical contexts, social dynamics, and individual perspectives. Through the process of questioning and reevaluating these myths, we stand to attain a profound dimension of our narratives, challenge preconceived notions, and cultivate a more nuanced and inclusive worldview.

4. CONCLUSION

Mythical Threads" concludes by highlighting the universal aspects of mythology that transcend cultural boundaries. The shared threads of heroism, divine intervention, and the eternal struggle between good and evil resonate across civilizations, emphasizing the timeless relevance of these narratives. The study underscores how mythology serves as a mirror to societal values, aspirations, and fears. As we traverse the realms of gods, heroes, and mythical beings, it becomes evident that these stories are not mere artifacts of the past but living entities that continue to shape our understanding of the world. The narrative sparks contemplation on the enduring impact of mythology and its ability to bridge the gaps between diverse cultures, creating a collective tapestry that celebrates the human imagination across time and space.

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CHAPTER 8

ANALYSIS OF THE STUDY OF HUMAN PSYCHOLOGY

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ABSTRACT:

A broad and dynamic field of research, human psychology examines the complex interactions between behaviour, emotions, and thought. The main problem identified by this paper is that from early philosophical investigations into the workings of the mind to the turn of the century when new scientific fields began to emerge, psychology has developed into a multifaceted study of the human condition. The main objective of this paper is to investigate and explore psychology's theoretical underpinnings, historical antecedents, and real-world applications. This paper concludes that a variety of theoretical stances, such as behaviourism, cognitive psychology, and psychodynamic approach, provide distinctive insights into the intricacies of the human psyche. The future scope of this paper is that the bio-psychosocial model offers a comprehensive understanding of human behaviour by acknowledging the connections between the social, psychological, and biological elements.

KEYWORDS:

Behaviour, Bio-physical, Emotions, Psychology, Thoughts.

1. INTRODUCTION

Studying the intricacies of the brain, human behaviour, and emotions is the vast and complex discipline of human psychology. Psychology, which has its roots in the nexus of biology, society, and cognitive science, aims to solve the puzzle of what makes humans special. The first step in comprehending human psychology is delving into the workings of the mind and determining how our ideas, feelings, and perceptions influence our behaviour [1]. Psychology provides a complete lens through which to understand the essence of human existence, from the cognitive processes that drive decision-making to the emotional scenes that colour our experiences. Human psychology's primary goal is to understand the complexity of the mind that humans have. Our ideas, memories, and consciousness are all centred in our brain, an incredibly complex organ [2].

The brain networks or synaptic connections that underpin cognitive functions including memory, attention, or problem-solving are studied by psychologists. Gaining an understanding of the brain's information processing system lays the groundwork for understanding human behaviour and helps explain why people think, feel, and behave in certain ways [3]. One well-known area of the study, behavioural psychology, looks at observable behaviours as a means of deciphering the mind. Behaviourists contend that conditioning teaches us how to respond to our surroundings, emphasising the influence of outside stimuli on behaviour. This viewpoint emphasises how crucial rewards and penalties are in influencing how people behave [4].

Whether studying B.F. Skinner's operant conditioning or Pavlov's pioneering work on classical conditioning, behavioural psychology provides a prism through which to look at how the world around us shapes our behaviour. The understanding of the unconscious mind's influence on behaviour developed along with psychology [5]. Psychoanalyst and pioneer Sigmund Freud

popularised the theory that most of our mental processes take place subconsciously. The id, the ego, and the superego, which make up Freud's tri theory of the mind, shed light on the inner struggles and motivations that shape human behaviour. Despite being questioned and updated over time, psychoanalytic theory served as a foundation for the study of unconscious motivations and desires, which continues to influence psychology theory today [6].

On the other hand, cognitive psychology is concerned with the mental mechanisms that mediate between stimuli and reactions. To understand the complexities of how the brain processes data, investigators in this field investigate subjects like perception, retention, communication, and problem-solving [7]. The current state of human intelligence, making choices, and the function of perception in creating our subjective experience has been greatly influenced by cognitive psychology. We now have a better grasp of the brain mechanisms underlying cognitive processes because of the development of the field of neuroscience, which integrates knowledge from neurological and cognitive psychology [8].

Human psychology includes not only the behavioural and cognitive aspects but also the complex fabric of human emotions. Emotions, which are sometimes called the flavour of life, are essential in determining the experiences and relationships we have. The investigation of emotions covers a wide range of feelings, from simple feelings like joy, rage, and fear to more intricate ones like compassion and love. Psychologists study the psychological and physiological foundations of emotions and how they affect our general well-being, social interactions, and decision-making. The study of human behaviour is expanded into the domain of interpersonal interactions and cultural effects by social psychology. This area of psychology studies how social environments mould people, looking at things like group dynamics, obedience, and conformity [9].

The goal of social psychology is to comprehend the variables that affect our attitudes, convictions, and actions in social situations. Social psychology illuminates the complex network of relationships that characterise the human experience, ranging from the examination of prejudice and prejudice to the investigation of altruism and collaboration. In psychology, the developmental viewpoint is concerned with how human life develops from early childhood to old age [10]. Developmental psychologists investigate how heredity, environment, and personal experiences influence the course of human development as they examine the changes in cognition, behaviour, and physical attributes that occur throughout life. This viewpoint recognises the dynamic and linked character of human growth and emphasises the significance of comprehending how initial events and milestones impact later stages of life.

A more holistic perspective that acknowledges the interaction among the social, psychological, and biological elements has been adopted by psychology as the science continues to develop. The biopsychosocial paradigm, which is supported by individuals such as George Engel, highlights the connection between psychological, social, and biological variables in comprehending human behaviour and health. This integrative viewpoint acknowledges that the complexity that is human psychology is influenced by a variety of elements, including genetics, neuroscience, peer support, and cultural background. Abnormal psychology and psychopathology explore the causes and management of mental disorders by delving into the murkier aspects of the human psyche. Psychologists in this area work to identify, comprehend, and treat psychological suffering ranging from depression and anxiety to psychosis and personality disorders.

The above-mentioned study focuses on clinical psychologist's evaluation and management of mental health conditions in individuals, using therapeutic techniques to reduce psychological

suffering. Psychologists who specialise in counselling concentrate on assisting people in navigating the ups and downs of life, providing support and direction to improve wellbeing. Industrial-organizational psychologists address problems including leadership, organisational culture, and employee motivation by implementing psychological concepts in the workplace. To protect the welfare and dignity of those participating in psychological study, psychologists and researchers must adhere to the highest ethical standards.

2. LITERATURE REVIEW

M. Ahmad *et al.* [11] study examined a comparative comparison of human psychology and sports psychology in athletes in the field of information technology. China was the research location for this determined study. Specific questions about the variables were employed in the research investigation. Information technology, human psychology, and athletes' sports psychology are all taken into consideration as indications in this study. The study describes the use of graphics to assess the relationship between each other. To measure, it used AMOS as well as smart PLS software and ran various results, such as minimization history, the evaluation of normality, the coefficient of correlation, covariance, important analysis, and total effects. The findings indicate that there is a favourable and significant relationship between information technology and athletes' sports psychology. However, information technology demonstrates that although it is detrimental, it has a significant impact on human psychology. Consequently, there is a clear and substantial relationship between athletic psychology and human psychology.

M. Sudais *et al.* [12] study examined a condition of consciousness known as "sleep paralysis" which can be felt either while falling or waking up from sleep. The sensation of being immobile for a few seconds or minutes is what defines it. A period of immobility upon awakening or going asleep is known as sleep paralysis, and it is frequently accompanied by horrifying hallucinations. Sleep paralysis is a result of numerous stressful environmental circumstances that also generate emotional stress. Apart from the environmental stressors linked to the illness, a major genetic element also seems to be connected to the susceptibility to sleep paralysis. These findings' effects on stress, anxiety, or sleep are examined. The respondents included about three hundred residents of the Karachi metropolis, spanning a range of age categories. To assess the impact of sleep paralysis, an independent variable, and human psychology, a dependent variable, a multifactor survey was created. Using SPSS, regression analysis was done and two models were suggested. The statistical test findings were interpreted to show how sleep paralysis affects an individual's quality of life. The ultimate findings demonstrated how sleep paralysis affects a person's psychology and daily life.

Y. Miyah *et al.* [13] study examined the SARS-CoV (2003), and MERS-CoV (2012), a third highly deadly coronavirus was introduced into the human population around the end of 2019. The World Health Organisation (WHO) formally proclaimed this to be a worldwide pandemic on March 11, 2020. The COVID-19 pandemic has progressed at a never-before-seen pace. Since the virus first surfaced in December 2019 in Wuhan, the capital all the People's Republic of China's Hubei province, the overall amount of confirmed cases has continued to rise rapidly worldwide. This publication presents a summary of the health effects of COVID-19 and suggests various nutrients that can strengthen the immune systems of infected people. Conversely, we have discussed the benefits and drawbacks of COVID-19 for the environment, including how it affects waste management, energy use, water and air quality, and human psychology.

We have also discussed how this epidemic affects the global economy and educational system. Furthermore, we have endeavoured to devise several remedies to mitigate the adverse effects of the epidemic.

I. Hohm *et al.* [14] study examined the seasonal variations seen in the physiology and behaviour of many animal species. However, the influence of seasonal variations on human psychology is underestimated in comparison to other sources of variability (e.g., personality, culture, development), despite a wealth of evidence showing people are also receptive to seasonal changes. This is regrettable because seasonal variation may have significant practical, conceptual, empirical, and methodological ramifications. Here, we call for a more organised and thorough group endeavour to record and comprehend the various ways that the seasons affect human psychology. We offer an illustrated summary of empirical data demonstrating the influence of seasons on a broad spectrum of behavioural, cognitive, and affective processes. We then develop a theoretical framework that describes a series of causal mechanisms reflecting seasonal variations in ecological, social, and meteorological variables as well as how seasons can affect human psychology. This paradigm could help combine a wide range of previously empirically reported seasonal effects and develop fresh ideas regarding other seasonal effects which have not yet been the subject of empirical investigation. A section offering helpful recommendations to promote a deeper understanding and methodical investigation of seasons as a basic source of variety in human psychology concludes the paper.

D. Kruger *et al.* [15] study examined the frequency of views in several important and contentious areas of human psychology or behaviour in a large sample of academics with an understanding of evolution (N = 581). Almost all participants held the following beliefs: that human adults' psychology and behaviour are significantly shaped by developmental environments; that variations in human mental health and behaviour arise from distinct genotypes; and that differences in people's psychology and behaviour are based on gender disparities from sexual selection. Approximately 75% of participants thought that within-person variations throughout the menstrual cycle and demographic variances resulting from different ancestral ecologies/environments were real. According to three-fifths, the human mind is made up of context-sensitive, domain-specific modules.

The majority of participants held the belief that there is a single fast-slow continuum that characterises the behavioural and cognitive components of human life history. Of the participants, two-fifths thought that group-level selection had played a significant role in the evolution of humans.

The findings show that there are phenomena that different percentages of experts embrace as well as common basic views. These trends reflect the opinions of modern researchers and the condition of the field at this time. As empirical evidence mounts and evolutionary science progresses, opinions regarding certain phenomena may shift throughout time.

The above-mentioned studies do not explain the foundation for recognizing and classifying different mental health issues provided by the widely used Diagnostic and Statistical Handbook of Mental Disorders (DSM). Psychopathology includes both the promotion of psychological wellness and health as well as the study of underlying mental disorders. Psychological concepts are applied in practical contexts by branches of applied psychology, including industrial-organizational psychology, clinical psychology, and counselling psychology.

3. DISCUSSION

The essential principles that underpin the moral conduct of psychology are informed consent, privacy, and the appropriate application of study findings. As the profession develops, the incorporation of artificial intelligence and technology creates new ethical conundrums, forcing psychologists to negotiate the changing terrain with a dedication to moral behaviour [16].

In summary, the area of human psychology is broad and dynamic, aiming to understand the complexities of human thought processes, behaviour, and emotions. Psychology provides a broad framework for comprehending what it is to be human, ranging from the study of emotions, interactions with others, and developmental trajectories to the investigation of mental processes and behavioural patterns. Psychologists work to include various viewpoints, accept the complexity of the human experience, and support the advancement of mental wellness and health as their area develops. Every new finding in this constantly intriguing field of study reveals new facets of our grasp of the depths of the human mind [17].

The study of human psychology is a broad and complicated field that explores the deep intricacies of human cognition, behaviour, and emotions. Psychology, which is based on a variety of theoretical stances and spans multiple historical eras, aims to solve the puzzle of what makes us special. Fundamentally, psychiatry is the scientific study of the mind through the methodical examination of thought processes, emotional states, and behavioural patterns [18]. A historical voyage that follows the discipline's origins from ancient philosophical contemplations to the development of institutional laboratories in the late 19th century reveals the complex fabric of human psychology. Human psychology began with the Greeks, who had thinkers like Socrates and Plato who thought deeply about the workings of the mind and the complexities of human behaviour. Not until the late 1800s, nevertheless, did psychology become a recognised field of study. Psychology began as a scientific field when German psychologist Wilhelm Wundt founded the first experimental psychological laboratory in 1879. Wundt's structuralism opened the door for the methodical investigation of mental processes by attempting to break down consciousness into its most basic elements through introspection [19].

Behaviourism, a school of thought that prioritised observable behaviour over the investigation of internal mental processes, came to dominate in the early 20th century. Behaviourism was greatly influenced by individuals such as B.F. Skinner and John B. Watson highlighted the environment's influence on human behaviour and training. Although this viewpoint was criticised for its reductionist approach and disregard for subjective experiences, it did offer insightful information about learning and reinforcement mechanisms [20]. With the development of cognitive psychology in the middle of the 20th century, a paradigm change in the understanding of mental functions including memory, perception, and problem-solving occurred. Ulric Neisser and Jean Piaget were two cognitive psychologists who studied how people learn, absorb, and retain knowledge. The field of psychology was broadened by this cognitive revolution, which combined the examination of visible behaviour with the study of interior mental processes.

Concurrently, the field was still influenced by Sigmund Freud's introduction of the psychodynamic perspective. Freud provided a distinctive prism through which to view human behaviour with his emphasis on the subconscious, the ego, the superego, and the id, as well as the significance of early events in forming personality. Psychodynamic notions continue to influence modern

psychoanalytic and psychodynamic techniques, even in the face of critiques and changes. Psychology is known for its theoretical diversity, as many viewpoints contribute to a thorough comprehension of human behaviour. The biological viewpoint explores how genetics, neuroscience, and the nervous system's functions play a part in the physiological foundations of behaviour. This viewpoint has advanced neuroscience by revealing the complex relationships between brain architecture and cognitive processes.

Maslow and Rogers, as representatives of the humanistic viewpoint, centre attention on the innate desire to achieve one's personal development. This viewpoint places a strong emphasis on the value of one's own subjective experiences, free choice, and pursuing their greatest potential. It offers a comprehensive perspective on people, recognising the influence of conscious experience on behaviour. The influence of societal and cultural variables on behaviour is highlighted by the social-cultural approach. Within this approach, psychologists study how people and their interactions are shaped by social institutions, cultural norms, and values. Comparing psychological phenomena between cultures highlights the variety of life experiences and casts doubt on the universality of some psychological concepts. This field of study is known as cross-cultural psychology. As psychology developed, it reached out into a variety of applied contexts and improved both society and people. Clinical psychology uses a variety of therapeutic modalities to treat psychological suffering. Its foundations lie in the assessment and treatment of mental health issues. The goal of counselling psychology is to support people's personal development and well-being by assisting them in navigating the ups and downs of life. Applying psychological concepts to the workplace, industrial-organizational psychology addresses problems with leadership, organisational culture, and employee motivation. Effective teaching strategies and interventions are influenced by the study of educational psychology, which examines how people learn and grow in educational environments. The field of forensic psychology handles the relationship between psychology and the judicial system.

The study of human psychology is a broad and complicated field that explores the deep intricacies of human cognition, behaviour, and emotions. Psychology, which is based on a variety of theoretical stances and spans multiple historical eras, aims to solve the puzzle of what makes us special. Fundamentally, psychiatry is the scientific study of the mind through the methodical examination of thought processes, emotional states, and behavioural patterns. A historical voyage that follows the discipline's origins from ancient philosophical contemplations to the development of institutional laboratories in the late 19th century reveals the complex fabric of human psychology.

