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Aim

- Promote **high-quality, original, and innovative research** in multidisciplinary and interdisciplinary fields.
- Encourage the integration of **theoretical knowledge with practical applications** to address contemporary academic and societal challenges.
- Support emerging researchers by offering a **rigorous peer-reviewed publication platform**.
- Foster **interdisciplinary collaboration** among scholars from arts, science, commerce, management, education, technology, and allied fields.
- Contribute to the **dissemination of research-based knowledge** that supports academic excellence, policy development, and social progress.
- Uphold **ethical publishing standards**, academic integrity, and transparency in scholarly communication.

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Editorial Board

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ARTIFICIAL INTELLIGENCE: ETHICAL AND SOCIAL IMPLICATION

DR. AMUL KOTADIA
ASSOCIATE PROFESSOR, NOBLE UNIVERSITY - JUNAGADH

ABSTRACT

Artificial intelligence (**AI**) is the capability of computational systems to perform tasks typically associated with human intelligence, such as learning, reasoning, problem-solving, perception, and decision-making. It is a field of research in computer science that develops and studies methods and software that enable machines to perceive their environment and use learning and intelligence to take actions that maximize their chances of achieving defined goals.

Various subfields of AI research are centered around particular goals and the use of particular tools. The traditional goals of AI research include learning, reasoning, knowledge representation, planning, natural language processing, perception, and support for robotics.[a] To reach these goals, AI researchers have adapted and integrated a wide range of techniques, including search and mathematical optimization, formal logic, artificial neural networks, and methods based on statistics, operations research, and economics. AI also draws upon psychology, linguistics, philosophy, neuroscience, and other fields. Some companies, such as OpenAI, Google DeepMind and Meta, aim to create artificial general intelligence (AGI)—AI that can complete virtually any cognitive task at least as well as a human.

Artificial intelligence was founded as an academic discipline in 1956, and the field went through multiple cycles of optimism throughout its history, followed by periods of disappointment and loss of funding, known as AI winters. Funding and interest vastly increased after 2012 when graphics processing units started being used to accelerate neural networks and deep learning outperformed previous AI techniques. This growth accelerated further after 2017 with the transformer architecture. In the 2020s, an ongoing period of rapid progress in advanced generative AI became known as the AI boom. Generative AI's ability to create and modify content has led to several unintended consequences and harms, while raising ethical concerns about AI's long-term effects and potential existential risks, prompting discussions about regulatory policies to ensure the safety and benefits of the technology.

KEYWORDS: ARTIFICIAL INTELLIGENCE, ETHICAL AND SOCIAL

INTRODUCTION

Artificial intelligence (AI)**,** the ability of a digital computer or computer-controlled robots to perform tasks commonly associated with intelligent beings. The term is frequently applied to the project of developing systems endowed with the intellectual processes characteristic of humans, such as the ability to reason, discover meaning, generalize, or learn from past experience. Since their development in the 1940s, digital computers have been programmed to carry out very complex tasks - such as discovering proofs for mathematical theorems or

playing Chess—with great proficiency. Despite continuing advances in computer processing speed and memory capacity, there are as yet no programs that can match full human flexibility over wider domains or in tasks requiring much everyday knowledge. On the other hand, some programs have attained the performance levels of human experts and professionals in executing certain specific tasks, so that artificial intelligence in this limited sense is found in applications as diagnosis medical diagnosis, computer search engine, voice or handwriting recognition, and chatbots.

When we use AI its necessary to get awareness about ethical and social implication of Al.

ARTIFICIAL INTELLIGENCE
Artificial intelligence generated by the Stable Diffusion model from the prompt "The ability of a digital computer or computer-controlled robot to perform tasks commonly associated with intelligent beings," which is the definition of artificial intelligence (AI) in the Encyclopaedia Britannica article on the subject. Stable Diffusion is trained on a large set of images paired with textual descriptions and uses natural language.

Artificial intelligence (AI) is a set of technologies that enable computers to perform a variety of advanced functions, including the ability to see, understand and translate spoken and written language, analyse tasks make recommendations, and more.

DEFINING ETHICAL IMPLICATIONS OF ARTIFICIAL INTELLIGENCE
Artificial intelligence, in its essence, refers to the simulation of human intelligence processes by machines, particularly computer systems. The ethical implications of artificial intelligence pertain to the ethical challenges, dilemmas, and consequences that arise from the deployment and application of AI technologies. This encompasses ethical considerations regarding the use of AI in decision-making, potential biases within AI systems, accountability for machine-generated outcomes, and the overall impact of AI on individuals and society.

The ethical and social implications of AI are far-reaching and multifaceted. Here are some key considerations:

ETHICAL IMPLICATIONS
1. Bias and discrimination: AI systems can perpetuate and amplify existing biases if they're trained on biased data.
2. Privacy: AI-powered surveillance and data collection raise concerns about individual privacy and autonomy.
3. Accountability: As AI makes decisions, it's crucial to determine who's responsible for those decisions and their consequences.
4. Transparency: AI systems should be explainable and transparent to ensure trust and understanding.
5. Value alignment: AI systems should be aligned with human values and ethics to prevent harm.

SOCIAL IMPLICATIONS
1. Job displacement: AI automation may displace certain jobs, requiring workforce retraining and upskilling.
2. Inequality: AI benefits may disproportionately accrue to already privileged groups, exacerbating social inequalities.
3. Dependence and trust: Over-reliance on AI may erode human skills and critical thinking.

4. Social isolation: AI-powered virtual assistants and platforms may contribute to social isolation.

5. Digital divide: Unequal access to AI technologies may widen existing social and economic divides.

To address these implications, it's essential to prioritize:

1. Responsible AI development
2. Inclusive and diverse AI design teams
3. Continuous monitoring and evaluation
4. Transparency and explainability
5. Human-centered AI design
6. Education and retraining programs
7. Social and economic support for affected communities

By acknowledging and addressing these ethical and social implications, we can ensure AI benefits society as a whole.

more detailed explanation of the ethical and social implications of AI:

ETHICAL IMPLICATIONS

1.   Bias and Discrimination: AI systems can inherit biases present in the data used to train them, leading to unfair outcomes and discrimination.
2.   Privacy: AI-powered surveillance and data collection raise concerns about individual privacy and autonomy.
3.   Accountability: As AI makes decisions, it's crucial to determine who's responsible for those decisions and their consequences.
4.   Transparency: AI systems should be explainable and transparent to ensure trust and understanding.
5.   Value Alignment: AI systems should be aligned with human values and ethics to prevent harm.

SOCIAL IMPLICATIONS

1.   Job Displacement: AI automation may displace certain jobs, requiring workforce retraining and upskilling.
2.   Inequality: AI benefits may disproportionately accrue to already privileged groups, exacerbating social inequalities.
3.   Dependence and Trust: Over-reliance on AI may erode human skills and critical thinking.
4.   Social Isolation: AI-powered virtual assistants and platforms may contribute to social isolation.
5.   Digital Divide: Unequal access to AI technologies may widen existing social and economic divides.

MITIGATING STRATEGIES:

1.   Responsible AI Development: Encourage ethical AI development practices.
2.   Inclusive Design Teams: Ensure diverse and inclusive AI design teams.
3.   Continuous Monitoring: Regularly evaluate AI systems for bias and fairness.
4.   Transparency and Explainability: Develop explainable AI systems.
5.   Human-centered Design: Prioritize human needs and values in AI design.
6.   Education and Retraining: Provide education and retraining programs for workers displaced by AI.
7.   Social Support: Offer social and economic support for affected communities.

The social implications of AI are far-reaching and multifaceted. Here are some potential implications:

1. Job displacement: AI may automate jobs, potentially displacing workers.
2. Bias and discrimination: AI systems can perpetuate existing biases if trained on biased data.
3. Privacy concerns: AI-powered surveillance and data collection raise privacy concerns.
4. Social isolation: Over-reliance on AI-powered virtual assistants may lead to social isolation.
5. Dependence on technology: Over-reliance on AI may erode human skills and critical thinking.
6. Inequality: AI benefits may disproportionately accrue to already privileged groups.
7. Ethical considerations: AI raises ethical concerns, such as accountability and decision-making.
8. Human-AI collaboration: AI may change how we work and interact with each other.
9. Education and retraining: AI may require workers to develop new skills.
10. Social and cultural changes: AI may lead to significant social and cultural changes.

To mitigate these implications, it's crucial to prioritize:

1. Responsible AI development
2. Transparency and explainability
3. Human-centererd design
4. Education and retraining
5. Social support and safety nets
6. Encouraging diversity and inclusion
7. Addressing bias and discrimination
8. Fostering human-AI collaboration

CONCLUSION

In conclusion, the ethical and social implications of AI are multifaceted and far-reaching. Through AI we can improve benefits for us while minimizing its risks. For that purpose, we must have taken care about some instructions. Like Developers, users, and policymakers must share responsibility for AI's ethical and social implications. AI decision-making processes must be transparent and explainable. AI must be designed to avoid bias and ensure fairness. Clear accountability mechanisms must be established for AI-related decisions and actions. AI must align with human values and promote human well-being.

6Human oversight and review must be maintained over AI-driven decisions. Education and retraining programs must prepare workers for an AI-driven economy. Continuous monitoring and evaluation of AI's ethical and social implications must occur.

By prioritizing these considerations, we can harness AI's potential while mitigating its risks and ensuring a future where AI benefits all of humanity.

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માધ્યમિક કક્ષાએ સ્માર્ટકલાસ દ્વારા ગુજરાતી ભાષા શિક્ષણની અસરકારકતા

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સારાંશ

માધ્યમિક કક્ષાએ સ્માર્ટકલાસ દ્વારા ગુજરાતી ભાષા શિક્ષણની અસરકારકતા તપાસવા માટેનો એક સંશોધાત્મક અભ્યાસ હાથ ધરવામાં આવેલ હતો. આ સંશોધન માટે નવસારી ગ્રામ્યની શ્રી સરદાર પટેલ માધ્યમિક શાળાના ૪૦ વિધાર્થીઓ રેન્ડમ પધ્ધતિથી પસંદ કરવામાં આવ્યા હતા. તેમાં ૨૦ છોકરાઓ અને ૨૦ છોકરીઓની પસંદગી કરવામાં આવી હતી. સંશોધનના ભાગ રૂપે લક્ષ્યક્સોટીઓ દ્વારા આંકડાકીય માહિતી એક્ત્રીત કરવામાં આવી ત્તી. તેમાં છોકરાઓ અને છોકરીઓના અલગ અલગ જૂથ ઉપર સ્માર્ટકલાસ શિક્ષણની અસર તેઓની ગ્રહણ શકિત તથા સમગ્ર રીતે સ્માર્ટકલાસની શું અસર થાય છે. તેનું આંકડાકીય માહિતીના પ્રુથકકણના આધારે તારણો કાઢવામાં આવ્યા હતા. સમગ્ર રીતે અભ્યાસની દરેક બાબતો ઉપર સ્માર્ટકલાસ દ્વારા અધ્યાપનથી હકારાત્મક અને સારી અસર જોવા મળી હતી. સ્માર્ટકલાસ દ્વારા ગુજરાતી વિષયમાં અધ્યાપન કરાવવાથી વિધાર્થીઓ દ્વારા ઉચ્ચ સિધ્ધિ પ્રાપ્ત કરી હતી.

પ્રસ્તાવના :

શિક્ષણ એ પરિવર્તન શીલ અને પ્રયોગાત્મક છે. વેદ, ઉપનિષદ, ઋષિઓના યુગની આજના ઇન્ટરનેટ અને કોમ્પ્યુટર ટેકનોલોજીના જમાનામાં શિક્ષણ ક્ષેત્રે આમૂલ પરિવર્તનો થયાં છે. એક વીસમી સદીમાં વિજ્ઞાન અને ટેકનોલોજીએ વિશ્વમાં હરણ ફાળ ભરી છે. વિશ્વમાં જ્ઞાન અને માહિતીનો સતત વધારો થતો રહ્યો છે. પ્રત્યેક ક્ષણે કંઇક નવું જ્ઞાન ઉમેરતું જાય છે. વિજ્ઞાન ટેકનોલોજીના કારણે જ્ઞાનમાં ઝડપી વધારો થાય છે. ઘણા પ્રયોગો શોધ સંશોધનોના ફળ સ્વરૂપે શિક્ષણનાં નૂતન કલેવરો સ્વરૂપો, પધ્ધતિઓ, પ્રયુકિતઓ અસ્તિત્વમાં આવી અમલી બન્યાં છે. વિજ્ઞાન અને ટેકનોલોજી દ્વારા શિક્ષણનું (૧) ક્ષેત્રે વિસ્તરણ પામી રહ્યું છે. માહિતી ક્રાંતિ અને ત્વરિત પ્રત્યાયનના માધ્યમોને લીઘે વૈશ્વીકરણ હવે શકય બન્યુ છે. આજ ના વૈશ્વિક હરીફાઇના સમયમાં બાળકમાં એવી કાર્યકુશળતા હોવી જરૂરી છે કે જે વિષય સિવાયની બાબતોમાં ધ્યાન કેન્દ્રિત કરી શકે. આત્મસાત કરવાની શક્તિ મળે અને તેને લાંબો સમય જાળવી શકે આ બાબતમાં સ્માર્ટકલાસનો ફાળો ઘણો જ અગત્યનો છે.

શબ્દોની વ્યાખ્યા :

માધ્યમિક કક્ષા : " માધ્યમિક શાળા એટલે પ્રાથમિક શાળા પછીના અને ઉચ્ચતર માધ્યમિક શાળા પહેલાના વર્ગો ચલાવતી સંસ્થા, ગુજરાત રાજયમાં હાલમાં માધ્યમિક શાળામાં નવ અને દસ મી શ્રેણી માટેનું અધ્યાપન કાર્ય થાય છે.

સ્માર્ટકલાસ :

સ્માર્ટકલાસ એટલે તેમાં ઇન્ટરેકિટ વ્હાઇટ બોર્ડ અથવા સ્માર્ટબોર્ડનો સમાવેશ થાય છે. તે કોમ્પ્યુટરની જેમ એક સોફ્ટવેર દ્વારા ચાલે છે. તેમાં અનેક વિષયની પાઠ સામગ્રી તેની અભ્યાસ સામગ્રી, શિક્ષણ અંગેની વિવિધ પ્રવૃતિઓ કે પધ્ધતિઓ, આકૃતિઓ તથા સ્ક્રિપ્ટ સામેલ હોય છે. સ્માર્ટબોર્ડ ને ઇ - બોર્ડ પણ કહે છે. તેને ઇન્ટરનેટ **દ્વારા સમુચિત વિષયવસ્તુથી** વિધાર્થીઓને લાભન્વિત કરી શકાય છે.

ગુજરાતી ભાષા શિક્ષણ :

" ગુજરાતી ભાષા શિક્ષણ એટલે શાળાઓમાં શીખવવામાં આવતા વિવિધ વિષયો પૈકીનો એક વિષય છે. "" ગુજરાતી વિષય માધ્યમિક કક્ષાએ ધોરણ ૯ માં ફરજિયાત વિષય તરીકે શીખવવામાં આવે છે. ગુજરાતી ભાષા શિક્ષણ માટે ગુજરાત રાજય શાળા પાઠયપુસ્તક મંડળ તરફથી ગુજરાતી વિષયના પાઠયપુસ્તકો પણ તૈયાર કરવામાં આવે છે.

અસરકારકતા :

અસરકારકતા એટલે અધ્યાપન કાર્ય કર્યાબાદ વિધાર્થીઓએ કેટલી સિધ્ધિ પ્રાપ્ત કરી તેની તપાસ મૂલ્યાંકન કસોટીના સંદર્ભમાં મેળવેલ શૈક્ષણિક સિધ્ધિ પ્રાપ્તાંક પરથી નક્કી કરવું.

સંશોધનનાં હેતુઓ : "

(૧) ગ્રામ્ય વિસ્તારના ધોરણ ૯ ના વિધાર્થીઓ પર સ્માર્ટકલાસ દ્વારા ગુજરાતી ભાષા શિક્ષણની અસરકારકતા   તપાસવી.
જાતિયતા પર અસર તપાસવી.

સંશોધનની ઉત્કલ્પના :

(૧) ગ્રામ્ય વિસ્તારના પ્રાયોગિક જૂથ ૧ (ધોરણ ૯) ' સંજ્ઞા ' ના પૂર્વકસોટી અને ઉત્તરકસોટીના સરાસરી   પ્રાપ્તાંકો વચ્ચે અર્થસૂચક તફાવત જોવા મળશે નહિ.
જૂથ ૧ ના છોકરાઓ છોકરીઓની વચ્ચેના સરાસરી લંબધ્ધિઆંક વચ્ચે અર્થસૂચક તફાવત જોવા મળશે નહિ.

સંશોધનમાં સમાવિષ્ટ ચલો :

ક્રમ	ચલો	ચલનું સ્વરૂપ

૧.	સ્વતંત્ર ચલ	શિક્ષણ પધ્ધતિ :- ૧. સ્માર્ટકલાસ દ્વારા અધ્યાપન
૨.	પરતંત્ર ચલ	ઉત્તરકસોટીના મેળવેલ પ્રાપ્તાંકો
૩.	અંકુશિત ચલ	૧.કક્ષા – ધોરણ – ૯ ૨. વિષય – ગુજરાતી ૩.વિષયાંગ - સંજ્ઞા

વ્યાપવિશ્વ :

માધ્યમિક કક્ષાએ ધોરણ ૯ મા ગુજરાતી માધ્યમમાં ગુજરાતી વિષયમા અભ્યાસ કરતા નવસારી ગ્રામ્યના શૈક્ષણિક વર્ષ ૨૦૧૭ ના તમામ વિધાર્થીઓ પ્રસ્તુત સંશોધન માટે વ્યાપવિશ્વ હતું.

નમૂના પસંદગી :

પ્રસ્તુત સંશોધનમા સંશોધકે સહેતુક નમૂના પસંદગીની રીતે નવસારી ગ્રામ્યની શ્રી સરદાર પટેલ માધ્યમિક શાળાની પસંદગી કરેલ છે. જેમા શૈક્ષણિક વર્ષ ૨૦૧૭ ના ધોરણ ૯ મા અભ્યાસ કરતા કુલ ૮૦ વિધાર્થીઓમાંથી રેન્ડમ પધ્ધતિ દ્વારા ૪૦ વિધાર્થીઓને પસંદ કરવામાં આવ્યા હતા. તેમાં ૨૦ છોકરાઓ અને ૨૦ છોકરીઓની પસંદગી કરવામાં આવી હતી.

સંશોધન યોજના :-

પ્રસ્તુત સંશોધનની અસરકારકતા ચકાસવા માટે ' એક જૂથ પૂર્વકસોટી – ઉત્તરકસોટી યોજના ''' પસંદ કરેલ છે.

