

One Day International Multidisciplinary Conference

**Global Dynamics in Management, Health, Social Sciences, Sciences
and Engineering**

Organized by



Kaithal Haryana

A Book of Conference Proceedings

ISBN: 978-93-95789-86-8

**Dr Vikasdeep Kohli
Dr Rohitash**

A Book of Conference Proceedings

One Day International Multidisciplinary Conference

**“Global Dynamics in Management, Health, Social Sciences,
Sciences and Engineering”**

Dec 17, 2023

Editor:

Dr Vikasdeep Kohli

Dr Rohitash

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NIILM University Kaithal Haryana, India

In collaboration with (Technical Partner)

**International Council for Education Research and Training
(ICERT)**

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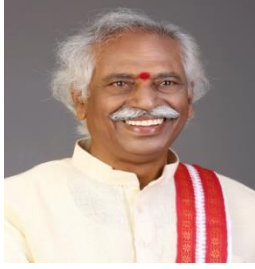
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International Council for Education Research and Training (ICERT)



MESSAGE

It is a matter of delight to learn that NIILM University, Kaithal, Haryana, is going to organise an international conference on Global Dynamics in Management, Health, Social Sciences, Sciences and Engineering 17. 2023/A souvenir will also be brought out on the occasion. on December

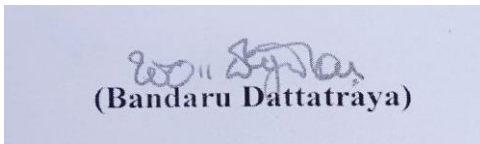
We all know that global dynamics play a pivotal role in shaping the landscape of various fields, including management, health, social sciences, and engineering. In management, businesses operate within an interconnected global market, requiring a keen understanding of diverse cultural, economic, and political factors.

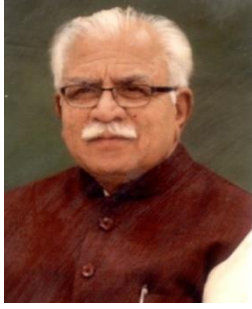
Similarly, health systems worldwide are intricately linked, with global health challenges demanding collaborative solutions and the sharing of knowledge and resources. In social sciences, the study of global dynamics involves exploring the impact of globalization on societies, cultures, and human behaviour.

So far as sciences are concerned, collaboration across borders is essential for tackling complex issues like climate change and biodiversity loss. Engineering, too, is influenced by global dynamics, with technology transcending boundaries and requiring international cooperation for innovation and problem-solving.

The interconnectedness of these fields underscores the importance of a holistic and collaborative approach to address the challenges and opportunities that arise in our increasingly globalized world.

Best wishes!





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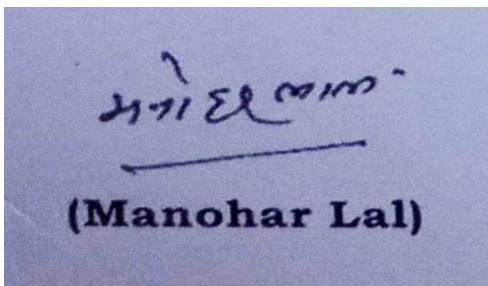
Message

It gives me immense pleasure to know that NIILM University in Kaithal is going to organize an international conference on the topic of "Global Dynamics in Management, Health, Social Sciences, Sciences and Engineering on 17th December 2023. A Souvenir is also being brought out to mark the occasion.

It is heartening to witness the consistent efforts of the University in bringing together students, teachers, researchers, scientists, engineers, and other professionals on a common platform. Such initiatives play a crucial role in fostering collaboration, facilitating the exchange of ideas, sharing experiences, and fostering the development of new innovations. Moreover, these programs contribute significantly to the promotion of national integration across all levels.

I am confident that this Conference will serve as an excellent platform for participants to share their innovative experiences, gain insights from experts across diverse fields, and stay abreast of current trends and challenges in their respective domains.

I extend my heartfelt wishes to NIILM University, its esteemed faculty, dedicated staff, and the enthusiastic students for continued success in the years ahead. I convey my best wishes for the success of the Conference and publication of the Souvenir.





NIILM University, Kaithal

Address: 09 km. MILE STONE,
NH – 152 AMBALA ROAD
KAITHAL – 136027 HARYANA
(Recognized by Govt Of Haryana
Approved by UGC Govt. of India)



Message

I am glad to know that NIILM University, Kaithal is going to bring out souvenir in an International conference on ‘Global Dynamics in Management. Health, Social Science, Sciences and Engineering’ which is going to be held on December 17, 2023 in its campus.

On this great occasion I express my heartiest congratulations to the staff, students, participants and the Editorial Board who are playing a great role in building the future of our youth. I hope that the University will be touching new height in the future in achieving its goal of providing quality education to the students in the field of academic, cultural and physical activities.

I convey my best wishes for the bright future of the University on this event.

Dr. Shamim Ahmed
Vice-Chancellor



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Message

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"Whatever you do will be insignificant, but it is very important that you do it" said Mahatma Gandhi. It is great to witness that the words of wisdom are being practised here in letter and spirit and the University is providing opportunities to all its students/staff/participants for doing their bit. And this will become history when you show your published contents to your wards. Your academic zeal and literary gesture will by all means be appreciated, as it shall attract admiration now.

I convey my best wishes for the successful publication of the Souvenir and wish a bright future to the staff, students and all the participants of the International conference.

Dr. Rajiv Dahiya

Registrar



NIILM University, Kaithal

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Message

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University souvenir provides an opportunity to the students/staff/participants to express their views on various important academic, social and other issues. Not only this, it motivates them to develop a lasting interest in creative writing as a lasting hobby. Besides other things, the achievements of the University in different fields are also reflected in the souvenir and thus it also creates a sense of competitiveness among the participants.

I convey my best wishes for the successful publication of the Souvenir and wish a bright future to the staff, students and all the participants of the International conference.

Dr. R.K. Gupta
Dean Academics



NIILM University, Kaithal

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Message

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NIILM University, Kaithal is doing a commendable job in the largest interest of the mankind by propagating education, spirituality, social harmony, health awareness and environment protection.

I convey my best wishes for the successful publication of the Souvenir and wish a bright future to the staff, students and all the participants of the International conference.

I convey my best wishes for the success of the endeavour.

Dr. P. K. Dhasmana

Director (R & D)

A message from the General Secretary ICERT



It is with profound pleasure, humility, and anticipation that we are releasing the Conference Proceedings, for the research papers presented during the One Day International Multidisciplinary Conference on “**Global Dynamics in Management, Health, Social Sciences, Sciences and Engineering**” held on Dec 17, 2023, at NIILM University Kaithal Haryana. On behalf of the conference organizing team, I extend a very warm welcome to all readers. I take the opportunity to thank our authors, editors, and reviewers for their contribution to the conference.

International Council for Education, Research and Training is an autonomous non-government leading scientific and professional research & training organization. With several educators, researchers, consultants, and students as members, ICERT not only develops Educational Training Programs but also promotes research and training in education globally. This is an institution of learning and training facilitating educational research and social welfare initiatives. With the motto: Knowledge, Wisdom, and Prosperity, ICERT is working with the mission to promote the advancement and application of scientific research & knowledge to benefit society. In this initiative, we organized this international conference where a huge number of researchers presented their research papers on Humanities, Arts, and Social Sciences, Sciences, Psychology, Higher Education, Policies, Research, and Community Development, Education, Languages, and Defence Education. This conference provided a platform for the members of the education fraternity to discuss their findings, share innovative ideas and brainstorm for the welfare of the education fraternity, and the society.

Once again, I welcome you to this special issue for the conference proceeding of the abstracts and also congratulate all the researchers whose abstracts are published in this issue, and express my sincere thanks to their supervisors for providing their authentic guidance and noble contribution to the research community.

Thank you.

A handwritten signature in black ink, appearing to be 'Sandeep Kumar', written in a cursive style.

Dr Sandeep Kumar

General Secretary ICERT

About the conference

NIILM University Kaithal in collaboration with **International Council for Education, Research and Training (ICERT)** are organizing One Day International Multidisciplinary Conference on “**Global Dynamics in Management, Health, Social Sciences, Sciences and Engineering**”.

The conference will provide the ideal opportunity to meet academics, practitioners, and experts in education research, leadership, social sciences, humanities, management, science, art, culture, and public policy, to share their experience and projects to receive quality feedback.

Professional, academicians, scholars, researchers, practitioners, and Ph.D./graduate students are invited to submit their abstracts to be considered for presentation at the Conference. Speakers and presenters will share new concepts, best practices, knowledge, experience, theories, and solutions, with a focus on promoting learning, professional development, education, and inspiration among professionals and academics in their respective fields.

The theme of the conference focuses on (but is not limited to) all areas of theoretical and empirical research in the following fields:

Conference Sub-Themes, but not limited to the following:

Sub-themes from are from following major areas: Management, Business, Economics, Education, Arts, Library Science, Engineering and Technologies, Computer Science, Social Science, Science, Law, Health Science, and Commerce. Researchers could present on any major research area, a few suggestive sub-themes are given below, but not limited

- Higher Education, Policy, Research, and Community Development.
- E-Learning, Technology, and Mass Education
- Teaching English, Critical Writing, and Literacy Education
- Covid-19 Pandemic, Post Pandemic, Technologies, and Education
- Biodiversity Dynamics & Crisis
- Sustainable Ecosystem and Environmental Management
- Environmental Geography, Environmental Impact Assessment
- Air, Water, Soil & Noise Pollution and Control Strategies
- New Media Regulation in the Digital Age
- Entrepreneurship and Innovation
- Creativity & Innovation in the digital economy
- Demands of the new e-Marketplaces
- Economic Challenges and Opportunities

- Financial Management
- Power of social media in media entrepreneurship
- Shift in Global Economic Policies to Achieve SDGs
- The emergence of new global political-socio-economic communication
- Humanities, Arts, and Social Sciences, social media and Social Networking
- Teaching Social Sciences, Humanities with New-Emerging Standards
- Sciences, Technology, and Changing Societies
- Emotional Well-Being, Psychological Health, and Academic Affairs
- Rural/ Urban Sociology
- Economics
- Philosophy
- Sociology
- Community & Cross-Cultural Psychology
- Educational Psychology
- Developmental Psychology
- Curriculum & Instruction
- Higher & Adult Education
- School Education
- Media Studies
- Journalism
- Language & Linguistics
- Climate and Developmental Geography
- Social History
- Social and Community Studies
- Civic and Political Studies
- Environmental and Organizational Studies
- Social & Ethical Issues in Communication
- Information Communication
- Multilingualism
- Language, Literature and Technology
- Management and Administration
- Mathematics Education
- Science and Technology
- Human Resource Development
- National Security & Strategic Studies
- International Studies
- Political Science / Public Administration
- Commerce and Management
- Health and the environment
- Interdisciplinary Studies
- Changing trends of foreign trade in the context of developing countries
- Parenting and social support and Addiction and stigmatization
- E-commerce applications, Web services
- Social factors in adolescence and its development
- Perspectives of Identity, Migration, and Displacement in literature
- STEM education

- Advertisement, Print Media, social media, Television Media, and Public Relations
- The role of (cross)disciplinary differences in teaching and learning processes
- Humanities, Arts, and Social Sciences, Social-Media and Social Networking
- Teaching Social Sciences, Management, Humanities with New-Emerging Standards
- Environmental governance: consumption, waste, economic 'externalities', sustainability, environmental equity
- Sustainable Ecosystem and Environmental Management
- Biodiversity: Dynamics & Crisis
- Scientific Writing
- Catalysis, Green Chemistry, Applied & Industrial Chemistry
- Chemical engineering and biotechnology
- Ethical Issues in Research
- Solid and Fluid Mechanics
- Design and Manufacturing
- Atomic and Molecular Physics
- Quantum Field Theory, Gravitation and Mathematical Physics
- Solar Energy Research and Applications
- Imaging and Spectroscopy
- Astrophysics
- Image & Signal Processing
- Computational Methods, Algorithms and Scientific Applications
- Challenges and Transformations in Research Methodology.
- **Intellectual Property Rights**
- Robotics and Mechatronics
- Biomedical and Civil Engineering
- Nanotechnology and Materials
- Technology and Innovations in HR
- Digital Innovations in Business and Economy
- Internet of Things & Industry 4.0
- Data-driven Analytics and Business Management
- Artificial Intelligence
- Deep Learning
- Emerging applications in Healthcare and Engineering
- Computational science applications
- Women Rights and Gender Justice
- Criminal Law and Policies
- Gender issues in law and society
- Artificial Intelligence and Economic Growth
- Legal education and the legal profession
- Banking Laws and Regulations
- Religion and law

- Cultures, Crime and Socio-Legal Studies
- Legal Issues in Digital Economy
- Crypto Currency and Legal Challenges
- **Mathematical Theories and implications**
- Numerical Solution Methods for Stochastic Differential Equations
- Differential Geometry
- Applied Mathematics
- Real Systems
- Statistical Science
- Achieving Equity in Research
- Any sub-theme related to the main theme

Call for Research Papers: Well researched papers on the theme/ sub-themes of the conference are invited from academicians, research scholars, students, professionals from different institutions. Abstracts of individual paper presentation proposals should be in about 300-500 words. The participants should include in the abstract, details as to the title, name of author(s), keywords, University/Institution, email ID, contact numbers and contact address.

A proceeding book of the conference including all abstracts (all presenters) with ISBN, papers presented during the conference, a print copy to physically present candidates, and soft copy to all, will be provided to all research presenters.

Best Paper Presentation Award: Award for the Best Paper Presentation, Two Best paper presentation award from each technical session, will be given after the conference as per the assessment report by the technical session chair and coordinator.

Paper Publication: Authors who will present their research papers in the conference will be eligible to send their research paper (same as presented or different) for publication in ICERT International Multidisciplinary Journals, peer reviewed academic/ scholarly, open access journals with DOI. To know more about the journal, please visit www.icert.org.in

Submission Guidelines:

- Full length papers should not exceed 6000 words don't add endnotes or footnotes.
- For English Full paper: It should be typed in Microsoft Word. The font should be "Times New Roman" with "12" size for matter, 16 size in bold for title, 14 size in bold for main headings & 12 size in bold for sub-headings, having line spacing of 1.5 inch and one-inch custom margin on all sides & A4 Size Paper.
- For Hindi Full paper: It should be typed in Microsoft Word in "Unicode" with font size 14 for content, 16 bold for title & 14 bold for headings, having line spacing of 1.5 inch and one-inch custom margin on all sides.
- A Uniform Style for Citation should be strictly adhered to while submitting full length papers.
- All in-text citations must be hyperlinked with the references (cross-reference). Use the word reference tab for cross-referencing and hyperlinking. We also recommend you use Mendeley or other referencing tools.

- Submit a brief profile of the author on the Word file/ doc file, which should not exceed more than one page, and try to keep it as brief as possible.
- Each article must be submitted with an impact statement, not more than 150 words.
- References/ bibliography must be serialized as 1, 2,
- Provide write your SSRN ORCID iDs, Scopus ID, Elsevier ID, Google Scholar, ResearchGate, or other identifiers if you have one in your profile.
- Must check grammar under the review tab of MS Word
- You could read more [Submission Guidelines | ICERT](#)

You could read more about the journal here [Shodh Sari Home Page | ICERT](#)

- Abstracts and full-length papers shall be emailed at conferences@icert.org.in

Kindly note that the last date of the following:

Last date of registration: Dec 07, 2023

Submission of abstract: Dec 07, 2023

Last date of Award Application: Dec 07, 2023

Full Paper Submission: Dec 07, 2023

Early submissions are greatly appreciated



Click on below link for registration:

<https://forms.gle/4FpMTukCQx3HyPVYA>

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International Felicitation: ICERT International Award

“Chanakya Award-2023”

Applications are invited from professionals, academicians, research scholars having teaching experience at school/ college/ university level, health professionals-teaching faculty, industry professionals-trainer/ leaders, and social reformers/ educationist for the “Chanakya Award-2023” for excellence in education/ distinguished achievements in education, innovations in academics, research, social welfare, in different disciplines will also be presented by the ICERT to recognize prominent personalities for their respected achievements & contribution in their respective fields and society.

ICERT "Chanakya Award" is a commemoration and homage to Chanakya, who was a professor, philosopher, a great scholar, and a royal adviser. ICERT Chanakya Award is recognition & felicitation to the educator who is an apt example of a true Guru and an ideal teacher or a social reformer. You are requested to mention in your profile your contribution to the education fraternity & society in detail.

Chief Guest: Dr. Srinivas Rao Kaveti, Kaveti International Law Firm, New York USA, London & Wales UK, and India

Guest of Honour: Sh. Sandeep Chahal, Chairman, NIILM University

Dr. Balraj Dhanda, Managing Director, NIILM University

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Patron:

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Table of Contents

Serial No	Topic & Author Name	Page No
1	Women Rights and Gender Justice <i>Dimple Juneja</i>	28
2	The Challenges of Conducting Business in a Global Context <i>Baharu Sisay Negatu</i>	29
3	Integration of ICT with Teaching-Learning Process <i>Dr. Pooja Pasrija, and Dhairya Pasrija</i>	30
4	A COMPREHENSIVE REVIW REPORT ON IMPACT OF ARTIFICIAL INTELLIGENCE ON LITIGATION <i>Dr. Arasavalli and Dr. Kaveti S Rao</i>	31
5	Rural Industries in West Bengal during Pre and Post Liberalization Period <i>Mr. Sumanta Das</i>	32
6	APPLICATION OF MACHINE LEARNING ALGORITHMS IN PREDICTIVE LEGAL ANALYTICS <i>Venkatasubramanian Ganapathy</i>	33
7	Ethical Mindset of Youngsters in Preferring Younger Generation over Senior Citizens During Pandemic in India-Loosing Grounds and Morality <i>Sunita Khatak</i>	34
8	Performance enhancement of Photovoltaic Cell using Water cooling integrated with nano particle and thermal energy storage <i>Ravinder Kundu, and Prabhakar Kaushik</i>	35
9	Co-morbidity Analysis in Middle School Students: An Extensive Exploration <i>Rafia Khan, and Dr. Harish Mittu</i>	36
10	Sustainable Tourism in Delhi <i>Dr. Brijesh Kumar</i>	37
11	Human Rights of Women in India: Constitutional and Legal Safeguards <i>Smt. Santosh Pansari</i>	38

One Day International Multidisciplinary Conference on "Global Dynamics in Management, Health, Social Sciences, Sciences, and Engineering" held on Dec 17, 2023, at the Auditorium, **NIILM University Kaithal Haryana** organized by NIILM University Kaithal in collaboration with International Council for Education, Research and Training (ICERT)

12	CONSUMER PURCHASE BEHAVIOR TOWARDS AYURVEDIC COSMETIC PRODUCTS IN BAHADURGARH <i>Rooma Dalal, and Dr. Abhishek</i>	39
13	ESTABLISHMENT OF MORONIC ACID-LOADED GUM GHATTI NANOCARRIER FOR CANCER THERAPY <i>Deepshikha Verma, and Ashish Narain Dubey</i>	40
14	Role of Socio-Religious Movement in Freedom Struggle of Ambala District During 1857 to 1947 A.D. <i>Mrs. Sharmila Poonia</i>	41
15	Impact of Public health expenditure in Haryana <i>Bhateri</i>	42
16	Voting Behavior in India: An Analytical Study <i>Dr Kashmir Singh and Vijay Bamal</i>	43
17	Enhancing Agricultural Security: Analyzing the Pradhan Mantri Fasal Bima Yojna <i>Ms. Chetna Dhull</i>	44
18	Cultural Life Style of the Tribal People of Nagaland <i>Noyingpeni Ovung, and Dr. P.K. Pattnaik</i>	45
19	IMPACT OF COVID-19 ON ENVIRONMENT AND SOCIETY <i>Romi Saini, and Prof. (Dr.) Shipra Gupta</i>	46
20	Available macro nutrients (N, P, S and K) in the soils of Kharak Jatan of district Rohtak (Haryana) in relation to soil characteristics. <i>Kushum Goyat</i>	47
21	Optimizing Urban Infrastructure: Sustainable Solutions for Tomorrow's Cities <i>Sonu Kumar</i>	48
22	Artificial Intelligence and Its Impact on Economic Growth <i>Sanju Choudhary</i>	49
23	Women's Role in Ancient Indian Society <i>Dr. Shabnam Bharti</i>	50
24	A view on Human Resource Accounting practices with reference to Public Sector Companies in India <i>Dr. Dhvani Bankimchandra Desai</i>	51

One Day International Multidisciplinary Conference on "Global Dynamics in Management, Health, Social Sciences, Sciences, and Engineering" held on Dec 17, 2023, at the Auditorium, **NIILM University Kaithal Haryana** organized by NIILM University Kaithal in collaboration with International Council for Education, Research and Training (ICERT)