Human psychology began with the Greeks, who had thinkers like Socrates and Plato who thought deeply about the workings of the mind and the complexities of human behaviour. Not until the late 1800s, nevertheless, did psychology become a recognised field of study. Psychology began as a scientific field when German psychologist Wilhelm Wundt founded the first experimental psychological laboratory in 1879. Wundt's structuralism opened the door for the methodical investigation of mental processes by attempting to break down consciousness into its most basic elements through introspection. Behaviourism, a school of thought that prioritised observable behaviour over the investigation of internal mental processes, came to dominate in the early 20th century. Behaviourism was greatly influenced by individuals such as B.F. Skinner and John B. Watson highlighted the environment's influence on human behaviour and training. Although this viewpoint was criticised for its reductionist approach and disregard for subjective experiences, it did offer insightful information about learning and reinforcement mechanisms.

With the development of cognitive psychology in the middle of the 20th century, a paradigm change in the understanding of mental functions including memory, perception, and problem-solving occurred. Ulric Neisser and Jean Piaget were two cognitive psychologists who studied how people learn, absorb, and retain knowledge. The field of psychology was broadened by this cognitive revolution, which combined the examination of visible behaviour with the study of interior mental processes. Concurrently, the field was still influenced by Sigmund Freud's introduction of the psychodynamic perspective. Freud provided a distinctive prism through which to view human behaviour with his emphasis on the subconscious, the ego, the superego, and the id, as well as the significance of early events in forming personality. Psychodynamic notions continue to influence modern psychoanalytic and psychodynamic techniques, even in the face of critiques and changes.

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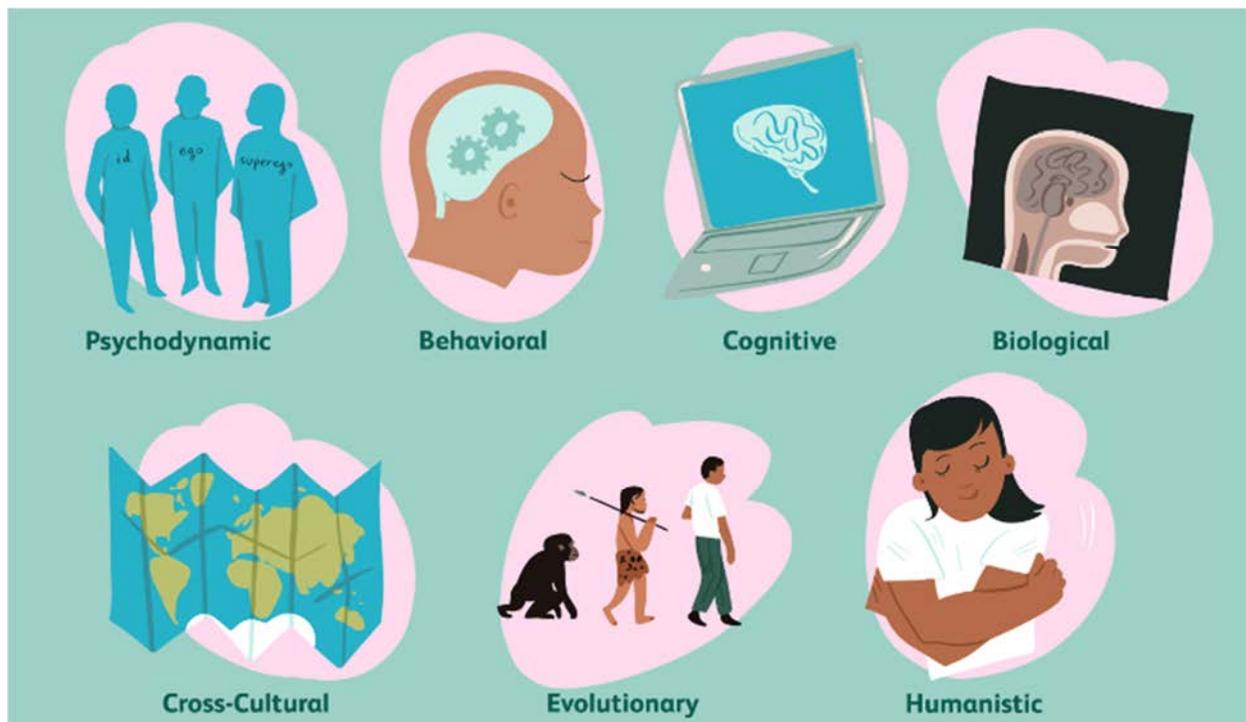
Figure 1: Illustrates the major perspective of modern psychology [verywellmind].

The influence of societal and cultural variables on behaviour is highlighted by the social-cultural approach. Within this approach, psychologists study how people and their interactions are shaped

by social institutions, cultural norms, and values. Comparing psychological phenomena between cultures highlights the variety of life experiences and casts doubt on the universality of some psychological concepts. This field of study is known as cross-cultural psychology. As psychology developed, it reached out into a variety of applied contexts and improved both society and people. Clinical psychology uses a variety of therapeutic modalities to treat psychological suffering.

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The study of human psychology is a complex and multidimensional area that explores the intricacies of the mind of humans, behaviour, and emotions. The study of human psychology is based on a long history that combines early psychological theories, physiology, and philosophy to try and solve the puzzle of what makes us special. This exploration of the complexities of the human mind encompasses a range of theoretical stances, research approaches, and real-world applications, offering a deep understanding of the fundamentals of our being.

The origins of the research field of human psychology can be found in early philosophical investigations into the workings of the mind. The foundation for later psychological research was laid by the contemplations of thinkers such as Aristotle and Plato about the inner workings of the human mind. However, psychology did not become a separate scientific field until the late 1800s. In Leipzig, Germany, Wilhelm Wundt, who is frequently referred regarded as the founding father of the field of psychology, founded the first psychological experiment laboratory in 1879. Wundt's emphasis on structuralism paved the path for the methodical study of the mind by attempting to analyse the fundamental components of consciousness through introspection. The rise of behaviourism in the early 1900s was spearheaded by influential individuals like B.F. Skinner and John B. Watson. Psychology's emphasis was moved by behaviourism from the inner functioning of the brain to observable behaviour and outside stimuli. Although this viewpoint offered insightful information about learning and conditioning, it was unable to fully account for the diversity of human cognitive functions and subjective experiences.

With the development of cognitive psychology in the middle of the 20th century, led by scholars like Ulric Neisser and Jean Piaget, a significant change was brought about. By focusing on neural mechanisms that buffer between stimulus and reaction, cognitive psychology focuses attention on areas like language, memory, and problem-solving. With an emphasis on the function of processing information and mental representations, the cognitive revolution provided a more thorough knowledge of human cognition. Concurrently, the unconscious mind was explored by the psychodynamic viewpoint, which was advanced by Freud himself and subsequently altered by his adherents. Freud clarified the inner tensions and motivations influencing human behaviour with his threefold model involving the self, ego, and superego. Psychodynamic theories provided new perspectives on unconscious motivations, dreams, and the impact of early events on personality formation while being challenged and updated over time.

A variety of theoretical stances are included in the field of human psychology, each providing a distinct set of glasses with which to see the intricacies of the mind. The biological viewpoint places a strong emphasis on how the neurological system, neurochemistry, and heredity influence behaviour. The quickly developing area of neuroscience uses advanced imaging methods to investigate the brain bases of emotion, psychopathology, and cognition. Another well-known field that studies the effects of social factors on both individual and collective behaviour is social psychology. Social psychologists study the dynamic interaction between oneself and the larger social setting, covering topics such as obedience and conformity, bias, and interpersonal interactions. Gaining insight into how societal variables influence attitudes and behaviours can help one better understand human social dynamics.

Psychology's developmental perspective looks at how human life develops from early childhood to old age. Developmental psychologists examine how nature and nurture interact to explain changes in mental, physical, and socioemotional domains over the lifespan. This viewpoint emphasises the dynamic character of human growth and emphasises the significance of early experiences in influencing later developmental outcomes. Since emotions are fundamental to what people experience, affective psychology focuses its research on them. Psychologists investigate the adaptive roles and evolutionary roots of emotions by examining their physiological, cognitive, and behavioural components. The study of emotions covers a wide range of topics, from simple emotions like joy and fear to more intricate ones like emotional intelligence and empathy.

Mental wellness and psychopathology are areas that are explored by clinical psychology and atypical psychology. Clinical psychologists use therapeutic methods to reduce psychological suffering while they assess, diagnose, and manage a variety of mental diseases. A popular classification system for identifying and classifying mental health issues is the Diagnostic and Statistics Manual of Disorders of the Mind (DSM). Branches of applied psychology that bridge the gap between theory and practical applications include educational psychology and industrial-organizational psychology. Industrial-organizational psychologists address problems including leadership, organisational culture, and employee motivation by implementing psychological concepts in the workplace. The areas of study that educational psychologists concentrate on are instructional design, learning processes, and psychological aspects that affect academic performance. The biopsychosocial model was developed as psychology advanced and the connections between the social, psychological, and biological elements were realised. This integrative viewpoint recognises that a complex interaction of genetic, biochemical, psychological, and social elements affects human behaviour and well-being. The holistic approach promotes a thorough comprehension of people in the context of their larger lives.

A fundamental component of psychology research and practice is ethical issues. Psychologists follow ethical guidelines that include participant safety, informed consent, and confidentiality. The ethical imperative in the discipline is emphasised by ensuring the ethical conduct of research, open disclosure of results, and addressing concerns of diversity or cultural awareness. The development of artificial intelligence and technology has given the investigation of human psychology new perspectives. Cyberpsychology is the study of how digital technologies affect human behaviour, cognition, of mental health at the nexus of psychology and technology. Emerging study topics include online identity, the effects of social media, and the moral application of technology in psychology. In summary, human psychology provides a deep exploration of the complexities of human cognitive processes and behaviour. It is a dynamic and developing field. Psychology offers an extensive framework for comprehending what it is to be human, from the basic conceptions of

awareness to the modern investigations of brain mechanics and social impacts on behaviour. Psychologists face fresh difficulties and inquiries as their profession develops, which adds to our growing understanding of the complexity of the human condition.

4. CONCLUSION

In summary, studying human psychology offers an enlightening voyage into the complexities of the human psyche, psychology, and emotions. From the first philosophical contemplations to the creation of experimental labs and the growth of many theoretical stances, psychology has become a complete field that is constantly deepening its comprehension of the human condition. The field's ongoing significance is attributed to its practical applications in a variety of fields, as well as to ethical issues and the understanding of the bio-psychosocial aspect of human existence. The field of psychology is changing as technology and psychology become more and more entwined. Psychologists work to understand the intricacies of the human psyche via continuous research and invention, providing insightful opinions that have applications in the fields of academia, medicine, and society at large. The study of human psychology is an ongoing endeavour driven by curiosity, learning, and a desire to improve our understanding of what it is to be human.

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CHAPTER 9

CRAFTING CULTURAL NARRATIVES: A JOURNEY THROUGH THE EVOLUTION OF COCKTAILS AND TRADITIONAL BEVERAGES IN INDIA

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ABSTRACT:

This study explores the intricate history and evolution of cocktail culture, exploring its roots in medieval times, marked by the infusion of sugar and spices into ales. The transition from the golden age of cocktails to the challenges faced during Prohibition is discussed, highlighting the impact on the industry. The narrative extends to the modern craft cocktail movement, pinpointing its inception in 1988 with the reopening of the Rainbow Room and the emergence of celebrity bartenders. Shifting focus to India, the study explores the rich diversity of fermented and non-fermented traditional beverages, showcasing over 1000 types of ethnic foods and alcoholic beverages with their health-promoting benefits. Traditional Indian fermented beverages like Bhaati Jaanr, Lugri, Kanji, Toddy, and Feni, as well as non-fermented ones like Kangra tea, Aam Panna, Noon chai, Sattu, and Sol Kadhi, are detailed. The decline in consumption of certain ethnic foods due to lifestyle changes and climate impact is noted. The discussion extends to the global trend of the alcohol-free market, emphasizing the growing interest in mocktails and the shift in drinking habits. A comprehensive review of the scientific aspects of cocktail crafting, including the role of ice, appearance, tactile textures, and mouthfeel, is presented. The study concludes with a call to infuse a modern twist into cocktails in India, preserving traditional flavors while creating unique, culturally rooted experiences for both locals and tourists. The integration of contemporary ideals with authentic traditions is proposed to foster development in rural and urban communities.

KEYWORDS:

Beverages, Cocktail Culture, Cocktails, Ethnic, Ice.

1. INTRODUCTION

The narrative of cocktail culture unfolds as a diverse tapestry, rich with captivating stories and legacies. This culture is dynamic and constantly evolving with the changing times. The introduction of sugar marked a pivotal moment, opening up a new era in drink production. In medieval times, the affluent infused their ales with sugars and spices from the Middle East, where sugar originated. The fascination with sugar was so intense that wealthy individuals would purposely darken their teeth to convey affluence. Medieval "hipsters" eagerly embraced any opportunity to add extra sugar to their drinks. A fusion of luxury goods, including spices and sugars from the East, found their way into ales, meads, and metheglin, giving rise to the first cocktails. Today, cocktails remain a popular choice, enjoyed by many, from the refreshing summer drink for thousands of kids to the preferred rum-based beverage of Charles Dickens. According to mixologist and author David Wondrich, punch is hailed as the "monarch of mixed drinks." The name itself, derived from the Sanskrit word "panch," meaning five, reflects the balance of flavors it embodies – strong, weak, bitter, sour, and spice, specifically representing alcohol, water, sugar, citrus, and spice [1], [2].

The inception of punch traces back to the 17th century when British East India Company sailors sought an alternative to spoiled beer in warmer waters. Crafting drinks from local ingredients like rum, citrus, and spices, punch emerged as a popular choice. By the mid-17th century, it transitioned from London docks to mainstream society, becoming a winter staple for its warming qualities.

However, its popularity waned in the mid-19th century, partially due to Queen Victoria's disapproval of strong drinks, leading to the creation of non-alcoholic punches. Ice, once considered a luxury for the wealthy, was historically a rare treat. Throughout most of human history, people relied on natural methods for ice production. Indian and Egyptian cultures, for instance, employed rapid evaporation techniques to cool water swiftly, occasionally achieving the creation of ice. In Iran, the development of "yakh chal" (Persian for "ice pit") involved onion-shaped structures, up to two stories tall, with an underground section for storing ice and preserving food through airflow. Thomas Jefferson, influenced by European travels, constructed an ice house at Monticello. Frederic Tudor established an ice shipping business during a time when ships were the fastest delivery system, and most ports lacked facilities to store any unmelted ice during transit [3].

The period between the 1860s and the Prohibition era is often referred to as the golden age of cocktails. This was an era of simplicity, characterized by men in suits and top hats enjoying cigars alongside uncomplicated cocktails like the Martini, Manhattan, and Daiquiri—combinations of basic ingredients that complemented each other seamlessly. During the Prohibition era (1920-1933), cocktail consumption faced challenges, leading to a boost in organized crime. Although repealed, many skilled bartenders had already relocated abroad. World Wars and increased tourism somewhat saved cocktail culture, introducing influences from the Pacific theater and Polynesian culture, paving the way for the development of the Tiki culture. Prohibition witnessed the use of industrial alcohol, meant for ink, perfumes, and camp stove fuel, as a primary source of drinking alcohol. Bootleggers adapted by removing or neutralizing denaturing chemicals, producing poor-quality alcohol. Another common source was homemade moonshine, often harsh and unaged, with moonshiners resorting to adding unusual ingredients like dead rats or rotten meat to simulate the flavors of familiar spirits. Despite their dubious nature, these makeshift spirits were in high demand due to the limited alternatives available during Prohibition [4], [5].

a. A Modern Movement Takes Root

The contemporary craft cocktail movement in the United States is often traced back to the reopening of the Rainbow Room at New York's Rockefeller Center in 1988 and the creation of the Cosmopolitan by Toby Cecchini, owner of the Odeon bar. This era saw the emergence of celebrity bartenders, leading to the popularity of innovative drinks with exotic ingredients. Examples include the Lost in Translation, a Japanese whiskey-based reinterpretation of the Manhattan, and the Dry Dock, a gin fizz. Simultaneously, diversity in Indian fermented and non-fermented foods reflects the richness of ethnicities, showcasing over 1000 types of ethnic foods and alcoholic beverages.

