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IN-QUEST

Students' Research Compendium - Reviewed



SEVA MANDAL EDUCATION SOCIETY'S

SMT. MANIBEN M.P. SHAH WOMEN'S COLLEGE OF ARTS AND COMMERCE (Autonomous)

NAAC REACCREDITED 'B++' GRADE WITH CGPA 2.88/4

UGC STATUS - COLLEGE WITH POTENTIAL FOR EXCELLENCE (2016-2021)

Adjudged as Best College (2017-18), S.N.D.T. Women's University

VISION

Empowerment of women through quality education to make them competent, self reliant, responsible home-makers, professionals & citizens.

MISSION

Education for Living and for Making a Better Living.

OBJECTIVES

- * All round personality development of students.
- * Training students to be responsible citizens with awareness-raising programs and activities.
- * To make higher education more relevant, need based and skill based.
- * To lay foundation for progressive and prosperous future of the students.



Foreword

Greetings from Smt. Maniben M. P. Shah College,

It's my pleasure to pen these few lines for In-Quest. Research is an art of scientific investigation. It encourages creative and critical thinking besides sharpening skills of problem solving and decision making. The Continuous creation of new knowledge is a requisite for progress and its strategic use would enable us to compete globally. The aims of research vary depending on the purpose for which research is being carried out. Generally it is for enrichment of knowledge, for introduction of new practices or for producing training tools. As a part of the teaching learning process it ensures the highest kind of learning. So we are proud to bring forth our next issue of In-Quest to share this learning of our students.

My compliments to the students and to all faculty members who supervise and monitor research studies of the students enabling effective learning and enrichment.

Congratulations to Dr. Shital Mandhare and team for facilitating and coordinating the entire process and bringing forth this issue.

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SOCIAL MEDIA INFLUENCERS V/S CELEBRITIES: YOUNGSTERS' PERSPECTIVE

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ABSTRACT

Social media influencers are influencers in which they build people's reputation for their knowledge who are good in a specific topic. They make regular posts about the topic on preferred social media channels and generate a large following of enthusiastic, engaged people who pay close attention to their views. A celebrity is someone who is famous, especially in areas of entertainment. Celebrities generally gain the following amount because people admire their talent and enjoy their music or movies. Influencers and celebrities have some difference in which influencers gain a following through their expertise on a particular subject and ability to engage with their audience celebrities find different by appealing to a very broad audience, while influencers earn their reputations by targeting a narrower demographic influencer. Social media influencers have a great impact on many people, especially youngsters. Even film celebrities are collaborating with influencers to promote their films. People trust social media influencers more than traditional celebrities because they are more relatable having the image of a person next door.

Here the researchers have collected the data from secondary as well as primary sources. Representative sample of 100 respondents was taken from among which 50 respondents were male and 50 were female. Sample has been selected with the help of convenience and snowball method of sampling. Hypothesis testing is done through chi-square test. Data of the present study has been analyzed using descriptive frequency analysis.

KEYWORDS: *Social media, Influencers, Celebrities, Youngsters*

INTRODUCTION

Social media is a collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration. People use social media to stay in touch and interact with friends, family, and various communities. Social media is used to market products, promote brands, connect to customers and foster new business. As a communication platform, social media promotes customer feedback and makes it easy for

customers to share their experiences with a company. Businesses can respond quickly to positive and negative feedback, address customer problems and maintain or rebuild customer confidence. An influencer is a person who is regarded as an expert within their particular field that also has a steady following. People trust their opinions, and thus their endorsements carry a considerable amount of weight. There is a growing interest in experts who have a large social influence and presence via social media. Celebrity is a condition of fame and broad public recognition of a person or group as a result of the attention given to them by mass media. Some influencers fake perfect bodies and perfect lives. Some youngsters compare them with those influencers and are feeling insecure. This results in low self – esteem, mental health issues, cosmetic surgeries and materialism. This influences identity formation too. Youngsters are listening to different world views and perspectives from social media influencers. Some social media influencers genuinely review the products they use. Through watching their reviews, people are saving money and are avoiding bad purchases. There are so many influencers on social media who promote positive things such as body positivity, financial awareness, ethical values etc. With great power comes great responsibility. So, social media influencers should be socially responsible. They should avoid doing things that have the possibility of influencing people negatively. An individual may attain a celebrity status from having great wealth, their participation in sports or the entertainment industry, their position as a political figure, or even from their connection to another celebrity. 'Celebrity' usually implies a favorable public image, as opposed to the neutrals 'famous' or 'notable', or the negatives 'infamous'. Youngsters should be aware of the influence social media influencers have on them and need to make conscious decisions. They should choose to follow genuine influencers who are ethical and socially responsible. Parents and teachers also have the responsibility to make their children aware of the positive and negative impact of social media celebrities on their daily lives. Regulations should be there on influencer marketing on negative impact and to prevent the misuse of fame. As youngsters are spending more time on social media than people of other age groups, social media influencers have more impact on youngsters than others. Brands are also preferring to collaborate with social media influencers over traditional celebrities due to the increase in youngsters, and also because the sponsored content is especially blended into the normal content of influencers.

OBJECTIVES OF THE STUDY

1. To study the difference between social media influencers and celebrities.
2. To understand the impact of social media influencers and celebrities on youngsters.

RESEARCH METHODOLOGY

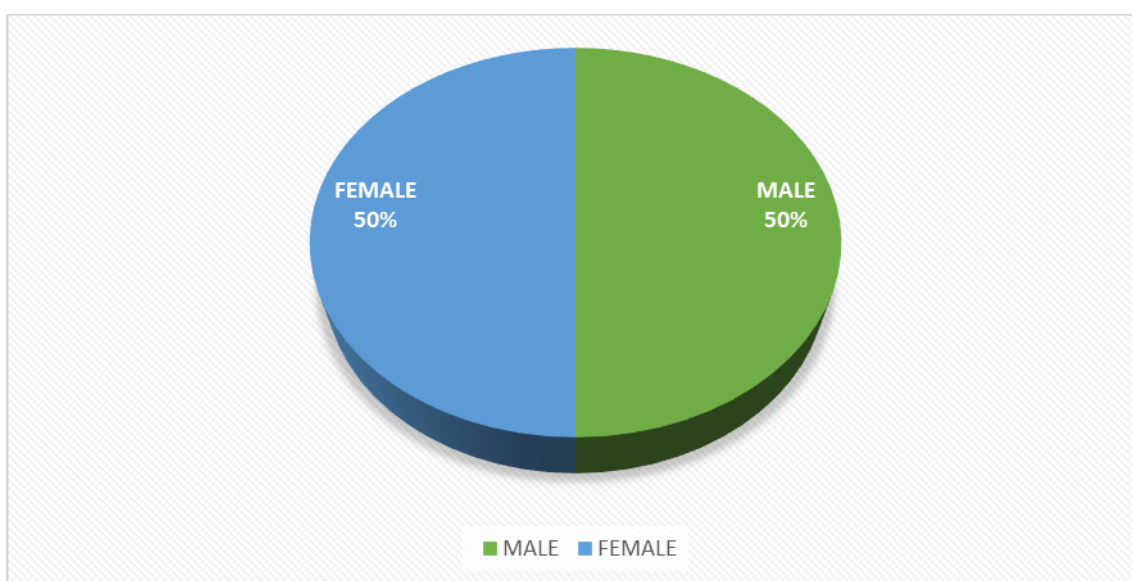
This part of the study defines the entire process of data collection. Primary data collection includes questionnaire method. Secondary data collection has been done with the help of E-journals, newspaper articles and internet websites. Present research paper reviews certain studies conducted in the area of social media influencers and celebrities and its impact on youngsters.

A structured questionnaire is used to collect data from the youngsters i.e., 16–20 years and 21–25 years of age group. Convenience and snowball sampling methods are used by the researchers to select the sample. Primary data collected from the respondents has been presented in the form of charts and graphs to make it more illustrative. Further, Researchers have made an attempt to use Chi-square test to represent the data in the study.

DISCUSSION

Chart 1.1

Gender-wise classification of the respondents



Source: Primary data collection, 2022.

From the above chart 1.1 reserachers observed that there are equal numbers of respondents. 50 per cent of male and 50 per cent of female respondents. Both male and female are observed to be equally interested in expressing about social media influencers and celebrities. Gender is one of the important demographics which has a bearing on individual's media habits and their perceptions towards the same.

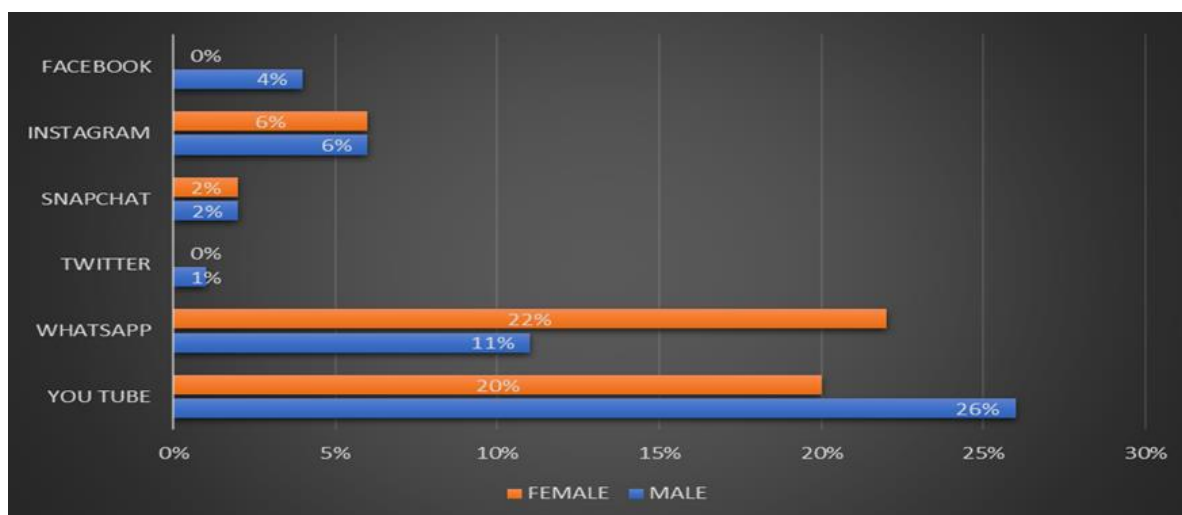
Chart 1.2
Use of social media



Source: - Primary data collection 2022.

According to chart 1.2 shown above, all the respondents happen to use social media regularly for all different reasons irrespective of their gender. They are able to learn through and pursue many different online activities through social media. As we have so many users for social media, social media influencers are becoming very popular. In the present study, most of the respondents have educational profile and they are able to expose to media and especially social media.

Chart 1.3
Social media platform/websites used



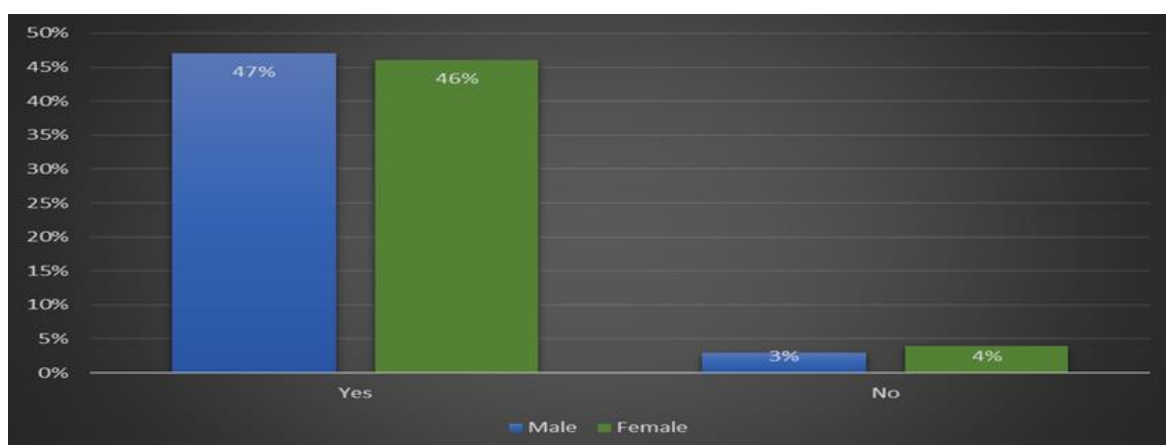
Source: - Primary data collection 2022.

According to the chart 1.3, Youtube is known to 26 per cent of male respondents and 20 per cent of female respondents. Today, Youtube is explored by youngsters for many different

reasons like educational videos, recipes, movies, songs and even for many other small or big routine happenings. WhatsApp is used by 11 per cent of male and 22 per cent of female respondents. Instagram is by 6 per cent of male and 6 per cent of female respondents. Facebook, snapchat and twitter seem to be not really popular among the respondents. We can conclude from the above figure that WhatsApp has always been easily and prominently approach social media by the people in general and the same has been observed through the study.

Chart 1.4

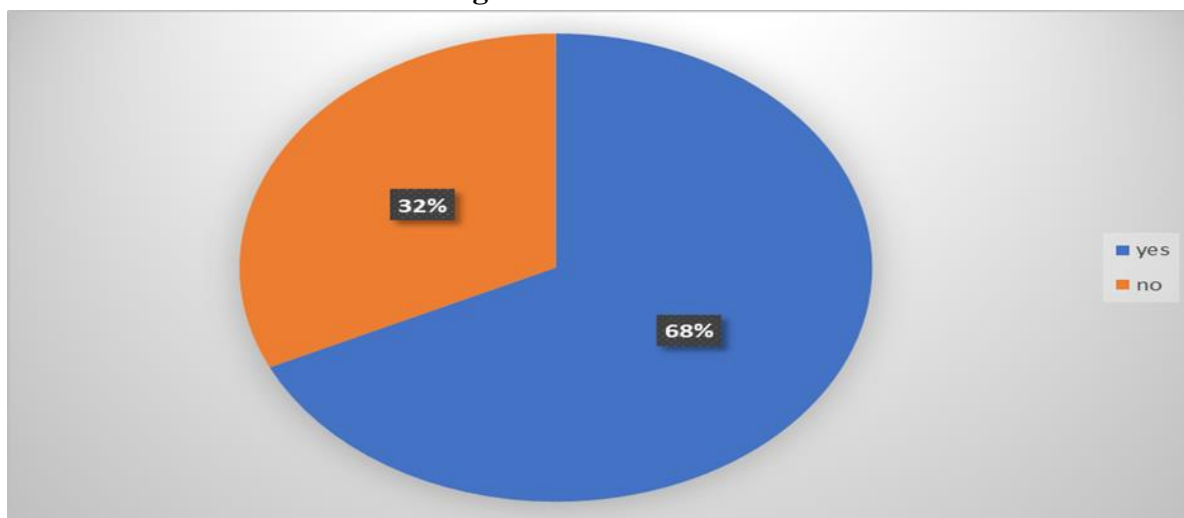
Awareness about social media influencers



Source: Primary data collection 2022.

According to the chart 1.4, a maximum of 47 per cent of male respondents and 46 per cent of female respondents know about social media influencers whereas only 3 per cent of male and 4 per cent of female respondents said that they do not know about social media influencers. Responses depict that since all the respondents are from the category of youth, maximum of them are aware about social media influencers as they view, share and follow them on and off on a regular basis on different social media.

Chart 1.5
Following influencers on social media

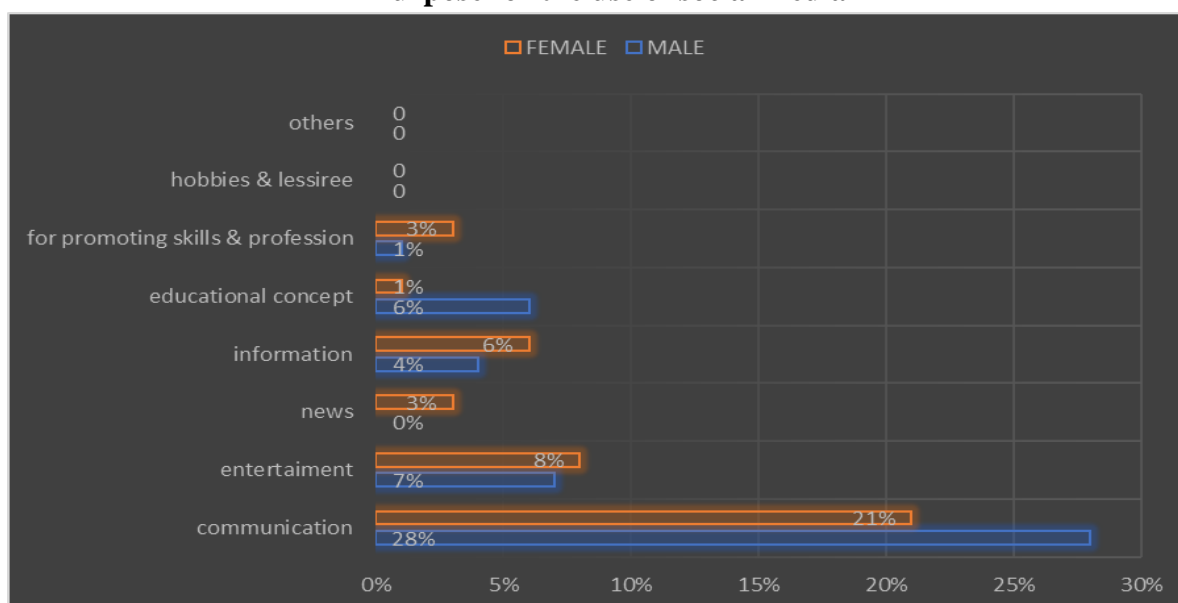


Source: Primary data collection 2022.

It is understood from the above chart that 68 per cent of the respondents follow social media influencers on the different social networking sites whereas remaining 32 per cent disagreed that they follow them. Social media influencers are a craze these days among the young population but from the study we can say that there are still a good number of individuals who are not really influenced through them.

Social media influencers sort of have a target to have more and more followers and their constant efforts in the same line encourages youngsters to follow them. This leads to these youngsters spending a lot of their time unnecessarily on following them.

Chart 1.6
Purpose for the use of social media

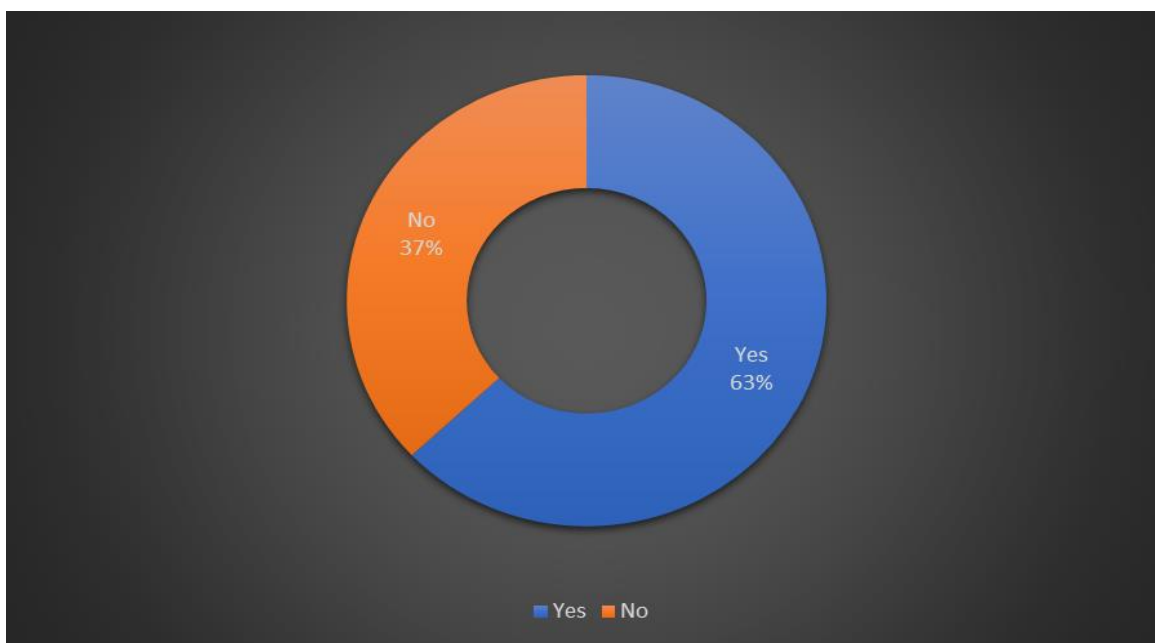


Source: Primary data collection 2022.

According to chart 1.6, maximum of 28 per cent of male and 21 per cent of female use social media for communication. 7 per cent and 8 per cent of male and female respondents respectively make use of social media for entertainments purpose. 6 per cent of female and 4 per cent of male respondents use social media as a source of information, whereas only 3 per cent of females accepted that they get to know the news from social media, 6 per cent male respondents mentioned that it can be used for educational purpose whereas only 3 per cent of female and 1 per cent of male respondents use it for promoting their skills and promotion. There is hardly anyone who mentioned that they use social media without any purpose in specific. Social media is of use for some or the other purpose to all the respondents. If thought of people can make use of social media for all the genuine reasons which may lead to their growth in terms of knowledge, information, income etc.

Chart 1.7

Purchases influenced through social media influencers



Source: Primary data collection 2022.

From the above chart 1.7 researcher came to know that there are large number of youngsters who buy using advanced technology are influenced and attracted because of social media influencers. Maximum of 63 per cent respondents said that their purchases are influenced because of the social media influencers whereas remaining 37 per cent mentioned that their purchases do not get affected because of the social media influencers.

Many times it happens so that out of influence we make purchases of the items which are not actually needed to us. The way these influencers portray or present the products, it influences especially youth to make purchases of many different products. Social media influencers are

popular, youngsters admire them, want to imitate them and act, wear or be like them and follow what they do. In the present study researchers have strived to describe this context in from the youngsters' point of view.

HYPOTHESIS TESTING

Null Hypothesis (H_0): There is no significant association between influence of celebrities or social media influencers over respondents and their gender.

Alternative Hypothesis (H_1): There is a significant association between influence of celebrities or social media influencers over respondents and their gender.

To test the above hypothesis researchers have made an attempt to use Chi-square test. Chi-square is a non- parametric test. The chi-square statistic compares the observed values to the expected values. This test statistic is used to determine whether the difference between the observed and expected values is statistically significant. The present hypothesis in the study has been tested with Chi-square test to evaluate the dependency of one variable on the other.

Variables:

- Gender: Male, Female
- Influence of celebrities, influence of social media influencers.

Calculation of chi-square test:

Observed frequencies

| Age group | celebrities | Social media influencers | Grand total |
|--------------------|-------------|--------------------------|-------------|
| 16-20 years(a) | 30 | 20 | 50 |
| 21-25 years(b) | 37 | 13 | 50 |
| Grand Total | 67 | 33 | 100 |

Expected frequencies

| Age group | celebrities | Social media influencers | Grand total |
|--------------------|-------------|--------------------------|-------------|
| 16-20years(a) | 33.5 | 16.5 | 50 |
| 21-25years(b) | 33.5 | 16.5 | 50 |
| Grand total | 67 | 33 | 100 |

P Value: 0.137

Since 0.137 is greater than 0.05, thus we accept the Null Hypothesis.

Therefore, with the help of Chi-square test, we can conclude that there is no significant association between influence of celebrities or social media influencers over respondents and their gender.

CONCLUSION

Today social media influencers and celebrities are becoming most popular because of the revolution in technology among the youth population and they are able to use this technology for their well-being. It can be concluded from all the respondents that young males are more into use of social media. It can also be observed that the male and female are equal in numbers. Researcher shows that it has an equal number of respondents from both the age groups. It has been depicted that a large number of respondents know about social media whereas a very few numbers is unaware about it. Young people especially refer to it to a great extent and share and follow them on and off on a regular basis on different social media. Through chi-square researcher conclude that there is no significant association between influence of celebrities or social media influencers over respondents and their gender.

SUGGESTIONS

1. Audiences get influenced by the celebrities the most because of their reputation and through social media influencers due to their entertaining ability. These characteristics of celebrities and social media influencers can be used by the marketers to the optimum in promoting their products sales or for the growth of their companies.
2. Social media is popular because of people's interaction and connection with other people. They can also help different media brands to create opportunities to share and recognize followers.
3. Some social media influencers genuinely review the products they use. By watching their reviews, people are saving money and avoid purchasing things which are not in use. This is another advantage that marketers can get help from.
4. Since social media influencers have a hold over audience, making use of this control over the public they should strive to put forth messages which are in the interest of society and welfare of the people.
5. Social media influencers can be very strategically used by the marketers of the products for creating brand awareness and brand building.

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A COMPARATIVE STUDY ON OVER-THE-TOP PLATFORMS (OTT) AND TRADITIONAL TELEVISION: VIEWERS OPINIONS

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ABSTRACT

With the rapid improvements in technology and increasing levels of internet penetration across India, the way that people consume content is changing. The emergence of over-the-top platforms services has started to change the media space significantly. OTT platforms give you the freedom to watch the movies and TV series you want at your own convenience. While majority of the population use television, we can see a shift towards OTT platforms like Netflix, Amazon Prime and Hotstar. While some of these services may charge a premium cost when compared with television, they offer various benefits which make them an attractive option. Content streaming on online platforms have much less breaks and advertisements compared to television. The platforms themselves are producing their own shows apart from just playing TV content online and on demand. Researcher has collected data from various sources for the present study. Total 80 respondents from the age group 18 to 46 & above were selected. Chi-square test was used to test the hypothesis. Entire data has been analysed using descriptive frequency analysis.

As the OTT industry grows and households continue streaming content across a growing number of OTT services, consumer experience is likely to become more relevant and this is precisely shown as well. There are different opinions of viewers with regard to OTT platforms or traditional television.

KEYWORDS: OTT platform, Television, Content, Digital media, Preferences

INTRODUCTION

The television industry in India is very diverse and produces thousands of programs in many Indian languages. More than half of all Indian households own a television. India has over 167 million households with televisions, of which over 161 million have access to cable TV or satellite TV, including 84 million households which are DTH subscribers. India now has over 850 TV channels covering all the main languages spoken in the nation and whereby 197 million households' own television. The typical Indian soap opera is by- far the most common genre

on Indian television. Fiction shows (which also include thriller dramas and sitcoms) are extremely popular among Indian audiences, as they reflect real family issues portrayed in a melodramatic fashion.

Today, as fast as technology is changing, the faster we are also changing our habits. Talking about television, there would have been a television in the entire locality and everyone used to sit and watch it at the same time, whereas today it is the age of OTT where every person has a smart phone in which he can watch any kind of content anytime. The dominance of watching movies in the cinema hall has always remained. Especially after the lockdown in India, with the OTT channel gaining such a large number of viewers, people have gained a new kind of viewing experience, which can be said if it continues after this so there will be a lot of concern for cinema hall owners.

According to the Global Web Index report, India's streaming market is one of the biggest and fastest-growing in the world with biggies like Voot, AltBalaji, Zee5 and MX Player. The country's video market is valued at over \$700 million and is expected to grow to \$2.4 billion by 2023, with the OTT industry projected to have the highest growth. The term has been expanded to include any service or information available on OTT Platforms in recent times. Traditional media television is being ruled and raised by the OTT Platforms in India Like Hot star, Amazon Prime, Netflix, Aha, Zoom, Sonyliv, Zee5, etc. Technological advancements that contributing to the OTT providers to bringing high-quality content to our near screens through the Internet. OTT's providers not only depend on their repository but invest a lot of money in producing their content. Many factors, such as new technologies, a drop in data charges, improved Internet speeds both at home and on the Internet. Mobiles, tablets, laptops, and Smart TVs are now to be made for entertainment and made it easy for the consumption of content provided by the OTT providers.

OBJECTIVES OF THE STUDY

1. To study the most preferred choice among the viewers – OTT platforms or traditional television.
2. To evaluate and find out the various factors which influence viewers in selecting OTT platforms or traditional television.

RESEARCH METHODOLOGY

The present research strives to have a comparative study on OTT platforms and traditional television. The researchers have attempted to collect secondary data through E-research papers, internet sites, dissertations and books. Researchers have collected the primary data through google questionnaire. The sampling method used for the study is snowball sampling and convenience sampling. The data collected has been analysed with the help of descriptive frequency analysis. Further the data collected has been presented in the form of charts to make it more explanatory. Chi-square test has been used to test hypothesis of the study.

LITERATURE REVIEW

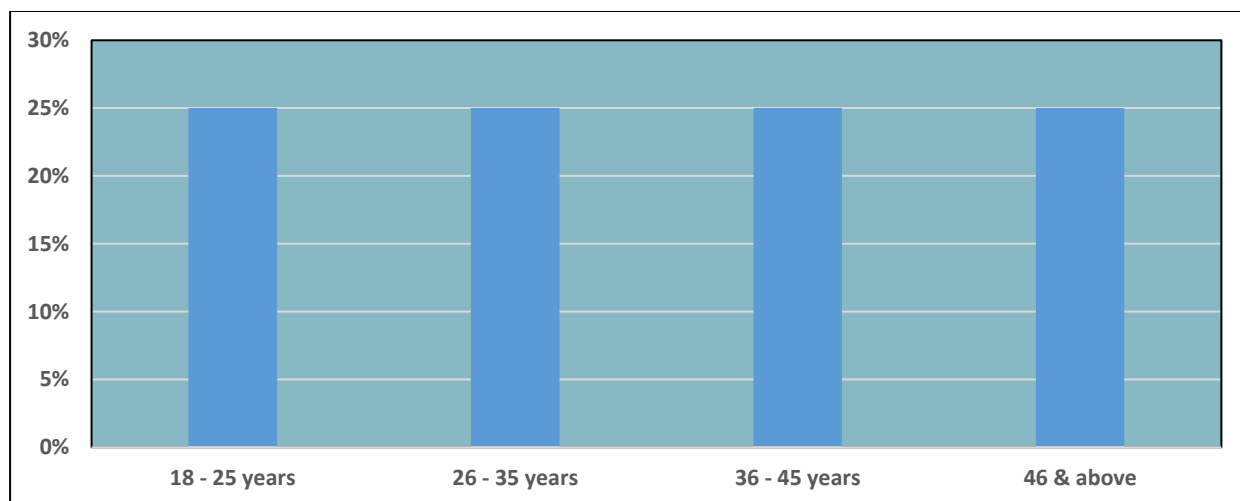
Jain kaneenika (2021) has explained that the rise of OTT platforms: changing consumer preference, like the internet, has enormously changed the functioning of most of the industries. Entertainment industry has faced drastic changes in the operations due to the rising usage of the internet among its target audience. The consumers are now well informed and acquainted with new technology and the emerging trends in the entertainment sector. This scenario is highly responsible for the growth of the OTT platforms all around the world. Even the target audience in India is much familiar with the movies, shows, music and other genres offered by different OTT platforms. Netflix, Amazon Prime, Disney+ Hotstar, Zee5 etc. are becoming very popular video streaming platforms for the salaried and youth market in India. The expansion of the OTT industry has turned out to be profitable to the entertainment sector.

Dana Feldman (2020) explains that as cord-cutters grow in number, cancelling their traditional cable and satellite services, the outlook for traditional TV is going from bad to worse, according to an extremely daunting article about the future of TV in The Wallstreet Journal. Talk of cord cutting versus traditional pay-TV is not a new topic of conversation; there are loyalists to both sides. Analysts recently released numbers attributed to a mass exodus with cord-cutting jumping more than 30% this year. There are, however, cord-loyalists to contend with. These people are refusing to part ways with their traditional TV services. Of those with a pay-TV service, 97% have no plans to cut the cord. There does seem to be a generational divide. Since millennials are the ones setting up new households and they have a proclivity to streaming sites like Netflix, Amazon and Hulu, it isn't surprising that younger households are deciding to cut the cord with their traditional pay-TV services and are instead opting to rely on the internet for their entertainment needs.

Ripal Madhani and Dr. Vidya Nakhate (2018) the great digital revolution has brought so many changes in all aspects of our lives including the way we buy products, the way businesses are done, the way products are marketed, the way we search for the information etc. Traditional television channels are going through major disruptions. Television industry has witnessed many changes all these years such as VCRs (Video Recorders) in the 1970s to DVRs (Digital Video Recorders) to DTH in the Early 2000s. Over The Top facilities are defined in various ways by various people, the most elementary denotation of OTT is 'All types of services- for the users over internet directly without any contribution of mediators like in case of old-style or traditional modes.' OTT video platforms are considerably becoming part of viewers' entertainment time and they are giving tough competition to traditional modes.

DISSCUSSION

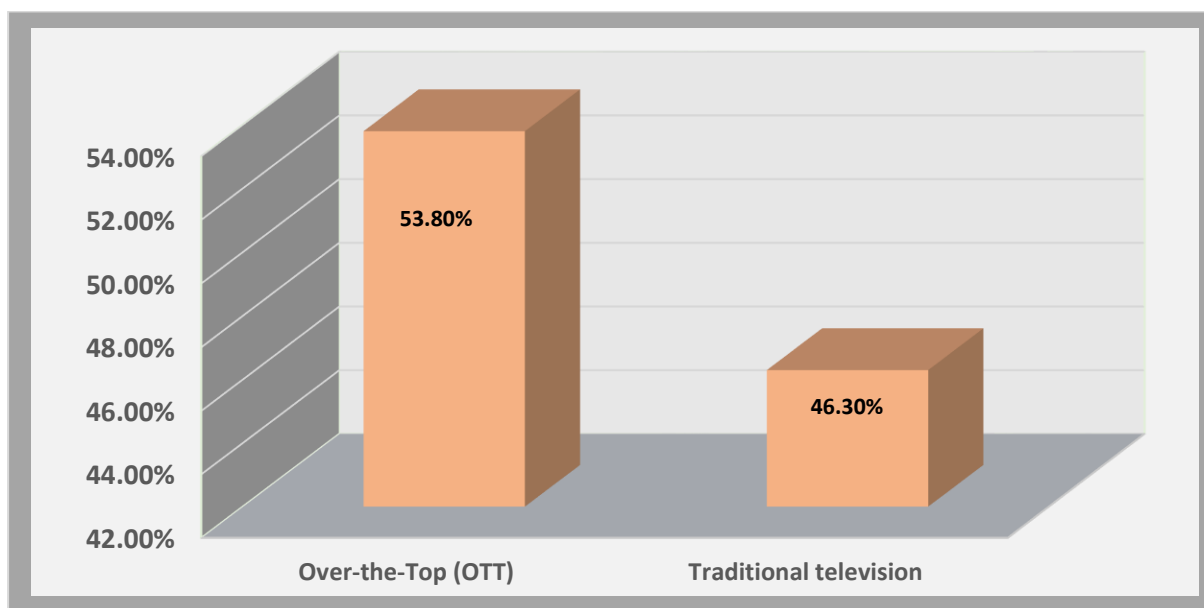
Chart 1.1
Age-wise Classification of the Respondents



Source: Compiled from primary data collection, 2022.

From the above Chart 1.1, it can be observed that the research study has an equal number of respondents from all the age groups. It includes 25 per cent of the respondents from each age group of 18 – 25 years, 26-35 years, 36-45 years and 46 and above.