25	Effect of Focused Attention and Open Monitoring Meditation Practices on Academic Achievement, and Working Memory of High Schoolers <i>Sant Pyari Saxena, and Sona Ahuja</i>	52
26	इजराइल हमास युद्ध-एक मानवीय त्रासदी <i>डॉ रिकू</i>	53
27	Role of Banda Singh Bahadur in Sikh History <i>Gurvinder Kaur, and Dr. Ashutosh Singh</i>	54
28	Impact of GDP on Indian Stock Market <i>Ms. Puja Sehrawat</i>	55
29	STUDY ON WORKING CAPITAL MANAGEMENT IN TEXTILE INDUSTRY <i>Jaywanti, and Dr. A.S Boora</i>	56
30	Effect of Gayatri Mantra Meditation and Physical Activity on Academic achievement of Primary School Students <i>Diksha Yadav and Sona Ahuja</i>	57
31	Beyond the Feed: Unravelling the Impact of Social Media Influencer Credibility on Purchase Intention of Organic Food <i>Dr. Garima Dalal, and Tripta</i>	58
32	ROLE OF SELF-REGULATED LEARNING IN EDUCATIONAL SUCCESS <i>Mr. Ankit Goyal</i>	59
33	A Study on Poverty Alleviation Schemes with Measures in Delhi <i>Preeti Chaudhary, and Dr. Karan Singh</i>	60
34	A STUY ON THE VIEWS OF DOMESTIC AND INBOUND PATIENTS REGARDING MEDICAL TOURISM SERVICES <i>Rinki, and Dr. Jaspreet Dahiya</i>	61
35	A STUDY RELATED TO EDUCATION SYSTEM IN INDIA WITH GOVERNMENT PROGRAMMES AND POLICIES <i>Manish Kumar, and Dr. Seema</i>	62
36	Outcomes of three-piece rigid scleral fixated intraocular lens implantation in patients with deficient posterior capsule following complications in manual small incision cataract surgery	63

One Day International Multidisciplinary Conference on "Global Dynamics in Management, Health, Social Sciences, Sciences, and Engineering" held on Dec 17, 2023, at the Auditorium, **NIILM University Kaithal Haryana** organized by NIILM University Kaithal in collaboration with International Council for Education, Research and Training (ICERT)

	<i>G Nageswar Rao, Sonu Kumar, Nidhi Sinha, Bhumika Rath, Artatrana Pal</i>	
37	Legitimacy of Israel-Hamas war: an analytical overview <i>Dr. Kapender Singh</i>	64
38	The Importance of the Portrayal of Cultural Diversity in IWE in Contemporary Times <i>Dr. Priyanka Singla</i>	65
39	Information Storage and Retrieval for Global Access: Challenges and Solutions <i>Dr. Renu Bala</i>	66
40	Role of Physical & Chemical Science on Climate Change <i>Rohitash Kumar, and Neelesh Kumar Maurya</i>	67
41	Life cycle of Gauva fruit fly <i>Bactrocera dorsalis</i> Hendel <i>Rahul kumar, and Manendra Kumar</i>	68
42	Assessment of Nutritional Status and Awareness Regarding Perimenopausal Symptoms among Perimenopausal Women <i>Aditi Vohra and Dr. Tarvinder Jeet Kaur</i>	69
43	HINGLISH TODAY: ANALYSIS OF LINGUISTIC FEATURES OF HINGLISH LANGUAGE IN CONTEMPORARY INDIAN LITERATURE <i>Shruti Verma</i>	70
44	Abstract Algebra in Daily Contexts: A Mathematical Education Perspective <i>Ms. Rekha Rani, and Mr. Naveen Dhull</i>	71
45	SUSTAINABILITY OF FEMALE CHARACTERS IN THOMAS HARDY'S NOVELS <i>Kajal</i>	72
46	Factors influencing impulse buying behavior in brick-and-mortar establishments: A literature review <i>Dr. Sonia, and Priya Chugh</i>	73
47	पत्रकारिता: एक अध्ययन, मुद्दे एवं चुनौतियां <i>डॉ० सुमन देवी</i>	74
48	SOCIAL STUDIES EDUCATION AS A PANACEA FOR CHALLENGES OF NATION-BUILDING TO NIGERIAN SOCIETY	75

	<i>Sule MUHAMMAD, and Dr. Mohammed Abdul, SARKIN-FADA</i>	
49	What is going on with the hormonal control of flowering in plants? <i>Preeti and Priyanka</i>	76
50	The Role of Network Marketing in Fostering Entrepreneurship in India: Opportunities and Challenges <i>Seema and Jagdeep Singh</i>	77
51	MOSQUITO VECTOR OF HUMAN DISEASES ASSOCIATED WITH ARTIFICIAL CONTAINERS IN THE SURROUNDING OF IMO STATE POLYTECHNIC OMUMA, ORU EAST L.G.A, NIGERIA <i>Gerald M. Ugagu^{1*}, Ikenna B. Umejiego¹, Nnaemeka K. Opara¹, Celestine C. Okorie¹ and Monica N. Ezike²</i>	78
52	The Last Aspect of Baba Banda Singh Bahadur's Struggle According to Gurumukhi Sources <i>Ravinder Kaur</i>	79
53	ON THE SOLUTION OF SOME OPTIMIZATION PROBLEMS USING FREE DERIVATIVE BASED ALGORITHM <i>¹T. E. OLAOSEBIKAN, AND ²C. A. ALADESAYE</i>	80
54	SECULARISM IN INDIA: AN ANALYTICAL STUDY OF RIGHT TO FREEDOM OF RELIGION UNDER CONSTITUTION OF INDIA <i>Mrs. Shalu Arora</i>	81
55	ASSESSMENT OF UTILIZATION OF INSTRUCTIONAL TECHNOLOGIES IN COLLEGES OF EDUCATION IN ADAMAWA AND TARABA STATES, NIGERIA <i>Reuben Benson, and Muhammad Kamarul Kabilan</i>	82
56	Globalization: Impact on Small Business <i>Reena Devi</i>	83
57	Adult Education as an Enabler of the 2030 Agenda for Sustainable Development <i>Godwin Ayodeji Nwogu</i>	84
58	E-commerce Applications <i>Shivani Chahal, and Reena Devi</i>	85

59	ANALOGY: A STRATEGIC METHOD IN TEACHING PERCEIVED DIFFICULT CHEMISTRY CONCEPTS IN SECONDARY SCHOOLS <i>NDUKWU, DIDACUS EMEKA¹ and ZUNDONU, ONISOMAN CHUKS²</i>	86
60	Virtual Realms of Literature: Immersive Storytelling in the Era of Technology <i>Dr. Ekta Chahal</i>	87
61	EVALUATION OF THE IMPLEMENTATION OF INCLUSIVE EDUCATION IN ISLAMIYYAH SCHOOLS IN LAGOS STATE, NIGERIA <i>I.O. Yahya^{1*}, K.O Olaniyan-Shobowale², I.S Owoyale-Abdulganiy³, J. Abdul-Rafiu⁴</i>	88
62	Regression technique to develop weather-based yield forecast models to predict rice yield in U. S. Nagar District, Uttarakhand <i>Anita Yadav and Dr.A.K. Shukla</i>	89
63	TECHNICAL VOCATIONAL EDUCATION TRAINING FOR EGONOMIC DEVELOPMENT AND SUSTAINABILITY: THE ROLE OF SKILLS TRAINING INSTITUTIONS IN NIGERIA <i>AHMODU, Jacob Shaibu¹, and AIBANGBE, Mary Oyere²</i>	90
64	Exploring social media as a Marketing Tool: An Investigation into the Hospitality Industry <i>Arti, and Sarbjeet</i>	91
65	EFFICACY OF COGNITIVE BEHAVIOUR AND SOCIAL LEARNING THERAPIES ON MANAGING ADOLESCENTS' AGGRESSIVENESS <i>MOLOKWU Augusta Nkem (PhD)¹ and OLADIMEJI, Oyeyemi.Omolayo (PhD)²</i>	92
66	Online Gaming Addiction and Its Impact on the Mental Health of Primary School Students <i>R. Deepak, and Dr. N. Nazini</i>	93
67	EFFECTIVE COMMUNICATION AS AN IMPETUS FOR COMFLICT MANAGEMENT IN A MULTI-STAFF PASTORAL MINISTRY <i>Ishola, Olufemi Jacob¹ and Fatiloro, Olalekan²</i>	94
68	Guruship Succession in Sikhism: A Legacy of Spiritual Dedication and Equality <i>Sarbjit Kaur, and Dr. Muzafar Ahmad Dar</i>	95

One Day International Multidisciplinary Conference on "Global Dynamics in Management, Health, Social Sciences, Sciences, and Engineering" held on Dec 17, 2023, at the Auditorium, **NIILM University Kaithal Haryana** organized by NIILM University Kaithal in collaboration with International Council for Education, Research and Training (ICERT)

69	Status of backward classes with special reference to 127th Constitutional (127th Amendment Act) Bill, 2021 <i>Ms. Megha Sharma, and Dr Vikasdeep Singh Kohli</i>	96
70	Human Rights of Persons Affected by Armed Conflicts <i>Sarmeet Kaur</i>	97
71	श्रीमद्भगवद्गीता में स्वास्थ्य के सूत्र <i>Dr. Pavitra Devi</i>	98
72	कृत्रिम बुद्धिमत्ता और भारत की राष्ट्रीय सुरक्षा <i>डॉ० सतीश कुमार</i>	99
73	आधुनिक युग में श्रीमद्भगवद्गीता का महत्व <i>डॉ. नरेन्द्र कुमार</i>	100
74	Effects of AI on Influencing consumer Behavior <i>Arvind Sheoran</i>	101
75	Graphic Novels: An Embryonic Pedagogical Tool for Practical Subjects, Prolific art, and Second language; Substantiating Objectives of NEP-2020 <i>Dr. Manisha D Bhagoji</i>	102
76	The Effects Of E-Tourism To The Development Of Tourism Sector In Himachal Pradesh <i>Manoj Kumar</i>	103
77	Measurement and Comparison the Happiness among Women Entrepreneur and Employed Women: A Comparative Study <i>Dr. Pooja Vyas and Priyanka</i>	104
78	Relationship between Academic Resilience and Achievement Motivation of Senior Secondary Students in Haryana State <i>Professor (Dr) Ranjit Kaur and Mr. Sushil Kumar</i>	105
79	Critical Analysis of Content Checking Organizations in India in Debunking Political Disinformation Spreading on Social Media During Lok Sabha Elections 2019	106

One Day International Multidisciplinary Conference on "Global Dynamics in Management, Health, Social Sciences, Sciences, and Engineering" held on Dec 17, 2023, at the Auditorium, **NIILM University Kaithal Haryana** organized by NIILM University Kaithal in collaboration with International Council for Education, Research and Training (ICERT)

	<i>Mr. Gurpreet Singh</i>	
80	आधुनिक युग में श्रीमद्भगवद्गीता का महत्व <i>डॉ.नरेन्द्र कुमार</i>	107
81	A New Epoch: Charting India's Path to Global Arbitration Prominence <i>Fanuel Rudi</i>	108
82	Advertising as a Catalyst for Social Transformation: A Study on Public Service Advertisements and Nation Building in India <i>Dr. Anuj Narwal</i>	109
83	Revolutionizing Hospitality Education: Technological Innovations in the Post-COVID Era <i>Ashok Kumar, and Manjeet Singh</i>	110
84	Agriculture for Development: Toward a New Paradigm <i>Ajmer Singh</i>	111
85	Crop Substitution of Selected Crops in India <i>Dr Maniklal Adhikary and Dr Samrat Chowdhury</i>	112
86	Evaluating the Impact of Different Vermicompost Doses on Chickpea Growth, Yield, and Soil Health <i>Vikram Singh, and Ekta</i>	113
87	Exploring the Educational Experiences of Migrant Girls in Rural Punjab <i>Km. Neetu</i>	114
88	Green Insurance: Products and Challenges <i>Naina Goyal, Poonam Bandha, and Dr. Nidhi Walia</i>	115
89	NATIONAL EDUCATION POLICY-2020 AND SUSTAINABILITY IN EDUCATION <i>Dr. Neha</i>	116

One Day International Multidisciplinary Conference on "Global Dynamics in Management, Health, Social Sciences, Sciences, and Engineering" held on Dec 17, 2023, at the Auditorium, **NIILM University Kaithal Haryana** organized by NIILM University Kaithal in collaboration with International Council for Education, Research and Training (ICERT)

90	Structural changes in economy of Haryana <i>Deepak Kumar</i>	117
91	Origin and Development of Indian English Fiction Dr. Devender Singh, and Dr. Neelam	118
92	A Study on Initiatives and Achievements of Government of India on Financial Inclusion. Parminder Kaur	119
93	Efficiency and Performance of top Indian Pharmaceutical Firms <i>Dr Gagandeep Sharma, Dr Divya Sharma, and Shreshtha Singh</i>	120
94	वर्तमान समय में भारतीय राजनीति में क्षेत्रीय दलों की भूमिका डॉ. महेंद्र सिंह	121
95	Conceptualizing Digital Economy: Unraveling Its Evolution and Impact in India <i>Bimla Devi</i>	122

One Day International Multidisciplinary Conference on "Global Dynamics in Management, Health, Social Sciences, Sciences, and Engineering" held on Dec 17, 2023, at the Auditorium, **NIILM University Kaithal Haryana** organized by NIILM University Kaithal in collaboration with International Council for Education, Research and Training (ICERT)



Abstracts

Women Rights and Gender Justice

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Abstract

Unequal treatment of gender is there for ages. It has caused virtual ban for women from community, electoral and financial matters for years. Women of all countries across the world face partiality and unequal treatment on each day. They encounter brutality, ill treatment and inequality in their domestic, professional and social life. They are given less conducive environment to acquire knowledge, earn a livelihood and get leadership roles than the males. They have lesser means, limited might and limited control in comparison to males. They face further discrimination on the basis of their social stature, origin, age and religion. COVID 19 pandemic has further multiplied the ordeals for women. Unequal treatment of persons of different gender is one of the prime reasons for poverty and takes away the basic rights from the women. Gender justice may be defined as equal treatment and access to resources for men and women in all aspects enabling women to have equal say with men in the decisions regarding their personal lives and the society at large. Laws and government policies can only be enablers, a transformation at the social level is required in the beliefs and thoughts of people of both the genders to end inequality. Women should have access to leadership roles. The collective efforts of all are required to end the poverty and gender-based inequality in the society. Although the world is changing, we are witnessing progress on gender equality front but the progress is very slow. As per a United Nations report if things keep on improving at this rate, it may take another 300 years to achieve full gender equality. The financial cost of gender inequality is huge too. As per World Economic Forum report, \$12 trillion loss is caused to world economy every year due to unequal treatment of gender and brutality against women. The empowerment of women, equality of gender and gender justice are the medicines that can cure the long existing diseases of violence against women, sexual assault on women, killings, child marriages and dowry etc. The differences in the wages, environment of the workplaces and rights of men and women also need to be addressed. The world is progressing but the progress of women is not at par. People are talking and writing about gender equality but efforts on the ground to achieve it are not sufficient. Nations across the world are joining the race to send a human being on Mars but they are unable to address the unequal treatment given to persons of two different genders on earth itself. As it is rightly said that we need to clean up our house first, we need to accord top priority to ensuring women rights and inculcating an environment of gender justice. Only then, our growth and progress can be termed a success in true sense.

Keywords: Women, rights, gender, justice, equality

One Day International Multidisciplinary Conference on "Global Dynamics in Management, Health, Social Sciences, Sciences, and Engineering" held on Dec 17, 2023, at the Auditorium, **NIILM University Kaithal Haryana** organized by NIILM University Kaithal in collaboration with International Council for Education, Research and Training (ICERT)

The Challenges of Conducting Business in a Global Context

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International Research ID card (Course ID N^o ERC/IIP/10.0 CODE ERC/IIP/1884)

Abstract

As the world becomes increasingly interconnected, businesses are faced different challenges when it comes to accompanying in a transnational milieu. The aim of the investigation is to identify the difficulties directing business in a global context and specifically aims to identify the cultural, legal, and regulatory problems. To accomplish the purpose of the study three research questions are developed and models are depicted using six variables at the same time hypothesis were developed. To undertake the desired objective mixed research design with a quantitative and qualitative approach is used, 266 samples are used to collect data both primary and secondary sources which is journals, books, unpublished and published, reports of government, IMF and World Bank report. The finding of the study shows the various challenges that businesses face when operating in a global environment, such as navigating cultural differences, managing international regulations, and dealing with language barriers. Additionally, this research sheds light on the opportunities that arise from globalization, such as increased access to new markets and the potential for greater innovation through collaboration with international partners. The study found that cultural difference, legal and regulatory framework, economic difference, political situation, foreign exchange and corruption have a significant effect on global business environment. And it is recommended that gov't make as peace and security as a first remedial, create a setting that supports innovation, encourage global trade, construct infrastructure, create a staff with expertise, address issues of the environment and society, and promote cooperation.

Keywords: International business, challenge of global business, legal factors, global business context, and opportunities of global business.

Integration of ICT with Teaching-Learning Process

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Abstract

Information and Communication Technology (ICT) is a force that has changed many aspects of the way we live. The impact of (ICT) on each sector of the life across the past two - three decades has been enormous. Across the past twenty years the use of ICT has basically changed all forms of endeavor within business, governance and off course education. The education is a socially oriented activity. Using ICT in education will move it towards student centered learning. In this age of rapid change and uncertainty, there is one thing of which we can be certain – teacher will need to adopt to change if they are to survive and keep pace with new methods and technologies. As world is moving rapidly towards digital information, the role of ICTs in education become more and more important and this importance will continue to grow and develop in 21st century. This paper focuses on ICT application, integration and use for and in the teacher, training programmes, on issues and challenges associated with use of ICT in enhancing teaching and learning. The paper examines the new roles and responsibilities both for teachers and the learners. The paper also argues the role of ICT in transforming teachers centered learning to competency-based learning and discuss effective integration of ICT into educational system and empowerment of teachers through utilization of ICT in teaching and learning process. Use of ICT in learning process makes learning interesting, joyful, effective and permanent.

Keywords: ICT, Teaching Learning Process, Education, Integration.

A COMPREHENSIVE REVIEW REPORT ON IMPACT OF ARTIFICIAL INTELLIGENCE ON LITIGATION

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Abstract

Artificial intelligence (AI) has rapidly evolved in the industry 4.0 era, transforming various industries including medical and health technologies, digital marketing, management, defence, and surveillance areas, in addition to service sectors such as education and substituting the legal sector scenario. The objective of this research paper is to provide an analytical assessment of the impact of AI on litigation. The article investigates how artificial intelligence tools, such as predictive analytics, are revolutionizing litigation processes, legal research, case management, and decision-making in the legal profession. This study explores the ethical and regulatory concerns involved with the use of AI in litigation. The paper summarizes current research and practical concerns that will be reduced in the future by technology involvement, and also assesses the benefits, challenges, and probable future developments of AI in the field of litigation.

Keywords: Litigation law, predictive analytics, Artificial intelligence, Data driven algorithms.

Rural Industries in West Bengal during Pre and Post Liberalization Period

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Abstract

Liberalization of an economy means removing or relaxing government controls and restrictions on economic activities. The real thrust to the liberalization process was provided by the new economic policy introduced by the Government of India in July 1991 at the behest of the IMF and the World Bank. Rural industrial sector is a vital constituent of overall industrial sector of the country. This sector forms a dominant part of Indian as well as West Bengal's industry by contributing to a significant proportion of production, exports and employment. Therefore, the present study analyzes the impact of liberalization on Rural Industries of West Bengal. The main theme of the paper is to evaluate the performances of rural industries in terms of number of units, amount of invested capital and number of employment generation, before and after liberalization and compare them with Compound Annual Growth Rate. The period of the study is 1973- 2015 and based on secondary information.

Keywords: Liberalization, industrial sector, rural, government, industries.

APPLICATION OF MACHINE LEARNING ALGORITHMS IN PREDICTIVE LEGAL ANALYTICS

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Abstract

The legal landscape is undergoing a transformative shift as technology continues to play a pivotal role in reshaping traditional practices. Predictive Legal Analytics, a burgeoning field at the intersection of law and technology, leverages the power of Machine Learning (ML) algorithms to provide data-driven insights and foresight into legal outcomes. This paper explores the applications, challenges, and implications of employing ML algorithms in predictive legal analytics. The primary objective of predictive legal analytics is to enhance decision-making within the legal domain by analyzing vast datasets of past cases, statutes, and judicial opinions. Machine Learning algorithms, particularly those in the realm of supervised learning, employed to identify patterns, correlations, and trends within legal data. By discerning relevant features and relationships, these algorithms can predict the likely outcome of legal cases, aiding lawyers, judges, and legal professionals in making informed strategic decisions. One of the key advantages of predictive legal analytics is its potential to optimize resource allocation. Law firms can use these insights to prioritize cases, allocate resources efficiently, and manage workloads effectively. Furthermore, by identifying factors that contribute to legal success or failure, ML algorithms can assist legal professionals in developing winning strategies and mitigating risks. However, the implementation of predictive legal analytics is not without challenges. Ethical considerations, such as bias in training data and the potential for reinforcing historical inequities carefully addressed. Additionally, ensuring transparency in the decision-making process of ML algorithms is crucial for maintaining trust in the legal system. Striking a balance between technological innovation and ethical considerations is paramount in realizing the full potential of predictive legal analytics. In conclusion, Application of machine learning algorithms in predictive legal analytics represents a paradigm shift in the legal industry. While offering unprecedented insights and efficiency gains, it necessitates a careful examination of ethical implications and transparency. As the legal landscape continues to evolve, the integration of machine learning into legal practices holds promise for a more data-informed, equitable, and efficient legal system.