Traditional fermentation processes in India involve functional microorganisms that contribute health-promoting benefits, such as bio-preservation, nutritional enrichment, antioxidant production, and probiotic effects, making fermented foods and beverages integral to local cuisines with widespread social and cultural acceptance [6], [7].

This study explores the rich and diverse narrative of cocktail culture, tracing its evolution from medieval times to the modern craft cocktail movement. The study delves into the challenges faced during the Prohibition era and the subsequent revival influenced by the World Wars and Tiki culture. The literature of the previous study is discussed in the literature review section. The discussion section explores tactile textures, the use of ice in drinks, narrative, and the hot and cold. Finally, the study ends with a conclusion section that explains the outcome and future of this study.

2. LITERATURE REVIEW

Astuti N. et al. [8] focused on Arak Bali, a traditional Balinese alcoholic beverage that remains popular in modern times, particularly among the younger population and those involved in religious ceremonies. The research, conducted in Sidemen village, Karangasem Regency, employs a descriptive qualitative method involving participant observation, interviews with the local community, and a literature study of Arak Bali. The findings reveal that Arak Bali serves various purposes, from religious practices to being commodified for tourism, notably in bars and restaurants. The Arak cocktail has emerged as a significant component in beverage blends, contributing to its economic value. The study emphasizes that the consistent production of Arak by farmers in Sidemen village not only sustains a cultural legacy but also provides crucial economic support for the local community.

Jideani V. et al. [9] investigated the production of Non-Alcoholic Cereal Beverages (NACB) through controlled fermentation using Leuconostoc mesenteroides and Pediococcus pentosaceus cultures. The process included pasteurizing pearl millet extract, inoculating with bacterial cultures, and fermenting for 18 hours. Some samples were supplemented with moringa leaf extract powder to enhance nutritional quality. Physicochemical analysis revealed increased lactic acid bacteria, total titratable acidity, and beneficial volatile compounds during fermentation. The final beverages varied significantly in protein, fat, moisture, sugar, and carbohydrates. Consumer preference favored the plain non-alcoholic pearl millet beverage (PNAPMB), followed by moringa-supplemented (MSNAPMB) and traditional versions. The study demonstrated the feasibility of controlled fermentation for NACB production, with moringa supplementation positively impacting nutritional content.

Borah D. et al. [10] discussed the ethnobotanical research presented focuses on traditional alcoholic beverage preparation methods among the Ahom, Bodo, Karbi, and Mishing ethnic communities in Assam, India. Covering 32 villages across six districts with 202 respondents, the study utilizes participatory rural appraisal tools, including semi-structured questionnaires and personal interviews. Documenting 129 plant species from 107 genera and 54 families exclusively used in alcoholic beverage preparation, the findings highlight rich indigenous knowledge and unique brewing protocols. The Mishing tribe's distinctive rice beer, Po:ro apong, is emphasized, and the study underscores the importance of documenting traditional knowledge amidst societal changes and modernization.

Handique P. et al. [11] investigated the antioxidant properties and total phenolic contents of traditional rice-based alcoholic beverages in Assam, India. Findings revealed that the Deoris community's beverages exhibited the highest percentage inhibition of DPPH free radicals, indicating superior antioxidant activity, followed by the Misings, while those prepared by the Ahoms showed the least antioxidant properties. The total polyphenol content was highest in beverages crafted by the Deoris. Specific compounds such as gallic acid in Ahom samples, p-coumaric acid, and ferulic acid in Mising samples, and (+)-catechin, caffeic acid, and salicylic acid in all beverages were identified. The study concludes that these traditional rice-based alcoholic beverages are potent sources of natural antioxidants, and moderate consumption could contribute to human health and well-being.

Narzary Y. et al. [12] discussed the Kokrajhar district in Assam, India, which is home to various ethnic groups with rich cultural diversity, each preserving its unique methods of fermenting food for preservation, taste, and nutritional enhancement. Globalization poses a threat to these lesser-

known fermented foods and beverages, putting them at risk of extinction. That study employs a questionnaire and survey method to document 12 fermented foods and 3 fermented beverages in the region, shedding light on their sociocultural significance. The study emphasizes the importance of scientific methodologies in processing these traditional foods, suggesting that their preservation can contribute to the sustainability of the regional economy, supporting the livelihoods of rural communities.

Mallappa R. et al. [13] explored the global consumption of fermented foods and beverages, focusing on unique fermented milk products from India with deep socio-cultural roots. Emphasizing their regional-specific attributes, the study delves into microbial diversity and metabolic characteristics. Despite perceived health benefits, limited scientific validation exists, prompting the exploration of 'omics' techniques (e.g., culturomics, metagenomics, metabolomics) to comprehensively study microbial and functional metabolite profiles. The review underscores the potential of these advanced techniques in expanding the understanding of indigenous fermented milk products, positioning them on a global scale.

Ray S. et al. [14] explored Chyang, a traditional drink of North-eastern India, locally known as Kodo ko jaanr. Chyang is a highly nutritious, mildly alcoholic, and sweet-flavored beverage with significant caloric, vitamin, lactic acid bacteria, and yeast content. It is considered more of a food item than a typical alcoholic drink. The research focused on Chyang preparation using various combinations, including ragi alone or in combination with wheat, sorghum, and rice in a 3:1 ratio. The fermentation process involved both aerobic and anaerobic conditions using the Marcha culture, resulting in a milky white beverage with a slight precipitate. Comprehensive tests on pH, titratable acidity, alcohol percentage, microbial count, and sensory analysis concluded that the combination of ragi and sorghum stands out as the optimal substrate, exhibiting superior overall quality and acceptability.

The previous studies include a diverse range of traditional beverages and fermentation processes, shedding light on their cultural, economic, and health-related significance. These studies collectively contribute to the broader understanding of traditional beverages, spanning cultural practices, economic implications, fermentation processes, and health aspects.

The current study refers to a comprehensive exploration that involves the thoughtful development and presentation of stories related to the cultural, historical, and evolutionary aspects of both cocktails and traditional beverages in India. This journey could delve into the origins, transformations, and influences that have shaped the diverse landscape of beverages in India, weaving a narrative that connects cultural practices, historical developments, and the evolution of these drinks over time.

3. DISCUSSION

In the Himalayas, culturally significant fermented vegetables like gundruk, sinki, and goyang are cherished among the Nepali people. Detailed documentation of the oral history surrounding the invention of gundruk and sinki has been undertaken by Tamang. However, a concerning trend has emerged, as the consumption of certain uncommon ethnic foods and beverages is dwindling in many Indian states. This decline is attributed to lifestyle changes, a shift from cultural dietary habits to commercial and fast foods, and the profound impact of climate change on traditional culinary practices."

a. Fermented Traditional Beverages in India

In rural and tribal areas across various states in India, ethnic communities craft and enjoy a variety of fermented alcoholic beverages using cereals and fruits. Unlike the use of barley malt in beer production, Indian traditional beverages utilize ragi, rice, and barley as primary ingredients [15], [16].

i. Bhaati Jaanr

Bhaati Jaanr, an Indian Himalayan sweet-sour, mild alcoholic food beverage paste, is crafted from rice and serves as a staple food. The preparation involves creating a thick paste by stirring the fermented mass with a hand-driven wooden or bamboo stirrer. With an alcohol content of 5.9%, Bhaati Jaanr is primarily consumed by postnatal women and ailing elderly individuals in villages who believe it aids in regaining strength. The Bhaati Jaanr is seen in Figure 1.

Figure 1: Illustrate the Bhaati Jaanr.

ii. Lugri / Lugadi

Indigenous rice beer, known as chhang, is crafted in the tribal region of Lahaul and Spiti district in Himachal Pradesh. Stored in traditional vessels called "uthi," made of metal or stone, and served in customary jugs called "chapkiayan," chhang or lugri is a popular fermented beverage, often enjoyed during phagli festivals and marriage ceremonies. This culturally significant drink is also used for religious purposes, where it is sprinkled on guests as a gesture of shagun. Demonstrate the Lugri/Lugadi in Figure 2.

Figure 2: Illustrate the Lugri / Lugadi.

iii. Kanji

Kanji, an ethnic Indian alcoholic beverage, boasts a robust flavor and is created through the natural fermentation of beetroot and carrot. With an alcohol content of 2.5% and a pH of 4.0, giving it a mild alcoholic and acidic taste, kanji is either bottled or consumed directly after the pink alcoholic liquor is drained off. In North India, it is prepared using purple or orange cultivars of carrots and beets, along with spices, while South India opts for torami as a starter for kanji as shown in Figure 3.

Figure 3: Illustrate the Kanji.

iv. Toddy

Toddy, also known as tari, is an ethnic alcoholic drink in India derived from palm juice, containing 3 to 6 percent alcohol. Toddy tappers risk their lives daily, climbing coconut trees to collect budding flower stalks. These stalks are sliced open, and the milky liquid that oozes out begins to ferment due to natural yeasts in the air. The Toddy is seen in Figure 4.

Figure 4: Illustrate the Toddy.

v. Feni

The influence of the Portuguese in Goa introduced various fruits and vegetables, including potatoes, tomatoes, chilies, pineapples, and cashew nuts, to India. With an abundance of cashew

nuts, locals ingeniously created a fermented brew known as Feni. Feni is exclusively made from ripe cashew apples that have fallen from the tree [12], [17]. The term "Feni" has its roots in the Sanskrit word "Phena," meaning froth as shown in Figure 5.

Figure 5: Illustrate the Toddy

b. *Traditional Indian Non-Fermented Beverages*

An integral part of Indian culinary heritage, ethnic beverages have played a significant role in the country's food culture throughout history. Each region boasts its unique treasures, whether it's a kokum-based drink in coastal Maharashtra or a Sattu-based beverage in Uttar Pradesh/Bihar. These beverages not only quench thirst but also narrate stories about communities and their cultural roots [18], [19].

i. *Kangra tea*

One such historical beverage is Kangra tea, with a history dating back to 1849. Cultivated at the foothills of the Himalayas in family-owned tea gardens at the border of India, Kashmir, and China, Kangra tea, available in green or black variants, is often used in blends, including the famous Kashmiri chai. The black tea, harvested in early spring, yields a bright, light, and tangy cup with subtle earthy undertones. Kangra Tea is seen in Figure 6.

Figure 6: Illustrate the Kangra Tea.

ii.   Aam Panna

A popular and refreshing drink in northern India, especially during the mango season, is aam panna. Prepared with water, mint, toasted cumin, and mangoes, it prevents excessive loss of iron and sodium chloride during hot weather. Folklore suggests connections to Mughal influences, with mentions in Kalidasa literature preceding the Mughal era. Present the Aam panna in Figure 7.

Figure 7: Illustrate the Aam panna.

iii.   Noon chai

Noon chai, known for its pink hue due to baking soda, is a Kashmiri tea made with green tea, salt, baking soda, and optional milk and sugar as shown in Figure 8. A beloved beverage in Kashmir, it is served on various occasions, symbolizing communal moments from celebrations to somber gatherings.

Figure 8: Illustrate the Noon Chai.

iv. Sattu

Another culinary gem is a mixture of seven varieties of pulses, millets, and cereals, serving as a nutritious substitute meal as shown in Figure 9. From being a travel food for the working class to a staple for revolutionary armies, it has historical significance but is now facing the risk of disappearing from contemporary plates.

Figure 9: Illustrate the Sattu.

v. Sol Kadhi

Sol Kadhi, a refreshing drink made from the deep purple fruit Kokam (Garcinia Indica), is a popular Maharashtrian preparation as shown in Figure 10. Soaked overnight and ground into syrup, Kokam is mixed with freshly extracted coconut milk, and asafoetida, salt, and cumin powder are added. Enjoyed with or after a meal, Sol Kadhi serves both as a beverage and a digestive, showcasing the diverse and vibrant tapestry of traditional Indian non-fermented beverages [20], [21]."

Figure 10: Illustrate the Sol Kadhi.

India, renowned for its rich creativity, has witnessed increased global exposure through media and travel in recent years. With a keen awareness of the intricate nuances of food, Indians are embracing the rich and flavorful elements of international drinks to complement their vibrant culture. Notably, India hosted the prestigious Diageo Reserve World Class 2011 international bartending competition. In response to evolving consumer habits, the current climate presents an opportune moment for the alcohol-free market to introduce a variety of enticing mocktails. The growing interest in alcohol-free beverages has captured the attention of restaurants and chefs, showing promise as a burgeoning segment. Restaurants are actively expanding their mocktail offerings, focusing on intricate flavor profiles, appealing colors, distinctive names, and innovative presentations, creating a frenzy among customers. Emphasizing freshness, quality, seasonality, and creativity, the beverage industry has witnessed a shift in drinking habits, prompting bartenders to experiment with syrups and flavorings to cater to evolving customer preferences.

Customers seeking the complexity and crispness of wine and beer without alcohol content are increasingly enamored with these non-alcoholic drinks. The presentation and flavor of these beverages contribute significantly to the overall customer experience. The forecast for the mocktail sector indicates a dynamic trajectory, driven by consumer preferences. Heidi Dillon Otto, Distill Ventures portfolio director, notes, "The growth story is consumer-driven," highlighting the mainstream acceptance of the [no-proof] conversation. The surge in press mentions and online searches for terms like "mocktail" (up 42%) and "non-alcoholic" (up 81%) over the past year attests to the exponential rise in interest globally, according to Google.

Crafting cocktails is recognized as a scientific endeavor, with various elements contributing to the flavor profile. It demands meticulous attention to detail and a profound understanding of local ingredients. The composition of cocktails involves a scientific understanding of the physical properties of ethanol, particularly its solubility and volatility. These properties play a crucial role in delivering flavors that cannot be achieved solely with water. "Flavor" itself encompasses two primary components: taste and aroma, with thousands of discernible aromas sensed through olfactory receptors in the nose. Despite the tongue perceiving only five basic tastes, the intricate aromas, such as the caramel notes of rum or the oaky smell of bourbon, contribute significantly.

Ethanol surpasses water in effectively delivering aromatic components due to their generally low water solubility. Water molecules, being polar, prefer proximity to other polar molecules, leading non-polar molecules, including aromatics, to vaporize into the air, influencing the drink's aroma. Ethanol mediates this interaction, allowing high concentrations of aromatics to remain in an aqueous solution.

Consequently, ethanol is a key medium for extracting and delivering flavors from various sources like flowers, spices, nuts, fruits, and herbs. Distillation, a technique with roots dating back to ancient civilizations like Mesopotamia and ancient China, has been continually refined through scientific advancements. Bartenders, exemplified by Tony Conigliaro of London's 69 Colebrooke Row, are incorporating scientific devices, commonly found in labs, to experiment and enhance the art of cocktail creation [22], [23].

     c. Hot & Cold

The taste of a beverage is not solely determined by its flavor; the dilution level, influenced by the amount of ice incorporated, also plays a crucial role. Agitating the mixture vigorously results in rapid cooling within seconds, whereas a gentler stir can take several minutes for the desired

temperature to drop. The exact temperature further influences the delicate interplay of flavors. A chilled martini, composed of gin and vermouth, offers a crisp and balanced experience, contrasting with the potential overpowering of gin flavors near room temperature.

Figure 11: Illustrate the Hot & Cold Drinks.

The Hot and Cold Drinks are shown in Figure 11. For a bartender, the challenge lies in crafting drinks with a harmonious taste foundation and complementary aromas, maintaining structural integrity as the drink undergoes dilution or warms up over time.

d. *Appearance in storytelling*

The significance of appearance in storytelling is evident in the realm of cocktails. While flavor remains a key factor, the visual and textural aspects contribute substantially to the overall drinking experience. The appearance of a cocktail, influenced by its color and opacity, is under the control of the bartender. The mixologist selects ingredients that absorb specific light wavelengths to achieve the desired color in colored drinks. Filtration for clarification, a common method, is seldom used; instead, forward-thinking bartenders employ techniques such as centrifugation to rapidly-produce a clear liquid by facilitating the settling of particulates. The Cocktail Drink is seen in Figure 12.

Figure 12: Illustrate the Cocktail Drink.