Chart 1.2
Preference of Watching Content

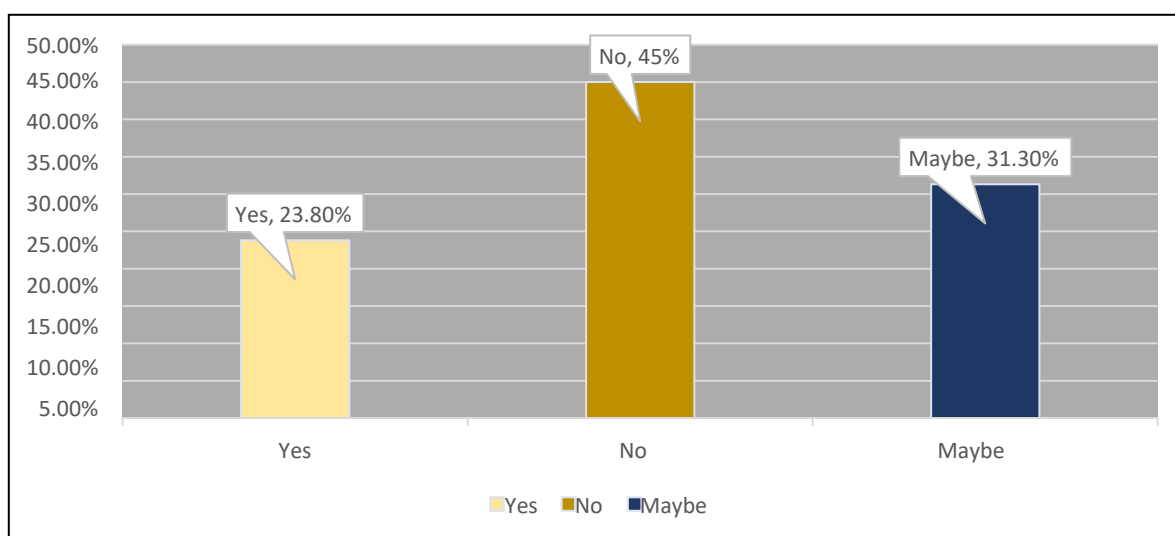


Source: Compiled from primary data collection, 2022.

From the above Chart 1.2, 53.80 per cent of the respondents watch the over-the-top platforms. The pandemic saw the global population confined to their homes. For a consumer, OTT brings in many perks, right from the choice of content, multi-screen play, any time anywhere content and a lot of personalization. However, 46.30 per cent of the respondents prefer to watch traditional television for their entertainment purpose.

The telecom explosion in India has percolated to every corner of the country, resulting in easy access to data, with OTT media services changing how people watch television.

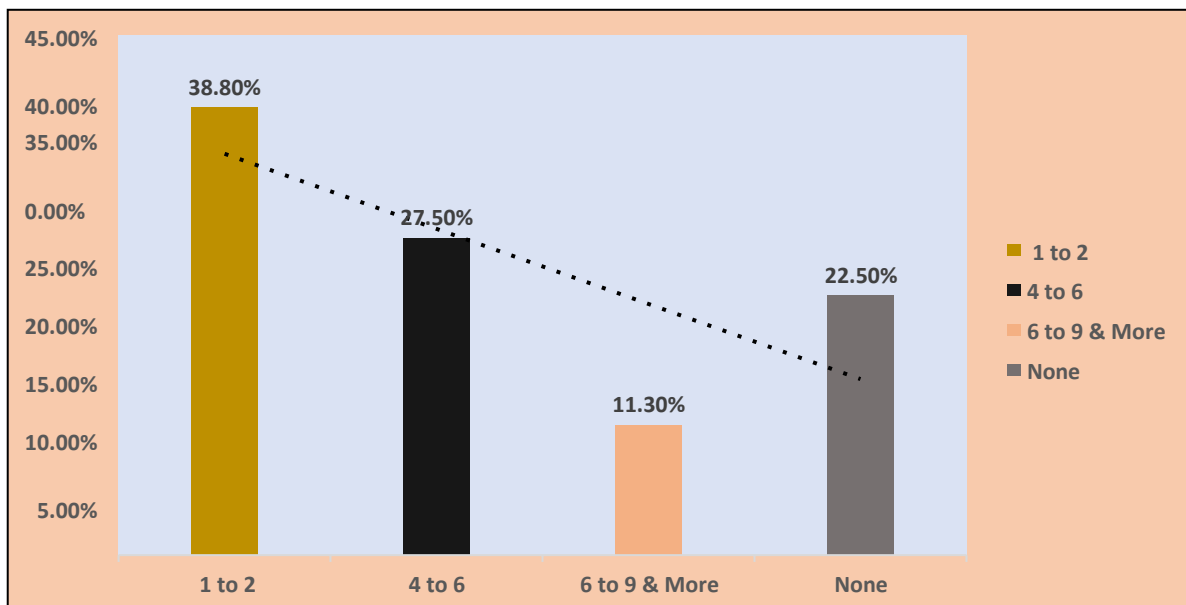
Chart 1.3
Traditional Cable Connection V/S OTT Platforms



Source: Compiled from primary data collection, 2022.

From the above Chart 1.3, 45 per cent of the respondents do not find OTT platforms expensive, because, with cheaper internet and less expensive mobile data plans, more people are taking to watch video content online through mobile phones and tablets 31.30 per cent of the respondents feel that the price points at which multiple OTT platforms are operating are expensive as compared to monthly cable/DTH charges that users pay. However, 23.80 per cent of the respondents feel that the OTT platforms comparatively cost higher than the traditional television.

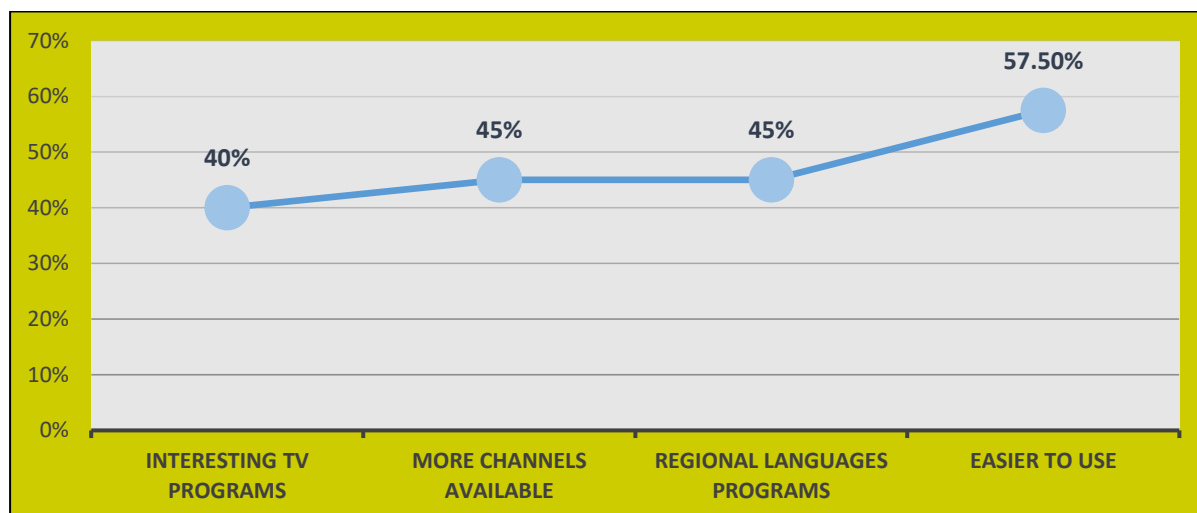
Chart 1.4
Number of Streaming Services



Source: Compiled from primary data collection, 2022.

According to the chart 1.4, the subscription of an OTT application is another important factor as subscription is proportional to viewers of any OTT application. 38.80 per cent respondents are satisfied with 1 to 2 OTT platforms subscription whereas 27.50 per cent respondents have subscribed to 4 to 6 platforms and remaining 11.30 per cent respondents subscribed to more than 9 platforms, they spent most of their time on watching OTT platforms. Which clearly states that the respondents want to see a variety of content. However, 22.50 per cent of the respondents do not watch the content on OTT platforms.

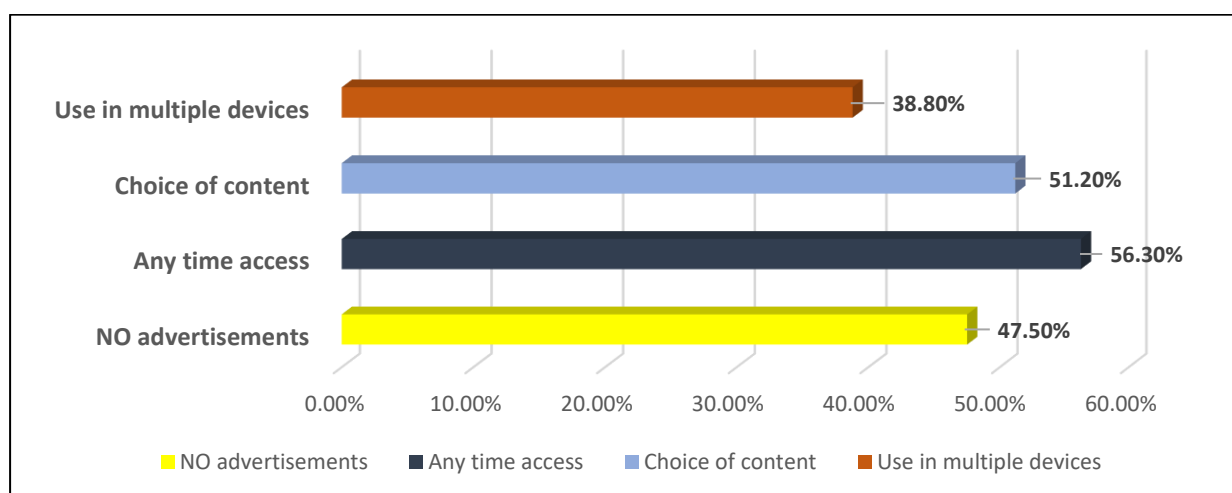
Chart 1.5
Reasons to Prefer Traditional Television



Source: Compiled from primary data collection, 2022.

From the above chart 1.5, 57.50 per cent of the respondents prefer watching traditional television because it is easier to use, especially for the elderly people. 45 per cent of the respondents watch television because there are more than 826 channels available on Indian television. 45 per cent of the respondents watch because of diverse culture and Regional Language programs. However, 40 per cent of the respondents watch because of interesting TV programs or reality shows such as Bigg Boss, Dance India Dance, India's Got Talent, etc.

Chart 1.6
Reasons to Prefer Over-The-Top Platforms



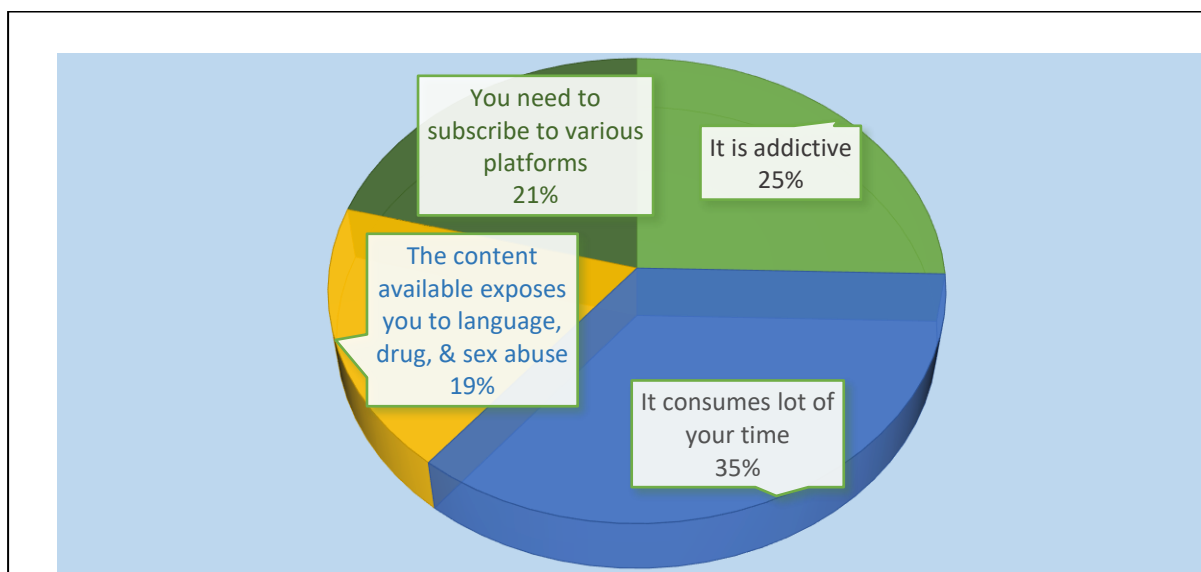
Source: Compiled from primary data collection, 2022.

From the above chart 1.6, 56.30 per cent of the respondents use OTT platforms because of the convenience and anytime access to watch favourite entertainment channels anywhere. 51.20 per cent of the respondents watch a choice of content which provides diverse content across

the world. 47.50 of the respondents watch content on OTT platforms such as Netflix, Amazon Prime Video, Hotstar etc. as they do not showcase advertisements which is one of the advantages of watching OTT rather than television where advertisements go on for more than 3-5 minutes. However, 38.80 per cent of the respondents, prefer OTT platforms because it can be used on multiple devices.

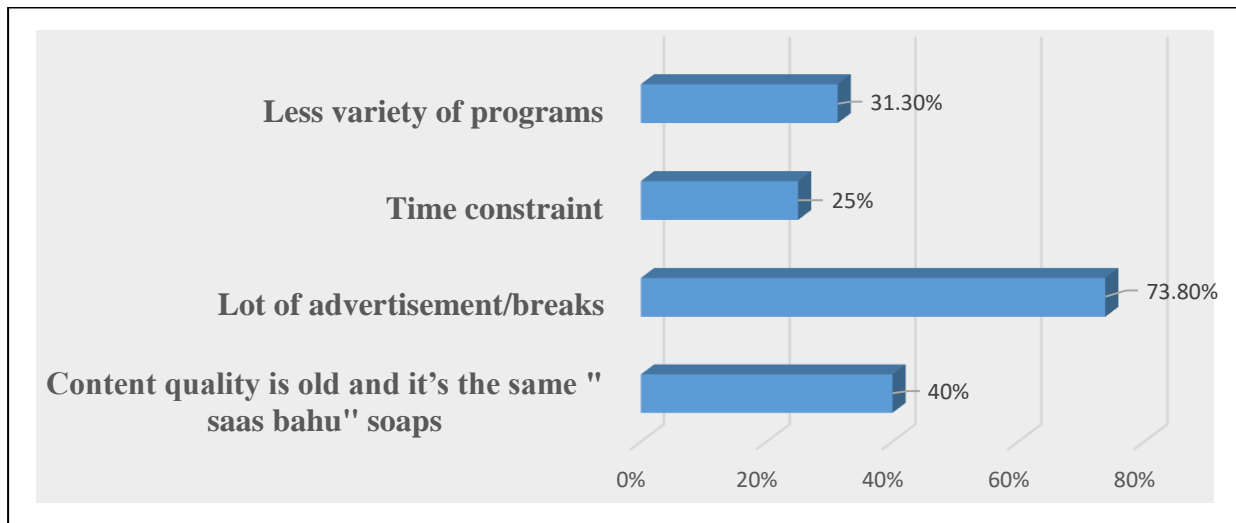
Chart 1.7

Reasons for Not Watching Over-The-Top Platforms



Source: Compiled from primary data collection, 2022.

From the above chart 1.7, 35 per cent respondents think that watching content on OTT platform, consumes a lot of their time as OTT platforms are generally binge watched. 25 per cent of the respondents do not watch OTT platforms because it is addictive. 21 per cent of respondents feel they need to subscribe to these platforms to avail their services or they feel that television channels are cheaper and more convenient to watch. However, 19 per cent respondents are also against the content on OTT platforms as it contains foul language, drugs and sex abuse.

Chart 1.8**Reasons for Not Watching Traditional Television**

Source: Compiled from primary data collection, 2022

From the above chart 1.8, 73.80 per cent of the respondents do not watch television because of the long advertisements. 40 per cent of the respondents do not prefer watching TV shows because of the old content quality and the same “saas bahu” soaps that keeps the mindset from changing according to the new generation. Viewers expect the contents to be more realistic. 31.30 per cent of the respondent’s state there are less variety of programs available on the television. 25 per cent of the respondents prefer OTT platforms over television because TV cables have time constraints whereas OTT platforms provide content anytime anywhere viewing option.

HYPOTHESIS TESTING

Null Hypothesis (H_0): The viewers’ opinion on selection of OTT platforms or traditional television is not independent of their age.

Alternate Hypothesis (H_1): The viewers’ opinion on selection of OTT platforms or traditional television is independent of their age.

Variables:

Age of the respondents: 18-25 years, 26-35 years, 36-45 years and 46 years and above

Selection of OTT platforms over traditional television: Yes and No

Calculation of Chi-Square test:**Observed frequencies**

| Age Group of The Respondents | Select OTT Platforms Over Traditional Television | Do Not Select OTT Platforms Over Traditional Television | Grand Total |
|-------------------------------------|---|--|--------------------|
| 18-25 years | 15 | 5 | 20 |
| 26-35 years | 14 | 6 | 20 |
| 36-45 years | 7 | 13 | 20 |
| 46 & above | 9 | 11 | 20 |
| Grand Total | 45 | 35 | 80 |

Expected frequencies

| Age Group of the Respondents | Select OTT Platforms Over Traditional Television | Do not Select OTT Platforms Over Traditional Television | Grand Total |
|-------------------------------------|---|--|--------------------|
| 18-25 years | 11.25 | 8.75 | 20 |
| 26-35 years | 11.25 | 8.75 | 20 |
| 36-45 years | 11.25 | 8.75 | 20 |
| 46 & above | 11.25 | 8.75 | 20 |
| Grand Total | 45 | 35 | 80 |

P Value: 0.028091566

Since 0.028091566 is less than 0.05, thus **we reject Null Hypothesis**. Therefore, with the help of Chi-Square test, we can conclude that the viewers' opinion on selection of OTT platforms or traditional television is independent of their age.

CONCLUSION

Respondents' perspective towards modes of platforms is completely different. Some of them prefer both the modes of channels whereas most of them prefer OTT platforms over Traditional Television. Nowadays, watching a movie or a TV program with relatives is uncommon and everyone has their own preferences. As a result, people like to watch movies, shows on their phones or computers. OTT platforms video streaming service will continue to spread its wings and is going to have a huge impact on our traditional mediums like television and Cinema Hall. OTT platforms offer to stream across more platforms than TV currently provides and totally aces that "everywhere" demand. The improvement in technology and internet connectivity has provided the viewers with the option of accessing digital media on the go. As per the Chi-Square test, we came to know that selection of OTT platforms over traditional television is independent of their age. There are many factors which influence them to select OTT platforms like No advertisement, any time access etc.

SUGGESTIONS

- OTT platforms should diversify so that it could be enjoyed by all age groups.
- OTT platform should provide a cut-off time option, where in viewers should get an option to set cut-off time for themselves. This will act as a reminder that they have been binge watching on the platforms for a very long time.
- Television needs to reduce the time of advertisements, as this is one of the factors why people shift to OTT platforms.
- Television needs to diversify and come up with new varieties of concepts and programmes that will appeal to all the age groups.

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A STUDY ON DECLINE IN FACE-TO-FACE COMMUNICATION AMONG FAMILY AND FRIENDS DUE TO USE OF TECHNOLOGY

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ABSTRACT

We use technology for almost everything and have come to rely on it heavily. It has taken the place of alarm clocks, music players, computers, televisions, and even face-to-face communication. It has changed the way we communicate with each other, making it less personal than ever before. These days, it seems as though we communicate more with our hands than our mouth. Not through gestures or signals, but through the messages we type out and send through various forms of communication technology. The quality of our communication as a society has declined greatly due to technology. As often as we use technology, there is no doubt that it has an astounding impact on society. This new technology has completely changed the way we communicate. We have become so wrapped up with new technology that we have pretty much forgot how to engage and interact with each other face-to-face. This is a growing fact in the world today that we simply can't ignore. Off course using social media is a great way to keep in touch with friends and family. Researcher has collected data from various sources for the present study. Total 90 respondents from the age group 18 to 30 years were selected. Chi-square test was used to test the hypothesis. Entire data has been analysed using descriptive frequency analysis.

The purpose of this study is to understand the impact of technology on face-to-face communication. This study has shown that nowadays people are directly connected to others by the means of electronic gadgets and less connected directly or face-to-face communication.

KEYWORDS – *Communication, Technology, Electronic gadgets, Family, Friends*

INTRODUCTION

The Introduction to the technology appeared to have changed the process of communication from interpersonal to computer mediated communication. Technology has become an integral part of the way that people communicate with one another and has increasingly taken the place of face-to-face communication. Technology has influenced the world in many positive ways.

Technology is affecting communication in a negative way when it comes to sociability and face-to-face communication. Today students spend most of their time on the internet, chatting, interacting and establishing cordial and strong relationships with people sometimes thousands of km away. But, because of that, our society has been known to have less communication between people. Others will say that because of our advanced technology, we have more communication methods now more than ever before. It's both a problem and advantage to our society. It's verbal communication that people are really meaning in this context. It's more convenient to send an email or a text message than to just walk up to someone and shake their hands, and introduce yourself.

The development of technology has improved our lifestyle. Technology has adversely affected the world of communication. It has made its impact felt on each and every aspect of life. These days, it seems as though we communicate more with our hands than our mouth. Not through gestures or signals, but through the messages we type out and send through various forms of communication technology. Technology has made students more excited to learn. It trains students to learn new technology skills. As parents are new to this technology the generation gap is increasing between parents and children. Technology has changed the whole world of communication. Now, people are more bothered about their online life than their real social life.

OBJECTIVES OF THE STUDY

1. To evaluate the impact of technology specifically on face-to-face communication.
2. To find factors or reasons leading to reducing face-to-face communication.

RESEARCH METHODOLOGY

The present research study presents that technology has impact on face-to-face communication. The researchers have collected secondary data through E-journal, E-research paper and Internet sites. In the present study, primary data has been collected through questionnaire method. A structured questionnaire was used to collect data from the respondents between the age group of 18-21 years and 22-25 years and 26-30 years. The sampling method used for the study was snowball sampling and convenience sampling. The data collected has been analyzed with the help of descriptive frequency analysis. For the present study researchers attempted to use chi-square test for testing the hypothesis. Further the data collected has been presented in the form of charts to make the data more explanatory.

LITERATURE REVIEW

¹Subramanyama Kaveri and Krauth Robert have written that in recent years, electronic games, home computers and the internet have assumed an important place in our lives. This paper presents a review of the research on the impact of home computer use on the development of children and adolescents. Time use data are presented along with a discussion of factors such as age, gender, and ethnicity, which impact the time spent on computers as well as the activities engaged in. Research on the impact of computer use on cognitive skill and academic development, social development and relationships, and perceptions of reality and violent behavior is reviewed.

²Yadav Jagadeesh said that using technological gadgets, today, is so much a part of our daily life. Besides its useful purposes every gadget has its own positive and negative effects on overexposure to the device and gadgets. From the point of view of students, technological gadgets help them to improve manual dexterity, and make them aware of computers. Apart from being an educational and learning medium, technological gadgets in some people's opinion are a good source for relieving stress and providing fun and entertainment to them. By mastering certain games, the confidence level in students gets raised. The negative impacts of technology on students can cause many health issues. Due to the increasing use of gadgets, students suffer from various health problems, like back pain, weak eyesight. Additionally, due to less physical activity, they even tend to become fat and obese.

³Vertino, K. has explained that Use of effective interpersonal communication strategies by nurses in both personal and professional settings, may reduce stress, promote wellness, and therefore, improve overall quality of life. This article briefly explores the concept of interpersonal communication as it relates to Maslow's hierarchy of human needs; describes personal variables and the interaction of internal and external variables that can impact communication; and discusses possible causes and consequences of ineffective communication. Drawing on both the literature and experiences as a long-time provider of care in the mental health field, the author offers multiple practical strategies, with specific examples of possible responses for effective communication. Recommendations in this article are intended for nurses to consider as they seek healthy communication strategies that may be useful in both their personal and professional lives.

¹ Subrahmanyama Kaveri and Krauth Robert, November, 2001, Applied Development Psychology, USA.

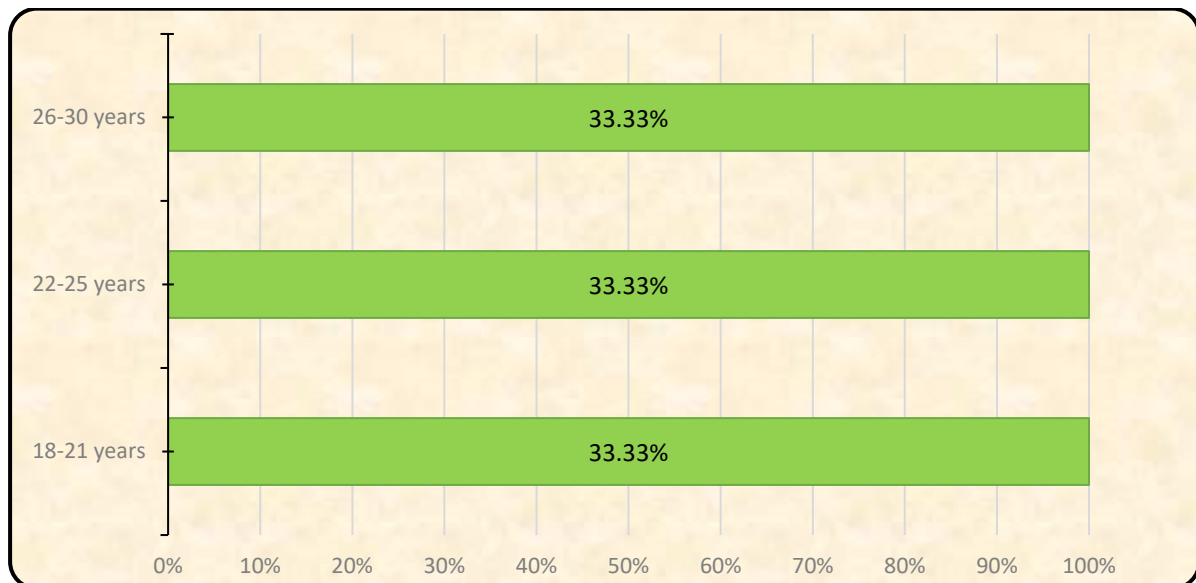
² Yadav Jagadeesh, 15 February 2017, Active Moms Network.

³ Vertino, K., 30 September, 2014, "Effective Interpersonal Communication: A Practical Guide to Improve Your Life", Vol. 19, No. 3.

DISCUSSION

Chart 1.1

Age-Wise Classification of the Respondents

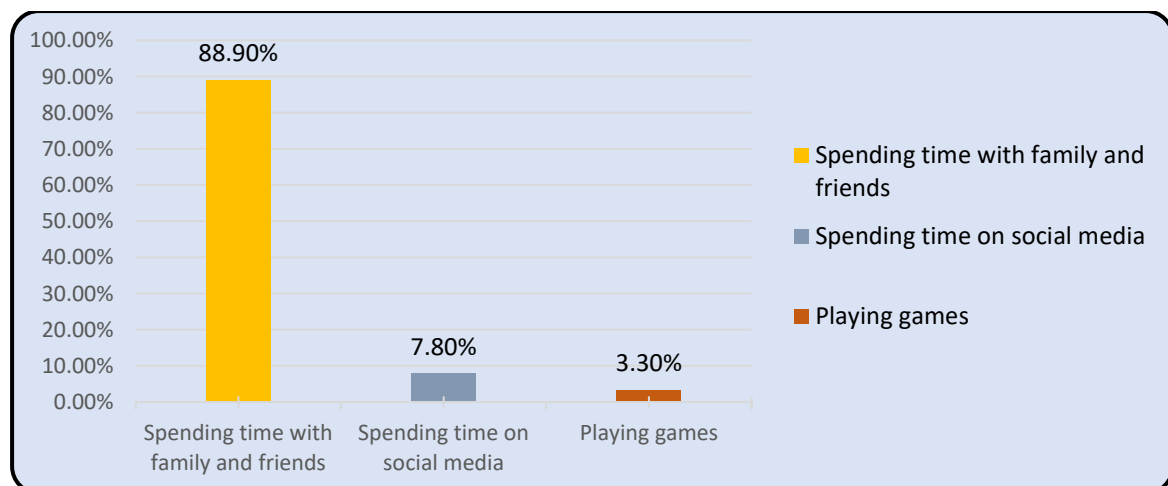


Source: Compiled from primary data collection, 2022.

From the above chart 1.1, it can be observed that the research has an equal number of respondents from all the age groups. It includes 30 respondents from the age group of 18 - 21 years, 30 respondents from the age group 22 - 25 years and 30 respondents from the age group of 26 - 30 years.

Chart 1.2

Time Spent on Various Activities



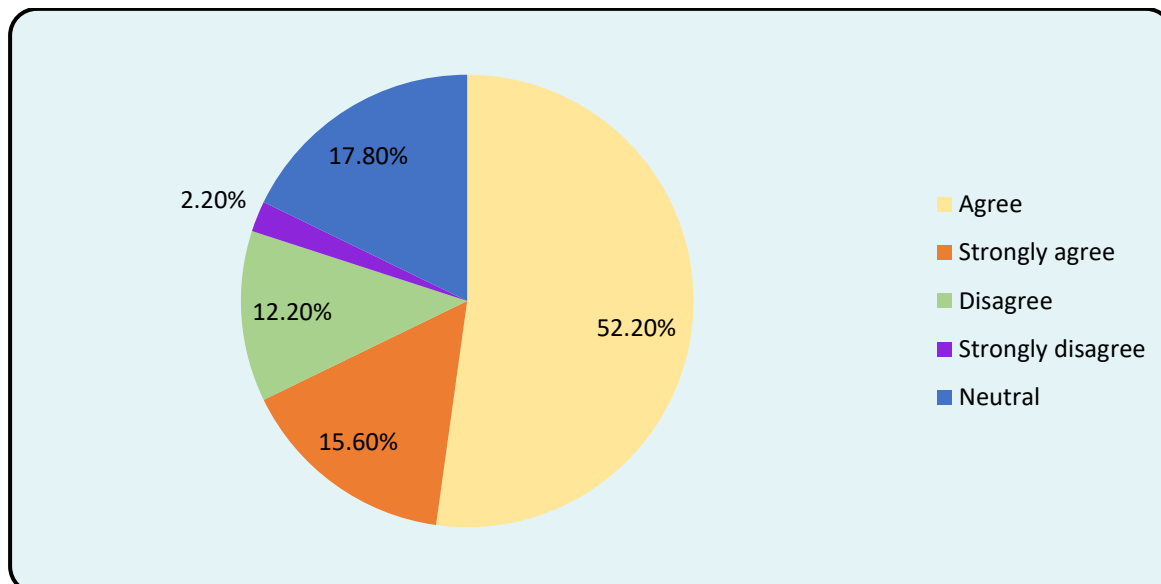
Source: Compiled from primary data collection, 2022.

From the above chart 1.2, we can see that 88.90 per cent of the respondents choose to spend time with family and friends, while 7.80 per cent of the respondents choose to spend time on social media and only 3.30 per cent of the respondents choose to spend time playing games.

Social media is important part of individuals' life and it is growing day by day but still people choose family and friends to communicate over it.

Chart 1.3

Survival is Difficult without Technology

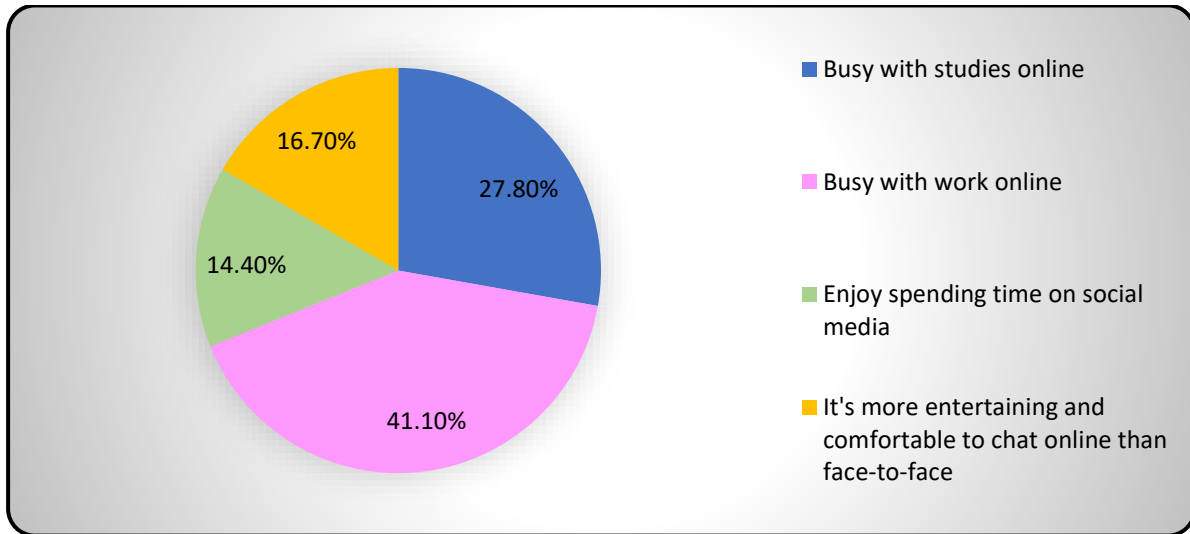


Source: Compiled from primary data collection, 2022.

From the above chart 1.3, researchers observed that 52.20 per cent of the respondents found survival without technology difficult as they thought 21st century and technology are almost synonymous. 17.80 per cent of the respondents were neutral when asked the above question, 15.60 per cent of the respondents strongly agree that survival without technology is difficult, 12.20 per cent of the respondents disagree and 2.20 per cent of the respondents strongly disagree. Here respondents are agreed with the statement i.e., survival is difficult without technology as it is observed these days that there is an increase in online shopping, a lot of work is done with the help of computers etc. Today technology is tremendously helpful to us in a number of ways. In covid times we have taken many benefits from social media. Without technology we cannot talk with family and friends easily.

Chart 1.4

Reasons for Spending Less Time on Face-to-Face Communication

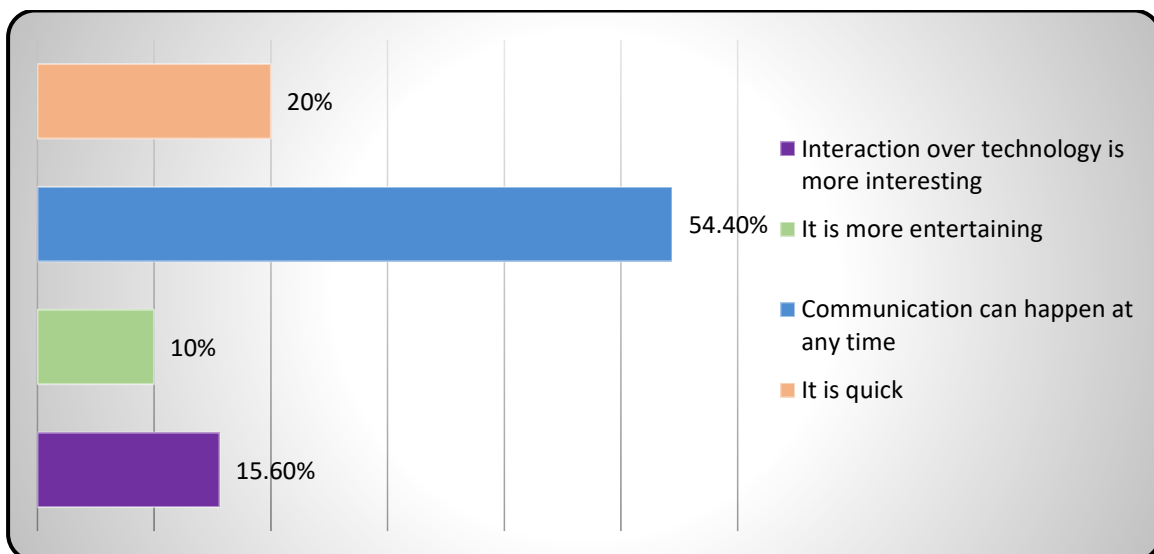


Source: Compiled from primary data collection, 2022.