Keywords: Machine Learning, Algorithms, decision-making, Patterns, Correlations and trends, Legal Professionals, Ethical Considerations, Transparency.

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Ethical Mindset of Youngsters in Preferring Younger Generation over Senior Citizens During Pandemic in India-Loosing Grounds and Morality

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Abstract

Indian population has outnumbered the most populated China and grabbed No. 1 entitle along with being a nation with younger generation with an average age of around 30 years, along with it the younger population is technically sound and enthusiastic as compared to older generation that might be owing to development in Technology Sector past 50 years. The Present generation although digitally know every single technical glitch and very clear about every single concept of growing and adapting at a better pace with life all over the world. During corona period the digital sector bloomed and even those who know nothing about networking become masters in no time. My concern is over younger population losing morality and ethics in their fast mode life. During epidemic prevalent in 2020 due to corona virus the students were going through a phase where they opted online classes and were not being under any psychological pressure being at home. During same time this survey was conducted to analyze the mindset of younger population of age 17 to 20 years. A total of 84 students responded the survey. The result was quite astonishing as on asking viewpoint of students of age 17 to 20years on their preference of younger generation over elderly people (as was the incidence in Italy) for vaccination, ventilators and other medical facilities. The results were quite unethical and immoral. The 50% of population was in support of giving preference to youngsters over those of elder. Might it may owe to the death rate which was rising a very fast during covid-19 and of course everyone wishes to save themselves first. The survey represents the loosing ethics and morality of younger population in India itself and raises serious concern to inculcate medical, social and ethical values in growing youngsters.

Keywords: Morality, Epidemic, Ethics, Psychological, Younger Generation

Performance enhancement of Photovoltaic Cell using Water cooling integrated with nano particle and thermal energy storage

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Abstract

Energy is the driving element behind human development. As the world's population and economy grow, so does the demand for energy. The international energy outlook predicts that energy demand would rise by 37% by 2030. Currently, non-renewable energy sources meet the majority of energy demand. Concerns have been raised about the availability and environmental quality of energy derived from non-renewable sources. As a result, renewable energy sources such as geothermal, hydro energy, biomass, solar energy, and others can help to solve this problem. Solar energy is the most promising renewable energy source due to its widespread availability and extended life lifetime. The most promising device for capturing solar energy is the photovoltaic (PV) cell. However, the problems associated with PV, including as poor thermal management and efficiency, are major impediments to its widespread adoption. Researchers have recently created several medications such as water-cooling systems, thermal energy storage systems, nanoparticle integration in PV systems to control cell temperature, and efficiency enhancement. It was discovered that overall efficiency improved by 2-7%. It was also discovered that including these medications raises the cost and shortens the life of the PV. It may need to be optimized in order to decrease costs and improve life.

Keywords: Solar Energy, Photovoltaic, Nano particle, phase change material.

Co-morbidity Analysis in Middle School Students: An Extensive Exploration

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Abstract

The objective of this study was to identify the various combinations of patterns of co-morbidity among middle school students in Jammu Province to address the difficulties of these interconnected diseases. This cross-sectional study was conducted in 10 districts of Jammu province, focusing on students from 70 government middle schools within the age group of 11-15 years. The study investigated 10 disorders, including five learning disorders i.e., Dyslexia (Dys-L), Dysgraphia (Dys-G), Dyscalculia (Dys-C), Dysphasia (Dys-P), and Dyspraxia (Dys-Pr), as well as Anxiety (Anx), attention deficit hyperactivity disorder (ADHD), obsessive compulsive disorder (OCD), autism disorder (AD), and Tic disorder (TD). A self-constructed battery, known as the Identification Battery on Co-morbid conditions (IBCC), was administered on 1084 students out of which 224 students were identified with co-morbid conditions. The findings of the study indicated that the prevalence of the Dys-L & Dys-C; Dys-L, Dys-G & Dys-C; Dys-L, Dys-G, Dys-C & Dys-P; and Dys-L, Dys-G, Dys-C, Anx. & ADHD were highest among 16.07%, 39.28%, 4.01% and 2.23% of students with pairs of two, three, four & five disorders respectively. The present study also includes a discussion on the pattern matrix of co-morbid conditions, examining primary & secondary disabilities. The prevalence of primary and secondary disabilities among middle school students varies significantly. These findings have enormous promise for guiding educators, policymakers, and healthcare professionals in developing focused treatments and support systems that are customized to the different needs of students with co-morbid disorders.

Keywords: Patterns, Co-morbidity, Middle School Students, Pattern matrix, Learning disorders, combinations of pairs and Jammu Province.

Sustainable Tourism in Delhi

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Abstract

The capital of India is one of the centers of attraction and a key arrival destination for domestic and foreign tourists. Its tourism offers a high level of revenue. Delhi which connects whole India, being centrally located, has the largest number of Foreign Tourist Arrivals at its International Airport. It reflects on its potential and scope of tourism for it. On the other hand, Delhi has heaps of problems which reduce its appeal for visitors in terms of cleanliness, pollution, to waste disposal. With the advent of mass tourism increased the volume of tourist and expansion in the infrastructure tended to overshadow the growing sign of negative environment impact. The city suffers from air pollution caused by road dust, industries and transportation apart from this unwanted waste and pollution is one of the most critical problems of Delhi-NCR, which effects to well-being of the cities and areas inhabitants as well as the flora and fauna. Water pollution and a lack of solid waste treatment facilities have caused serious damage to the river Yamuna. Weak sanitation and untreated sewage cause water pollution and have huge health impacts. The social habits of people of throwing garbage, urinating etc. in open is disgusting which shows Delhi is not Swachh. Delhi till 2008 was the most favorite destination for international tourists. It slipped to third position in 2009 and fourth position in the year 2017. So, the main aim of the research paper is to make environment of Delhi clean & eco-friendly, to identify risk, minimize adverse impact on the environment and to provide a high quality of experience to the visitors so that Delhi can be promoted as one of the Swachh, and preferred tourist destination for international travelers

Keywords: Sustainable, Tourism, Pollution. Foreigner

One Day International Multidisciplinary Conference on "Global Dynamics in Management, Health, Social Sciences, Sciences, and Engineering" held on Dec 17, 2023, at the Auditorium, **NIILM University Kaithal Haryana** organized by NIILM University Kaithal in collaboration with International Council for Education, Research and Training (ICERT)

Human Rights of Women in India: Constitutional and Legal Safeguards

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Abstract

Human rights are the rights entitled to every human being irrespective of their caste, creed, gender, language, religion, nationality or any other grounds. According to census 2011, 48.46 percentage of India's population are women and the dream of peaceful and progressive India cannot be achieved without taking along half the country's population. Baba Saheb Bhim Rao Ambedkar also believed in measuring the progress of a community by the degree of progress which women achieved. The articles inserted in fundamental rights and directive principles of Indian constitution not only guarantees the equal rights for women but also direct the state to formulate the policies to eliminate all kind of gender-based discrimination against women which hampers the women to enjoy their human rights. Besides constitutional safeguards, the government has passed many laws, policies and programmes to ensure the holistic development, safety and security of women. Immoral Trafficking (Prevention) Act 1956, The Dowry Prohibition Act 1961 (Amended in 1986), The Equal Remuneration Act 1976, The Prohibition of Child Marriage Act 2006, Protection of Women from Domestic Violence Act 2005, The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal Act) 2013, Beti Bachao Beti Padhao, Pradhan Mantri Matru Vandana Yojna, One Stop Centre, Ujjawala scheme, Swadhar Greh are some of the remarkable interventions by the government to attain the universal goal of gender equality. No doubt, Indian government has taken initiatives for inclusion of women in all spheres of life and a remarkable achievement is quite visible but still, the data revealed by National Crime Record Bureau (NCRB) and National Family Health Survey -5 (NFHS-5) are still alarming. According to 'Crime in India' report by NCRB, a total of 428278 cases of crimes against women were registered during 2021 all over the India which included crimes like dowry deaths, acid attacks, Rapes, Kidnapping, abduction, human trafficking, forced marriage, stalking, cruelty by husband and many others. NFHS-5 states that illiteracy among women, health concerns, marriage before legal age, early pregnancy, spousal violence hampers the physical and mental growth of women. In this context, the research paper therefore presents a situational study of women's human rights in India and emphasizes the need on effective monitoring and implementation of existing laws and protective interventions meant for gender equality and elimination of all forms of discrimination against women in India.

Keywords: Discrimination, Gender equality, Elimination, Safeguards, Protection.

CONSUMER PURCHASE BEHAVIOR TOWARDS AYURVEDIC COSMETIC PRODUCTS IN BAHADURGARH

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Abstract

Consumers are the king of the market as they have full liberty to choose or not to choose the specific product. In this present paper we will focus on the study of consumer purchase behavior. Consumer is considered as a user, payer and a buyer who plays important and distinct role in the market. To study the purchase behavior of the consumer, we have to take some important factors. This research paper is well focused on the progress of approach taken by the consumer behavior related to purchase. The aim of the research is to analyze the steps that affect the purchase behavior of the consumers with respect to herbal and non-herbal beauty products. The nature of the research is descriptive. Data has been collected by the researcher to perform the research with the help of secondary method and quantitative method. Non-herbal products are used less as compared to the herbal products because herbal products have a huge impact on people over non-herbal products and the consumers prefer herbal products over non-herbal products. In the latest times it is noticed that there has been an excessive growth in the market of herbal products for skin than the non-herbal products. Timescale and budget are the prime limitation of this research study. This research study is done via secondary data analysis, so it is very important to create suitable questions and select right options for questionnaire by the researcher.

Keywords: Consumer purchase behavior, consumer, cosmetic products, herbal products, non-herbal products, consumer behavior.

**ESTABLISHMENT OF MORONIC ACID-LOADED GUM GHATTI
NANOCARRIER FOR CANCER THERAPY**

Deepshikha Verma, and Ashish Narain Dubey

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Abstract

Moronic acid, a naturally occurring plant alkaloid compound, exhibits promising potential in inhibiting the proliferation of cancer cells through the induction of cellular apoptosis, regulation of the mitotic cycle, and modulation of autophagy processes¹. Acronine exhibits limited solubility due to its hydrophobic characteristics, hence impeding its clinical utility for medicinal purposes. The present investigation has successfully developed an innovative natural polymeric framework comprising of Moronic acid (MGNPs) loaded Gum Ghatti nanoparticles by the utilization of the emulsion solvent evaporation approach. The experimental characterization of the MGNPs included assessments of their drug encapsulation capacity, particle size distribution, nanoparticle shape, zeta potential for stability, FTIR analysis, and drug release rate evaluations. The release profile of Acronine was assessed to determine its in vitro antioxidant activity and potential as an anticancer agent. Experimental results indicated that the magnetic nanoparticles (MGNPs) exhibited a particle size ranging from 125 to 240 nm, and demonstrated a favorable encapsulation effectiveness of 82-84%. In addition, it was observed that Gum Ghatti at a concentration of 0.8 mg/ml, together with the addition of 1 ml of Tween 20, had the ability to generate nanoparticles that were both isolated and capable of free-flow. The findings of this study indicate that the utilization of Gum Ghatti nanoparticles containing Moronic acid shows promise as a sophisticated approach for drug delivery in the treatment of cancer.

Keywords: Moronic acid, Acronine, Gum Ghatti, Nanoparticle, Drug delivery, Cancer.

One Day International Multidisciplinary Conference on "Global Dynamics in Management, Health, Social Sciences, Sciences, and Engineering" held on Dec 17, 2023, at the Auditorium, **NIILM University Kaithal Haryana** organized by NIILM University Kaithal in collaboration with International Council for Education, Research and Training (ICERT)

Role of Socio-Religious Movement in Freedom Struggle of Ambala District During 1857 to 1947 A.D.

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Abstract

The process of social and religious changes in relation to urbanization from 1857 to 1947. As social and religious changes are different aspects of one concentrated process of development, it is necessary to examine their growth simultaneously. Urbanization does not merely mean a change in population, area, density etc. Rather this process can be demographic, morphological, ecological, political, economic, social, cultural and psychological simultaneously. When habitation in any territory grows, it grows in several dimensions. In the process of urbanization all or some of these attributes may be found to be more or less prominent, depending on the historical process of a given area.

Keywords: Changes, Social, Religious, Conditions, Ambala Division.

Impact of Public health expenditure in Haryana

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Abstract

Maturing might be seen as an organic cycle, mental and social improvement interaction of people remembering progress for social position, jobs, status and disposition. This makes it important to investigate the different parts of their concerns, social, monetary, mental wellbeing and other associated perspectives (Basu, 2012). Older are the senior residents of the country carrying on with their existences in a momentary stage. (Balamurugan and Ramathirtham, 2012). Maturing influences an individual's looks, yet additionally turns into a reason for actual crumbling. Mental issues are additionally normal among senior one (Bangari and Tamara Gaudi, 2014). Psychological well-being alludes to mental, social, profound and by and large mental prosperity. Everything unquestionably revolves around individuals' thought process, feel and act. Emotional well-being can influence day to day living, relationship and, surprisingly, actual wellbeing. Consequently, the current review was directed to examine the psychological well-being status of country old. The review was led in Hisar and Mahendragarh area of Haryana State on 370 rustic older who were chosen arbitrarily from Hisar and Kanina Block. It was observed that 65.2 percent old were continuously assuming helpful part in family followed by 84.6% who at some point focus on work. Psychological well-being status is normal in (53.8%) cases according to perception of study. The situation with Mental Health can be additionally improved by including them in direction and make them more helpful to family and Society

Keywords: Mental health, physical health, and elderly men and women.

Voting Behavior in India: An Analytical Study

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Abstract

Modern times are considered the era of democracy. People's political participation is considered important in democracy. Voting is considered to have the main place in political participation. Voting is considered a festival of any democracy. Because the day voting is done, power is in the hands of the people. The Election Commission of India carries out all the work from notification of elections to declaration of election results. All the information of the candidates is filled in the nomination. But the Election Commission does not study voting behavior. In India, non-governmental organizations and individuals study voting behavior. Voting behavior can be said in simple words that the basis on which voters are influenced to cast their vote is called voting behavior. By the way, the study of voting behavior started in France. But after this, studies started taking place in other countries of the world also. There are many factors influencing voting behavior in India. So far, elections for 17 Lok Sabha and Legislative Assemblies of many states have been held in India. When we study them, we find that there are different elements influencing voting behavior in different elections. Along with this, it has generally been seen that the inclination of illiterate voters has been towards democracy as compared to educated voters. If we look at why they fail to study voting behavior and predict victory. One reason for this is that the factors influencing voting here are different from those in the West, whereas we choose Western study methods to study them. The second reason is that political science is not based on facts like natural sciences. If the elements of voting behavior are different in our country, then the methods should also be according to that. In the presented research paper, a critical study of voting behavior in India has been done.

Keywords: Democracy, Political Participation, Non-Governmental Organizations, Lok Sabha, Prediction.

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Enhancing Agricultural Security: Analyzing the Pradhan Mantri Fasal Bima Yojna

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Abstract

Agriculture plays a pivotal role in India's socio-economic fabric, supporting the livelihoods of millions while contributing significantly to the nation's GDP. However, the sector remains vulnerable to a multitude of risks, including adverse weather events and market fluctuations, which can result in devastating financial losses for farmers. In response to these challenges, the Indian government introduced the Pradhan Mantri Fasal Bima Yojna (PMFBY), a comprehensive crop insurance scheme aimed at enhancing agricultural security and mitigating the financial distress faced by farmers. This research paper delves into an in-depth analysis of the Pradhan Mantri Fasal Bima Yojna, assessing its effectiveness, impact, and areas for improvement. The research findings reveal both successes and challenges associated with the PMFBY. On one hand, the scheme has significantly expanded insurance coverage among farmers, offering them a safety net against crop losses due to natural calamities. On the other hand, it faces issues related to premium affordability, delayed claim settlements, and the need for improved transparency and accountability in its implementation. Furthermore, the research paper explores international best practices in crop insurance and draws valuable lessons that could inform policy recommendations for the enhancement of the PMFBY. In conclusion, the Pradhan Mantri Fasal Bima Yojna represents a critical step towards bolstering agricultural security in India. However, its full potential can only be realized through comprehensive evaluation, continuous refinement, and the incorporation of innovative approaches. This research contributes to the ongoing dialogue on agricultural insurance in India, offering insights that can aid policymakers, practitioners, and stakeholders in improving the scheme's impact on the lives of the nation's farmers and the overall stability of the agricultural sector.

Keywords: PMFBY, agriculture, farmers, government, challenges, success.

Cultural Life Style of the Tribal People of Nagaland

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Abstract

Culture is a way of life. It includes all the things that you have inherited as members of society. Culture is the pinnacle of a person's inner refinements. Culture differs from place to place and country to country, its growth is dependent on historical process that occurs in a local, regional or national setting. Like any tribes in India, the Naga has a very rich and vibrant culture. Each Naga tribes has its own unique culture and traditions which can be distinguish from its language, food, dress, ornaments, customs, traditions, festivals, art, literature, beliefs, music and dance. In this paper it aims to presents the rich culture heritage and traditional of the Naga Lotha tribe that is preserved and transfers from generation to generation and the unique geographical area of the Lothas which occupy the 'Land of Plenty' called Wokha district in the state of Nagaland. With the advancement of growth and development in science and technology, there came about a drastic change in the society as the present generation are virtually unaware of the rich and valuable cultural heritage of the past glory. As a result, there is a need of an hour to promote and preserve our age-old rich socio culture and traditions which has made life so beautiful and attractive is currently being neglected since the younger generation are being drowned out by the torrent of modernization. So, in order to gain a better insightfulness in understanding the Lotha tribe it is essential to study its various socio- cultural ethos, festivals and ceremonies which has contributed its unique to the culture and by raising awareness through education and conducting research in the field of culture and heritage will have a tremendous responsibly in instilling cultural values for the benefit of the future generation.

Keywords: Naga, traditional, Wokha, culture, food, dress and ornaments, festivals.

IMPACT OF COVID-19 ON ENVIRONMENT AND SOCIETY

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Abstract

The Corona Virus, also known as COVID-19, was classified as a disease by the World Health Organization (WHO) on February 11th, 2020. The health of an individual as a whole is affected by respiratory disease. In December 2019, China received its initial report of COVID-19 cases. The new Corona Virus was identified by the WHO as a pandemic disease in March 2020, indicating that it is dispersing quickly over the world's nations. The largest challenge of the twenty-first century is climate change. The COVID-19 Pandemic's effects during the past few years have effectively recovered the environment to a significant extent, which should have a positive impact on global climate change. Of course, it alters both the local ecological system and human behavior on a regular basis. Mother Earth provides the natural resources necessary for the survival of living forms, including air, water, soil, minerals, fossil fuels, forests, oceans, flora, and wildlife. To meet the ever-increasing demands of mankind, these resources are continuously exploited. Therefore, the corona virus pandemic is adversely affecting people's lives, various effects of this disease are being felt by everyone. The amount of pollution in popular tourist destinations including forests, seashores, hilly regions, etc. is also declining. Most likely, the ozone layer is also repairing. The COVID-19 causes and effects, including the beneficial benefits of lockdown on the environment and society, are covered in the current review papers. However, there were adverse effects that were also evident in the surroundings. Global production of medical waste surged during the COVID-19 pandemic, endangering both the environment and public health. In nations like India, where domestic and industrial trash are carelessly dumped into rivers, water pollution is a frequent calamity. Global production of medical waste surged during the COVID-19 pandemic, endangering both the environment and public health. The causes and effects of COVID-19, including the advantages and disadvantages of lockdowns on the environment and society, are covered in the current review papers. We have to realize that COVID-19 serves as a reminder of the interactions between people and their surroundings.

Keywords: COVID-19, Environment, Pollution, Impact, Society, Government.

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Available macro nutrients (N, P, S and K) in the soils of Kharak Jatan of district Rohtak (Haryana) in relation to soil characteristics.

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Abstract

Soil fertility evaluation of an area or region is an important aspect in context of sustainable agricultural production. The macro nutrients govern the fertility of the soils and control the yields of crops. The Kharak Jatan of district Rohtak was selected for the study. Ten representative villages were chosen and different number of surface soil samples (0-12 cm) collected and analyzed for physico-chemical properties and available N, P, K and S status. Results revealed that texture of soils varied from loamy sand to sandy loam on the surface and sandy loam to clay loam in the sub surface. Soil samples were found high in Sulphur, available nitrogen and Iron while medium in organic carbon and potassium. About 70% of samples were found deficient in available phosphorus. Significant positive correlations were found to exist between organic carbon and available N, P, K and S status of soil under study.

Keywords: Macro nutrients, soil characteristics.