ઉપકરણ :-

૧. પ્રાયોગિક ઉપકરણ :- સ્માર્ટકલાસ કાર્યક્રમ

૨. માહિતી એકત્રીકરણ માટે ઉપકરણો :- સ્વ રચિત લક્ષ્યકસોટી

માહિતી એકત્રીકરણની પ્રવિધિ :-

સ્માર્ટકલાસની પ્રયોગ વિધિ

શાળા	દિવસ	જૂથ	કાર્ય	સમય
શ્રી સરદાર પટેલ	મંગળવાર	પ્રાયોગિક જૂથ	પૂર્વકસોટી	૩૦ મિનિટ
માધ્યમિક	તા.૧૩/૯/૨૦૧૭	ધોરણ - ૯	સ્માર્ટકલાસ દ્વારા અધ્યાપન	૭૦ મિનિટ
શાળા	તાસ: ૧,૨	' સંજ્ઞા '	ઉત્તરકસોટી	૩૦ મિનિટ

માહિતીનું પૃથક્કરણ :-

સારણી – ૧

પ્રાયોગિક જૂથ ૧ ના પૂર્વકસોટી – ઉત્તરકસોટીના સરાસરી પ્રામાંકોની તુલના

જૂથ	પ્રાયોગિક જૂથ ૧	
કસોટી	પૂર્વકસોટી	ઉત્તરકસોટી
સંખ્યા	૪૦	૪૦
સરાસરી	૫.૭૬	૨૦.૬૫
પ્રમાણ વિચલન	૨.૮૫	૩.૩૭
મધ્યકના તફાવતની પ્રમાણ ભુલ	૦.૪૯	
સહસંબંધ	૦.૭૬	
' ટી " ' મુલ્ય	૪૩.૮૦	
સાર્થકતાની કક્ષા	સાર્થક	
ઉત્કલ્પનાનો સ્વીકાર કે અસ્વીકાર	અસ્વીકાર	

૦.૦૧ કક્ષાએ અર્થસૂચક છે.

સારણી – ૧ પ્રમાણે ગણતરી દ્વારા પ્રાયોગિક જૂથ ૧ મા પ્રાપ્ત થયેલ ' ટી " ' મુલ્ય ૩.૩૭ છે. અને જે સારણી ' C " ' દ્વારા પ્રાપ્ત થયેલા ૦.૦૧ કક્ષા માટેની કિંમત ૨.૫૮ કરતા વધારે છે. આથી ગ્રામ્ય વિસ્તારના પ્રાયોગિક જૂથ ૧ ના પૂર્વકસોટી – ઉત્તરકસોટી પ્રામાંકો વચ્ચે અર્થસૂચક તફાવત જોવા મળશે નહિનો અસ્વીકાર થાય છે. આથી અર્થઘટનમાં કહી શકાય કે ગ્રામ્ય વિસ્તારના વિધાર્થીઓને સ્માર્ટકલાસ દ્વારા અધ્યાપનની અસરકારક્તા જોવા મળી હતી.

સારણી – ૨
પ્રાયોગિક જૂથ ૧ ની છોકરાઓ અને છોકરીઓના સરાસરી લંબધ્યિઆંકની તુલના

જૂથ	પ્રાયોગિક જૂથ ૧	
જાતીયતા	છોકરા	છોકરી
સંખ્યા	૨૦	૨૦
સરાસરી	૧૫.૬	૧૪.૫૫
પ્રમાણ વિચલન	૧.૩૫	૨.૭૦
મધ્યકના તફાવતની પ્રમાણ ભુલ	૦.૪૫	
' ટી " ' મુલ્ય	૧.૫૫	
સાર્થકતાની કક્ષા	અસાર્થક	
ઉત્કલ્પનાનો સ્વીકાર કે અસ્વીકાર	સ્વીકાર	

૦.૦૫ કક્ષાએ અર્થસૂચક નથી.

પ્રાયોગિક જૂથ ૧ ના છોકરાઓ અને છોકરીઓના સરાસરી લંબધ્યિઆંક વચ્ચે અર્થસૂચક તફાવત જોવા મળશે નહિનો સ્વીકાર થાય છે. આથી કહી શકાય કે ગ્રામ્ય વિસ્તારના છોકરાઓ અને છોકરીઓ માટે સ્માર્ટકલાસ દ્વારા અધ્યાપન સરખો અસરકારક્તા રહ્યો હતો.

૧. ગ્રામ્ય વિસ્તારના ધોરણ – ૯ માં ગુજરાતી વિષયમાં ' સંજ્ઞા ' (વ્યાકરણ) ના અધ્યાપન માટે સ્માર્ટકલાસ અસરકારક રહ્યો હતો.

(૨) ગ્રામ્ય વિસ્તારના પ્રાયોગિક જૂથ ૧ ના છોકરાઓ અને છોકરીઓ માટે સ્માર્ટકલાસ કાર્યક્રમ એક સમાન અસરકારક જોવા મળ્યો હતો.

ઉપસંહાર: -

પ્રસ્તુત સંશોધનનો મુખ્ય ઉદ્દેશ માધ્યમિક કક્ષાએ સ્માર્ટકલાસ દ્વારા ગુજરાતી ભાષા શિક્ષણની અસરકારક્તા તપાસવા માટે માહિતીનું એકત્રીકરણ અને પૃથક્કરણ કરતાં માધ્યમિક કક્ષાએ ધોરણ – ૯ માં ગુજરાતી વિષયમાં સ્માર્ટકલાસ કાર્યક્રમ અસરકારક જોવા મળ્યો છે. તેથી શિક્ષણ કાર્યમાં ગુણવત્તા સુધારણામાં સ્માર્ટકલાસનો ઉપયોગ આવકાર્ય બનશે.

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EXPLORING THE ROLE OF INSTAGRAM REELS AND YOUTUBE SHORTS IN ENHANCING BRAND AWARENESS: EVIDENCE FROM JUNAGADH DISTRICT

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ABSTRACT

In the digital-first era, short-form video content has emerged as one of the most influential tools in modern marketing. Platforms such as Instagram Reels and YouTube Shorts have revolutionized brand communication by offering visually engaging, concise, and algorithm-driven content that captures consumer attention in seconds. This study investigates the impact of these platforms on brand awareness among social media users in Junagadh district, Gujarat.

A structured questionnaire was administered to 151 respondents from the district to assess their platform usage, engagement behaviours, and perceptions regarding brand trust and recall. The study employs descriptive research design and statistical tools including Chi-square, ANOVA, and t-tests to validate five hypotheses related to platform usage, demographics, and marketing effectiveness. Results reveal that Instagram Reels are more effective than YouTube Shorts in influencing brand awareness, particularly among younger age groups. A meaningful relationship was found between age and platform engagement, while occupation did not show statistical relevance in video consumption patterns.

The findings highlight the growing potential of short-form videos as a strategic branding tool for local businesses and marketers in semi-urban regions. The study concludes with practical recommendations and emphasizes the importance of content customization and audience targeting in video-based digital campaigns.

KEYWORDS: SHORT-FORM VIDEO MARKETING, BRAND AWARENESS, SOCIAL MEDIA BEHAVIOUR

INTRODUCTION

The rise of digital media has redefined marketing strategies, making content creation and engagement more dynamic than ever before. Among the many tools at marketers' disposal, short-form video content has emerged as a dominant format. Platforms like Instagram Reels and YouTube Shorts offer concise, engaging, and algorithm-driven content that captures attention in mere seconds.

The transformation of consumer media habits has ushered in a new era of brand communication, largely driven by video marketing. Amidst declining attention spans and rising digital content consumption, short-form video content has emerged as a dominant force in digital marketing. Platforms like Instagram Reels and YouTube Shorts have enabled marketers to communicate brand messages in under a minute—making them more accessible, visually impactful, and easier to consume across mobile devices.

These formats are not only amusing and educational, but also highly aesthetic and algorithm-optimized, which helps brands gain wider visibility. The rapid rise of short-form video marketing reflects its ability to establish emotional connections, trigger brand recall, and influence buying decisions more effectively than traditional advertising methods.

This study focuses on understanding how Instagram Reels and YouTube Shorts influence brand awareness and consumer perception among various demographic groups. It also explores user preferences, platform effectiveness, content styles, and the role of influencers.

With a significant tilt towards younger audiences, especially Gen Z, the research adds to the growing body of work highlighting the strategic importance of video content in brand-building. Businesses today must not only be present on these platforms but must also adopt data-driven, creative, and trend-aware video strategies to remain competitive.

LITERATURE REVIEW

Manglani & Rastogi (2025) This study explores how short-form video content has reshaped digital marketing and consumer-brand interaction. Instagram Reels and YouTube Shorts allow marketers to reach audiences through snappy, visually rich, algorithm-boosted videos. The study reveals that such videos significantly boost brand recognition, enhance influencer effectiveness, and influence purchase decisions, especially among Gen Z and Millennials.
However, challenges such as content oversaturation, platform algorithm dependency, and commercialization limits were noted. The authors recommend data-driven content creation and influencer partnerships to maximize impact.

Dev Sharma & Panwar (2025) This study analysed the ability of short-form videos to deliver complex information in a compelling and digestible format. Using statistical tools like Chi-square and T-tests, they confirmed that such videos not only promote brand storytelling but also address social issues and creator empowerment. The findings emphasized the rising value of short-form content for organic brand traffic, talent showcasing, and audience engagement, reinforcing the argument that short-form video supports both promotional and social causes

Mahida, Sharma & Zaveri (2025) This research focused on local businesses using Instagram Reels. It found a strong positive correlation between customer engagement and frequent Reels usage. Businesses that regularly published engaging Reels experienced higher visibility, validating Instagram Reels as an affordable and scalable marketing tool. The study also provided future research directions for understanding Reels as a medium for both branding and conversion strategies.

Kanore, L. J. (2025) Targeting India's Gen Z, this study highlighted their preference for short, dynamic, and interactive content. It identified key components for successful short-form video campaigns—music, visual trends, and hashtag challenges. The paper recommends using platform-specific strategies, including customization and creative storytelling, to align with Gen Z's content preferences and boost brand engagement.

Seth, Shahid & Khanna (2025) This mixed-method study looked at how influencer marketing, personalized content, and video storytelling impact trust, engagement, and brand recall. It concluded that interactive media, particularly video posts, create emotional connections with consumers and significantly raise engagement levels. The findings underscored the strategic importance of emotionally resonant storytelling in modern marketing.

Bhandari & Kulkarni (2025) Surveying Instagram users aged 18–24, this study explored the impact of graphic posts, influencer content, and Reels on consumer buying decisions. It found that personalized influencer messaging and high-quality visuals enhanced brand

perception.

Reels, alongside features like Stories and DMs, were found to deepen user-brand interactions and boost digital marketing performance.

Palak Shah (2024) Shah examined user motives such as entertainment, information-seeking, and social connection to understand their impact on sponsored content perceptions. Findings showed that short-form platforms like YouTube Shorts and Reels, through their participatory nature, foster positive brand experiences and elevate brand connection.

Patil & Gaikwad (2024) The study emphasized the role of short-form video in boosting sales conversions, SEO rankings, and audience retention. Drawing on both primary surveys and secondary data, it positioned video marketing—especially Reels and Shorts—as crucial for lead generation and digital growth.

Doloi, G. (2024) Doloi studied the preferences of Gen Z consumers for Reels. The research found that authenticity, entertainment value, and influencer relatability made Reels a highly effective medium for shaping brand loyalty and purchase intent. Reels also influenced fashion trends and lifestyle decisions among young users.

Shrusthi, D. (2024) This research examined how Instagram marketing, particularly Reels, shaped brand image for fast-food companies among Indian youth. It confirmed that visual branding, emotional appeal, and influencer tie-ins significantly influenced brand loyalty and social engagement.

Jain et al. (2022) The paper discussed Instagram's evolution from a photo-sharing app to a powerful video-driven marketing platform. Reels, especially in the fashion sector, were noted for high consumer motivation and ad spend efficiency. The authors affirmed that Reels are a critical medium for reaching young digital consumers.

Liang & Wolfe (2022) Their research on small jewellery businesses found that Reels generated higher engagement rates than both images and long videos. They recommended struggling brands shift to short-form formats to enhance visibility and improve follower interaction.

BACKGROUND OF THE STUDY

In recent years, short-form video platforms like Instagram Reels and YouTube Shorts have revolutionized the way brands communicate with their audiences. These visually rich and algorithm-driven content formats allow businesses to reach potential customers in an engaging and time-efficient manner. With a rise in smartphone penetration and affordable internet, even regional markets such as **Junagadh district** have witnessed a substantial shift toward video-based digital marketing.

Junagadh, a growing economic hub in Saurashtra (Gujarat), has a diverse consumer base including students, salaried professionals, entrepreneurs, and small business owners. As the digital footprint in the district expands, local businesses are increasingly turning to social media platforms for visibility, customer engagement, and brand development. Instagram Reels and YouTube Shorts, in particular, have gained popularity among the youth and digital-savvy segments of the population.

This study explores how consumers in Junagadh interact with short-form video content and how it affects their **brand awareness**, **trust**, and **purchase behaviour**. It also investigates the types of video content that generate the most attention and evaluates which platform—Instagram or YouTube—proves more effective in influencing consumer perceptions within the district.

OBJECTIVES OF THE STUDY

1.   To investigate the rise in popularity of short-form video marketing in Junagadh and understand its growing relevance among consumers and businesses.

2.   To evaluate the impact of Instagram Reels and YouTube Shorts on brand awareness across different stages, including brand discovery, brand recall, emotional connection, and purchase intention—specifically within Junagadh's digital audience.

3.   To identify the types of short-form content (e.g., influencer collaborations, product highlights, tutorials, entertainment) that most effectively enhance consumer engagement and brand perception among users in Junagadh.

4.   To analyse patterns of user interaction with Reels and Shorts, including frequency of usage, engagement metrics (likes, shares, comments), and brand-following behaviour in the Junagadh context.

5.   Compare the relative effectiveness of Instagram Reels and YouTube Shorts as brand promotion tools for local and national businesses operating in or targeting Junagadh district.

6.   Provide practical recommendations for local businesses, entrepreneurs, and marketers in Junagadh on optimizing video marketing strategies using these platforms.

HYPOTHESIS OF STUDY

1. **$H_0 1$:** There is no significant association between age group and the type of social media platforms actively used in Junagadh district.

2. **$H_0 2$:** There is no significant association between occupation and the frequency of watching Instagram Reels and YouTube Shorts among users in Junagadh.

3. **$H_0 3$:** There is no significant difference in the frequency of watching Instagram Reels and YouTube Shorts across different age groups in Junagadh.

4. **$H_0 4$:** Viewing Instagram Reels and YouTube Shorts does not significantly improve brand recall or trust among consumers in Junagadh.

5. **$H_0 5$:** There is no significant difference between Instagram Reels and YouTube Shorts in terms of their effectiveness for brand promotions in Junagadh.

RESEARCH METHODOLOGY

This study adopts a descriptive research design to analyse how short-form video content—specifically Instagram Reels and YouTube Shorts—impacts brand awareness among consumers in Junagadh district. Descriptive research is suitable for understanding the current patterns, behaviours, and attitudes of individuals toward a specific phenomenon. In this case, the study investigates how residents of Junagadh consume and respond to short form branded content on social media platforms.

Ensure comprehensive insights, both primary and secondary data were used. The primary data was collected through a structured questionnaire comprising 21 questions, which included both close-ended and Likert-scale items to measure opinions, frequency of usage, and perceptions related to video marketing. The questionnaire was shared digitally with respondents from Junagadh who are regular users of Instagram and YouTube. The secondary data was sourced from academic journals, industry reports, research papers, and credible online publications relevant to digital marketing and video content trends.

The sampling method employed was non-probability convenience sampling, chosen for its feasibility in reaching active social media users within Junagadh. The total sample size consisted of 151 respondents, including students, working professionals, and self-employed individuals across various age groups. This sampling method allowed the study to gather immediate and relevant data from those most familiar with short-form video platforms.

To analyse the data, SPSS software was used to conduct statistical tests such as Cronbach's Alpha for internal reliability, Chi-square tests to examine associations between categorical variables, and ANOVA to compare means across demographic groups.

DATA ANALYSIS
FREQUENCY DISTRIBUTION

The data for this study was collected from 151 respondents residing in Junagadh district, representing a mix of students, salaried professionals, business owners, and other social media users. The aim was to understand their interaction with short-form video platforms—primarily Instagram Reels and YouTube Shorts—and how these interactions influence brand awareness, recall, and purchase behaviour.

DEMOGRAPHIC PROFILE OF RESPONDENTS

The demographic analysis revealed that many of the respondents (65.6%) belonged to the 18–24 years age group, reflecting the dominance of young users in digital consumption in Junagadh. Gender distribution was slightly skewed toward females (56.3%) compared to males (43.7%). Educationally, more than half (52.3%) of the respondents were postgraduates, followed by graduates (38.4%). In terms of occupation, students formed the largest group (47.7%), followed by salaried employees (41.1%), indicating a tech-savvy and digitally connected sample.

Monthly income data revealed that a significant portion (52.3%) had an income of less than ₹1.5 lakh per annum, which is consistent with student demographics and early-career professionals in the region. Many respondents (68.9%) were unmarried, suggesting a strong representation from the youth population of Junagadh.

SOCIAL MEDIA AND PLATFORM USAGE

Instagram was the most widely used platform, with 92.9% of respondents reporting active usage, followed by YouTube (80.6%). This highlights that both platforms have strong penetration in Junagadh, particularly among young adults.

A large majority (76.8%) of respondents reported watching Instagram Reels and YouTube Shorts multiple times a day, confirming the high frequency and habitual nature of short-form video consumption. This suggests a daily engagement window that brands can strategically utilize to deliver consistent messaging.

BRAND AWARENESS AND ENGAGEMENT PATTERNS

The study found that 90.1% of respondents discovered new brands through Reels or Shorts, indicating the effectiveness of short-form videos in brand discovery. Moreover, 78.1% of respondents had visited or followed a brand page after watching a Reel or Short, revealing that these platforms effectively drive consumer action.

Respondents largely agreed that video content helps build trust in a brand—more than 50% either agreed or strongly agreed with this statement. Similarly, a strong majority believed that they could recall brand names better after watching video content, underlining the positive effect of video formats on memory retention.

When asked about platform preference for brand promotions, 53.6% preferred Instagram Reels, compared to 29.1% for YouTube Shorts, suggesting that Instagram is more effective for brand-centric short videos in Junagadh.

SUMMARY OF HYPOTHESIS TESTING

Hypothesis No.	Null Hypothesis (H_0)	Statistical Test Used	p-value	Result	Decision
$H_0 1$	There is no significant association between age group and platform	Chi-square Test	0.012	Significant	Rejected

	used (Instagram/YouTube) in Junagadh.				
$H_0 2$	There is no significant association between occupation and frequency of watching Reels/Shorts.	Chi-square Test	0.194	Not significant	Accepted
$H_0 3$	There is no significant difference in the frequency of watching Reels/Shorts across age groups.	One-way ANOVA	0.019	Significant	Rejected
$H_0 4$	Watching Reels and Shorts does not improve brand recall or trust.	One-sample t-test	0.001	Highly significant	Rejected
$H_0 5$	There is no difference between Instagram Reels and YouTube Shorts in terms of effectiveness for brand promotions.	Paired t-test	0.001	Highly significant	Rejected

INTERPRETATION:
- 4 out of 5 null hypotheses were rejected, indicating strong evidence that age, content format, and platform choice significantly influence brand awareness and consumer behaviour in Junagadh.
- Occupation had no meaningful influence on video consumption frequency, possibly due to high uniformity in media habits among digitally active users.