From the above chart 1.4, it can be depicted that 41.10 per cent of the respondents spend less time on face-to-face communication as they are busy with work online, 27.80 per cent of the respondents spend less time on face-to-face communication because they are busy with studies online, 16.70 per cent of the respondents spend less time on face-to-face communication because they find social media more entertaining and they feel at ease to chat online and 14.40 per cent of the respondents spend less time on face-to-face communication because they choose to spend time on social media.

Chart 1.5

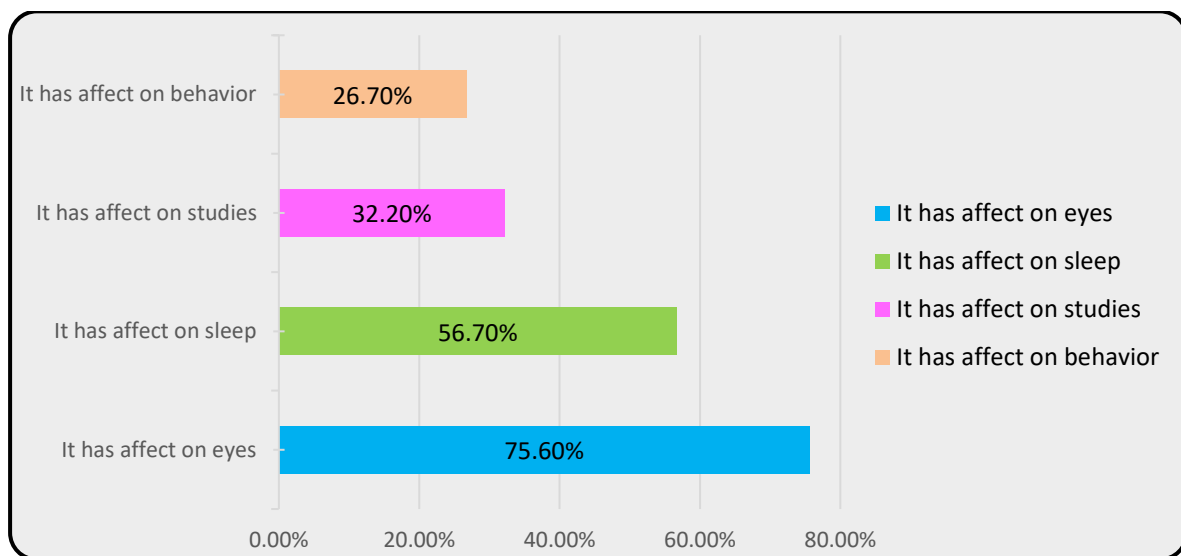
Reasons for Using Technology Over Face-to-Face Communication



Source: Compiled from primary data collection, 2022.

Chart 1.5 shows that 54.40 per cent of the respondents expressed the reason behind using technology over face-to-face communication is that they can communicate at any time, 20 per cent of the respondents said it is quick, 15.60 per cent of the respondents said that interaction over technology is more interesting, 10 per cent of the respondents mentioned it is more entertaining. People can watch any online series easily. Through mobiles, computers, laptops they can talk with family and friends anytime and from anywhere.

Chart 1.6
Negative Impact of Technology



Source: Compiled from primary data collection, 2022.

Chart 1.6, talks about the impact of using gadgets for a longer time on various aspects of life. we can see that 75.60 per cent respondents agree that gadgets have negative impact on their eyes, 56.70 per cent of respondents felt that using of gadgets before bed affects their sleep, while 32.20 per cent respondents mentioned that use of gadgets for longer time diverted them from studies and thus it had adverse impact on their results. 26.70 per cent respondents felt agitated after using gadgets for a longer time, resulting in mood swings and bad behaviour. Nowadays technology has a negative impact specifically on youth who happened to be frequent users of the social media and electronic gadgets. Day by day technology is becoming part and parcel of every young adult; be it for taking benefits or for getting nostalgic to any level, even at time leading to crime.

HYPOTHESIS TESTING

Null Hypothesis (H_0): Decrease in face-to-face communication has no significant association with the age group of the respondents.

Alternate Hypothesis (H_1): Decrease in face-to-face communication has a significant association with the age group of the respondents.

Variables:

Age of the respondents: 18-21 years, 22-25 years and 26-30 years

Decrease in face-to-face communication due to technology: Yes and No

Calculation of Chi-Square test:

Observed frequencies

| Age Group of the Respondents | There is Decrease in Face-to-Face Communication Due to Technology | There is No Decrease in Face-to-Face Communication Due to Technology | Grand Total |
|------------------------------|---|--|-------------|
| 18-21 years | 25 | 5 | 30 |
| 22-25 years | 23 | 7 | 30 |
| 26-30 years | 28 | 2 | 30 |
| Grand Total | 76 | 14 | 90 |

Expected frequencies

| Age Group of the Respondents | There is Decrease in Face-to-Face Communication Due to Technology | There is No Decrease in Face-to-Face Communication Due to Technology | Grand Total |
|------------------------------|---|--|-------------|
| 18-21 years | 25.33 | 4.67 | 30 |
| 22-35 years | 25.33 | 4.67 | 30 |
| 26-30 years | 25.33 | 4.67 | 30 |
| Grand Total | 76 | 14 | 90 |

P Value: 0.200459538

Since 0.200459538 is greater than 0.05, thus **we accept Null Hypothesis.**

Therefore, with the help of Chi-square test, we can conclude that decrease in face-to-face communication has no significant association with the age group of the respondents.

CONCLUSION

Researchers observed that technology and social media is very popular but still maximum respondents choose to spend time with family and friends. Some even said that it is difficult to survive without technology. People spend less time on face-to-face communication because they are busy with other work like online office work, online studies and some people spend time on social media. As per research study respondents feel communication through technology is easy, quick, interesting and entertaining. From the study conducted, we can say that, the respondents using the technology gadgets for a long period of time have a negative impact on their health, eyes are impacted due to long hours of exposure to the screen. As per the Chi-Square test, age group is not decreasing face-to-face communication may be other factors that affect exposure to technology, peer habits, inter-personal relationship with family and friends etc.

SUGGESTIONS

1. Declining face-to-face communication has created distance between loved ones and thus no bond has remained with loved ones. So, we must meet our friends and relatives often instead of just texting and calling them. This will reignite the bond between family and friends.
2. In the Indian culture we greet our elders with 'Namaste' as a sign of respect, this culture is vanishing due to the use of technology. Millennials treat all in the same fashion, only when they will spend time with elders and in community, will they learn the values of Indian culture.
3. We cannot judge feelings of person from a text message or by just hearing their voice over call and we cannot give sympathy the way the person actually needs, this leads to loneliness and suicidal tendencies of people in society (especially younger group). Hence, we must meet a person and give sympathy in person to share his feelings.
4. Now a day's many family functions, festivals are celebrated online by just sitting at home and attending it on video call rather than actually visiting to each other's place. This has decreased social gathering of people. We must go for the social gatherings together and celebrate functions for mutual bonding in relations.
5. Students should restrict the usage of technology, and spend time playing on the ground with friends. This will improve their health and also teach them social values.

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A STUDY ON IMPACT OF DEPRESSION ON POTENTIAL SUICIDES AMONG YOUTH

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ABSTRACT:

Depression is a mood disorder that can cause someone to feel sad, irritable or hopeless. It may affect your sleep, appetite or relationships with others. Depression can also cause you to lose interest in hobbies or activities you once enjoyed. In severe cases, depression can lead to thoughts of suicide.

Young people have to make decisions about important concrete directions in life. They must also address new challenges with regard to building their own identity, developing self-esteem, acquiring increasing independence and responsibility, building new intimate relationships, etc. In the meantime they are subject to on-going, changing psychological and physical processes themselves. And besides that they are often confronted with high expectations, sometimes too high, from significant relatives and peers. Such situations inevitably provoke a certain degree of helplessness, insecurity, stress and a sense of losing control. Although the majority of people who have depression do not die by suicide, having major depression does increase suicide risk compared to people without depression. The risk of death by suicide may, in part, be related to the severity of the depression.

In this we study the impact of depression on suicides among youth. Various other reasons behind suicide attempts among youth are evaluated through this study. This paper highlights solutions to identify depression and find the solutions to minimize the suicide attempts. The motive of the study is to make people aware about depression & mental health issues.

During the study we came to know that depression is commonly observed now a day, and depression is the prime reason for suicide attempts. However it can be concluded that depression is a treatable mental disorder.

KEYWORDS: Stress, Depression, Suicides

INTRODUCTION

At some point, most of us have, or will experience sadness. However, sadness is usually short-lived. When a person suffers from depression, it can affect work, school, eating, and the ability to enjoy life over an extended period. It is imperative to make the distinction between sadness and clinical depression; when depression is recognized, needed treatment can be obtained.

Depression can affect one's ability to do the simplest things, such as waking up in the morning, brushing your teeth, going to school or work, and eating a meal. Depressed feelings make it hard to function normally, focus, and participate in once-enjoyable activities. Depressed feelings result in little to no motivation or energy, making it hard to get through each day.

Symptoms of depression range from feeling sad, empty, hopeless, angry, cranky, or frustrated; to weight loss or gain; to thinking about dying and/or having suicidal thoughts. In addition to recognizing symptoms of depression, it is important to acknowledge that each person experiences depression in his own way. Even though someone may not have all the classic symptoms of depression, he or she may still be clinically depressed.

In the past, people believed children could not suffer from depression. When teens showed signs of depression, it could be mistaken for the moodiness of puberty. Research today reveals that teens may be clinically depressed. Each year, approximately 800,000 people die by suicide worldwide (WHO, [2017](#)). Whereas suicide is a leading cause of death across all age groups, suicidal thoughts and behaviors among youth warrant particular concern for several reasons. First, the sharpest increase in the number of suicide deaths throughout the life span occurs between early adolescence and young adulthood (Nock, Borges, Bromet, Alonso et al., [2008](#); WHO, [2017](#)). Second, suicide ranks higher as a cause of death during youth compared with other age groups. It is the second leading cause of death during childhood and adolescence, whereas it is the tenth leading cause of death among all age groups (CDC, [2017](#)). Third, many people who have ever considered or attempted suicide in their life first did so during their youth, as the lifetime age of onset for suicidal ideation and suicide attempt typically occurs before the mid-20s (Kessler, Borges, & Walters, [1999](#)).

Suicides among young people continue to be a serious problem. Suicide is the second leading cause of death for children, adolescents, and young adults age 15-to-24-year-olds.

The majority of children and adolescents who attempt suicide have a significant mental health disorder, usually depression. Among younger children, suicide attempts are often impulsive. They may be associated with feelings of sadness, confusion, anger, or problems with attention

and hyperactivity. Among teenagers, suicide attempts may be associated with feelings of stress, self-doubt, pressure to succeed, financial uncertainty, disappointment, and loss. For some teens, suicide may appear to be a solution to their problems. Many depressed adolescents are not properly diagnosed. Some mistakenly look at depressed teens as being difficult or blame the teen for feeling the way they do. Alternatively, depressed teens may appear mentally healthy, forcing a smile so others will not worry. However, eventually the signs of depression will become evident. It can be difficult to tell whether adolescents with behavior changes are going through a temporary phase or are suffering from depression

Sadly, it is common for someone suffering with depression to go unnoticed. Teen depression continues to be a quiet crisis in schools. To intervene, we need raised awareness of the problem, trained school personnel, and structures for delivering mental health services in schools. Schools with health centers and readily available mental health services for students report decreased teen depression and suicide ideation and improved mental health outcomes.

Depression and suicidal feelings are treatable mental disorders. The child or adolescent needs to have his or her illness recognized and diagnosed, and appropriately treated with a comprehensive treatment plan. Depressed teens need to be assessed for how they respond to life, especially stressful situations. Negative thinking patterns and behaviors can be replaced with effective coping strategies, such as good problem solving, helping with motivation to change, building self-esteem, resolving relationship problems, and learning stress management techniques. If chronic pain is a variable, management of pain is important. For a difference to occur, people need to acknowledge the severity of teen depression and the significant risk of suicide. Teens need our attention to make them feel valued, accepted, and secure in the knowledge that people are there to help them.

OBJECTIVES OF THE STUDY

1. To study the impact of depression on suicides among youth.
2. To evaluate various other reasons behind suicide attempts by youth.
3. To suggest solutions for the suicide attempts and how it can be effectively used by the family and people around the youth
4. To spread awareness about existence of depression, so as to reduce the suicide attempts among youth.

RESEARCH METHODOLOGY

Secondary data collection has been done with the help of Journals, Books and internet sites. Present research paper reviews certain studies conducted in the area of depression and suicide attempts among youth.

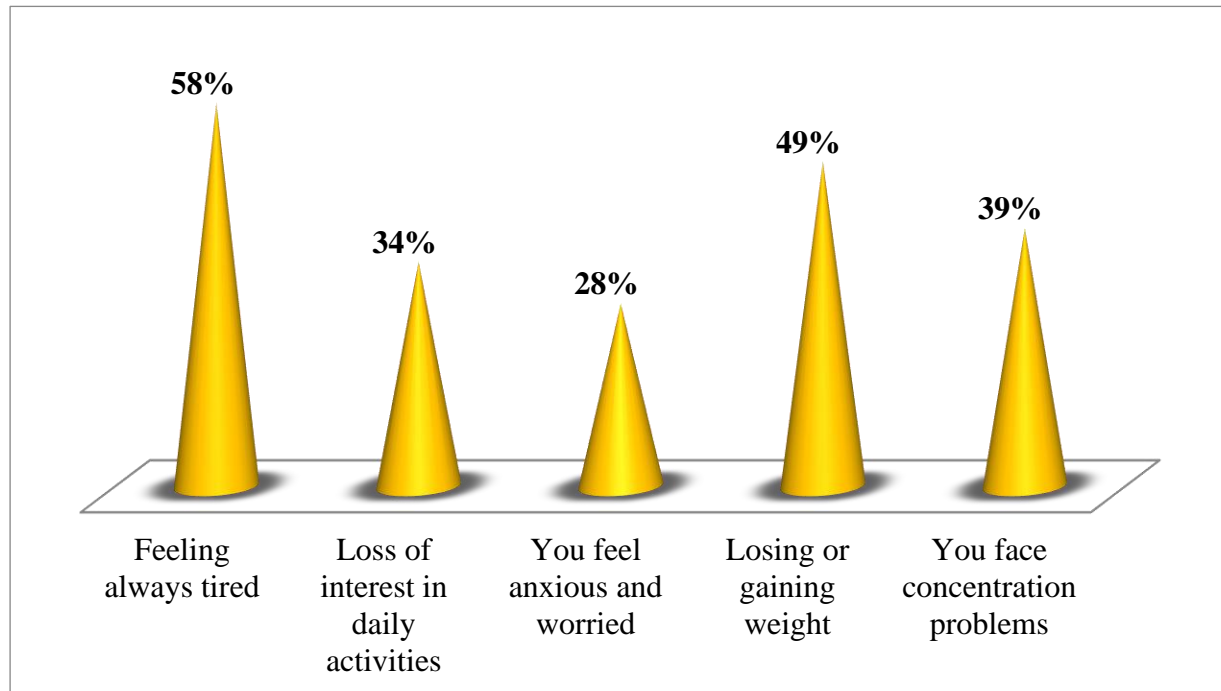
In the present study, primary data has been collected through questionnaire method. A structured questionnaire is used to collect data from the age group of 15-20 years and 21-25 years. Convenience and snowball sampling methods are carried out by the researcher. Researcher has used descriptive frequency analysis to analyse the collected data. The primary data collected from the respondents is presented in the form of charts and graphs to make it more illustrative.

Most teens who have depression think about suicide, and between 15per cent and 30per cent of teens with serious depression who think about suicide go on to make a suicide attempt.

DISCUSSION

Chart 1.1

Respondent's Overview on Symptoms of Depression



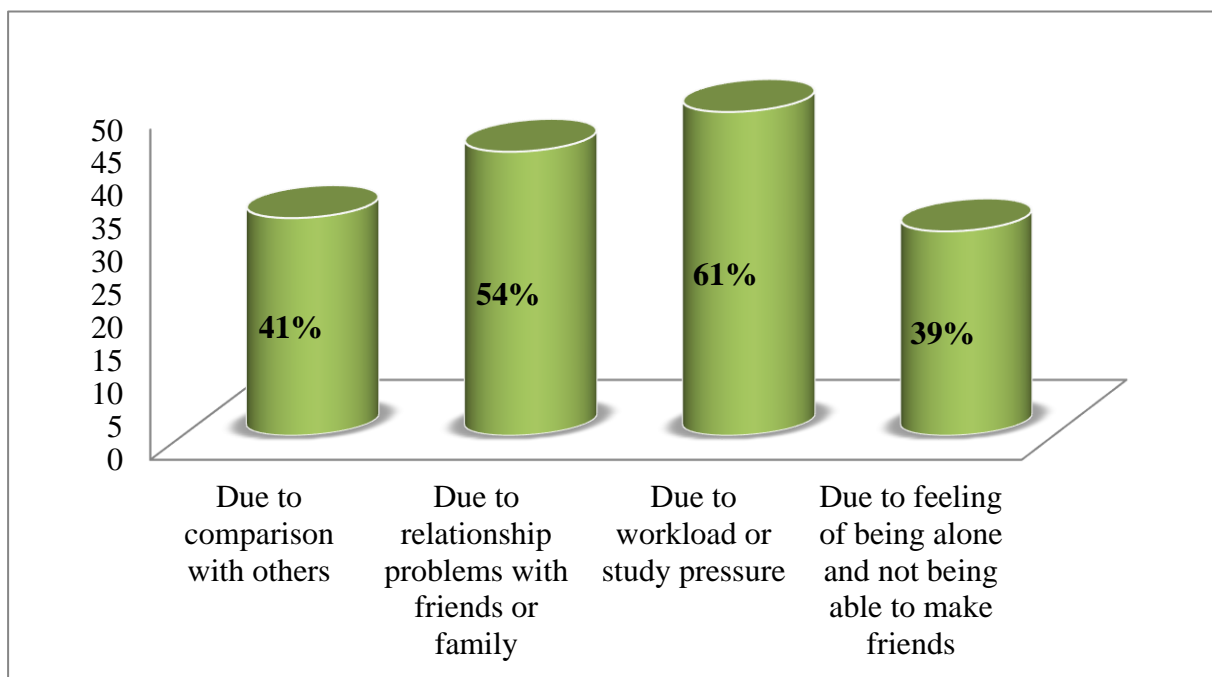
Source: Compiled from primary data collection, 2022.

From the above graph 1.1 we can observe various symptoms that respondents feel he or she is suffering with, these are the symptoms of depression. Respondents were allowed to select more than one symptom.

58 per cent respondents experienced tiredness all the time, 34 per cent respondents said they lost interest in daily activities, 28 per cent respondents feel anxious and worried, 49 per cent respondents feel that they are losing or gaining weight and 39 per cent respondents face concentration problems.

Chart 1.2

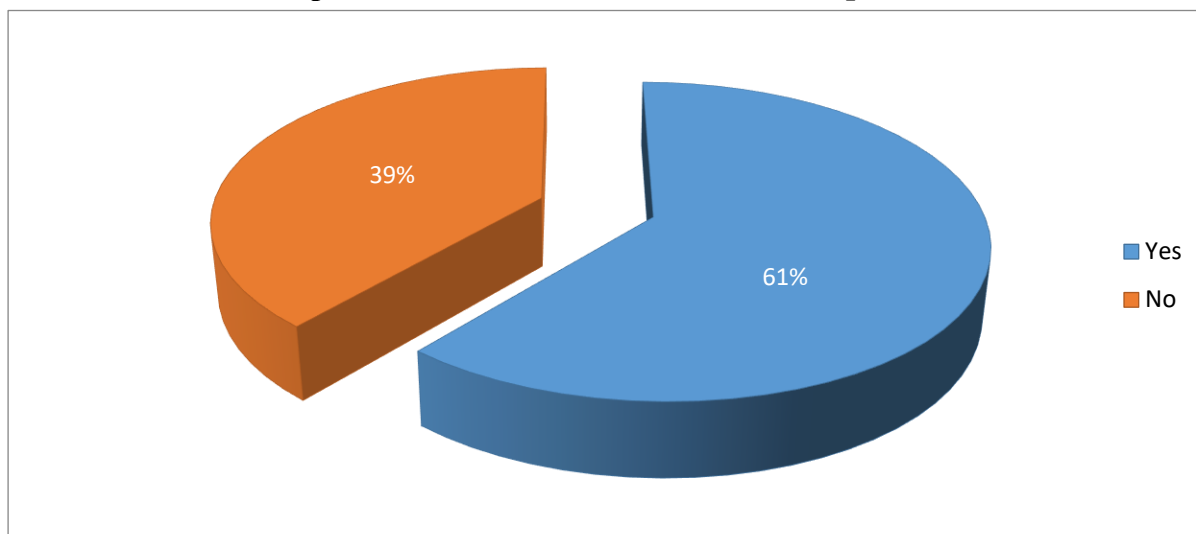
Respondent's Overview on Reasons of Depression



Source: Compiled from primary data collection, 2022.

There are various reasons why a person suffers from depression. Researcher has identified various reasons that trigger depression. The above graph 1.2 talks about the reasons that the respondents can relate with. Respondents were allowed to select more than one reason. 41 per cent of the respondents feel depression occurs due to comparison with others, 54 per cent respondents feel depression occur due to relationship problems with friends or family, 61 per cent respondents feel depression occurs due to over working or study pressure and 39 per cent respondents feel depression occurs due to feeling of being alone and not being able to make friends.

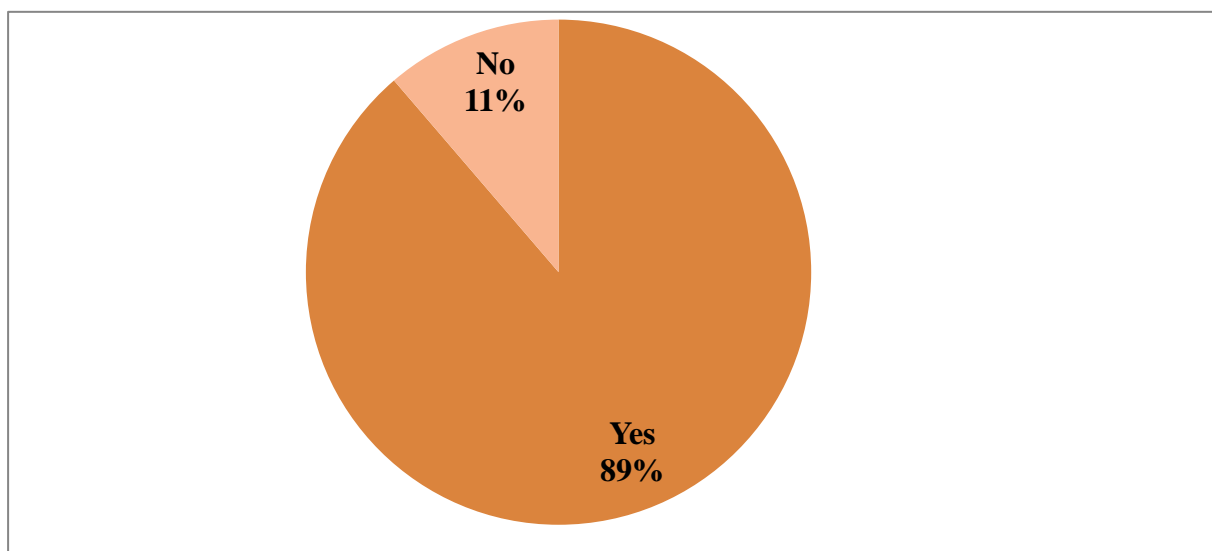
Chart 1.3
Respondent's Overview on Existence of Depression



Source: Compiled from primary data collection, 2022.

From the above chart 1.3 it can be depicted that the 39 per cent of the respondents feel that someone around them shows symptoms of depression and feels depressed, while 61 per cent of the respondents feel that they have not come across anyone who is depressed. The kind of competitive environment we have around, it is obvious that the young minds of today will feel pressurized and will be observed depressed.

Chart 1.4
Respondent's Overview on Treatment of Depression

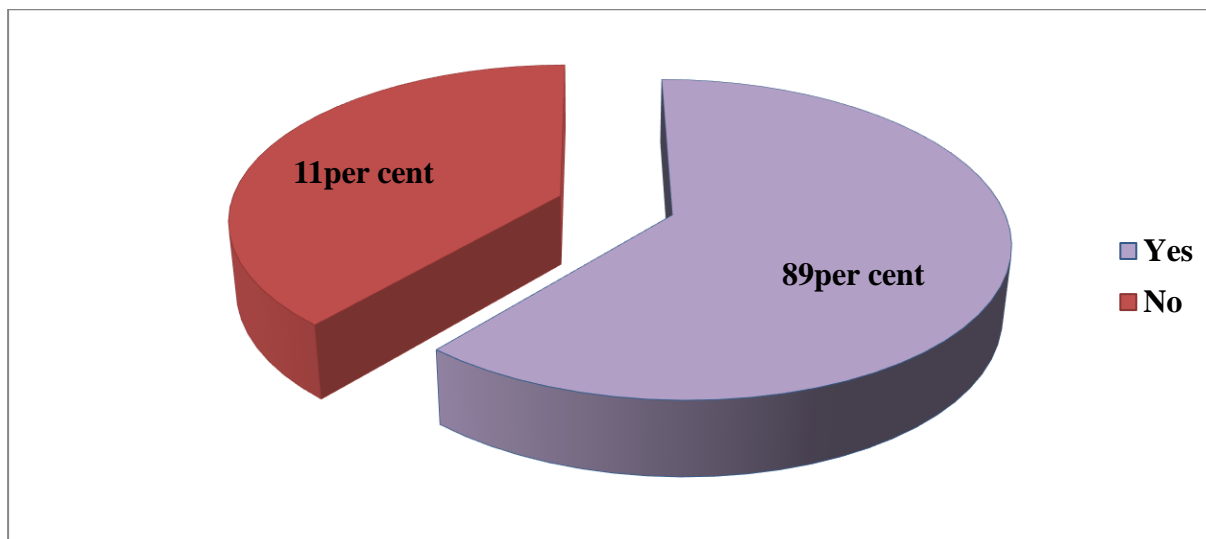


Source: Compiled from primary data collection, 2022.

From the above graph 1.4 it can be observed that 11 per cent of the respondents feel that depression cannot be diagnosed however, 89 per cent of the respondents feel that depression can be diagnosed and treated. It is a known fact that, depression cannot be completely taken off within a short period but yes can

be controlled and eliminated gradually. With the advancements in the Human psychology, there are treatments found for all the psychological illnesses and disorders.

Chart 1.5
Respondent's Overview on Suicide Prevention



Source: Compiled from primary data collection, 2022.

From the above graph 1.5 it can be observed that the 89 per cent of the respondents feel that suicide due to depression can be prevented, while 11 per cent of the respondents feel that suicides due to depression cannot be prevented. A young child with depression needs help and support from not only the doctors but also various closely connected people who can help him/her come over it and lead a normal life. Off course, one can prevent suicides with help from psychologists and other mental specialists.

SUGGESTIONS

1. Ways to handle stress and improving self-esteem should be shared on social media so that it reached maximum number of people.
2. For preventing depression one should take good care, get enough sleep, eat well, and exercise regularly.
3. It is the relationship problems with the family and friends that is one of the reasons for depression. But at the same time family and friends are the ones who can be helpful to get out of the depression. So, one should reach out to family and friends when times get hard.
4. There is no point in wasting time, if a person is not feeling right he or she should get help if they think they're depressed. It can get worse by the passing time.

5. One should stick to treatment plan. If on medicine, should take it as prescribed, whether feeling good or not. Don't skip therapy sessions. Let the doctor know what is and isn't working for you.
6. Meditation and yoga should be made compulsory part of curriculum in schools and colleges.
7. One should spend time with family and friends. Can think about joining a support group. Do things that keep you connected to others.
8. If there is someone who is suffering with depression or prone to suicide, the best solution is to talk to them, let them feel heard, and make them know that they are not alone.
9. Comparison of a person with others should be stopped, because it can lead them to feel unwanted. This may further affect their mental health.
10. It can be observed from this research, that mental health is a taboo in India. It's a high time to normalize the mental health issues like other diseases.
11. People in India are still not aware about the depression. It's necessary to spread awareness about depression, in the similar way as TB.

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A STUDY ON SOCIAL MEDIA MARKETING AND ITS IMPACT ON PURCHASE DECISIONS OF CONSUMERS

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ABSTRACT

The Purpose of the study was to explore more about social media marketing and its impact on consumers. In today's world social media is one of the important parts of every individual and it influences the consumers buying decision as well. In this study an attempt has been made to know more about how the marketers attract the consumers through different tactics. Social media marketing has become a powerful way for businesses of all sizes to reach customers. Marketing on social media can bring remarkable success to any business. Social media is nothing but meeting your target audience and customers on different social media platforms like Facebook, WhatsApp, Instagram, YouTube etc. Researcher has collected data from various sources for the present study. Total 80 respondents from the age group 18 to 55 years were selected. Chi-square test was used to test the hypothesis. Entire data has been analysed using descriptive frequency analysis. Researcher tried to present and conclude different reasons that people have to make a purchase through social media.

KEYWORDS: Social media, Social media marketing, Purchase decisions, Marketing tactics.

INTRODUCTION

Social media refers to a computer-based technology that facilitates the sharing of ideas, thoughts, and information through virtual networks and communities. Social media originated as a way to interact with friends and family but was later adopted by businesses that wanted to take advantage of a popular new communication method to reach out to customers. The main advantage of social media is the ability to connect and share information with anyone on earth. Businesses use social applications to market and promote their products and track customer concerns. Social media helps entrepreneurs and artists build an audience for their work. Even social media has eliminated the need for a distributor because anyone can upload their content and conduct business online.

Social media marketing refers to the use of social media and social networks to market a company's products and services. Social media marketing is a powerful way for businesses of all sizes to reach customers. Great marketing on social media can bring remarkable success to your business. Social media marketing is a form of internet marketing that involves creating and sharing content on social media networks in order to achieve your marketing and branding goals. Social media marketing includes activities like posting text and image updates, videos, and other content that drives audience engagement. Social media marketing is all about meeting your target audience and customers on different social media platforms (Facebook, Instagram, Twitter, LinkedIn, YouTube, etc.) Social media's power is commendable as you get to reach a large number of people within seconds of posting an ad. It helps the marketer to reduce the cost and make ads reach out to their potential audience through social media advertising. It is important to use platforms that are commonly used by customers so that a marketer can reach out to their target audience. Nothing can be better than these social media networks where most users spend a large chunk of their time during the entire day and night.

Due to the rise of online shopping and the number of time people spend on social media, it's directly influenced consumer buying decisions. It's no surprise that all kinds of businesses have turned to social media to find and connect with their target market.

OBJECTIVES OF THE STUDY

1. To study the growing importance and role of social media marketing.
2. To evaluate the impact of social media marketing on the purchase decisions of consumers.

RESEARCH METHODOLOGY

The present research paper is based on the study of social media marketing and its impact on purchase decisions of consumers. For the present study researcher has collected secondary data through books, journals and internet sites. The primary data is the first-hand data information which is collected through questionnaire methods from the respondents. All this has helped the researcher to thoroughly understand the topic. Total 80 respondents from the different age groups i.e., 18-25 years, 26-35 years, 36-45 year and 46-55 years were selected further this sample equally divided into gender categories. The sampling method used for the study is convenience and snowball methods. The primary data is analysed and tested with the help of graphs and charts to make the data more explanatory. Hypothesis testing done through chi-square test. Entire data has been analysed using descriptive frequency analysis.

LITERATURE REVIEW

⁴**Mangold and Faulds (2009)** are of the view that social media is a hybrid element of the promotion mix because in a traditional sense it enables companies to talk to their customers; while in a non-traditional sense, it enables customers to talk directly to one another. The content, timing, and frequency of the social media-based conversations occurring between consumers are under outside managers' direct control. This stands in contrast to the traditional integrated marketing communications mix whereby a high authority of control is present. Therefore, managers must learn to shape consumer discussions in a manner that is consistent with the organization's mission and performance goals. The purpose of social networking sites is to facilitate the talks between biggest fans of the organization. Methods by which this can be accomplished include providing consumers with networking platforms and using blogs, social media tools, and promotional tools to engage customers. Providing information to the consumers regarding the product of their company closely binds the customer to the company

⁵**Brendan James Keegan and Jennifer Rowley (2017)** contribute to knowledge regarding social media marketing strategy by developing a stage model of SMM evaluation and uncovering the challenges in this process. The research paper has developed a Social Media Marketing Evaluation framework. This framework has the following six stages: setting evaluation objectives, identifying key performance indicators (KPIs), identifying metrics, data collection and analysis, report generation and management decision making. Moreover, the paper also identifies and discusses challenges associated with each stage of the framework with a view to better understanding decision making associated with social media strategies. Two key challenges depicted by the study are the agency-client relationship and the available social analytics tools.

HYPOTHESIS

The hypothesis developed for the research is as follows:

Null Hypothesis (H₀) - Impact on purchase decisions due to social media marketing is not independent of the gender of the respondents.

Alternate Hypothesis (H₁) - Impact on purchase decisions due to social media marketing is independent of the gender of the respondents.

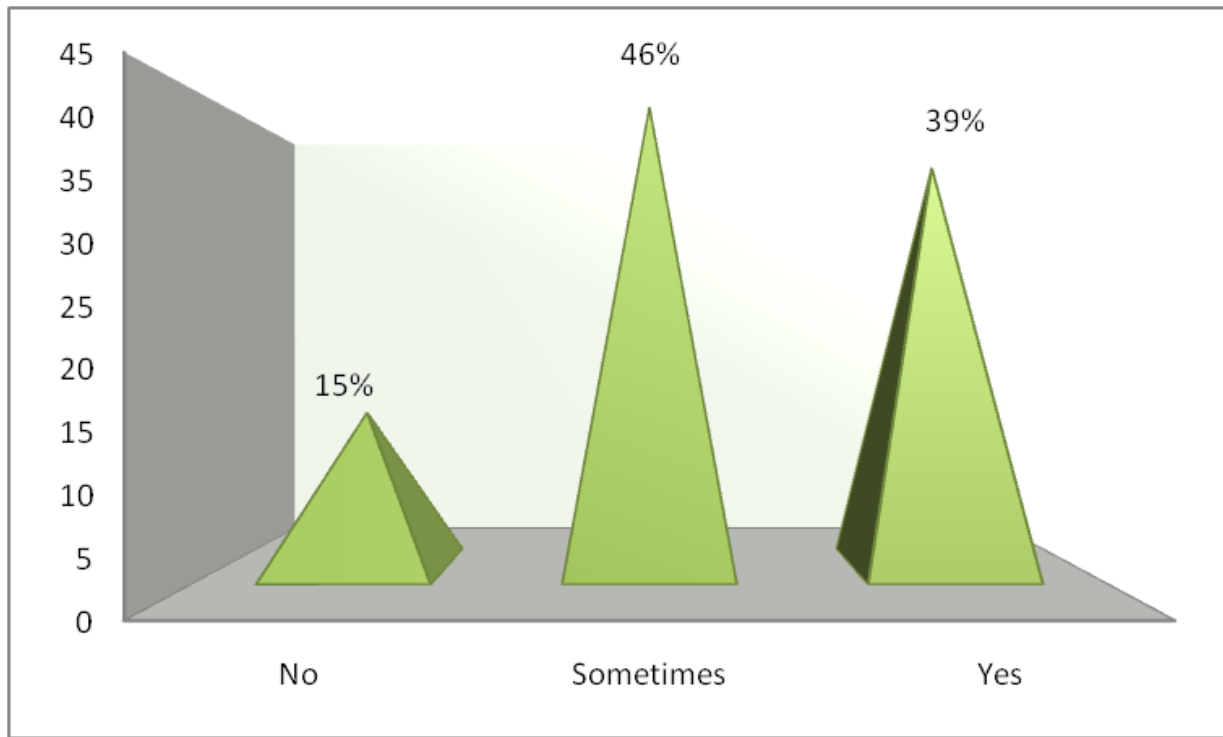
⁴Mangold W G and Faulds D J (2009), "Social Media: The New Hybrid Element of the Promotion Mix", Business Horizons, Vol. 52, No. 4.