Another innovative technique, pioneered by Arnold, involves the use of agar gels to trap particulates from non-transparent liquids like citrus juices. Boiling water with agar hydrates it, and when juice is added, the solution cools to form a gel. This process traps longer pectin fibers and plant materials in the agar gel, producing a clear liquid containing smaller flavor molecules. Additionally, cocktails with anise-flavored spirits, like pastis, ouzo, and absinthe, introduce intriguing physics. The water-insoluble anethole compounds in these spirits form spontaneous emulsions when diluted, creating further layers of complexity in the drink.

e. Role of Ice in Cocktails

As shown in Figure 13, Ice stands out as a crucial element in cocktail crafting, not only as a means to chill the drink but also as an integral part of its composition. As it melts, the diluted solution transforms into a tonic, contributing to the overall flavor profile of the concoction. While ice is commonly used for temperature control, its significance goes beyond maintaining coldness it serves as a noteworthy ingredient. When it blends into the cocktail, it adds flavor, a unique aspect particularly vital for alcoholic beverages that may not typically call for water but benefit from the dilution achieved through shaking or stirring with ice. This dilution method not only brings all the flavors together but also sets the stage for a well-rounded drink. Monitoring the temperature during the mixing process, perhaps using a thermometer as your stirring staff, becomes crucial. Different temperatures play a key role in determining the essence of various drinks—considering their components, serving styles, and more. Viewing ice as a narrative element elevates mixology and cocktail enjoyment to new heights."

Figure 13: Illustrate the "Ice".

f. Tactile Textures

Apart from taste and visual appeal, mixologists also consider "mouthfeel" when crafting drinks, with the introduction of air through shaking contributing to a richer and more viscous texture. The interplay of flavor, appearance, and texture collectively shapes the overall perception of the beverage. Traditional cocktail recipes have endured and adapted over time as we've refined the balance of these components. However, contemporary mixologists are now drawing inspiration from both science and culture to enhance existing recipes and innovate with novel concoctions. The tactile textures are shown in Figure 14.

Figure 14: Illustrate the Tactile Textures.

India stands as one of the world's oldest civilizations, boasting a rich history, diverse food culture, abundant bioresources, varied ethnicities, and unique customs. The range of Indian beverages reflects this diversity, intricately tied to the varied ethnicities and unparalleled food cultures within each community. Across different regions of India, distinct rituals and processes contribute to the creation of cultural drinks that serve as expressions of their respective communities. The act of drinking goes beyond a simple indulgence; it symbolizes the identification, description, construction, and understanding of cultural systems, values, interpersonal relationships, behavioral norms, and expectations. Each beverage is laden with symbolic meaning, serving as a medium to convey messages.

Crafting a new drink, therefore, involves a meticulous blend of research and creativity, demanding an understanding of culture, knowledge, and a willingness to learn and experiment continuously. The art of mixing revolves around making local choices based on palate preferences. With travel becoming more accessible, an increasing number of tourists bring diverse cultures to a vast melting pot. Culturally driven and discerning consumers seek globally inspired yet locally rooted experiences. Interestingly, the consumption of traditional Indian ethnic foods and beverages is declining among the younger generation due to lifestyle changes favoring commercial and fast foods, impacting traditional Indian flavors significantly.

To address this shift and promote Indian culture, there's a need to infuse a modern twist into cocktails, providing millennials with an avenue to understand, explore, and experience the depth of Indian flavors. Mixologists play a crucial role in influencing the drinking choices of both locals and visitors, creating markets for local products while showcasing regional flavors. The rich tapestry of Indian culture, with its plethora of spices and herbs, serves as a canvas for crafting tantalizing cocktails that tell stories and ignite conversations related to authentic Indian culture. By seamlessly blending familiar ingredients with different spirits, mixologists can create signature hits that narrate India's cultural stories and offer diverse experiences to tourists [24], [25].

Cultural factors wield a broad influence on tourism, encompassing values, perceptions, preferences, and behaviors that define a community. Tourism, in turn, contributes significantly to the economic and socio-cultural well-being of a country and its people, providing rewarding recreational and cultural experiences for tourists. The aim is to curate a space where individuals can absorb the essence of diversity and blend themselves with the flavors of ethnic and cultural strains. By establishing a space where contemporary ideals merge with authentic traditions, a developmental plan is fostered, encouraging growth in both rural and urban communities.

4. CONCLUSION

The study provides a comprehensive exploration of the intricate history and evolution of cocktail culture, highlighting its dynamic nature and the diverse tapestry woven by stories and legacies. From the medieval infusion of sugars and spices to the rise of cocktails through historical periods, the narrative unfolds, reflecting the ever-changing preferences and societal influences. The golden age of cocktails, marked by simplicity and elegance, gave way to challenges during Prohibition, leading to the emergence of Tiki culture. The study delves into the roots of various fermented and non-fermented traditional Indian beverages, emphasizing their cultural significance and the concerning decline in consumption due to lifestyle changes. The contemporary craft cocktail movement in the United States, with the iconic Rainbow Room reopening in 1988, ushered in a new era marked by innovative drinks and celebrity bartenders. The discussion extends to the current global trends in the alcohol-free market, indicating a shift in consumer preferences and the

promising growth of the mocktail sector. The study underlines the scientific aspects of cocktail crafting, from the role of ethanol in delivering flavors to the significance of temperature control, appearance, and tactile textures. It emphasizes the importance of ice as an ingredient, not just for temperature but for its impact on flavor and dilution. In the context of India, the study recognizes the rich diversity of ethnic beverages and the challenges they face in a changing landscape. It calls for a modern twist in cocktails to revive traditional Indian flavors, urging mixologists to play a pivotal role in preserving and promoting cultural stories through innovative and locally rooted drinks. Ultimately, the research demonstrates the interconnectedness of cultural heritage, culinary traditions, and the evolving world of mixology.

It advocates for a harmonious blend of tradition and innovation, creating a space where contemporary ideals coalesce with authentic traditions, fostering both economic and socio-cultural growth in diverse communities.

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CHAPTER 10

ORIGEN NATURAL HEALTH: PIONEERING HEALTH AND WELLNESS IN INDIA

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ABSTRACT:

Origen, an online marketplace, positions itself as India's premier platform exclusively catering to premium nutraceuticals and health-enhancing devices sourced globally. The narrative shifts from a lack of awareness to heightened demand for health supplements due to the global pandemic. Origen addresses the challenge of distinguishing between genuine and substandard products by offering a solution. The vision is to contribute to a healthier India, making premium health supplements accessible to everyone. The contemporary lifestyle, characterized by hectic schedules and processed foods, leads to a demand for supplements to ensure essential nutrient intake. The rise in diabetes cases in India and growing environmental consciousness contribute to a shift towards natural and organic ingredients in dietary supplements. With increased disposable income, consumer spending on dietary supplements, particularly from reputable companies, is on the rise. Market influences, including surging health consciousness, escalating income levels, evolving lifestyles, and an expanding aging population, drive the demand for dietary supplements. Key players like Amway, Herbalife, Himalaya Wellness, Dabur, and Patanjali intensify market competition by offering a variety of products. The discussion explores user personas, target audience, design exploration, logo iterations, primary and secondary logos, and brand communication. The brand emphasizes education, accessibility, and affordability of premium health supplements. Various marketing tools such as social media marketing, advertising campaigns, and commercial ads are employed to connect with the target audience. Origen's inception, including its vision, purpose, and mission, is highlighted, emphasizing the brand's commitment to a healthier India. The #ChooseYourHealth campaign aims to educate consumers about supplementing their diet with essential nutrients. The marketing strategy addresses customer pain points, and social media campaigns aim to generate excitement and foster engagement. Overall, Origen positions itself as a trustworthy, affordable, and effective solution for health supplement needs, contributing to the well-being of individuals in India.

KEYWORDS:

Health, Market, Nutrition, Origen, Social Media, Wellness.

1. INTRODUCTION

Origen stands as an online marketplace offering a wide array of health and nutrition supplements sourced globally for the Indian market. It proudly holds the title of India's premier platform exclusively catering to premium nutraceuticals and various health-enhancing devices. Our mission is to assist you in realizing your utmost health potential, positioning us as the preferred destination for health-conscious individuals in India. In the past, India grappled with a lack of awareness and a prevailing stigma surrounding health supplements. This narrative underwent a transformative shift with the onset of the global pandemic. Previously underestimated, the significance of optimal

health and the value of health-boosting supplements became apparent during the lockdown. This realization sparked a surge in health awareness and a heightened demand for supplements [1], [2].

Despite the abundance of health supplements in the market, distinguishing between genuine, certified products and substandard, poorly made ones remains a challenge. Origen aims to address this issue by becoming the solution. Our vision is to contribute to a healthier India by making premium health supplements accessible to everyone, believing that a healthy life is a fundamental human right, not a luxury. Origen aspires to be the preferred marketplace for health supplements and other wellness devices, emphasizing not only the provision of top-quality products but also the promotion of awareness regarding the importance of good health and overall well-being [3], [4].

a. Why do individuals seek supplements?

In the contemporary, fast-paced lifestyle, people often grapple with hectic schedules, making it challenging to meticulously plan and prepare nutrient-rich meals daily. Additionally, advancements in food production and processing techniques may lead to a reduction in the nutrient content of foods. Consequently, some individuals may find it difficult to obtain all essential vitamins and minerals solely from their diet. In such instances, supplements offer a convenient and efficient solution to ensure the body receives the necessary nutrients. Furthermore, certain supplements have demonstrated benefits for specific health conditions like bone health, cognitive function, and immune system support.

India is witnessing a surge in diabetes cases, projecting over 80 million individuals with diabetes by 2030, making it one of the highest in the world. Consumers are increasingly becoming aware of the adverse effects of chemical usage and are gravitating toward food supplements containing nutritious and natural ingredients. This shift is driven by a heightened understanding of the significance of consuming healthy foods and a growing environmental consciousness. Consequently, a majority of dietary supplement manufacturers are prioritizing the use of organic, ecological, or renewable ingredients. Moreover, with a rise in per capita disposable income, consumer spending on luxury goods, including dietary supplements, has increased among the middle-income demographic. The dietary supplement market in India is expanding, with a growing number of reputable companies producing supplements with accredited statements, leading to an uptick in consumer adoption [5], [6].

b. Market Influences

i. Surging Health Consciousness

There is a rising awareness among the Indian populace regarding the significance of maintaining optimal health and preventing ailments linked to lifestyle choices. Consequently, there is a heightened demand for dietary supplements aimed at assisting individuals in achieving their health objectives.

ii. Escalating Income Levels

As incomes continue to rise, individuals gain greater financial capacity to afford premium health supplements. This uptick in purchasing power has resulted in an increased demand for top-tier dietary supplements.

iii. Evolving Lifestyles

Transforming lifestyles, characterized by sedentary work routines, unhealthy dietary practices, and insufficient physical activity, have contributed to the surge in lifestyle-related diseases. The demand for dietary supplements that can serve as preventive measures against these diseases has consequently risen.

iv. Expanding Aging Population

The expanding elderly demographic in India has led to an augmented demand for dietary supplements designed to address age-related health challenges such as joint discomfort, loss of bone density, and cognitive decline [7], [8].

c. Competitive Landscape

Key players in the Indian health supplements market, including Amway, Herbalife, Himalaya Wellness, Dabur, and Patanjali, among others, offer an extensive array of products ranging from vitamins and minerals to protein powders and herbal supplements. A pivotal driving force behind the competition in this market is the growing awareness of the benefits of dietary supplements and the escalating demand for natural and organic products. Consumers, driven by an increased health consciousness, are willing to invest in high-quality supplements that deliver tangible health advantages, thereby intensifying market competition. Figure 1 shows the names of the companies that are competitors.

Figure 1: Illustrate the name of Competitors Companies.

This study introduction section discusses the origin, an online marketplace, that stands as India's premier platform exclusively catering to premium nutraceuticals and health-enhancing devices. The mission is to make top-quality health supplements accessible to everyone, aiming to contribute to a healthier India. Key players in the Indian health supplements market. The literature of the previous study is discussed in the literature review section. The discussion section introduces the user and outlines the target audience, design exploration, and brand communication. The inception of Origen, its goals, and its value proposition are discussed. The #ChooseYourHealth campaign and marketing tools, including social media marketing and commercial ads, are presented, addressing customer pain points and targeting a health-conscious audience. Finally, the study ends with a conclusion section that explains the outcome and future of this study.

2. LITERATURE REVIEW

Ali T. et al. [9] explored the factors influencing the purchasing behavior of consumers for health and wellness food products in India. Based on a structured primary survey of 218 respondents in Lucknow, the study utilizes statistical tools such as descriptive statistics, factor analysis, and regression analysis. Over the last decade, the retail value of health and wellness foods in India has witnessed significant annual growth at 14.3%. Consumer preferences highlight the importance of quality and health benefits, with over 75% of respondents considering these attributes very important or extremely important. Better-for-you (BFY) food products constitute a substantial 32% of the health and wellness food basket. Regression results indicate that socio-demographic factors, product and market attributes, and psychological factors significantly influence consumers' decisions to purchase health and wellness food products. The study provides valuable insights for companies producing and marketing such products, emphasizing the rising consumer demand for healthier food choices.

Lahariya C. [10] studied the Ayushman Bharat Program (ABP), launched by the Indian Government in February 2018, comprises two main components: Health and Wellness Centres (HWCs) for comprehensive primary health care and Pradhan Mantri Jan Arogya Yojana (PMJAY) for improved access to hospitalization services. The ABP aims to upgrade and make 150,000 existing government primary healthcare facilities operational by December 2022. By March 31, 2020, 38,595 AB-HWCs were operational in India. That study assesses the key design aspects of HWCs against primary health care and health system functions, reviews progress, and analyzes their potential to strengthen PHC services for Universal Health Coverage. Challenges from the COVID-19 pandemic are examined, offering insights for the scale-up of HWCs. The study emphasizes the importance of rapid implementation, funding, technology use, community engagement, and political will for the success of HWCs. The Indian experience may provide valuable lessons for other low and middle-income countries aiming to enhance primary healthcare on the path to universal health coverage.

Babu A. et al.[11] Explored the growing popularity of Worksite Health and Wellness (WH&W) programs in addressing cardiovascular (CV) risk factors within diverse industries. It emphasizes the challenges arising from the predominant workforce in India's unorganized sector, shedding light on the current trends of CV risk factors in the industrial community. The study also delves into existing delivery models for WH&W in India, identifying associated barriers. Furthermore, the study offers a concise, evidence-based review of various WH&W interventions in India, addressing the existing gap in published studies on the effects of such programs in the country.

Ali T. and Ali J. [12] investigated the factors influencing consumers' willingness to pay for health and wellness food products in India. Through a primary survey of 218 respondents, the analysis utilizes the Poisson Count Regression Model. Findings indicate that 44 percent of consumers are willing to pay, on average, a 9 percent premium for their preferred health products. Key factors affecting willingness to pay include income and education. Health consciousness is identified as the primary psychological factor, followed by product quality, taste, packaging, and price. Consumers prioritize convenience in shopping and are less swayed by market offerings and sales assistance. The study offers practical insights for stakeholders, aiding in understanding and mapping the factors impacting consumers' willingness to pay for health and wellness food products.

Ali T. et al. [13] analyzed the market structure and competition levels in health and wellness food products in India. Utilizing secondary data from Euromonitor International, the study calculates the Compound Annual Growth Rate (CAGR) to examine market trends by type, category, and prime positioning. Market competition is assessed using the Herfindahl-Hirschman Index (HHI), with analysis of variance applied to gauge statistical differences. Findings reveal changing consumer purchase behavior globally, emphasizing health-enhancing properties in food. India presents significant market potential for health and wellness food products, with a market size of Rs. 435 billion in 2013, growing at an annual rate of approximately 13.8% from 2002 to 2013. HHI results indicate substantial competition, averaging 0.19. However, market competition structures vary across types, categories, prime positioning, and distribution channels. The study offers valuable insights for companies in the health and wellness food sector in India, enhancing understanding of market dynamics, temporal changes, and competitiveness. That analysis contributes to addressing the limited research available on market structure and competition in the emerging health and wellness food market.