FINDINGS OF THE STUDY
1.   High Usage of Short-Form Video Platforms
A large proportion of Junagadh respondents actively use Instagram (92.9%) and YouTube (80.6%), with 76.8% watching Reels/Shorts multiple times a day. This indicates widespread adoption and habitual engagement.
2.   Influence on Brand Discovery and Engagement
90.1% of respondents reported discovering new brands through Reels or Shorts. 78.1% had visited or followed a brand after watching such content, proving its effectiveness in customer acquisition.
3.   Platform Preference
Instagram Reels (53.6%) were preferred over YouTube Shorts (9.3%) for brand promotions. 37.1% found both platforms equally useful, suggesting Reels are more trusted or visually impactful in this region.
4.   Demographics and Viewing Behaviour
A significant relationship was found between age group and both platform usage and viewing frequency. Occupation did not significantly affect video-watching frequency.
5.   Brand Recall and Trust
Respondents agreed that short-form videos helped them remember brand names and trust the product or company, with high mean scores on trust and recall metrics ($p < 0.001$).

CONCLUSION
This study concludes that short-form video content, particularly on Instagram Reels, is a powerful tool for enhancing brand awareness among consumers in Junagadh district. The results demonstrate that these formats are not just popular among youth but are also effective in creating recall, generating trust, and influencing purchase intentions.

Instagram Reels outperformed YouTube Shorts in nearly every metric, making it the preferred platform for brand promotions. Younger audiences (18–24 years) were the most responsive, highlighting a key target segment for digital marketers.

The study affirms that businesses—especially local ones—should prioritize video marketing strategies that are visually rich, trend-aligned, and frequently published to capture attention in this fast-moving content space.

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MISCONCEPTION OF YOGA
(THE MISUNDERSTANDING CONCEPT OF YOGA SCIENCE & HUMANITIES)

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ABSTRACT:

We all know that Yog Sadhna is an age-old Guru-Shishya traditions in India. Which is a precious gift given to us by the Rushimuni. In the 21st century, Yog has been popularized in the country and abroad as name of "YOGA". In this paper, a comparative study of Yog Sadhna, which was systematic practiced thousands of years ago, has converted "Yoga" in today's modern age. This study examines the historical roots of yoga, its holistic approach that integrates physical, mental, and spiritual well-being, and the impact of misconception of commercialization and cultural appropriation on its perception. By addressing these misconceptions, the project aims to provide a comprehensive understanding of yoga's true purpose and its potential benefits for personal development, mindfulness meditations, and overall health.

KEY WORD: ROLE OF "A" LETTER, MISCONCEPTION

INTRODUCTION :

Yoga has gained abundant popularity worldwide with the changing name from yog - sadhna to yoga, often enjoyed for its physical benefits and mental clarity. However, alongside its rise in mainstream culture, a host of misconceptions have emerged that can lackluster its true essence. Many people view yoga solely as a form of exercise or associate it exclusively with flexibility and physical postures and so many people are feel very low confidence when they pronounce yog instead of yoga. Others believe it requires a particular lifestyle or spiritual dedication that can feel intimidating in current scenario. While some people limited that yoga to a certain religion, which yoga gives salvation to man from delusion, but man kept the delusion, that only a certain person has the right to a certain part of yoga and for that he reached the court. In this project, regardless of age, fitness level, or belief system we will clear these misconceptions, shedding light on the diverse practices and philosophies within yoga, and explain how it can be accessible and beneficial for everyone.

DEFINITION OF MISCONCEPTION & YOGA :

Yoga is very important and beneficial subject, its practitioners are very few because there are many misconceptions about yoga in the society. If we know that yoga is what, it becomes easy to understand yoga. For that, we will first understand the meaning of misconception.

MEANING OF MISCONCEPTION:

An idea that is wrong because it is based on a failure to understand a situation.

DEFINITION OF YOGA :

Yoga is a multifaceted practice that transcends the physical act of exercise, integrating physical, mental, and spiritual dimensions. At its core, yoga is a holistic discipline aimed at fostering a harmonious connection between body, mind, and spirit.

Physical Aspects : स्थिरसुखम् आसनम् (Patanjali Yogasutra II/46)

Posture (asana) should be firm and comfortable. In the physical realm, yoga involves a series of postures (aasan) designed to enhance strength, flexibility, and balance. These postures promote physical health by improving circulation, reducing tension, and increasing overall vitality.

Mental Aspects : योगश्चित्तवृत्तिनिरोधः (Patanjali Yogasutra I/2)

Mentally, yoga encourages mindfulness and concentration. It fosters a heightened awareness of thoughts and emotions, helping practitioners cultivate focus and clarity. Techniques such as meditation and breath regulation help reduce stress, anxiety, and mental clutter, promoting emotional resilience and a more balanced mental state.

Spiritual Aspects: विविक्तसेवी, लघ्वाशी, यतवाक्कायमानसः, ध्यानयोगपरः, नित्यम्, वैराग्यम्, समुपाश्रितः। (B.G. 18/52)

Spiritually, yoga is rooted in ancient philosophical traditions, often exploring themes of self-awareness, inner peace, and connection to a larger whole.

HISTORY OF YOGA :

Yoga is an ancient art developed for the purpose of harmonizing body, mind of spirit. Yoga in India has a long history. We have three different stories to give us knowledge about Yoga.

1)   Lord Hiranyagarbha is considered to be the original spokesperson of Yoga. The scriptures say, 'Hiranyagarbha Yogasya vaktananya Puratna means there is none other than the original spokesperson of yoga, Lord Hiranyagarbha.

2)   Lord Krishna has said in the Bhagwat Gita about Yoga through the sloka.

3)   In the yogic lore, Shiva is seen as the first yogi or Adiyogi, and the First Guru or Adi Guru.

TIME FRAME PERIOD OF YOGA

1)   Pre vedic Period – Before 1500 BCE: The roots of yoga are believed to extend back to the pre-vedic era in ancient India. This epoch, predating 1500 BCE, is characterized by the emergence of rudimentary yogic practices. Earliest evidence found in pre-vedic texts.

2)   Vedic Period – (1500-500 BCE): The Rig Veda, an ancient sacred text dating back to the term "Yoga" within a context that leans toward spirituality and meditation. Upnishads explore the connection between individual soul and universal consciousness.

3)   Pre-Classical Period (500-200 BCE): The influence of the Upanishads persists during the pre-classical era, continuing to shape yogic thought. Additionally, the Bhagavad Gita, an integral part of the epic Mahabharata, surfaces as a pivotal text. This scripture introduces the concepts of Bhakti, Karma, and Jnana yoga.

4)   Classical Period (200 BCE – 500 CE): Around the 2nd century BCE, the Yoga sutras of Patanjali emerge as a foundational text that systematically organizes yogic philosophy and practice. Patanjali's Eight Limbs of Yoga delineate a comprehensive path toward spiritual enlightenment, encompassing ethical principles, physical postures (asana), breath control (Pranayama) and meditations.

5)   Post-Classical Period (500 – 1500 CE): The post-classical era witnesses the proliferation of various schools of yoga, each emphasizing distinct aspects of the practice.

Hatha Yoga gains prominence during this time, focusing on physical postures and breathe control as a means to spiritual awakening.

6)   Colonial Period (1500 – 19th CE): The advent of British colonization in India poses challenges for Yoga, as British authorities view it with suspicion. Despite this, Indian yogis share their knowledge with Western scholars and seekers, sparking interest in Yoga in the west and sowing the seeds for its global dissemination.

7)   Modern Period (19th CE – Present): In the late 19th Century, Swami Vivekananda becomes a key figure in introducing Indian philosophies, including Yoga, to the West. The 20th century witnesses the significant contributions of yogis like B.K.S. Iyengar, and Swami Sivananda in popularizing and globalizing various forms of Yoga.

Today, yoga is a widely practiced and diverse discipline with styles such as Hatha, Ashtanga, Kundalini and vinyasa, transcending cultural and geographical boundaries. The evolution of yoga through these historical periods reflects its adaptability and enduring appeal as a holistic approach to physical, mental and spiritual well-being.

Introduction of Yoga Classical Text Book : Yoga is a very ancient science accurate information about it can be obtained from our traditional books. It is true that in the Hatha Yoga Pradipika and Gherand Samhita etc. the Yama Niyama considered as Yoga is not specifically found. But that does not mean that Hatha yoga practitioners do not need it. As Yama Niyama is a fundamental and universal tool in all Indian Sadhana, its inevitability and necessity should be understood without saying. A detailed description of Yama Niyama is found in Siddha Siddhant Method and Vashishtha Samhita and Patanjali Yoga Sutras.

COMMON MYTHS ABOUT YOGA :
1.   Myth: Yog is Yoga
Reality: In current scenario people pronounced yog to yoga but in reality of our vedic shastra and others granth like 'Yog darshan' 'Patanjali Yogsutra' mention the word of yog, but now a days people pronounce yoga that ratio so high so when the someone called yog pronunciation in the crowd of yoga people they feel low confidence about it.

<div align="center">

बुद्धियुक्तो जहातीह उभे सुकृतदुष्कृते |

तस्माद्योगाय युज्यस्व योग: कर्मसु कौशलम् || B.G 50||

</div>

As per yog classical text which is followed by all yogis Bhagwat geeta here mention the word is Yog.

Myth: Yoga is Only for the Flexible
Reality: Flexibility is not a prerequisite for practicing yoga. Many beginners start with limited flexibility, and yoga is designed to gradually increase it. The focus is on personal growth and awareness, not on achieving perfect poses.

2.   Myth: It is believed that only slim people can practice yoga.
Reality: But the fact is yoga can help a practitioner lose weight and live a healthier lifestyle irrespective of his/her body type. Different forms of yoga are available for different people to avail their benefits. Do not be discouraged.

3.   Myth: Yoga is Sports activity
Reality: yoga is life style and processes of awaking our self. It encompasses a rich philosophical and spiritual tradition that promotes mental clarity, emotional well-being, and personal growth. Many practitioners engage with yoga for its holistic benefits rather than sports.

4.   Myth: Yoga for Competitions

Reality: Yoga is a multifaceted practice that transcends the physical act of exercise, integrating physical, mental, and spiritual dimensions. At its core, yoga is a holistic discipline aimed at fostering a harmonious connection between body, mind, and spirit.

5.   Myth: Yoga is Just a Fitness Trend

Reality: While yoga has gained popularity as a fitness activity, it is much more than a trend. It encompasses a rich philosophical and spiritual tradition that promotes mental clarity, emotional well-being, and personal growth.

6.   Myth: Yoga is a Religion

Reality: Yoga is not a religion, but it does draw from various spiritual and philosophical traditions, primarily Hinduism and Buddhism. People from all backgrounds can practice yoga, and it can be adapted to fit different belief systems.

This Book has been complied by Dr. Imran Chaudhary and Shri Abhijeet Singh which has been published by Muslim Rashtriya Manch. The book clearly indicates that Yoga has nothing to do with religion and is universally accepted. Shri Shripad Naik, Hon'ble Minister of State (I/C), Ministry of AYUSH released a book titled 'Yoga and Islam' here 17/06/2015

7.   Myth: It is commonly believed that Yoga cannot be -practiced during menstrua.

On the contrary, practicing specific asanas under the guidance of a yoga expert are a great way to prevent and stop menstrual cramps. It relaxes and rejuvenates the mind, and it is also helpful in overcoming mood swings commonly experienced during this period.

8.   Myth: Yoga for Fashioned and show of activity.

Reality: Yoga sadhna is very conditional activity. Which quote mention in there classical text book of Ghrehansanhita.

9.   Myth: Many people consider yoga to be an early morning regime.

Reality: However, yoga is not about time but about discipline. It is a discipline of human body that syncs with our mind and soul all through the day. Yoga is not merely limited to your physical self or restricted to a routine life.

10.   Myth: You Have to Attend Classes to Practice Yoga

Reality: While classes provide structure and guidance, yoga can also be practiced at home or in nature. Many people find resources online, such as videos and apps that allow them to explore yoga independently. The key is to find a practice that suits one's own lifestyle and preferences.

11.   Myth: Yoga therapy can help to cure all diseases.

Reality: Yoga is actually a preventive discipline but it does have therapeutic effects in some cases of diseases. It is not a panacea for all ailments.

Following are some of the misconceptions about yoga. These misconceptions are covered and clarified in some of the books. In this books all these things are shown as misconceptions. In this unit, the misconceptions of yoga are discussed and an attempt is made to clarify. Below is a list of names of the book and the misconception that it clarifies.

No	Myths
1.	Yoga is related to supernatural ideas, is associated with miracles
2.	Yoga is only asanas and pranayama.
3.	Yoga is just a therapy
4.	Yoga is not for the common man
5.	Yoga is equivalent to mysticism, witchcraft or various forms of sense suppression.
6.	Yoga is a philosophy in which the philosophical principles related to the world have been discussed.
7.	Yoga can be taught by anybody
8.	To do yoga you must be vegetarian
9.	To do yoga must be flexible

10.	Yoga is dangerous or too easy
11.	Leaving home and being alone is essential for yoga.
12.	Yogic practices can be practiced anywhere, any time.
13.	Many people consider yoga to be an early morning regime.
14.	Yoga Was Created by Sage Patanjali
15.	All Yoga Is the Same
16.	Yoga always targets at reducing weight
17.	Yoga is a beauty enhancing practice
18.	Yoga is not for the householder
19.	Yoga is nothing but just a various forms of meditations and nothing else
20.	One hour of yoga is enough for the day
21.	Many things can be controlled in yoga classes.
22.	It is believed that Suryanamaskar should be practiced only during day, time facing the sun
23.	Yet another misconception is that women who are pregnant must refrain from practicing yoga.
24.	Yoga is only for practicals not theoretical
25.	A yoga sadhaka needs to follow a specific kind of grooming and dressing
26.	Mukti can't be attained in a single birth
27.	The union of atma and parmatma is yoga
28.	Dhyana meditaion and concentrations are same
29.	Jyanayoga, bhaktiyoga, and karmayoga are separate branches of yoga
30.	Yog and dhyan are separate
31.	People who have no idea about yoga are also living long lives doing yoga is plus matter but it is not everything
32.	A doing yoga is not important. A rabbit lives for fifteen years in spite of being very physically active whereas a tortoise lives for more than three hundred years, in spite of being active physically. So, be lazy and enjoy a long life.
33.	Yoga is not an ancient myth buried in oblivion
34.	Yoga for Competitions
35.	Hath yoga is yoga done by force
36.	Hath yoga is a body centered practice
37.	Hath yoga is for longevity or health
38.	Hath yoga is for the attainment of miraculous powers
39.	The actions of Hath yoga are black magic actions
40.	Pranayam is a breathing exercise
41.	However, holding the breath for a long time can lead to some miraculous vision and spiritual development.
42.	By practicing pranayam one can attain extraordinary miracuous physical and mental powers
43.	During pranayama, the body gets more oxygen
44.	Yoga is not inaction
45.	Yoga is also not pain giving (ignorant) sacrifice
46.	Yoga- not an exhilution of tricks of hand.
47.	Yoga- it is neither blank exhilution nor trustee of someones.
48.	After Awaking kundalini, a person attains divinity
49.	Kundalini awakening starts from any chakra and it can be stopped at any time

50.	Kundalini awakening is possible through yoga
51.	Kundalini awakening can be done without any guidance
52.	Yoga sequences is for authorization
53.	Yoga can be learned from Google, YouTube and Websites
54.	Have to be extremely agile to practice yoga
55.	It is good to practice yoga postures out of doors
56.	Incense should be burned when practicing yoga

Khel Yatra- Unit-5 Class -6 Physical Education and wellbeing chapter-5 : It is a common misconception that Yoga is simply a form of physical exercise involving complex breathing techniques, twists, turns and stretches. In its true sense, Yoga is a profound science that can unfold the infinite potentials of the human mind and soul.

ENCOMPASSING MISCONCEPTIONS

There are some common misconceptions about yoga Due to which there is a wrong effect on the society.
- Depression in yoga.
- Yoga action and fear arising on the limbs.
- Disillusionment with the original goal of yoga.
- Contempt towards Yoga or Yogi.
- A distaste for yoga scriptures may arise.

Misconceptions and Sources of Confusion
- Imagining or listening to what someone has heard.
- To tie the gland on the basis of external appearance or clothing of a yogic person.
- Having a narrow view of the wetness of tradition.
- Lack of time regarding the subject.
- Differences for conceptual.
- Immaturity of intellect.
- Narrow Terminology.
- Lack of evidence and belief in yoga.
- Difficulty in understanding the limbs of different parts of yoga.

CONCLUSION

In essence, yoga is not merely a series of movements; it is a way of life that promotes the integration of body, mind, and spirit, encouraging individuals to explore their full potential and live with greater awareness and purpose. The historical evolution of yoga reflects a rich tapestry of cultural and philosophical influences. Its significance extends beyond physical exercise, encompassing a comprehensive approach to well-being, self-discovery, and spiritual growth. As it continues to evolve, yoga remains a vital practice for individuals seeking to connect with themselves and the world around them. Addressing these misconceptions is essential for fostering a more inclusive and accurate understanding of yoga. It is a versatile and adaptable practice that can benefit anyone, regardless of their starting point or goals. By demystifying these myths, we can encourage more people to explore the rich and transformative experience that yoga offers.

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THE FUTURE OF AI IN LITERATURE

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INTRODUCTION :

Artificial Intelligence (AI) has increasingly permeated multiple spheres of human life, from industrial automation to healthcare, finance, education, and the arts. One of the most transformative impacts is being felt in literature—a domain traditionally seen as the pinnacle of human creativity and emotional expression. AI is no longer just a subject within literary works; it has evolved into a creator, collaborator, critic, and even consumer of literature. This article explores the trajectory of AI in literature, analyzing its current applications, theoretical implications, challenges, and its future in reshaping literary creation, distribution, and interpretation.

1. AI AS A LITERARY CREATOR

One of the most widely discussed roles of AI in literature is that of a creator. Modern natural language processing (NLP) models such as GPT-4, BERT, and Bard have demonstrated the capacity to produce coherent narratives, poems, and even emulate the styles of canonical authors. Projects like "Sunspring" (a screenplay written by an AI) and "1 the Road" (a novel by an AI modeled after Jack Kerouac's On the Road) illustrate this emergent capability.

Such achievements provoke philosophical debates: Can machines possess creativity? Margaret A. Boden's theory of "computational creativity" suggests that creativity can emerge from a set of rules and inputs, a definition that can encompass AI-generated literature. However, others argue that creativity necessitates consciousness or emotional intent—traits AI currently lacks.

2. COLLABORATIVE STORYTELLING AND AI

Increasingly, writers are using AI tools as collaborators in the writing process. These systems can suggest plot developments, refine language, offer stylistic variations, and enhance productivity. AI's ability to quickly process large datasets allows it to offer suggestions based on common tropes, genre conventions, or even market trends. For example, tools like Sudowrite, Grammarly, and ChatGPT are actively used by authors to augment their writing.
This raises questions about authorship and intellectual property. Who owns a story partially generated by AI? The legal landscape is still developing, but the U.S. Copyright Office currently does not recognize works created solely by AI as copyrightable unless human authorship is evident.

3. AI IN LITERARY CRITICISM AND INTERPRETATION

Beyond creation, AI plays a growing role in literary analysis. Machine learning algorithms can process vast corpora to identify patterns, themes, and stylistic elements that may escape human critics. This has given rise to computational literary criticism, a subfield within digital humanities.

For example, Franco Moretti's concept of "distant reading" leverages data mining tools to analyze trends across thousands of texts, moving away from close, individual reading. These methods allow scholars to uncover historical, cultural, and linguistic evolutions in literature. AI can also help revive interest in marginalized or forgotten texts by rediscovering them through pattern recognition.