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Optimizing Urban Infrastructure: Sustainable Solutions for Tomorrow's Cities

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Abstract

The urgent need to modernize urban infrastructure in light of resource scarcity, climate change, and rising urbanization is discussed in this study. It addresses many facets of sustainable urban development, placing particular emphasis on novel ideas, cutting-edge research, and frameworks for policy. Smart and resilient infrastructure, the integration of renewable energy, transit options, waste management, the circular economy, community involvement, and policy creation are some of the important topics covered. In order to build live able, resilient, and environmentally friendly cities for future generations, the abstract emphasizes the necessity and importance of using comprehensive, multidisciplinary approaches.

Keywords: Urban infrastructure, Sustainable development, Smart cities, Renewable energy, Transportation solutions, Waste management.

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Artificial Intelligence and Its Impact on Economic Growth

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Abstract

Artificial intelligence (AI) has risen as a paramount force, fundamentally altering the contours of the contemporary economy. Its transformative potential transcends industries, promising to reshape them and serve as a catalytic agent for economic expansion. This research paper embarks on an exploration of the multifaceted dimensions of AI's influence on economic growth. We delve into its profound contributions, dissecting the impact it has on productivity, innovation, labor markets, and the disruptive waves it sends through industries. With a keen eye on the path ahead, we navigate the challenges and opportunities that AI bestows upon policymakers, businesses, and society at large. A central theme that threads through this examination is the paramount importance of nurturing sustainable and inclusive economic development in the AI era. Through a meticulous analysis of the current landscape of AI adoption and its potential ramifications, our goal is to shed light on the trajectory that AI-driven economic growth is poised to take, offering valuable insights for shaping a future where AI's transformative power benefits all.

Keywords: AI technology, Economic growth, Innovation, Policymakers, Infrastructure

Women's Role in Ancient Indian Society

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Abstract

The historical narrative of India is woven with threads of diverse cultures, traditions, and social dynamics, each leaving an indelible mark on the roles and status of women. Women's roles in Indian society have undergone a dynamic evolution through the ages, reflecting the intricate interplay of religious, social, and political forces. To comprehend the multifaceted journey of women in India, it is imperative to navigate through the annals of time, exploring the rich tapestry of their experiences across different historical epochs. In the Vedic period (1500 BCE - 600 BCE), glimpses of a more egalitarian society emerge, where women actively participated in religious rituals and were recipients of education. However, this period also witnessed the advent of patriarchal norms that would cast a lasting shadow on gender dynamics. Subsequent periods, such as the Maurya and Gupta eras introduced a more restrictive environment for women, marked by the codification of social laws in texts like the Dharmashastra, which, in turn, curtailed women's rights and roles. The Buddhist and Jain periods offered alternative spaces for women, with the emergence of monastic orders providing opportunities for education and spiritual pursuits. Simultaneously, the post-Gupta period saw a reinforcement of patriarchal norms, exemplified by the rise of purdah and a further decline in women's societal influence. This exploration delves into the complexities of women's roles in India, navigating through the ebb and flow of societal norms, religious influences, and political changes. By dissecting the various epochs, we aim to discern patterns, transformations, and continuities in the position of women-painting a comprehensive picture of the dynamic tapestry of their contributions and challenges throughout Indian history. As we embark on this historical journey, we unravel not only the stories of women but also the broader narrative of a civilization in perpetual motion.

Keywords: Women, Period, Society, Social, India.

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A view on Human Resource Accounting practices with reference to Public Sector Companies in India

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Abstract

Acknowledgment of the term Human Resource and its importance has brought about Human Resource supervisors' contribution in the hierarchical direction past employing the ideal individual (Abowd, 2000). To address the difficulties achieved by the quick change in the corporate world, chiefs have come to understand the significance of compelling human administration. Corporate achievement no longer lays on the large scale manufacturing, yet rather on the capacity and information on individuals who can without much of a stretch adjust to innovative changes and drive the association to accomplish its objectives and targets. In light of this, obtaining, improvement, and the executives of human resources by organizations of all sizes have become basic (Colvin, 2001). Hence, the present study focused on benefits and other issues of human resource accounting in Public sector of India.

Keywords: Indian Public Sector, Human Resource Accounting, Issues and Benefits.

Effect of Focused Attention and Open Monitoring Meditation Practices on Academic Achievement, and Working Memory of High Schoolers

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Agra

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Abstract

Meditation-based interventions are becoming increasingly popular, and their focus on practicing focused attention and cognitive control has prompted dedicated efforts to explore their potential benefits in both physical and cognitive domain. Research suggests that meditation practices may positively impact cognitive functions such as attention, memory, and executive functions. The outcomes of these studies have yielded mixed results. This study aims to examine the influence of two different meditation techniques on the working memory and academic performance of high school students. Ninety-one high school students were randomly assigned to experimental group I, which practiced focused attention meditation (FAM), specifically *Surat-Shabd-Yoga* meditation, experimental group II, which engaged in open-monitoring meditation (OMM), specifically mindfulness meditation and active control group. Over the course of four weeks, participants in both experimental groups practiced their respective practices of meditation. Academic records of students were used to assess academic achievement. For the assessment of working memory, n-back task was used. After 4 weeks, findings revealed that FAM and OMM practices have differing effect on academic achievement and working memory of High Schoolers. The findings revealed no significant difference between both experimental groups for academic achievement and working memory at post-test level. However, the difference was observed in pre-test and post-test analysis of scores of academic achievements and working memory. Furthermore, participants of both experimental groups exhibited improved average academic achievement scores and working memory task performance than the active control group. Further research is required to explore the underlying mechanisms that may account for the observed distinctions between the two distinct meditation practices.

Keywords: Focused Attention Meditation, Open Monitoring Meditation, Academic Achievement, & Working Memory.

इजराइल हमास युद्ध-एक मानवीय त्रासदी

डॉ रिंकू

सहायक प्राध्यापक, रक्षा अध्ययन विभाग, ज्योतिबा फुले राजकीय महाविद्यालय रादौर, यमुनानगर (हरियाणा)

सारांश

युद्ध विराम के बाद इजराइल-हमास एक बड़ी सैन्य एवं राजनीतिक चुनौतियों से जूझ रहे हैं। यह जंग हमास के लिए अपने अस्तित्व को बचाए रखने की है तथा इजरायल लिए ताकतवर होने के बाद में स्थिति नियंत्रण से बाहर होती जा रही है। इजराइल अपने यहां हुए हमले में गई 1200 लोगों की जान का बदला लेना चाहता है परंतु उसे इस बात का डर भी है कहीं विश्व में उसकी शाख खराब ना हो जाए। दोनों देशों की जिद में आम जनता पीस रही है। 1 दिसंबर 2023 को अस्थाई युद्ध विराम खत्म हो गया है। इसके दूसरे दिन भी इजराइल ने गाजा पर हमला किया। इजरायली सेना ने भी माना कि दो दिन में उन्होंने हमास के 400 ठिकानों पर हमले किए। यदि हमास को खत्म करना है तो गाजा को पूरी तरह से तबाह करना होगा क्योंकि हमास के ठिकाने गाजा में 50 फीट गहरी सुरंग में बने हैं। अगर ऐसा हुआ तो आम नागरिक ही मारे जाएंगे और यह तबाही मानवीय इतिहास की भयंकर तबाही होगी। अभी तक इस हमले में गाजा के 1500 लोग मारे गए तथा 40000 लोग घायल हुए हैं। 14 लाख लोग गाजा से विस्थापित हो चुके हैं मिस्र तथा सीमा साझा करने वाले देशों को डर सता रहा है कि आम जनता पर इजरायल का दबाव बढ़ा तो वह उनकी सीमा में आएंगे और इससे शरणार्थी समस्या एक बार फिर बढ़ जाएगी। हालांकि इसराइल अंतरराष्ट्रीय मानवीय कानून तथा युद्ध नियम को ध्यान में रख रहा है परंतु हमास इन दोनों ही बातों को नजर अंदाज कर रहा है। विश्व के सभी देश इसराइल हमास युद्ध में शांति स्थापित करवाना चाह रहे हैं क्योंकि सभी देशों को पता है कि इस युद्ध में आम नागरिकों का जीवन खतरे में है। आम जनता को ना पीने के लिए पानी मिल रहा है और ना ही खाने को भोजन। युद्ध के कारण गाजा तक खाने की आपूर्ति नहीं पहुंच रही है। यह युद्ध नए दौर में प्रवेश कर चुका है और भविष्य की अनिश्चितताओं और खतरों के बोझ से दबे हुए दोनों देश क्या करेंगे सभी के निगाहें इस पर टिकी हुई है।

मुख्य शब्द: इजरायल, हमास, युद्ध, आम जनता।

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Role of Banda Singh Bahadur in Sikh History

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Abstract

The Sikhs emerged as a political force in Punjab under the leadership of Banda Singh Bahadur. During the eighteenth century, the growing power of Sikhism challenged the Mughal Empire and Banda Singh Bahadur, the Sikh military commander, established the first Sikh state in northern India. He struck out coins in the name of the Sikh Gurus, issued official seals and assumed royal authority. He declared Lohgarh the first Sikh capital, made some administrative arrangements, and abolished the corrupt and extortionist Mughal zamindari system for the first time in India's history. The present study aims to analyze the process of the establishment of the first Sikh state and the role of Banda Singh Bahadur in Sikh history.

Keywords: Army, Commander, Khalsa, Military.

Impact of GDP on Indian Stock Market

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Abstract

The relationship between a country's Gross Domestic Product (GDP) and its stock market performance is intricate, reflecting the intertwined dynamics of economic health and financial markets. In the case of India, the impact of GDP on the stock market is a subject of continuous analysis and discussion. GDP serves as a crucial indicator of a nation's economic activity, encompassing the total value of goods and services produced within its borders. As GDP expands, it generally implies a growing economy, potentially leading to increased corporate profits and enhanced investor confidence. Investors often interpret a rising GDP as a positive signal, anticipating higher corporate earnings and improved investment opportunities. Conversely, economic contractions reflected in a lower GDP growth rate can have adverse effects on the stock market. Reduced consumer spending, declining corporate profits, and heightened economic uncertainty may contribute to a bearish sentiment among investors. It's important to note that the relationship between GDP and the stock market is not always straightforward. Various factors, including global economic conditions, monetary policy, and geopolitical events, can influence market dynamics independently of GDP trends. The Indian stock market, represented by major indices such as the Nifty and Sensex, reflects the collective expectations and sentiments of investors. Policy decisions, structural reforms, and geopolitical developments can act as catalysts, shaping the market's response to changes in GDP. Moreover, sector-specific influences and market participants' perceptions of risk and return play pivotal roles in determining stock prices. In conclusion, while there exists a correlation between GDP and the Indian stock market, it is crucial for investors and analysts to consider a holistic view of economic factors. The interplay of various elements, both domestic and international, contributes to the complex dynamics of stock market movements.

Keywords: GDP, investors, economic, profits, reform.

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STUDY ON WORKING CAPITAL MANAGEMENT IN TEXTILE INDUSTRY

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Abstract

The goal of the current study is to evaluate the working capital management capabilities of particular textile enterprises in Haryana. As a soul without a body never functions in the same manner, working capital is the lifeblood of a firm; without it, operations cannot be carried out. That demonstrates its importance in business since it's a critical issue that requires careful handling. In this study, many working capital management issues are given particular weight in light of the company's economic management. Managing working capital entails managing operating funds, which entails managing current liabilities and assets. The volume of current assets is greater than the volume of current liabilities in the study conducted with networking capital. Many businesses have tried in vain to find a solution to the increasingly difficult problem of implementing working capital management.

Keywords: Working Capital Management, Textile Industry, Cash Management, Inventory Management.

Effect of Gayatri Mantra Meditation and Physical Activity on Academic achievement of Primary School Students

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Abstract

Mind and body are the two sides of the same coin. Meditation and physical activity cater to the needs of both aspects. Meditation helps in training one's mind and physical activity helps in training one's body. There is a growing popularity related to meditation-based interventions and physical activity-based interventions separately. The results obtained from these interventions have yielded mixed results focused upon cognitive and physical realms. Present study aims to examine the effect of gayatri mantra meditation and physical activity on academic achievement of primary school students. Ninety primary school students were randomly assigned to three groups (experimental group I, experimental group II & Active control group). Experimental group-I practiced gayatri mantra meditation only. Experimental group-II practiced gayatri mantra meditation along with physical activity. Active control group read for the same duration. The results revealed that participants of experimental group-2 showed greater improvement in academic achievement in comparison of experimental group-1. However, significant difference was observed in pre-test post-test analysis. Both experimental groups showed improved academic achievement as compared to the active control group. The results highlight the importance of incorporation of meditation and physical activity practice in educational framework in order to improve the academic achievement of students.

Keywords: Gayatri Mantra, Physical Activity, Academic Achievement.

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Beyond the Feed: Unravelling the Impact of Social Media Influencer Credibility on Purchase Intention of Organic Food

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Abstract

The popularity of influencer marketing is increasing, with a growing number of marketers either considering the initiation of influencer collaborations or intending to enhance their utilization of influencers in their media strategies. Influencer marketing involves a strategic partnership between brands and individuals possessing a substantial and actively engaged audience on social media platforms. Influencers make use of their credibility and influence to promote products or services to their audience. Over the past few years, consumers have increasingly gravitated towards selecting organic food, marking a discernible shift in their dietary preferences. Thus, in this research data was gathered from respondents through self-administered online surveys, yielding a total of 200 usable responses. The collected data underwent analysis employing the CB-SEM (Covariance-Based Structural Equation Modelling) method. The results suggest that key dimensions of Social Media Influencers, such as attractiveness, expertise, and trustworthiness, have notable and positive impacts on attitudes toward advertisements. Furthermore, these attitudes towards advertisements act as a significant predictor of the intention to buy organic food.

Keywords: Social media, Influencer marketing, social media influencers, Organic food, Purchase intention

ROLE OF SELF-REGULATED LEARNING IN EDUCATIONAL SUCCESS

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Abstract

This comprehensive research paper explores the concept of self-regulated learning (SRL) and its pivotal role in educational success across various levels of education. SRL is defined as a cognitive and metacognitive process through which learners take control of their learning behaviors, setting clear goals, planning strategies, monitoring their progress, and adapting their approaches as needed. The paper discusses the benefits of SRL, including its capacity to foster a growth mindset and enhance transferability of knowledge and skills to new contexts. Strategies for developing self-regulated learning are presented, emphasizing the importance of metacognitive strategies and the cultivation of motivation, particularly through the development of self-efficacy. The role of educators and educational institutions in supporting SRL is highlighted, along with the integration of technology in enhancing self-regulated learning experiences. The paper also explores how self-regulated learning manifests differently across educational levels, from primary to higher education, reflecting developmental stages and varying cognitive abilities. Challenges and barriers to SRL, such as a lack of self-awareness and external distractions, are discussed, with an emphasis on addressing equity and inclusivity in education. Looking toward the future, the paper discusses the potential of artificial intelligence and learning analytics to further support SRL and the need for educational policies to adapt to the growing importance of SRL in curriculum design, teacher training, and assessment strategies. In conclusion, this research paper underscores the significance of self-regulated learning as a fundamental aspect of educational success. It provides valuable insights for educators, policymakers, and researchers into the principles, benefits, and strategies associated with SRL. As technology and research continue to advance, the future of self-regulated learning offers promising possibilities for enhancing educational outcomes and preparing learners for the challenges of the modern world.

Keywords: Self-Regulated Learning, Cognitive, Meta Cognitive, Artificial Intelligence, Learning Analytics.

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A Study on Poverty Alleviation Schemes with Measures in Delhi

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Abstract

In addition to existing poverty line in poor countries, relative poverty can also be seen in affluent countries. Poverty is a multifaceted notion. Around 805 million people globally, according to UNICEF, do not have enough to eat. The World Bank estimates that 734 million people, or 10% of the world's population, lived on less than \$1.90 per day in 2015. More than two-thirds of Indians live in poverty, with 68.8% of them subsisting on less than \$2 a day, making poverty one of the country's economic curses. The situation will be extremely pitiful if the World Bank's measure of poverty, expressed in US dollars (\$), rises from \$2 to \$10 per day. One of the faults responsible for India's backwardness is poverty. This study focuses on initiatives to combat poverty and unemployment in India, particularly in Delhi.

Keywords: Poverty, Poverty Alleviation Programs, Delhi NCR, Income based Poverty.

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**A STUY ON THE VIEWS OF DOMESTIC AND INBOUND PATIENTS
REGARDING MEDICAL TOURISM SERVICES**

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Abstract

More than five million patients travel abroad each year for a variety of medical treatments, a phenomenon known as medical tourism. Most of these individuals go from developed to poor nations in search of less invasive and recreational medical procedures as opposed to more invasive medical treatments. With aggressive government marketing, India has emerged as a top medical tourism destination. The term "tourism" has to be included in this medical treatment concept because patients and their friends/family often choose to remain in the country of visit even after the medical procedure. They can make the most of their stay by visiting tourist attractions, taking day trips, or engaging in any other local tourism activities at that time. Gradually, Gujrat is becoming the medical capital of India. A few of the main elements that draw tourists to the city are the quality of the treatments provided, the affordable cost of medical care, the availability of same-day appointments without any waiting time, and the general positive vibe of the tourist destination. Thus, a thorough assessment of the literature on "Medical Tourism" in the State of Gujarat is conducted.

Keywords: Patients' Perception, Medical Tourism, Patient Knowledge, Cost.

One Day International Multidisciplinary Conference on "Global Dynamics in Management, Health, Social Sciences, Sciences, and Engineering" held on Dec 17, 2023, at the Auditorium, **NIILM University Kaithal Haryana** organized by NIILM University Kaithal in collaboration with International Council for Education, Research and Training (ICERT)

A STUDY RELATED TO EDUCATION SYSTEM IN INDIA WITH GOVERNMENT PROGRAMMES AND POLICIES

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Abstract

India is the world's largest democratic nation and a rising star. The Indian Constitution stipulates that children between the ages of six and fourteen must receive free and compulsory education. Several initiatives have been launched on occasion to advance education. We become responsible, self-sufficient people as a result of our education. To encourage free and compulsory education and raise India's literacy rate, numerous norms and standards pertaining to instructors and infrastructure are being modified. Despite all efforts, the literacy rate has undoubtedly increased, but the quality of education is virtually non-existent and the degree of education is declining. We hope to provide some insight on the current research being done on India's educational system in this work. Examined are the role of the ministry and the social effects on the educational system.

Keywords: Education System, India, Education Ministry, British Education.

Outcomes of three-piece rigid scleral fixated intraocular lens implantation in patients with deficient posterior capsule following complications in manual small incision cataract surgery

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Abstract

To evaluate the clinical surgical outcomes of scleral fixated intraocular lens implantation in subjects combined with pars plana vitrectomy. Retrospective 4-year cohort study. Data from 174 eyes that underwent scleral fixation of IOL combined with PPV between (2018 -2022) were included. Demographic baseline characteristics including primary indications for surgery, history of trauma, laterality, baseline and post-best-corrected visual acuity (BCVA), refraction as spherical equivalent (SE), intraocular pressure (IOP), duration of follow-up, and early, late and post-surgical complications were analyzed. The resulting mean value of preoperative BCVA among subjects was 1.38 ± 0.46 logarithm of the minimum angle of resolution (logMAR), which improved significantly to 0.37 ± 0.22 logMAR. The baseline refractive status measured in spherical equivalent (SE) was 4.1 ± 6.2 Diopters (D), and the postoperative status was -0.4 ± 0.97 D. Early postoperative complications included hypotony (n=1;0.57%, vitreous hemorrhage (n=3;1.72%), elevated IOP (n=8;4.59%), mildly dilated pupil (n=1;0.57%) and corneal edema (n=16;9.19%). Late complications included in this study were retinal detachment (n=1;0.57%), cystoid macular edema (CME) (n=1;0.57%), primary glaucoma (n=1;0.57%), secondary glaucoma (n=13;7.47%), zonular dehiscence (n=3;1.72%), retinal pigment epithelium (RPE) changes (n=3;1.72%), choroidal coloboma (n=2;1.14%), posterior dislocation of posterior chamber IOL (PCIOL) (n=1;0.57%), corneal decompensation (n=1;0.57%), retinal hemorrhage (n=1;0.57%), macular hole (n=1;0.57%), chronic uveitis (n=1;0.57%), mild non-proliferative diabetic retinopathy (NPDR) (n=3;1.72%), and mild NPDR with diabetic macular edema (DME) (n=1;0.57%). Integrating IOL implantation with pars plana vitrectomy various posterior segment complications were resolved in the same setting without attempting a second surgery.

Keywords: Intraocular lens, pars plana vitrectomy, scleral fixation, cataract.