Pai R. and Alathur S. [14] aimed to assess the awareness and utilization of mobile phones and applications for health service delivery among technical students, working staff, medical students, and health professionals in India. Conducted as a cross-sectional study with 386 participants, the findings indicated that mobile phones were commonly used for managing menstrual cycles and chronic/lifestyle diseases. While technical students and working staff demonstrated higher awareness of the term "mobile health" compared to medical students and health professionals, statistical analysis revealed significant awareness about various health-related components, excluding health awareness and education, and medication adherence and refilling. Notably, there was a significant association among the study groups regarding the use of mobile health applications for self-management of cancer, cholesterol, heart diseases, and stroke. The conclusion suggests the need to enhance awareness about mobile phone use in health management and service delivery, emphasizing the role of health professionals, socio-demographic factors, device perception, and health information in influencing the adoption of mobile health applications. The study underscores the preference for personal visits over mobile interventions among participants.

Ali T. and Alam A. [15] examined the distribution structure and competitive landscape among retailers in the health and wellness food product sector in India. Utilizing methods such as Compound Annual Growth Rate (CAGR), Analysis of Variance (ANOVA), and Herfindahl-Hirschman Index (HHI), the analysis reveals varying levels of competition across retail channels, with a discernible upward trend over time. The findings offer valuable insights for companies in the health and wellness food industry, aiding them in formulating effective channel distribution strategies.

These previous studies on consumer purchasing behavior, the Ayushman Bharat Program, Worksite Health and Wellness programs, consumers' willingness to pay, market structure analysis, and mobile phone usage for health services delivery. These studies provide valuable insights into Origen's strategy and positioning. The current study refers to a brand or entity with a focus on health and wellness, suggesting that their products and services are derived from natural sources. This study indicates that Origen Natural Health is at the forefront of introducing and leading initiatives related to health and wellness in the Indian market. It implies a proactive and innovative approach to promoting a healthy lifestyle and well-being among the Indian population.

3. DISCUSSION

Targeting the elderly involves educating consumers on how the products can enhance their quality of life. This strategy also extends to those under 25, as surveys indicate they are more likely to embrace vitamins when recommended by a parent or senior family member. Consumer interest revolves around products featuring vitamins C, D, and E with immunity-boosting claims, and a surge in sales for these vitamins and claims is anticipated.

a. User Personas

i. Minky Rajdev

1) Age - 33 years

2) Occupation- Chartered accountant

3) Location- Mumbai

4) Status- married with one kid

Minky, a 33-year-old woman, leads a hectic life with a bustling schedule, juggling her career, household responsibilities, and the care of her 5-year-old son. Despite her desire for a wholesome lifestyle for her family, her time constraints make it challenging to incorporate exercise into her routine. In terms of interests, Minky relishes a vibrant social life, cherishing her numerous friendships. She identifies as a food enthusiast, delighting in exploring diverse cuisines and dishes. Staying connected with trends and people is important to her, utilizing Instagram and Facebook for this purpose.

Minky's goals and motivations revolve around accessible high-quality healthcare products, adopting time-efficient healthy habits, and allocating resources for a well-rounded healthy lifestyle. She prioritizes the nutritional well-being of her family and aims to carve out moments for both self-care and quality family time. However, Minky encounters frustrations due to her limited time for personal health and harbors reservations about trusting nutrition supplements. Her personality is characterized as calm, extroverted, creative, and hardworking.

ii. Priyanshi Panjwani

1) Age- 22 years

2) Occupation - Psychology Student

3) Location - Lucknow

4) Status –Single

Priyanshi, a dedicated psychology master's student at a Lucknow-based university, is characterized by her diligent nature and love for reading. Despite being a keen observer and introvert, she grapples with the challenges of PCOS, which often leads to stress and impacts her overall well-being. Managing her health condition necessitates a commitment to regular exercise, vitamin intake, and adopting healthy eating habits. In terms of goals and motivation, Priyanshi aspires to deepen her understanding of her treatment, aiming to enhance her health to better focus on academic pursuits.

Her objectives include weight loss and addressing hair fall issues, with the additional desire to save time spent on frequent doctor appointments by making lasting lifestyle changes.

Priyanshi's interests extend to reading and Netflix, and she stays connected with friends and family through social media, also indulging in online shopping. However, her frustrations arise from an inability to concentrate on her studies due to health issues, time constraints, weight gain, hormonal imbalances, and the overall stress induced by her lifestyle. Despite her inquisitive nature, introverted tendencies, and hardworking spirit, Priyanshi grapples with low self-confidence.

iii. Rajiv Dhingra

1) Age- 48 years

2) Occupation - businessman

3) Location - Gwalior

4) Status - Married with 2 sons

Rajiv, a fervent advocate for health and fitness, diligently rises at 7 am each day to engage in pranayama, meditation, and yoga. Despite managing diabetes, he actively seeks a reliable brand of vitamins to enhance his well-being. Devoting ample time to his family, Rajiv is deeply committed to ensuring their health by consistently monitoring their vitamin and calcium intake. His overarching goals include finding quality vitamin tablets, prioritizing his health and that of his family, and maintaining a nutritious diet. Rajiv's interests span yoga, fitness, and cricket, showcasing his enthusiasm for a balanced lifestyle. Despite facing the challenge of diabetes affecting his vitamin levels, his hardworking, extroverted, and enthusiastic personality fuels his dedication to overall health and well-being [16], [17].

b. *Target audience*

The intended demographic comprises individuals who prioritize their well-being and are ready to spend on top-notch, efficient health supplements to enhance their overall health objectives. These consumers highly appreciate the advantages of premium, plant-based supplements and are willing to invest more in products that resonate with their principles and priorities. The Origen brand specifically targets niche markets, such as athletes or those with specific health conditions, who are more inclined to invest in specialized supplements for their performance or health requirements [18], [19].

c. *Design Exploration*

The exploration of design is a pivotal stage in the creative process that employs an iterative method to examine diverse design options for a brand's visual identity, encompassing its logo and messaging. During this phase, designers strive to develop distinctive and unique designs that distinguish the brand from its competitors, all while effectively conveying the brand's values and message to its target audience.
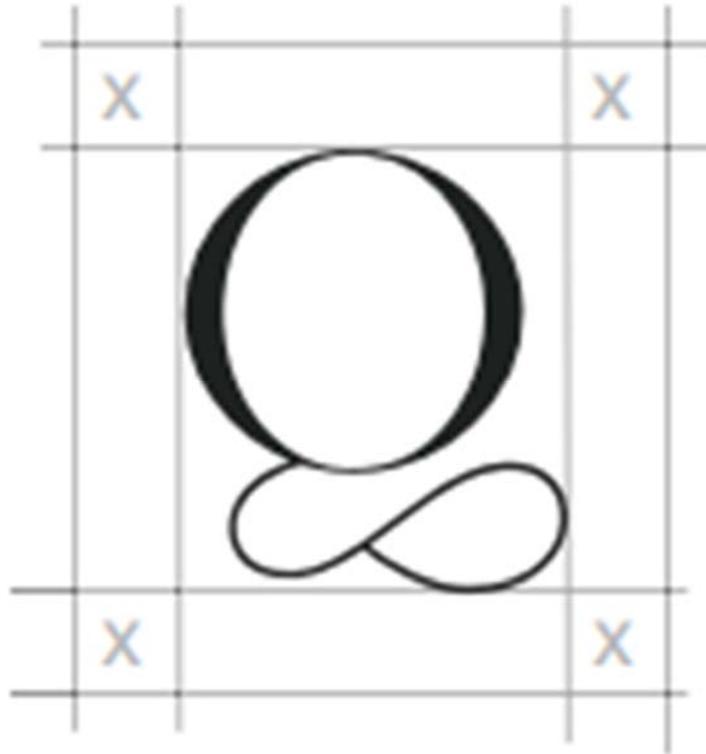
i. *Logo Iterations*

ii. *Final Logo*

iii. *Primary Logo*

The main logo of the brand embodies a contemporary approach to a healthy and balanced lifestyle, highlighting the perpetual effectiveness of its products.

iv. *Secondary Logo*

The secondary logo serves as a concise icon featuring the brand's name, designed for use in confined spaces.

v.   Variations in Logo Presentation

The logo stands as a crucial element in defining our brand identity, necessitating consistent representation across all platforms. To ensure optimal display in diverse settings, we have developed multiple iterations of the logo. The full-color version takes precedence and should be employed whenever feasible. Alternatively, the monochrome and reversed-out variations serve as alternatives for situations lacking full color or when placed on darker backgrounds. A simplified logo, condensed for smaller applications, and an icon or symbol, standing alone for easy recognition, further contribute to our versatile logo repertoire [20], [21].

vi.   Correct Usage and Brand Integrity

Preserving the essence of our brand identity demands the consistent and accurate use of our logo. To avoid diluting our brand strength and confusion, it is imperative to refrain from the following incorrect applications of our logo.

vii.   Color Palette Consistency

Our brand colors play a pivotal role in our visual identity, requiring uniform utilization in all communication channels. The primary brand colors should prominently feature in all marketing and branding materials. Additionally, we have curated a secondary color palette to complement the primary brand color or address scenarios requiring multiple colors.

viii.   Iconic Consistency

Our meticulously designed icons aim for visual appeal, easy recognition, and alignment with our brand's overall style and tone. Crafted with attention to detail, each icon ensures clarity and simplicity in understanding.

d. *Variations in Logo Design*

i. *Origin of Your Optimal Health*

As India's pioneer marketplace exclusively dedicated to premium nutraceuticals and health-enhancing devices, our primary goal is to assist you in reaching your peak health potential. Recognized as the preferred destination for individuals in India who uphold stringent health standards. In Table 1 shown the Vision, Purpose, and Mission.

Table 1: Shows the Vision, Purpose, and Mission.

Vision	We aspire to deliver innovative, top-notch, vegan health supplements sourced globally, ensuring easy accessibility and doorstep delivery.
Purpose	Our mission is to elevate people's quality of life through our premium health-optimizing supplements. We also strive to eliminate barriers to good health, making it available to everyone
Mission	To establish ourselves as the premier marketplace for health supplements and health-enhancing devices, reshaping India's perception of these supplements and fostering the idea that they are indispensable daily allies in nutritional supplementation.

e. *Brand Communication*

We envision a more health-conscious India! Beyond being a marketplace, we are dedicated to educating our customers. Given India's prevalent health challenges, we aim to impart knowledge about straightforward biohacks that can enhance overall health.

f. *ORIGEN's Inception*

ORIGEN was founded with the mission to foster a healthier India by offering premium health supplements accessible to everyone. We believe that a healthy life is a fundamental human right, not a privilege. Consequently, our goal is to make these top-tier products widely available, transcending any specific class or demographic restrictions. India initially grappled with a lack of awareness and a stigma surrounding health supplements. The tide turned with the onset of the COVID-19 pandemic.

The lockdown prompted a shift in people's understanding, emphasizing the significance of optimal health and the value of health-boosting supplements. This newfound awareness has led to an increased demand for health supplements.

Despite the plethora of health supplements in the market, there persists a lack of awareness regarding the distinction between genuine, certified products and substandard alternatives. ORIGEN emerged as a solution to this problem. The name "Origen," derived from the Spanish word for 'Origin,' was chosen to signify our desire to be the catalyst for a mindset shift in India regarding health enhancement. We proudly stand as India's premier platform, exclusively offering the best internationally sourced health supplements curated by our experts. Our products are research-backed and crafted using cutting-edge technology, providing a one-stop destination for finding the finest health supplements swiftly [22], [23].

i. Why ORIGEN?

Choosing ORIGEN for your health supplement needs is a wise decision for several reasons. Firstly, we ensure nationwide delivery within a maximum of 7 days, guaranteeing prompt receipt of your products. Secondly, all our products come with a minimum 10% discount, enhancing affordability without compromising on quality. Thirdly, our supplements boast top-notch quality, adhering to appropriate certifications and maintaining a 100% organic composition. Stringent screening for purity, potency, and safety ensures that only the best products make it to our listings. Furthermore, our supplements are vegan and cruelty-free, showcasing our commitment to animal welfare. With high absorbability, our products maximize the benefits you derive from them. Lastly, we provide health consultation services to assist you in selecting the most suitable supplements for your specific needs. Choose ORIGEN for a trustworthy, affordable, and effective solution to your health supplement requirements.

Marketing Tools

ii. Social Media Marketing

Social media marketing serves as a tool to promote a brand's products or services, build brand awareness, and engage with customers and followers. I have created images, videos, and visuals for Instagram tailored to resonate with the target audience and drive engagement.

iii. Understanding Advertising Campaigns

An advertising campaign is a well-coordinated and strategic series of marketing activities designed to promote a product or service to a specific target audience. The primary goal is to raise awareness, generate interest, and ultimately drive sales or conversions.

iv. #ChooseYourHealth Campaign

The #ChooseYourHealth campaign aims to educate and inform consumers about the importance of supplementing their diet with essential nutrients. It emphasizes the brand's commitment to using only the highest-quality ingredients. The campaign's message underscores the brand's dedication to helping consumers make informed choices about their health and wellness, urging them to prioritize their health by choosing ORIGEN supplements.

v. Target Audience

Individuals are committed to their health, emphasizing both physical and mental well-being. Those in search of top-tier supplements crafted from high-quality ingredients. People looking for supplements tailored to address specific health concerns, such as digestive health, immunity, or mental well-being. Customers are willing to invest in premium products for superior quality. Men and women across different age groups aim to sustain or enhance their overall health and wellness. Individuals who prioritize making informed choices about their health [24], [25].

vi. Customer Pain Points

1. Elevated product prices.

2. Apprehension about potential side effects from supplements.

3. Limited awareness.

vii. Social Media

The objective of a social media campaign is to generate excitement, foster engagement, and enhance brand awareness. Utilizing innovative content, strategic targeting, and data analysis, social media campaigns can prove highly effective in establishing connections with customers and promoting products or services.

viii. Commercial Ads

The primary goal of Origen's commercial ads is to highlight the benefits and advantages of their products to potential customers. These advertisements are crafted to showcase the unique features of the supplements and underscore how they can contribute to the user's health and well-being.

4. CONCLUSION

In conclusion, Origen emerges as a pioneering online marketplace dedicated to providing a diverse range of health and nutrition supplements sourced globally for the Indian market. Positioned as India's premier platform exclusively catering to premium nutraceuticals and health-enhancing devices, Origen envisions assisting individuals in realizing their utmost health potential. The company recognizes the transformative shift in India's health consciousness, especially accelerated by the COVID-19 pandemic, leading to increased demand for health supplements. Addressing the prevalent challenge of distinguishing between genuine, certified products and substandard alternatives, Origen aims to be the solution by offering top-tier, research-backed, and expert-curated health supplements. The mission extends beyond commerce to contribute to a healthier India, emphasizing that a healthy life is a fundamental human right, not a luxury. The study sheds light on the contemporary factors driving the surge in health supplement demand in India. It identifies lifestyle challenges, evolving consumer preferences towards organic and natural ingredients, escalating incomes, and an expanding aging population as significant market influences. The competitive landscape features key players like Amway, Herbalife, Himalaya Wellness, Dabur, and Patanjali, reflecting the growing awareness of the benefits of dietary supplements and the demand for natural and organic products. Origen's marketing strategy encompasses a comprehensive brand communication plan, incorporating a visually appealing logo, targeted social media marketing, and an informative advertising campaign (#ChooseYourHealth). The company addresses customer pain points, such as elevated product prices and apprehensions about side effects, by offering discounts, emphasizing product quality, and providing health consultation services. The brand's commitment to nationwide delivery, discounts, product quality, vegan and cruelty-free composition, and health consultation services positions Origen as a trustworthy, affordable, and effective solution for health supplement requirements. The diverse marketing tools, including social media campaigns and commercial ads, aim to engage the target audience and build brand awareness. Origen's journey reflects a holistic approach to health and wellness, aligning with the evolving needs and preferences of health-conscious consumers in India. With a focus on accessibility, quality, and education, Origen aspires to play a transformative role in shaping India's perception of health supplements and contributing to the nation's well-being.