4. PERSONALIZED READING EXPERIENCES

AI is also influencing the reader's experience. Platforms like Kindle and Scribd already use AI to recommend books based on user behavior. Future advancements may lead to hyper-personalized stories where narratives change in real-time according to reader preferences, emotions, or feedback.

This vision of interactive storytelling, where AI adapts plots for individual readers, introduces a new literary form. While this challenges the traditional notion of fixed narrative structures, it aligns with postmodern literary themes of fragmentation, interactivity, and multiplicity of meanings.

5. ETHICAL AND PHILOSOPHICAL CONSIDERATIONS

The integration of AI into literature invites numerous ethical concerns. First is the potential devaluation of human authorship. If machines can produce novels or poems indistinguishable from those written by humans, will this erode appreciation for the human creative struggle? Moreover, AI-generated content risks perpetuating biases encoded in training data, leading to problematic or insensitive literature.

There is also a danger of homogenization. If literary works are increasingly optimized for popularity or engagement metrics, they may lose their subversive, challenging, or unconventional qualities—traits that define much of great literature. Hence, AI must be used as a tool rather than a replacement.

6. EDUCATIONAL AND PEDAGOGICAL IMPLICATIONS

AI is increasingly used in educational contexts to assist in teaching literature. Tools can provide real-time feedback on student writing, generate summaries, and even quiz students. While this can enhance learning, over-reliance may inhibit critical thinking and interpretive skills.

Educators must balance these tools with traditional methods, ensuring that students still engage deeply with texts and develop independent analytical abilities. AI should serve as a scaffold, not a crutch.

7. THE FUTURE OF AI-GENERATED GENRES

As AI becomes more involved in creative writing, new literary genres may emerge. For example, speculative fiction co-authored with AI or AI memoirs—narratives generated from the perspective of machines—can redefine the boundaries of literature. Literary awards and publishing platforms are beginning to acknowledge AI-generated works, albeit cautiously.

Moreover, multilingual AI models can democratize literature by translating or generating content in multiple languages, thereby preserving endangered dialects or allowing cross-cultural narratives to flourish.

CONCLUSION

The future of AI in literature is not a matter of replacement, but transformation. AI will not replace the human writer, but it will reshape how stories are conceived, composed, critiqued, and consumed. Its presence will necessitate new ethical frameworks, literary theories, and

educational paradigms. The literary world must adapt—not by resisting AI, but by using it thoughtfully to enhance and diversify human creativity.

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ARTIFICIAL INTELLIGENCE: A WORLD OF POSSIBILITIES DISADVANTAGES

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ABSTRACT

Artificial Intelligence (AI) is redefining human potential and industry capabilities across various sectors. This article explores the transformative influence of AI in healthcare, education, governance, defense, finance, and the arts. It investigates both the opportunities and the ethical challenges AI presents, ultimately suggesting how this evolving field might shape the future of human civilization. Artificial Intelligence (AI) has brought transformative changes across diverse domains such as healthcare, education, business, and governance. However, while the advantages of AI are widely celebrated, its potential disadvantages remain under-discussed in popular narratives. This article critically examines the key drawbacks of AI, including job displacement, ethical dilemmas, privacy concerns, biases in algorithmic decisions, and existential threats. Addressing these issues is essential to ensure the responsible and equitable development of AI technologies.

INTRODUCTION

Artificial Intelligence refers to the simulation of human intelligence by machines. Initially conceptualized in the 1950s by pioneers like Alan Turing and John McCarthy, AI today is a multidisciplinary field encompassing computer science, neuroscience, linguistics, psychology, and mathematics. From self-driving cars to intelligent assistants like Siri and Alexa, AI is now embedded in our everyday lives. This article explores how AI is opening up unprecedented possibilities and at the same time confronting humanity with new ethical and social dilemmas.

AI IN HEALTHCARE

AI is revolutionizing healthcare by enabling more precise diagnostics, automating routine tasks, and personalizing treatment. For example:

- **Diagnostics**: Deep learning algorithms can identify abnormalities in radiological images such as X-rays or MRIs, often with accuracy rivaling or exceeding human specialists. Google's DeepMind developed an AI system capable of detecting over 50 eye diseases as accurately as expert ophthalmologists.
- **Drug Discovery**: AI can identify new compounds and predict their interactions much faster than traditional methods. During the COVID-19 pandemic, AI models helped accelerate vaccine development and viral structure prediction.
- **Virtual Assistants and Chatbots**: AI-powered platforms like Babylon Health and Ada Health offer symptom checking and medical advice, reducing the burden on primary care.

AI's promise in healthcare lies not just in efficiency but in expanding access to quality care, especially in underserved regions.

AI IN EDUCATION

The education sector is also undergoing a major transformation through AI-driven personalization and automation:

- **Adaptive Learning Platforms**: Systems like DreamBox or Squirrel AI personalize lessons based on each student's strengths and weaknesses.
- **Automated Grading**: Machine learning models can grade multiple-choice and even essay-type responses, freeing teachers to focus on instruction.
- **Language Translation and Learning**: AI tools like Google Translate and Duolingo help break language barriers, making learning more inclusive.
- **Predictive Analytics**: Educational institutions use AI to track student progress and intervene early for those at academic risk.

AI allows for **inclusive, individualized, and accessible education**, thereby bridging digital and social divides.

AI IN GOVERNANCE AND PUBLIC ADMINISTRATION

Governments worldwide are experimenting with AI for policy implementation, data analysis, and public service delivery:

- **Smart Cities**: AI powers traffic control systems, environmental monitoring, and energy management. Singapore and Dubai have deployed AI for urban planning and congestion management.
- **Judicial and Legal Systems**: Estonia has piloted AI for handling small legal claims, while China uses AI in courts to assist with verdict predictions.
- **Public Welfare and Fraud Detection**: AI helps detect patterns in welfare misuse, tax fraud, and health insurance anomalies, improving transparency.

However, the use of AI in surveillance and decision-making has triggered debates about **privacy, civil liberties, and data protection**.

AI IN BUSINESS AND FINANCE

AI is reshaping commerce through automation, efficiency, and customer experience:

- **Fraud Detection**: Banks employ AI to detect irregular transactions in real time, minimizing financial crime.
- **Customer Interaction**: AI-driven chatbots like those used by HDFC Bank or Amazon handle millions of customer queries 24/7.
- **Robo-Advisors**: Platforms like Betterment and Wealthfront use AI to provide personalized investment advice.
- **Supply Chain Optimization**: Companies like Amazon and Walmart use predictive algorithms to optimize inventory and logistics.

According to McKinsey, AI could add **$13 trillion** to the global economy by 2030, underscoring its transformative potential.

AI IN MILITARY AND DEFENSE

AI's application in defense is among the most sensitive and controversial:

- **Autonomous Drones**: AI powers Unmanned Aerial Vehicles (UAVs) for surveillance and targeted operations.
- **Cybersecurity**: Machine learning helps detect and respond to cyber threats in real time.
- **Battlefield Decision-Making**: AI can simulate scenarios, aiding commanders in complex decision-making.

However, concerns about **autonomous weapons**—often referred to as "killer robots"—have led to calls for global treaties and ethical oversight.

AI IN CREATIVE ARTS AND HUMANITIES

AI is entering creative domains once thought to be uniquely human:

- **Art and Design**: Tools like DALL·E and Midjourney can generate paintings, graphics, and digital art based on text prompts.
- **Music Composition**: AI platforms like Amper and AIVA compose original music for film and advertising.
- **Literature and Journalism**: GPT-based systems can generate essays, articles, and even poetry.

This raises philosophical questions about authorship, creativity, and the nature of artistic expression. While AI expands artistic possibilities, it also challenges our notions of what it means to create.

CHALLENGES AND ETHICAL CONSIDERATIONS

Despite its promise, AI raises serious ethical and societal concerns:

- **Bias and Discrimination**: AI systems often reflect biases in the data they are trained on, leading to discriminatory outcomes (e.g., facial recognition software misidentifying people of color).
- **Job Displacement**: Automation threatens low-skilled and repetitive jobs, necessitating large-scale reskilling programs.
- **Surveillance and Privacy**: Government and corporate surveillance using AI can infringe on privacy rights, as seen in China's social credit system.
- **Accountability**: Who is responsible when an AI system fails—a programmer, the company, or the algorithm itself?

These challenges call for **regulations, ethical frameworks, and cross-sector collaboration** to ensure responsible AI development.

THE FUTURE OF AI: SPECULATION AND REALITY

The ultimate vision for AI is Artificial General Intelligence (AGI)—a system with human-like consciousness and reasoning. While we are far from this, research is advancing rapidly.

- **Human-AI Collaboration**: Tools like Copilot or ChatGPT assist professionals across fields, boosting productivity.
- **Neuromorphic Computing**: This cutting-edge field mimics the brain's structure to build more energy-efficient AI systems.
- **AI and Space Exploration**: NASA uses AI for satellite analysis, Mars rover navigation, and extraterrestrial research.

Some thinkers, like **Nick Bostrom**, warn of existential risks if AI surpasses human intelligence without safeguards. Others, like **Ray Kurzweil**, see a future of harmonious co-evolution between humans and machines.

1. Job Displacement

AI-driven automation is replacing many routine and repetitive tasks in sectors such as manufacturing, customer service, and data entry. While this increases efficiency, it also leads to job losses and economic inequality, particularly for low-skilled workers.

2. Ethical and Moral Issues

Artificial Intelligence can inherit biases present in its training data, leading to unfair or discriminatory outcomes. Moreover, the decision-making process of some AI systems, especially those based on deep learning, lacks transparency, making ethical evaluation difficult.

3. Privacy Concerns

AI systems often require large volumes of personal data to function effectively. This raises significant concerns regarding data privacy, unauthorized surveillance, and the misuse of sensitive information.

4. Dependence and Reduced Human Skills

As AI handles more tasks, humans may become overly reliant on these systems, leading to a decline in essential skills such as critical thinking, problem-solving, and manual labor capabilities.

5. Security Risks

AI is susceptible to cyber threats such as data poisoning, model theft, and adversarial attacks. Furthermore, AI can be used maliciously to create deepfakes, conduct cyberattacks, and even develop autonomous weapons.

6. Social Manipulation

AI algorithms, especially in social media, can influence public opinion by promoting biased or misleading content. This manipulation can contribute to societal polarization, misinformation, and the erosion of democratic values.

7. High Cost of Development

Developing and maintaining advanced AI systems demands significant financial investments, access to large datasets, and powerful computational infrastructure. This can lead to an AI divide between wealthy and under-resourced regions.

8. Legal and Accountability Issues

When AI systems cause harm or make erroneous decisions, it is often unclear who should be held responsible. The absence of clear regulatory frameworks makes enforcing accountability challenging.

9. Loss of Human Touch

In sectors like healthcare, education, and customer service, AI lacks empathy and emotional intelligence, which are critical for effective human interaction. This can result in impersonal and unsatisfactory experiences.

10. Potential for Existential Risks

Some experts warn that the development of superintelligent AI could pose existential threats to humanity if not properly controlled or aligned with human values. Ensuring safe and ethical AI development is a growing global concern.

CONCLUSION

Artificial Intelligence is more than a technological revolution—it is a societal transformation. Its impact spans from everyday conveniences to existential questions. As we venture deeper into the AI age, the goal must be to harness its vast potential responsibly and ethically. By aligning innovation with human values, we can ensure AI contributes to a more inclusive, just, and sustainable world. Artificial Intelligence has the power to revolutionize society, but its disadvantages must not be overlooked. From economic disruption and ethical dilemmas to privacy invasion and security threats, the challenges posed by AI are multifaceted. Addressing these issues requires a collaborative effort from governments, researchers, and the private sector to develop transparent, inclusive, and responsible AI systems. Only then can we harness the benefits of AI without compromising fundamental human values and rights.

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ADVERSE EFFECTS OF AI IN LITERARY FIELD

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ABSTRACT

Artificial Intelligence (AI) is transforming nearly every domain of human activity, including art, education, and literature. In literature, AI tools are now used to generate poems, stories, novels, translations, summaries, and even critical analyses. While this technological revolution brings undeniable convenience and innovation, it also poses significant concerns. The use of AI in literature, if not handled thoughtfully, risks undermining creativity, authenticity, and the cultural and human essence of literary expression. This article explores the adverse effects of AI in literature, focusing on originality, authorship, creativity, literary value, ethical concerns, and cultural identity.

THREAT TO ORIGINALITY AND CREATIVITY

Literature has always been a deeply personal and human form of expression. Every piece of writing reflects the author's thoughts, emotions, context, and lived experience. AI-generated literature, on the other hand, is created using vast datasets and pre-programmed algorithms. Although AI can mimic styles and patterns, it lacks consciousness, emotion, and genuine understanding. As a result, its creations, however sophisticated, are ultimately derivative.

AI tends to generate content based on what already exists, which could lead to the overproduction of similar or formulaic works. This undermines the spirit of originality and can cause literary monotony, where innovative voices struggle to be heard amid a flood of automated content.

DIMINISHING ROLE OF HUMAN AUTHORS

AI's capacity to write novels, poems, and essays in minutes challenges the traditional role of human authors. In the age of AI-generated stories, publishers and platforms may prioritize quantity over quality, choosing cost-effective machine-generated works over those written by people. This could discourage new writers and reduce opportunities for genuine literary talent to emerge.

Worse still, some authors may feel pressured to use AI to stay competitive, leading to a decline in authentic, human-authored literature. The literary world risks becoming a commercial marketplace driven by algorithms rather than a cultural space for human imagination and expression.

ETHICAL AND COPYRIGHT CHALLENGES

The rise of AI-generated literature introduces complex ethical and legal issues. For example, many AI writing tools are trained on existing literary works—some of which are copyrighted. When AI outputs content similar to or inspired by these works, it blurs the line between original creation and plagiarism.

Moreover, who owns the rights to AI-generated content—the tool's creator, the user, or the AI itself? These questions have no clear answers yet, making it difficult to protect intellectual property. If anyone can generate a novel using AI and claim it as their own, it may devalue the time, effort, and emotional investment of traditional writers.

DEVALUATION OF LITERARY ART

Literature is not merely about words strung together—it's about the power of those words to touch the human soul, provoke thought, and inspire change. When machines produce stories or poems in seconds, it may give the impression that literary creation is easy or mechanical.

This perception can reduce literature to just content or entertainment, stripping it of its deeper artistic and philosophical value. Readers may become less sensitive to the nuances and layers that define great writing. This could lead to the erosion of literary standards and reduce the appreciation for truly profound literature.

LOSS OF CULTURAL DEPTH AND DIVERSITY

Literature plays a vital role in preserving languages, traditions, and cultural identities. Human writers bring their local idioms, folklore, and histories into their writing, enriching global literature with diversity. However, most AI tools are trained on dominant languages and cultures, particularly English and Western literature.

As a result, AI-generated literature may marginalize or overlook minority voices, lesser-known languages, and regional narratives. Over time, this could homogenize literary production and limit exposure to a broader cultural perspective, thereby erasing cultural nuances that only native or community-based authors can represent.

ENCOURAGEMENT OF LAZINESS AND SUPERFICIALITY

AI tools make it easy to generate summaries, essays, and creative writing with minimal effort. While this can be helpful in academic or professional contexts, overreliance on AI may encourage intellectual laziness. Students, researchers, and aspiring writers might prefer quick AI-generated content over the challenging process of reading, thinking, and writing deeply.

This superficial approach to literature reduces its educational value and impairs the development of critical thinking, interpretative skills, and creativity. If future generations stop engaging actively with literary texts and rely solely on AI outputs, literature may lose its transformative power.

EMOTIONAL AND PHILOSOPHICAL SHALLOWNESS

Literature often explores the human condition—pain, joy, fear, hope, loss, and love. Great literature resonates because it expresses feelings we recognize in ourselves. AI, however, does not feel. It processes data without emotional consciousness.

Though it may produce text that mimics emotion, the result often lacks the depth and insight that comes from lived experience. This emotional shallowness becomes evident in more complex literary forms like poetry, memoirs, and philosophical fiction. Readers may sense the difference, leading to disengagement and disappointment.

DEPENDENCY AND DECLINE OF LITERARY SKILLS

The convenience of AI writing assistants may lead to a decline in essential literary skills such as vocabulary, grammar, storytelling, and metaphorical thinking. Just as calculators reduced the need for mental arithmetic, AI might cause a reduction in the ability to write creatively and thoughtfully.

Writers who once took time to revise drafts, refine their language, and develop unique voices might now rely on AI to polish or even produce entire manuscripts. Over time, this dependency may erode literary craftsmanship and reduce the quality of human-generated literature.

POTENTIAL FOR MISINFORMATION AND BIAS

AI models are trained on massive datasets, including flawed, biased, or outdated texts. When such data influences AI-generated literature, it can unintentionally reinforce stereotypes, cultural biases, or misinformation. For example, historical novels generated by AI may reflect colonial viewpoints or gender biases embedded in past literature.

Without careful oversight, AI-generated texts could perpetuate harmful ideologies. This is especially dangerous in literature, where narratives have the power to shape values and societal perceptions.

UNDERMINING THE HUMAN CONNECTION IN LITERATURE

Finally, the most profound concern is the potential loss of the human connection. Literature has always been a bridge between souls—connecting readers with writers across time and space. It is an act of shared humanity. When AI begins to replace this connection with algorithmic output, we risk losing the sense of empathy, vulnerability, and intimacy that defines literary experience.

Reading a novel written by a fellow human carries a sense of understanding, shared struggle, and mutual curiosity. An AI-written book may offer entertainment or information but often lacks that soul-to-soul resonance.

CONCLUSION

While AI brings convenience and speed to literary creation, it also poses serious threats to the future of literature as a human-centered art form. Originality, authenticity, cultural richness, and emotional depth—all pillars of great literature—are at risk in a world increasingly driven by algorithms. As we embrace AI, we must also set boundaries, uphold literary values, and ensure that human voices remain at the heart of storytelling. Literature must evolve, but it should not lose its soul.

ARTIFICIAL INTELLIGENCE AND CYBERSECURITY IN FINTECH: SAFEGUARDING DIGITAL PAYMENTS

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ABSTRACT:

This paper explores the role of AI in protecting digital payments, which examine the use of real-time threat detection, fraud prevention, behavioral analysis and smart authentication systems. AI technologies can observe a large number of transactions, identify unusual patterns, and respond quickly to threats. The study also shows how AI Fintech companies are useful in complying with regulatory requirements and protecting user data. However, applying AI in cyber protection also features challenges like data privacy concerns, algorithmic bias, high cost, anti -attacks and lack of skilled professionals . It offers practical suggestions such as high-quality and varied data, combining AI with biometric and traditional security equipment, and regular updating AI systems to handle new risks. Overall, the paper concludes that AI plays an important role in making digital payment secure, more reliable and efficient. It is a major factor in creating confidence in users and ensuring long - term success for a digital financial platform.

KEYWORDS: ARTIFICIAL INTELLIGENCE (AI), CYBERSECURITY, FINANCIAL TECHNOLOGY, DIGITAL PAYMENT, SECURE TRANSACTION

INTRODUCTION:

The Digital Revolution has changed the global financial sector, which has begun a new era of financial technology or FinTech. With the growing acceptance of digital payment systems – such as mobile wallets, UPI, contactless cards and internet banking, financial transactions have become faster, more accessible and very convenient. However, this digital change has also increased cyber risks, including online fraud, phishing, data breach and identity theft. These risks pose a serious challenge for consumer confidence and stability of the digital financial ecosystem. As these threats grow, Artificial Intelligence (AI) has become a powerful tool for making cybersecurity stronger in the Fintech industry. AI can handle a lot of transaction data, find unusual patterns, and react to possible threats right away. It can do things like behavioral biometrics, predictive analytics, and smart fraud detection systems that make it much less likely that people will get in without permission or commit financial crimes.