Legitimacy of Israel-Hamas war: an analytical overview

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Abstract

It has been more than two months since the Israel-Hamas war broke out. From the very beginning, the war victims were facing a terrible situation. Ultimately with the mediation of US and Egypt, both parties agreed for a ceasefire of four-day effective from November 25, 2023 to release the people taken captive during the war. According to this ceasefire, Hamas will release 50 Israeli hostages and in return Israel will respond with a release of 150 Palestinians. Israel will respond only if the initiative is taken by Hamas. After seven days, the heavy strikes have again resumed by Israel. But here the question arises, who has been actually benefited by this unwanted war which suddenly exploded? The most sufferers from both sides are the civilians only who have to face hatred from their opponents. The conflict between them is not new; both sides have been utmost disliking for each other since ancient times, resulting in such types of attacks. Even in recent years also, chronological attacks were recorded on Jerusalem from both sides. In these attacks, the world witnessed total violation of the human rights of the civilians and even war related international norms were also intentionally ignored. But now, it seems that the present conflict has divided the entire world into two parts. The situation seems to be going out of control day by day as per the commitment of both sides. If this situation continues and couldn't be handled timely then there might be a possibility of large-scale war and even one couldn't rule out the feasibility of third world war. Now, it shall remain the matter of time being to see how long this conflict lasts. The present paper is an effort to analytically overview the root cause of the conflict and a mere attempt to evaluate the contemporary situation of the region with a possible positive comment on the resolution side of the dispute in the larger interest of mankind.

Keywords: Israel, Palestine, Hamas, terrorism, Gaza Strip, Principles of War.

The Importance of the Portrayal of Cultural Diversity in IWE in Contemporary Times

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Abstract

Indian Writing in English has witnessed tremendous growth in contemporary times. A clear reflection of India's rich cultural diversity, these writings play a crucial role in holding up a mirror to the multifaceted culture of Indian society in a world that is becoming increasingly cosmopolitan. Amid globalization, the portrayal of cultural diversity through this medium is not just significant but essential in bridging gaps and fertilizing mutual understanding among diverse societies. One of the pivotal aspects of these literary works lies in how they position each culture within local, national, and global perspectives. The importance of this portrayal extends beyond a mere representation; it shapes the perception of diverse Indian cultures on a global platform. For instance, in Jhumpa Lahiri's *Unaccustomed Earth*, she creates an astounding panorama that caters to many hues of the Indian diaspora. The stories not only reflect Indians' cultural diversity but also emphasize the context-specific experiences of diversified Indian communities living in western countries. The portrayal of cultural diversity also transcends to give voice to the often-marginalized cultures in mainstream discourse. Technicolor works like Arundhati Roy's *The God of Small Things* assert the vitality of these side-lined voices in the Indian cultural milieu. Through these portrayals, these writings contest the mono-cultural viewpoint that often overshadows India's vibrant and diverse cultural fabric. Depiction of cultural diversity opens doors for cultural dialogues; these discussions, in turn, build global solidarity. Books like Rohinton Mistry's *A Fine Balance* are instrumental in narrating culturally specific Indian experiences to international audiences in a way that they identify those experiences within the larger context of universal human experiences. Thus, these portrayals not only promote awareness about Indian culture but also influence readers' perceptions, attitudes, and appreciations of the diverse feat that is the Indian cultural experience. In an age of growing intolerance, these literary portrayals become a modest attempt at promoting and preserving pluralism. They aid in challenging stereotypes and offer genuine experiences, contributing to countering divisiveness based on cultural differences. The portrayal of cultural diversity in Indian Writing in English fosters global understanding alongside an appreciation for the rich tapestry of Indian culture. As literature has the persuasive power to transcend borders, the vivid presentation of cultural diversity in these writings cultivates empathy, fostering peaceful coexistence within the global arena. It underscores the beauty of cultural diversity, particularly its role in sculpting cohesive and inclusive societies - a need of contemporary times. They are, thus, an important medium to showcase the uniquely varied forms of the Indian cultural scenario.

Keywords: Culture, Diversity, IWE, Pluralism.

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Information Storage and Retrieval for Global Access: Challenges and Solutions

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Abstract

In today's interconnected world, the storage and retrieval of information for global access have become crucial for various domains, including business, academia, healthcare, and governance. The ability to efficiently store, organize, and retrieve vast amounts of data from diverse sources has the potential to revolutionize decision-making, collaboration, and innovation on a global scale. However, achieving seamless access to information across geographical boundaries poses numerous challenges. This research paper explores the challenges and potential solutions in the field of information storage and retrieval for global access, addressing issues related to data management, scalability, security, and user experience. By examining existing technologies and emerging trends, this paper aims to provide insights into the state-of-the-art techniques and strategies employed to overcome these challenges and enhance global information accessibility.

Keywords: Information, Global access, Data management, Scalability, Distributed storage, Authentication, Data encryption, Cloud computing, Cloud storage.

Role of Physical & Chemical Science on Climate Change

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Abstract

Physical and chemical sciences are crucial to understanding and mitigating climate change. This paper examines the complex interactions between physical and chemical processes and their effects on climate. The intricate dynamics of climate change are illuminated by studying atmospheric elements, greenhouse gases, and feedback mechanisms. Meteorology, oceanography, and atmospheric physics help explain climate change. Technology like satellite measurements and climate modelling has illuminated Earth's energy balance and global warming. Understanding the physical mechanisms behind hurricanes, droughts, and sea-level rise is essential for predicting future climate scenarios and developing mitigation solutions. Chemical sciences study atmospheric composition and greenhouse gas sources and sinks, which aids climate change research. We can better understand climate by identifying major chemical interactions like the carbon cycle and aerosols. By analyzing the chemical fingerprints of pollutants and greenhouse gases, human activities contributing to climate change can be tracked and targeted to reduce emissions. The report emphasizes the synergy between physical and chemical sciences and climate science's interdisciplinary nature. Comprehensive climate models that effectively depict complex climate system interactions require collaboration between meteorologists, atmospheric chemists, and climate modelers. This interdisciplinary approach is essential for developing climate change mitigation and adaptation measures. The study also explores how physical and chemical sciences generate sustainable technology and renewable energy. Understand physical and chemical processes to optimize energy production, storage, and use while minimizing environmental effect during the clean energy transition. In conclusion, understanding climate change requires integrating physical and chemical disciplines. These scientific disciplines will help us make educated decisions and develop sustainable ways of mitigating and responding to climate change.

Keywords: Physical effect, Chemical effect, Climate change, Effects on human life.

Life cycle of Gauva fruit fly *Bactrocera dorsalis* Hendel

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Abstract

A study on bionomics and morphometrics of the Oriental fruit fly *Bactrocera dorsalis* (Hendel) was carried out during rainy and winter season guava crop over the period of 2021-2022 at the Department of Zoology, B.R.A Bihar University, Muzaffarpur Bihar. Comparative bionomics data of *B. dorsalis* revealed that the egg, larval and pupal periods of *B. dorsalis* in the rainy season crop amounted to 1.56 ± 0.56 , 10.14 ± 0.59 and 10.74 ± 0.42 days, respectively in the winter season these worked out to 2.11 ± 0.33 , 11.0 ± 0.41 and 13.87 ± 0.82 days, respectively. The lifecycle got extended when reared with the winter season fruit crop compared to that of rainy season. This study revealed that short life cycle with more damage of oriental fruit fly, *B. dorsalis* was observed in the rainy season guava as compared to winter season.

Keywords: *Bactrocera dorsalis*, guava fruit, fruit fly, lifecycle, egg, larval, pupal period, adult longevity.

Assessment of Nutritional Status and Awareness Regarding Perimenopausal Symptoms among Perimenopausal Women

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Abstract

Perimenopause, a natural transition to menopause, is marked by significant hormonal changes. It is the period in woman's life during which she passes from the reproductive to the non-reproductive stage. The perimenopausal period can vary from months to years however, is of far greater clinical significance. Considering the significance of perimenopausal stage, a study was conducted on one hundred eighty perimenopausal women from Ambala (Haryana) to determine the awareness regarding prevalence of perimenopausal symptoms. Predesigned and pretested questionnaire cum interview schedule was utilized to collect information regarding various perimenopausal symptoms categorized under physical, psychosomatic, vasomotor, psychological, sexual, urogenital symptoms and others. Nutritional assessment was assessed using anthropometric measurements. The present study revealed that physical exhaustion (97.5%) was the most common perimenopausal symptom experienced by the respondents. Among psychosomatic symptoms, disruptions in sleep (86%) and mood swings (77%) were the most prominent symptoms. Majority of the respondents experienced hot flushes (76%) and sweating (91%) among vasomotor symptoms. In psychosomatic symptoms, disruptions in sleep (86%) and mood swings (77%) were the most prevalent symptoms. Psychological symptoms like depressive mood (95%), irritability (91%) and anxiety (86%), experienced poor memory (93%) were also common among majority of the respondents. Among Sexual symptoms, 57 per cent were having sexual problems like decrease in sexual desire while 31 percent avoids intimacy. Among Urogenital symptoms 41 per cent complained of vaginal dryness and 52 percent having bladder problems. More than half of the respondents experienced heart discomfort (56%). Only one fourth of the respondents were aware about perimenopausal stage. So as the perimenopausal symptoms were quite common, there is a need to educate and generate awareness among perimenopausal women about the perimenopause phase and its associated symptoms. Proper attention to the health problems and emotional needs of these women can indirectly help in the health of the family and community at large.

Keywords: Perimenopause, Hot Flushes, Vasomotor, Vaginal Dryness, Symptoms, Urogenital.

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HINGLISH TODAY: ANALYSIS OF LINGUISTIC FEATURES OF HINGLISH LANGUAGE IN CONTEMPORARY INDIAN LITERATURE

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ABSTRACT

The linguistic phenomenon of Hinglish, a blend of Hindi and English, has gained widespread prevalence in India as a result of the interplay between these two languages within diverse sociocultural environments. The emergence of Hinglish, a linguistic fusion of Hindi and English, has garnered significant attention, especially within contemporary Indian literature, as it serves to portray the diverse and dynamic multicultural fabric of Indian society. The objective of this academic article is to offer a thorough examination of the linguistic characteristics of Hinglish, a fusion of Hindi and English, as manifested in present-day Indian literary works. This academic article critically examines direct quotations and references from a range of literary works to elucidate the evolution, significance, and impact of Hinglish on language, culture, and identity in India. Utilizing a wide array of empirical evidence and scholarly investigation, the present study offers significant contributions to understanding the intricate linguistic milieu of Hinglish within contemporary Indian literature. The article's objective is to furnish a comprehensive examination of the linguistic traits of Hinglish, a linguistic amalgamation resulting from the fusion of Hindi and English in the Indian context. This research investigates the incorporation of Hinglish within contemporary Indian literature as a reflection of the diverse and multilingual characteristics of the nation. Through a comprehensive analysis, the study aims to elucidate the evolving role of Hinglish in Indian writing.

KEYWORDS: HINGLISH, LANGUAGE HYBRIDITY, CONTEMPORARY INDIAN LITERATURE, SOCIOLINGUISTICS, MULTILINGUALISM

Abstract Algebra in Daily Contexts: A Mathematical Education Perspective

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Abstract

Abstract algebra, a branch of mathematics that explores algebraic structures at a highly abstract level, may seem like an arcane discipline with little relevance to the practicalities of daily existence. However, this paper aims to unravel the hidden applications of abstract algebra in various facets of general life, shedding light on its unexpected and far-reaching influence. The foundation of abstract algebra lies in the study of algebraic structures such as groups, rings, and fields, which serve as generalized models for diverse mathematical systems. One of the most evident applications of abstract algebra is in the realm of digital security and cryptography. Group theory, a fundamental concept in abstract algebra, forms the backbone of encryption algorithms, ensuring the confidentiality and integrity of sensitive information in digital communications. The robustness of these algorithms relies on the mathematical principles of abstract algebra, safeguarding our transactions, communications, and personal data in the digital age.

Keywords: Abstract algebra, algebraic structures, Group theory.

SUSTAINABILITY OF FEMALE CHARACTERS IN THOMAS HARDY'S NOVELS

Kajal

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Abstract

Hardy is perhaps the best known and most read English novelist. His characters are very near to the known or unknown human psyche which remains under pain either because of unseen forces or because partial social decorum. May be his male Characters like Henchard or female characters like Tess, all suffer either of the two as mentioned aforesaid. And many a times, the female partner becomes victim of her male partner as we see in "The Mayor of Casterbridge" while on the other hand, the female partners subjugate to their male partners. But this does not happen always as the Eustacia in "The Return of the Native" keeps on burning for self-reliance and aspiring for liberty. Even the heroine of "Far from the Madding Crowd" tries her best for self-independence. And what else Tess wants- she wants just her illegitimate child and that too born dead. But Tess does not want to surrender; she has zeal to take revenge upon those who deprived her of peace and happiness in life. Definitely, the female characters in Hardy's fiction are bold and valiant.

Keywords: Hardy, female, crowd, independence, fiction, Henchard.

Factors influencing impulse buying behavior in brick-and-mortar establishments: A literature review

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Abstract

The significance of impulse buying research in the consumer environment is in their ability to offer vital insights into the underlying causes of spontaneous purchasing behavior. An extensive examination of scholarly studies on impulsive buying has been conducted, with the objective of offering a thorough description of impulsive purchasing patterns within the setting of retail outlets by consolidating diverse literature sources. Research papers have been chosen from prestigious publications based on their relevance to examine the topic at hand. This study sets out a framework to identify and categorize the components that influence IBB. The results of our study indicate that the inclination towards sudden purchases among customers is affected by several elements, such as emotional reaction, retail environment, visual presentation of products, situational triggers, and social pressures. The impulsive purchase behavior of consumers is influenced by a combination of elements, including emotional, social, and environmental impacts, which interact in a complex manner. In summary, businesses can enhance their marketing efforts by comprehending the determinants which regulate impulse buying.

Keywords: Consumer behavior, Factors, Impulse buying behavior, Retail establishments.

पत्रकारिता: एक अध्ययन, मुद्दे एवं चुनौतियां

डॉ० सुमन देवी

हिन्दी विभाग, सहायक प्रोफेसर, नीलम विश्वविद्यालय, कैथल

सारांश

भारत में पत्रकारिता लगभग सौ वर्ष पूर्व से प्रचलित रही है। देश में राष्ट्रीयता की भावना के उदभूत होने तथा विकसित होने में पत्रकारिता का विशेष योगदान रहा है। मीडिया का जो स्वरूप पहले दिखाई पड़ता था आज वह बदल चुका है। प्राचीन समय में मीडिया का अर्थ सिर्फ सूचना से लिया जाता था, परन्तु आज शिक्षा, मनोरंजन, व्यापार, ज्ञान-विज्ञान, चिकित्सा आदि सभी क्षेत्रों में मीडिया अहम भूमिका निभाता है। पत्रकारिता मीडिया के प्रमुख प्रकार प्रिन्ट मीडिया का ही स्वरूप है। प्रिन्ट मीडिया को साधारण शब्दों में छपी हुई सूचना का माध्यम कह सकते हैं। पंडित जुगल किशोर के नेतृत्व में होने वाले 'उदंड मार्तण्ड' नामक पत्र से हिंदी पत्रकारिता की विकास यात्रा आरम्भ हुई जो आज निरंतर विकसित व विस्तृत हो रही है। आरम्भ से ही हिंदी पत्रकारिता का देश के विकास में अतुलनीय योगदान रहा है, चाहे वह मनोरंजन हो या ज्ञान-विज्ञान। वर्तमान में पत्रकारिता का महत्व व मांग बढ़ती जा रही है। मनुष्य के जीवन को बदलने में पत्रिकाओं ने अहम योगदान दिया है। स्वतन्त्रता के पश्चात हिंदी पत्रकारिता का रूप निखरा है। आज हिंदी पत्रिकाओं का प्रकाशन न केवल हिंदी भाषी क्षेत्रों में हो रहा है अपितु कश्मीर से कन्याकुमारी तक तथा असम से पंजाब तक विस्तार हो रहा है। अतः हिंदी पत्रकारिता का भविष्य उज्ज्वल जान पड़ता है।

मुख्य बिंदु: पत्रकारिता, प्रिन्ट मीडिया, विज्ञापन, व्यापार, हिंदी भाषा, पत्रिकाएँ, आधुनिकता।

One Day International Multidisciplinary Conference on "Global Dynamics in Management, Health, Social Sciences, Sciences, and Engineering" held on Dec 17, 2023, at the Auditorium, **NIILM University Kaithal Haryana** organized by NIILM University Kaithal in collaboration with International Council for Education, Research and Training (ICERT)

SOCIAL STUDIES EDUCATION AS A PANACEA FOR CHALLENGES OF NATION-BUILDING TO NIGERIAN SOCIETY

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Abstract

The paper examines Social Studies Education as a panacea for challenges of Nation-building to Nigerian society. The paper discussed the concepts of Social Studies, and Nation-building. The paper discussed the challenges of Nation-building in Nigeria which included; challenge of history, religious challenges, bad leadership and followership, ethnicity, skewed development, ignorance, language, politics, natural-resources, poverty, corruption, among others. The paper also discussed the role of Social Studies education in addressing of the challenges of Nation-building in Nigeria. The paper concluded that; Social Studies Education can play vital role in building the society and Nigeria nation at large. It can make an immense contributions toward the achieving nation-building in Nigeria through its' effective teaching, when learners are adequately educated and have acquired basic social skills, attitudes and values, so the Nigerian society will be more integrated in the building of the nation, learners in the society will acquire relevant desirable attitudes, values, skills and knowledge which will help them to become functional citizens in future so as to contribute positively to building of the nation. The paper recommended among others that; Social Studies curriculum should constantly review to reflect the current need of the society and Nigeria at large; Government should kindly finance the research in Social Studies education in view of its relevance in building the nation and integrating of Nigerian society Social Studies education should be teach at all level of the learners and religious leaders should try to preach sermons that will promote peaceful co-existence in the society.

Keywords: Social Studies, Nation-building, Challenges, Solutions, Nigerian Society.

What is going on with the hormonal control of flowering in plants?

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Abstract

The transition from vegetative to reproductive growth in plants known as flowering, is a multifaceted process governed by a complex interplay of physiological, metabolic and genetic mechanisms. Five main pathways—photoperiod, vernalization, age, gibberellic acid (GA) and autonomous pathways—integrate environmental and endogenous cues to finely regulate the timing of flowering. The photoperiod pathway influenced by light duration emerges as a critical environmental factor impacting flowering. Vernalization, a cold exposure followed by normal temperatures is essential for the flowering of many plants while temperature fluctuations associated with seasonal changes further modulate plant responses. Endogenous factors such as plant age, GA signaling and sugar assimilates play pivotal roles in the floral transition. These factors, in conjunction with environmental cues contribute to an integrated regulatory network enhancing the adaptability of plants to varying conditions. Among hormonal pathways, GA stands out as a central player regulating various floral pathways through GA-regulated DELLA proteins. These proteins interact with different signaling proteins modulating spatial and temporal aspects of floral development. Beyond GA, hormones like abscisic acid (ABA), jasmonate (JA), salicylic acid (SA), brassinosteroids (BRs), cytokinin (CKs), ethylene (ET) and nitric oxide (NO) also contribute to the flowering process. Jasmonate, known for its role in pathogen defense positively regulates flowering genes while ethylene acts as a floral repressor in certain plants. These hormonal pathways intricately crosstalk, forming a sophisticated regulatory network that channels signals through various floral integrators showcasing the remarkable flexibility of plant development to adapt to fluctuating environmental conditions. This intricate system highlights the intricate and dynamic nature of the plant's response to cues, ensuring optimal flowering time in diverse environmental contexts.

Keywords: Flowering, Gibberellic acid, Photoperiod, Ethylene.

The Role of Network Marketing in Fostering Entrepreneurship in India: Opportunities and Challenges

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Abstract

Our study explores the complex relationship between network marketing and entrepreneurship within the Indian context. Network marketing, often referred to as multi-level marketing (MLM), is a business model where individuals sell products or services and recruit others to do the same. India has seen a surge in entrepreneurial activities, driven by government initiatives and a growing startup ecosystem. The study begins by providing precise definitions of network marketing and entrepreneurship and traces the historical development of network marketing in the Indian market. It investigates how network marketing, with its unique characteristics such as low entry barriers and skill development, can serve as a platform for fostering entrepreneurship. Highlighting the significant growth and impact of network marketing in India, the study explores the various business models and compensation structures employed by network marketing companies. Concurrently, it evaluates the state of entrepreneurship in India, spotlighting both the challenges faced by aspiring entrepreneurs and the opportunities presented by India's demographic advantage and expanding consumer base. The review underscores the nexus between network marketing and entrepreneurship, illustrating how participation in network marketing can equip individuals with vital entrepreneurial skills and a growth-oriented mindset. It also emphasizes the opportunities within network marketing, such as minimal entry barriers and programs promoting personal development. However, it acknowledges the challenges, including the prevalence of fraudulent pyramid schemes and regulatory intricacies. Drawing from case studies of successful entrepreneurs who initiated their journeys through network marketing, this study concludes that network marketing can significantly contribute to entrepreneurship in India, provided that regulatory issues are adequately addressed. It emphasizes the need for future research to delve into the specific strategies that facilitate the transition from network marketing to successful entrepreneurship. Our study recommends that policymakers create an enabling environment for network marketing while enhancing regulations to ensure consumer protection and industry integrity.

Keywords: Network Marketing, Entrepreneurship, Skill development, India.