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CHAPTER 11

SONDEVI MASALAS: A CULINARY ODYSSEY ROOTED IN INDIAN SPICES

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ABSTRACT:

In the diverse landscape of culinary experiences, Sondevi Masalas stands out as a testament to tradition, quality, and innovation. This journey delves into the heart of Sondevi, a brand that has seamlessly integrated itself into the culinary tapestry of India. Founded by Warsha Vimadalal, Sondevi is not just a purveyor of masalas but a curator of experiences that bridge the gap between tradition and modernity. The brand's commitment to authenticity, sustainable practices, and delivering premium-quality masalas sets it apart in the culinary sphere. As we embark on this exploration, we unravel the layers of Sondevi's culinary odyssey, deeply rooted in the vibrant heritage of Indian spices. A Culinary Odyssey Rooted in Indian Spices" explores the multifaceted journey of Sondevi, a homegrown brand that has organically flourished over two decades. With a unique made-to-order approach, Sondevi crafts enduring and flavorful masala blends, reflecting the rich tapestry of Indian culinary heritage. This exploration delves into the brand's evolution, packaging innovations, and the founder's narrative, shedding light on the cultural significance of Indian spices. The study emphasizes Sondevi's commitment to authenticity, sustainability, and providing a premium-quality culinary experience.

KEYWORDS:

Culinary, Indian Spices, Odyssey, Sondevi Masalas.

1. INTRODUCTION

a. *A Source of Inspiration:*

In a world post-pandemic, the evident repercussions of lockdown boredom have led to widespread stress, anxiety, and depression, highlighting the importance of breaking the monotony of daily life. Our protagonist, Warsha Vimadalal, embodies how her therapeutic passion for cooking not only positively impacts her life but also extends its benefits to those around her, potentially inspiring others to embark on their own journeys [1]. Indian spices hold deep roots in our culture for various reasons, being sought after globally and contributing significantly to historical trade activities. Motivated by the approaching 75th Indian Independence Day, the project aims to reignite love for the country and explore the rich history of masalas.

b. *From Maternal Love to the Spice Box in Your Drawer:*

Rooted in some land rich in culture and heritage, the Indian spice box, or masala dabba, carries not just culinary significance but also possesses medicinal values impacting physical, mental, social, emotional, and spiritual well-being. As a nation often referred to as 'Mother India' or 'Bharat Mata,' the project encapsulates the sentimental connection and plans to translate this emotion into a brand [2], [3].

c. The Essentiality:

In a fast-paced world, the allure of 'easy' choices often overshadows the impact of such decisions on our long-term well-being. Sondevi, born out of the maternal emotion of Ma Maa, strives to provide premium-quality masalas, snacks, and pickles. Founded by Warsha Vimadalal, the brand focuses on delivering flavorful yet non-spicy blends without the use of artificial additives, preservatives, or colorings [4], [5]. Every step of the production process, from selecting premium ingredients to roasting, de-moisturizing, and blending, is executed with utmost care, ensuring hygiene and preserving natural flavors. Sondevi's commitment to sourcing locally promotes authenticity, supports local vendors, and fosters a healthier and more sustainable approach while preserving and enriching Indian culture in modern mindsets.

d. Market Research:

i. Impact Analysis:

A single pack of premium healthy masala is more than just a culinary item; it signifies a transformative shift in mindset. It serves as a catalyst for the contemporary working youth, inspiring them to embrace a sustainable and healthy lifestyle by making conscious choices. Recognizing that food profoundly influences our thoughts, emotions, and behaviors, each culinary decision holds significance [6], [7]. The flavors we savor directly impact the psychological responses in our brain. Sondevi encounters a significant challenge in overcoming the initial impression it leaves on consumers, encompassing aspects like social presence, packaging, and overall brand identity. Tasked with the mission, my objective is to assist Sondevi in projecting its premium Indian taste while maintaining an approachable image a brand genuinely devoted to caring for its consumers and delivering top-notch quality ingredients.

ii. Consumer Preferences:

The predominant audience, comprising primarily housewives, seeks a convenient and efficient solution to enhance their culinary endeavors, prioritizing ready-made masalas over crafting them from scratch. Additionally, a segment of youngsters in their 20s, venturing into independent living, values quick and easy cooking methods due to time constraints. These individuals, passionate about learning to cook for themselves and their families, prioritize factors such as price, longevity, and flavor when purchasing masalas, with health and safety considerations taking a secondary role.

iii. Consumer Satisfaction:

Sondevi, catering to a nationwide audience through accessible courier services like Amazon, Swiggy Genie, and Borzo, has garnered positive feedback. Customers express contentment with the airtight packaging, featuring aluminum-coated brown packets adorned with informative stickers about the brand and ordering instructions. Despite delivery times, consumers appreciate the perceived freshness and consistent optimal quality and taste of the masalas. Mrs. Vimadalal's efficiency in handling orders, accompanied by her personalized messages, adds a human touch to Sondevi, fostering a closer connection with the consumers.

e. Mind Over Food: Unraveling the Psychological Dynamics:

Food wields a profound influence on our cognitive, emotional, and behavioral facets. 'Mind Over Food' delves into a psychological exploration, scrutinizing how our mental predispositions shape the physiological responses induced by the food we consume. In essence, the study unveils that

our perceptions of a food item dictate how our brain signals, consequently influencing the overall impact on our body. A positive perception can yield positive effects, while a negative outlook may manifest adverse effects, even if the impact varies from person to person. The key lies in understanding the mental conditioning and sentiments associated with a particular food. For instance, consider indulging in an ice cream cone [8], [9]. The mental image and concept of the ice cream trigger responses in the cerebral cortex, with electrochemical signals relayed to the limbic system, illustrating the intricate interplay between our thoughts and food-induced physiological reactions. The limbic system, a regulator of emotions and vital physiological functions, encompasses the hypothalamus—a small yet pivotal cluster of tissues. This pea-sized entity acts as a liaison, harmonizing mental activities with the biological intricacies of the body. Consider the scenario of savoring your favorite ice cream flavor, such as chocolate, with sheer delight. In this positive encounter, the hypothalamus orchestrates a cascade of activations by transmitting signals through parasympathetic nerve fibers. These signals target various digestive organs—salivary glands, esophagus, stomach, intestines, pancreas, liver, and gallbladder—stimulating digestion and optimizing the metabolic breakdown of the ice cream, ensuring efficient calorie utilization. Conversely, if guilt or self-judgment accompanies the ice cream consumption, the hypothalamus processes this negative input, triggering signals through the sympathetic fibers of the autonomic nervous system [10], [11]. This, in turn, elicits inhibitory responses in digestive organs, potentially prolonging the ice cream's stay in the digestive system. Such conditions may alter the gut microbiota and elevate the release of harmful by-products into the bloodstream. Additionally, inhibitory signals can reduce calorie-burning efficiency, involving increased insulin and cortisol levels, potentially leading to the storage of guilt-laden ice cream as body fat. In essence, the thoughts one harbors about the food consumed seamlessly translate into physiological reality via the central nervous system.

Indian spices wield a dual influence, encompassing both positive and negative effects, with the key lying in their moderation. In alignment with the philosophy of renowned Indian dietitian Rujuta Diwekar, who advocates for mindful eating in appropriate quantities to foster a healthy lifestyle, this principle extends to the realm of spices. While an excess of garam masala may potentially elevate bodily heat, judicious use allows individuals to harness the therapeutic benefits ingrained in Ayurveda. A psychological study conducted by Kansas State University, Manhattan, delved into the impact of diverse spice blends on human emotions [12], [13]. Their findings revealed that spice blends exerted an effect on emotional intensity irrespective of acceptance or clinical glycemic index, and the duration of emotional peaks was influenced by the presence or absence of spices. Immediate post-consumption, spices amplified certain emotional intensities, which gradually subsided after an hour. Notably, a 5% spice blend heightened the emotion of satisfaction. Beyond sensory stimulation, spices play a pivotal role in kick-starting digestion and metabolism. Extensive research underscores their myriad health benefits, ranging from cancer-fighting properties to safeguarding nervous system functions. The cognitive and preventive impact of spices on brain health is evident, with studies showcasing that a blend featuring turmeric, cloves, rosemary, oregano, and thyme contributes to cardiovascular health by enhancing arterial cell function. In the intricate tapestry of Indian culinary traditions, spices are meticulously prepared, often beginning with cooking in oil and harmonizing in a sequence refined over centuries. This process, rooted in sophisticated chemical logic, allows one volatile element to enhance the release of another, showcasing the profound interplay between spices and culinary artistry.

2. LITERATURE REVIEW

S. Chironi, *et al.* [14] Studied the evolving global landscape has led to diverse characteristics in consumers' food tastes and habits. Italy, known for its strong "food identity" and adherence to the Mediterranean Diet, is experiencing a shift in preferences due to globalization and migration. This study focuses on Sicily, an Italian region with a significant immigrant population, aiming to explore changes in Sicilian consumers' preferences, usage, and purchasing behaviors related to spices over the past few years. The findings reveal an increasing incorporation of novel spices into traditional recipes, indicating a shift in culinary practices. This trend is significant as it reflects the intersection of food culture, social integration, and international influences. The study provides valuable insights into the market development of spices and the dynamics of food product marketing and internationalization, offering reflections on the relationship between food contaminations and social integration, as well as consumers' evolving preferences in Italy.

S. Dubey, [15] the narrative of human history is intricately woven with the saga of spices, a tale that transcends geographical boundaries and epochs. The rise and fall of empires hinge on the trade of these exotic wonders, their irresistible allure serving as a catalyst for transformative shifts in the very fabric of our society. Christopher Columbus, in his quest for a direct route to the Indies, embarked on a journey that symbolized the profound impact of spices. His unconventional approach, prioritizing the pursuit of pepper over traditional treasures like gold and jewels, underscores the magnetic pull these flavors held over humanity. While Columbus never discovered the coveted passage to the Indies or the sought-after pepper, his expedition left an indelible mark, forever altering the course of history through our insatiable passion for the enchanting tastes of distant lands.

H. Goswami and H. Ram, [16] Studied extensive surveys conducted across diverse Indian landscapes from 1968 to 2016 reveal a historical fulfillment of the fundamental human need for sustenance through wild plants. This paper, utilizing collections, local consultations, and literature searches, compiles information on numerous plants commonly utilized as food, emphasizing their rich content of polysaccharides, alkaloids, steroids, flavonoids, amino acids, terpenoids, fatty acids, or antibiotics. These intricate organic compounds exhibit potential for drug production to address various ailments, including cancer prevention. The study identifies over 100 plant families, encompassing hundreds of taxa from different plant groups, such as bryophytes, angiosperms, gymnosperms, pteridophytes, and even fleshy fungi, which have served as vital food sources for expanding human populations since ancient times. While phytochemicals acting as antioxidants offer significant health benefits, excessive intake, leading to elevated antioxidant levels, may contribute to chronic diseases like aging, cancer, cardiovascular issues, rheumatoid arthritis, and atherosclerosis. The paper emphasizes that these medicinal compounds should be consumed in prescribed quantities rather than as regular food items.

B. Gidwani, *et al.* [17] Studied the Spices, integral to India's rich heritage, have a historical association with herbal medicine for disease prevention. With over 52–60 spice crops out of 109 recognized by ISO cultivated in India, the country is rightfully known as the 'Land of Spices.' Notable exports include turmeric, cumin, coriander, fenugreek, and peppers. The timeline of Indian spices spans early periods, the Middle Ages, and the early modern period. Spices find applications in beverages, liquors, pharmaceuticals, cosmetics, and perfumery. However, handling and storage pose significant challenges. This review article emphasizes the importance of processing, packaging, and storage due to the varied forms of spices available. The deterioration of spices can

lead to a loss of therapeutic activity. Additionally, the article explores the bioenhancer and therapeutic activities of select Indian spices regularly used in daily cooking, shedding light on their mechanisms of action and their potential to enhance the taste and health benefits of food.

N. Sharma, *et al.* [18] Studied India has a rich history of utilizing spices not only for culinary purposes but also for their potential pharmacological benefits. This review delves into various studies exploring the use of Indian spices in managing conditions like polycystic ovarian syndrome (PCOS), a complex disorder affecting reproductive-age women. PCOS is characterized by genetic, metabolic, and endocrine abnormalities, leading to symptoms such as hirsutism, acne, and obesity. The aim of the review is to examine the potential of natural spices, their chemical constituents, and therapeutic effects, including anti-inflammatory, anti-oxidant, anti-androgenic, anti-estrogenic, anti-thrombolytic, and anti-diabetic properties, in treating PCOS. The data for this review were gathered from diverse sources, including PubMed, Europe PMC, various publishers, and academic libraries. The comprehensive analysis focuses on understanding how Indian spices may contribute to the management of PCOS and its associated symptoms.

P. K. Sofia, *et al.* [19] Studied Six popular Indian spice extracts clove, mustard, cinnamon, ginger, garlic, and mint that have long been utilized in alternative and folk medicine were the subjects of this investigation in order to evaluate their antibacterial qualities. The three foodborne pathogens that were the subject of the assessment were Bacillus cereus, Staphylococcus aureus, and Escherichia coli. Testing was done using a variety of techniques, such as the diffusion of paper discs, cups, and dilution procedures. The findings showed that garlic had modest action, whereas extracts of cloves, cinnamon, and mustard showed strong inhibitory effects at a 1% dosage. Complete bactericidal effects against the investigated pathogens were reported at a dose of 3%.

I. J. Martins, [20] Studied the appetite regulation is deemed crucial to counter the escalating global diabetes epidemic, projected to attain pandemic status by 2035. Type 3 diabetes demands innovative treatments like intranasal insulin or the incorporation of Indian spices for stabilizing neuron apoptosis and neurodegenerative disorders. The role of anti-aging genes has become pivotal in insulin therapy and diabetes technology, with Indian spices like cinnamon and curcumin contributing to antiaging gene activation and glucose control on a global scale. Successful insulin therapy in both Type 2 and Type 3 diabetes may involve Indian spices, but factors such as dosage, treatment duration, and spice supplements will influence the efficacy of existing insulin therapy and emerging diabetes technologies.

3. DISCUSSION

a. *Perceptions of Luxury Brands in the Indian Market:*

Despite India's surging economy, the luxury market represents a mere 7%, posing a unique landscape of untapped potential for brands. Elevated household incomes suggest a ripe market, yet the reluctance to embrace luxury goods on a daily or frequent basis stems from practical considerations among Indian consumers. Quality, durability, and the investment value of products, particularly gold jewelry, take precedence, serving as a portable form of wealth. The challenging market dynamics arise not only from high import tax rates but also a thriving market for counterfeit products. To establish a meaningful connection with the Indian audience, brands must delve into understanding consumer attitudes. An empirical investigation in Kolkata Megapolis, West Bengal, scrutinized urban respondents across various social strata, examining the hypothesis that attitudes and subjective norms toward luxury brands positively impact the intention to use these goods.

Notably, the study found that while luxury consumption intentions influence actual behavior, the intention to use luxury brands does not directly translate into their subsequent usage.

b. *What sets Sondevi apart in terms of approachability?*

Much like human beings, brands are defined by their personalities, influencing how they are perceived and received. This brand personality plays a crucial role in both design and messaging, humanizing the brand and establishing relatability with the target audience. While Sondevi initially had a formal identity, lacking the narrative behind its maker, founder, and brand purpose, I propose that bringing the founder into the limelight could enhance audience connection on a deeper emotional level, fostering trust in the brand's purity and processes. This can be achieved through:

c. *Crafting compelling stories around Sondevi's products:*

1. *Leveraging Exclusive Scarcity:* Building hype around Sondevi Masalas on digital platforms, showcasing the brand's realities, and fostering a relatable connection to the founder's narrative to reach a broader audience.

2. *Implementing Costly Signaling:* Utilizing the psychological theory that people purchase luxury goods to signal belonging to an exclusive group, with sustainability emerging as a new symbol of wealth and status through prosocial signaling.

d. *What contributes to Sondevi's approachability?*

Much like individuals, brands earn favor or indifference based on their personality. Brand personality significantly influences decisions in both design and messaging, lending a human touch and relatability to the brand for its target audience. While Sondevi initially adopted a formal identity for launch purposes, it lacked the narrative behind its maker, founder, and brand purpose. I advocate for placing the founder in the spotlight to inspire Sondevi's audience, fostering a deeper emotional connection and trust in the brand's purity and processes. This can be achieved through:

i. *Crafting engaging stories around Sondevi's products.*

1. *Leveraging Exclusive Scarcity:* Utilizing the psychological principle that people respond to exclusivity, scarcity, and rarity, generating hype around Sondevi Masalas on digital platforms and connecting people to the founder's narrative.