⁵Brendan James Keegan, Jennifer Rowley, (2017) "Evaluation and decision making in social media marketing", Management Decision, Vol. 55 Issue: 1.

DISCUSSION

Chart 1.1

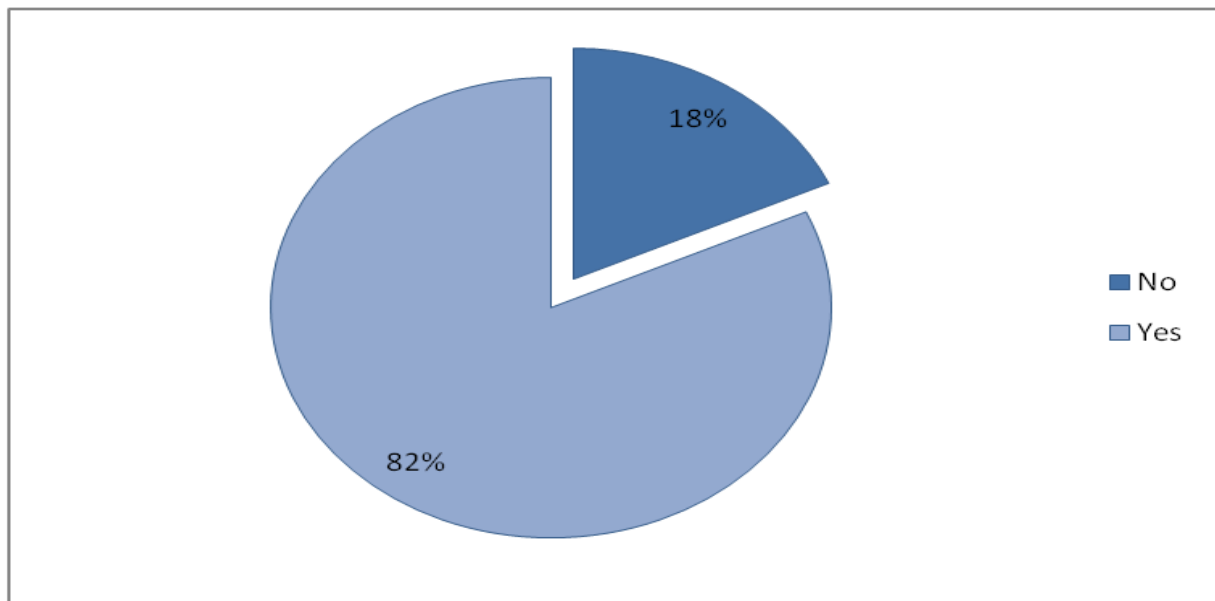
Influence of Social Media Marketing on consumers



Source: Primary data collection 2021-2022.

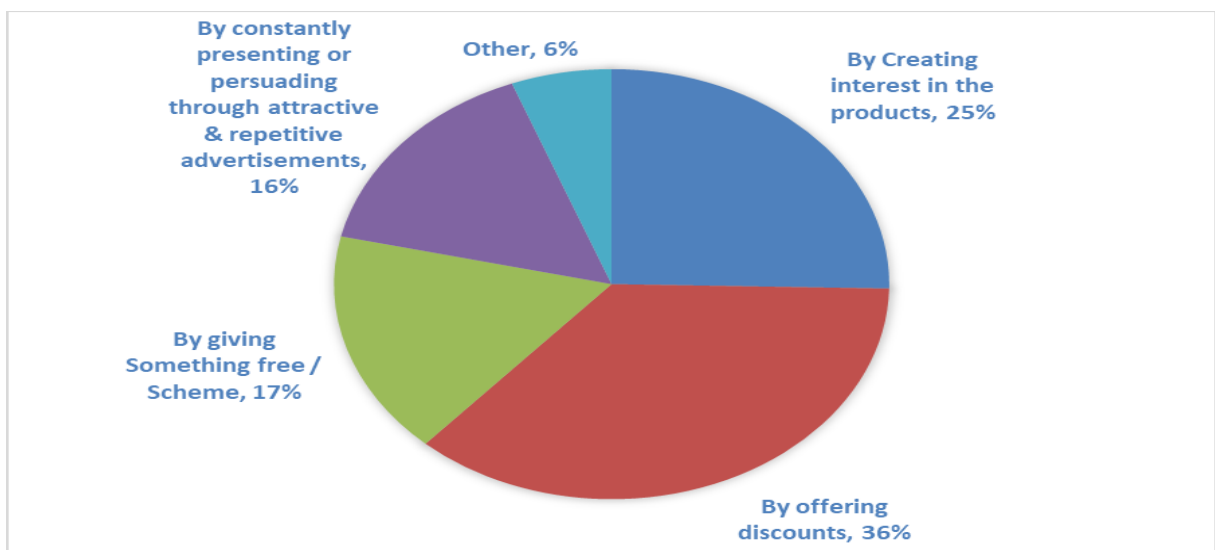
According to chart 1.1 it is understood that 46 per cent of the respondents get influenced by social media marketing sometimes and 39 per cent of the respondents do get influenced regularly as they are more attracted to the social media platform, therefore, they get massively influenced by it, and the remaining 15 per cent respondents are never influenced by social media marketing.

People are effortlessly influenced by social media marketing as they love to spend more time on different social media platforms. Marketing tactics which are used by the marketers easily attract everyone from the general public.

Chart 1.2**Effect of social media marketing on consumers purchasing decisions**

Source: Primary data collection 2021-2022.

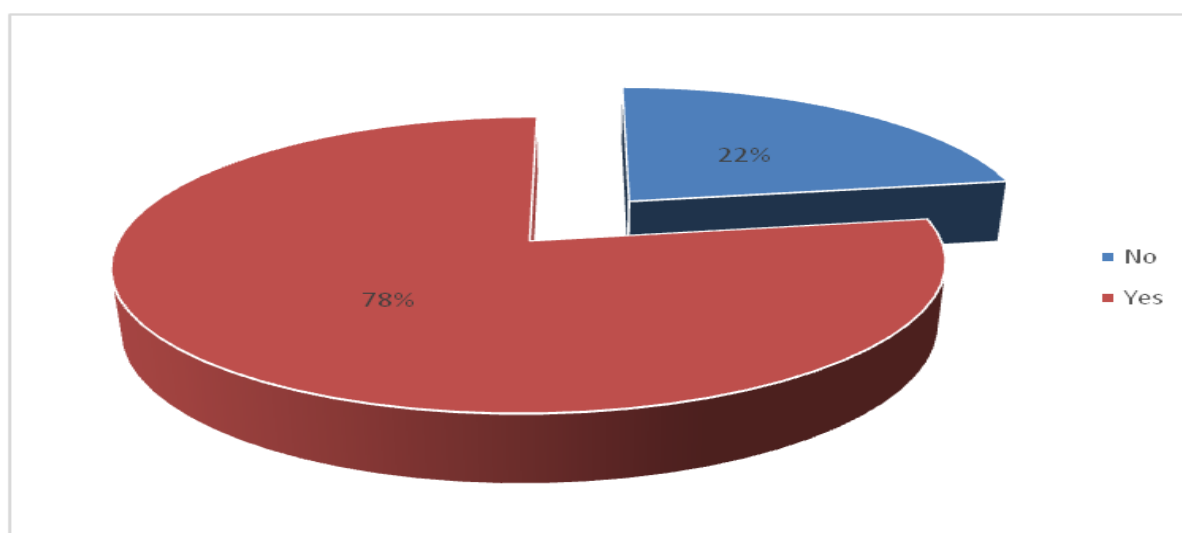
Chart 1.2 indicates that 82 per cent of respondents are influenced by social media marketing and they purchase products after being influenced whereas remaining 18 per cent are not influenced by social media marketing as they are not able to connect to such social media marketing messages and tactics applied. With the help of growing technology, people move towards online shopping rather than other traditional means of shopping because it is easy and more convenient. People easily get what they want and satisfy their needs.

Chart 1.3**Ways in which social media influences purchase decisions**

Source: Primary data collection 2021-2022.

Chart 1.3 depicts that 36 per cent of the respondents are attracted to social media marketing due to discounts and offers and it influences their purchase decisions. Another 25 per cent of the respondents show interest in these messages as they seem to create a want of such products. 17 per cent of the respondents said that their purchasing behaviour is influenced by social media marketing as they provide different schemes or something free whereas 16 per cent mentioned that they are attracted and their purchase decisions are influenced because of repetitive advertisements and the remaining 6 per cent of the respondents are attracted because of other reasons. With technology in great demand these days, social media is observed to apply a lot of innovative strategies in direction to attract more customers and the most workable among all has always been discounts and offers. Social media or online retail offers upto 80 per cent of the discounts which will never ever be possible in case of offline.

Chart 1.4
Purchases made due to social media influence

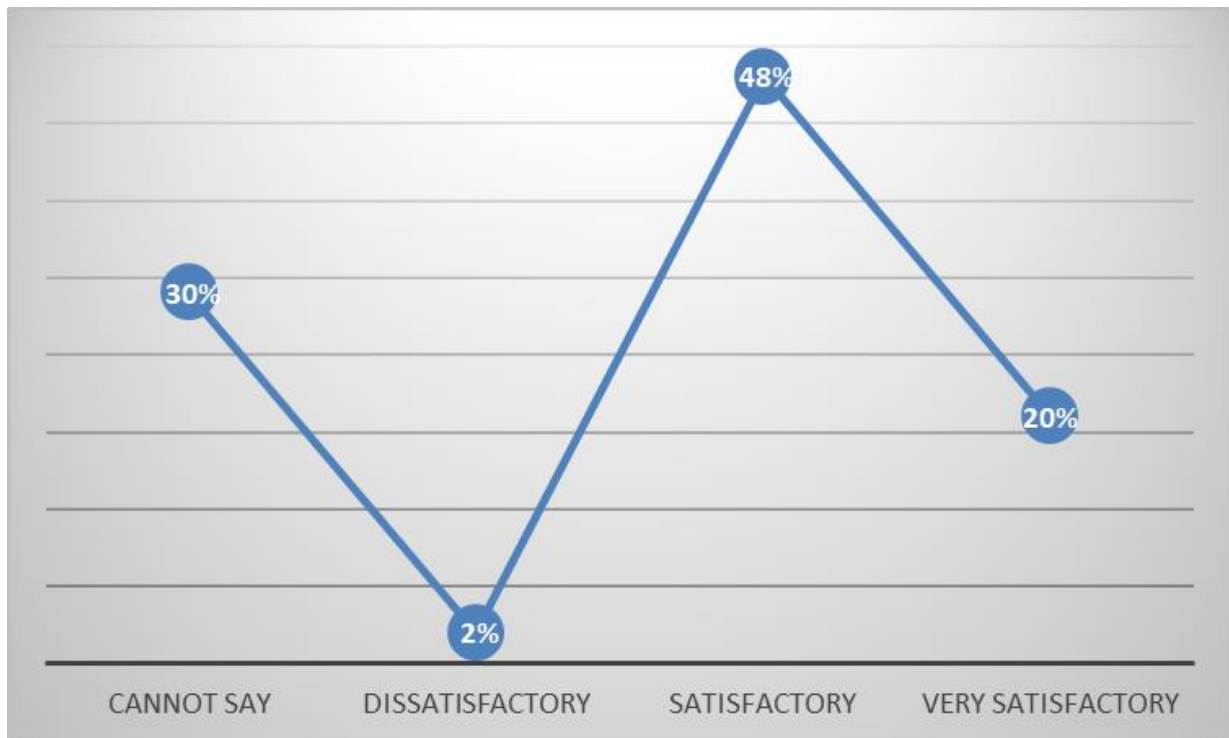


Source: Primary data collection 2021-2022.

As per chart 1.4 78 per cent of the respondents buy the products and services from social media as these marketing messages play a very influential role in making them buy it. And the remaining 22 per cent of the respondents said that they are not interested in purchasing the products and services from social media platforms.

The graph shows the positive response may be because nowadays people prefer online shopping as compared to offline shopping and social media platforms are also availing an array of different shopping opportunities to individuals which may be one of the other strong reasons for their frequent purchases.

Chart 1.5

Purchasing experience on social media

Source: Primary data collection 2021-2022.

Chart 1.5 indicates that 48 per cent of the respondents stated that their experience of purchasing through social media is satisfactory as they find it relatable to their wants, 20 per cent of the respondents are very satisfied as it fulfils their expectations, 30 per cent of the respondents cannot mention their experience and 2 per cent of the respondents are dissatisfied as their wants were not fulfilled in an appropriate way.

Respondents are satisfied by their purchases because marketers also provide a good number of online facilities to their customers (Such as cash on delivery, free delivery, Returns policy etc).

HYPOTHESIS TESTING

Statement of Hypothesis

Alternative Hypothesis: H_1 - Impact on purchase decisions due to social media marketing is independent of the gender of the respondents.

Null Hypothesis: H_0 - Impact on purchase decisions due to social media marketing is not independent of the gender of the respondents.

To test the above hypothesis, researcher has made an attempt to use the Chi-square test. Chi-square is a non- parametric test. The chi-square statistic compares the observed values to the

expected values. This test statistic is used to determine whether the difference between the observed and expected values is statistically significant. The present hypothesis in the study has been tested with Chi-square test to evaluate the dependency of one variable on the other.

Variables:

Gender of the respondents: Male and Female

Impact or influence of social media marketing on purchase decisions of consumers: Yes and No

Calculation of Chi-square test:

Table 1.1
Observed frequencies

| Gender of the respondents | | | Grand Total |
|---------------------------|----|----|-------------|
| Female | 08 | 32 | 40 |
| Male | 07 | 33 | 40 |
| Grand Total | 15 | 65 | 80 |

Table 1.2
Expected frequencies

| Gender of the respondents | | | Grand Total |
|---------------------------|-----|------|-------------|
| Female | 7.5 | 32.5 | 40 |
| Male | 7.5 | 32.5 | 40 |
| Grand Total | 15 | 65 | 80 |

P Value: 0.7745

Since **0.7745** is greater than 0.05, thus **we accept the Null Hypothesis.**

Thus, we can conclude that impact on purchase decisions due to social media marketing is not independent of the gender of the respondents.

CONCLUSION

It has been observed that a larger number of the respondents mentioned that they get influenced from social media easily. Maybe the respondents are influenced because they spend more time on social media platforms and it is a fastest growing media as well. From the study it has been observed that respondents are influenced by social media marketing tactics and even they purchase the products after being influenced because they are able to connect to such social media marketing tactics. There are different ways which attract the individuals on social media such as discounts and offers, creating interest in the products by Advertising, giving something free along with the products and services etc. As per the study, respondents buy the products and services from the social media as these marketing messages play a very influential role in making them buy it. Respondents have a different purchasing experience on social media, maximum of the respondents stated that their experience of purchasing through social media is satisfactory as they find it relatable to their wants.

SUGGESTIONS

1. Social media is a fastest growing medium which could create a good impact on the customer but proper planning is required on behalf of social media marketers.
2. Social media is popular as it helps to connect and interact with one another. They can also help different media brands to create opportunities to share and recognize followers.
3. Social media marketing reminds customers about the product and encourages them to go for the products. This is one of the advantages of social media marketing which should be used by a marketer as a marketing strategy.
4. It is one of the ways of advertisement for the products and services, where marketers can advertise or promote their brands.
5. As per the research, social media do influence consumers but consumers purchase only because of discounts and attractive advertisements but they do not think twice before purchasing anything from social media. According to the researcher a marketer should avail its customers with ample discounts, offers and also some loyalty programs.
6. As per the researcher, social media is the biggest platform to buy or sell products and services; it not only helps to sell but also helps to serve your products for marketing.
7. According to the researcher, when customers are looking out for any sort of products or services to buy on social media platforms that product or service automatically been

seen on social media through advertisements. It also shows different options and reminders as well and it helps the marketers.

8. As per the researcher still there are some marketers who feel threatened to come on social media platforms due to fraud or fake consumers etc. But still, it's a good medium and effective way for marketing their products and services with very less cost provided some precautions are taken with respect to security on the web.
9. According to the researcher, social media marketing enables marketers to build relations with customers and prospects through regular, low-cost personalized communication, reflecting the move away from mass marketing.

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BODY IMAGE DISSATISFACTION AMONG ADOLESCENT MALES AND ITS EFFECT ON THEIR SELF-ESTEEM AND PSYCHOLOGICAL DISTRESS.

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ABSTRACT

Adolescence is a crucial and confusing time in a person's life. It is a stage of development that includes both physical and mental growth. This study focuses on body image satisfaction in high school boys. Body image satisfaction is the degree to which people are satisfied with their physical appearance, particularly their weight and shape (Holsen I., 2012). The researcher was interested in understanding adolescent males' body image dissatisfaction and its impact on self-esteem and psychological distress in this study. Adolescent boys aged 13 to 15 were the target demographic for this study. The study employed a 16-item revised version of the Adolescent Body Image Satisfaction Scale (ABISS), a 10-item Rosenberg self-esteem scale, and a 21-item Depression, Anxiety, and Stress Scale (DASS) to assess psychological distress. The categories of high and low for the Body image dissatisfaction scale were formed by using one-third of the total participants who scored high and one-third who scored low. The t- test was used as a statistical technique. The results obtained were significant at 0.05 level and hence the alternate hypothesis was accepted. Limitations, biases and future implications of the study were discussed.

KEYWORDS: *Adolescent male body image satisfaction, Self-esteem, Psychological distress, Depression, Anxiety.*

INTRODUCTION

The term 'body image' was coined by Austrian neurologist and psychoanalyst Paul Schilder in 1935 in his book 'The image and appearance of the human body' (Tiwari & Kumar S., 2015). His research suggested that a person's body image is "modelled by one's interactions with others and the extent to which these interactions are faulty will inadequately shape an individual's body image. In other words, body image relates to how people think and feel about their own bodies (Ganesan S., et al 2018). According to literature, body image satisfaction is the degree to which people are content with their physical appearance, particularly their weight and shape

(Holsen I., 2012).

Self-esteem plays a very important role in an adolescent's life. Self-esteem is central to what an adolescent decides to do with their life and up to what extent that individual will succeed in life (Minev M. et al, 2018). O'Dea, J. A. (2012) stated that body image and self-esteem have long been known to be linked with one another and are salient issues for adolescence during puberty. Body image concerns are associated with overall poor self-concept, including poor physical, social and academic self-concepts as well as decrease in self-esteem in early adolescence.

It is essential to understand how body image satisfaction may cause psychological distress among adolescent boys. Previously seen, adolescence is a crucial stage. Here, they are starting to develop their own identity. The way they look and feel about their body will also start to develop around this time. It is important to develop a healthy view of their body as that might have a negative impact on their mental health and overall wellbeing.

Media plays an especially important role when it comes to body image. Specifying it to Indian context, exposure to Indian cinema, newspapers, television, social media etc can have an impact on how an individual views their body and themselves. Indian cinema plays a huge part in it. During the 2000s things started to drastically change in Bollywood. Female leads were chosen skinnier, slimmer and males were asked to bulk up for their roles. The standards of beauty and perfect figure, skin, weight became the priority. Roles were allotted based on their body and not the ability to act. Such unrealistic ideals of the body that were created have led to a significant rise in body image issues. (Matcheswalla K., 2016)

RESEARCH PROBLEM

1. Does body image satisfaction affect adolescent boys' self-esteem?
2. Does body image satisfaction lead to psychological distress in adolescent boys?

AIMS AND OBJECTIVES

Aim: To understand whether adolescent males' self-esteem and psychological well-being are affected by body image dissatisfaction.

Objectives:

1. To find out if adolescent males' self-esteem is influenced by their body image satisfaction.

2. To determine whether body image satisfaction in adolescent males can contribute to psychological distress.

REVIEW OF LITERATURE

A number of investigations have been conducted on body image satisfaction and self-esteem. For practically all age groups, these two variables appeared to have a cause-and-effect relationship. Extensive research investigations have been carried out to see how body image satisfaction and self-esteem affect adolescent girls and women, however, there is very little research on the male population.

A study examining the relationship between body image and self-esteem across time and age for men and women. It was found that higher self-esteem was associated with lower body dissatisfaction (Mellor D. et al 2010). In a cross-sectional study by Gitau M. T. et al (2014) on urban high schools in Johannesburg, South Africa. They sought to examine the eating attitudes, body image, and self-esteem among male adolescents. The results indicated that the Body Mass Index was positively associated with self-esteem in males.

The mean scores of body image satisfaction and self-esteem of the subjects differed significantly by gender and location. The study's findings revealed that the level of body image satisfaction of male and female participants with rural and urban affiliation had a significant impact on their self-esteem (Tiwari K. G, 2014). A study of adolescent body image perceptions and their relationship to self-esteem. The discoveries of this study demonstrate a strong link between adolescent body image perceptions and self-esteem. Adolescents' self-esteem rises when they have favourable assessments of their physical appearance (V. Divya & Dr. K. Mayuri, 2015).

Body image concerns are frequently thought to impact only women, but a recent study finds that boys are just as likely to be self-conscious about their appearance. Only 28% of males say they're "very satisfied" with their appearance, according to research published in the journal *Body Image* in June and cited by *Cosmopolitan*. It was seen that people who were happier with their weight and appearance were happier with their lives as a whole (Lasher M., 2016). As we can see above, past research conducted in India hasn't focused much on males as the population to be affected by body image. Hence, research focusing on the male population is of need here. Body image concerns are a fairly common issue, and while they are not a mental health problem in and of itself, they can be a risk factor for mental health issues. Higher levels of body dissatisfaction have been linked to a lower quality of life, psychological distress, and an

increased likelihood of harmful eating habits and eating disorders, according to research. It is critical for mental health professionals to provide interventions to people who are experiencing severe psychological distress as a result of their body image (Dixit S. & Luqman N., 2018). It was seen that males had a stronger positive association between body shape dissatisfaction and psychological suffering than females. It was discovered that body image dissatisfaction, rather than being overweight, is linked to a higher risk of psychological distress (Abbas A. L. et al, 2018).

METHODOLOGY

Hypothesis:

Hypothesis 1: There is a significant difference seen between males who scored low on body image dissatisfaction and their self-esteem and males who scored high on body image dissatisfaction and their self-esteem.

Hypothesis 2: There is a significant difference seen between males who showed low body image dissatisfaction and psychological distress and males who showed high body image dissatisfaction and psychological distress.

Description of sample:

The target population for this research was 62 adolescent males from the age group 13-15 years. The population was restricted to males only.

Sampling Method:

Convenience sampling was used for this study.

Variables

Independent variable

IV: Body image dissatisfaction: High Body image dissatisfaction & Low Body image dissatisfaction

Dependent variable DV 1: Self esteem

DV 2: Psychological distress

OPERATIONAL DEFINITIONS

- **Body Image satisfaction:** Body image satisfaction is a term used in the literature to describe how satisfied people are with their physical appearance, particularly their weight and shape (Holsen I., 2012). The scale used to measure body image satisfaction is the adolescent body image satisfaction scale (ABISS). Higher scores give more satisfaction with one's body image and lower scores lower the body image satisfaction (Leone E. J., et al, 2014).
- **Self-esteem:** A reasonably high degree of self-esteem is considered an important ingredient of mental health, whereas low self-esteem and feelings of worthlessness are common depressive symptoms (APA, 2021). The Rosenberg Self-Esteem Scale is used to measure self-esteem for this study (Rosenberg, M., 1965).
- **Psychological Distress:** Psychological distress refers to non-specific symptoms of stress, anxiety, and depression (Viertö S. et al, 2021). Depression, Anxiety and Stress Scale - 21 Items (DASS-21) is used to measure psychological distress (Lovibond, S.H. & Lovibond, P.F., 1995).

TOOLS

Parental consent form: A consent document was given to each research participant's parent, which included the study's title and objectives. The ethical considerations that were taken into account were explained in the form. Because the participants are minors, parental permission was sought.

Demographic sheet: The demographic sheet consisted of the necessary information including gender, age, grade level, school name, location.

The adolescent body image satisfaction scale: This scale is developed by Leone, JE, Mullin, EM, Maurer-Starks, SS, and Rovito, MJ. for males. The revised version consists of 16 items. The scoring is based on a 4-point Likert scale ranging from strongly agree to strongly disagree.

The Rosenberg Self-Esteem Scale: A 10-item scale that measures global self-worth by measuring both positive and negative feelings about the self. The scale is believed to be unidimensional. All items are answered using a 4-point Likert scale format ranging from strongly agree to strongly disagree.

The Depression, Anxiety and Stress Scale (DASS-21): (DASS-21) is a set of three self-report scales designed to measure the emotional states of depression, anxiety, and stress. Each of the three DASS-21 scales contains 7 items, divided into subscales with similar content.

RESEARCH DESIGN

It was quantitative research. This was quasi-experimental research as the participants were not randomly assigned. There were two groups created on the basis of high and low scores on the Independent Variable. This research was conducted in a natural setting.

PROCEDURE

Based on the decided criteria, potential participants will be selected. Firstly, a few days prior aparental consent form was given to the participants. Once their parents approved their participation, the participants were given a form asking their demographic details. Later, three questionnaires were given to the participants. Participants were provided with necessary instructions and were briefed about the objective of the study and how they are supposed to fill out the questionnaire. Ethical considerations were taken care of. After the participants completed the questionnaires, they were scored and interpreted using the scoring and interpretation key.

ETHICAL CONSIDERATIONS

The research's goals and objectives will be made clear to the parents and participants of the proposed study. Both the parties were assured that the information they supply will be used solely for research purposes and that their identity and information will be kept confidential. No emotional or physical harm was caused to any participants. They were given a consent form before participating in the research. The form included a required description of this research. Participants were also informed that they can leave this contract anytime they find it threatening or likewise and will be allowed to do so. Potential volunteers with their parents were given consent forms as well as information about the study.

DATA ANALYSIS

After the tests were administered and scored, a raw score on each of the tests was obtained. Further analysis was done using a t test. The T test was computed four times. For The First Dependent Variable, one t test was performed, and three for each of the second Dependent Variable subscales.

RESULTS

An Independent samples two-tailed t-test was conducted to understand the effect of the Independent Variable i.e., Body image dissatisfaction with two conditions: High and Low on the Dependent Variable which was self-esteem and psychological distress (Stress, Anxiety, and Depression).

Table 4.1 *The Descriptive Statistics for Body image dissatisfaction and self-esteem among Adolescent males.*

| | Body Image dissatisfaction | N | M | SD |
|-------------|----------------------------|----|-------|------|
| Self esteem | High | 31 | 31.87 | 4.05 |
| | Low | 31 | 26.97 | 3.21 |

Table 4.1 depicts the Mean and Standard deviation (SD) scores of Self-esteems for individuals falling in high and low categories on Body image dissatisfaction. The mean self-esteem score for those high on body image dissatisfaction are 31.87 and 26.97 for those low on body image dissatisfaction. The SD for the same were 4.05 and 3.21 respectively. Figure 1 depicts that it predicts that those high on body image dissatisfaction have higher self-esteem.

Table 4.2 *Mean differences in Body image dissatisfaction between individuals with high and low Body Image dissatisfaction.*

| Body image dissatisfaction | t | df | Sig. (two-tailed) |
|----------------------------|------|----|-------------------|
| | 5.29 | 57 | 2.00 |

In order to determine if there exists a significant difference between the means of group an independent sample t- test was conducted. According to Table 4.2, the mean difference between Self-esteem scores of individuals with high Body image dissatisfaction and those with low Body image dissatisfaction was found to be 5.29 which was significant at 0.05 level [$t(57) = 5.29, p < 0.05$]. Hence, there exists a significant difference between the two groups.

Table 4.3 *The Descriptive Statistics for Body image dissatisfaction and Stress (psychological distress) among Adolescents males.*

| | Body Image dissatisfaction | N | M | SD |
|--------------------------------|----------------------------|----|------|------|
| Psychological distress- Stress | High | 31 | 9 | 3.77 |
| | Low | 31 | 5.52 | 3.30 |

Table 4.3 depicts the Mean and Standard deviation (SD) scores of psychological distress i.e., on stress for individuals falling in high and low categories on Body image dissatisfaction. The

mean psychological distress- stress score for those high on Body image dissatisfaction was 9 and that for those low on Body image dissatisfaction was 3.30. The SD for the same were 3.77 and 3.30 respectively. Figure 2 depicts means for Body image dissatisfaction and psychological distress (stress) which predicts that those high on Body image dissatisfaction predict higher stress among adolescent males.

Table 4.4 *Mean differences in Body image dissatisfaction between individuals with high and low Body Image dissatisfaction.*

| Body image dissatisfaction | t | df | Sig. (two-tailed) |
|----------------------------|------|----|-------------------|
| | 3.87 | 60 | 2.00 |
| | | | |

In order to determine if there exists a significant difference between the means of group an independent sample t- test was conducted. According to Table 4.4, the mean difference between psychological distress (stress) scores of individuals with high Body image dissatisfaction and those with low Body image dissatisfaction was found to be 3.87 which was significant at 0.05 level [$t(60) = 3.87, p < 0.05$]. Hence, there exists a significant difference between the two groups.

Table 4.5 *The Descriptive Statistics for Body image dissatisfaction and Anxiety(psychological distress) among Adolescents males.*

| | Body image dissatisfaction | N | M | SD |
|--------------------------------|----------------------------|----|------|------|
| Psychological distress-anxiety | High | 31 | 8.10 | 3.62 |
| | Low | 31 | 5 | 3.53 |

Table 4.5 depicts the Mean and Standard deviation (SD) scores of psychological distress i.e., on Anxiety for individuals falling in high and low categories on Body image dissatisfaction. The mean psychological distress- anxiety score for those high on Body image dissatisfaction was 8.10 and that for those low on Body image dissatisfaction was 5. The SD for the same were 3.62 and 3.53 respectively. Figure 3 depicts means for Body image dissatisfaction and

psychological distress (Anxiety) which predicts those high on Body image dissatisfaction predicting to higher anxiety among adolescent males.

Table 4.6 *Mean differences in Body image dissatisfaction between individuals with high and low Body Image dissatisfaction.*

| Body image dissatisfaction | t | df | Sig. (two-tailed) |
|----------------------------|------|----|-------------------|
| | 3.41 | 60 | 2.00 |

In order to determine if there exists a significant difference between the means of group an independent sample t- test was conducted. According to Table 4.6, the mean difference between psychological distress (Anxiety) scores of individuals with high Body image dissatisfaction and those with low Body image dissatisfaction was found to be 3.41 which was significant at 0.05 level [$t(60) = 3.41, p < 0.05$]. Hence, there exists a significant difference between the two groups.

Table 4.7 *The Descriptive Statistics for Body image dissatisfaction and Depression (psychological distress) among Adolescents males.*

| Body Image dissatisfaction | | N | M | SD |
|---------------------------------------|------|----|------|------|
| Psychological distress- Depression | High | 31 | 8.45 | 3.73 |
| | Low | 31 | 3.71 | 2.88 |

Table 4.7 depicts the Mean and Standard deviation (SD) scores of psychological distress i.e., on Depression for individuals falling in high and low categories on Body image dissatisfaction.

The mean psychological distress- Depression score for those high on Body image dissatisfaction was 8.45 and that for those low on Body image dissatisfaction was 3.71. The SD for the same were 3.73 and 2.88 respectively. Figure 4 depicts means for Body image dissatisfaction and psychological distress (Depression) which predicts those high on Body image dissatisfaction predicting to higher depression among adolescent males.

Table 4.8 *Mean differences in Body image dissatisfaction between individuals with high and low Body Image dissatisfaction.*

| Body image dissatisfaction | t | df | Sig. (two-tailed) |
|----------------------------|------|----|-------------------|
| | 5.60 | 60 | 2.00 |

In order to determine if there exists a significant difference between the means of group an independent sample t- test was conducted. According to Table 1.8, the mean difference between psychological distress (Depression) scores of individuals with high Body image dissatisfaction and those with low Body image dissatisfaction was found to be 5.60 which was significant at 0.05 level [$t(60) = 5.60, p < 0.05$]. Hence, there exists a significant difference between the two groups.

DISCUSSION

The aim was to study how Body image dissatisfaction has an effect on Self-esteem which was understood by comparing individuals falling on high and low levels of Body image dissatisfaction. Similarly, the next aim of the study was to understand how Body image dissatisfaction had an effect on psychological distress (Stress, Anxiety, depression) individuals falling high on Body image dissatisfaction were compared to those falling low on Body image dissatisfaction. Adolescent boys between the age of 13 to 15 years, studying in India were considered as the sample population for the study. The study included 62 adolescent males.

Hypothesis one stated that, "There is a significant difference seen between males who scored low on Body image dissatisfaction and their Self-esteem and males who scored high on Body image dissatisfaction and their Self-esteem." Independent samples two-tailed t-test was conducted to determine whether there was a significant difference between the means of those scoring high and those scoring low on Body image dissatisfaction. Statistical analysis showed that the results supported the first hypothesis. The mean difference between the two groups was significant. As there was a significant difference between the two variables, it was also discovered that the greater one's dissatisfaction with one's body, the higher one's self-esteem. Self-esteem as a variable can be shaped due to various factors. Each participant in the study has had different personal experiences that might've shaped their self-esteem in different ways. Another reason for such a result might be that the participants responded to the self-esteem scale in a socially desirable manner. Leading to desirable responses that they feel are socially acceptable. Several previous studies have found that greater dissatisfaction with one's body leads to lower self-esteem. A study showed findings that suggest that higher self-esteem was associated with lower body dissatisfaction (Mellor D. et al 2010).

On the contrary, the results suggest a variety of other factors that could have contributed to an increase in an adolescent boy's self-esteem, for example, academic performance can be one of the factors contributing to an increase in self-esteem. Arshad et al.(2015) discovered a significant relationship between self-esteem and academic performance in their study. Another study emphasized the importance of parental involvement in the development of self-esteem. Wairimu et al, (2016) showed that the parental involvement was related to adolescent self-esteem. Other factors such as school environment, teachers, and friends are observed to play a role in the development of one's self-esteem.

Hypothesis two stated that, "There is a significant difference seen between males who scored

low on Body image dissatisfaction and Psychological distress and males who scored high on Body image dissatisfaction and Psychological distress.” Statistical analysis showed that the results supported the second hypothesis. The mean difference between the two groups was significant. As there was a significant difference between the two variables, it was seen that higher the Body image dissatisfaction lower the stress, anxiety and depression among adolescent males.

Past research also supports the significance of this hypothesis. Carapetoet al., (2020) study findings suggest the influence of body dissatisfaction in the emergence of depressive symptoms. This study was done in the early to middle adolescence stage (12-16 years) from four different schools in South of Portugal. It was seen that adolescents may suffer from negative emotions like depressive thoughts due to their weight and boys' image dissatisfaction. In another study, findings of research suggest that body image dissatisfaction is associated with concurrent symptoms of multiple anxiety disorders that may have a prospective link to Social Anxiety Disorder during adolescence (Vannucci A. & Ohannessian M. C. 2017).

LIMITATIONS

The study was restricted to adolescent males in India. Females from schools were not a part of the study. Those individuals, who were below 13 and above 15 years of age, were not included in the sample population. There was a limitation of the participants responding in a socially desirable way. The sample population for this study was small and geographically limited. As a result, generalizing the results to the entire population is difficult.