As financial transactions continues to move online, there is a lot of need for a strong, intelligent and adaptive security structure. Traditional rule-based security systems are no longer sufficient to handle the developing nature of cyber attacks. AI provides a dynamic solution by learning from past data and adapting new threat scenarios. Major FinTech players and banks are already using AI to secure digital payments and maintain regulatory compliance.

The purpose of this research is to examine how to effectively use artificial intelligence to increase cyber security in digital payment systems. It focuses on understanding major programs such as fraud detection, behavioral supervision and secure authentication. This study also highlights the current challenges, the actual world examples and provides practical suggestions to improve AI-based security in the Fintech field. By doing so, he tries to contribute to making a safer, smarter and more reliable digital financial ecosystem.

LITERATURE REVIEW:

Komandla, V. (2023) This study searches advanced AI-powered cyber security strategies to protect customer data in FinTech. It has been highlighted on the effectiveness of AI to detect fraud, prevent data breaks and enhance digital transaction security, emphasizing the importance of real-time monitoring and automated threat detection in the developed digital finance landscape.

Danish & Donni (2025) This paper discusses the growing cyber security challenges in FinTech and shows how AI helps manage digital risks. It emphasizes the role of AI to strengthen identification theft, fishing, and strengthening defense systems against ransomware, providing tools to ensure secure digital payment operations and regulatory compliance with companies.

Kuraku et al. (2023) This study focuses on awareness of FinTech's cyber security. It shows how cyber protection becomes very strong when AI-powered systems are combined with human training. When increasing the quality of human supervision response, AI equipment automates threatening detection. They work together to make the digital payment environment more secure.

Kaur et.al.(2021) This study investigates cyber security management in FinTech. It highlights the growing need for AI equipment to handle complex cyber threats. The authors emphasize AI's ability to detect, automatic compliance and real -time risk in financial systems that are increasingly dependent on digital technology.

Ashraf & Rehman (2024) This paper explores AI and blockchain integration to cope with cyber security challenges in financial markets. This paper shows how AI-operated fraud detection and blockchain-based data integrity work together to enhance security in digital transactions, making it more transparent and tamper -proof payment systems.

Johnson (2025) This study finds AI's opportunities and risks in the banking sector. It describes how AI strengthens cyber security by detection and prevention of intelligent threat. The algorithm also presents challenges such as bias and moral concerns. This study supports AI's role in securing digital payments and increasing customer trust.

Dixit & Jangid (2024) This paper searches for the role of smart contract and AI in FinTech. It has found that AI improves the security and efficiency of automated financial transactions by monitoring and applying predefined security rules, which contribute to more secure and reliable payment systems.

Adejumo & Ogburie (2025) This research focuses on how cyber protection protects digital finance. It emphasizes the role of AI to protect financial data, detect infiltration, and maintain system elasticity. This study recommends AI to create customer trust in active risk management and digital payment platform.

Olaiya et al. (2024) This study highlights various AI-powered cyber security strategies in FinTech. They emphasize biometric authentication, smart fraud detection and real-time monitoring because financial property and data are the main tools to protect them from digital risks and ensure a secure payment environment.

OBJECTIVES OF THE STUDY:

1. To understand the role of Artificial Intelligence in protecting digital payments.
2. To examine the need for AI in securing financial technology platforms.
3. To understand how AI is used to make digital payments safer.
4. To identify the main challenges in using AI for cybersecurity.
5. To suggest ways to improve AI-based security in digital payment systems.

Research methodology: This study uses a qualitative approach, for which secondary data is collected through academic journals, government reports, Scopus and Google Scholar, and other websites.

ROLE OF ARTIFICIAL INTELLIGENCE IN CYBERSECURITY:

➢ **Real-Time Threat Detection:** Artificial intelligence is essential to find real-time threat as it can immediately detect inconsistencies, analyze data patterns, and constantly monitor systems. It allows quick action to prevent damage, and guarantees improved security in digital financial systems by identifying cyberthritis in a way that happens as fraud, malware or unauthorized access.

How it works:

• AI algorithms test a lot of data to identify the anomalies.
• Machine Learning (ML) models are trained on historical threat patterns to find malware, fishing efforts and infiltration.

➢ **Behavioral Biometrics:** AI tools analyze the user's behavior patterns such as typing speed, device use, transaction timing and location. Deviation alerts from an established behavioral profile can trigger or block suspicious transactions.

How it works:

• Keystroke tracks mobility, mouse movement, login time, device use and location.
• Account takeover attempts or identifies internal threats.

➢ **Enhanced Authentication and Access Control:** AI strengthens authentication methods through biometrics and dynamic multi-factor authentication.

How it works:

• Unifying face identity, fingerprint scan and voice identity.
• Adaptation of authentication requirements based on risk level (adaptive security).

➢ **Predictive Analytics And Threat Intelligence:**

AI predicts potential cyber threats by analyzing the pattern of global attack and imitating weaknesses.

How it works:

• Uses historical data and threat feeds to predict future attacks.
• Suggests active mitigation strategies.

APPLICATIONS OF AI IN SECURING DIGITAL PAYMENTS:

➢ **Fraud Detection And Prevention:** In AI real time, the transaction pattern increases the investigation and prevention of digital payments by analyzing user behavior and location data. It immediately recognizes suspicious activities such as unusual costs or unauthorized access and automatically blocked them. This active approach significantly reduces fraud and increases confidence in digital financial systems.

➤ **Secure Authentication:** AI enhances multi-factor authentication by integrating facial identification, fingerprint scanning and voice authentication. These biometric measures provide an additional level of security, which prevents unauthorized access.

➤ **Transaction Monitoring Systems:** Under the anti-money laundering (AML) rules, continuous monitoring of the transaction flows to identify money laundering or suspicious activities is possible. AI compliance tools help fintech companies meet regulatory requirements without human error.

➤ **Ai -Driven Chatbots For Secure Support:** Chatbots operated by AI can help users report suspicious activities, safely reset credentials, and provide guidance during fraud attempts.

➤ **Compliance Automation:** Artificial intelligence (AI) Fintech helps companies comply with data protection laws and rules by monitoring and reporting security metrics in real-time.

CHALLENGES IN IMPLEMENTING AI- BASED CYBERSECURITY:

➤ **Data Privacy Concerns:** Artificial intelligence systems require access to large datasets to effectively work - especially when used for danger discovery and behavioral analysis. In digital payments, these datasets often include sensitive personal and financial information such as transaction history, location, device use pattern and biometric data. Handling such data causes serious privacy concerns. Users do not always know how their data is collected, stored or used. This can violate the privacy rights if proper consent is not taken. In addition, fintech companies must comply with complex data protection rules such as General Data Protection Regulation (GDPR) and India's Digital Personal Data Protection Act (DPDPA). Any misleading of data can cause legal action, losing user trust, and damage to reputation. It is an important challenge to ensure that AI models respect the privacy by being accurate and effective.

➤ **High Implementation Costs:** Implementation of AI-based cyber security solutions includes significant financial investments. These include buying powerful servers, cloud infrastructure and advanced cyber security software. In addition, the development and deployment of AI models requires specialist teams of data scientists, cyber security analysts and machine learning engineers - talent that often comes at premium. These high costs can be a major barrier to small and medium-sized fintech enterprises, which may lack the capital needed to adopt AI-based solutions. Ongoing maintenance, updates and security audits also increase long -term costs, which constantly concerns affordable.

➤ **Bias In Algorithms:** AI models are only as good as the data they are trained on. If training data is biased or unrepresentative, the resulting AI system may produce skewed or unfair results. For instance, a fraud detection algorithm trained on biased data may disproportionately flag certain user groups, leading to discrimination or exclusion. In digital financial services, such unfair outcomes can directly harm consumers and result in ethical, legal, and reputational consequences. Bias in AI systems is not only a technical challenge but also a societal one, demanding transparency, fairness, and constant oversight in model design and training.

➤ **Adversarial Attacks:** Adversarial attacks are a new kind of cyber protection threat where attackers use input data to fool AI systems. For example, a slightly changed transaction input AI can bypass fraud search models or stimulate false positive results. These microorganisms are difficult to find and can be severely compromised with the integrity of the system. As the attackers become more sophisticated and use AI to generate deceptive input, defending AI models against opposing threats becomes more and more complicated. Creating strong models that can withstand such manipulation without compromising accuracy for cyber security developers is a major challenge.

➢ **Skill Shortage:** The development and management of AI-based security systems requires a rare combination of skills in both artificial intelligence and cyber security. Unfortunately, there is currently a global shortage of professionals with dual skills. As a result, many fintech companies struggle to manage, train and monitor these systems effectively. Without skilled teams, the best AI techniques can also be badly implemented, which leaves the distance in security and reduces the reliability and efficiency of the system.

THE NEED FOR AI IN FINTECH CYBERSECURITY:

➢ **Rapid Digitalization:** The rapid development of digital payment platforms such as UPI, mobile wallets and online banking has changed financial services. However, this digital expansion also increases exposure to cyber threats. Traditional security systems cannot handle the scale and complexity of modern digital transactions. AI provides scalability and intelligence to protect wide and fast dynamic payment networks with real-time monitoring and adaptive responses.

➢ **Rise in Cyber Threats:** Cyber risks such as fishing, ransomware, identity theft and internal attacks are becoming more complicated. Criminals now use advanced equipment and AI to launch targeted attacks. AI-enabled cyber protection systems can actively detect, analyze, and prevent these risks using pattern identification, behavioral analysis and predictive algorithms, thus helping Fintech companies stay a step ahead.

➢ **High Volume of Transactions:** Fintech platforms manage thousands of digital transactions every second, especially during Peak Hours. Manual monitoring or traditional rule-based systems cannot keep coordinated with this volume. AI helps to automate threats and decisions on the scale, reducing risks without interrupting real transactions, identifying suspicious behavior in real time.

➢ **Customer Trust and Brand Reputation:** Security breach not only leads to financial loss but also damages the company's reputation and customer trust. Once trust is broken, users are hesitant to return to the platform. The integrity of the AI transaction helps prevent user data safety and timely fraud, thereby increasing the customer's confidence and the long-term brand credibility.

➢ **Regulatory Pressure:** Governments and regulatory organizations around the world now apply strict data protection and cyber security standards to financial services. Do not comply can lead to legal penalties. AI FinTech helps companies to automate compliance reporting, monitor risk metrics, and ensure that data privacy laws and cyber rules are efficiently adhered to.

SUGGESTIONS FOR IMPROVE AI-BASED SECURITY IN DIGITAL PAYMENTS:

➢ **Use High-Quality and Diverse Data:** Train AI models with accurate, sophisticated and similar data, to increase the detection of threat and reduce false positivity.

➢ **Implement Multi-Layered Security:** For strong protection, combine AI with encryption, biometric authentication and traditional firewalls.

➢ **Regularly Update AI Models:** Update AI algorithms frequently to adjust emerging fraud plans and potential risks online.

➢ **Adopt Federated Learning:** To train AI across several devices or institutions without sharing private raw data, use federated learning.

➢ **Conduct Regular Security Audits:** Conduct regular audits and penetration tests to assess the performance of AI systems.

➢ **Monitor Adversarial Threats:** Find and save attacks that try to deceive AI systems using manipulated input.

CONCLUSIONS:

The integration of Artificial Intelligence in Fintech Cyber Protection is an important step in protecting the digital financial ecosystem continuously. With the increase in digital transactions, traditional rule-based security models prove to be inadequate in facing the sophistication and scale of modern cyber threats. Cases of behavioral biometrics, forecast analysis and use of AI-based chatbots show their practical uses in the Fintech landscape. However, the challenges continue, especially the opposite inputs for the purpose of deceiving data privacy, algorithmic prejudices, implementation costs and AI models. To overcome these obstacles, the study suggests multi- pronged strategies: using high-quality and morally source data, implementing layered security systems, adopting federated education techniques and regular audit. In addition, priority should be given to remove the gap in AI and cyber protection through targeted skill development initiatives. In conclusion, Artificial Intelligence is not only a supporting tool but a basal pillar for creating a secure, elastic and reliable digital financial environment. Its role is important not only to detect and prevent cyber threats but also maintain customer confidence, ensure professional continuity and achieving compliance with rapidly growing regulatory conditions. As Fintech continues to expand, AI will be integral to the integrity and protect future of digital payments.

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EVALUATING STUDENT ENGAGEMENT AND SATISFACTION IN ONLINE LEARNING IN THE ERA OF AI: THE ROLE OF PEER AND INSTRUCTOR INTERACTIONS IN GUJARAT

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ABSTRACT:-

Evolution of the Internet change the world, the education system also experienced a rapid change in the last decade, which has fundamentally transformed the way humans teach and learn. Artifical Inteligence change the methods of online leaning through personalized Learning, Intelligent Tutoring Systems, Automated Assessment and Feedback, Improved Student Engagement, and Enhanced Peer and Instructor Interactions. In combination with other advances within ICT, here including multimedia, networking, and software engineering, this has enabled the form of innovative generations of computer-based educational systems. From 2017, the government (UGC) had allowed universities to offer 20% of their course material through the Massive Open Online Courses (MOOCS) platform called 'SWAYAM'. The primary objective behind this paper is to assess students' characteristics, their perceptions of learning, level of satisfaction, student-to-student interactions, and student-to-instructor interactions, impact of AI on their Study, etc. A descriptive research design was used for the preparation of this paper. Students of MBA and M.COM are personally interviewed. Both primary and secondary data are used for the preparation of this paper. This paper tries to describe the evaluation methodology for such Web-based learning. Relationships of perceived learning with student-instructor interaction and student-student interaction, student-to-instructor interaction, and student-to-student interaction along with control variables were regressed on students' perceived learning.

KEY WORDS: - ONLINE LEARNING, STUDENTS PERCEPTION & SATISFACTION TOWARDS ONLINE LEARNING, ARTIFICAL INTELIGENCE (AI), TEACHING LEARNING PEDAGOGY.

INTRODUCTION: -

The COVID 19 pandemic is first of all a health crisis but it changes the way we are livings. Many countries have decided to close schools, colleges, and universities. In this crisis policymakers are in dilemma for open or not to open schools and colleges. In this situation teaching and learning are moving towards online. The use of Web technology in learning settings has begun to vary in the face of education. (Sher, 2008) "The World Wide Web has become a useful instructional medium and has provided students with new learning experiences that weren't previously possible. During a Web-based environment, at any time and anywhere, 24 hours each day, 7 days every week, students with the assistance of an online connection, can receive instruction, compose and submit assignments, and ask questions for his or her instructors and fellow students. They will actively participate in school discussions from home, office, or any nearest computer lab."

"How can we know how much our students have learned during the course if we don't know how well they were doing at the start of the course?" (Astin, 1993)

LITERATURE REVIEW: -

A few scientists looked at communication as a significant component to understudy learning and to the overall achievement and adequacy of distance training ((Bruning, 2005); (Burnett, 2007); (Fresen, 2007); (Moore, 1993); (Walker, 2005). (Shale, 1990)stated that "in its most principal structure, schooling is an association among teacher, understudy and subject substance". (Hillman, 1994)considered communication among understudies and connection among educator and understudies as "instructive exchange". (Moore, 1993)Suggested that there's a conditional distance during a distance learning climate as educators and students don't communicate inside a similar physical and worldly space. to beat potential shortages on account of conditional distance, Moore recognized three kinds of collaboration fundamental for learning in distance instruction:

i. Learner-content association: It is the strategy by which understudies get data from the course materials. The substance can either be inside such a content, sound or tape, PC infection , or online correspondence.

ii. Learner-teacher communication: This alludes to the connection between the student and consequently the educator. this will take the state of educator conveying data, empowering the student, or giving input. Additionally, this will incorporate the student connecting with the mentor by posing inquiries, or speaking with the coach in regards to course exercises.

iii. Learner-student connection: It is the trading of data and thoughts that happens among understudies about the course in the presence or nonappearance of the teacher. This kind of collaboration can appear as gathering activities, or gathering conversations, and so on student communication can cultivate learning through understudy joint effort and information sharing.

It tends to be speculated from the above writing audit that:
H1: Student-to-Instructor communication will be emphatically connected with understudy seen learning in Web-based web based learning programs.
H2: Student-to-Student collaboration will be decidedly connected with understudy seen learning in Web-based web based learning programs.
H3: Student-to-Instructor cooperation is emphatically connected with understudy fulfillment with Web-based web based learning programs.
H4: Student-to-Student communication is emphatically connected with understudy fulfillment with Web-based web based learning programs.

RESEARCH METHODOLOGY: -

The primary objective behind this paper is to assess students' characteristics, their perceptions of learning, level of satisfaction, student-to-student interactions, and student-to-instructor interactions. A descriptive research design was used for the preparation of this paper. Students of MBA and M.Com are personally interviewed. Both primary and secondary data are used for the preparation of this paper. This paper tries to describe the evaluation methodology for such Web-based learning.

DATA ANALYSIS:-

Demographic details- A total sample of 200 respondents was taken from the different areas of Vadodara. 169 of them are male while 31 of them are female. The mean age of the respondents is 22 years. The mean monthly family income of the respondents was 57,000. 84% of the respondents are graduate 16% are postgraduate. 40% of the respondents are live in a joint family structure while 60% are in a nuclear family structure.

Table 1 Descriptive Statistics

Construct	Minimum	Maximum	Scale	Mean	Standard Deviation
Perceived Learning	1.00	5.00	1-5	4.08	.66
Student Satisfaction	1.00	5.00	1-5	4.35	.83
Student- Instructor Interaction	1.00	5.00	1-5	4.03	.74
Student- Student Interaction	1.00	5.00	1-5	3.60	.83

The mean score of the various statements asked students are in the context of perceived learning, students' satisfaction; Student- Instructor Interaction and Student- Student Interaction are shown in table 1.

Reliability- Cronbach's alpha is done to test the reliability of the factors. Factors are reliable when Cronbach's alpha is greater than 0.60. Here the Cronbach's alpha is .752 so we can say that the factors are reliable.

Hypothesis Testing- To test the connections of saw learning with understudy teacher association and understudy collaboration, understudy to-educator cooperation, and understudy to-understudy communication alongside control factors were relapsed on understudies' apparent learning. Stepwise relapse was performed by the strategy previously mentioned. Table 2 shows a rundown of the relapse models in which saw learning was entered as a reliant variable. Table 2 shows the relapse coefficients. None of the control factors: age, sex, level, language, course insight, and Web experience had any huge relationship with saw learning. Both investigation factors, understudy educator cooperation and understudy communication were essentially connected with seen learning. Understudy teacher collaboration was related with apparent learning (R2 = .401, p < .01). The multivariate relapse condition showed that both understudy teacher collaboration and understudy communication were altogether connected with apparent realizing when analyzed together (R2 = .503, p < .01).

Table 2 Model Summary-Perceived leaning as a Dependent Variable

Model/ Sr. No	R	R²	Adjusted R²	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	DfI	Df2	Sig. F Change
1	.631	.400	.394	.54403	.400	137.623	1	203	.001
2	.712	.501	.493	.49321	.103	43.010	1	205	.000

The beta coefficient for understudy teacher is positive and huge. Additionally, when inspected together, the beta coefficients for the understudy educator cooperation and understudy association were positive and huge.