2. *Implementing Costly Signaling:* Embracing the psychological theory that people purchase luxury goods to showcase belonging to an exclusive group, where sustainability becomes a novel symbol of wealth and status through prosocial signaling."

e. *Why opt for #SondeviMasalas?*

A homegrown brand that has organically flourished over two decades, #SondeviMasalas embarked on its journey with a modest clientele of close friends and family, progressively expanding its reach. Solely managed by a dedicated mother, Sondevi adopts a unique made-to-order approach, crafting enduring and flavorful blends. These bespoke masalas have found favor among individuals from diverse backgrounds, from students studying abroad relying on their mothers' purchases to regular patrons who appreciate Warsha Vimadalal's preservative-free cooking style. With aspirations to extend its footprint to millennial homes and nuclear families embracing sustainable, mindful, and healthy lifestyles, Sondevi aims for further growth.

f. The Evolution of Concepts:

Initial concepts presented to the client faced some reservations, lacking finesse and a direct storytelling approach. Recognizing the need for subtler nuances to emphasize spice origin, the art of creating spices, and the founder's narrative, I invested nearly three weeks refining and iterating on the logo. Through continuous collaboration and meticulous adjustments, a finalized logo emerged, capturing the essence that satisfied the client's vision without the need for further alterations. Let's take a sneak peek into the culmination of this creative journey.

g. Packaging Variations:

Each option tells its own story, exploring diverse layouts and themes for the packaging, ranging from a scrapbook magazine-inspired design to a minimalist elemental packaging and experimenting with color inversions, among other concepts. Delving into Mrs. Warsha Vimadalal's lifestyle, from her recipe organization habits to her enthusiasm for learning new culinary techniques and her collection of magazine cutouts, provided valuable insights. Understanding her aesthetic preferences allowed me to detach from my designs, delivering precisely what she needed for immediate use and offering ideas for future application [21], [22]. For added convenience, I proposed an option where, instead of using printed stickers, she could employ a wallpaper of elements and customize it for all her products by cutting it according to various sizes. Additionally, I suggested ready-made boxes to eliminate the need for cutting, facilitating direct utilization.

h. Iconography:

In the initial packaging stickers, the unique selling propositions (USPs) were presented in plain text. Enhancing their visual appeal makes them more eye-catching and noticeable to users, enticing them to choose Sondevi products for reasons such as No Artificial Colorings, No Preservatives, No Artificial Flavoring, and 100% Authentic Indian Taste. These visuals reinforce Sondevi's commitment to natural and organic masala production and can be utilized in print through packaging, digital platforms, and Sondevi's social media channels.

i. Packaging Explorations:

Among the options, the conical designs not only represent a masala heap through their form but also feature a convenient slit for pulling out a masala packet directly for use in cooking while on the stove. The packets, crafted from food-grade paper, are edible and dissolve entirely into the meal without affecting the taste, as the food-grade paper is tasteless. Other variations explore a subtler interpretation of the masala heap form for easier stacking in the fridge or storage space, along with the sticker format requested by the client.

j. Social Media:

The social media strategy involves posts with imagery showcasing different snacks, meals, and pickles created by Mrs. Warsha Vimadalal. Process reels demonstrating how she prepares them, complete with a link to the full recipe on her YouTube page, will also be shared. Additional posts will creatively highlight her unique selling propositions (USPs), showcase her packaging, and humanize her digital presence to increase interactivity. This incremental approach aims to gradually expand her audience, ensuring a smooth journey of growth without overwhelming her capacity.

4. CONCLUSION

A Culinary Odyssey Rooted in Indian Spices," we find ourselves immersed in a narrative that extends beyond culinary boundaries. Sondevi, through its made-to-order philosophy, premium-quality masalas, and commitment to authenticity, has carved a niche in the hearts of consumers. The packaging innovations, storytelling endeavors, and the founder's spotlight collectively contribute to Sondevi's approachability and relatability. As we celebrate the brand's journey, we recognize that it not only enriches the culinary landscape but also serves as a cultural custodian, preserving the essence of Indian spices in each flavorful blend. Sondevi Masalas, with its roots deeply embedded in tradition, continues to evolve as a culinary beacon, inviting enthusiasts on a savory expedition through the timeless allure of Indian spices.

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CHAPTER 12

CAMPUS TO CRISIS: UNRAVELLING THE STUDENT HOUSING CONUNDRUM IN INDIA

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ABSTRACT:

The paper shows that many aspects of the physical environment directly and indirectly affect well-being. Students in their daily routine face a problem of decreased physical and psychological health. An analysis shows that 68.7% of off-campus students reported isolation, anxiety, fear, and inappropriate use of in-house equipment out of which 81.8% suggested that their physiological and psychological performance was impaired. Nowadays, students spend most of their time indoors, therefore, it is critical to understand how the design of the student housing can promote physical and mental well-being. To direct behavior in a space, a multitude of design tools are used, a relatively new tool explored is 'Nudge' a small feature in the environment architecture or design that attracts users' attention and alters their behavior, without restricting freedom of choice. Furthermore, it influences behavior through subconscious cues in interior design. The thesis aims at shaping the students' mental and physical actions toward a healthy environment through design tools, particularly, nudge behavior and behavioral design. The aim is to design environments that inspire students to work to their full potential, as effective active design requires a deliberate environment that reaches beyond the physical spaces to encourage habits that produce positive results. The concept of nudge behavior and behavioral design will be used in the interior space to help foster students' well-being which includes emotional state, physical state, and cognitive state. Bearing in mind the factors mentioned in the latter, the outcome should enable students to be progressive & mentally stable in every way.

KEYWORDS:

Environment, Influential, Primarily, Housing, Holistic.

1. INTRODUCTION

Student housing is a space primarily provided for sleeping large numbers of people such as students from boarding school, high school, college students, or university students. It is something that accepts individual students or a group of students for short-term stays and provides common areas and facilities for the community. Today, in the year 2020, India faces a housing crisis for students. When applying to university one often thinks the only problem is to have enough grades. But when finally, being accepted, many discover that it is not the only challenge the lack of student housing can obstruct students from starting their dream education. The paper shows that students face an issue with better health and well-being in their daily routines. Students nowadays spend most of their time indoors. Thus, it is critical to understand how student housing design can encourage health and well-being. To truly enhance well-being, design needs to move beyond optimizing single parameters such as temperature and humidity, to more holistic approaches that take their cues in health-supporting human behaviors. Improving Health, wealth, and Happiness by Richard Thaler and Cass Sunstein in 2008 was influential in revealing that behavior can be strongly influenced by context.

Students can be nudged into making better decisions. The purpose is to outline the definitions of health and well-being and to determine the potential implications and opportunities for student housing design.

1.1. Problems In Student Housing:

For college students, having a safe, comfortable place to live is an essential part of being able to focus and do good work in school. But whether it's a convenient on-campus dorm or an off-campus apartment, student housing presents challenges that students need to consider before they decide where to live each semester. Well-being, Accessibility and Convenience, Costs, Safety and Security, Privacy and Space. To visualize a student housing system that creates a space that benefits students in physical and psychological well-being through nudge interior strategies.

1.2. Design Brief:

a) *Topic:* To design student housing with physical and psychological well-being through nudge interior strategies.

b) *Focus:* Creating a student accommodation that is not only a building but where reality improves students' lives.

c) *Scope:* Coordinating residential activities designed to promote well-being and help students to better manage everyday life. Building a relationship between the students and the space which is more than just a place to sleep [1], [2].

1.3. Outline:

Current Scenario: India's student number has a compound annual growth rate of 9.2% and the current number of beds supplied across the country is estimated to be 6.1 million which falls sharply under the demand for over 10.4 million students who are pursuing higher studies and would require housing spaces. With the increasing number of undergraduate and post-graduate students coming from cities like Delhi, Bangalore, Jaipur, etc. more than half of the rooms are availed by outstation students; the remaining are occupied by the students from Bombay only due to distance. In Mumbai, students can't find single occupancy starting at ☐ 10,000 per month. Nowadays, few luxurious student housing has new features like a dining hall, gym, and so on. But they are still not affordable for most of the students. Therefore, there is a need for a new typology of student housing that answers to students' necessities, focusing on a way they have physical and psychological benefits. Colleges are only able to accommodate a fraction of students hence there is a huge opportunity to tap the demand for student housing [3], [4].

1.4. Statistics:

Research shows that students in their daily routine face a problem of better physical health. Given that, because of having to travel everywhere, students have no time to work on their physical health; they do not end up doing so. An analysis shows that 68.7% of off-campus students surveyed reported inappropriate use of in-house equipment and 81.8% reported that their physiological and psychological performance was impaired by the practice. Surveys repetitively show an increasing number of students who are experiencing significant stress due to several constraints. Research also shows that well-being is directly and indirectly affected by many features of the physical environment. Students nowadays spend most of their time indoors. Thus, it is critical to understand how student housing design can encourage physical and mental well-being. This is where the role of the student nudge behavior comes in. Repeated surveys show a growing number of students

experiencing significant stress due to multiple constraints. Research also shows many aspects of the physical environment directly and indirectly influence health. Nowadays students spend most of their time indoors. It is therefore critical to understand how the nature of the student housing will promote physical and mental well-being. This is where the function of the action of the student nudge comes into play. From 2007 to 2016, the percentage of students seeking accommodation has increased to 37% and will continue to increase in the future. There are about 3,50,000 live listings on the property site, of which 1,20,000 are rental PGs and apartments. With the growing number of undergraduate and postgraduate students coming from cities such as Chandigarh, Delhi, Jaipur, Indore, Bangalore, Pune, etc., more than half of the rooms are used by outstation students; the remaining are occupied by Mumbai students because of distance. Despite being a costly market, students are unable to find single occupancy starting at around 10,000 a month. Universities can host only a fraction of students, which is why there is a tremendous opportunity to increase the student housing market [5], [6].

1.5. Gaps:

Research shows that students face an issue with better well-being in their daily routines. Considering that, students have no time to work on their physical health due to having to travel places; they don't end up doing it. Through an analysis, 68.7% of off-campus students surveyed have reported excessive in-house gadget usage and 81.8% indicate the activity affected their health and academic performance. Surveys repetitively show an increasing number of students who are experiencing significant stress due to several constraints. Research also shows that well-being is directly and indirectly affected by many features of the physical environment. Students nowadays spend most of their time indoors. Thus, it is critical to understand how student housing design can encourage physical wellness. Educational institutions have focused on academics rather than student housing in the past 10 years. Historically accommodation was provided by educational institutions but nowadays it is more private and public partnership. Private rental provides access to student needs and thereby offers high-quality accommodation and such accommodation comes at a high cost. Design a space that is not only a place to sleep but also where students can communicate and connect. Student housing should not be developed as a building itself but as a space where reality improves students' lives [7], [8].

1.6. Business Model:

Customer Journey Figure 1 Illustration of Customer Journey for Business Model.
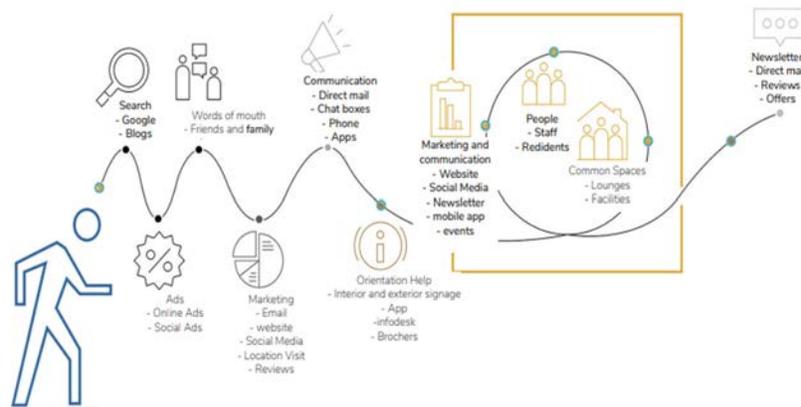
Figure 1: Illustration Of Customer Journey for Business Model [digital estate].

1.7.Importance Of Student Housing:

Living alone and independently is a habit (or a practice) that every individual must grow into. Therefore, student accommodation helps one gain emotional independence and trains one to sustain independently. University is crucial in deciding how the future shall unfold for a student. However, they fail to understand that living in a safe place while a student pursues a particular field of study is as vital as anything else. Student Accommodation plays a vital role in the student experience. A simple equation can be: Belongingness and security enable us to take risks and challenges to achieve growth. A little attention to how the right accommodation contributes towards building the future of a student especially when physical and psychological well-being are affected. FACT: One out of four students experience psychological and physical problems. Student Housing helps in the following things: - Student housing helps in saving time and effort of a student to reach the campus. Student housing helps in building the right social relationships. On the flip side, living with a roommate can help tackle relationships better. Student housing inculcates the habit of sharing. Student housing helps with living independently.

1.8. Market For Investment:

An unusual market development that is gradually emerging is student housing in India. With India's ever-growing population which is reaching over 1.3 billion, a large part of it falls under the age of 24. There is a population of 242 million Indians who are between the ages of 10 and 24, according to 'World Population Prospects: The 2015 revision' Population Database of the United Nations Population Division. India is expected to have the largest working-age population within decades. According to the 2011 Census, the youth of India constitute 19.1% of the total population of India and is forecasted to reach 34% of the total population by 2020. These massive numbers show a huge potential for investment opportunities when it comes to student housing in India that can and must be addressed efficiently. With education being a key factor in the lives of youths in India, the demand for student housing is slowly growing every year. The Government initiatives and rising awareness amongst families have caused a huge increase in children going to different schools mainly located in tier 1 and tier 2 cities, to study further. Student mobility across states in India is a rising trend and it is becoming more and more popular to move to cities for higher education. It's a GOLDEN investment opportunity the estimated number of migrant students in India is around 10.4 million. The growth of private and public universities in major cities across the nation is what is triggering the influx of students. One of the major problems that pupils face when they leave their homes to study is accommodation which is caused due to the large mobility rate. Inadequate infrastructure and buildings do not help the situations of students who often find themselves in new cities lacking information and awareness of what is available to them.

2. LITERATURE REVIEW

L. Sotomayor et al. [9] the study explored Despite the implied centrality of students to studentification research, much of the current debate on universities and urban change often ignores the voices of students. Common presumptions about students attending universities take for granted middle-class trajectories that do not account for their variegated identities and experiences. This paper examines university students' housing experiences in Toronto, a city that has experienced a rapid financialization and commoditization of housing markets. Using focus group data, we examine the housing landscape of students from their perspective, including their housing preferences, strategies to access affordable accommodations, and the effects of housing and economic stress on their well-being. Our findings indicate that the lack of adequate, affordable,

and accessible housing for students has forced them to tacitly learn to be "resourceful" and "creative" in the task of securing housing. We argue that variations in student housing experiences act as a "hidden curriculum" that normalizes socio-economic burdens. This hidden curriculum, embedded in inadequate housing experiences, has forced students to hustle to survive, further marginalizing students and reproducing social hierarchies and class, gender, racialized, or ageist divides. We conclude with recommendations, some suggested by students themselves, to improve the student housing situation in cities with expensive housing markets.

D. Sanderson et al. [10] the study focused on the aim of this paper is to understand the expansion process of investment into Purpose Built Student Accommodation (PBSA) in Europe by examining transformations in student housing investment landscapes and uncovering the profiles and strategies of key investors between 2010 and 2020. Using data from Real Capital Analytics, trends in capital structures and profiles of PBSA investors are identified. Investors driving these trends are scrutinized in terms of their investment timelines, locations, hold periods, and strategies for portfolio diversification. Furthermore, in-depth interviews with property analysts, PBSA investors, and developers substantiate the quantitative analysis. The empirical results show that Private Equity entered the European PBSA market, starting with the UK, when the yield premium post-GFC justified the perceived risk. Equity funds typically hold their portfolios for around five years and trade counter-cyclically with institutions such as pension funds. PBSA specialists, mainly REITs, have accumulated substantial portfolios, and the REIT structure is well-suited to the steady income that student rents should provide, but their lack of diversification leaves them vulnerable to changes in student demographics and accommodation requirements.