FUTURE IMPLICATIONS

Further research can be conducted on a larger population from various Indian states. Further research can also concentrate on the interventions that can be used to address the issue of body image in adolescents. Other factors that may affect an adolescent should be the subject of research. Body image satisfaction should be emphasized and the positives that come along with being satisfied with one's body. More research should be conducted to better understand males of various ages and their body image satisfaction.

CONCLUSION

The purpose of the study was to understand the Effect of Body Image Dissatisfaction on Self-esteem and Psychological Distress among Adolescent Male Population. The effect of Body image dissatisfaction on Self-esteem and Psychological distress was understood using four

independent samples t-tests. The first hypothesis was significant at 0.05 level which meant that high or low levels of Body image dissatisfaction will have an effect on the self-esteem and psychological distress among adolescent males. The second hypothesis was significant at 0.05 level which meant that the high or low levels of cognitive flexibility will have an effect on the levels of positive effect of the military population. One of the most influencing factors was stress. Greater stress affects both psychological endurance as well as cognitive flexibility.

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Figure1. Means for Body image dissatisfaction and self-esteem

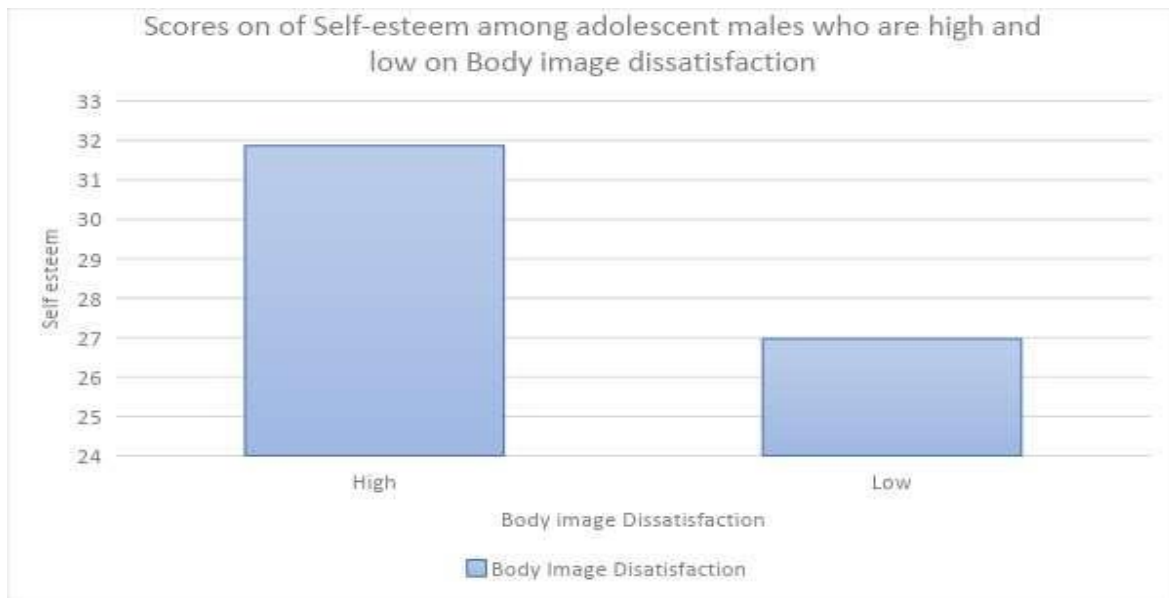


Figure 2. Means for Body image dissatisfaction and psychological distress (stress)

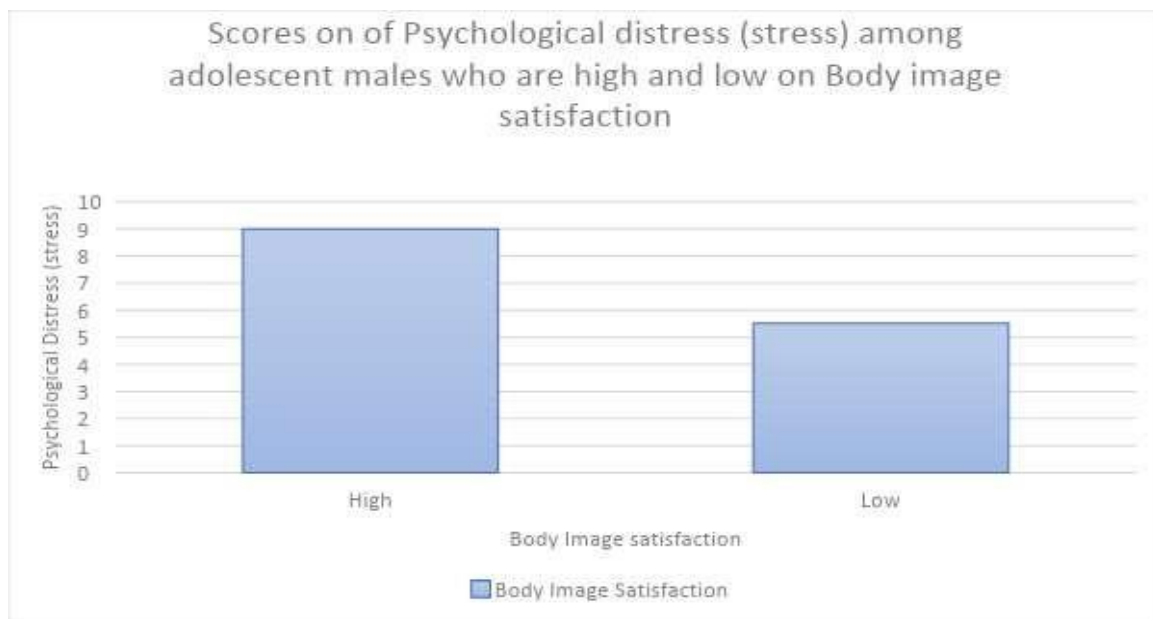


Figure3. Means for Body image dissatisfaction and psychological distress (Anxiety)

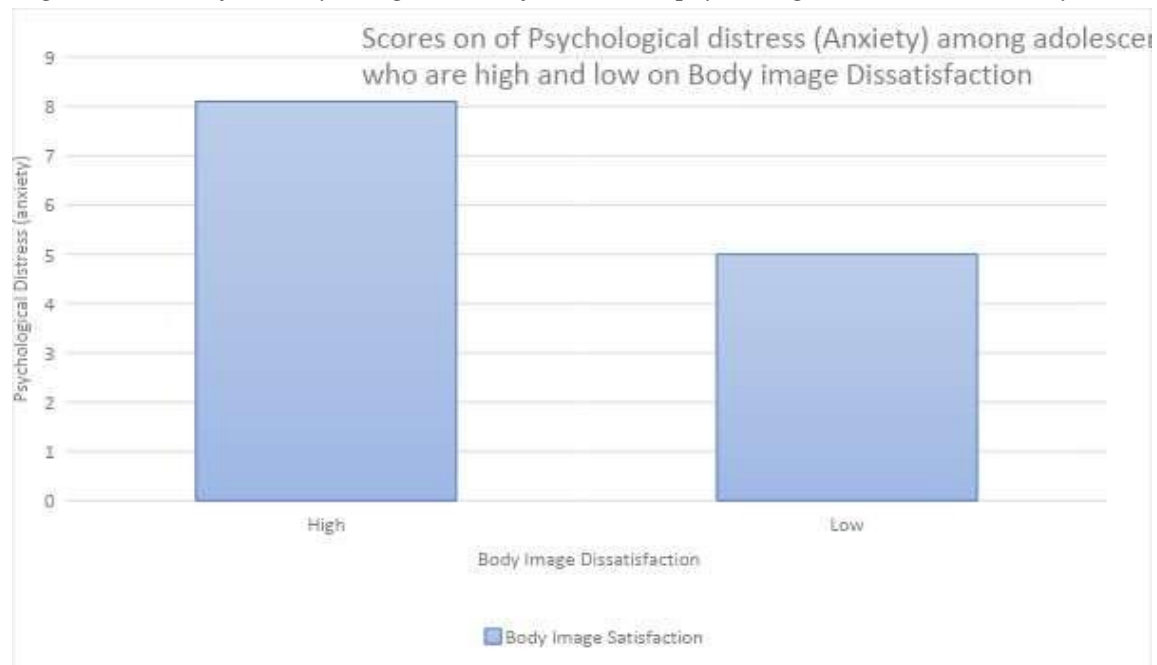
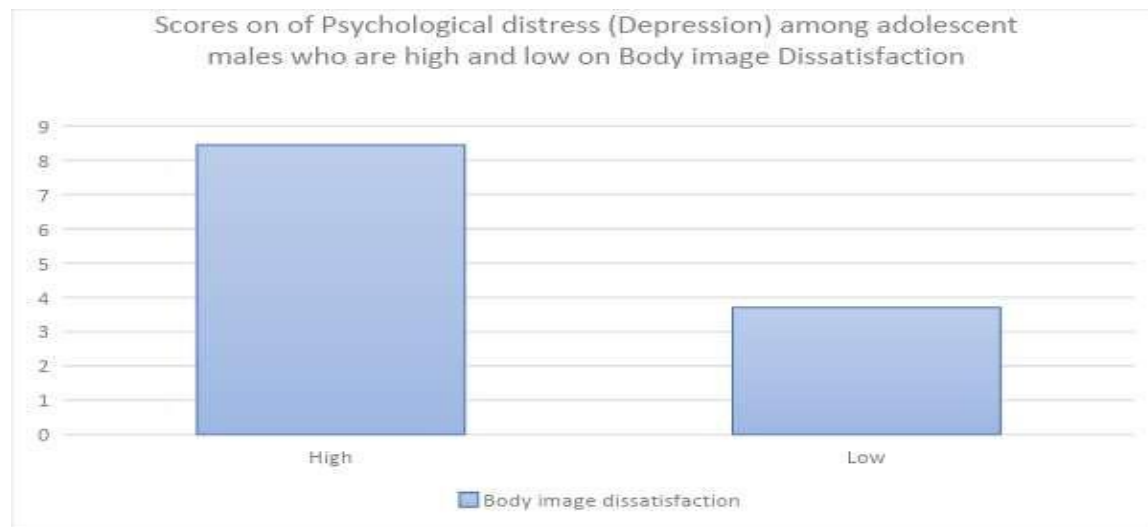


Figure 4. Means for Body image dissatisfaction and psychological distress (Depression)



WORK-FAMILY CONFLICT, PERCEIVED STRESS AND BURNOUT AMONG TEACHERS

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ABSTRACT

Professional individuals experience instances in their lives where they find it difficult to maintain a balance between their professional and personal life and often may experience stress and burnout. The present study focused on examining the relationship between Work Family Conflict, Perceived Stress and Burnout in teachers residing in India. They were assessed using the scales namely Work and Family Conflict scale by Haslam et al., (2015), The Perceived Stress Scale by Cohen and Williamson (1988) and Burnout Measure Short version by Malachand Pines (2005). Pearson's Product Moment Correlation and Multiple Regression was used as statistical analysis to show the relationship between Work Family conflict, Perceived Stress and Burnout. Results revealed that there is a positive correlation between Work Family Conflict and Perceived Stress among teachers, there is a positive correlation between Perceived Stress and Burnout among teachers and there is a positive correlation between Work Family Conflict and Burnout among teachers. Limitations and Implications are also further discussed.

KEYWORDS: *Work Family Conflict, Perceived Stress, Burnout, Teachers*

INTRODUCTION

COVID-19's spread has had a major impact on global education. Many institutes resorted to technology to try to keep teaching and learning going while physical schools and institutions were asked to shut. According to recent studies, teachers have experienced immense psychological stress during lockdown as a result of needing to adjust to conduct online lectures (Besser et al., 2020). Teachers put up a great deal of effort in their work. They must plan activities, simplify topics, and prepare to deal with students and their mischief while completing their portion. Students invent new ways to annoy their teachers, from cyberbullying to disrespecting them by not paying attention, not answering, or not attending at all. Teachers must deal with their students given that

they are seated behind a screen, making punishments even more difficult to administer. Moving on to another class and facing the same dilemma. Teachers' stress appears to have been worsened by Covid-19. Covid-19 was cited as the primary reason for nearly half of the public-school teachers who resigned early and voluntarily since March 2020. Covid-19 has increased teacher stress levels by requiring them to work longer hours and negotiate an unfamiliar distant setting, which is exacerbated by frequent technological issues (Stress key reason for teachers to quit job before, during pandemic: Study, 2021).

Teachers had to adapt to the online method, they still have to keep pace with the ever-growing technology to provide the most engaging and fruitful lectures while juggling their own families at home, their own children who need help during classes. It becomes extremely difficult to segregate work and family time, with instant meetings, texts from parents or students at odd hours even the demands of their own family members. As mentioned by Chari (2021) in her Times of India blog post, teachers' mental health has suffered greatly as a result of constantly switching between online and offline tasks, between personal grief and professional demeanour, and supporting not only their kids but also their own families' needs while guaranteeing everyone's health and safety.

AIMS AND OBJECTIVES

Aim: To understand the relationship between work- family conflict, perceived stress and burnout among teachers.

Objectives:

1. To assess work family conflict in teachers
2. To assess perceived stress in teachers.
3. To assess burnout in teachers.
4. To understand whether work family conflict and perceive stress predict burnout in teachers.

REVIEW OF LITERATURE

With the increase in women entering the workforce and both parents of a household working, studies have explored the concept of work-family conflict and the importance of worklife balance and the impact role conflict has on individuals. In recent times importance has also been given to understanding of stress experienced and appraised by individuals and burnout experienced in order

to reduce employee turnover and improving work performance and individual wellbeing. A need to study the relationship between the variables Work Family Conflict, Perceived Stress and Burnout especially among teachers in the Indian context and time of the pandemic.

In one such study Chakravorty & Singh (2020) studied the mediating role of work-family conflict between job demands and burnout among public primary school teachers of Chhattisgarh, India. They found that a rise in general job demands of government school is linked to an increase in burnout among the teachers, both directly and indirectly through increased Work-Family Conflict. It was seen that teachers who are subjected to high job demands find it difficult to balance the obligations and responsibilities of their professional and personal lives, and they are more likely to experience high levels of burnout. Job demands such as increased non-teaching responsibilities, student discipline and motivation issues, time pressures in data reporting, threat of transfers, lack of resources and grievance redress systems, inadequate housing facilities near the school all lead to burnout in teachers. Teachers frequently carry work home such as preparing for classes, monitoring students' work, and grading tests which according to the researchers may interfere with family and leisure activities, resulting in a lack of time for recharging and hence work family conflict contributing to burnout. The work of Cinamon et al. (2007) also found both work family conflict and family work conflict to predict burnout in teachers. They studied 230 high school Israeli teachers and through linear regression they found that work family conflict and family work conflict was able to explain 27% variance of burnout in teachers. Both were seen to increase emotional exhaustion in teachers.

Mete, et al., (2014) in their study assessed the effect of work-family conflict and burnout on performance of accounting professionals. The findings of the study revealed that Work-family conflict and burnout factors have statistically significant and positive relationship, the factor of family-work conflict and burnout showed a statistically significant positive association. As well as a positive significant relation was discovered between burnout and performance. Both work-family conflict and family-work conflict had favorable and significant effects on burnout, according to the research, but it was seen that work-family conflict has a greater influence on burnout than family-work conflict.

METHODOLOGY

Research Problem

Does work-family conflict and perceived stress predict burnout in teachers?

Hypotheses

Hypothesis 1: There is a positive correlation between Work Family Conflict and Perceived Stress among teachers.

Hypothesis 2: There is a positive correlation between Perceived Stress and Burnout among teachers.

Hypothesis 3: There is a positive correlation between Work Family Conflict and Burnout among teachers.

Participants

A total of 130 responses were obtained, out of which 25 responses were discarded as they did not meet the criteria for the study. The 105 responses considered for the study included 10 males and 95 females between the ages of 25 and 56 years. The mean age of the participants was 41.8. The study included 65 participants who lived in a nuclear family setup while the rest 40 of them lived in joint family. The relationship status of the participants was; 87 of them belonged to the married group, 9 were single, 6 reported to be dating, 2 divorced and 1 widowed. Out of which 76 participants reported having children, while 46 subjects had at least one family member dependent on them. Currently 84 teachers are teaching in a hybrid mode that includes offline and online, 18 reporting to be working in online mode and 3 in offline mode.

Inclusion criteria

1. Teachers teaching in schools, colleges and universities.
2. Teachers with more than 2 years of teaching experience.
3. Teachers who are between 24 to 60 years old.
4. Teachers residing and teaching in India.
5. Teachers with at least minimum English proficiency.

Exclusion criteria

1. Teachers who taught online before the COVID-19 pandemic.
2. Teachers who have begun their teaching career during the Covid-19 pandemic
3. Teachers who live alone.

Sampling Method

Purposive and snowball sampling was used in this research.

Variables

Predictor 1- Work-Family conflict

Predictor 2 – Perceived Stress Criterion- Burnout

OPERATIONAL DEFINITION OF VARIABLES WORK-FAMILY CONFLICT

Work Family Conflict has been defined as a form of inter role conflict in which the role pressures from the work and family domains are mutually incompatible in some respect that is participation in the work role is made more difficult by virtue of participation in the family role (Greenhaus & Beutell, 1985). In this study, this construct will be measured using the Work- Family Conflict Scale (WAFCS) developed by Haslam et al., (2015). Higher scores indicate higher levels of conflict.

Perceived Stress

Perceived stress is the interaction between an individual and their environment in which they appraise a situation as threatening or overwhelming their resources in a way which will affect their wellbeing (Lazarus & Folkman, 1984). The Perceived Stress Scale (PSS-10) developed by Cohen and Williamson (1988) will be used to measure the construct. It measures the degree to which events in a person's life are assessed as stressful, unpredictable and uncontrollable. Higher scores indicate higher levels of perceived stress.

Burnout

Burnout as defined by Pines and Aronson (1988) is "a state of physical, mental and emotional exhaustion caused by a long involvement in emotionally demanding situations". According to Maslach, burnout undermines the care and professional attention given to clients of human service

and educational institutional professionals such as teachers, police officers, nurses, lawyers, and others. The construct will be measured using Burnout Measure Short Version developed by Malach-Pines (2005). Higher scores indicate higher exposure to burnout.

TOOLS

Consent form

Each research participant was given a consent form that included the title of the study, along with the aims of the study. The form explained the ethical considerations that would be taken into account.

Demographic sheet

The demographic sheet consisted of the necessary information including gender, age, relationship status, family details, years of teaching experience and experience teaching online prior to the pandemic.

Work and Family Conflict Scale

The Work and Family Conflict Scale (WAFCS) developed by Haslam et al., (2015) is a 10-item brief scale that assesses Work-Family conflict (five items) and Family- Work Conflict (five items) on a 7-point Likert scale from 1 (very strongly disagree) to 7 (very strongly agree).

The Perceived Stress Scale (PSS-10)

The Perceived Stress Scale (PSS) is developed by Cohen and Williamson (1988). It is the most commonly used psychological tool for assessing stress perception. It measures the degree to which one appraises a situation as stressful in their life. Items of the scale reflect how unexpected, unmanageable, and overburdened respondents' lives are. It also includes items that measure current stress experienced by the respondent.

Burnout Measure Short version (BMS)

The Burnout Measure (BMS) is a widely used self-report measure of burnout developed by Malach and Pines (2005). It includes 21 items, but in the study short version of 10 items is used. It is evaluated on 7-point Likert rating scales, assessing the level of an individual's physical, emotional, and mental exhaustion.

RESEARCH DESIGN

The study is quantitative research and a correlational design was used in the study to understand the statistical relationship between Work-Family Conflict, Perceived stress, and Burnout without controlling or manipulating any variables.

PROCEDURE

Based on the previously decided criteria, potential participants were selected with the help of purposive and snowball sampling. A Google form was created and shared wherein the aim of the study was explained at the start along with the requirements that were needed in order to participate in the study. A consent form was presented along with all the ethical considerations and the rights the respondent had, in order to ensure that the respondent is willingly and informatively participating in the study. After their consent was sought, participants were asked about their demographic details and later presented with the scales of the study. After collecting sufficient data, the data was analyzed using JASP.

ETHICAL CONSIDERATIONS

The aims of the research were clearly defined to the participants of the study. The participants were assured that the data provided by them will be used purely for research purposes and that their identity and provided data will be kept confidential. Any individual at no point was coerced to participate in this study. This includes any type of persuasion or deception in order to lure participants. Participation in the study was voluntary. Informed consent was taken before the study is conducted. Participants were given the option of withdrawing from the study at any point in time if they wished to do so.

DATA ANALYSIS

The information was gathered and analyzed using Correlation statistics and Multiple Linear Regression. Pearson correlation was used to establish the relationship between Work-Family Conflict, Perceived stress, and Burnout. Multiple regression was used to understand how much the predictor variables that is Work-Family Conflict and Perceived stress help to predict the variable that is Burnout, using JASP software.

RESULTS

The study was carried out to examine the relationship between work-family conflict, perceived

stress and burnout among teachers. The data for the study was collected from Indianteachers who were living with family. The data of the participants was analysed with the help of multiple regression analysis. This analysis was done by considering work-family conflict and perceived stress as predictor variables and burnout as the criterion variable.

Table 4.1 *Descriptive statistics for Work Family conflict, Perceived stress and Burnout among teachers.*

| | Mean | Std. Deviation | N |
|----------------------|-------|----------------|-----|
| Work-Family conflict | 20.41 | 6.26 | 105 |
| Perceived stress | 18.11 | 6.72 | 105 |
| Burnout | 3.04 | 1.08 | 105 |

Table 1, depicts the descriptive statistics, i.e., the mean and standard deviation scores for the variables work-family conflict, perceived stress and burnout. In terms of work-family conflict, the mean score was 20.41 with a standard deviation of 6.26. Whereas the mean score for perceived stress was 18.11 with a standard deviation of 6.72. In terms of burnout, the mean score was 3.04 with a standard deviation of 1.08. The number of participants in the study was 105.

Table 4.2 *Correlation table for Work family conflict and Perceived stress*

| Variables | Pearson Coefficient | Level of Significance | Significant/NS (1-tailed) |
|----------------------|---------------------|-----------------------|------------------------------|
| Work-Family conflict | 0.72 | .001 | Significant |
| Perceived stress | | | |

Table 4.2 depicts the correlations and the significance value between work family conflict and perceived stress which was found to be 0.72 which was significant at $p < 0.001$ level. Figure 4.1 depicts the scatter plot for the relationship between work family conflict (x-axis) and perceived stress (y-axis). This means that there is a significant positive correlation between work family conflict and perceived stress. This data can be understood by stating that an increase in work family conflict may lead to an increase in perceived stress. Thus, based on the obtained data, we can state

that Hypothesis 1 is accepted.

Table 4.3 *Correlation table for Perceived stress and Burnout*

| <i>Variables</i> | <i>Pearson Coefficient</i> | <i>Level of Significance</i> | <i>Significant/NS</i> (1-tailed) |
|------------------|----------------------------|------------------------------|-------------------------------------|
| Perceived stress | 0.79 | .001 | Significant |
| Burnout | | | |

Table 4.3 shows the correlations and the significance value between perceived stress and burnout which was found to be 0.79, significant at $p < 0.001$ level. Figure 4.2 depicts the scatter plot for the relationship between perceived stress (x-axis) and burnout (y-axis). This means that there is a significant positive correlation between perceived stress and burnout. This data can be understood by stating that an increase in Perceived Stress may lead to an increase in Burnout. Thus, based on the obtained data, we can state that Hypothesis 2 is accepted.

Table 4.4 *Correlation table for Work family conflict and Burnout*

| <i>Variables</i> | <i>Pearson Coefficient</i> | <i>Level of Significance</i> | <i>Significant/NS</i> (1-tailed) |
|----------------------|----------------------------|------------------------------|-------------------------------------|
| Work-Family conflict | 0.64 | .001 | Significant |
| Burnout | | | |

Table 4.4 shows the correlations and the significance value between work family and burnout which was found to be 0.64, significant at $p < 0.001$ level. Figure 4.3 depicts the scatter plot for the relationship between work family conflict (x-axis) and burnout (y-axis). This means that there is a significant positive correlation between Work Family Conflict and Burnout. This data can be understood by stating that an increase in work family conflict may lead to an increase in burnout. Thus, based on the obtained data, we can state that Hypothesis 3 is accepted.

Table 4.5 *Multiple Regression Analysis of Work Family Conflict and Perceived Stress Predicting Burnout*

| | R | R Square | F | Significance Value | df |
|---------|----------|-----------------|----------|---------------------------|-----------|
| Model | 0.794 | 0.631 | | | |
| Summary | | | | | |
| ANOVA | | | 87.167 | <.001 | 2 |

Table 4.5 depicts the results of the multiple regression analysis. The results indicate a significant regression model of $[F(2, 102) = 87.167, p < 0.001]$, with an R^2 of 0.631. This shows that Work Family Conflict and Perceived Stress significantly predict and account for 63% of the total variance in burnout.

DISCUSSION

The sample population consisted of 10 males and 95 females (105 participants). The mean age of the participants was 41.8 years. From the sample population 12.5% fell in the age group of 24 to 30 years, 31% fall in the age group of 31 to 40 years, 38.4% fall in the age group of 41 to 50 years and 18.1% fall in the group of 51 to 60 years. This shows that majority of the sample population was from 31 to 50 years. In terms of the teaching experience reported the mean number of years obtained was 13.36 years. Furthermore, it was observed that 38.1% lived in a joint family set up while 61.9% were in nuclear set up. 72.4% participants reported having children and 27.6% had no children. 58.1% participants reported having at least one family member dependent on them while 41.9% didn't have anyone dependent on them. Most of the participants of the study were from the city Mumbai and the rest of Maharashtra.

As seen in the results section of the present study, the data is in line with the first hypothesis that there is a positive relationship between Work Family Conflict and Perceived Stress among teachers. Research done by Netemeyer et al, (2004) on a cross national model of job-related outcomes of work and family role variables found that work family conflict impacted both job stress and the intention to quit the job. Conflict in one role was seen to have significant impact on the outcomes of that particular role as well as the other role. While the study by Kim et al, (2001)

found that workplace pressures put a lot of stress on individuals, which can have a negative impact on family functioning. When stress is carried over from work to home, it causes unpleasant emotions like worry and anger, which has a negative impact on relationships.

The obtained results also indicate that the data was in line with the second hypothesis stating that there is a positive relationship between Perceived Stress and Burnout among teachers. The finding is consistent with the study conducted by Yu et al., (2015) highlighted stress as one of the primary causes of teacher burnout. Teachers were seen to experience pressure from a variety of sources, including their work, role conflict, role ambiguity, relationships with students and colleagues, work overload, long work hours, and high work intensity, all of which contribute to mental and physical exhaustion, frustration, depression, and passive or indifferent attitudes toward life and work.

The findings were in line with the third hypothesis as well, stating that there is a positive relationship between Work family conflict and Burnout. Similar results were seen in the study conducted on Chinese university teachers it was observed that when a conflict emerges between family and work, work duties and responsibilities were more likely to interfere with family life than the odds of family life impacting work. When a conflict arises between work and family, work indirectly or directly takes precedence. Work family conflict was seen to positively relate to burnout (Pu et al., 2016). Teachers move between two relatively autonomous boundaries of job and family, performing many roles in each, but their total amount of psychological resources are limited as human beings, playing two distinct roles.

One of the objectives of the study was to understand whether Work family conflict and Perceived stress predict Burnout in teachers. The results of the multiple regression analysis conducted provided a significant regression model which indicated that Work family conflict and Perceived stress together predict Burnout in teachers. Both these variables, Work family conflict and Perceived stress together account for 63% of the total variance in Burnout. Although, no published study was found to have previously tried to examine how these two variables together predict burnout, studies showing the relationship between work family conflict and burnout as well as perceived stress and burnout have been found.

LIMITATIONS

Respective of the significant implications of the current study it is not flawless. Since the data was collected online, it was unavoidable that the sample population would consist primarily of technologically advanced teachers. Furthermore, participants may have provided socially desired responses as a result of the use of self-report measures via the internet. Another disadvantage was that the study included teachers from a wide range of ages, and despite efforts to include teachers from around the country, the majority of the sample population was from Mumbai, Maharashtra. This could limit the results' generalizability.

IMPLICATIONS

Research contributes to the existing literature focused on Work family conflict, Perceived stress and Burnout, with significant relationships found between them based on the findings a reduction in stress perceived by teachers would help in reducing burnout which as seen in previous researches affects job performance, job behavior and wellbeing. A prevention strategy at personal as well as organization level needs to be established. Stress management programs, workshops need to be held to help educate teachers on the effects of stress, help them be aware of the stress being experienced by them and provide them with strategies and resources to healthily handle stressful situations and hence reducing the chances of experiencing burnout.

CONCLUSION

The research aimed to understand the relationship between Work Family Conflict, Perceived Stress and Burnout. More specifically, whether Work Family Conflict and Perceived Stress predict Burnout was examined using multiple regression analysis. The results provided a significant regression model, which indicates that Work Family Conflict and Perceived Stress together predict Burnout.

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Graphical Representation

Figure 4.1 Scatter Plot for correlation between Work Family Conflict and Perceived Stress

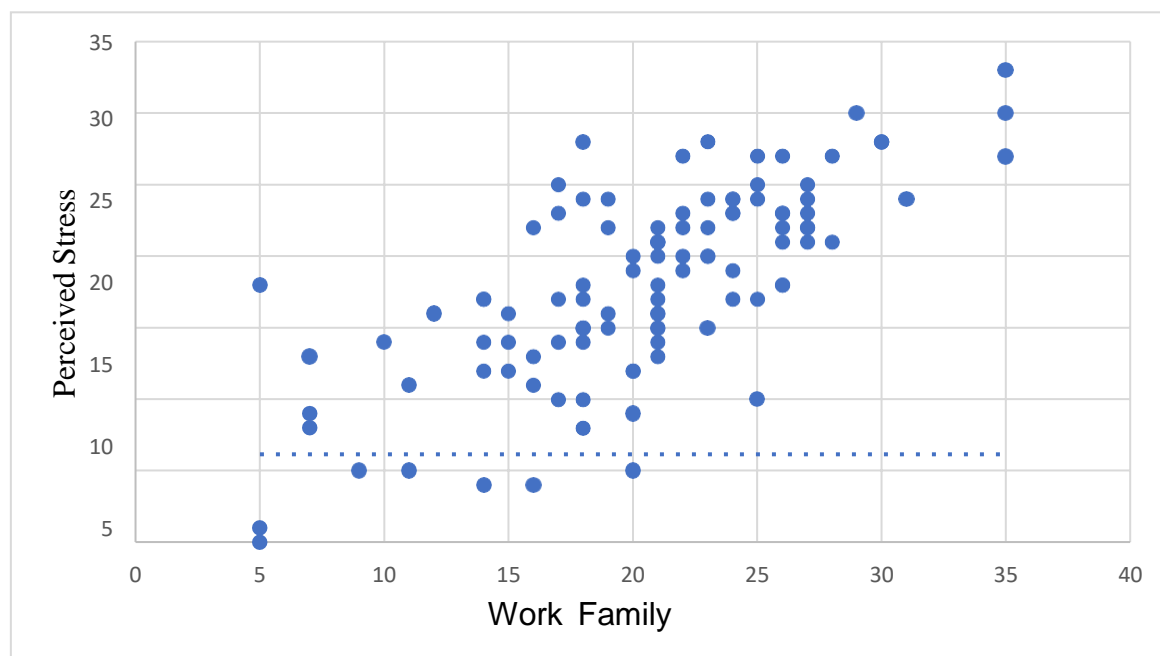
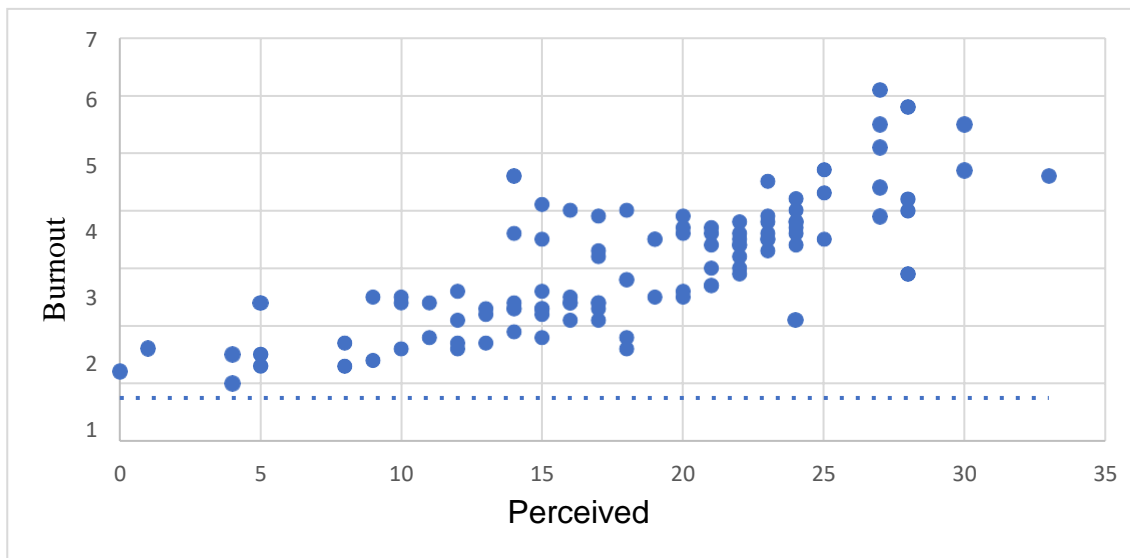
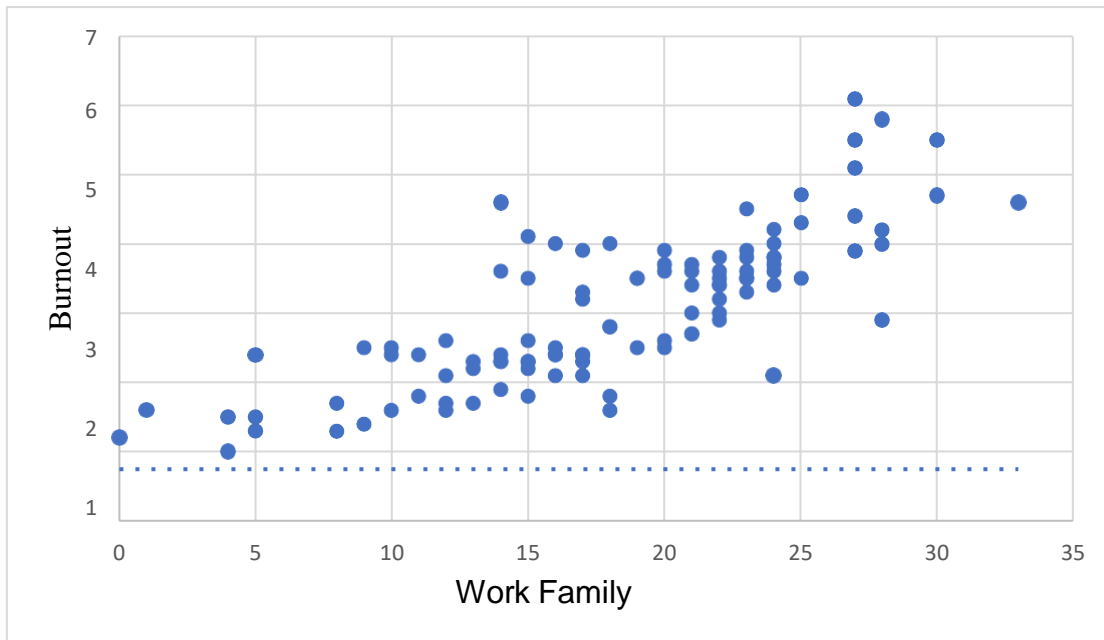


Figure 4.2 Scatter Plot for correlation between *Perceived Stress* and *Burnout*



THE EFFECT OF RUMINATION ON WELLBEING AMONG GERIATRIC POPULATION

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ABSTRACT:

Geriatric population is one of the crucial ages of life. A lot of changes happen in different aspects of life which includes physical, social, cognitive, etc. Many cognitive factors have an impact on elderly people and Rumination which is one such cognitive construct. Constantly having negative and repetitive thoughts can hamper the wellbeing of an individual. The main aim of the study is to see the effect of Rumination on Wellbeing among geriatric population. Wellbeing is an occurrence and experience of happiness, health and success. It consists of having a purpose, good life satisfaction, superior mental health and capacity to handle stress. The demographic for the present study was geriatric population having age between 75 to 90 years (WHO, 2020). Those who reside in old-age homes. The scales which were used are Rumination Response scale, and WHO-5 wellbeing index. Total of 103 participants were taken into this study for data collection. t test was used as a statistical technique. The result indicated that Rumination had high or low levels of effect on Wellbeing among geriatric population. The results obtained were significant at 0.01 level and hence the alternate hypothesis was accepted. This study has proved to be valuable in understanding the relationship between these variables, especially for those who are staying in old age homes.