MOSQUITO VECTOR OF HUMAN DISEASES ASSOCIATED WITH ARTIFICIAL CONTAINERS IN THE SURROUNDING OF IMO STATE POLYTECHNIC OMUMA, ORU EAST L.G.A, NIGERIA

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ABSTRACT

Mosquito vector of human diseases associated with artificial containers in the Surrounding of Imo State Polytechnic Omuma, were studied between the months of May 2023 to August 2023. The collection of larvae of mosquitoes from the artificial breeding sites identified in the study area were done using dipper (ladle) constructed locally. Eight different sites designated (A- H) were used for the study. A total of 712 mosquitoes were identified, after larvae collected from the sites were reared to adult stage. They belong to three (3) genera of four (4) Species. They include *Anopheles* species 161 (22.6%), *Aedes aegypti*, 168 (23.6 %), *Aedes albopictus* 148 (19.9 %) and *Culex quinquefasciatus* 241 (33.8%). Site G recorded the highest percentage occurrence of species 131(18.4%) while Site A recorded the least with 63 (8.8%) mosquitoes. Results from different sites was not significantly different when compared for species abundance at p value >0.05. Species abundance was also compared among the months used for the study to statistically determine the month that has the highest abundance of species in the study area. Public health implication of different species encountered in the study area were determined using standardized keys. Considering the abundance of the arthropophilic mosquitoes in the study area, regular surveillance and preventive measure on these disease vectors should be encourage, hence there is need for further study on the mosquitoes found in the study area for control and prevention of possible disease outbreak.

Keywords: Mosquito vectors, artificial breeding sites, arthropophilic, disease outbreak.

One Day International Multidisciplinary Conference on "Global Dynamics in Management, Health, Social Sciences, Sciences, and Engineering" held on Dec 17, 2023, at the Auditorium, **NIILM University Kaithal Haryana** organized by NIILM University Kaithal in collaboration with International Council for Education, Research and Training (ICERT)

The Last Aspect of Baba Banda Singh Bahadur's Struggle According to Gurumukhi Sources

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Abstract

The research paper deals with the last aspects of Banda Singh Bahadur's struggle according to Gurumukhi Sources. The Gurumukhi Sources analyzed are written by Ratan Singh Bhangu, Giani Gian Singh and Kesar Singh Chibber. All the writings provide a different and contrasting about the last Battle of Banda Singh Bahadur's battle i.e. Battle of Gurdas Nangal. The last phase of Banda Singh Bahadur's struggle begins from the time of Emperor Farooqshiar. At this time Banda Singh Bahadur was under attack by the Mughal generals from all side. This paper deals with the analysis of prominent Gurmukhi writings on this last struggle of Baba Banda Singh Bahadur

Keywords: Battle, Mughals, Sikhism, Gurdas Nangal.

ON THE SOLUTION OF SOME OPTIMIZATION PROBLEMS USING FREE DERIVATIVE BASED ALGORITHM

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ABSTRACT

If f is said to be continuous and assumed to be nonlinear on R^n , the applicability of these functions has been noticeable over the years; minimizers are points at which f is nondifferentiable. Particular concern in this paper is the case where gradient and Hessian matrix cannot easily be computed for any x . This paper presents a free derivative-based algorithm for the solution of some optimization problems: finite difference representations of the gradient and Hessian in Quasi Newton method and Derivative Free Trust Region methods. It was proved that if f has a distinct solution showed that, the step length, (h) , generated converges globally. Two test problems were used for practical implementation with the use of MATLAB software, and the numerical results showed the effectiveness and robustness of the algorithms, which compared favorably with some existing algorithms.

Keywords: Continuous functions, Differentiability, Quasi-Newton Method, Trust Region Method, Free Derivative, Optimization Problems.

One Day International Multidisciplinary Conference on "Global Dynamics in Management, Health, Social Sciences, Sciences, and Engineering" held on Dec 17, 2023, at the Auditorium, **NIILM University Kaithal Haryana** organized by NIILM University Kaithal in collaboration with International Council for Education, Research and Training (ICERT)

SECULARISM IN INDIA: AN ANALYTICAL STUDY OF RIGHT TO FREEDOM OF RELIGION UNDER CONSTITUTION OF INDIA

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Abstract

India differs from other nations in the globe because it is a secular nation. The other nations either made their state religion known or actively promoted a certain religion. The official religions of Bhutan, Sri Lanka, Laos, Thailand, and Cambodia are Buddhism. Afghanistan, Bahrain, Bangladesh, Egypt, Iran, Iraq, Algeria, Pakistan, Maldives, etc. all have Islam as their official religion. Nepal's official religion is Hinduism. The official religion of Costa Rica, Malta, Monaco, Vatican City, and other places is Christianity. India is a secular nation, hence there is no official religion there. People in India have separated themselves into several castes, races, and religions since the beginning of time. They formed their own groups, which led to social unrest and violence. As a result, the founder of the constitution established a secular nation without a governmental religion in order to promote harmony. The founder of the Indian constitution aimed to create harmony on Indian land when it was incorporated. Initially, the term secularism was not used. The 42nd Amendment Act of 1976, which includes a secular phrase in the preamble, added it to the Constitution. India became a "Sovereign, Socialist, Secular, Democratic and Republic" nation as a result of this constitutional amendment act. Secularism is neither in favor of nor against God. Simply put, it ensures that no one will face discrimination based on their religion and removes God from state affairs.

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**ASSESSMENT OF UTILIZATION OF INSTRUCTIONAL
TECHNOLOGIES IN COLLEGES OF EDUCATION IN ADAMAWA
AND TARABA STATES, NIGERIA**

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ABSTRACT

The purpose of this research was to assess the availability, utilization, competency level of lecturers, factors that influence the use, impart of instructional technologies on academic performance and the challenges facing teachers in using instructional technologies in Colleges of Education in Adamawa and Taraba States. Six research questions were designed based on the purpose of the study. The population of the study comprised four hundred and ninety-eight (498) academic staff in the three Colleges of Education in Adamawa and Taraba States both males and females. Descriptive survey research design was used for the study. Out of a total population of 498, 300 academic staff were sample for the study. Questionnaires and checklist were the main instrument for data collection in the study. Test-retest method was used to test the reliability of the instrument. The data collected from the respondents, were analyzed using descriptive and inferential statistical tools such as mean (\bar{X}), standard deviation (S.D) and Statistical Package of the Social Sciences (SPSS). The results of the study revealed that: only chalkboard is the available instructional technology frequently used. Also, lecturers are only competent in the use of chalkboard. It was recommended that training would help teachers to meet up the demand of learning materials like the new information technologies, teachers are encouraged and should endeavor to commit themselves into the effective use of instructional technologies in all their instructional delivery.

KEYWORDS: ASSESSMENT, INSTRUCTIONAL TECHNOLOGIES, ACADEMIC PERFORMANCE, UTILIZATION, TRAINING AND NIGERIA.

Globalization: Impact on Small Business

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Abstract

The study of impact of globalization on small businesses in the atmosphere of commerce is like a light house for the wandering ships of small businesses in the realm of commerce. As globalization proceed to reshape the business scene, the small businesses face both opportunities and challenges. The study shows the ways and methods in which interrelationships and technological advancement evolving of consumer behavior influence the growth and sustainability of small businesses. It acts like a mirror in the realm of commerce. After judging every aspect, the study shows how globalization opens new market and opportunities for the small business and take them to the height of sky in their economic growth. It explores the role of digital platform and e-commerce and providing market even for the small business up to global level and provide them opportunities to compete on broader scale. In other words, the research explores the challenges, the globalization poses on small businesses including high competition, supply chain, and adopting the atmosphere of working condition. The research also shows the role of governmental policies and support mechanism in helping small businesses for them to survive in the global world. This study shows how globalization inroad into the landscape of small businesses in commerce. By judging both positive and challenging aspect, it peeps through the mind of policy makers, business owners and stakeholders on strategies to empower and sustain small business in an ever-evolving global economy. Globalization positive impact on small businesses like market advancement, technological advancement, capital creation, information exchange and negative impact on small business-like increase competition, consumer diversity etc.

Keywords: Globalization, opportunities, businesses, commerce, small.

One Day International Multidisciplinary Conference on "Global Dynamics in Management, Health, Social Sciences, Sciences, and Engineering" held on Dec 17, 2023, at the Auditorium, **NIILM University Kaithal Haryana** organized by NIILM University Kaithal in collaboration with International Council for Education, Research and Training (ICERT)

Adult Education as an Enabler of the 2030 Agenda for Sustainable Development

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Abstract

Achieving the objectives outlined in the 2030 Agenda for Sustainable Development and fostering sustainable development depend heavily on adult education. This research article explores the significance of adult education as an enabler of sustainable development, focusing on its potential to address various societal challenges. By examining the role of adult education in improving literacy, promoting economic empowerment, enhancing gender equality, and fostering lifelong learning, this article highlights its pivotal contribution to achieving the Sustainable Development Goals (SDGs). Additionally, the article provided case studies, discusses the challenges and opportunities associated with adult education in the context of the 2030 Agenda and offers recommendations for policymakers and practitioners to maximize its impact.

Keywords: Adult education; Enabler; 2030 agenda; Sustainable development.

E-commerce Applications

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Abstract

This study shows E-commerce platforms have grown quickly as a result of the global marketplace being changed by the widespread use of digital technologies. The core of an advanced e-commerce application created to satisfy the changing demands of contemporary customers is captured in this abstract. The application functions as a user-friendly, user-intuitive platform that is available on mobile devices and online browsers, providing a smooth and enjoyable shopping experience. Strong user authentication and profile management, which enable safe account creation, login, and customized profile upkeep, are among its fundamental characteristics. A thorough product catalog and sophisticated search features enable customers to quickly and easily explore and find the things they want according to their tastes. The application's checkout procedure and shopping cart streamline the buying experience by offering several safe payment choices and enabling flexible administration of the things you've chosen. Customers may watch the status of their orders and get timely updates with the help of effective order management technologies, which provide transparency and real-time tracking. Moreover, integrated customer support capabilities promote a customer-focused atmosphere by facilitating feedback and communication. The application architecture prioritizes scalability, dependability, and data security. To this end, secure payment gateways are implemented and strong encryption techniques are used. Personalized recommendations and predictive analytics provided by utilizing state-of-the-art technologies, such machine learning algorithms, improve user experience and boost overall sales success.

Keywords: Application, User, Shopping, Experience, Customer, Platform.

ANALOGY: A STRATEGIC METHOD IN TEACHING PERCEIVED DIFFICULT CHEMISTRY CONCEPTS IN SECONDARY SCHOOLS

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Abstract

Most Chemistry concepts are perceived as difficult. This is one of the barriers that seem to discourage students from studying the subject. The objective of this study was to ascertain the importance of the use of analogy in stimulating students' interest, and increasing their understanding of chemistry concepts in secondary schools. A sample of 62 students from a population of 62 chemistry students in Demonstration Secondary School, Federal College of Education (Technical), Omoku Rivers State, Nigeria was used. The sample was grouped into two (an experimental group 'A' and a control group 'B'). Group 'A' was taught for four (4) weeks with use of analogy while group 'B' was equally taught the same concept conventionally for the same period of time. Solutions were proffered as to the levels of achievements of group 'A' and those of group 'B'. Data generated from the tests administered were analyzed by the use of arithmetic mean, standard deviation and t-test of significant difference between two independent group means at 5% level of significance. Results revealed that group 'A' (experimental) performed better than group 'B' (control) and there was a significant difference between the two groups. Results were discussed while suggestions and recommendations were made.

Keywords: chemistry, analogy, difficult, conventional.

Virtual Realms of Literature: Immersive Storytelling in the Era of Technology

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Abstract

A new era of virtual reality storytelling has been ushered in by the intersection of technology and literature. This abstract explores how immersive technologies, like as augmented reality (AR) and virtual reality (VR), are revolutionizing the craft of narrative. By immersing readers in interactive, multi-sensory storytelling, these innovations alter the reading experience in the modern world. With the use of virtual reality technology, readers can inhabit characters, enter made-up worlds, and follow narratives, increasing their level of involvement and immersion. AR makes it harder to distinguish between fact and fiction by superimposing narrative components on the actual world. These virtual spaces encourage nonlinear storytelling, giving readers control over the direction of the storyline and facilitating narrative co-creation. Beyond entertainment, these technologies find application in education, therapy, and cultural expression, presenting opportunities for immersive learning and therapeutic interventions. However, challenges such as accessibility and ethical considerations accompany these advancements. Balancing immersive experiences with narrative depth while ensuring inclusivity remains pivotal in leveraging these technologies responsibly. This abstract illuminate the profound impact of virtual realms on literature, signaling a future where technology and storytelling converge to create compelling, immersive narrative experiences.

Keywords: Literature, Virtual realms, Virtual reality (VR), Augmented reality (AR), Art of storytelling.

One Day International Multidisciplinary Conference on "Global Dynamics in Management, Health, Social Sciences, Sciences, and Engineering" held on Dec 17, 2023, at the Auditorium, **NIILM University Kaithal Haryana** organized by NIILM University Kaithal in collaboration with International Council for Education, Research and Training (ICERT)

EVALUATION OF THE IMPLEMENTATION OF INCLUSIVE EDUCATION IN ISLAMIYYAH SCHOOLS IN LAGOS STATE, NIGERIA

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Abstract

This study investigates the implementation of inclusive education in Islamiyyah schools within Lagos State, Nigeria, with a focus on evaluating the effectiveness of inclusive practices and identifying challenges and opportunities. The research employs a descriptive survey research design. Using the incidental sampling technique, 25 popular and notable Arabic schools were selected with the objectives to giving a full description of: Awareness of Inclusive Education; School Policies on Inclusive Education; School's Inclusive Practices; Attitudes towards Inclusion; Support and Training of Teachers; Inclusive Curriculum. The study examines the existing policies guiding inclusive education in Lagos State and assesses their translation into practice within Islamiyyah schools. By exploring the attitudes of teachers, parents, and students towards inclusive education, the research aims to gauge the inclusivity of the learning environment. The findings provide insights into the current state of inclusive education in Islamiyyah schools, shedding light on successful strategies and areas requiring improvement. This evaluation contributes to the broader discourse on inclusive education in Nigeria, offering recommendations to policymakers, Islamiyyah school administrators, Islamic Organizations, Parents, learners and other relevant stakeholders. The goal is to enhance the inclusivity of education in Islamiyyah schools, fostering an environment that accommodates diverse learning needs and aligns with global standards for inclusive education.

Keywords: Inclusive Education; Islamiyah School; Special Educational Needs.

Regression technique to develop weather-based yield forecast models to predict rice yield in U. S. Nagar District, Uttarakhand

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Abstract

Multiple linear regression models were developed to forecast the rice yield by using time series data of twenty years. Rice crop yield data and weather data were considered in this study, covering the past 20 years (2001-2020) in U.S. Nagar District, Uttarakhand. The data was sourced from DACNET and the Meteorological Observatory, Department of Agrometeorology, College of Agriculture, G.B. Pant University of Agriculture and Technology Pantnagar, Uttarakhand based on weather parameters during different growth stages of rice. Maximum temperature, Minimum temperature, Relative Humidity A.M, Relative Humidity P.M, Total rainfall, Sunshine hours, Wind velocity and Evapotranspiration were the weather parameters considered for the study. Out of the 20-year data, 16-year data were used for training the model while remaining 4 years data were used for testing the model. The different models developed using MLR are Multiple Linear Regression model based on weighted and unweighted weather indices based on weather parameters at different phenological stages (MLR-WI), Multiple Linear Regression model based on weather parameters at different phenological stages of rice (MLR-W) and Multiple Linear Regression model based on the deviations of average weather parameters from optimum weather parameters at different phenological stages of rice (MLR-D). Yield prediction models were compared based on statistical indices and error percentage (during validation). On the basis of maximum value of R^2 (0.874) and minimum value of RMSE (108.71), MLR-D (MLR model developed by using deviations of weather parameters from optimum value during important growth stages of rice as predictors) model could perform better than the other two models developed using MLR i.e. MLR-W and MLR-WI.

Keywords: Rice, Prediction, Yield, Parameter, Multiple linear regression, Model.

TECHNICAL VOCATIONAL EDUCATION TRAINING FOR ECONOMIC DEVELOPMENT AND SUSTAINABILITY: THE ROLE OF SKILLS TRAINING INSTITUTIONS IN NIGERIA

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Abstract

Education is seen as one of the most powerful instrument men has devised so far to shape his own fortune. Vocational education in particular is the cornerstone for any sustainable technological development. Its relevant practical training components hold the key to Nigeria becoming technologically developed. The foundation necessary to develop science and technology in Nigeria is obviously the right type of education. Science and technology have to be taught and studied systematically at all levels of education. Evidently, technological transfer is dependent on science and technology education, because scientist and technologists are key tools required in industrial, infrastructural and economic development. This paper attempts to examine the concept of vocational and technical education, the roles of skills training institutions in Nigeria, image of vocational and technical education in Nigeria, the importance of vocational and technical education in economic development and challenges of vocational and technical education in Nigeria. The role of skills training institutions in Nigeria in contributing to sustainable development is the focal point of this paper. The paper therefore recommends that efforts should be made by the government to see that there is full implementation of the policies concern vocational and technical education in the training institutions, the government in partnership with the vocational educators should create awareness on the relevance of vocational education to individuals through workshops, seminars and conferences and there should be adequate emphasis on practical aspect of vocational education to enable the recipients acquire skills and reduce the over dependence on government paid jobs.

One Day International Multidisciplinary Conference on "Global Dynamics in Management, Health, Social Sciences, Sciences, and Engineering" held on Dec 17, 2023, at the Auditorium, **NIILM University Kaithal Haryana** organized by NIILM University Kaithal in collaboration with International Council for Education, Research and Training (ICERT)

Exploring social media as a Marketing Tool: An Investigation into the Hospitality Industry

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Abstract

The evolution ushered in by the internet revolution has fundamentally altered business practices, rendering them more intricate and interactive in nature. The contemporary landscape, the integration of the internet and social media has transcended mere tools and evolved into integral components of overarching business strategies. Nowhere is this transformation more evident than in the hospitality industry, where social media has not only become a ubiquitous presence but has also emerged as a primary and influential avenue for business promotion. The social media stands out as a dynamic medium that offers a novel mode of communication between hotels and their clientele. This paper aims to delve into the depth of these changes, seeking to comprehend the underlying concepts that define the symbiotic relationship between the hospitality industry and social media. It further endeavors to provide a comprehensive analysis of the current social media practices within the hospitality sector, shedding light on the nuanced strategies employed by hotels to engage with their audience and promote their services. Moreover, the paper extends its exploration to unveil the compelling reasons behind the widespread adoption of social media marketing as a pivotal component of the overall marketing strategy in the hospitality industry. By scrutinizing these reasons, the research aims to contribute to a broader understanding of the strategic imperatives driving the integration of social media into the fabric of contemporary hospitality business models. This multifaceted exploration seeks to illuminate the intricate dynamics and strategic considerations surrounding the symbiosis of the hospitality industry with the omnipresent realm of social media.

Keywords: social media marketing, Hospitality industry, marketing strategy.

EFFICACY OF COGNITIVE BEHAVIOUR AND SOCIAL LEARNING THERAPIES ON MANAGING ADOLESCENTS' AGGRESSIVENESS

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Abstract

This study is an investigation into the efficacy of cognitive behaviour and social learning therapies in managing adolescent's aggressiveness in secondary schools. The pretest-posttest quasi-experimental research design comprising experimental group 1, experimental group 2 and the control group was adopted for the study. Two research hypotheses were raised. Participants were 120 SS II students (55 male and 65 female). The Aggressive Scale designed by [Pamela Orpinas and Ralph Frankowski \(2001\)](#) was used to collect data for the study. Data collected were analyzed using descriptive statistics such as mean and standard deviation and analysis of covariance (ANCOVA). Pre-treatment which lasted for 1 week involved the administration of the instrument while post-treatment involved treatment of Experimental groups 1 and 2 and the control group 6 was held for 6 weeks with sessions of 1 hour per week. Results showed that significant difference exist in the mean and standard deviation, pre and post-test scores of experimental and control groups and also shows that there is significant difference in posttest scores due to gender difference of the participants ($F=7.101$, $p<0.05$). The relationship between gender and experimental condition generated significant effects on TAS scores ($F=3.429$; $p<0.05$). The need to adopt cognitive behaviour and social learning therapies to counsel adolescents with demonstrated aggressiveness and the importance of appropriate orientation for counsellors, teachers and parents on how to cope with the problem of adolescents using modelling and suitable parenting styles were recommended.

Keywords: Adolescents, Aggressiveness, Cognitive behaviour therapy, social learning therapy.