In light of these discoveries, we reject the invalid theory that understudy educator cooperation isn't emphatically connected with understudy learning and acknowledge the exploration speculation that understudy teacher communication is decidedly connected with understudy learning. Additionally, we reject the invalid speculation that understudy cooperation isn't decidedly connected with understudy learning and acknowledge the exploration theory that understudy communication is emphatically connected with

understudy learning. To test the connections between understudy fulfillment and understudy teacher association, and understudy communication, understudy to-educator collaboration, and understudy to-understudy cooperation alongside control factors were relapsed on understudy fulfillment. Stepwise relapse was performed by the methodology previously mentioned. Table 3 shows the outline of the relapse models in which understudy fulfillment was chosen as a reliant variable.

Table 3 Model Summary-Students Satisfaction as a Dependent Variable

Model/ Sr No	R	R²	Adjusted R²	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	DfI	Df2	Sig. F Change
1	.735	.546	.533	.56821	.541	243.346	1	208	.000
2	.769	.590	.592	.53449	.052	28.004	1	203	.001

Table 3 shows the relapse coefficients. None of the control factors: age, sexual orientation, level, language, course insight, and Web experience had any critical relationship with understudy fulfillment. Both investigation factors, understudy teacher collaboration and understudy communication were essentially connected with understudy fulfillment. Understudy teacher cooperation was related with understudy fulfillment. It tends to be seen from table 3 that the beta coefficient for understudy teacher is positive and critical. The multivariate relapse condition showed that both understudy educator communication and understudy connection were essentially connected with understudy fulfillment when analyzed together. Additionally, when analyzed together, the beta coefficients for the understudy educator communication and understudy collaboration were positive and huge.

In view of these discoveries, we reject the invalid speculation that understudy educator cooperation isn't decidedly connected with understudy fulfillment and acknowledge the exploration theory that understudy teacher communication is emphatically connected with understudy fulfillment. Additionally, we reject the invalid speculation that understudy collaboration isn't emphatically connected with understudy fulfillment and acknowledge the examination theory that understudy cooperation is decidedly connected with understudy fulfillment.

Implications: - Based on these study findings, we can draw the following implications are drawn for the development of future academic portals:

- Future Academic portals & Academic web-based programs should be more user-friendly because if it's not user friendly then it will not attract new users. Hence, user-friendliness of the technology and comfort levels of the users ought to be factored into the development of future technology for Web-based programs.
- The technological aspects of Web-based programs must be established and continually makes them easier for people to interact with the instructor online more clearly and more efficiently.
- The technological aspects of Web-based programs must be established and continually makes them easier for people to interact with each other online more clearly and more efficiently.

AI AND ONLINE LEANING:-

Artifical Inteligence change the methods of online leaning through personalized Learning, Intelligent Tutoring Systems, Automated Assessment and Feedback, Improved Student Engagement, Accessibility and Inclusivity, Learning Analytics and Predictive Insights, Content Creation and Curation and Enhanced Peer and Instructor Interactions.

Table 4 Summary Table- AI and Online Learning

Area	AI Contribution
Personalized Learning	Adaptive content and pacing
Assessment	Auto-grading, instant feedback
Tutoring	24/7 virtual assistants
Engagement	Alerts on disengagement, chatbot support
Accessibility	Transcription, translation, assistive tools
Analytics	Performance tracking, dropout prediction
Content Creation	Auto-generated quizzes, summaries

Limitations: - in this study correlation analysis was used, which cannot draw causal relationships among the variables investigated. As with any descriptive research, particularly field study, there were a limited number of respondents were chosen. Since data was collected from Vadodara city analysis may not apply to other cities of Gujarat.

CONCLUSION: -

The global lockdown of education institutions goes to cause a serious interruption in students' learning; disruptions in internal assessments. Schools and colleges need to develop online resources to rebuild the loss in learning, once they open again. How these resources are used, and therefore the thanks to specialise in the kids who were especially hard hit, is an open question. Given the proof of the significance of appraisals for learning, the positive and critical connection between cooperation elements and understudy learning and fulfillment results represents the significance of student educator, and student associations. Electronic distance learning programs should furnish understudies with what's esteemed in schooling: connection with teachers and different understudies.

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PREVALENCE OF SOCIAL PHOBIA AND ACHIEVEMENT MOTIVATION AMONG COLLEGE STUDENTS

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ABSTRACT

The purpose of this study was to examine the prevalence of social phobia among college students. It also aimed to check social phobia and Achievement motivation with reference to level of gender and Area. The Social phobia and Achievement motivation questionnaire by Dr.Devendra singh sisodia and Mr.Dharmaendra sharma (2012) and Developed and standardized. The sample of the study constitutes 200 college students. "Achievement motivation scale" by Dr. Ashwin Jansari. Achievement Motivation scale have 25 questions. In 21 Centaury, all people were attached with technology there for in this inventory, new five questions about technology are included. The sample of the study constitutes 200 college students. The sample of the study constitutes 400 college students. The findings of the present study are as follows. There is no significant difference in the mean score of social phobia and Achievement motivation among the boys and girls college students. There is significant difference in the mean score of social phobia and Achievement motivation among the urban and rural college students. There is no significant difference in the interactive effect of the mean score of social phobia and Achievement motivation with regards to the level of gender and area.

KEY WORDS : SOCIAL PHOBIA AND ACHIEVEMENT MOTIVATION BOY AND GIRL , URBAN AND RURAL COLLEGE STUDENTS.

The first mention of the term social phobia was made in the early 1900s. At that time psychologists used the term social neurosis to describe extreme shyness. But after extensive work by joseph wolpe on systematic desensitization, research on phobias and their treatment took a momentum. the idea that social phobia was a separate entity from other phobias came from the british psychiatric Isaac marks in the 1960s which was accepted by thr American psychiatric association and was first officially included in the third edition of the diagnostic and statistical manual of mental disorders(DSM 3). Social phobia a common anxiety disorder in adolescent ,and findings from wide range studies suggest that prevalence rates of social phobia among children and adolescents is from 3% to 6.8% in clinical settings and 5% to 9% in community studies surveys

CONCEPT OF ACHIEVEMENTMOTIVATION:

Achievement motivation key parts of man's personality. Being Achievement spurred gives confidence and keeps us beneficial. The thriving of a nation relies on individuals' requirement for accomplishment, which thusly decides its monetary development. To be effective in this serious world the kid must be Achievement-propelled. Achievement motivation consists off our elements, i.e., mastery of needs, work orientation, competition, and personal unconcern. After further studies, they found that "the interaction of the first three elements is the key reason that contributes to excellent performance of individuals. It is highly related to personal achievements (Spence and Helmreich, 1978)."

1.   **Mastery of needs**: An individual prefers jobs that are intellectually demanding, challenging and thought-oriented. He/she enjoys playing a leadership role in groups and is able to complete task salready started.

2.   **Work orientation**: An individual takes a proactive attitude toward work and loves what he/she does. He/she obtains sense of satisfaction from work and pursues self-realization and growth".

3.   **Competition**: An individual hopes for victory and has the desire to win over others".

4.   **Personal unconcern**: An individual does not consider success or stellar performance to be the cause of being rejected by others. In other words, there is no fear of success.

FACTORS OF ACHIEVEMENT MOTIVATION:

Mastery: The preference for challenging tasks and for meeting internal standards of performance.

Work: The desire to work hard and do a good job

Competitiveness: The enjoyment of interpersonal competition and the desire to do better than others.

Symptoms of social phobia-

Social anxiety disorder is characterized by the presence of the following emotional, physical and behaviour symptoms (smith et al,2016)

Emotional symptoms of social anxiety disorder includes - excessive self consciousness and anxiety in everyday social situations, fear that you will act in ways that will embarrass or humiliate yourself ,fear the others will notice that you are nervous. Physical sensations of social anxiety disorder includes face, or blushing, shortness or breath, trembling or shaking , racing heart or tightness in chest sweating or hot flashes. Behavioural symptoms avoiding social situations to a degree that limits your activities or disrupts your life, poor eye contact, a need to always bring a buddy along with where you go.

Social anxiety can range from a relatively benign ,infrequent level of severity to being a major hindrance in everyday life .further, social anxiety disorder or social phobia are mental health diagnoses used to describe a level of social anxiety that is so distressing , excessive and pervasive that it is significantly interfering with an individuals quality of life. The feared or avoided situations in social phobia can be very narrow and specific, or may extend to the majority of ones interactions with others. thus a college based survey was conducted to assess the prevalence of social phobia among college students.

OBJECTIVES

   1. To study of the social phobia and Achievement motivation among the boys and girls college students.

   2. To study of the social phobia and Achievement motivation among the urban and rural college students.

   3. To study of the interactive effect of social phobia and Achievement motivation among the level of gender and area.

HYPOTHESES

1. There will be no significant difference in the mean score of social phobia and Achievement motivation among boys and girls college students.

2. There will be no significant difference in the mean score of social phobia and Achievement motivation among urban and rural students.

3. There will be no significant difference in the interactive effect of the mean scores of social phobia and Achievement motivation among the gender and area .

VARIABLES

Independent variable:

1. gender level: - boys and girls students.

2. area: urban and rural.

Dependent variable : social phobia score and Achievement motivation score.

Sample

The sample of present study consisted total 400 students out of which 100 were from boys students (50 urban and 50 rural) and 100 from girls students (50 urban and 50 rural).

Showing the table of sample distribution

Faculty	Level of Education		Total
	Boys	Girls	
Urban	100	100	200
Rural	100	100	200
Total	200	200	400

TOOLS

Social phobia analysis questionnaire prepared by Dr.Devendra singh sisodia and Mr.Dharmendra Sharma (2012) was used. This scale consisted with 25 statemen. This scale consisted with 25 statements. Each item in the test has five options 'strongly agree' 'agree' 'undecided' 'disagree' and 'strongly disagree'. Respondents made tick mark ( ) in the cell below response. There reliability is r – 0.80 and validity is r – 0.75. researcher has used "Achievement motivation scale" by Dr. Ashwin Jansari. Achievement Motivation scale have 25 questions. In 21 Centaury, all people were attached with technology there for in this inventory, new five questions about technology are included. One question has six options and students have to round mark in one option, which they like, most suitable for the question.Its test-retest and split-half reliability is 0.63 and 0.72 respectively an attempt has also made to reliability the test by showing that recognized high achievement score high on this test.

PROCEDURE

The permission was granted from various colleges for data collection in Sabarkantha district after the establishment of rapport, personal information and the social phobia Inventory (SPI) and Achievement Motivation was administrated the data was collected, scored ,as per the manual and analyzed. The statistical method 'F' test was calculated and results were interpreted.

RESULT AND DISCUSSION

Table: 2 The Table Showing the Mean Score of social phobia of boys and girls students

	A (Gender)	'F'	Sign.

	A1 boys	A2 Girls	Value	
M	86.96	83.74	0.25	N.S
N	50	50		

The above table no.1 shows the mean score of social phobia among boys and girls students. The mean score of boys student group is 86.96 and girls students group is 83.74. The 'F' value is 0.25 is significant at 0.05 level. The hypothesis no.1 that " There is no significant difference in the mean score of the social phobia among boy and girl college students" is accepted.

Table : 3 The Table showing the mean score of social phobia of urban and rural college students.

	B (Area)		'F' Value	Sign.
	B1 Urban	B2Rural		
M	101.87	68.82	26.03	0.01
N	50	50		

The above table no.3 shows the mean score of social phobia among students of urban and rural college students. The mean score of students of urban area group 101.87 and students of rural area group is 68.82 .The 'F' value is 26.03, which was found to be significant level at 0.01.it can be clearly said that significant difference is existed on social phobia among college students of urban and rural area . Here based on mean score it can be said that college students of urban area have high social phobia than college students of rural area. Because may be urban area students feels somewhere inferior which can create social phobia in them. so There is no significant difference social phobia among college students of urban and rural area ;is rejected .

Table : 4 The Table showing the interactive effect of the mean score of social phobia of gender and faculty

			A		'F' Value	Sign.
			A1	A2		
M	B	B1	100.90	102.87	0.64	N.S.
		B2	73.04	64.63		
N			50	50		

The above table no.4 shows the interactive effect of social phobia among the gender and area. The mean score of boys students of urban area group is 100.90, girls students of urban area group , is 102.87 ,boys students of rural area group is 73.04,girls students of rural area group is 64.63.The 'f' value is 0.64 which was found to be not –significant level at 0.05.The hypothesis no.3 that," There is no significant difference in the interactive effect of the mean scores of social phobia among the gender and area" is accepted.

Table: 5 The Table Showing the Mean Score of Achievement motivation of boys and girls students

Table - Shows the results of ANOVA on Achievement motivation of college students of male

	A (Gender)		'F' Value	Sign.
	A1 boys	A2 Girls		
M	15.580	17.845	7.019	0.01
N	100	100		

and female College Students. Table K - shows that F ratio for Ass (Gender) is 7.019, which is significant at 0.01 level. It means significant difference existed between male and female college Students on Achievement motivation. By the same point of view Table 4.71 show mean score of male College Students is 15.580 and female College Students is 17.845. It is

clearly said that significant difference existed between male and female College Students on Achievement motivation.

Table : 6 The Table showing the mean score of Achievement motivation of urban and rural college students.

	B (Area)		'F' Value	Sign.
	B1 Urban	B2Rural		
M	19.670	13.755	47.871	0.01
N	100	100		

F ratio for Bss (Area) is 47.871, which is significant at 0.01 level. It means significant difference is existed between urban and rural area college students on Achievement motivation. By the same point of view Table 4.72 show mean score of Achievement motivation of urban area collage students is 19.670 and rural area college students is 13.755. It can be clearly said that significant difference is existed between urban and rural area college students on Achievement motivation. Here based on the mean score it can said that urban area college students have high Achievement motivation than the rural area college students. Because of high level of competition in urban area. Hence, there is significant difference in Achievement motivation of both are of college students. The result is that There is no significant difference between college students of urban and rural area with regards to their Achievement motivation, is rejected. It can be seen in figure 4.72.

Table : 7 The Table showing the interactive effect of the mean score of Achievement motivation of gender and area

			A		'F' Value	Sign.
			A1	A2		
M	B	B1	18.940	20.400	0.887	N.S.
		B2	12.220	15.290		
N			200	200		

F ratio for A x B (Gender x Area) is 0.887, which is not significant. It means significant difference is not existed between gender and Area on Achievement motivation of college students. By the same point of view Table 4.74 show the mean score of male college students of urban area is 18.940, female college students of urban area is 20.400, male college students of rural area is 12.220 and female college students of rural area is 15.290 on Achievement motivation. It is clearly said that significant interaction not effect is existed between Gender and Area on Achievement motivation. So, the result is that Ho_{74}; There is no significant interaction effect between gender of college students and area with regards to Achievement motivation; is accepted. It can be seen in figure 4.74.

CONCLUSION
1. There is no significant difference in the mean score of the social phobia among the boy's and   girls college students.
2. There is significant difference in the mean score of social phobia among the urban and rural college students.
3. There is no significant difference in the interactive effect of the mean scores of social phobia with regards to the level of the gender and area.
4. There is no significant difference in the mean score of the Achievement motivation among the boy's and girls college students.

5. There is significant difference in the mean score of Achievement motivation among the urban and rural college students.
6. There is no significant difference in the interactive effect of the mean scores of Achievement motivation with regards to the level of the gender and area.

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E-COMMERCE IN INDIA : A NEW ERA

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ABSTRACT:
Electronic commerce, commonly written as e-commerce is buying and selling of products and services by the means of internet facility. Electronic commerce depends on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. With the help of wholesalers retailing their products the customers can get the chance of the lower prices. This trend is set to strengthen as web sites address consumer security and privacy concerns. Due to the popularity of e-commerce there is a drastic increase in exchange of goods and services both regionally as well as globally. Now-a-days it has become the virtual shopping street of the world. This online business refers to the E-commerce which is recently moved in to developing countries like India. Today, e-commerce has grown into a very big industry. This paper is outcome of a review of various research studies carried out on E-commerce. The present study has been undertaken to analyze the present trends of e-commerce in India & examine the challenges & opportunities of e-commerce in India.

KEYWORDS: E-COMMERCE, OPPORTUNITIES AND CHALLENGES, CAGR (COMPOUND ANNUAL GROWTH RATE), ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING

INTRODUCTION
E-commerce is anything that involves an online transaction. E-commerce makes available a large variety of choice, low prices and easy availability to the customers. E-commerce is divided into two branches that is E-finance and E-merchantise. E-commerce involves conducting business with the help of Internet. Online businesses like financial services, travel helps, entertainment, and groceries etc. are provided to the customers. Growth of e-commerce is affected by economic factors, political factors, and cultural factors. The benefits of e-commerce include its 24×7 availability, the speed of access, the wide availability of goods and services for the consumer, easy accessibility, and international reach

DEFINITION
The buying and selling of products and services by businesses and consumers through an electronic medium, without using any paper documents. E-commerce is widely considered the buying and selling of products over the internet, but any transaction that is completed solely through electronic measures can be considered e-commerce.
"E-Commerce is a concept covering any form of business transactions or information exchange executed using information and communication technology between companies and public administration."

OBJECTIVES
- To explain the concept of E-commerce.
- To study the India's prospects in E-commerce.
- To study the various trends in E-commerce.
- To study the various challenges faced by E-commerce in India.

LIMITATIONS OF THE STUDY
- The study has been conducted only by collecting the secondary data.
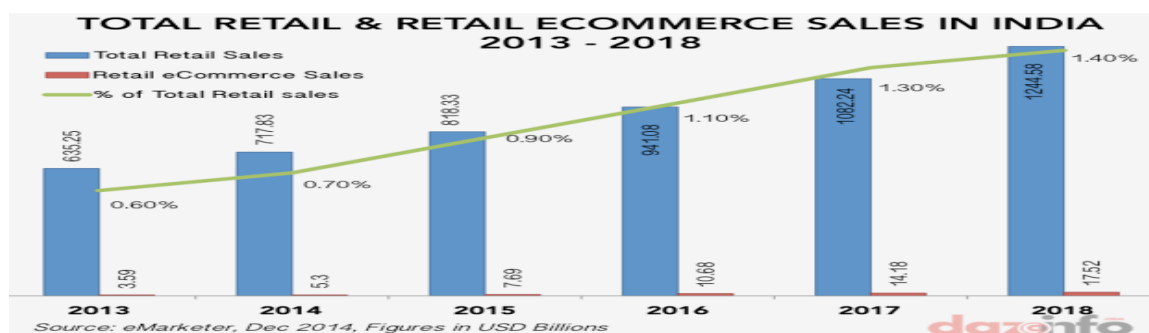- The study focuses on E-commerce market in India.

RESEARCH METHODOLOGY

The process used to gather information and data for the purpose of making strategic business decisions. The methodology may include publication research, interview, surveys and other research techniques & could include both present & historical information. But into this research I have only used secondary data that has been collected from various articles, journals, books, websites etc. which has been used to study the conceptual framework, definition, present trends and some of the market challenges and opportunities of e-commerce in India. All the data included is the secondary base and proper references have been given wherever necessary.

E-COMMERCE IN INDIA

India had an internet user base of about 354 million as of June 2015and it is expected to cross 500 million in 2016. In the face of being the second-largest user-base in world, only behind China (650 million, 48% of population), the penetration of e-commerce is low compared to markets like the United States (266 million, 84%), or France (54 M, 81%), but is growing at an extraordinary rate, adding around 6 million new users every month. The industry consensus is that growth is at an inflection point.