KEYWORDS: *Rumination, Wellbeing, Geriatric Population*

INTRODUCTION

Geriatric population or aging can be defined as inescapable, irrevocable decrease in organ function that commences over time even when there are no traces of injury, illness, poor lifestyle choices or environmental factors (Besdine, 2019).

Geriatric population usually has to face difficulties in all sectors of life. Problems related to health can be hypertension, arthritis and diabetes. Physically they might feel tired, disrupted sleep, loss of appetite, wrinkles develop, muscle weakness, weakened immune system and greying of hair. They might experience lost sense of purpose, financial insecurity, sense of dependence, loneliness and fatigue. Cognitive issues like dementia, forgetting, not being able to pay attention, saying the same things repeatedly, getting stubborn, thinking the same thoughts again and again. There is a loss of cognitive functions ("10 common elderly health issues," 2018).

There are chance and risk factors of problems related to mental health at any stage in life. Older people experience stressors which are common to all individuals but specifically those who come later in life. Older people also experience deprivation in social interaction or economic dependency due to retirement. Such mental health related issues can impact other factors of life like physical health or social connections. The fact that older people remain common is that they have to deal with ill health and disability. Old age homes do provide good facilities but the comfort is not there. They face food, hygiene, medicines and staying facilities issues there. They usually are not happy in such a setup. They are confined because there was no other choice (Shea, 1987).

1.1 Rumination

Rumination is a form of conservatory cognition which centers around negative content, usually present, past and resulting in emotional distress. The clinical definition of Nolen-Hoeksema et al.- rumination is considered as a mode of responding to distress- one that necessitates repetitive and passive focusing on the distress along with its probable causes and consequences. The authors emphasize that rumination means the process of thinking perseveratively about one's feelings and problems in place of rumination being simply related to thought content.

During the past two decades, the concept of rumination has emerged and evolved. Rumination, crudely defined as continuing, determined, recyclic, depressive thinking, is a fairly usual response to negative moods (Rippere, 1977). Rumination is related to various maladaptive styles which includes negative attributional style, hopelessness, pessimism, dysfunctional attitudes, self-criticism, low mastery, neediness and neuroticism (Ciesla, J.A., & Roberts, J.E. (2002).

Rumination is one of the key factors of depression. In this context, passive and repetitive thinking about causes, symptoms and consequences of depression are mentioned (Nolen-Hoeksema, 1991). People who ruminate and experience cognitive distortions at the same time such as thinking that negative experiences are unalterable such people suffer from severe depressive episodes (Robinsons & Alloy, 2003). Older people engage in rumination for example - ruminating about the pain which they may have caused to their spouses or children (Erickson, Erickson, and Kivnick 1986). Alternatively, they may feel guilty and obsess about their transgressions during a loved one's death (Knight 1996).

1.2 Wellbeing

Wellbeing is an occurrence and experience of happiness, health and success. It consists of having a purpose, good life satisfaction, superior mental health and capacity to handle stress. Overall, wellbeing is just feeling well ("What is well-being? Definition, types, and wellbeing skills," 2019). Wellbeing is an outcome that is meaningful to the public. Wellbeing is a combination of mental and physical health making them a holistic approach to prevent illness and promote good health.

Wellbeing is related to numerous factors like health, family, job, financially- associated benefits. Say for example, increased level of wellbeing will link with decreased level of disease, or injury, better functioning and increased longevity. Wellbeing is linked to development at professional, interpersonal and personal levels, along with those people who have high well-being exhibit more effective learning, high levels of creativity, positive relationships and more prosocial behaviors. Conventionally, quality of life related to health is correlated to patient outcomes and ordinarily concentrated on deficits in functioning like pain, discomfort or negative affect.

1.3 Rumination and Wellbeing

Wellbeing does focus on the 14 constructs which are interrelated. The 14 constructs are happiness, vitality, calmness, optimism, involvement, self-awareness, self-acceptance, self-worth, competence, development, purpose, significance, congruence, and connection (Longo et al., 2018).

A healthy individual could easily be depressed if ruminative tendencies are present. This can generate negative feelings and emotions which can negatively affect the wellbeing of an individual

while going through a stressful situation (Christ et al., 2020). Rumination can also weaken a person's sense of mastery, reinforce the perception of loss of control and cause prolonged depressive emotions (Nolen-Hoeksema et al., 1999).

A study has proposed the importance of intervention for work-related ruminative thinking (Cropley and Collis, 2020). Assessing rumination has become increasingly important in public health. It was predicted that rumination deteriorates the subjective wellbeing and subjective ill being in workers. Therefore, rumination is considered as a predictor of psychological wellbeing (Harrington and Loffredo, 2011).

RESEARCH PROBLEM

1. Does Rumination have an effect on the Wellbeing among Geriatric Population?

AIM AND OBJECTIVES

Aim- To study whether Rumination has an effect on Wellbeing among Geriatric Population.

Objective- To study the effect of Rumination on Wellbeing among Geriatric Population.

REVIEW OF LITERATURE:

There were very few studies who understood the relationship between rumination and wellbeing in the general population. There are not many studies proving their causal relationship. Limited research is done to understand these variables. The data on rumination and wellbeing is available is on workplace rumination and employee wellbeing.

Bakker et al. in 2021 conducted research on rumination and employee wellbeing and role of playful work design during COVID-19 period. Study predicted that well-being was reduced due to rumination about COVID-19. This study used proactivity theory to propose that playful work design (i.e., the process through which employees proactively create conditions within work activities that foster enjoyment and challenge) may buffer the impact of rumination on employee well-being. Data was collected from 501 employees at two times. First week participants reported about playful work design and rumination and second week they had depressive symptoms and

vigor. Regression analysis showed a negative relation between wellbeing and rumination. Rumination was positively related to depressive symptoms and exhaustion and negatively related to vigor when participants scored lower on designing fun. These findings suggest that employees may use playful work design to deal with ruminative thoughts about COVID-19. The present study examined whether intolerance of uncertainty was related to mental wellbeing and whether this relationship was mediated by rumination and fear of COVID-19.

In a study for elderly people stepwise regression analysis was used to check if self-judgment, isolation, over-identification and common humanity predicts rumination. 209 participants having age between 60 to 90 years were among the participants used in this study. Sara Imtiaz and Anila Kamal, PhD in 2016 said optimism was predicted by over-identification, self-kindness and isolation. Self-kindness, isolation, mindfulness and common humanity were significant predictors of psychological wellbeing. Results revealed that compassion towards self serves to encourage optimism, wellbeing helps to deal with ruminative tendencies. As it was hypothesized, ruminative thinking was found to be negatively associated with one's level of psychological well-being.

Wellbeing is important for late life and reminiscence is an important activity for the same. Older adults if engages in ruminative style of thinking along with reminiscing process then it can hamper wellbeing and development. This study explored the association between rumination, reminiscence, mood and psychosocial development. This research was done by Brinkers in 2013 on 150 older adults. The results suggested that rumination was related to elevated depressed mood. Rumination also counted for follow-up on depressed mood. The association between rumination and reminiscing specifically predicted upcoming depressed mood after taking the baseline mood and main effects into control.

Mental health concerns which elderly people are facing needs to be addressed. This research was done with geriatric population to check their rumination level and how it affects their wellbeing. Sleep quality and wellbeing are not studied together and not specially with geriatric population which makes this study unique. This study has identified the relationship between rumination and wellbeing.

METHODOLOGY

3.1 Hypotheses

3.1.1. Null hypothesis

NH1 - There is no significant difference in the level of Wellbeing among Geriatric Population scoring high in Rumination compared to Geriatric Population scoring low in Rumination.

3.1.2. Alternate hypothesis

AH1 – There is a significant difference in the level of Wellbeing among Geriatric Population scoring high in Rumination compared to Geriatric Population scoring low in Rumination.

3.2 Variables

Independent Variable

IV1 Rumination

Dependent Variable

DV1 Wellbeing

3.3 Operational Definition of Variables

Rumination

Rumination (Nolen-Hoeksema et al. (2004) is considered as a mode of responding to distress, one that necessitates repetitive and passive focusing on the distress along with its probable causes and consequences. The Rumination Response scale was used and developed by Susan Nolen-Hoeksema, Ph.D. The median split obtained was 38. The scores below 35 were considered as low and scores above 41 were considered as high in the study for data analysis.

Wellbeing

The World Health Organization ("world health report: 2001: Mental health: new understanding, new hope," n.d.) defined positive mental health as "a state of wellbeing in which the individual

realizes his or her own abilities, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her community". WHO-5 wellbeing index was used to collect data for wellbeing. 0 score on this indicated worst imaginable wellbeing and 100 indicated best imaginable wellbeing.

Research Design

It was a quasi-experimental research design to study cause-and-effect relationship. In this study rumination was an independent variable and wellbeing was dependent variables. How rumination can have an effect on the wellbeing of an individual was studied in this research.

Sampling Technique

Purposive sampling was used. It involves deliberate selection of sample units that conform to the same predetermined criteria. This research had few specific criteria like age range, elderly participants residing in old age homes, having English proficiency therefore purposive sampling was used.

3.4 Participants

The target population was geriatric population residing in an old-age home having ages between 75 to 90 years. There were around 103 elderly people who were asked. This data was collected from those who reside in an old-age home with the help of physical forms in Mumbai, Maharashtra.

3.5 Tools

3.5.1 Consent form

Each participant was given a consent form before beginning with the data collection. They were asked to give their consent before going ahead with the study. This form contained title, aim and ethical consideration of the study.

3.5.2 Demographic sheet

This demographic sheet asked for their initials of their name, gender, age, date of birth, occupation, employment status, year of retirement, marital status, number of children, languages known, details of the old age home, year of entry and lastly medical or psychological conditions if any

3.5.3 Rumination

RRS was a self-report measure of rumination. The responses were rated from almost never -1 to almost always - 4. To obtain scores on this scale, simply sum the scores on the 22 items. The coefficient alpha is 0.90 and test-retest correlation was found 0.67 (Treyner et al., 2003).

3.5.4 Wellbeing

The 5-item World Health Organization Well-being Index (WHO-5) was a general and short global rating scale which measured response's subjective wellbeing. The participants were instructed to rate according to what they felt closest they had been feeling in the past 2 weeks. The scores ranged from 0 to 25 and then they were multiplied by 4 to get a result. 0 represents the worst imaginable wellbeing and 100 represents the best imaginable wellbeing (Topp et al., 2015).

3.6 Procedure

Participants between the ages 75-90 years were selected on the basis of criteria who do not have any severe medical or psychological condition and who resided in old-age homes in the area of Mumbai, Maharashtra. The data was collected from 103 participants. They were informed about research purposes and the confidentiality will be maintained. Permission was taken from old-age homes. Consent forms were signed and demographic details were collected. Physical forms were given to tick their answer via pencil. Microsoft Excel was used to analyze the data.

3.7 Data analysis

The results were quantitatively analyzed. The analysis was done using Inferential Statistics with the help of t test. This method helped to check hypothesis and see significant differences and compare the average value.

RESULTS

The study was done to understand the 'Effect of Rumination on Wellbeing among Geriatric Population.' It is a quantitative research design with 103 participants. The data of the participants was analyzed using the t test. This analysis was done to examine whether Rumination can be the cause which can have an effect on Wellbeing of the participants.

Table 1: *Descriptive analysis of Rumination and Wellbeing among Geriatric Population*

| | Mean | Standard Deviation | N |
|------------|-------|-----------------------|-----|
| Rumination | 43.33 | 18.21 | 103 |
| Wellbeing | 15.66 | 5.67 | 103 |

Table 1 represents the descriptive statistics i.e., the mean and standard deviation scores of the Rumination and Wellbeing. The number of participants in the study are 103. The mean and standard deviation obtained for Rumination are 43.33 and 18.21. The scores obtained for Wellbeing are 15.66 and 5.67 for mean and standard deviation respectively.

Table 2: *Inferential statistics of the mean differences between the scores of Rumination on Wellbeing.*

| Rumination | N | Mean | SD | t value | Level of significance |
|------------|----|-------|------|---------|-----------------------------|
| High | 52 | 11.11 | 3.26 | 2.62 | 0.01 |
| Low | 51 | 20.29 | 3.38 | | |

Table 3 represents the inferential statistics i.e., the mean, SD and t value of Wellbeing on Rumination. The t test was done to test the hypothesis to see the significant differences between the two means. Effect of high Rumination on Wellbeing was calculated and the mean was obtained of 11.11 scores and standard deviation of 3.26 scores. Effect of low Rumination on Wellbeing was calculated and the scores obtained for mean are 20.29 and scores for standard deviation are 3.38. The data was calculated with the help of t test and as there was no direction given to the hypothesis two tailed test was taken into consideration to analyze the data. The t value was obtained of 2.62 significant at 0.01 level. Figure 2 is the graphical representation of the mean scores obtained for Rumination on Wellbeing. The x-axis represents the level of Rumination i.e., high Rumination and

low Rumination. The y-axis represents the mean scores obtained for Wellbeing. There are two bars in the graph where one represents the mean scores for high Rumination whose bar is higher and the other bar presents low Rumination having a smaller bar in the graph. Results were in line with the hypothesis showing high Rumination depicted the worst possible quality of life and low Rumination indicating best possible quality of life.

DISCUSSION

It was hypothesized that, "There is no significant difference in the level of Wellbeing among Geriatric Population scoring high in Rumination compared to Geriatric Population scoring low in Rumination". The hypothesis was tested by comparing the means of the high Rumination and low Rumination on Wellbeing. This null hypothesis was rejected as data was found to be significant at 0.02 level [$t(101) = 2.62, p < 0.01$]. Similar results were found in research on Authenticity and rumination- mediate the relationship between loneliness and well-being by Borawski in 2019. The results showed loneliness and wellbeing revealed mechanisms explaining this relationship which were of different character in the domain of wellbeing. Authenticity and rumination play a role of mediator in relation to loneliness and meaning, and loneliness and pleasure simultaneously. Both these mediators combined have indirect effects on loneliness and overall wellbeing. The results obtained can be supported by this study.

There are very limited studies who understand the effect of rumination on wellbeing and especially on older adults. The common factors contributing to low levels of wellbeing can reinforce the perception of loss of control, pain, discomfort, decline in physiological functioning, negative affect, decreased quality of life and negative life events.

With the help of data some ancillary observations were also found. The sample population consists of 35 males and 68 females (103 participants). The mean age of the participants was 79.06 years. In figure 3 it can be observed that in terms of participant's marital status, the mean obtained for divorced participants was 4.85%, for married participants was 8.73%, mean for unmarried participants was 19.41% and mean for widow/widower participants was 62.13%. It was observed from the data that females had higher scores on Rumination than male. The data is not appropriate to make the comparison. Another observation was that males were unmarried and had low scores

on Rumination. The females which were working before and are now retired had higher scores on Rumination and worst possible quality of life i.e., Wellbeing.

While taking the data, many of the older adults expressed that they were not allowed to go out due to COVID, go for a walk, go to garden or meet their friends outside which was usually their part of the routine. This can also contribute to the results obtained for low levels of wellbeing.

The ratio of high Rumination was seen in those old age homes where a lively environment was not created, any interactive sessions and workshops were not conducted for them and not enough initiative was taken to have a conversation with them. Constantly staying in a non-supportive and sad environment can make a person feel lonely and feel depressed. This can lead to depression which is one of the symptoms of Rumination. Such minute details were understood with the help of demographic details and talking to them in person.

LIMITATIONS

The age group could have been more elaborated by taking other age groups into consideration. The scales used were subjective hence, susceptible to social desirability, mood and self-report bias. English proficiency and geographical area were the limitations. This may reduce generalizability of the research. High socio-economic sectors were not considered in the study. Elderly people who are staying with their family, partner or alone were also not considered.

IMPLICATIONS

In the future, more research needs to be done to understand the validity and generalizability of these results as only 103 participants were taken into consideration for this research. The scale for Wellbeing was a shorter version and had only 5 test items.

The results were found only on the basis of Rumination however there might be other factors leading to it or solely Rumination might not predict a person's Wellbeing. Seminars and interactive sessions can be conducted to help them. One of the important factors which was observed was there were no counselor or psychologist on field in the old age homes to have sessions with the members. Their need to express their concerns to others can be conveyed to old age homes through creating awareness.

CONCLUSION

The purpose of the study was to understand the Effect of Rumination on Wellbeing among Geriatric Population. The effect of Rumination on Wellbeing was understood using independent sample t-tests. The hypothesis was significant which meant that the high or low levels of Rumination will have an effect on Wellbeing of the Geriatric population. This research will help create awareness in the society towards old age homes and Geriatric population residing in it and steps need to be taken to take care of their mental health.

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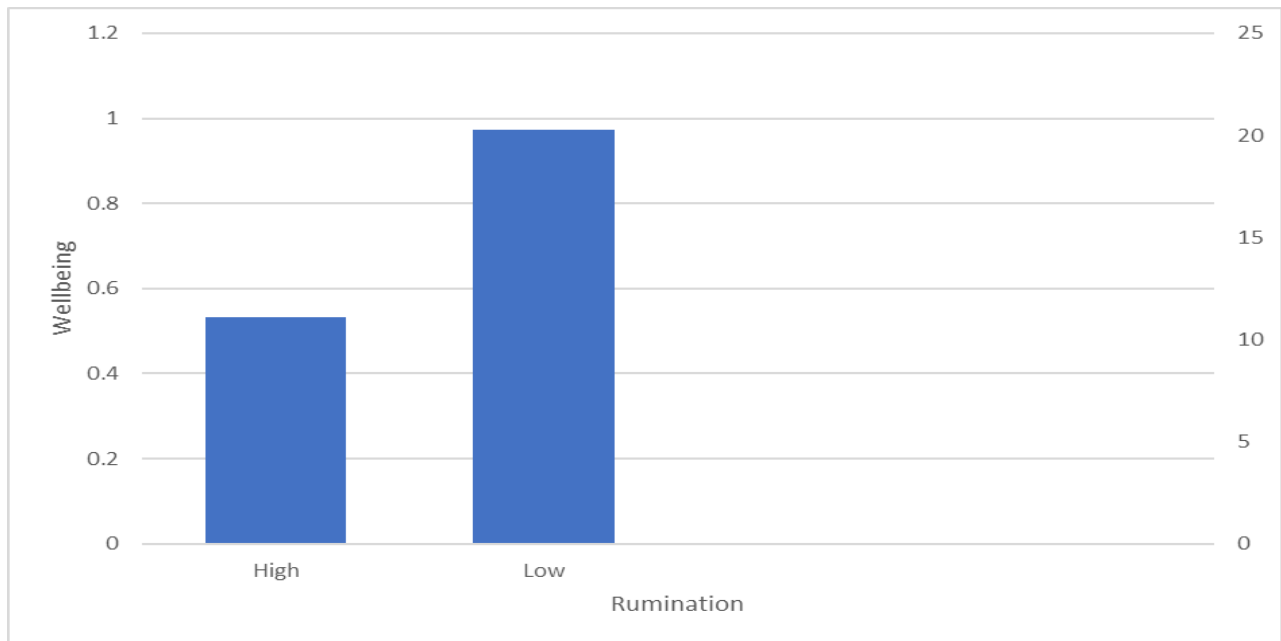
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APPENDICES

Appendix A – Graphical Representation

Figure 1: Mean scores obtained for Rumination on Wellbeing.



THE EFFECT OF LOCUS OF CONTROL ON JOB SATISFACTION AND BURNOUT AMONG REMEDIAL TEACHERS

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ABSTRACT

Remedial teachers are one of the most demanding and yet rewarding paths in academics. Despite their high stress levels, remedial teachers show a desire to help kids, leading them to be wonderful people; it is hard to determine whether or not they are satisfied with what they are doing. While these factors were considered, it was important to evaluate the variables who could act as additional factors. The present study aims to understand the effect of Locus of Control on Job Satisfaction and Burnout among Remedial Teachers. The study was conducted on 108 remedial teachers aged 23-50 in India who had a minimum of two years of experience teaching. The study will be carried out using Teachers Locus of Control, Job Satisfaction Scale (JSS) and Teacher's Burnout Scale (TBS). As a statistical measure, t-test was used to analyse the obtained data and to verify the hypothesis of the study statistical analysis was used descriptive statistics. The obtained t values were 7.44 and 3.01 respectively at 0.01 level between Locus of Control in both Job Satisfaction and Job Burnout. It was found that participants with Internal Locus of Control had higher levels of Job Satisfaction and lower levels of Job Burnout as compared to the participants with External Locus of Control where they had lower levels of Job Satisfaction and higher levels of Job Burnout.

KEYWORDS: *Locus of Control, Job Satisfaction & Burnout, Remedial Teachers*

INTRODUCTION

Remedial teachers play an important role. It has been seen that is often their pleasure to function one-on-one with students or in small groups, but they have a lot to do. In spite of the fact that Remedial teachers' goals helped students retain their literacy and build essential skills, not all

students were open to their assistance, which made their job even more difficult (Contributor, 2020).

According to Zhou et al., (2007) because of depersonalization, educators felt disempowered and less accomplished. They were also less satisfied with themselves. Besides negatively affecting teachers' own physical and mental health, burnout has led to conflict with colleagues and school administrators, lowered the quality of instruction, and worse still, negatively impacted the health and well-being of students. A high incidence of burnout in teachers has been associated with mental impairment. In research done by Day (2002) it was seen that teachers faced many challenges. In addition to raising student achievement standards, there have been calls to improve the quality of teachers in the classrooms. In order to maintain a high level of knowledge and understanding of curriculum content, teachers have been encouraged to get regular in-service training to help them develop their classroom organization, teaching, and assessment strategies, as well as their leadership skills. Despite this, most teachers work most of the time in isolation from their colleagues. Remedial teachers have been mostly motivated by their altruistic behaviour, commitment towards goal achievement, and make others feel good without expecting their personal gain. Distance education had become an entirely new scenario during the Covid-19 pandemic for institutions, educators, administrators, parents, and even students. The closing of schools, the lack of equipment to participate in courses, and the frustration of being unable to access online materials from home have made a psychological impact on students and teachers (Apriyanti, 2020, as cited in ÖZÜDOĞRU, 2021).

There was evidence shown (Kiral, 2012; Rotter, 1954, 1966; Yesilyaprak, 1988, etc.) that highly motivated and highly successful individuals have a high internal locus of control. Although some people prioritized other forms of control over internal control in their lives, others prioritized other types of control over internal control. Individuals' personal and professional lives were also affected by this. For example, teachers must be able to identify the causes and results of events, act and make decisions freely under the locus of control (Kiral, 2019). The present study was aimed at comprehending and delving into how Locus of Control influences Job Satisfaction and Burnout among remedial teachers. Also to comprehend participants' perceptions of their beliefs reflected in that situation that cannot be controlled among remedial students, which in turn may have led to stressful situations over time, and whether they were satisfied with their job.

1.1 Research Problem

1. Does Locus of Control have an effect on Job Satisfaction among remedial teachers?
2. Does Locus of Control have an effect on Job Burnout among remedial teachers?

1.2 Aim and Objectives

Aim- To study the effect of Locus of Control on Job Satisfaction and Burnout among remedial teachers.

Objectives

1. To study the effect of Locus of Control on Job Satisfaction.
2. To study the effect of Locus of Control on Burnout.

REVIEW OF LITERATURE

There can be some gaps identified, which the study aimed to fill, in a literature review since it provides an understanding of the variables under study.

Anderson, B. L. et al. (2022) examined whether optimistic thinking and/or a sense of internal control can reduce the risk of burnout in athletic training students. The Commission on Accrediting Athletic Training Education accredited 48 professional master's programs in athletic training. Tools that were used: Copenhagen Burnout Inventory questions, the Life Orientation Test–Revised, and Rotter Internal/External Locus of Control Scale. The association of personal burnout, work-related burnout, and client-related burnout with optimism and locus of control was examined with the help of three multiple regression analyses. A Pearson correlation was conducted on the significant findings. A significant relationship was found between positive thinking and personal burnout ($t = -3.30$, $P = .002$), as well as between positive thinking and work-related burnout. ($t = -2.48$, $P = .02$). Burnout related variables did not show a significant relationship with locus of control ($P > .05$). Mahajan & Kaur (2012) conducted a study on 150 teachers of Amritsar city in Punjab, India. A study was conducted to discover how the locus of control of teachers affects their job satisfaction. Both the locus of control scale and job satisfaction scale were used in the study. According to this study, there is a strong correlation

between locus of control and job satisfaction for college teachers. The locus of control of male faculty members who are highly satisfied with their jobs is better than that of female college faculty members. Mohammadi, et al. (2017) investigated the impact of work locus of control, job stress on job satisfaction in a study of 160 members of Tehran emergency first responders. Pearson correlation and regression analyses were used to analyze the data. According to the results of this study, job stress negatively impacts job satisfaction. Furthermore, results indicated that job satisfaction and internal and external locus of control were significantly correlated positive and negative respectively. Researchers have demonstrated that increasing internal locus of control controls the buffering effect of job demand among nurses, thus improving job satisfaction.

METHOD

3.1 Hypothesis:

AH1: There will be a significant difference in the level of job Satisfaction in relation to Locus of Control among Remedial Teachers.

AH2: There will be a significant difference in the level of Burnout in relation to Locus of Control among Remedial Teachers.

3.2 Participants

A sample of 108 remedial teachers all over India with at least two years of experience was analysed for the study.

3.2.2 Sampling Technique:

There was a combination of purposive sampling and snowball sampling for this study.

3.3 Variables

Independent Variable: 1. Locus of Control

Dependent Variable: 1. Job Satisfaction 2. Job Burnout

3.3.1 Operational Definition

A. Independent Variable

Locus of control was operationally defined by the scores on Teacher's locus of control scale (TLOCS). There are two various types of locus of control: internal locus of control and external locus of control

B. Dependent Variable

- **Job Satisfaction (JS)**

Paul E. Spector 1985 developed the Job Satisfaction Survey (JSS). It classifies into 3 categories that helps to measure between satisfaction, ambivalent and dissatisfaction.

- **Job Burnout.**

The teacher burnout scale (TBS) was developed by Richmond et al in 2001 and was used in the study to measure the three key dimensions of this response overwhelming exhaustion, feelings of cynicism and detachment from the job, and a sense of ineffectiveness and lack of accomplishment.

C. Control Variables:

Inclusion criteria

1. Participant should be a remedial educator.
2. Remedial Teachers should have a B.Ed. in Special Education.
3. Remedial Teachers from school, colleges, organizations or private institutes.
4. Remedial Teachers should have a minimum 2 years of experience.
5. Remedial Teachers should be practicing Remedial Teaching in India.
6. Remedial Teachers with minimal English proficiency

3.4 Instruments

3.4.1 Teacher's locus of control scale (TLOCS)-

Madhu Gupta and Indu Nain developed TLOCS in 2016. The scale consists of 25 items. The coefficient of correlation through the test-retest method was .742 at 0.01 level of significance. The construct validity of the scale was calculated by using correlation coefficient of different subscales scores with the total teacher's locus of control scale scores.

3.4.2 Job Satisfaction Survey (JS)-

Paul E. Spector 1985 developed the Job Satisfaction Survey which consists of 36 items. This well-established instrument has been repeatedly investigated for reliability and validity. Overall, an average of 0.70 for internal consistency was obtained.

3.4.3 Teacher's Burnout Scale

Teacher's burnout scale- the scale was developed by Richmond et al in 2001. The Revised Teacher Burnout Scale contained 20 items to measure burnout. The scale has good internal consistency of .85 and also good face validity.

3.5 Research Design:

Quantitative research methods were used to conduct a quasi-experimental study with 1 independent variable i.e. locus of control having 2 levels. It also had 2 dependent variables i.e. Job Satisfaction and Burnout.

3.6 Procedure

The forms were sent to multiple Remedial Teachers in schools, colleges, and institutions across India. Prior consent was taken from each participant and was assured to be kept confidential.

3.7 Ethical Considerations

The aims and objectives of the study were clearly explained to the participants. The data collected was kept confidential. The participant's participation was completely voluntary. Any form of deception was not used in the study.

3.8 Data Analysis

To study the effect of Locus of Control on Job Satisfaction and Burnout among remedial teachers two t-test were calculated.

RESULTS

Table 1: *The Descriptive Statistics for Locus of Control, Job Satisfaction and Teachers' Burnout among Remedial Teachers.*

| | N | Mean | SD |
|------------------|-----|-------|------|
| Locus of Control | 56 | 84.28 | 2.71 |
| Job Satisfaction | 51 | 129.0 | 2.60 |
| Job Burnout | 107 | 43.64 | 1.58 |

Table 1 depicts the descriptive statistics of the data obtained from all the 107 participants. The mean and standard deviation for Locus of Control was 84.28 and 2.71 respectively. Further, among dependent variables, the mean and standard deviation for Job Satisfaction was 129 and 2.60 respectively whereas, the mean and standard deviation for Job Burnout was 43.64 and 1.58 respectively.

Table 2 *Inferential Statistic of the mean differences between scores Job Satisfaction and Locus of Control*

| Locus of control | N | Mean | SD | t value | Level of Significance |
|------------------|----|--------|-------|---------|-----------------------|
| Internal | 56 | 144.05 | 18.61 | 7.44 | 0.01 |
| External | 51 | 112.49 | 25.03 | | |

Table 2 depicts inferential statistic of the mean differences in Job Satisfaction between the scores value of individuals with Internal Locus of Control and those with External Locus of Control was found to be 7.44 which was significant at 0.01 level [$t(107) = 7.44, p < 0.01$].

Table 3: *Inferential Statistic of the mean differences in between scores in Teachers' Burnout and Locus of Control*

| Locus of Control | N | Mean | SD | t value | Level of Significance |
|------------------|----|-------|-------|---------|-----------------------|
| Internal | 56 | 39.23 | 14.54 | 3.01 | 0.01 |
| External | 51 | 48.49 | 17.17 | | |

Table 3 depicts inferential statistic of the mean differences in Job Burnout between the scores of individuals with Internal Locus of Control and those with low External Locus of Control was found to be 3.01 which was significant at 0.01 level [$t(107) = 3.01, p < 0.01$].

DISCUSSION

It was hypothesized that “There is a significant difference in the level of Job Satisfaction in relation to Locus of Control.” The obtained t value for Job Satisfaction was 7.44 and it was seen that the hypothesis was supported. This finding is consistent with past research in the field, where it has been found that Job Satisfaction had a significant relationship with Locus of Control (Akkaya & Akyol, 2016). Their study revealed the teachers who have external locus of control do not feel satisfied because they attribute the responsibilities of their events to other powers, other more powerful individuals, or other factors like luck and faith (Kıral, 2012, as cited in Akkaya & Akyol, 2016). However, the result of this study was further reported that teachers with the internal job satisfaction was high whereas the external job satisfaction was low.

It could have also been possible that remedial teachers who have had a sense of control over their internal Locus of Control were more likely to be confident and felt in control of their destiny. This may have resulted in positive job satisfaction. Additionally, they might have recognized that the results obtained have a direct connection to the energy used to obtain those quality of results. And those with an external Locus of Control may have viewed the desired result of the work as a coincidence beyond their control. Perhaps they may have had difficulty believing their work or effort could make a significant difference.

It was hypothesized that “There is a significant difference in the level of Burnout in relation to Locus of Control.” The obtained t value for Burnout was 3.01 and it was seen that the hypothesis was supported. This finding is consistent with past research in the field, where it has been found that Job Burnout had a significant relationship with Locus of Control (Bitsadze et al. 2016). A study was conducted to examine a teacher's locus of control that had contributed to their level of burnout. Teachers who had an internal locus of control were less likely to suffer from professional burnout, according to the study. A significant correlation was shown between locus of control orientation and teacher burnout.

The Covid-19 pandemic had changed the way work was done. While becoming an online teacher was a novel experience for all teachers, it also highlighted the fact that most remedial teachers may have lacked the technical knowledge that they would have acquired in a traditional educational setting. It can be possible to have contributed to a low degree of satisfaction with the job and a high degree of burnout caused by the job.

A study determined to examine the relationship between burnout, locus of control, job satisfaction, and advancing age. It was conducted on the Romanian high school teachers, similar to the population of the present study, who reported that burnout significantly correlated with externality and dissatisfaction; internal employees were generally more satisfied at work. Also, no link was found between burnout and age (Pavalache-Ilie et al., 2016).

Remedial teachers who have had an internal Locus of Control felt that they were able to control their environment and effected change in their lives as well as in others. Some remedial teachers with External Locus of Control might have perceived past reinforcement strategies as being out of their control or felt that they have fewer coping strategies. They might have appeared more prone to burnout when they felt things were out of their hands especially during Covid-19. Remedial teachers who were suffering from burnout may be helped through counseling or mentoring to change their attitude about their ability to change their environment. The burnout rate of remedial teachers may have been affected when students may have shown less respect, when the administration may have provided inadequate support, and if they had been working in isolation due to pandemics. There can be possibly that they felt emotional exhaustion or perhaps they felt less successful than they had expected. On the whole it can be seen that the variables Locus of Control reflected and coincided well with Job Satisfaction and Burnout and were significantly prevalent in the study population.

Ancillary observations were done to identify and understand the age, gender, years of experiences, working status, mode of teaching. The sample population consisted of 19 males, 41 females and 48 did not wish to disclose (107 participants). The mean age of the participants was 33.55 years. 41.7% fell in the age group of 23 to 30 years, 44.4% fell in the age group of 31 to 40 years and 13.9% fell in the age group of 41 to 50 years. This shows that quite a small proportion of the

sample population was from the older group. In terms of working status of teaching by the remedial teachers, it was observed that 9.3% worked in the Part Time (N=10) and 90.7% worked in the Full Time (N=97). This shows that quite a big proportion of the sample population worked Full Time. In terms of years of experience of teaching by the remedial teachers, it was observed that 72% had 2 to 12 years of experience (N=77) and 28% had 13 to 25 years of experience (N=30). This shows that a very few proportion of the sample population had experienced more than 12 years. In terms of mode of teaching by the remedial teachers, it was observed that 17.8% fell in the Hybrid mode (N=19), 71% fell in the Offline mode (N=76) and 11.2% fell in the Online mode (N=12). This shows that quite a big proportion of the sample population operated in the Offline mode.