Online Gaming Addiction and Its Impact on the Mental Health of Primary School Students

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Abstract

Gaming has long been a beloved source of entertainment, and today's titles like Fortnite, Valorant, Rainbow 6 Siege, Apex Legends, and League of Legends have become a daily ritual for many. These games transcend age barriers, captivating players of all generations. The rich narratives and engaging mechanics of these games are not just fun but also fuel our minds with a continuous stream of entertainment. In the digital age, gaming has emerged as a universal pastime, keeping our minds engaged and our imaginations thriving. Specific age groups should carefully read the cautionary instructions within the game's rules, particularly when it involves content that warrants warning labels, to prevent it from influencing the mindset of young individuals. This can be avoided through the implementation of necessary measures. If such precautions are not taken, the adverse impact on the gaming community may result in significant mental health issues. Online Gaming Addiction may concerns arising, regarding of its potential consequences, particularly in terms of online gaming addiction and its impact on mental health. This research paper investigates the prevalence of online gaming addiction in primary school students, identifies contributing factors, analyzing the negative and positive effects, and assesses its implications for their mental well-being. The study employs a survey-methods approach, incorporating surveys, and interviews, to comprehensively explore the complex relationship between online gaming addiction and mental health outcomes. The findings provide valuable insights into the challenges, opportunities in addressing this issue to support the well-being of primary school students in the digital age. *Keywords:* Online gaming addiction, primary school students, mental health, risk factors, positive and negative analysis.

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EFFECTIVE COMMUNICATION AS AN IMPETUS FOR CONFLICT MANAGEMENT IN A MULTI-STAFF PASTORAL MINISTRY

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ABSTRACT

The paper titled “Effective Communication as an Impetus for Conflict Management in a Multi-staff Pastoral Setting” is descriptive research that explore the conflict management models, communication tools in Multi Pastoral setting. Knowing fully well that the work of ministry is enormous, there is therefore the need to engage more than one pastors in a local church to effectively facilitate ministerial assignments. Accomplishing this comes with several changes, conflict inclusive. Hence, the researcher interest in engaging meaningful communication to salvage conflict among members of pastoral staff. Thus, the paper clarifies the concepts, multi-pastoral Staff ministry, effective communication, and Conflict management. The work further probes into nature of conflict in multi-pastoral staff ministry and addresses the issue of managing conflict using effective communication principles. The research discovered that conflict among members of pastoral team can be managed when all pastoral team prepared to communicate well and clearly; they are ready to not only seek to be understood but to also understand, they are mindful of their tones as well as the basic content of the message; they consult with others whenever major decisions are to be taken, among others.

Keywords: Communication, Conflict Management, Multi- Staff, and Pastoral Ministry.

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***Guruship* Succession in Sikhism: A Legacy of Spiritual Dedication and Equality**

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Abstract

This paper delves into the unique *Guruship* succession in Sikhism, tracing the lineage from Guru Nanak Dev to Guru Gobind Singh. It emphasizes the spiritual dedication and egalitarian values upheld by the Sikh Gurus, showcasing instances where leadership transitioned based on merit and devotion rather than familial ties. The narrative unfolds the challenges faced by the Gurus, including familial opposition and societal pressures, underscoring the core Sikh principles of equality and meritocracy in spiritual leadership. The study highlights Guru Nanak Dev's paradigm-shifting choice of Bhai Lehna as a spiritual heir over his own sons, setting the tone for a tradition that defies societal hierarchies. The paper also explores the shift from personal *Guruship* to the *Guru Granth Sahib*, symbolizing a transformation in religious authority while preserving Sikh principles. This exploration aims to unravel the intricate interplay of spiritual dedication, equality, and transformative evolution within Sikhism, portraying it not just as a religious tradition but as a profound philosophy resonating with the essence of humanity.

Keywords: Guruship, Sikhism, Challenges, Guru Nanak Dev, Guru Gobind Singh, Guru Granth Sahib.

**Status of backward classes with special reference to 127th
Constitutional (127th Amendment Act) Bill, 2021**

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Abstract

The Constitution (127th Amendment) Bill, 2021, now the OBC Act, aims to rectify the aftermath of a recent Supreme Court verdict, reinstating power to states and union territories to notify their respective Other Backward Classes (OBC) lists. This necessitated amendments to Article 342A, with consequential changes in Articles 338B and 366 to reaffirm India's federal structure. The amendment addresses errors in Article 338B, established by the 102nd Amendment Act, 2018, creating the National Commission for Backward Classes. Widely supported by opposition parties, including the Congress, the politically sensitive amendment focuses on the interests of OBCs, constituting a significant portion of India's population. With Articles 338B, 342A, and 366 at its core, the amendment clarifies the authority of states and union territories to prepare and maintain their SEBC lists. This legislative move, prompted by the Maratha Reservation Judgment, underscores the historical evolution of reservation policies in India, tracing back to the Mandal Commission of 1980 and the recent 105th Amendment Act, 2021, which devolved OBC list-making authority back to state governments. The OBC Act, 2021, thus addresses critical aspects of OBC reservations, navigating through historical developments and legal intricacies.

Keywords: OBC, Reservation, Constitutional Amendment, 127th Bill, Mandal Commission.

Human Rights of Persons Affected by Armed Conflicts

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Abstract

Safeguarding the human rights of those impacted by armed conflicts is an urgent worldwide issue that encompasses several essential tenets of international law. The protection of civilians during armed conflicts is required by international humanitarian law, which also forbids intentional harm and emphasizes the need to distinguish between military and civilian targets. The recognition of the rights to life and security, which forbids the willful taking of another person's life and guarantees protection from abuse and torture, is at the heart of this framework. The cornerstone is humanitarian aid, which entitles impacted parties to basic necessities like food, shelter, and medical attention. This includes internally displaced people and refugees, who have the freedom to apply for protection and asylum both inside and outside of their own countries. Since they are more susceptible than other groups, women and children should receive special attention. Gender-based violence should be prevented and recruitment of child soldiers should be outlawed. Providing victims of rights violations with access to justice and remedies while holding offenders accountable is a crucial component. Access for humanitarian actors to provide aid must be unhindered and guided by neutrality principles. Respecting these principles is essential to reducing the harm done to civilians and promoting a more equitable and compassionate international environment as long as conflicts exist on a global scale. Holding those who violate people's rights accountable and giving them access to justice and remedies is a crucial component. It is necessary to allow humanitarian actors unhindered access to provide aid, guided by the principles of neutrality. As long as there are conflicts in the world, following these guidelines is essential to lessening their effects on civilians and promoting a more equitable and compassionate global community.

Keywords: Human rights, Armed conflict, international laws, international treaties and Conventions.

श्रीमद्भगवद्गीता में स्वास्थ्य के सूत्र

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शोध सार

भौतिक जगत में आधुनिक संसाधनों के पीछे भागते मनुष्य को सुख व चैन नहीं होता है। आज के समय में शुभ व अशुभ विचार अंतःकरण में व्यक्त रहते हैं, जिस कारण मनुष्य का शारीरिक-मानसिक स्वास्थ्य प्रभावित होता जा रहा है। शुभांशाओं की कामनाएं मानव जीवन में बनी रहती हैं। यथार्थ गीता के अनुसार- “ये कामनाएँ कहां रहती हैं ? श्री कृष्ण ने बताया कि इंद्रियां, मन और बुद्धि इसके वास स्थान कहे जाते हैं। जब विकार तन में नहीं, मन में ही होते हैं तो शरीर धोने से क्या होगा”¹(अड़गड़ानंद 380)? मानसिक अवसाद का कारण संशय, अविद्या, मोह-माया, काल्पनिक-भय, उदासीनता, निराशा, असंवेदनशीलता, भ्रम, काम, क्रोध, उद्वेग रूपी राक्षस, मनुष्य को कामना की गंभीरता के कारण मानसिक अवसाद को जन्म देने के साथ-साथ इंद्रियों, मन और बुद्धि के समुच्चय, शरीर में रोगों को जन्म देती हैं। फल की इच्छा से किए गए कर्मों द्वारा मनोरथ पूर्ण होने से अनुकूल प्रभाव तथा मनोरथ पूर्ण न होने पर प्रतिकूल प्रभाव पड़ता है। जो आधी-व्याधियों के कारण शारीरिक-मानसिक असंतुलन पैदा कर देता है। फलतः ये आज एक गंभीर समस्या के रूप में समाज के सामने विकराल रूप धारण किए हुए हैं। गीता शारीरिक और मानसिक स्वास्थ्य को संतुलित रखने तथा मनुष्य को उत्कर्ष मार्ग पर अग्रसर करने के लिए एक महत्वपूर्ण ग्रंथ है। इस शोध पत्र का उद्देश्य व्यक्ति के शारीरिक तथा मानसिक स्वास्थ्य को विकसित, मजबूत व संतुलित बनाए रखने में श्रीमद्भगवद्गीता की भूमिका का अध्ययन करना है।

कृत्रिम बुद्धिमत्ता और भारत की राष्ट्रीय सुरक्षा

डॉ० सतीश कुमार

सहायक प्राध्यापक, रक्षा अध्ययन विभाग, राजकीय महाविद्यालय, आदमपुर

सारांश

कृत्रिम मेधा (आर्टिफिशियल इंटेलिजेंस) के क्षेत्र में पिछले कुछ समय से हुई प्रगति ने सरकार, उद्योग, समाज और सैन्य क्षेत्र में महत्वपूर्ण अवसर प्रस्तुत किए हैं। जहाँ एक ओर शिक्षा के क्षेत्र में कृत्रिम मेधा ने बुद्धिमत्तापूर्ण गेम पर आधारित ज्ञान-अर्जन (परिदृश्य) शिक्षा प्रणाली और व्याख्या एवं विवेचना की तकनीक मुहैया कराती है तो वहीं दूसरी ओर सेना से जुड़े (सामरिक) मामलों ने युद्ध के स्वरूप एवं प्रकृति को ही बदल दिया है। आर्टिफिशियल इंटेलिजेंस के माध्यम से स्वचालित शस्त्रों का निर्माण सम्भव है और ऐसे शस्त्र भविष्य में मानव के अस्तित्व के लिए खतरा साबित हो सकते हैं।

कुंजी शब्द : मशीन लर्निंग, बिग डेटा, न्यूट्रल एल्गोरिदम, साइबर सुरक्षा, सेल्फ लर्निंग पैटर्न, खुफिया निगरानी, हैकिंग।

आधुनिक युग में श्रीमद्भगवद्गीता का महत्व

डॉ.नरेन्द्र कुमार

सह.प्राध्यापक, संस्कृत पालि-प्राकृत-विभाग, एन.आई.आई.एल.एम.विश्वविद्यालय,कैथल

सारांश

प्राचीनकाल से ही भारत ज्ञान और विज्ञान का मुख्य केन्द्र रहा है। मनुष्य इस समाज में रहते हुए वह स्वयं अपनी जीवन शैली को किस प्रकार से आदर्श स्वरूप में स्थापित करे जो इस लोक यथार्थ को स्वीकार करते हुए उसे परमार्थ के मार्ग में रूपांतरित करें, इस प्रकार की अद्वितीय विचार परम्परा का उदय तो वस्तुतः उपनिषद् काल में ही हो चुका था किन्तु भारतीय समाज में ऋषि-मुनियों का यह ज्ञान प्रवाह वहीं तक कहाँ रुकने वाला था वह प्राचीनकाल से प्रारम्भ होकर आज तक उसी गति से गतिशील है। महाभारत में श्रीमद्भगवद् गीता ने इस वास्तविकता को लोक - जीवन में प्रतिष्ठापित कराने का कृष्णार्जुन संवाद के माध्यम से सत्यनिष्ठ प्रयास किया जो कि आज वर्तमान में भी इन्हीं के संवाद को सुनकर मानव अपने जीवन में दुखों से मुक्ति पाने का प्रयास कर रहा है। यह ग्रन्थ अत्यन्त आदरणीय है, जो की आज के समाज में ज्ञान का स्रोत है। क्योंकि इसमें किसी सम्प्रदाय विशेष का उल्लेख नहीं है। भारत के एक छोर से लेकर दूसरे छोर तक इसका पाठ, तथा भाषानुवाद चिरकाल से होता चला आ रहा है। वैष्णवजनों के लिए जो उपयोगिता भागवत पुराण और रामचरितमानस की है वही उपयोगिता कर्म- योगियों के लिए भगवद्गीता की है। पुरुषार्थ चतुष्टय - धर्म, अर्थ, काम, मोक्ष की साधना का संदेश इस विशाल ग्रन्थ में भी प्राप्त होता है। कर्म, भक्ति और ज्ञान विवेचन के विस्तृत प्रसंग में कर्मफल, भक्ति भाव, सुख-दुःख, जीवन-मरण, बंध- मोक्ष, स्वर्ग-नरक, उत्थान-पतन, लाभ-हानि आदि विषयों का सरल एवं सम्यक् वर्णन इस ग्रन्थ में निहित है। यह ऐसा अद्भूत ग्रन्थ है जिसके ज्ञान से मानव जीवन की उपयोगिता का पता चलता है।

मुख्य शब्द: धर्म, अर्थ, काम, मोक्ष, कर्मफल, भक्ति, सुख-दुःख, जीवन-मरण, स्वर्ग-नरक आदि

Effects of AI on Influencing consumer Behavior

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Abstract

The primary subject of the paper is how artificial intelligence affects consumer behavior. This mostly demonstrates how AI affects consumers' product selection decisions. Human intelligence is used by artificial intelligence technologies to translate desires into sales. With the study of browsing history and recent website visits, data from many sources is gathered to estimate consumer behavior toward pricing, quality, and brands. Voice recognition, chatbots, and character readers all attempt to ascertain the needs of the customer by offering a 24/7 service that meets their needs. Artificial intelligence is being used to target each individual client based on their online browsing habits, online activities, and web history in order to satisfy all of their needs. Artificial Intelligence (AI) is used in market areas to estimate client demand and how price, quality, and other external factors may affect it. Chatbots are employed to offer clients real-time engagement. Artificial Intelligence is utilized to target markets where consumers are currently concentrating or paying attention. Artificial intelligence is evolving daily, considering how human intelligence converts a visitation into a sale. AI makes computers and other devices as sophisticated as the human brain. AI is used to automatically update websites and social media to reflect the most recent information. AI-built tools for comparing prices and products are used to provide the gathered info to customers. Future trends and difficulties based on customer historical analysis data that businesses utilize artificial intelligence (AI) to gather customer requirements. Analytics have altered the method in which marketers create digital marketing plans and arrange their portfolios to best suit the goods and services that are offered in the market.

Keywords: Artificial Intelligence, consumer behavior, Chatbots, Voice recognition.

Graphic Novels: An Embryonic Pedagogical Tool for Practical Subjects, Prolific art, and Second language; Substantiating Objectives of NEP-2020

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Abstract

Graphic Novels are the latent means of acquiring language skills in terms of acquisition of a second language and creativity in education, if it is brought as a part of syllabi in academics. Many small types of research are conducted on the GNs to find out the popularity of it over textbooks by librarians, using it in the classroom to teach English as a second language amongst Chinese elementary pupils, minor research to teach the German Language with GNs, teaching vocabulary with it and so on. With the help of available outcomes of these relevant researches on the topic, the present research paper focuses on and identifies the scope for the pedagogical implications of it in instruction in the present scenario. Along with language skills, GNs introduce a wide range of knowledge of assorted subjects leading to creativity. Language is the predominant part of the GNs to be studied however, the emerging potential skills with the use of it in academics, could be developed by sighting the objectives of the present NEP 2020. Cognitive development is also stimulated with the help of GNs. The creativity in students with GNs has a good scope for skill development. The technicality, organized story, the format, and the illustrations are some of the areas along with the language that attracts the students to it than traditional textbooks. Graphic Novels have never been considered a serious piece of literature but a format. Usage of it in the practical subjects may result in better learning and generating good taught students than that degree holders. According to NEP-2020, the education should be skill-based; considering this objective the GNs exhibit a great amount of scope in learning with efficiency. Using it in the new syllabus for imparting the knowledge and flourishing the skills will prove it to be effective pedagogical means of teaching practical subjects as well.

Keywords: Graphic Novels, prolific art, Pedagogical tool, Psycholinguistics, Nep-2020.

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The Effects Of E-Tourism To The Development Of Tourism Sector In Himachal Pradesh

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ABSTARCT

The state of Himachal Pradesh is characterized by its unique and diversified ethnic and cultural makeup. It could benefit from the expansion of its tourism industry. The industry is now crucial for promoting both regional and national economic growth. By making good use of the widespread availability of information and communication technology, it can expand even farther and on a much greater scale (ICT). For instance, ICT might support the expansion of e-tourism, an online marketing strategy. The goal of this research is to comprehend the potential of e-tourism and how it affects the industry's growth. The study specifically assesses how ICT use impacts marketing, business, and e-tourism components and how they impact the expansion of the tourism industry. An analytical multivariate regression model is built to evaluate the situation. According to the empirical model, e-tourism might account for almost 40% of the tourism industry's growth.

Keywords: Himachal Pradesh, E-tourism; Marketing; Tourism; Cultural Diversity.

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Measurement and Comparison the Happiness among Women

Entrepreneur and Employed Women: A Comparative Study

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Priyanka, Research Scholar, Department of Management, Indira Gandhi University, Meerpur, Haryana

ABSTRACT

This study's primary goal is to assess and contrast the happiness experienced by employed and entrepreneur women. 450 female respondents were interviewed in order to get the data. The analysis makes use of the mean, standard deviation, and Mann-Whitney U test. The purpose of this study was to identify the factor of happiness by using Oxford happiness Inventory. The objective of the study was also to determine whether there was a significant difference between women who were employed and women who were entrepreneurs on the basis of their happiness. This study identified four factor of happiness these are : Life satisfaction , positive mindset, Joy and Self Efficacy. The finding also showed that there is a substantial difference between the two groups of women. The result indicated that women entrepreneur feel very happy and employed women feel pretty happy. The result showed that women entrepreneur are more satisfied by her life, have positive mind and enjoying her life and have self-efficacy.

Keywords: Oxford happiness Inventory, Satisfied Life, Joy, Positive Mind, Self Efficacy.

Relationship between Academic Resilience and Achievement Motivation of Senior Secondary Students in Haryana State

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Abstract

Academic resilience and achievement motivation are two crucial factors that significantly impact the academic performance of senior secondary students. This paper explores the correlation between academic resilience and achievement motivation and their influence on enhancing students' academic achievements. The study constituted 642 (322 female, 320 male) students from 38 (21 urban, 17 rural) senior secondary schools in Haryana state. The result revealed that male and female students differ not significantly in their motivation to achieve. There was a significant correlation between achievement motivation and dimensions of academic resilience. There is no significant difference between the academic resilience of male and female students concerning their gender. This study can provide valuable insights for educators, policymakers, and stakeholders in facilitating the successful implementation of NEP 2020 and promoting students' academic success. The importance of fostering these traits in students is emphasized, along with practical strategies and interventions that educational institutions and stakeholders can utilize to promote academic resilience and achievement motivation.

Keywords: Academic resilience, achievement motivation, academic performance, implementation of NEP 2020.

Critical Analysis of Content Checking Organizations in India in Debunking Political Disinformation Spreading on Social Media During Lok Sabha Elections 2019

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Abstract

The spread of political disinformation is an urgent problem that significantly impacts society by shaping public opinion and election results. In the fight against political disinformation, content verification organizations (CVOs) act as guiding lights of reality. CVOs use a variety of tactics to combat false information, including fact-checking, writing articles to refute claims, and posting clarifications on social media. Additionally, CVOs carry out in-depth research, illuminating the widespread impact of disinformation on voter opinion and election outcomes. CVOs have amassed sizable fan bases and have a favourable influence on election processes and public opinion. According to studies, a single fact-check may influence up to 100,000 people, with 10% of respondents changing their political opinions as a result. Notably, 5% of votes cast in the 2019 Indian Lok Sabha elections went to candidates whose claims had been confirmed by CVOs. Despite their admirable efforts, CVOs confront obstacles, most of which are brought on by inadequate finance, which limits their ability to successfully combat false information. Significant challenges are also posed by political meddling and social media platform rules. Nevertheless, CVOs consistently work to combat political disinformation, enabling people to make wise judgments. Governments and social media platforms must acknowledge the role played by CVOs and provide them with the assistance and safeguards they need against outside interference.

Keywords: Political Disinformation, Content Verification Organizations, Fact-Checking, Public Opinion, Election Results, Disinformation.