In India, the most preferable payment method is cash on delivery which is accumulating 75% of the e-retail activities. According to a research conducted by the Internet and Mobile Association of India, the e-commerce sector is estimated to reach upto Rs. 211,005 crore by December 2017. The study also stated that online travel agencies for 61% of the e-commerce market. By 2020, India is expected to generate $100 billion online retail revenue out of which $35 billion will be through fashion e-commerce. Online apparel sales are set to grow four times in coming years. The e-commerce in India was $147.3 billion in 2024, with 18.7% CAGR (Compound Annual Growth Rate) through to 2028 which will be further fueled by the technology innovations (5G & 6G based higher internet speed, Artificial Intelligence and Machine Learning based hyper-personalized shopping experience and so on.

Graph – 1 : Total Retail and Retail E-commerce Sales in India during 2013 - 2018

RECENT TRENDS IN INDIAN E-COMMERCE INDUSTRY

India is a massive E-Commerce marketplace now with every age group comfortably transacting online more often preferring shopping online instead of visiting offline stores for a bigger amount of choices and offers.

E-Commerce industry is growing at very rate in India and is expected to account for 1.61% of the global GDP by 2018. According to a report by Forrester, India is set to become the fastest growing market in the Asia-Pacific region with an expected growth rate of over 57% between 2012 and 2016.

A. Men in India shop 3times more than women

The research has shown that while women continue to dominate the in-store markets, men with disposable incomes have taken it upon themselves to play the larger role in online shopping.

B. Cash-On-Delivery (COD) remains the most preferred online payment method.

We Indians love the Cash-On-Delivery option; it gives us more control over online transactions since we don't have to pay until the product is at our doorstep. COD option during checkout has also been proven to boost impulse purchases.

C. 60% of online purchases happen during business hours. (9 A.M. – 5 P.M.)

This proven trend is a myth-buster that shows how integral a part online shopping has become in our day-to-day lives. Marketers can use this fact to schedule their promotions across advertising channels accordingly.

D. The Rural Pitch

E-commerce companies would emphasize more on attracting the customers from rural areas. Along with this, traditional business houses such as Tata Group and Reliance Industries will enter more aggressively into the e-commerce business.

E. Smartphone Apps

However, users browse products on desktops or laptops, they prefer transacting via smart phones because of their faster linkages to payment gateways. Smartphone e-commerce apps are also preferred as they offer more personalized shopping experience for customers and a better understanding of consumers for the e-commerce company. Further apps are also an opportunity to curate targeted promotions based on browsing or shopping cart history.

OPPORTUNITIES AND CHALLENGES

Backed by increased online user base and mobile phone penetration, Indian e-commerce has seen impressive growth in the last few years. Considering India's demographic dividend and rising internet accessibility, the sector is slated to scale greater heights. Although, India's overall retail opportunity is substantial, the sector is beset with some serious challenges. We take into the current e-commerce landscape and the sector's key drivers & challenges. Internet penetration is one if the factors affecting the growth of e-commerce.

The following table provides information about the percentage of internet penetration in different countries of the world:

Country	Internet Users	Penetration (% of population)
China	721,434,547	52.2%
India	426,124,989	34.8%
US	286,942,362	88.5%
Brazil	139,111,185	66.4%
Japan	115,111,595	91.1%
Russia	102,258,256	71.3%
Nigeria	86,219,965	46.1%
Germany	71,016,605	88.0%
UK	60,273,385	92.6%

Mexico	58,016,997	45.1%

Table – 1: Internet Penetration in different countries

The above table reveals that e-commerce industry is fast rising; changes can be seen over year. A significantly low (34.8%) but fast-growing internet population is an indicator of the sector's huge growth potential in India. For developing countries like India, e-commerce offers considerable opportunity. The table shows that, e-commerce in India is still in growing stage. It is believed that low cost of personal computers, a growing installed base for Internet use, and an increasingly competitive Internet Service Provider (ISP) market will help fuel e-commerce growth in Asia's second most populous nation. Insights into increasing demand for broadband services, rising standards of living, availability of wider product ranges, reduced prices and busy lifestyles reveal this fact more prominently thereby giving way to online deals on gift vouchers. Going by the statistics, e-commerce market in India is expected to nearly double to Rs. 2,11,005 crores by December according to industry body Internet and Mobile Association of India (IAMAI). The market grew 30% between December 2011 and December 2015.Online travel which includes domestic air ticket and railway ticket booking is expected to grow around 40% by the end of 2016.

KEY DRIVER OF E-COMMERCE IN INDIA

- Large percentage of population subscribed to broadband Internet, rapidly increasing 3G internet users, and a recent introduction of 4G across the country.
- Explosive growth of Smartphone users.
- Rising standards of living as result of fast decline in poverty rate.
- Availability of much wider product range.
- Competitive prices compared attractive to the customers.
- Increased usage of online classified sites, with more consumers buying and selling secondhand goods.

CHALLENGES IN THE E-COMMERCE SECTOR

There are some barriers responsible for slow growth of e-commerce in India. Hamilton (2002) indicate some barrier in using e-commerce including security problems, lack of skills, cost etc. People do not yet sufficiently trust paperless, faceless transactions. For the growth of E-business in India it needs a focus and should to make country in the lines of E-business.

1. In India, Cash on delivery is the preferred payment mode:
In India, most of the people prefer to pay cash on delivery due to the low credit card diffusion and low trust in online transactions. Not like electronic payments, manual cash collection is quite perilous, expensive and laborious.

2. Infrastructural Problems:
Internet is the backbone of e-commerce. Internet penetration in India is still very low (34.8%) compared to other countries. The quality of connectivity is poor in several regions. But both these are real threats for the growth e-commerce market in India

3. Incorrect postal address:
When the customer places an online order, he will get a call from the company, asking about his exact location. The given address is not enough because there is always a little standardization while writing post addresses. It is also one of the biggest challenges that faced by e-commerce in India.

4. Absence of Cyber Laws:
Other big challenge associated with e-commerce market is the near absence of cyber laws to regulate transactions on the Net. WTO is expected to enact cyber laws soon. The India's Information Technology (IT) Bill passed by the Indian Parliament on May 17, 2000 intends to tackle legislatively the growing areas in e-commerce. As it stand today, the Bill deals with

only commercial and criminal areas of law. However, it does not take care of issues such as individual property rights, content regulation to privacy and data protection specific legislation.

5. Privacy and Security Concern:

In case of start up and small business, Business owners fail to take the initial steps to secure and protect their online business through installation of authentic protection services like antivirus and firewall protection, which indeed a crucial step for successful online business players. Usage of unauthorized soft wares will not protect the customer.

6. Payment and Tax Related Issues:

Tax rate system of Indian market is another factor for lesser growth rate of e-commerce in India in comparison to other developed countries like USA and UK. In those countries, tax rate is uniform for all sectors whereas tax structure of India varies from sector to sector. This factor creates accounting problems for the Indian online business companies. The Government of India is committed to replace all the indirect taxes levied on goods and services by the Centre and States and implement Goods and Services Tax (GST) by April 2017.One-Country-One-Tax is the main motive of GST.

7. Touch and Feel' factors:

Indian customers are more comfortable in buying products physically. They tend to choose the product by touching the product directly. Thereby, Indian buyers are more inclined to do ticketing and booking online in Travel sectors, books and electronics. Companies dealing with products like apparel, handicrafts, jewelry have to face challenges to sell their products as the buyers want to see and touch before they buy these stuffs.

8. Shipping Challenges:

Issues related to lack of supply chain integration, high delivery charges for products, delay in delivery and lack of proper courier services in some areas also make customers frustrated.

9. Product Return, Refund etc.:

Product which is not satisfactory for the customers tends to get replaced or returned. This is another major issue which leads into overall loss in revenue, loss of shipment costs and more than all these loss of your reputation

10. Customer Service:

E-Marketers focus on the website performance ignoring customer relationship and in-personal assistance.

FINDINGS

- The study indicates that e-commerce sector has huge growth potential in India. E-Commerce in India – Opportunities and Challenges.
- Internet is the back-bone of e-commerce. But internet penetration in India is low compared to other countries.
- The growth of mobile internet is encouraging.
- There are some obstacles responsible for slow growth of e-commerce in India.

CONCLUSION

The future of E-Commerce is difficult to predict. There are various factors responsible for the growth of e-commerce. There are some of serious challenges to be faced by the e-commerce industry. In general, today's businesses must always strive to create the next best thing that consumers will want because consumers continue to desire their products, services etc. to continuously be better, faster, and cheaper. In this world of new technology, businesses need to accommodate to the new types of consumer needs and trends because it will prove to be vital to their business' success and survival. E-commerce is continuously progressing and is becoming more and more important to businesses as technology continues to advance and is something that should be taken advantage of and implemented. However, just like anything else, e-commerce has its disadvantages including consumer uncertainties, but nothing that

cannot be resolved or avoided by good decision-making and business practices. If the correct methods and practices are followed, a business will prosper in an e-commerce setting with much success and profitability.

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ARTIFICIAL INTELLIGENCE IN THE TEACHING OF REGIONAL LANGUAGES

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ABSTRACT

In the 21st century, Artificial Intelligence (AI) is redefining the way we live, work, and learn. One of the most impactful applications of AI is in the field of education, particularly in language learning. While global languages like English, Spanish, and Mandarin have seen widespread adoption of AI tools, there is now growing attention on how AI can support the **teaching and preservation of regional languages**. Regional languages form the cultural and linguistic backbone of many societies, and AI holds immense promise in revitalizing them through innovative, interactive, and inclusive educational strategies.

1. IMPORTANCE OF REGIONAL LANGUAGES

Regional languages are deeply embedded in the identity, history, and traditions of communities. They are not just means of communication but carriers of culture, local knowledge, and values. However, with globalization and the growing dominance of a few major languages, many regional tongues are under threat. In countries like India, Nigeria, and Indonesia, where linguistic diversity is vast, many regional languages are fading due to lack of institutional support and limited teaching resources.

AI offers a powerful platform to reverse this trend by making regional language learning more accessible, efficient, and engaging.

2. ROLE OF AI IN LANGUAGE LEARNING

AI in language learning typically uses tools such as:

- **Natural Language Processing (NLP)** – to understand and generate human language.
- **Machine Learning** – to adapt and personalize learning experiences.
- **Speech Recognition and Generation** – to improve pronunciation and conversational fluency.
- **Chatbots and Virtual Tutors** – to simulate real-time conversations.
- **Gamification and Interactive Apps** – to make learning more enjoyable and effective.

Applying these technologies to the teaching of regional languages can help overcome the challenges of limited teachers, low learning materials, and declining learner motivation.

3. APPLICATIONS OF AI IN TEACHING REGIONAL LANGUAGES

a) AI-Powered Learning Apps

AI-powered mobile and desktop applications like **Duolingo, Google Bolo, or Anuvaad** can be adapted to regional languages. These apps use gamification, adaptive learning paths, and speech feedback to help users learn grammar, vocabulary, and pronunciation. Several such platforms are now including regional Indian languages such as Tamil, Telugu, Marathi, and Bengali.

b) Voice Recognition for Local Dialects

AI speech recognition models trained on local accents and dialects can help learners practice speaking skills in their native language. For example, a Gujarati-speaking child in rural India

can use a mobile app to hear stories, read aloud, and receive feedback on pronunciation, all without needing a physical teacher.

c) Personalized and Adaptive Learning

AI systems analyze a student's learning pattern and adapt accordingly. This is especially beneficial in teaching regional languages where students might have varied exposure or fluency levels. The system can offer simpler lessons for beginners while pushing advanced learners toward complex texts and native-like fluency.

d) Automated Content Creation and Translation

AI can generate and translate educational materials like stories, poems, and textbooks in regional languages. Natural Language Generation (NLG) tools can be trained to create new content for early learners in underrepresented languages, bridging the content gap that has long limited regional language education.

e) Language Preservation and Digital Archives

AI is also helping document endangered regional languages. Projects using AI-driven transcription and translation are preserving oral histories, folk songs, and literature. These digital resources can then be used as learning tools in schools and communities.

4. CASE STUDIES AND GLOBAL EXAMPLES

a) Google's Bolo (Read Along) in India

Google launched the Read Along app (earlier called Bolo) to help children read in their native language. The app supports multiple Indian languages including Hindi, Marathi, Bengali, and Tamil. It uses speech recognition and NLP to assess reading aloud and provides real-time feedback.

b) African Language AI Projects

In South Africa and Kenya, AI-based tools are being developed for local languages like Zulu, Xhosa, and Swahili. Speech recognition and machine translation tools help students learn through mobile-based lessons and storytelling.

c) AI for Indigenous Language Learning in Canada

The Indigenous communities of Canada are using AI tools to teach native languages like Cree and Ojibwe. AI chatbots and vocabulary games are being developed in collaboration with community elders to encourage younger generations to embrace their heritage.

5. ADVANTAGES OF USING AI IN REGIONAL LANGUAGE TEACHING

1. **Accessibility**: Learners from remote or underserved areas can access high-quality learning resources anytime and anywhere via AI-powered apps.
2. **Engagement**: Interactive games, voice-based exercises, and progress tracking keep learners motivated.
3. **Scalability**: Once developed, AI systems can serve millions of learners without the need for more human instructors.
4. **Customization**: AI offers tailored learning experiences based on the individual's pace, level, and needs.
5. **Inclusivity**: Learners who may feel shy or marginalized in formal classroom settings can learn at their own comfort and speed using AI tools.

6. CHALLENGES AND LIMITATIONS

While the potential is immense, certain challenges remain:

- **Data Scarcity**: AI systems require large datasets to train. Many regional languages lack sufficient digital content or recorded speech data.
- **Linguistic Complexity**: Regional languages often have multiple dialects and intricate grammatical rules that are hard to model.

- **Digital Divide**: Not all regions have the internet infrastructure or smartphone penetration needed to access AI tools.
- **Cultural Sensitivity**: AI systems must be trained with context-specific understanding to respect regional customs, idioms, and expressions.
  To address these issues, collaboration between linguists, technologists, educators, and local communities is essential.

7. THE FUTURE OUTLOOK

The future of regional language education lies in the intelligent integration of AI with culturally rooted pedagogy. As AI systems become more advanced and affordable, we can expect:

- **Voice assistants and tutors in every regional language**
- **AI-driven local language classrooms in rural schools**
- **Community-developed digital dictionaries and storybooks**
- **Integration of AI with Augmented Reality (AR) for immersive learning**
  Governments and educational institutions should prioritize investments in AI projects aimed at regional language learning, ensuring digital literacy grows alongside linguistic diversity.

CONCLUSION

Artificial Intelligence is revolutionizing the way regional languages are taught and preserved. By combining the efficiency of machines with the richness of local culture and expression, AI can help safeguard linguistic heritage while empowering new generations of learners. The key lies in ethical, inclusive, and collaborative development of AI tools that serve not just global but also local needs. In doing so, AI becomes not a threat to diversity, but a bridge that connects tradition with technology, past with future, and language with learning.

ARTIFICIAL INTELLIGENCE AND ITS INFLUENCE ON ENGLISH PHRASEOLOGY: A COMPREHENSIVE EXPLORATION

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ABSTRACT

The rapid integration of Artificial Intelligence (AI) into language systems has fundamentally reshaped the dynamics of English phraseology. Traditionally, phraseology—the study of idioms, collocations, phrasal verbs, and fixed expressions—has been grounded in cultural transmission, literary tradition, and linguistic habit. However, the proliferation of AI, particularly Large Language Models (LLMs) and Natural Language Processing (NLP) tools, has initiated a paradigm shift in how phraseological units are analyzed, generated, preserved, and taught. This paper presents an in-depth exploration of the AI-driven transformation of English phraseology, examining data mining, semantic modeling, cross-cultural translation, and idiomatic innovation. Furthermore, it critically evaluates the implications of machine-influenced phraseology on linguistic creativity, cultural authenticity, and future research in computational linguistics.

KEYWORDS: ARTIFICIAL INTELLIGENCE (AI), ENGLISH PHRASEOLOGY, IDIOMS, COLLOCATIONS, PHRASAL VERBS, NATURAL LANGUAGE PROCESSING (NLP), MACHINE TRANSLATION (MT), COMPUTATIONAL LINGUISTICS, DIGITAL HUMANITIES, LINGUISTIC INNOVATION

INTRODUCTION

Language is not merely a tool for communication; it is a repository of culture and thought, where phraseology plays a crucial role in reflecting shared human experiences. English, as a global lingua franca, possesses a rich and diverse phraseological inventory that has evolved over centuries. Fixed expressions, proverbs, idiomatic constructs, and collocational patterns are essential for fluent, natural, and nuanced communication.

Historically, the study of English phraseology was confined to lexicographic studies, literary analysis, and corpus-based investigations. With the rise of Artificial Intelligence, particularly since the advent of LLMs such as GPT-4, BERT, and T5, this domain has expanded into new territories. AI now analyzes, generates, translates, and even teaches phraseological constructs. The interaction between human linguistic creativity and machine-generated phraseology is redefining the boundaries of communication.

This research paper seeks to address the following questions:
How does AI identify and process English phraseology?
In what ways does AI influence the creation and innovation of idiomatic expressions?
What are the pedagogical and translational impacts of AI on phraseology?
What ethical and cultural challenges arise from AI's involvement in language?

UNDERSTANDING ENGLISH PHRASEOLOGY: THEORETICAL FOUNDATIONS
Defining Phraseology

Phraseology is a branch of applied linguistics focusing on multi-word expressions whose meanings are often non-compositional. According to Cowie (1998), phraseology includes:

Idioms – e.g., "Bite the bullet," "Kick the bucket"

Collocations – e.g., "Strong coffee," "Heavy rain"

Phrasal Verbs – e.g., "Look after," "Turn down"

Proverbs and Sayings – e.g., "Actions speak louder than words"

These expressions are culturally bound and carry implicit meanings that are learned through usage rather than explicit instruction.

THE IMPORTANCE OF PHRASEOLOGY

Phraseology contributes to Linguistic fluency, Cognitive efficiency in communication, Cultural transmission, Stylistic richness in writing and speech

CONTEXTUAL SEMANTIC ANALYSIS

Modern AI models, including BERT (Bidirectional Encoder Representations from Transformers) and GPT-4, perform context-aware analysis. They identify idioms based not only on lexical patterns but also on semantic embeddings.

AI AND PHRASEOLOGY IN TRANSLATION
FROM LITERAL TO CONTEXTUAL TRANSLATION

Earlier machine translation (MT) systems translated idioms literally, leading to semantic distortions. Modern AI-based MT systems like DeepL and Google Neural MT employ contextual translation models.

Example:

English: "Once in a blue moon"

French (AI Translation): "Tous les trente-six du mois" (An equivalent idiom meaning "rarely")

CROSS-CULTURAL PHRASE ADAPTATION

AI now assists in cultural localization, where idiomatic phrases are adapted for cultural relevance rather than translated verbatim.

Example:

English: "The ball is in your court"

Japanese Equivalent: "次はあなたの番です" (Now it's your turn)

This preserves communicative intent while respecting cultural norms.

PHRASE GENERATION AND CREATIVE LANGUAGE BY AI
AI AS A CREATIVE PHRASEOLOGIST

Generative AI models produce original idiomatic constructs by blending existing idioms or creating metaphors.