LIMITATIONS

There are a few limitations. Only remedial teachers are studied among teacher professions in the study. The sample size was relatively small and generalization was limited. It would be interesting to further investigate the impact of gender and socioeconomic status on trends, especially since these variables were not controlled for in this study. Because the data was obtained through Google forms, which are self-reporting, rather than in person interviews, the richness of the content that could be gathered in person was not accounted for. Using self-reported measures in the study raised the possibility of social desirability coming into picture and of respondents exaggerating their good or bad symptoms to conceal the true nature of their dysfunction.

IMPLICATIONS

The findings of the study brought the awareness that can also be extended into the realms of psychotherapy as the job exhaustion impressions of lack of positive interpersonal relationships, presence of high self-doubt, emotional outbursts, and other apparently irrational behaviors. Also, they are dissatisfied with their jobs by liking or disliking. It usually occurs due to low wages, recognition, achievements and supervision.

Research that can be generated in the future from the three variables could be replicated across other states in India. A larger number of studies have highlighted academic burnout, more

empirical data could be generated from several fields, for example architecture, psychology, engineering etc. The current study conducted was quasi-experimental in nature; perhaps a correlational analysis could be interesting to venture into.

CONCLUSION

The primary purpose of this study was to determine the Effect of Locus of Control on Job Satisfaction and Burnout among Remedial Teachers. The effect of Locus of Control on Job Satisfaction and Burnout was understood using two independent sample t-tests. The first hypothesis was significant at 0.01 level which meant that Locus of Control will have an effect on the Job Satisfaction among Remedial Teachers. The second hypothesis was significant at 0.01 level which meant that Locus of Control will have an effect on the Job Burnout among Remedial Teachers. Remedial Teachers who believed in Internal Locus of Control reported higher levels Job Satisfaction & lower level of Burnout whereas, Remedial Teachers who believed in External Locus of Control reported lower levels Job Satisfaction & higher level of Burnout.

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Figure 1: *Graphical representation of the mean scores obtained for Job Satisfaction among Remedial Teachers.*

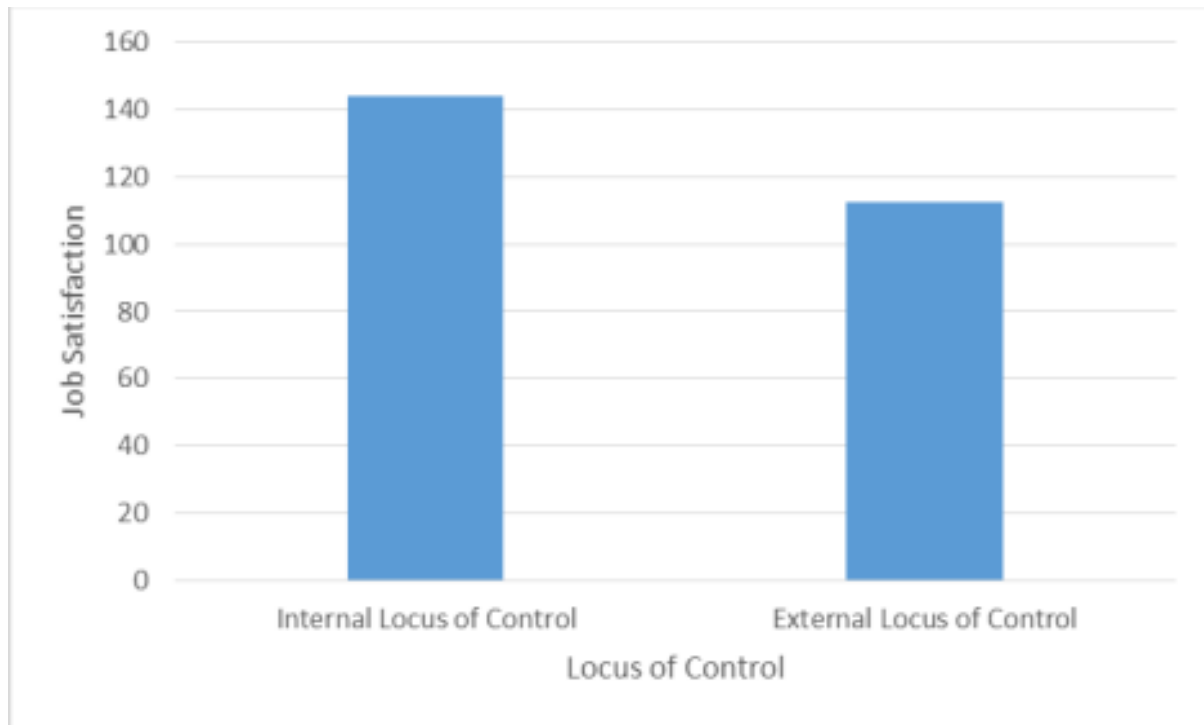
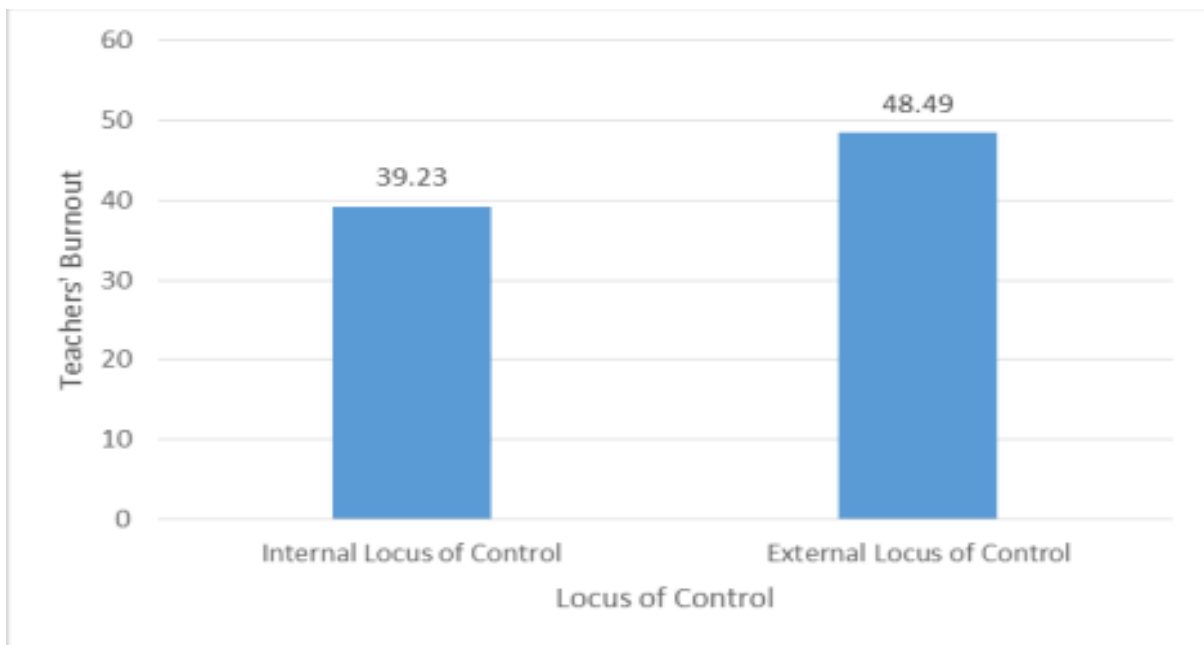


Figure 2: *Graphical representation of the mean scores obtained for Teacher's Burnout among Remedial Teachers.*



मृदुला गर्ग के उपन्यास में नारी अस्मिता (‘कठगुलाब’ उपन्यास के विशेष संदर्भ में)

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‘कठगुलाब’ आधुनिकता और नग्न उपभोक्तावादी संस्कृति के विखंडन और टूटन भरे वातावरण में नारीत्व व मातृत्व की गरिमा को प्रतिष्ठित करता है लेकिन अपनी संवेदना से वह स्त्री के मुक्ति के प्रश्न को ओझल नहीं होने देता है। वह ‘बंजर’ और ‘बोझ’ होती जा रही आधुनिक जिंदगी को नई उर्वरता और जीवनी शक्ति प्रदान करता है। उपन्यास मातृत्व विरोधी नहीं है परंतु यह अवश्य स्थापित करता है कि मातृत्व ही स्त्री जीवन की सार्थकता नहीं है। स्त्री स्वयं को शक्ति संपन्न समझे तो उसे पुरुष सापेक्षता में अपनी पहचान खोजने से अर्धनारीश्वर की भूमिका प्राप्त होगी। इस दृष्टि से ‘कठगुलाब’ मृत संबंधों को हादसा समझकर उनसे मुक्त होती स्त्री की कथा है। स्त्री की मुक्ति गर्भ और मातृत्व से इनकार में नहीं, अर्थ व सत्ता के केंद्रों में हस्तक्षेप से जुड़ी है। यही ‘कठगुलाब’ की रचनात्मक सार्थकता रही है। मृदुला गर्ग जी ने नारी जीवन के संघर्ष के भोगे हुए यथार्थ को दिखाया है। इतना ही नहीं नारी उन संघर्षों से लड़ने और लड़कर उस परेशानी से बाहर वह कैसे आती है? हमें यह भी देखने को मिलता है। क्योंकि स्त्री को अपनी अस्मिता के लिए अपने अभिमान के लिए संघर्ष करना ही पड़ता है चाहे वह इस उपन्यास की पात्र स्मिता हो, मारियान हो, असीमा हो या निम्नवर्गीय नर्मदा हो सभी अपनी अस्मिता की खोज में लगी है। ऐसा नहीं है कि वे शिक्षित नहीं हैं फिर भी उन्हें अपने जीवन में बहुत सी समस्याओं व संघर्षों से जूझना पड़ता है। यह कहना सही है कि भारत हो या विदेश, कहीं भी रहने वाली स्त्री की व्यथा की कथा का वर्णन ‘कठगुलाब’ उपन्यास की विषय वस्तु रहा है। ‘मृदुला गर्ग’ जी ने कठगुलाब की विभिन्न समाज और राष्ट्र की स्त्रियों की नियति का साक्षात्कार करती है।

स्मिता अपनी ही बड़ी बहन नमिता के पति अर्थात् अपने जीजा की लंपटता का शिकार होकर एक क्षण भी अपनी बहन के घर में रहना नहीं चाहती। मां - बाप के मर जाने पर स्मिता का कोई नहीं था इसलिए वह अपने बहन-बहनोई के घर पर आश्रित थी। और उसका जीजा उसके साथ केवल अश्लील मजाक ही नहीं करता था वह उसे अपने उपभोग की सामग्री बनाकर अपने ही घर में रखना चाहता था। वह सब कुछ छोड़कर जब उच्च अध्ययन करने अमेरिका आती है तो वहां उसका परिचय मनोचिकित्सक (Psychologist) डॉ. जिम जारविस से होता है। वह स्मिता का विश्लेषण करता है जिससे यह पता चलता

है कि उसके साथ हुए बलात्कार के लिए वह आहत जरूर थी पर उसमें उसका कोई अपराध नहीं था। क्योंकि जब भी कोई स्त्री इस बलात्कार का शिकार होती है तो समाज हमेशा उसी स्त्री को ही दोषी ठहराता है और यही भाव हमें स्मिता में भी देखने को मिलता है। डॉ. जारविस से हुआ परिचय धीरे-धीरे प्रणय संबंधों में बदल जाता है। मगर कुछ समय बीतने के पश्चात उसका पागलपन स्मिता के सामने आता है। स्मिता जारविस के लिए केवल भोगने व प्रयोग करने वाली केवल चीज के समान थी। उसने स्मिता को कभी समझा नहीं और ना ही उसके अंदर छुपी एक संवेदनशील, स्वतंत्र एवं अपने सम्मान के लिए संघर्ष करती हुई स्त्री को जानने और समझने की कोशिश भी नहीं की। स्मिता के 'मैं' से उसे नफरत थी। उसे प्यार करने के तरीकों से एतराज नहीं था परंतु प्यार के नाम पर मनोविश्लेषण का माध्यम बनना उसे बेहद हास्यास्पद लगता था। क्योंकि जारविस चाहता था कि प्यार को, स्नेही को, विश्वास, दोस्ती आदि सभी भावों को शब्दों में व्यक्त किया जाए पर स्मिता वह नहीं कर पाती तो उसके पास केवल एक ही विकल्प बचता है – सेक्स। उसकी हर चुप को उससे उसकी देह को भोगने का नया तरीका ईजाद करवा देती थी। जो पहले से भी ज्यादा तिरस्कारपूर्ण, अपमानजनक और अश्लील होती। बावजूद इसके स्मिता हार नहीं मानती और घर छोड़ कर निकल जाती है।

मृदुला गर्ग जी के 'कठगुलाब' उपन्यास की स्मिता भले ही घरेलू हिंसा का शिकार हुई हो परंतु उसने अपने अस्तित्व को कहीं पर भी खोने नहीं दिया है। आज हमारे समाज में भी ऐसी बहुत सी महिलाएं हैं जो शारीरिक रूप से या मानसिक रूप से हिंसा का शिकार होती है क्योंकि गलती चाहे किसी की भी हो समाज हमेशा स्त्री को ही दोषी ठहराता है। जिसके कारण बहुत सी महिलाएं आत्महत्या करने पर मजबूर हो जाती है। परंतु इस उपन्यास में हमें स्मिता के पात्र से बहुत कुछ सीखने को मिलता है अपने डर को कभी डर मत बनने दो क्योंकि वह जानकर लोग उसका फायदा उठाते हैं। स्त्रियों के जीवन में संघर्ष को झेलने की लड़ने की प्रक्रिया उनके घर से, उनके समाज से ही शुरू होती है। परंतु उसे कभी अपनी अस्मिता को नहीं खोना चाहिए बल्कि अपनी ताकत बनाकर समाज में अपनी एक अलग पहचान, अपना एक अलग अस्तित्व बनाना चाहिए। चाहे उसके लिए हमें अपनी से दूर ही क्यों ना जाना पड़े।

स्त्री और पुरुष दोनों एक ही सिक्के के दो पहलू हैं। एक दूसरे के पूरक हैं अर्थात दोनों एक दूसरे के बिना अधूरे हैं। वे सहयोगी होते हैं एक दूसरे के विरोधी नहीं। प्रकृति ने दोनों को एक खास मकसद से सृष्टि की निरंतरता हेतु बनाया है, दोनों एक दूसरे के लिए आवश्यक है अनुपयोगी नहीं। मृदुला गर्ग जी की कृतियां इन स्त्रियों के सामाजिक और आर्थिक परिवेश की नई - नई कहानियां सुनाती है। उनके उपन्यासों का पाचवाँ पात्र पुरुष ही होता है उनका ऐसा ही उपन्यास है 'कठगुलाब' जो पुरुष - प्रधान समाज में जी रही स्त्री के शोषण तथा मुक्ति की व्यथा - कथा है। स्मिता, मारियान, नर्मदा, असीमा, नीरजा

आदि इस उपन्यास की मुख्य स्त्री पात्र हैं। इन सभी को पुरुषों से नहीं बल्कि निर्लज्ज व्यवस्था से मुक्ति की तलाश रहती है।

मृदुला गर्ग जी के इस उपन्यास में स्त्री - पुरुष संबंधों को केवल प्रेम भाव को नहीं दर्शाया है बल्कि प्रताड़ित औरत के बारे में भी बताया गया है कि वह अपने जीवन में कभी हार नहीं मानती बल्कि डटकर उसका सामना करती है। ऐसी ही एक पात्र है मारियान जो अपने संबंध को पूर्ण तरीके से निभाती है परंतु अंत में उसे धोखा ही मिलता है। लेकिन वह वहां रुकती नहीं बल्कि अपनी बुरी यादों को मिटाते हुए अपने जीवन में आगे बढ़ती है।

मृदुला जी ने इसमें स्त्री को केवल शोषित व प्रताड़ित रूप से नहीं दिखाया है बल्कि उसकी अस्मिता को भी दर्शाया है। मारियान को उसके संबंध में भले ही धोखा मिला हो, वह टूटी हो, मदहोश भी हुई, परंतु फिर भी वह अपने अतीत को भूलते हुए अपने जीवन में आगे बढ़ कर देखती है। वह दोबारा शादी कर लेती है और इस बार उसने प्यार - मोहब्बत जैसी वायवीय चीजों का बढ़ावा करने के बजाय विश्वास समझदारी और सहयोग को प्राथमिकता देती है। स्त्री - पुरुष का संबंध केवल भरोसे पर निर्भर होता है परंतु अगर वह टूट जाए एक बार तो दोबारा हासिल करना बहुत मुश्किल हो जाता है। मारियान की अस्मिता को देखते हुए हमें बहुत बड़ा ज्ञान मिलना चाहिए कि बिना सोचे समझे किसी को अपना हमराज नहीं बनाना चाहिए हमेशा अपने आप को सर्वोपरि रखना चाहिए।

इस उपन्यास की अगली पात्र असीमा है। वह अपनी मां से बहुत स्नेह, प्रेम एवं सम्मान करती है परंतु मर्द जात से वह बहुत नफरत करती। अपने ही भाई और बाप को हरामी नाम दे देती है। क्योंकि उसकी मां ने उसे बताया था कि उसके पिता ने दूसरी शादी की थी वह भी इसलिए क्योंकि उसकी मां हर समय उसकी भूख मिटाने को हमेशा तत्पर नहीं रहती थी। हर स्त्री की कुछ सीमाएं होती हैं और उसकी मां की भी कुछ सीमाएं थी। पुरुष कभी भी स्त्री को अपने समान नहीं समझता है केवल उनके सामने वह हमेशा बस सज - धज कर रहे और प्यार - मोहब्बत की बातें करें तो वह खुश रहता है, वरना वह उसे छोड़कर किसी और की तलाश में निकल जाता है। इतना कुछ होने के पश्चात भी असीमा की मां की अस्मिता हमारे सामने आती है, क्योंकि उसके पति के छोड़ने के बाद वह उससे एक पैसा भी नहीं लेती है। वह खुद इतनी स्वाभिमानी है कि खुद अपना कारोबार चलाती है और अपनी सिलाई मशीन के कारण कामयाब स्त्री बनती है। और अपनी अस्मिता सबके सामने उजागर करती है।

इस उपन्यास की एक और पात्र है नर्मदा जो शुरुआत से खूब मेहनती रही है। परंतु अपने जीवन में उसने कभी खुशी नहीं देखी फिर भी वह अपने जीवन के संघर्षों से हार नहीं मानती है। बल्कि सब कुछ भुलाकर डट कर उसका सामना करती है।

मृदुला गर्ग जी ने अपने 'कठगुलाब' उपन्यास में जितनी भी स्त्रियों का सृजन किया है वह सभी ने अपनी अस्मिता को बढ़ावा दिया है। वह अपने जीवन में आए संघर्षों से कभी डरी नहीं परंतु मातृत्व के आगे वह अपने आप को थोड़ा कमजोर जरूर बना लेती हैं। जो हमें इसमें देखने को मिलता है। वह अपने वैवाहिक जीवन में सफल नहीं हुई है क्योंकि किसी को विवाह के नाम पर धोखा मिला है तो किसी ने स्वयं उससे आजाद होने की इच्छा को जाहिर किया है।

स्मिता और मारियान का वैवाहिक जीवन हो या असीमा की मां का प्रसंग, यह यही सिद्ध करते हैं कि विवाह का अर्थ अब जीवन भर का साथ निभाना नहीं रह गया है। बल्कि स्त्री उत्पीड़न का मूल केंद्र है। जिस कारण उनका भरोसा शादी या विवाह जैसे रीतियों पर से उठ जाता है। इसमें असीमा और नीरजा जैसी स्त्रियां भी हैं जिनका इस संस्था (विवाह) से कोई मतलब नहीं है। विवाह संस्था पर पितृसत्तात्मक समाज का प्रतिनिधित्व करने वाली संस्था है और पति पुरुष के वर्चस्व को कायम रखने वाला। अतः इन स्त्रियों को 'सहचर पुरुष' के साथ में रहने का आकर्षण दिखाई देता। क्योंकि अब देह संसर्ग और संतानोत्पत्ति के लिए भी विवाह की अनिवार्यता अब नहीं रही है। इसके लिए स्त्री - पुरुष का 'अल्पकालिक अनुबंध' (short contract) अर्थात् कुछ समय का अनुबंध भी एक रास्ता है जो इसमें सुझाया गया है। इस उन्मुक्त सोच के कारण ही तो असीमा की मां से दर्जीन बीवी असीमा को बिना विवाह के विपिन के साथ रहने को राजी करती हैं वह कहती हैं कि – "शादी की बात मैंने कब की? साथ रह लेने में क्या हर्ज है?" और नीरजा संतान प्राप्ति के लिए बिना विवाह विपिन के साथ रहने लगती है। जाहिर है कि यह सोच अति आत्मविश्वास लोगों का सच, संपूर्ण समाज का नहीं। इस सोच में परंपरागत मान्यताओं का ही नहीं भारतीय कानून का भी विरोध करने की कोशिश की गई। किंतु एकमात्र पुरुष पात्र विपिन के विरोध की वजह कुछ अलग है। मृदुला गर्ग ने विपिन जैसे पात्र को उपन्यास में प्रस्तुत कर अतिवादी नारी स्वातंत्र्य पर कुछ और मर्यादाएं लगाकर नारी - विमर्श की एकांगिता से निकलने की कोशिश की है। इससे नर - नारी संबंधों में कुछ संतुलन की अपेक्षा की जा सकती है।

स्त्रीत्ववादी चिंतन का एक अहम मुद्दा मातृत्व है। लेकिन इस उपन्यास के सभी प्रमुख पात्र मातृत्व में ही अपने जीवन की पूर्णता और सार्थकता तलाशती हैं। अस्तित्व संघर्ष के दरमियान भले ही मातृत्व बाधा समझ में आए लेकिन उसके बाद स्त्री मातृत्व के लिए व्याकुल हो उठती। स्त्री सर्जक होना चाहती, पूर्व की स्त्री हो या पश्चिम की, स्थिति लगभग एक सी है। मातृत्व को, जीवन का लक्ष्य बनाती है। 'कठगुलाब' के सभी स्त्री पात्र जीवन के तमाम दुखों से निजात और अपने जीवन की सार्थकता के कारण मां बनना चाहती है।

'कठगुलाब' उपन्यास में मृदुला गर्ग जी ने जितनी भी स्त्री पात्र को लिया है वह सभी अपने आप में स्वतंत्र और आत्मनिर्भर हैं। सभी स्त्री पात्र कामकाजी हैं। जिनमें पहली और मुख्य पात्र स्मिता है उसने

अपनी पढ़ाई की इच्छा को कभी भी खोने नहीं दिया। क्योंकि अगर स्वतंत्र तरीके से किसी को भी आत्मनिर्भर बनना है तो उसे सर्वप्रथम शिक्षित होना पड़ेगा। शिक्षा ही एक ऐसा साधन है जिसके जरिए हम आर्थिक सारी जरूरतों को पूरा कर सकते हैं। स्मिता ने भी अपनी शिक्षा को हर संघर्षों से लड़कर पूरी की और एक आत्मनिर्भर स्त्री के रूप में हमारे सामने आती है। बलात्कार होने के पश्चात भी वह उस घर में रहना एक पल भी पसंद नहीं करती और बिना किसी की मदद लिए वह घर छोड़कर चली जाती है।

बीज शब्द : नारी अस्मिता, नारी समस्याएं, नारी आत्मनिर्भरता

उद्देश्य : मृदुला गर्ग के उपन्यास 'कठगुलाब' में चित्रित नारी अस्मिता के विभिन्न पक्षों का अध्ययन करना।

प्रस्तावना :

मृदुला गर्ग हिंदी की सबसे लोकप्रिय लेखिकाओं में से एक हैं। उनके उपन्यासों को अपने कथानक की विविधता और नयेपन के कारण समालोचकों की बड़ी स्वीकृति और सराहना मिली है। वे स्तंभकार रहीं हैं। पर्यावरण के प्रति सजगता प्रकट करती रहीं हैं तथा महिलाओं तथा बच्चों के हित में समाज सेवा के काम करती रहीं हैं। मृदुला गर्ग जी ने 'इंडिया टुडे' के हिंदी संस्करण में 2003 से 2010 तक 'कटाक्ष' नामक स्तंभ लिखा है जो अपने तीखे व्यंग्य के कारण खूब चर्चा में रहा। नर-नारी संबंध पर मृदुला गर्ग के प्रायः सम्पूर्ण साहित्य के केन्द्रीय सूत्र रहे हैं।

मृदुला गर्ग का 'कठगुलाब' उपन्यास अन्य उपन्यासों की तुलना में काफी चर्चित रहा है। बहुत सारे प्रशंसकों ने इन उपन्यास की सराहना की है। किसी समीक्षक ने तो उसे नारीवादी उपन्यास कहा, तो किसी ने उसे नवउपनिवेशवादी उपन्यास किसी ने नारी विद्रोह एवं मनोविश्लेषण आदि उपन्यास भी करार कर दिया है। यह उपन्यास मृदुला जी के विचारों का आख्यात्मक परिप्रेक्ष्य है। 'कठगुलाब' में कथावस्तु का क्रमिक विकास में पूरब और पश्चिम की स्त्रियों को अलग-अलग खंडों में लाकर पूरी दुनिया के स्त्री दर्द को कठगुलाब में लेखिका ने समेटना चाहा है। दुनिया भर की स्त्रियों की पुरुष मुक्ति की छटपटाहट का समवेत स्वर इस उपन्यास में उभरकर सामने आता है। इसमें सभी पात्रों का उद्देश्य उत्पीड़न व भेदभाव के विरुद्ध शखनाद करना है। और धरती की सभी स्त्रियों को एक सूत्र में पिरोना है। इसी कारण कोई भी पात्र इसमें एकदम थोपे हुए से नहीं लगते हैं।

शोध प्रविधि : मैंने प्रस्तुत शोध के लिए विवेचनात्मक शोध प्रविधि का प्रयोग किया है साथ ही विश्लेषणात्मक, व्याख्यात्मक एवं तुलनात्मक शोध प्रविधि का प्रयोग किया है।

निष्कर्ष :

मृदुला जी वर्तमान युग की प्रतिभा संपन्न, प्रतिष्ठित एवं कुशल साहित्यकार हैं। उन्होंने साहित्य की विभिन्न विधाओं में गहन अनुभूतिक शिल्प कौशल का परिचय दिया है। अपनी सूक्ष्म निरीक्षण दृष्टि और गहन अध्ययन से वे मानव मन की गहराई तक पहुंचकर समस्याओं के मूल स्वरूप की सत्यता को उजागर करती हैं। उनके साहित्य संबंधी इतना कहा जा सकता है कि नारी मन की मनोवैज्ञानिक गुथी को पूर्णतः से खोलने में उन्होंने काफी हद तक सफलता प्राप्त की हैं। इस की प्रामाणिक अनुभूति मृदुला जी के साहित्य में मिलती है। वे एक संवेदनशील यथार्थवादी एवं सात्विक वृत्ति की साहित्यकार हैं। अतः लेखिका का साहित्य सृजन उनके चिंतन – मनन के अनुरूप है। उनका चिंतन अधिक सच्चा, कालसापेक्ष और विचारधाराओं से निरपेक्ष है। इनके उपन्यासों में स्त्री – विमर्श के विभिन्न पहलुओं को उन्होंने उजागर किया गया है। एक ओर नारी आर्थिक दृष्टि से सक्षम है, अपने अधिकारों के प्रति जागृत, तो दूसरी ओर परंपरागत ढांचे से दबी हुई अपनी अस्मिता की खोज कर रही थी। मानसिक तौर पर विविध घात – प्रतिघात से लड़ रही है। इन्हीं यातनाओं से गुजरते हुए नारी किस तरह संघर्षशील है तथा उस में क्या परिवर्तन हुआ है, चाहे वह भारत वर्ष की हो या समृद्ध अमेरिका की हो हर जगह व शोषित उत्पीड़ित होने के लिए किस प्रकार बाह्य हैं, इसकी संवेदनशील अभिव्यक्ति मृदुला गर्ग के कथा साहित्य में प्राप्त होती है।

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‘सलाम’ कहानी संग्रह में चित्रित दलित संघर्ष की अभिव्यक्ति

उम्मे कुलसुम गुलाम नबी
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मणिबेन एम्.पी शाह विमेंस कॉलेज ऑफ आर्ट्स
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शोध सारांश :

ओमप्रकाश वाल्मीकि एक ऐसे लेखक हैं जिन्होंने विपरीत परिस्थितियों में अपनी जीवन यात्रा की शुरुवात की। इस जीवन सफर में उन्हें सायेदार रास्तों से अधिक काँटेदार, खुरदुरे, पैरों को लहु – लूहान करने वाले रास्ते ही अधिक मिले। फिर भी वाल्मीकि जी ने हार न मानी, आगे बढ़ते रहे। वाल्मीकि जी को सबसे अधिक संघर्षों के छल-कपट का सामना करना पड़ा बावजूद इसके वे अपनी जीवन लता को और सशक्त बनाने के लिए मेहनत करते रहे। आज जो ओमप्रकाश वाल्मीकि जी का नाम एक विशाल वृक्ष के रूप में सामने आया है, उसका कारण है – विरोध, अन्याय, शोषण आदि से अपने आप को मजबूत बनाते रहना। ओमप्रकाश वाल्मीकि जी के व्यक्तित्व की बात करें तो उनका पूरा जीवन संघर्ष करने में ही चला गया। वे बचपन से ही जाति भेद के शिकार होते रहे हैं, बचपन से ही लोगों के ताने और शोषण सहते आए हैं। बचपन से ही इतना सब होने के बावजूद वे शिक्षा से कभी नहीं पीछे हटे। हर तरह की मेहनत से उन्होंने शिक्षा प्राप्त की और उसे दलित जीवन से लड़ने का हथियार बनाया। वाल्मीकि जी के व्यक्तित्व से ही कृतित्व की स्थापना हुई। उन्होंने अपने जीवन में जो भोगा – देखा – समझा सभी को अपने साहित्य का विषय बना कर उसे साहित्य में उतार दिया। फिर चाहे – आत्मकथा, कहानी, कविता, नाटक आदि हो। वाल्मीकि जी ने अपनी कहानियों में दलित जीवन के संघर्षों, शोषण, अपमान आदि को प्रस्तुत किया है। इनकी कहानियाँ दलितों के उत्पीड़न, शोषण तथा अन्याय का विरोध करते हुए दलितों की चेतना का यथार्थ प्रस्तुत करती हैं।

ओमप्रकाश वाल्मीकि जी का कहानी संग्रह ‘सलाम’ अपने कथ्य और शिल्प के कारण तो हमारा ध्यान खींचता ही है, साथ में अपने सरोकारों के कारण भी हमें दिल – दहला देने वाली स्थितियों से गुजरने को मजबूर करता है। इस कहानी संग्रह के पात्रों की जिंदगी की बात करें तो उनका जीवन सिर्फ जीने की जद्दोजहद में ही कट जाता है उसी का सच्चा चिट्ठा है – ‘सलाम’ की कहानियाँ। ‘सलाम’ कहानी संग्रह में दलित की सभी समस्या को वाल्मीकि जी ने यथार्थ रूप में प्रस्तुत किया है, जाति-भेद, छुआ छूत, धर्म भेद, दलितों का शोषण, स्त्री का शोषण, अशिक्षा, अंधविश्वास, रूढ़िवादिता और हीनता ग्रंथि सभी को विस्तार के साथ वाल्मीकि जी ने प्रस्तुत किया है। जातिभेद – छुआछूत यह तो हर दलित व्यक्ति की सबसे बड़ी समस्या मानी जाती है। धर्म भेद भी किया जाता है दलित समाज में, अगर अलग धर्म का व्यक्ति है तो उसके हाथ की बनी रोटी भी लोग नहीं खाते हैं। एक दलित का शोषण अधिकतर उच्च वर्गों द्वारा होता आया है। ज्यादातर संघर्ष लोग ही दलितों का फायदा उठाकर इनका शोषण करते हैं। समाज में दलितों का शोषण तो होता ही है लेकिन दलित स्त्री का दोहरा शोषण होता है – एक दलित होने का, दूसरा स्त्री होने का। लोग उन्हें बुरी नज़र से देखते हैं उनका फायदा उठाने की कोशिश करते हैं। दलित स्त्री का शोषण तो उसके अपने ही घर में ही होता है। उसे

समाज और घर दोनों ओर से प्रताड़ित किया जाता है। दलित समाज में अशिक्षा का प्रमाण अधिक है। अपनी रोजी-रोटी के चलते वे शिक्षा पर ध्यान नहीं दे पाते हैं। दलित समाज में अशिक्षा के कारण अंधविश्वास और भ्रामक धारणाओं में उलझा हुआ है। वाल्मीकि जी ने अपने साहित्य में इस समस्या का बखूबी चित्रण किया है।

बीज शब्द: जाति-भेद छूआछूत, धर्म भेद, दलितों का शोषण, स्त्री का शोषण, अशिक्षा, अंधविश्वास, रूढ़िवादिता।

उद्देश्य :

प्रस्तुत शोध का उद्देश्य है दलित कथाकार के रूप में ओमप्रकाश वाल्मीकि जी के विचारों को समझना। संग्रह की कहानियों के माध्यम से दलित जीवन को समझना और उनकी समस्याओं पर विचार करना।

प्रस्तावना :

‘सलाम’ कहानी संग्रह में ओमप्रकाश वाल्मीकि ने दलितों के जीवन के कटु यथार्थ को बखूबी व्यक्त किया है। दलित समाज हमेशा से अपने हक की लड़ाइयाँ लड़ते आया है, हजारों वर्षों से दलितों को सत्ता, संपत्ति और प्रतिष्ठा से वंचित रखा गया। लेकिन दलितों का जो रूप ओमप्रकाश वाल्मीकि ने लोगों के या समाज के सामने रखा वह रूप किसी और लेखक ने नहीं रखा। ओमप्रकाश वाल्मीकि का मानना था कि दलित ही दलित की पीड़ा को अच्छी तरह समझ सकता है। दलितों ने हमेशा सिर्फ सहा है लेकिन उसका विरोध नहीं किया है। दलित का अर्थ होता है – निचला, दबाया हुआ, कुचला हुआ, रौंदा हुआ आदि। दलितों को हिन्दू समाज व्यवस्था में सबसे निचले पायदान पर होने के कारण न्याय, समानता, सम्मान तथा स्वतंत्रता आदि मौलिक अधिकारों से भी वंचित रखा गया है। उन्हें तो अपने ही धर्म में अछूत और अस्पृश माना जाता।

ओमप्रकाश वाल्मीकि जी ने जो जीवन जिया, भोगा और देखा है, वही उन्होंने अपने साहित्य में व्यक्त किया। ओमप्रकाश वाल्मीकि जी ने ‘सलाम’ कहानी संग्रह में दलितों की व्यथा को यथार्थ धरातल पर अभिव्यक्त किया है। ओमप्रकाश वाल्मीकि जी की कहानियाँ दलित जीवन का वह कड़वा सच है जो एक ऐसे यथार्थ को हमारे सामने रखता है जिससे हजारों साल की पीड़ा जो अँधेरी में दुबकी पड़ी है वह सामने आ जाती है।

जातिभेद और छूआछूत :

जाति भेद यह शब्द सुनते ही दिमाग में बस एक ही बात याद आती है, ऊँच और नीच। जातिप्रथा हमारे समाज को लगा सबसे बड़ा अभिशाप है। जाति व्यवस्था ने ही दलितों को नारकीय जीवन जीने के लिए विवश किया है, इसी जाति भेद की वजह से ही सवर्ण लोग हमेशा दलितों को अपने से नीचे दबा कर रखते हैं। इसी कारण जाति भेद दलित जीवन या समाज की वह मुख्य समस्या बन गयी है जिसे वे चाहकर भी कभी भूलते नहीं या तो लोग उन्हें भूलने ही नहीं देते कि वे दलित हैं और उनमें कितना अंतर है। दलितों को ‘अस्पृश्य’ भी कहते हैं। अस्पृश्यता का शाब्दिक अर्थ है – न छूना। इसे हम सामान्य भाषा में ‘छूआ छूत’ भी कहते हैं। अस्पृश्यता का अर्थ है किसी भी व्यक्ति या समूह के सभी के शरीर को सीधे छूने से बचना या रोकना। कई लोगो का तो यहाँ