आधुनिक युग में श्रीमद्भगवद्गीता का महत्व

डॉ.नरेन्द्र कुमार

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सारांश

प्राचीनकाल से ही भारत ज्ञान और विज्ञान का मुख्य केन्द्र रहा है। मनुष्य इस समाज में रहते हुए वह स्वयं अपनी जीवन शैली को किस प्रकार से आदर्श स्वरूप में स्थापित करे जो इस लोक यथार्थ को स्वीकार करते हुए उसे परमार्थ के मार्ग में रूपांतरित करें, इस प्रकार की अद्वितीय विचार परम्परा का उदय तो वस्तुतः उपनिषद् काल में ही हो चुका था किन्तु भारतीय समाज में ऋषि-मुनियों का यह ज्ञान प्रवाह वहीं तक कहाँ रुकने वाला था वह प्राचीनकाल से प्रारम्भ होकर आज तक उसी गति से गतिशील है। महाभारत में श्रीमद्भगवद् गीता ने इस वास्तविकता को लोक - जीवन में प्रतिष्ठापित कराने का कृष्णार्जुन संवाद के माध्यम से सत्यनिष्ठ प्रयास किया जो कि आज वर्तमान में भी इन्हीं के संवाद को सुनकर मानव अपने जीवन में दुखों से मुक्ति पाने का प्रयास कर रहा हैं। यह ग्रन्थ अत्यन्त आदरणीय है, जो की आज के समाज में ज्ञान का स्रोत है। क्योंकि इसमें किसी सम्प्रदाय विशेष का उल्लेख नहीं है। भारत के एक छोर से लेकर दूसरे छोर तक इसका पाठ, तथा भाषानुवाद चिरकाल से होता चला आ रहा है। वैष्णवजनों के लिए जो उपयोगिता भागवत पुराण और रामचरितमानस की है वही उपयोगिता कर्म- योगियों के लिए भगवद्गीता की है। पुरुषार्थ चतुष्टय - धर्म, अर्थ, काम, मोक्ष की साधना का संदेश इस विशाल ग्रन्थ में भी प्राप्त होता है। कर्म, भक्ति और ज्ञान विवेचन के विस्तृत प्रसंग में कर्मफल, भक्ति भाव, सुख-दुःख, जीवन-मरण, बंध-मोक्ष, स्वर्ग-नरक, उत्थान-पतन, लाभ-हानि आदि विषयों का सरल एवं सम्यक् वर्णन इस ग्रन्थ में निहित है। यह ऐसा अद्भूत ग्रन्थ है जिसके ज्ञान से मानव जीवन की उपयोगिता का पता चलता हैं।

मुख्य शब्द - धर्म, अर्थ, काम, मोक्ष, कर्मफल, भक्ति, सुख-दुःख, जीवन-मरण, स्वर्ग-नरक आदि

One Day International Multidisciplinary Conference on "Global Dynamics in Management, Health, Social Sciences, Sciences, and Engineering" held on Dec 17, 2023, at the Auditorium, **NIILM University Kaithal Haryana** organized by NIILM University Kaithal in collaboration with International Council for Education, Research and Training (ICERT)

A New Epoch: Charting India's Path to Global Arbitration Prominence

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Abstract

The practice of arbitration, in India, traces its origins back to ancient legal systems like the Mitakshara School of Law and further evolved under British colonial enactments, notably the inception of the India Arbitration Act of 1899. This historical continuum has been punctuated by significant developments marked by amendments in 1996, 2015, 2019 and 2021, indicative of India's unwavering commitment to cultivating a robust arbitration culture. Strengthened by this historical foundation and fortified by British legal influences, India, the world's fifth-largest economy, harbours the aspiration to firmly establish itself as a global arbitration hub. The development has been gradual and ongoing with various initiatives, reforms and pivotal judicial decisions being implemented. This paper critically scrutinizes India's potential within the evolving legal landscape, examining its legislative foundation and contemporary ambitions in the global arbitration arena.

Keywords: International Arbitration, Arbitration in India, Legal reforms, Historical Development of Arbitration, Global Arbitration Hub, Evolution of Arbitration Practices.

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Advertising as a Catalyst for Social Transformation: A Study on Public Service Advertisements and Nation Building in India

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Abstract

Media, the fourth pillar of democracy, is one of the institutions, systems and resources created by the society to fulfill its various needs. Today, as a security guard of democracy, media has reached its reach not only in the country but across the world. In this era of information technology, mass communication has an important contribution in the society. Whatever the limitations of the early forms of communication, the rapid development of communication media has been closely related to the development of modern human society. In the last few years, the revolutionary changes in the procedures of mass communication due to scientific progress have completely changed the human life-style. From Parliament to the streets, all ideological wars are being fought today through the mass media. Before independence, the media awakened the light of patriotism and resistance to British rule among the common people. After independence, this medium of consciousness emerged from new knowledge and science and called upon the common people to protect their rights and duties. Advertising is a controlled mass media of salesmanship by which visual and audio information is provided to the consumer with the purpose of getting him to think, agree, act or behave as desired by the advertiser. Started doing. Today we are standing at the frontier of the advertising era. In fact, advertising conveys its message through symbols, sometimes through humor, sometimes rhythm and sometimes even by creating fear, it tries to achieve its goal. Its creativity lies in this. The point is that it tries to look at situations from a new perspective. Advertisements contain a lot in their small structure which

Keywords: social awareness, nation building, media impact, societal issues, Corporate Social Responsibility, advertising.

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Revolutionizing Hospitality Education: Technological Innovations in the Post-COVID Era

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Abstract

The study explores the transformative impact of the COVID-19 pandemic on hospitality education, focusing on the integration of technologies in the post-pandemic landscape. The crisis compelled the hospitality industry to rethink traditional education models, leading to the widespread adoption of digital tools and platforms. The post-pandemic era, the intersection of technology and education in hospitality is reshaping learning experiences. Virtual reality (VR), augmented reality (AR), and artificial intelligence (AI) are becoming integral components, offering immersive and interactive training opportunities. This paper investigates the role of these technologies in simulating real-world scenarios, enhancing safety protocols, and delivering dynamic, industry-relevant content. The shift towards digital learning ecosystem not only addresses the challenges presented by the pandemic but also positions the hospitality education sector at the forefront of innovation. The study highlights the symbiotic relationship between technology and education, shaping a resilient and future-ready workforce in the hospitality industry.

Keywords: Hospitality Education, Covid -19, Technology.

Agriculture for Development: Toward a New Paradigm

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Abstract

The fundamental role that agriculture plays in development has long been recognized. In the seminal work on the subject, agriculture was seen as a source of contributions that helped induce industrial growth and a structural transformation of the economy. However, globalization, integrated value chains, rapid technological and institutional innovations, and environmental constraints have rapidly changed the context for agriculture's role. We argue that a new paradigm is needed that recognizes agriculture's multiple functions for development in that emerging context: triggering economic growth, reducing poverty, narrowing income disparities, providing food security, and delivering environmental services. Yet, governments and donors have neglected these functions of agriculture with the result that agriculture growth has been reduced, 75% of world poverty is rural, sectoral disparities have exploded, food insecurity has returned, and environmental degradation is widespread. Mobilizing these functions requires shifting the political economy to overcome anti-agriculture policy biases, strengthening governance for agriculture, and tailoring priorities to country conditions.

Keywords: Agriculture, development, strategies, policies, poverty reduction Introduction.

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Crop Substitution of Selected Crops in India

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Dr Samrat Chowdhury

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Abstract

The aim of this paper is to assess the impact of carbon dioxide emissions per capita and virtual water content of crops on possibility of crop substitution or crop addition of few commercial and food crops in India. The study is based on quarterly data between 1981 and 2020 in India and finds that there has been crop substitution between rice wheat tea and coffee. The study however, found that per capita carbon dioxide emissions had no effect on area under cultivation of tea This may be possibly because tea is mainly grown in hilly regions where the effect is not strong. The coefficient of yield rate of tea is positive and significant which means that with increase in yield rate of tea has positive effect on area under cultivation of tea. The coefficient of area under tea with one period lag is positive and significant. It means that there has been intertemporal substitution in area under tea in lieu of other crops. It may also be because of the fact that fallow lands may be bought under the cultivation of tea. The coefficient of virtual water of tea is positive which means that increase in virtual water content of tea has a positive effect on area under cultivation of tea.

Keywords: Virtual Water, Carbon dioxide Emissions per capita, Crop Substitution.

Evaluating the Impact of Different Vermicompost Doses on Chickpea Growth, Yield, and Soil Health

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ABSTRACT

This study investigates the influence of varying vermicompost doses on, chickpea (*Cicer arietinum*) cultivation, aiming to discern optimal application rates for enhanced growth, yield, and soil health. Vermicompost, a nutrient-rich organic fertilizer produced through the activity of earthworms, is gaining prominence as a sustainable alternative to traditional fertilizers. The experiment involves four different vermicompost doses (0 kg/ha, 2.5 kg/ha, 5 kg/ha, and 7.5 kg/ha) applied to chickpea crops in a randomized complete block design. Results indicate a significant positive correlation between vermicompost dose and chickpea growth parameters. Increased doses of vermicompost lead to higher plant height, increased leaf area, and improved chlorophyll content, suggesting a direct impact on the plant's photosynthetic efficiency. Furthermore, the study reveals a dose-dependent improvement in chickpea yield parameters, including pod number, seed weight, and overall crop productivity. Soil health assessments demonstrate that vermicompost application contributes to enhanced microbial activity, improved nutrient availability, and increased soil organic matter content. Additionally, the study explores the economic feasibility of vermicompost application by analyzing the cost-benefit ratio associated with different doses. In conclusion, the findings of this study highlight the potential of vermicompost as an effective and sustainable fertilizer for chickpea cultivation. Optimizing vermicompost doses not only improves crop performance and yield but also positively influences soil health. These insights contribute to the development of environmentally friendly and economically viable agricultural practices, aligning with the broader goals of sustainable and regenerative farming systems.

Keywords: Vermicompost, crop yield, soil health, organic fertilizer and nutrient management.

Exploring the Educational Experiences of Migrant Girls in Rural Punjab

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Abstract

The objective of this research is to examine the educational experiences of migrant girls in rural Punjab, with a particular emphasis on comprehending the variables that impact the educational results of these girls. In particular, the research looks at the data by using the analysing it with the Smart PLS programmes in order to investigate the links that exist between the many different variables. Primary data for the research are gathered via the administration of questionnaires to a representative sample of migrant girls living in rural Punjab. The surveys are designed to elicit information about the participants' perspectives on education, subjective norms, perceived behavioural control, and educational results. The results of the research shed light on the specific obstacles and possibilities that migrant girls in rural Punjab confront when it comes to gaining access to school and participating in academic activities. The findings also shed light on the relevance of the education support system in terms of its role in enabling good school experiences and outcomes for migrant girls. The findings of this research have important implications that may be used to influence the creation of targeted interventions and policies that aim to enhance the educational experiences and results of migrant girls in rural Punjab, therefore fostering educational fairness and social inclusion.

Keywords: Migrant girls, educational experiences, education support system, Smart PLS.

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Green Insurance: Products and Challenges

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Abstract

Green insurance, a nascent category within the insurance industry, is specifically designed to mitigate environmental risks and promote the concept of sustainability. The research capitalizes on the existing body of literature, reports, and statistical data in order to evaluate the adoption and consequences of green insurance products in Punjab. By conducting a comprehensive analysis of the available secondary data, this study examines the various types and prevalence of green insurance products in the region and assesses the challenges involved. The findings shed light on the potential of green insurance products to incentivize sustainable practices and offer financial resilience against environmental risks. This research contributes to a more profound comprehension of the evolving insurance sector and its pivotal role in promoting environmental sustainability. Moreover, it underscores the imperative need for further research and policy support to bolster the acceptance and adoption of green insurance products.

One Day International Multidisciplinary Conference on "Global Dynamics in Management, Health, Social Sciences, Sciences, and Engineering" held on Dec 17, 2023, at the Auditorium, **NIILM University Kaithal Haryana** organized by NIILM University Kaithal in collaboration with International Council for Education, Research and Training (ICERT)

NATIONAL EDUCATION POLICY-2020 AND SUSTAINABILITY IN EDUCATION

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Abstract

People and governments have understood the importance of an educated population today. Education is one of the most important factors that determine the future of a nation. Economic and social development can happen only when the population is educated. Suppose, If the population is illiterate, progress would be very difficult. Illiteracy contributes to incompetency, incapability, making them superstitions and bound by false beliefs. Thus making them change would be a difficult task. Globally there is a realization that education can only help to bridge the disparities to a certain extent. This has prompted the United Nations (UN) to come up with the list of sustainable development goals (SDG) for transformation of nations by the year 2030. One among the seventeen sustainable goals listed by the UN is the SDG4 that deals with education. The focus of SGD 4 is to ensure universal, equitable and all inclusive education for all by the year 2030. As far as India is concerned, there is a serious take on the SDG4. A lot of efforts have been put from the Government side to achieve sustainability in education by 2030. A conscious effort to this was the drafting of the National Education Policy 2020. Through this Paper, an attempt is made to understand the various provisions under SDG4 and that of NEP 2020. It also tries to analyze and understand the various schemes and initiatives of the government that would enable it to achieve sustainability in education by 2030. I have used secondary data for the preparation of this Paper.

Keywords: NEP 2020, SDG 4, Education, sustainability, government schemes and scholarships.

Structural changes in economy of Haryana

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Abstract

Over time, Haryana's economy has changed drastically. Haryana has transformed from a rural state into an industrial society. With industrial hubs and manufacturing units, industrial production and employment prospects have expanded. Additionally, the state's service industry has grown significantly. IT, IT-enabled services, education, healthcare, and tourism have driven this revolution. Service-based businesses like Gurugram attract investments and talent. Development of infrastructure has driven economic progress in Haryana. Construction of roads, motorways, airports, and logistical infrastructure has boosted industrial and commercial activity and connection with surrounding areas, boosting economic development. Rapid urbanisation has caused city growth and a real estate bubble. This has increased local and international investment, boosting economic activity and employment creation. The state's GDP has lowered its agricultural portion, although it has diversified into high-value crops and horticulture. The state's aggressive policy measures have made conducting business easier, offered investors incentives, and streamlined property acquisition. SEZs and industrial corridors have promoted export-oriented development. Haryana is appealing to companies because skill development and education have produced a qualified workforce that meets employment market demands. Balanced economic growth with renewable energy and waste management, the state has exhibited environmental sustainability. Infrastructure development, urbanisation, policy changes, and sustainability have transformed Haryana's economy from agriculture to industry and services. These improvements make Haryana a key economic contributor to India.

Keywords: Agriculture, Industry, Services, Urbanization, Infrastructure, Real Estate

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Origin and Development of Indian English Fiction

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With the expansion of the British Empire in India, the development of Indian English literature accelerated. Though experts believe that Indian literature in English goes back to at least the early nineteenth century, there are divergent views on the earliest authentic Indian writing in English. Three things gave rise to it: missionaries' activities, educational changes by the British government, and upper-class Indians' acceptance of the English language and literature. The educational changes demanded by the Charter Act of 1813 and the William Bentinck English Education Act of 1835 come first. The Charter Act, which held England accountable for the Indigenous' educational advancement, was adopted by the English Parliament to address some of the avaricious behaviors of the British East India Company personnel. Following Macaulay's infamous minute on Indian education, the English Education Act was passed, making English the language of instruction for Indians and English literature a required topic in Indian educational institutions. It should be remembered that English was taught in Indian universities long before Bentinck's 1835 English Education Act. Early in the nineteenth century, English was taught alongside Oriental studies, with its instruction characterized by the same type of classical method used in British universities for Latin and Greek. However, when funding for Oriental studies was cut, the secular nature of such training began to give way to one with a distinctly Christian slant.

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A Study on Initiatives and Achievements of Government of India on Financial Inclusion

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Abstract

Financial Inclusion is a process of providing Just and Equal opportunities to avail banking services, financial services. India a developing country can achieve social growth together with economic growth on the basis of sound and efficient financial system. A report of a survey conducted in 2018 that still 1.7 billion adults lacked even single basic bank account. To a surprise among these unbanked adults a large number belongs to women and poor people in rural areas. Financial inclusion can be achieved by making a balance between supply of financial services and demand of financial services. Govt. of India has taken various steps from time to time increase the reach of services. Nationalization of banks in 1969, 1980 in pre-liberalization period and LPG reforms and consolidation of banks are such kind of schemes opted by govt. to increase the reach of banks, financial institutions. RBI created a commission named as "Khan Commission" in 2004 which investigated the state of financial inclusion in India and made a series of recommendations to include each and every single citizen of India to have full-fledged banking service. This paper is focused on spread on banking services and success of achievement of financial inclusion of Indian Government. Data has been collected from secondary resources like websites, research papers etc.

Keywords: Financial inclusion, Financial Exclusion, Financial literacy.

Efficiency and Performance of top Indian Pharmaceutical Firms

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Abstract

The Indian pharmaceutical industry has made significant strides in the past five decades and is an important contributor to the provision of quality healthcare services in any economy. This paper studies the efficiency of selected top ten pharmaceutical companies by applying Data Envelopment Analysis (DEA). The inputs used in the study are assets, salaries, and wages. The outputs used are Return on Asset, and Net Profits. The study found Divis Laboratories and Sun Pharma to be most efficient under CRS and Sun Pharma was found to be most efficient under VRS models during 2019 - 2023. Seven pharmaceutical companies were working under Increasing returns to scale, two were working under constant returns to scale and one was performing under decreasing returns to scale. Return on assets, Net Profit margin and Return on Capital Employed Ratio were used to study financial performance of the pharmaceutical companies. Abbot India had the highest return on assets (17.948%). Divis Labs had the highest Net Profit Margin (27.76%). Mankind Pharma led in Return on Capital Employed (27.524%), This result further adds to the result provided by DEA. Companies found to be efficient by DEA were found to have high performance standards. Also, through the regression analysis the impact of variables Return on Capital Employed (ROCE) and Net profits margin (NPM) on Return on Asset (ROA) was studied. Returns on Assets (ROA) are 93.6% dependent on Net profits margin and Return on Capital Employed. There is significant (p-value = 0.000) relationship between Return on Asset (ROA), Net profits margin (NPM) and Return on Capital Employed (ROCE).

Keywords: Pharmaceutical companies, Efficiency, Performance, Returns to scale, Data Envelopment Analysis (DEA), Regression Analysis.

वर्तमान समय में भारतीय राजनीति में क्षेत्रीय दलों की भूमिका

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एसोसिएट प्रोफेसर, राजनीतिक विज्ञान विभाग, नीलम यूनिवर्सिटी, कैथल.

सारांश

भारत में क्षेत्रीय दलों के गठन का अपना विशेष इतिहास है। इस तथ्य से इनकार नहीं किया जा सकता कि भारत में क्षेत्रीय दलों के उद्भव का मुख्य कारण राष्ट्रीय दलों के प्रति असंतोष का परिणाम भी रहा है और अधिकांश क्षेत्रीय दलों का उदय कांग्रेस पार्टी के भीतर आपसी फूट और प्रतिस्पर्धा के कारण हुआ है। वर्तमान संदर्भ में देखा जाए तो कई क्षेत्रीय दल गठबंधन राजनीति की उपज हैं। अपनी प्रारंभिक अवस्था में भारत में क्षेत्रीय दलों का उदय और विकास राज्यों की स्वायत्तता की मांग, उपसंस्कृति का विकास, जातीयता और धर्म की भावना आदि के कारण हुआ। असंतुलित क्षेत्रीय विकास ने भी इसमें योगदान दिया है। जो क्षेत्र राष्ट्रीय विकास की मुख्य धारा से कटे हुए थे या उपेक्षित थे, समय के साथ वहां क्षेत्रवाद की भावना पैदा हुई और इससे क्षेत्रीय दलों का गठन हुआ। दरअसल, 1967 में चौथे आम चुनाव के बाद कई राज्यों में गैर-कांग्रेसवाद की जो लहर उठी, उसने आगे चलकर पूरी राजनीति को अपनी चपेट में ले लिया और 1989 के बाद बदलते भारतीय राजनीतिक परिवेश में क्षेत्रवाद की राजनीति एक अटल सत्य बन गयी। अतः वर्तमान राजनीतिक परिदृश्य में भी इस सत्य को नकारा नहीं जा सकता क्योंकि हर आम चुनाव के बाद क्षेत्रीय दलों की संख्या लगातार बढ़ती जा रही है। प्रस्तुत शोध पत्र में भारत के सन्दर्भ में क्षेत्रीय दलों के उद्भव एवं विकास पर प्रकाश डाला गया है।

Keyword: भाषा, संस्कृति, धर्म, जाति, विविधता, क्षेत्रवाद

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Conceptualizing Digital Economy: Unraveling Its Evolution and Impact in India

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Abstract

The present study is an exploration into the historical development of digital economy and its implications in Indian context. The study adopted explorative cum analytical research approach to garner insights into the subject matter. Secondary data sources including journals, books and government reports are main stay of the research to draw the precise inferences. In this context, the key inferences of the study have outlined that the advent of technology advancements has significantly altered global socio-economic interactions. The evolution of the digital economy in India showcases a transformative journey marked by technological advancements, policy initiatives, and changing consumer behavior. India is quickly becoming the world's leading country in the digital economy. Digital technologies, industries, and services exert a substantial influence as stabilizers, lubricants, and enhancers in comparison to the physical economy. As a result, they are regarded as pivotal approaches to mitigate the crisis and drivers of economic growth. Through a number of programmes, including Made in India, Startup India, and Digital India, the Indian government has been aggressively encouraging the use of digital technologies. These programmes seek to improve the adoption of digital technology across a range of industries, including healthcare, education, and agriculture, while also fostering an atmosphere that supports the growth of start-ups. India's economy and society have been greatly impacted by the digital economy. It has increased production, produced jobs, and given more people access to opportunities and services. E-commerce, digital payments, and online education are just a few of the new industries and business models that have emerged as a result of the expansion of the digital economy.

Keywords: Development, Digital, Economy, Innovation, Technology.

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The campus of the University is situated at Kaithal at a distance of 160 Km North-west of Delhi on National Highway, it has been making rapid progress in building construction and has an excellent and extra-curricular need of an institute. The University aims to facilitate and promote studies, research and extension work in emerging areas of higher education with focus on enriched education in the disciplines of engineering, technology, management journalism and mass communication, etc. and also to achieve excellence in allied fields.