X. Rosenvasser et al. [11] the study described Students' privacy expectations in university housing have increased, a change that has been reflected in universities shifting from traditional units to increasing numbers of apartments and suites. This study examines privacy and territories in student university housing architecture, using architectural plans of 76 residences, relating the socialization of university students to their academic success by bringing together various literature on student development, student development practice, and architecture of student housing to address positive socializing forms of architecture and effects of crowding and isolation in residence design. The proposed Hierarchy of Isolation and Privacy in Architecture Tool is a tool for measuring and analyzing levels of privacy and the impact that control mechanisms in the built environment of student university housing have on them. The HIPAT addresses the need to analyze student interactions in residences from an architectural lens that applies robust privacy literature as well as visualizing primary, secondary, and public territories in student university housing.

F. Simpeh et al. [12] the study explored The purpose of this paper is to develop a prioritization framework that can guide the provision and management of on-campus student housing facility (SHF) services of southern Ghana Universities. Design/methodology/approach: The paper adopted a phenomenological research strategy. Data was collected using focus group discussions (FGDs); a total of ten FGDs were conducted. Observations were also done during the site visit to augment the FGDs. The data were analyzed thematically. Findings: The study found that some services are perceived as "extremely important" and "basic" while others are seen as "unimportant" and "indifferent". Services including; electricity, water, security, internet, cleaning service, maintenance service, generator, ventilation (fan), health service, library service, electric socket, study furniture, refuse collection, pest control, and fire extinguisher were perceived by students as "extremely important". However, not all of these services were perceived as "basic" requirements. Practical implications: The framework can be used as a guide by facility and hostel managers to

effectively prioritize and manage the services required in a university SHF. Moreover, when designing, constructing, and adapting student housing facilities, the framework can be used as a guide to ensure that all critical services are provided in the student housing facilities. Originality/value: Although several studies have been conducted on student housing, studies that specifically focus on the services required in an SHF and the prioritization of such services are lacking. This study combines students' requirements, importance levels of requirements, and classification of requirements to develop a prioritization system for student housing services.

E. Attokara et al. [13] the study explored the Purpose of Previous students' housing studies have neglected the need to study all-inclusive student housing and the quality of service delivery among students with disability. This study explores the expectations in students' housing among university students living with disabilities (SWDs) in Ghana. Design/methodology/approach The study adopted a mixed-methods approach, involving 423 SWD selected from five public and three private universities across Ghana. Grounded on the Gap Model, the study employed exploratory factor analysis to extract factors of service quality delivery and universal building design for SWD living in off-campus students' housing. Findings The study uncovered that expectations of SWD regarding building design specifications hinge more on inbuilt universal design than external building environment designs. SWD is more interested in safety, health, managerial assurances, and security. In all, five factors provided a huge gap in service quality delivered by off-campus students' housing. Practical implications The Gap Model technique offers a framework that provides insight for students' housing investors, managers, researchers, and local authorities that provides an insight on the needs of SWD in student housing, thus making it possible to attain satisfaction among SWD. Originality/value Unlike health-related studies that deal with expectations of all-inclusive buildings for persons with disability in hospitals, this study uniquely uncovered the expectations of service delivery and building design support to SWD in the Ghanaian context. A. Morganti et al. [14] the study described the COVID-19 outbreak imposed rapid and severe public policies that consistently impacted the lifestyle habits and mental health of the general population. Despite vaccination, lockdown restrictions are still considered as potential measures to contrast COVID-19 variants spread in several countries. Recent studies have highlighted the impacts of lockdowns on the population's mental health; however, the role of the indoor housing environment where people spend most of their time has rarely been considered. Data from 8177 undergraduate and graduate students were collected in a large, cross-sectional, web-based survey, submitted to a university in Northern Italy during the first lockdown period from 1 April to 1 May 2020. Logistic regression analysis showed significant associations between moderate and severe depression symptomatology (PHQ-9 scores ≥ 15), and houses with both poor indoor quality and small dimensions (OR = 4.132), either medium dimensions (OR = 3.249) or big dimensions (OR = 3.522). It was also found that, regardless of housing size, poor indoor quality is significantly associated with moderate-severe depressive symptomatology. Further studies are encouraged to explore the long-term impact of built environment parameter modifications on mental health, and therefore support housing and public health policies.

3. DISCUSSION

What seems like a straightforward division of space in the plan is a complex layering of self-contained living units to achieve maximum density yet maintain comfortable living standards for the occupants. Figure 3 Illustration of the Design for A Small Student Housing Project in The Town of Belgaum India Explores the Section as A Device to Layer a Series of Semi-Private Living Spaces Vertically.

Figure 3: Illustration The Design for A Small Student Housing Project in The Town of Belgaum India Explores the Section as A Device to Layer a Series of Semi-Private Living Spaces Vertically [Arch Daily].

With such a small site, the building would have to be stacked vertically, but the building had to be below the stipulated 15 meters above which stringent high-rise building regulations for fire safety are required to be met. Thus, the building envelope is fixed by the side margins and the height restriction. To make the rooms less claustrophobic and more interconnected. Semi-private spaces for the occupants are nestled around a small common area consisting of an entrance lobby, pantry, and toilet facilities, all of them strung together by an internal staircase. The individual spaces of the students are designed to have the bare minimum space with minimum furniture. The individual living spaces are interconnected visually as well as physically with the shared areas. The elevation is a total of small strategic decisions to sectionally displace the room units. The window fenestrations just about hint at the sectional complexity within but also add to the monolithic nature of the facade. The staggered section creates a dynamic roof profile that dominates the skyline that is otherwise littered with small accretions that are emblematic of the suburban sprawl all around. The building is painted in a deep red to accentuate its dynamic roofline as well as its almost monolithic form. In the harsh social environments, it still dominates the neighborhood, yet displays an irreverent playfulness that is characteristic of student life anywhere.

3.1.The Street Hostel, Uttar Pradesh:

It is designed in 4 levels high, 5 linear blocks, the built spaces snake across a wedge-shaped site twisting and turning along their length. Sitting adjacent to repetitive hostel blocks on the east and west these new hostels within a large university campus create individual spaces within a discernible identity in each part of the layout. The orientation of all the buildings is done with a view of generating large north-facing garden areas overlooking a vast playground towards the north. In addition, each hostel room is punctuated with a wedge-shaped bay window oriented towards the north and the playground. Each hostel room has ventilation openings in the internal

corridor facilitating cross ventilation. The linear buildings create small break-out spaces at each bending point allowing natural light into the internal circulation spaces. These factors create an energy-efficient building minimizing heat gain in response to the climate which has an average temperature over 30 degrees Celsius for 8 months of the year when the sun is in the Southern Hemisphere. During the winter months when the sun is in the Northern Hemisphere, direct sunlight is facilitated to prevent the rooms from becoming cold. Two focal areas are created at the ends of the linear buildings to house cafeterias, games rooms, and a gymnasium opening into the north-facing gardens and terraces. Each of the public spaces are large volume with 20' high ceilings. The organic layout of the buildings characterizes each space within the site. Color accentuates different blocks and facilitates within. Each block is differently colored along with the internal face of the bay windows of the hostel in bright colors to create an identity [15], [16].

3.2 Tribe Student Accommodation, Pune:

The 120 apartment-style rooms at Tribe, Pune are kitted out with a bed, ensuite bathroom, study units, wardrobe, and ambient lighting. Figure 4 illustration of the casing of the public area.

Figure 4: Illustration The Casing the Public Area [Magic Bricks].

Small details, like storage below the bed, a bookshelf next to the writing desk, and a place for shoes merge seamlessly with the interior. Brightly colored upholstery and wooden flooring impart the room a liveable and refreshing expression. Knick knacks, rugs, and quote boards lend vibrancy to the room. The large glass windows fitted with blinds filter in loads of sunshine. There is a breakout area on every floor where students can gather to watch something on television, read, relax, or simply bond with other students. The shiny high-gloss epoxy flooring used in the common areas significantly increases the brightness as well as offers a hard-wearing durable surface able to withstand heavy and continuous traffic [17], [18].

3.3.Nudge Behaviour:

A nudge, as we will use the term, is any aspect of the choice architecture that predictably alters people's behavior without forbidding any options or significantly changing their economic incentives. Figure 5 Illustration of the Types of The Nudges.

3.4. Techniques to Incorporate Nudge Strategies in Interiors:

1) Persuasive Design: Motivation to change their behavior. It is the process of getting to understand your end users and experimenting with ways to change their relationship with their environment
2) Spatial Perception: Emotional response, lighting, geometry, colour, furnishing and materiality. People have a very strong emotional response to being closed in. The way we perceive spaciousness is not only founded on actual physical dimensions of the place; lighting, geometry, color, furnishings, and materiality are a few factors contributing to spatial perception.
3) Stimulate Natural Elements: Sterile environments can cause elite fear, anxiety, and stress, whereas natural environments tend to put people at ease. Bringing elements of nature indoors has a similar effect.

3.5. Types of Nudges:
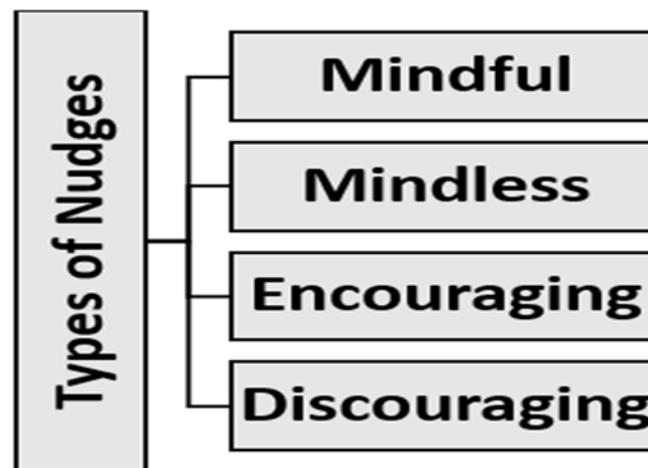
Figure 5: Illustration The Types of The Nudges.

3.6. Methods Adopted to Use Nudge:

Focus Trying to complete individual tasks in environments that promote interpretability can put us under strain and undermine our efforts. Having points that insulate from interruptions allows us to embed and externalize ideas, focus, and feel happier. Move Physical environments that promote regular movement as well as support changing postures as needed allow our bodies to function as intended and according to our abilities. Proper ergonomics can prevent physical injury and discomfort. When our bodies are comfortable, our brains function well. Connect Spaces that allow connection is important as students to each other are the only emotional support. Thus, having spaces that encourage connection and communication makes a huge difference in the well-being of a student [19], [20].

3.7. Criteria:

Principles and layout considerations are considered for different initiatives and areas to be offered. Figure 6 Illustration of the Principles and Layout Considerations Considered for Different Initiatives and Areas.
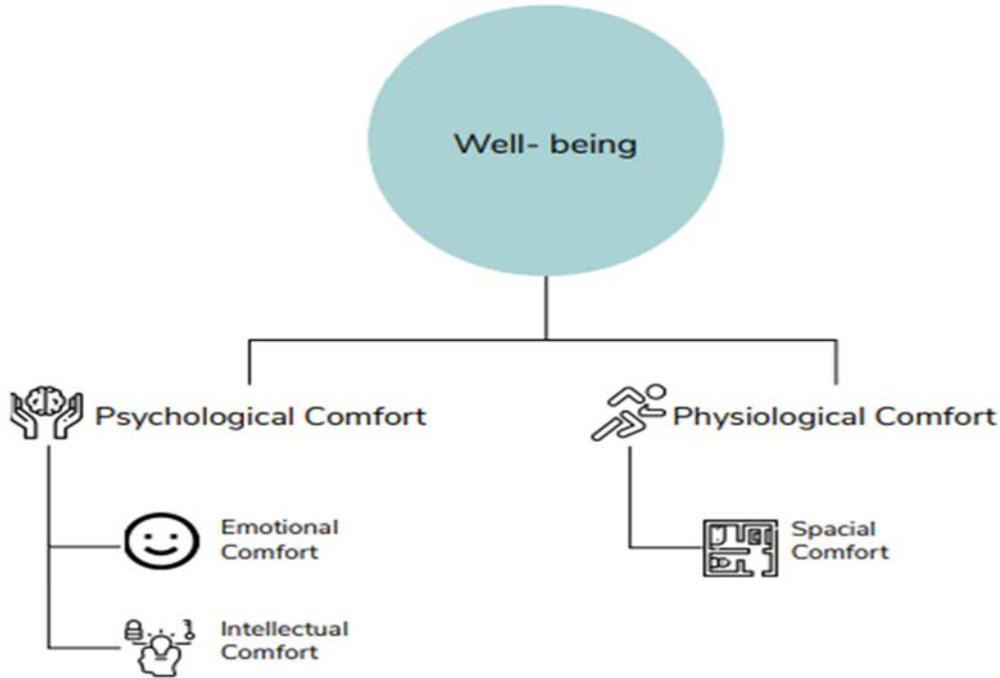
Figure 6: Illustration The Principles and Layout Considerations Considered for Different Initiatives and Areas.

3.8. Concept:

Innovations and fusions for the living spaces with an additional feature of customizable furniture that promotes personal well-being. Figure 7: Illustration The Safron Colours, Non-Ensuite Apartment Personal Bedroom Space and Blue Colours, Non-Ensuite Apartment Shared Bedroom Space.
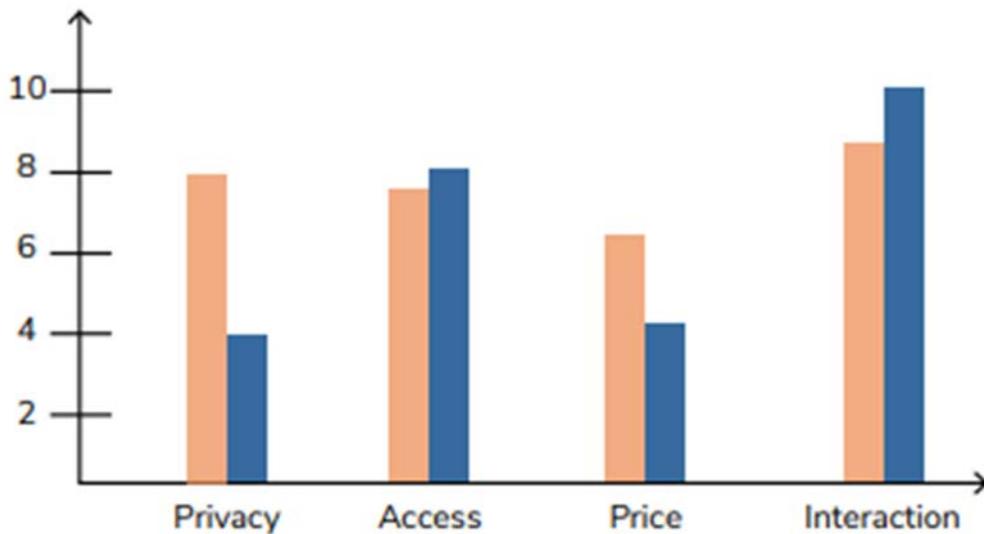
Figure 7: Illustration The Safron Colours, Non-Ensuite Apartment (Personal Bedroom Space) And Blue Colours, Non-Ensuite Apartment (Shared Bedroom Space).

3.9. Macro Site Analysis Location:

Falcon Castle, Lower Parel, Mumbai the site is located in the western line of the Mumbai Suburban area. It is right opposite India Bulls Sky and easily walkable to the Prabhadevi Railway station. There is moderate traffic intensity around the site. The area is a mixture of residential and commercial space. Major utilities are easily accessible.

4. CONCLUSION

The exploration of India's student housing crisis reveals a multifaceted challenge that demands urgent attention and innovative solutions. "From Campus to Crisis: Unraveling the Student Housing Conundrum in India" has delved into the complexities of inadequate accommodation for students, shedding light on the pressing need for comprehensive measures. The conundrum encompasses issues of affordability, accessibility, and infrastructure limitations, all of which contribute to a growing crisis affecting the academic pursuits and well-being of students across the country. As we navigate this landscape, it is evident that collaborative efforts between educational institutions, policymakers, and the private sector are essential to address the root causes and implement sustainable solutions. The significance of adequate student housing goes beyond providing shelter; it is integral to fostering a conducive learning environment, promoting student welfare, and ultimately contributing to the overall development of the nation. The urgency of this matter necessitates a collective commitment to unraveling the student housing conundrum, ensuring that every aspiring learner has the opportunity to pursue education without compromising their basic need for secure and affordable housing.

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