तक मानना है कि दलित लोगों की परछाई से भी उच्च जाति के लोग 'अशुद्ध' हो जाते हैं और शुद्ध होने के लिए गंगाजल में स्नान करना पड़ता है।

ओमप्रकाश वाल्मीकि जी ने 'सलाम' कहानी संग्रह में लगभग हर कहानी में जातिभेद और छुआछूत की समस्या को उजागर किया है। जातिवादी व्यवस्था के कारण हमारे समाज में दलितों की स्थिति बहुत ही दयनीय हो गयी है। हर जगह उन्हें अपनी निम्न जाति के कारण अपमान सहना पड़ता है। 'सलाम' कहानी में हरीश और कमल बहुत अच्छे दोस्त हैं। हरीश एक निम्न जाति से है और कमल उच्च जाति से है। हरीश का दोस्त कमल उसकी बारात में आता है। कमल सुबह-सुबह घूमते-घूमते एक चाय की दुकान में पहुंचता है, वहाँ चाय मांगता है लेकिन सुबह चाय नहीं बनती है, रुकना पड़ता है। बाद में जब चायवाले को बातों - बातों में पता चलता है कि वह उसी बारात में था जो चूहड़ों की आयी हुई थी। इससे चायवाले की जातिवादी सोच सामने आती है। बस इतना ही पता चलने पर कि वह चूहड़े के बारात में था उस चायवाले ने कुछ और नहीं पूछा बस चाय देने से मना कर दिया।

धर्मभेद :

हमारे देश में सदियों से धर्मभेद होता आ रहा है। इस धर्म के आधार लोगों ने समाज को बांट दिया है। दलित भी जो भेदभाव के खुद शिकार हैं वे भी इस तरह का भेदभाव मानते हैं। 'सलाम' कहानी में एक ऐसा प्रसंग है जिसमें हमें धर्मभेद दिखाई देता है। जब हरीश की बारात में खाना खिलाया जाता है तब उस समय वहाँ एक दस - बारह साल का लड़का उस बारात में खाना खाने से इसलिए मनाकर देता है क्योंकि बारातियों के लिए खाना एक मुसलमान बना रहा था। हमारे समाज में धर्मभेद का विष इतना फैला हुआ है, कि एक दस - बारह साल के लड़के में भी धार्मिक कट्टरता देखने को मिलती है।

दलितों का शोषण :

दलितों का शोषण हजारों वर्षों से होता आ रहा है। सवर्ण लोग दलितों को अपना गुलाम मानते आ रहे हैं। दलितों से बेगार कराना, बहुत कम मजदूरी पर काम करवाना, उनके साथ पशु तुल्य व्यवहार करना, उनसे सारे गंदे काम करवाना जैसे - मैल पत्र उठाना, गोबर साफ करना, सूअर की देखभाल करना, उनसे सारे मेहनत के काम कराना जिसमें शारीरिक श्रम लगता है, आदि काम सवर्ण लोग दलितों से कराते थे। इसे रोकने की कोशिश सबसे ज्यादा डॉ. बाबा साहब आंबेडकर ने की और उन्हें बहुत हद तक सफलता भी मिली। उनका मानना था कि दलित होना पाप नहीं है, दलित भी बहुत कुछ कर सकता है। दलितों के अंदर आत्मविश्वास बाबा साहेब ने ही जगाया है। ओमप्रकाश वाल्मीकि जी दलित होने के कारण उनका भी शोषण हुआ। अपनी इसी पीड़ा को उन्होंने 'सलाम' की कहानियों के माध्यम से अभिव्यक्त किया है। 'सलाम' कहानी संग्रह की लगभग हर कहानी में दलितों का शोषण दिखाया गया है।

स्त्री शोषण:

पुरुष प्रधान समाज में स्त्री को हमेशा से दबाया - कुचला गया है और यह शोषण सदैव से होता आया है लेकिन अगर वह स्त्री है और साथ में दलित स्त्री हुई तो उसका दोहरा शोषण होता है। ओमप्रकाश वाल्मीकि जी ने सलाम, गोहत्या, अम्मा आदि कहानियों के

माध्यम से स्त्री-शोषण को उजागर करने की कोशिश की है। 'सलाम' कहानी में ओमप्रकाश जी ने दलित स्त्री को लेकर जो सवर्ण पुरुषों की गंदी सोच है, उसे उजागर किया है। दलित स्त्री को सवर्णीय लोग अपनी जागीर समझते हैं। ये जो सामंतवादी सोच है इसी कारण ये लोग स्त्री को अपनी जागीर समझते हैं। 'गोहत्या' कहानी में इसी सामंतवादी सोच को चित्रित किया गया है।

‘ग्रहण’ इस कहानी के माध्यम से वाल्मीकि जी ने एक स्त्री के शारीरिक शोषण के साथ – साथ मानसिक शोषण को भी बताया है। अगर एक स्त्री माँ नहीं बन सकती तो लोग ताने मारकर उसका मानसिक शोषण करते हैं। उसे ‘बांझ’ कहकर बुलाते हैं। अगर हमारे समाज में एक स्त्री माँ नहीं बन सकती तो लोग उसे ही दोष देते हैं और कहते हैं कि इसी में कुछ कमी होगी। लोग यह नहीं सोचते कि पुरुष में भी कमी हो सकती है। ‘जिनावर’ कहानी में भी वाल्मीकि जी ने स्त्री शोषण को चित्रित किया है। इस कहानी में चौधरी अपनी बहू को इसलिए मायके भेज देता है क्योंकि वह उसके साथ संबंध बनाने के लिए इनकार कर देती है, वह अपनी बहू को बुरी नज़र से देखता है और बहू उसके बुरे इरादे में कामियाब नहीं होने देती है उसके साथ संबंध बनाने से इनकार करती है तब उसकी गलती न होने पर भी उसे घर से निकाल दिया जाता है। ‘अम्मा’ कहानी में एक दलित स्त्री को क्या – क्या झेलना पड़ता है इसका चित्रण वाल्मीकि जी ने किया है। दलित स्त्री को केवल शारीरिक ही नहीं बल्कि मानसिक और आर्थिक शोषण का भी सामना करना पड़ता है। दलित स्त्री कहीं काम करने जाती है उसकी मजबूरी का फायदा उठाया जाता है लेकिन दलित स्त्री को इसे चुपचाप सहना पड़ता है। अम्मा ने अपने घर की इज्जत के बारे में सोचा पर इस हादसे को अपने अंदर ही दबा लिया और खुद अंदर ही अंदर घुटती रही।

अशिक्षा :

दलितों में अशिक्षा का प्रमाण बहुत अधिक था और इसीलिए वह अपने अधिकारों के प्रति सचेत नहीं हुए थे। दलितों के आशिक्षित होने का कारण है इनकी गरीबी, क्योंकि एक दलित व्यक्ति शिक्षा के लिए पैसे जमा करे या अपने गरीब परिवार की भूख मिटाने के लिए पढ़े। अशिक्षा के कारण ही दलितों का इतना शोषण होता आया है। ओमप्रकाश वाल्मीकि जी के माता – पिता भी पढ़े – लिखे नहीं थे फिर भी उन्होंने ओमप्रकाश जी को पढ़ाया और आगे बढ़ाया ताकि वह इस समाज में अपनी एक अलग पहचान बना सके। शिक्षा लोगों को जागृत करती है, शिक्षा उन्हें सोचने का नया नजरिया देती है, शिक्षा से लोग अपने अधिकारों के प्रति सचेत हो जाते हैं। ‘गोहत्या’ कहानी में भी अशिक्षा के कारण एक निर्दोष को दोषी मानकर उस पर अत्याचार किया जाता है। इस कहानी में एक गाय जो जंगल में आटे में रखे बारूद खाकर मर जाती है, जिसके कारण मुखिया जी के कहने पर ही उसके नौकर सुक्का को अपराधी न होते हुए भी सजा मिलती है। ‘पच्चीस चौका डेढ़ सौ’ कहानी में जमींदार लोग आशिक्षित लोगों को किस तरह झांसा देते हैं, इस बात पर वाल्मीकि जी ने प्रकाश डाला है। इस कहानी में एक आशिक्षित अछूतों को समाज में किस प्रकार शोषण किया जाता है, इसका चित्रण है। कहानी में सुदीप के पिता आशिक्षित है इसी के कारण मास्टर फूलसिंह इसी अशिक्षा का फायदा उठाता है उसे पच्चीस चौका डेढ़ सौ कहकर सौ की जगह डेढ़ सौ रूपये ले लेता है। अशिक्षा के कारण सुदीप के पिता उस मास्टर फूलसिंह पर आंखे बंद करके विश्वास कर लेते हैं।

अंधविश्वास :

अंधविश्वास के कारण आज हमारा समाज कई तरह के कर्मकांडों में उलझा हुआ है अज्ञानता के कारण अंधविश्वास को अधिक बढ़ावा मिलता है। कई कहानियों ओमप्रकाश जी ने अंधविश्वास की समस्या पर प्रकाश डाला है। अंधविश्वास के कारण देवी देवताओं को प्रसन्न करने के लिए पूजा में पशुओं की बलि चढ़ाते हैं। 'गोहत्या' कहानी में भी ओमप्रकाश जी ने अंधविश्वास को दर्शाया है। इस कहानी में मुखिया की गाय की मृत्यु जंगल में आटे में रखे बारूद खाने से हो जाती है, जिसका इल्जाम सुक्का पर लगता है। इल्जाम के बाद सजा के तौर पर सुक्का के हाथों में आग में तपी लोहे की कील को रखा जाएगा। इस प्रकार सबका मानना था कि अगर गऊ माता बोलेंगे तो हाथ नहीं जलेगा। इसी अंधविश्वास के चलते सुक्का को सजा मिल जाती है। अपराधी न होते हुए भी उसे अपराधी घोषित किया जाता है।

रूढ़िवादिता :

रूढ़िवादिता यह एक विचारधारा है जो हमें हमारे बुजुर्गों और पुराने परम्पराओं से मिलती है। यह ऐसी विचारधारा है कि नए और बिना आजमाए हुए विचारों और संस्थाओं को अपनाने के बदले पुराने और आजमाए हुए विचारों को कायम रखने का समर्थन करती है। यह रूढ़िवादी सोच ज्यादातर आशिक्षित और निम्न वर्ग के लोगों में होती है। दलित समाज में ये सोच अधिक मात्रा में पाई जाती है चाहे धर्म को लेकर हो, स्त्री को लेकर हो, इनकी सोच नहीं बदलेगी। इसी रूढ़िवादी सोच के कारण हमारा समाज पूरी तरह खोखला हो गया है। ओमप्रकाश वाल्मीकिजी ने 'बैल की खाल' कहानी में भी इस रूढ़िवादी सोच को दर्शाया है। इस कहानी में गाँव के बीचों बीच कुएं के पास पंडित बिरिज मोहन नामक का बैल मर जाता है। उसे उठाने के लिए कोई भी आगे नहीं आता। कल तक अन्न उगाने वाला बैल मरते ही अपवित्र हो गया था, यह एक रूढ़िवादी सोच ही तो है कि जब तक बैल जीवित है तो पवित्र है मरते ही अपवित्र हो जाता है। 'ग्रहण' कहानी में भी ओमप्रकाश जी ने 'बांझ' यह शब्द एक स्त्री की जिंदगी को किस तरह बर्बाद कर रही है, उस पर प्रकाश डालने की कोशिश की है। अगर एक स्त्री माँ नहीं बन सकती है तो लोग उसे बांझ इस नाम से संबोधित करते हैं। ये सब रूढ़िवादी सोच के कारण ही है क्योंकि बच्चा न होने का सारा इल्जाम स्त्री पर ही लगाया जाता है। कई जगह पुरुषों की भी रूढ़िवादी सोच होती है और उनकी यही रूढ़िवादी सोच उन्हें इस बात को स्वीकार करने नहीं देती कि कमी उनमें भी हो सकती है।

शोध प्रविधि :

कहानियों में चित्रित विविध समस्याओं के अध्ययन के लिए विवेचनात्मक तथा विश्लेषणात्मक विधि का प्रयोग किया है साथ ही कहानियों में निहित ओमप्रकाश वाल्मीकि की विचार दृष्टि को समझने के लिए समीक्षात्मक विधि का प्रयोग किया है।

उपसंहार:

इस प्रकार कहा जा सकता है कि 'सलाम' कहानी संग्रह में रचनाकार ने मात्र अपने जीवन से जुड़ी समस्याओं को केंद्र में रखकर ही कहानी को नहीं बुन है अपितु अपने आस-पास

के परिवेश को भी बड़ी सशक्त अभिव्यक्ति दी है। शोषण के सभी पहलुओं को वाल्मीकि जी ने बड़ी बारीकी से उठाया है।

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मैत्रयी पुष्पा के उपन्यासों में स्त्री विमर्श (इदन्नम उपन्यास के विशेष संदर्भ में)

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शोध सारांश :

मैत्रयी पुष्पा के 'इदन्नम' उपन्यास में तीन पीढ़ियों की एक बेहद सहज कहानी तीनों को समान्तर भी रखती है और एक-दूसरे के विरुद्ध। इसलिए इस उपन्यास में नारी जीवन के तमाम पहलुओं पर विद्वानों द्वारा गहराई से अध्ययन हो रहा है। इस उपन्यास में विशेष रूप स्त्री जीवन के विभिन्न पहलुओं का विश्लेषण किया गया है। स्त्री की पारिवारिक स्थिति, आर्थिक समस्याएं, मानसिक संघर्ष, अशिक्षा, पुरुषप्रधान समाज का वर्चस्व, विधवाओं की समस्याएं आदि विभिन्न मुद्दों पर लेखिका ने अपने विचार रखे हैं और स्त्री स्वतंत्रता के संदर्भ में अपने स्पष्ट विचार अभिव्यक्त किए हैं।

'इदन्नम' उपन्यास की पहली पीढ़ी बऊ (दादी) है, जो अपने जीवन में अपने तरीके से संघर्ष करती हुई दिखाई देती है। बऊ (दादी) विधवा हो जाती है किन्तु वह अपने जीवन में किसी को भी अपनी तरफ उंगली उठाने का मौका नहीं देती है और वह अपने इकलौते बेटे महेंद्र सिंह को पाल-पोस कर बड़ा करती है, लेकिन महेंद्र सिंह का अचानक देहांत होने से बऊ और बहू प्रेम, पोती मन्दा को कुछ समय के लिए अकेले होने का एहसास होता है किन्तु फिर वह संघर्ष करते हुए आगे बढ़ जाती है।

महेंद्र सिंह के देहांत होने के कुछ दिनों बाद प्रेम (माँ), अपने जीजा रतन यादव के साथ भाग जाती है, तब बऊ (दादी) अकेले पड़ जाती है। बऊ मन्दा पोती का पालन-पोषण करती है प्रेम (माँ) के भाग जाने के बाद बेटी मन्दा जमीन-जायजाद को भी अपने नाम करना चाहती है, लेकिन बऊ ऐसा नहीं होने देती है। वह मन्दा को भूमिखोर व लुटेरों से बचाने के लिए दूसरे गाँव श्यामली पंचम सिंह के पास चली जाती है।

'इदन्नम' उपन्यास में नैतिकता एवं नारी विषयक मान्यताएं कुसुमा भाभी के माध्यम से व्यक्त होती है। कुसुमा का पति यशपाल उसे त्याग देता है और दूसरी शादी कर लेता है। कुसुमा अपने अविवाहित चाचा - ससुर, दाऊजी अमर सिंह की ओर आकर्षित हो जाती है। दोनों एक-दूसरे को प्रेम करने लगते हैं और उत्पन्न संतान पर गर्व भी करती है। कुसुमा यह सब कुछ उसी परिवार में पति की आंख के सामने रह कर करती है।

सुगना की माँ जब जगेसर का विरोध करती है कि जमीन-जायदाद बेचकर पहाड़ मत खरीदो उससे हमारा कोई फायदा नहीं होगा तब जगेसर नसे की धुत में सुगना की माँ को मार-पीटकर चला जाता है क्योंकि वह तो अहिल्या के प्रेम में डूबा था वह तो भूल गया कि वह चार बच्चों का पिता है। जगेसर चच्चा का सब कुछ बिक जाने पर उनके पास कुछ नहीं बचता है तो वह अपनी बेटी सुगना का विवाह अभिलाख के बेटे के साथ तय कर देता है, किन्तु सुगना की माँ उसका कड़ा विरोध करती है। जगेसर उसे मार-पीट कर

चुप कराता है।
 पुरुषोत्तम समाज में स्त्री को अपने ही बच्चों की भलाई के लिए कोई फैसला नहीं लेने दिया जाता है।

मैत्रेयी पुष्पा ने अपने उपन्यास 'इदन्नम' में अपने नारी पात्र को पूर्णतः आर्थिक रूप से आत्मनिर्भर बनाया है। चाहे वह कम शिक्षित हो या पूरी तरह से अशिक्षित। बऊ और मंदा जब अपने गाँव सोनपुरा लौट आते हैं तब उन्हें पता चलता है कि उनकी सब जायदाद बिक चुकी है वह भी धोखे से अपना घर चलाने के लिए और दूसरे को यह पता न चले कि उनके पास कुछ नहीं है। वह अपनी जमा पूंजी और जेवर बेच देती है। मंदाकिनी अपने साथ-साथ गांव के लोगों की भी आर्थिक समस्याओं को दूर करने के लिए संघर्ष करती है। वह केसर के मालिक अभिलाख सिंह से भिड़ जाती है। मंदा गाँव के लोगों के साथ-साथ पास के गांव के लोगों को अपने-अपने वोट का मूल्य बताती है।

मन्दाकिनी अपनी व्यंगपूर्ण बातों से राजा-साहब की बोलती बंद कर देती है, और वोट न देने की बात पर कहती है- "सौ करे अब की बार ठान लिया है कि हम, कहे की नहीं करे की परवर्तित करेंगे। अगर नहीं तो ये खाली उठा ले जावे पेटी आपके आदमी। वोट नहीं पड़ेगा एक भी।"

नारी अपने जीवन में अनेक संघर्ष करती है, और हर संघर्ष से डट कर सामना भी करती है और जीत भी जाती है किन्तु मानसिक संघर्ष तो उसे अंदर ही अंदर खाये जाती है। मैत्रेयी पुष्पा ने अपने उपन्यास "इदन्नमम" में नारी के इस मानसिक संघर्ष को पूर्ण रूप से दर्शाया है। उपन्यास की नारी कुसुमा भाभी से यह सीख लिया जा सकता है कि वह अपने जीवन में वह कई मानसिक संघर्ष से गुजरती है, लेकिन वह अपने आप को टूटने नहीं देती, हौसला बनाये रखती है। मन्दाकिनी नारी होने की वजह से चाहती है कि सभी नारियों के साथ न्याय हो। इन्हीं रुढ़िवादी परम्परा, मिथ्या बाह्यांशुओं को नकारने को कहती है और अपनी माँ के साथ हुए दुर्व्यवहारों और बऊ को इसी मानसिक संघर्ष से उबारने के लिए कहती है। उसके अनुसार वक्त के हिसाब से ही इंसान अपने मानसिक संघर्षों से जूझता है। वक्त ही इंसान के मानसिक स्थिति का निर्णय करता है। गांव के सभी लोग प्रेम (बहु) को टुकुर-टुकुर देखते रहते हैं। मन्दाकिनी यह बात अपने मन में सोचती है, अगर पुरुष दूसरी शादी कर ले तो कोई गलत बात नहीं, और गाँव में कितने लोगों ने की है, फिर समाज के नजरो में औरतो का दूसरा व्याह क्यों वर्जित है। गांव के लोग प्रेम (बहु) को देख कर उल्टी-सीधी बातें करते, गलत-गलत बातें बोलते, जिसका मंदा जबाब देना चाहती है, पर माँ के मना करने पर वह चुप हो जाती है, और माँ उसे समझाती है - "मन्दा न। तुम यह न समझो कि इनके कहे का मलाल है हमें। जो हो चुका है, उसे ही अपनी बानी दे देकर दोहरा रहे है लोग। हमारे लिए कोई नई बात नहीं। यह तो एक दिन होना ही था, तुम मन मैला न करना।"

लेखिका ने अपने उपन्यास 'इदन्नमम' में आदिवासी नारी का मार्मिक चित्रण किया है। इस उपन्यास के छोटे - छोटे पात्र लाहो, तुलसी से उनके जीवन का हाल पता चलता है। केसर के मालिक अभिलाख सिंह के यहाँ नौकरी करते हैं, दिन-रात मेहनत करते फिर भी कुछ नहीं मिलता समझो मुफ्त में काम कर रहे हैं, और वह अपनी शिकायत किससे

कहे कौन सुनने वाला है। लच्छो का पति परबतिया बीमार है, फिर भी वह इस बीमारी के हालत में भी काम करता है। एक दिन मंदा उसकी इस हालत को देख लेती है, तो पूछने पर लच्छो बताती है। "जिज्जी, कहु भी खराब होतो रहे, काम तो हर हलियत में करना पड़ेगा। नई तो खायेगे कहाँ से ? मालिक जबर जस्ती काम करा लेते है, तो बस इनका हाल ऐसा ही देख लो।"

अवधा अपनी बेटी सिरीदेवी का विवाह बलदेव से कराती है, पर जब बारात उसके घर पर ठहरती है, तो उसके पास कुछ नहीं रहता खिलाने को वह अपनी व्यथा मन्दाकिनी से कहती है कि "जिज्जी, रात- दिन का भेद तियाग दिया हमने । लू-लपट और जलती दुपहरिया में पथरा तोरे हमने। रात के बखत चार-टीरक् की जगह आठ-आठ टीरक् की लादयी करी । हरी-बेमारी तक में टपरियों में बैठना - सोना गुनाह सामान समझा, और न इतके दिन नया पइसा माँगा - चाहे हमे चेन्ज-करमेथा उबेल के खाना पड़ा।" नी मजदूरी के बाद भी उनकी मजदूरी नहीं मिलती। आदिवासी स्त्री के साथ अगर कुछ गलत हो जाता है, तो उसका साथ कोई नहीं देता, बिना विवाह किए उसे अपनी जिंदगी में अपने मजे के लिए रखते है, ऐसा ही हाल तुलसी की बेटी अहिल्या का भी हुआ। अहिल्या का रंग रूप देख कर जगेसर कक्का का मन फिसल जाता है । और उसे पाने के लिए अपनी जमीन-जायदाद बेच कर पहाड़ खरीद लेता है, और उसे पा लेता है, बाद में उसे पता चलता है कि अहिल्या की लछुवायी बिमारी उसे लग गई है और वह उसे छोड़ देता है बाद में अहिल्या की मृत्यु हो जाती है। ऐसा एक आदिवासी स्त्री के साथ नहीं होता। तुलसिन अभिलाख सिंह को देखकर चीख पड़ती है- "अपनी बेटी और बहन का बदला न काढ़ा तो असल राऊतीन नहीं। खून पिऊगी आज अभिलाख की छाती का हरामी जगेसर का मीत। जान लेके छोड़ूगी।"

स्त्रियों के शोषण और दयनीय स्थिति का वर्णन मैत्रेयी पुष्पा अपने उपन्यास 'इदन्नमम' के माध्यम से कराती है। बऊ अपनी पोती मंदा को बचाने के लिए श्यामली गांव में रहने लगाती है, तब उनसे सरकारी कार्यालय के पेपर साइन करने के बहाने उनके खेतों और जमीनों के कागज पर भी दस्तखत करवा लेते है, यह बात बऊ को सोनपुरा अपने गांव आके पता चलता है। बऊ अपने दुःखी मन की बात मंदा से कहती है- "बेटा उनके पास हमारी गिरह कतरने की कैची थी कि हमारी तकदीर की झोली में कोई छेद ---। अब क्या कहे बेटा अँधेरे की तरह बेबस थे हम लो हमारे ही हाथो बंधवा ली हमारी जमापूँजी ।" प्रेमा (माँ) अपने ऊपर हुए आर्थिक एवं शारीरिक शोषण की व्यथा अपनी बेटी से कहती है- "रतन सिंह से हमारा वास्ता नहीं रहा , हेलमेल उसी दिन टूट गया, जब उसने हमारी जमीं बिकवा दी । हमें कैसे-कैसे मजबूर किया था , वह कथा तो रहने ही दो बिन्नू ! और बहतेरे दुःख है कहने-सुनाने को।"

शारीरिक शोषण मंदा के साथ तब होता है जब वह बिरगवा गांव जाती है, स्कूल के कैलास मास्टर जिसे मंदा मामा कहकर बुलाती है, उसे बच्ची पर तरस न आई और एक दिन मौका पा कर उसका शोषण करने की हिम्मत से वहां पहुंच जाता है, लेकिन कुसुमा भाभी वह आकर मंदा को बचा लेती है और कैलास मास्टर को हिदायत देकर कहती है - "किरा परे तुम्हारे मंदा मामा कहके टेरती है, सो भी नहीं ख्याल किया ? फिर कहे

को बहन-भानजी मानने का स्वांग भरते हो ? राछस ! कुकर्मि ! अधर्मी !" नारी अगर बुराई के खिलाफ आवाज उठा दे तो उसे शारीरिक शोषण से भी गुजरना पड़ता है।

मन्दाकिनी जब केशर अभिलाख सिंह के खिलाफ आवाज उठाती है और गांव वालों को उनके हक के लिए जागरूक कराती है, तब अभिलाख सिंह का गुस्सा मन्दाकिनी के ऊपर उस दिन गुस्सा हो जाता है जब दोनों रास्ते में एक दूसरे से टकराते हैं और यह बात पप्पू बऊ को बताता है- "अभिलाख ने खूब गारी मरी दे जिज्जी को। और मन्दाकिनी ने भी खूब खरी खोटी सुनाई अभिलाख को, और अभिलाख ने उसके चरित्र पर उँगली उठाते हुए कहाँ - अभिलाख दुनिया-भर की सुनाने लगा। बोलै, 'हयो दुनिया जान रही है तू, हरे भी चरित्र। तब ही तो श्यामलीवालो ने तुम्हे काढ़ दिया अपने गाँव से। यहाँ बनी फिर रही हो पुजारिन। तमाम तरह के पाखंड करने लगी। बड़ी बनी हो गरीब - पवार।"

कुसुमा भाभी, प्रेम, अहिल्या इन स्त्रियों के माध्यम से मैत्रेयी पुष्पा जी ने 'इदन्नमम' उपन्यास में परित्यक्ता नारी के जीवन की गाथा भी कही है। पति यशपाल कुसुमा को छोड़ कर दूसरी शादी कर लेता है, और उसे समाज और परिवार में वह दर्जा नहीं मिलता जो उसे मिलना चाहिए क्यों की वह तो छोड़ी हुई स्त्री है और वह अकेले पड़ गई है और इसी अकेलेपन में उसका रिश्ता छोटे ससुर दाउजू संग जुड़ जाता है उसे पता ही नहीं चलता और मंदा के पूछने पर इस रिश्ते का खुलासा करते हुये कुसुमा भाभी कहती है- "बिन्नू सौ बात की एक बात है, नाते - सम्बन्ध का नाम बताये, गढ़े सो बेकार है। साँचा नाता तो प्यास और पानी का है।"

विधवा नारी की समस्या को मैत्रेयी पुष्पा जी ने अपने उपन्यास 'इदन्नमम' में बऊ (दादी), प्रेम (बहू) द्वारा यथार्थ चित्रण किया है। बऊ छोटी उम्र में ही विधवा हो जाती है और कितने तकलीफों से अपने बेटे महेन्द्र का परवरिश करती है, क्या-क्या नहीं सुनती, झेलती, कितने लोग बऊ पर बुरी दृष्टि डालते हैं, उसका पता तो सिर्फ बऊ को है।

महेन्द्र के मृत्यु के बाद, प्रेम (बहू) विधवा हो जाती है और रतन यादव द्वारा अपहरण किये जाने पर लोग उनके बारे में क्या - क्या बातें बनाने लगते हैं। जो कार्य वह ना करती उसके लिए भी उन्हें सुनना पड़ता है। पति की मृत्यु के बाद गांव के अनेक पुरुष के साथ उनके रिश्ते की चर्चा चली। क्योंकि वह दिखने में सुंदर थी और कम उम्र में विधवा हुई इसलिए उनके ऊपर लांछन का टीका लगा दिया जाता है।

बीज शब्द : स्त्री विमर्श - स्त्री शोषण, स्त्री आत्मनिर्भरता, स्त्री की पारिवारिक एवं सामाजिक स्थिति, स्त्री के अधिकार।

उद्देश्य : मैत्रेयी पुष्पा के उपन्यास 'इदन्नमम' में चित्रित स्त्री विमर्श के विभिन्न पहलुओं का अध्ययन करना साथ ही स्त्री समस्याओं के प्रति लेखिका की दृष्टि का अध्ययन करना ही शोध का उद्देश्य रहा है।

प्रस्तावना :

देश में स्वतंत्रता से पहले ही स्त्री लेखन हो रहा था लेकिन देश स्वतंत्रता के बाद बड़े पैमाने पर स्त्री लेखन हुआ। यह एक बहुत बड़े सामाजिक, राजनीतिक एवं सांस्कृतिक परिवर्तन, का परिणाम था स्त्री वर्ग की समस्याओं को अपने साहित्य में बखूबी उकेरा है। हिंदी महिला उपन्यासकारों में चित्रा मुदगल, उषा प्रियवंदा, कृष्णा सोबती, प्रभा खेतान, ममता कालिया आदि लेखिकाओं ने नारी जीवन को लेकर उपन्यास लिखे हैं। पिछले सत्तर-अस्सी वर्षों के रचनात्मक साहित्य में स्त्री विमर्श का जो स्वरूप उभर कर आया है वह स्त्री के दयनीय स्थिति से शुरू होकर समाज के बनेर नारी आदर्श के ढांचे को तोड़ने की छटपटाहट, रूढ़ संस्कारों से मुक्ति, अपनी स्वतंत्र अस्मिता की पहचान, निर्णय का अधिकार, आर्थिक रूप से निर्भर एवं अपनी क्षमता और प्रतिभा का सतत विकास एवं जीवन के विभिन्न क्षेत्रों में अपनी उपस्थिति दर्ज की। दर्ज करने के संघर्ष को अपने में समेटे हुए हैं। हिन्दी साहित्य के इतिहास में उत्तर आधुनिक दौर में हाशिए का समाज केंद्र में आया मैंने स्त्री विमर्श की महत्वपूर्ण लेखिका मैत्रेयी पुष्पा का उपन्यास 'इदन्नमम' उपन्यास पढ़ा और इस उपन्यास ने मुझे बहुत प्रभावित किया।

शोध प्रविधि : मैंने प्रस्तुत शोध के लिए विवेचनात्मक शोध प्रविधि का प्रयोग किया है साथ ही विश्लेषणात्मक, व्याख्यात्मक एवं तुलनात्मक शोध प्रविधि का प्रयोग किया है।

निष्कर्ष :

मैत्रेयी पुष्पा को हिंदी साहित्य जगत में एक सशक्त लेखिका के रूप में अपना स्थान प्राप्त कर चुकी हैं। आलोच्य उपन्यास बुन्देल खंड की पृष्ठभूमि पर आधारित है और इस उपन्यास में नारी जीवन के विभिन्न पहलुओं को लेखिका ने पाठकों के सामने रखा है। उन्होंने महिलाओं के दुःख दर्द-के साथ आदिवासी महिला के प्रति जो उनका लगाव है और उन लोगों की परेशानी, पीड़ा, मजबूरी का जो यथार्थ वर्णन किया है, वह सराहनीय हैं। कैसे मजदूर दिन रात मेहनत करता है, चाहे कड़कती दोपहरी हो, या झमाझम बारियों का मौसम, चाहे तुम्हारे शरीर का अंग काम न करे, लेकिन तुम में अभी भी प्राण बाकी हैं, तो तुम्हें मजदूरी करनी है, उन्हें तो उनका मेहनताना भी नहीं मिलता। मैत्रेयी जी ने अपने विचारों को अपनी उपन्यास की पात्र मन्दाकिनी द्वारा व्यक्त किया है। मैत्रेयी जी ने नारी स्वतन्त्रता के संदर्भ में अपने विचार को रखते हुए कहती हैं, कि नारी को स्वयं ही अपनी लड़ाई लड़नी होगी, रास्ते में बहुत से कठिनाइयों का सामना तो करना पड़ेगा, लेकिन बिना हारे, बिना थके वह अपनी लड़ाई लड़ती रहे तो उन्हें एक दिन सफलता अवश्य मिलेगी क्योंकि सफलता का दूसरा नाम है संघर्ष।

संदर्भ एवं सहायक ग्रन्थ तथा पत्र-पत्रिकाएँ :

1. इदन्नमम् - मैत्रेयी पुष्पा, किताबघर प्रकाशन, दिल्ली संस्करण - 2008
2. मैत्रेयी पुष्पा का कथा साहित्य: एक अनुशीलन - डॉ. स्मिता नायर
3. मैत्रेयी पुष्पा के उपन्यासों में नारी पात्र- डॉ. भरत कुमार भेड़ा

Upskilling Courses

| | Semester I | Credit | Course | Offering Dept. |
|---|--|---------------|---------------|-----------------------|
| 1 | Universal Human Values Part I | 2 | SEC | Sociology |
| 2 | Video Editing & Sound Recording | 2 | DSE/SEC | BAMM |
| 3 | Banking and Financial Services Part I | 2 | DSE/SEC | BCom-AFI |
| | Semester II | | | |
| 1 | Translation Course | 2 | SEC | Hindi |
| 2 | Theatre and Stage Craft | 2 | DSE/SEC | BAMM |
| 3 | Personality Development | 2 | SEC | BMS |
| 4 | Banking and Financial Services Part II | 2 | DSE/SEC | BCom-AFI |
| 5 | Universal Human Values Part II | 2 | SEC | Sociology |
| | Semester III | | | |
| 1 | Women and Law Part I | 2 | GE | Commerce |
| 2 | Advance Excel Part I | 2 | SEC | PG Commerce |
| 3 | Digital Marketing | 2 | SEC | PG Commerce |
| 4 | Graphic Designing Part I | 2 | DSE/SEC | BAMM |
| | Semester IV | | | |
| 1 | Women and Law Part II | 2 | GE | Commerce |
| 2 | Advance Excel Part II | 2 | SEC | PG Commerce |
| 3 | Essentials of Life Management | 2 | SEC | PG Commerce and BMS |
| 4 | Graphic Designing Part II | 2 | DSE/SEC | BAMM |
| | Semester V | | | |
| 1 | Elderly Care | 2 | DSE/SEC | Sociology |
| 2 | Vedic Maths I | 2 | SEC | In Progress |
| 3 | Financial Literacy Part I | 2 | DSE/SEC | Economics |
| 4 | Certified Expert in Stock Market | 2 | DSE/SEC | In Progress |
| 5 | Foreign Language | 2 | SEC | In Progress |
| 6 | Advanced Tally with GST Part I | 2 | SEC | PG Commerce |
| | Semester VI | | | |
| 1 | Vedic Maths II | 2 | SEC | In Progress |
| 2 | Financial Literacy Part II | 2 | DSE/SEC | Economics |
| 3 | Certified Expert in Stock Market | 2 | DSE/SEC | In Progress |
| 4 | Foreign Language | 2 | SEC | In Progress |
| 5 | Advanced Tally with GST Part II | 2 | SEC | PG Commerce |

SEC – Skill Enhancement Course

DSE – Discipline Specific Elective

GE – Generic Elective

2 Credit denotes 30 hours