Example of AI-Created Metaphors:

"Navigating social media is like sailing in a sea of mirrors."

"In the digital world, words are arrows and clicks are bows."

These creations demonstrate AI's capacity for linguistic innovation, challenging the notion that idiomatic creativity is uniquely human.

AI IN PHRASEOLOGY EDUCATION AND PEDAGOGY

Adaptive Learning Platforms

Educational apps like Duolingo, Memrise, and LingQ integrate AI to teach idiomatic English with Contextual examples, Real-time feedback, Personalized learning paths, AI Writing

Assistants. Tools like Grammarly, Quillbot, and ChatGPT suggest idiomatic refinements in writing:

Input: "He worked hard."

AI Suggestion: "He went the extra mile."

ETHICAL, CULTURAL, AND LINGUISTIC CHALLENGES
OVER STANDARDIZATION AND HOMOGENIZATION

AI might overuse certain idiomatic expressions, leading to phraseological clichés and linguistic monotony.

LOSS OF CULTURAL DEPTH

AI-generated idioms may lack the historical and cultural resonance of human-created expressions.

INTELLECTUAL PROPERTY CONCERNS

Who owns AI-generated idiomatic content? Should such phrases enter dictionaries? These are pressing questions in computational linguistics ethics.

THE FUTURE OF AI AND PHRASEOLOGY

Augmented Creativity

Future models will likely collaborate with writers, suggesting metaphorical language while maintaining stylistic consistency.

Dynamic Phrase Databases

AI will continuously update phrase databases through web scraping and social media mining, allowing linguists to study phraseological trends in real-time.

Multimodal Phraseology

AI may link visual metaphors, audio expressions, and textual idioms, creating multimodal phraseological systems for immersive communication.

CONCLUSION

Artificial Intelligence is not merely a computational tool but a linguistic collaborator influencing the trajectory of English phraseology. From identifying traditional idiomatic patterns to generating novel metaphors and transforming phraseology education, AI's role is both expansive and transformative. However, it necessitates cautious human oversight to preserve cultural integrity, creative diversity, and linguistic authenticity. As AI continues to integrate into our communicative systems, the study of phraseology must evolve into a multidisciplinary domain bridging linguistics, technology, ethics, and pedagogy.

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સાહિત્ય અને ભાષા: એક અધ્યાય

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પરિચય

સાહિત્ય અને ભાષા એકબીજાની આસપાસ ઊમળતી અવ્યાખ્યાયિત શક્તિઓ છે. ભાષા એ વ્યક્તિગત અને સામુહિક માનવ અનુભવો, વિચારધારાઓ, ભાવનાઓ અને સંસ્કૃતિને પ્રગટ કરવાની માત્ર મૌલિક સાધન નથી, પરંતુ તે સાહિત્યના સર્જન અને પ્રસ્તુતિ માટે એક અનિવાર્ય માધ્યમ છે. એ પછી, સાહિત્ય ભાષાને માત્ર ઉપયોગ કરે છે નહિ, પરંતુ તેને પોષણ આપે છે, સંસ્કારિત કરે છે અને નવો ગહન અર્થ આપવાનું કાર્ય કરે છે.

ભાષા અને સાહિત્યનો સહજ સંબંધ

ભાષા એ સાહિત્યનું એક સશક્ત આધાર છે. ભાષાની સંરચના, વ્યાકરણ અને શબ્દકોશમાં જે ફેરફાર થાય છે, તે સાહિત્યના પઠન અને સમજણ માટે મહત્વપૂર્ણ છે. અનેક વાર સાહિત્યિક રચનાઓમાં ભાષા થોડી અસાધારણ હોય છે, જે પોતાના સમયમાં સર્વ સાહિત્યિક માન્યતાઓ અને શબ્દપ્રયોગોની સીમાઓને લાંઘે છે. આથી, સાહિત્ય એ ન કેવલ ભાષા માટે એક મંચ છે, પરંતુ તે ભાષાને નવિન દૃષ્ટિકોણ અને વાચકની સમજણનો પ્રયોગ આપે છે.

સાહિત્યમાં ભાષાની સુંદરીકરણ

સાહિત્ય દ્વારા ભાષાને એક પ્રગટ અને ઉત્તમ રૂપે રજૂ કરવામાં આવે છે. કવિ, ગઝલકાર, અને નવલકથાકારો દરેકે પોતાની ભાષાને એક આર્ટ ફોર્મ તરીકે વિકસાવ્યું છે. ગુજરાતી ભાષામાં કવિ માણા અને નરથી સમાજનું વર્ણન કરવામાં ભાષાને એક નવો ચહેરો આપ્યો છે. તેમણે કેવો શબ્દવિરવિચ્છેદ, ગમક અને અનોખા રૂપકોએ શાસ્ત્રોમાંથી બહાર જઈને સામાન્ય ભાષાને સાહિત્યના આલંબન સુધી પહોંચાડ્યું.

સાહિત્યની સામાજિક અને સાંસ્કૃતિક ભૂમિકા

સાહિત્ય માત્ર ભાષાને સંવર્ધિત કરતું નથી, પરંતુ તે સમાજ અને સંસ્કૃતિના મૂલ્યોને પણ પ્રગટ કરે છે. સાહિત્યની ભાષા સામાજિક પરિસ્થિતિ, કલ્પના અને વિચારધારાઓનું પ્રતિનિધિત્વ કરે છે. યુદ્ધ, પ્રેમ, દુઃખ, અને ઈર્ષા જેવા સંવેદનાત્મક પાસાંને ભાષાની માધ્યમથી સરળ અને પ્રભાવી રીતે વ્યક્ત કરવું એ સાહિત્યની શક્તિ છે.

ગુજરાતી સાહિત્યમાં ભાષાની વિવિધતાઓ

ગુજરાતી સાહિત્યમાં પણ ભાષાના અનેક રૂપોને જોવામા આવે છે. જૂની જમાનોની સાહિત્યિક પરંપરાઓ, જેમ કે ભક્તિ કાવ્ય, લોકગીતો અને આયનાના કાવ્ય, ભાષાની સમૃદ્ધિ અને ગહનતા સાથે જોડાયેલી છે. આ પરંપરાઓમાં ગુજરાતી ભાષાની ક્ષિતિજ વિસ્તૃત થાય છે અને સાહિત્યને એક વૈવિધ્યપૂર્ણ દૃષ્ટિનો સમાવેશ થાય છે. તે સમયે ભાષાને એક શબ્દરચના, શબ્દવિહારી, શબ્દાવલી અને વિમર્શના દ્રષ્ટિકોણમાંથી પણ જોવાં આવે છે.

વિશ્વસાહિત્ય અને ગુજરાતી ભાષાની મૂલ્યવાન યાત્રા

વિશ્વસાહિત્યમાં ગુજરાતી ભાષાના યાત્રાવૃત્તો અનેક પ્રસંગોમાં જોવા મળે છે. તેમ છતાં, ગુજરાતી ભાષા પોતાની ખાસિયતો અને શબ્દવિશ્વ સાથે વિશિષ્ટ બની રહી છે. ગીતા, કાવ્યસાહિત્ય, અને નવલકથા જેવા વિવિધ સાહિત્ય સ્વરૂપોમાં ગુજરાતી ભાષાની વૈવિધ્યતા અને સ્થિતિસ્થાપકતા સ્પષ્ટપણે જણાય છે.

નિષ્કર્ષ

અંતે, સાહિત્ય અને ભાષા એકબીજાને પૂરક અને મજબૂત બનાવે છે. સાહિત્ય બિનમુલ્યક રીતે ભાષાના શૌર્ય અને શક્તિનું સારો પ્રયોગ છે. આ સાથે, ભાષા સાહિત્યને નવી રીતે સંવર્ધિત કરે છે, અને એક અનોખું લઘુત્તમ પુસ્તક આપતી રહી છે.

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સાહિત્યમાં નિરૂપિત જીવનમૂલ્યો

પટેલ વર્ષાબેન મહેન્દ્રકુમાર
પીએચ.ડી. સ્કોલર,હેમ.ઉ.ગુ.યુનિ., પાટણ

પ્રસ્તાવના :

મૂલ્યો માનવજીવનનું જન્મજાત પાસું છે. જીવનના કેટલાક માપદંડ હોય છે. આ બાબત જીવનમૂલ્ય સાથે સંકળાયેલ છે. સમાજની સભ્યતા અને સંસ્કૃતિનો આધાર માનવીયમૂલ્યો પર નિર્ભર કરે છે. સમાજની ઉન્નતિનો આધાર જીવનમૂલ્યો પર રહેલો હોય છે. સમાજમાં કેટલાક પ્રતિષ્ઠિત લોકો રહેલા છે. જેનામાં પ્રેમ, પરોપકાર, સહાનુભૂતિ, મદદની ભાવના, સત્યતા, વિશ્વાસ, કલ્યાણની ભાવના, અહિંસાના ગુણો, દેશપ્રેમ જેવા મૂલ્યોનું સિંચન થયેલું જોવા મળે છે. તે સમાજમાં આદર પામે છે. તેમજ સમાજમાં મહત્વનું સ્થાન ધરાવે છે. જેણે પોતાના જીવનમાં મૂલ્યોને આત્મસાત્ કર્યા છે તે લોકો માટે પ્રેરણાદાયી બને છે. વ્યક્તિમાં રહેલા સામાજિક મૂલ્યો, આર્થિક મૂલ્યો, નૈતિક મૂલ્યો, રાજનૈતિક મૂલ્યો, સાંસ્કૃતિક મૂલ્યો તેના વ્યક્તિત્વ વિકાસમાં મહત્વના બની રહે છે. જો લોકોમાં આ મૂલ્યોનો વિકાસ થાય તો ઘર, પરિવાર, સમાજ તેમજ દેશની પ્રગતિ ઉન્નત બને છે. લોકોમાં આ જીવમૂલ્યો વિકસે તે માટે સાહિત્ય મહત્વનું સાધન બને છે. જો જીવનમૂલ્યનિષ્ઠ શિક્ષણ આપવામાં આવે તો વ્યક્તિનો વિકાસ સુધડ અને સુંદર રીતે વિકાસ પામે છે અને તેના માટે સાહિત્યમાં રહેલા જીવનમૂલ્યો મહત્વના સાબિત થઈ શકે. જીવનમૂલ્યનિષ્ઠ શિક્ષણને પ્રાથમિકતા આપવામાં આવે તો લોકોમાં નૈતિકતાના ગુણો વિકસે છે. તેમજ એક પ્રશિષ્ટ સંસ્કૃતિનું - સમાજનું નિર્માણ થાય છે.

વ્યક્તિના વ્યક્તિત્વ વિકાસમાં પરિવારની સાથે-સાથે સમાજ અને સમાજની સાથે-સાથે શિક્ષણની મહત્વની ભૂમિકા હોય છે. વ્યક્તિને જેવું શિક્ષણ આપવામાં આવે તે રીતે યોગ્ય દિશામાં આગળ વધે છે. માટે આજના સમયમાં મૂલ્યનિષ્ઠ શિક્ષણને પ્રાથમિકતા મળે. જેથી કરીને વિધાર્થીઓમાં નૈતિક મૂલ્યોને વેગ મળે. જેનાથી સામાજીક ઉન્નતિ મળે. સ્વાર્થ, ભ્રષ્ટાચાર, લૂંટફાટ, અનિતિ જેવા દૂર્ગુણો દૂર કરવા માટે આજના સમયમાં જીવનમૂલ્ય નિષ્ઠ શિક્ષણનું સ્તર ઊંચું રહે તે અત્યારે જરૂરી બન્યું છે. આવું જીવનમૂલ્ય નિષ્ઠ શિક્ષણ સાહિત્યમાંથી જ પ્રાપ્ત કરી શકાય છે.

સાહિત્યમાં જીવનમૂલ્યો :

આપણે બધા સમાજમાં રહીએ છીએ. સાહિત્યકાર પણ એક સામાજિક પ્રાણી જ છે. તેની ઉપર સમાજની સમકાલીન પરિસ્થિતિની અસર થતી હોય છે. એટલે સર્જક એ પ્રમાણે સાહિત્યની રચના કરે છે. એટલે એમ કહી શકાય કે સાહિત્ય એ સમાજમાંથી જ આવે છે. કાકા સાહેબ કાલેલકરે તો સાહિત્યને જીવનનું પ્રતીક ગણાવ્યું છે. જો સાહિત્યકાર પર પ્રેમ, અહિંસા, પરોપકાર, ઈમાનદારી, હિંમત જેવા ગુણોનો પ્રભાવ પડે તો એ પ્રકારે ઉત્તમ સાહિત્યનું નિર્માણ થાય છે. આ સાહિત્ય સમાજના લોકો વાંચે છે તેથી તેમનામાં પણ સદ્ગુણોનો વિકાસ થાય છે. તેમનામાં પણ નૈતિક ગુણો વિકસે છે. તેમજ સુંદર અને ઉત્તમ વ્યક્તિત્વ ધડાય છે. આ જે નૈતિક ગુણો કે સદ્ગુણો છે તે આપણા જીવનના મહત્વના જીવનમૂલ્યો બની રહે છે.

કોઈને કોઈ રીતે સાહિત્યકાર પોતાના સાહિત્યમાં જીવનમૂલ્યો પ્રગટ કરે છે. જાણે અજાણપણે તેના સર્જનમાં જીવનમૂલ્યો આલેખન પામે છે. સાહિત્યમાં રહેલા આ જીવનમૂલ્યોથી માનવીય ગુણો પણ વિકસે છે. પરિણામે ઘર, સમાજ, દેશ-દુનિયાના વિકાસમાં સાહિત્યમાં રહેલા જીવનમૂલ્યો ઉપકારક થઈ પડે છે. આપણી ભારતીય સંસ્કૃતિ સૌથી પ્રાચીન સંસ્કૃતિ માનવામાં આવે છે. તે વિવિધતામાં એકતાની આગવી સંસ્કૃતિથી ઓળખાય છે. આપણી સંસ્કૃતિના લોકોએ અલગ-અલગ ધર્મમાં કે અલગ અલગ પરિવારમાં જન્મ લીધો હોવા છતાં બધા લોકો એક સમૂહમાં રહે છે. એકબીજા માટે માન-સન્માન, ઈજ્જત, સારી ભાવના રાખે છે. ભારતીય સંસ્કૃતિ તેના આધ્યાત્મિકતા, ત્યાગ, આતિથ્યતા, સત્ય, પ્રેમ, દયા, શાન્તિ, પરહિત ભાવના, શ્રદ્ધા, પરિશ્રમ, બલિદાન, સમર્પણ, ધર્મનિરપેક્ષતા જેવા ગુણો ધરાવે છે. આ ગુણો આપણા સાહિત્યમાં જોવા મળે છે. ભારતીય સંસ્કૃતિનું મુખ્ય લક્ષ્ય આધ્યાત્મિકતા છે. માનવીય ગુણો અને ભાવનાઓ જેનામાં છે તે આધ્યાત્મિક ગણાય છે. ત્યાગની ભાવના પણ એક મહત્વનું જીવનમૂલ્ય છે. 'ત્યાગ કરો और आत्मोन्नति कर लो ।' એટલે કે અહી તામસિ ગુણોનો ત્યાગ કરીને સદ્ગુણોને અપનાવવાની વાત કરેલ છે. આવું સૂચન આપણા સંસ્કૃત સાહિત્યથી જ થાય છે. બીજાનું હિત કરવું એ પણ આપણી સંસ્કૃતિનો ધર્મ રહ્યો છે. 'अतिथि देवो भवः ।' એ આપણી સંસ્કૃતિનું મહેમાનો માટેનું આકર્ષણનું કેન્દ્ર છે. આ ઉપરાંત આપણી ભારતીય સંસ્કૃતિમાં સત્યતાને જીવનમાં જરૂરી માન્યું છે. સત્ય અને વિશ્વાસ આ બંને જીવનમૂલ્યોને આપણા જીવનમાં અપનાવવા જોઈએ. પ્રેમ પણ પવિત્ર ગુણ છે. જે સર્વશ્રેષ્ઠ છે. ગાંધીજીએ પણ અગિયાર મહાવ્રતોમાં અહિંસાનો સમાવેશ કર્યો છે. આ બધા જીવનમૂલ્યોના ઉદાહરણ આપણને સાહિત્યમાંથી જ મળે છે.

સાહિત્યના માધ્યમથી વ્યક્તિ પોતાના જીવનમાં ઉચિત મૂલ્યોને પ્રસ્થાપિત કરી શકે છે. મનુષ્ય પોતાના અનુભવથી જીવનમાં જ્ઞાન પ્રાપ્ત કરે છે અને પોતાના જીવનમાં આદર્શ મૂલ્યોને સ્થાપિત કરે છે. જીવનમૂલ્યો માનવીય વ્યવહાર અને કલ્યાણ માટે ઉપકારક થઈ પડે છે. આ જીવનમૂલ્યો મનુષ્યમાં આંતરિક રૂપે રહેલા હોય છે. જે તેના આચરણ રૂપે બહાર પ્રગટે છે. સાહિત્યમાં રહેલા જીવનમૂલ્યો લોકો માટે પ્રેરણાસ્ત્રોત બની રહે છે. સમાજમાં જે ઘટનાઓ બને છે તેનું જ્ઞાન પ્રત્યક્ષ કે પરોક્ષરૂપે આપણને સાહિત્ય દ્વારા જ થાય છે. મનુષ્ય પોતાના જીવનમાં

આદર્શ મૂલ્યોને ગ્રહણ કરે તો તેમનું જીવન સુલભ થઈ જાય છે. મૂલ્યો બે પ્રકારના હોય છે. (૧) શાશ્વત મૂલ્ય (૨) બદલાતા મૂલ્યો. શાશ્વત મૂલ્યોમાં સૌંદર્યાત્મકતા અને નૈતિકતાનો સમાવેશ થાય છે. આ બધા જ મૂલ્યોનો સમાવેશ સાહિત્યમાં થયેલો જોવા મળે છે. જેનું નીચે પ્રમાણે વર્ગીકરણ કરી શકાય છે :

આધ્યાત્મિક મૂલ્ય : પ્રેમ, અહિંસા, દયા, શ્રદ્ધા, આસ્તિકતા વગેરે

સામાજિક મૂલ્ય : શ્રમની પ્રતિષ્ઠા, અધિકાર, કર્તવ્ય, સેવા, શાંતિ, સત્ય, ન્યાય, સર્વધર્મ સમભાવ વગેરે

સાંસ્કૃતિક મૂલ્ય : રીત-રિવાજ, કલા, જ્ઞાન, નીતિ વગેરે

નૈતિક મૂલ્ય : ત્યાગ, સમર્પણ, અહિંસા, કરૂણા, ઉદારતા, સેવા વગેરે

રાજનૈતિક મૂલ્ય : દેશપ્રેમ, દેશના હિત માટે કાર્ય કરવું વગેરે

આંતરરાષ્ટ્રીય મૂલ્ય : ભાઈચારો, શાંતિ, સદ્ભાવના વગેરે

ઉપરોક્ત ગુણો પ્રાચીનકાળથી જ મનુષ્ય માટે જરૂરી છે. વિવિધ સાહિત્યકારો દ્વારા જીવનમૂલ્યોથી ભરપુર સાહિત્ય રચાયું છે. આપણા ધાર્મિક ગ્રંથો, પૌરાણિક ગ્રંથોમાં સદ્ગુણોનો સમાવેશ કરવામાં આવ્યો છે. વિવેચકો દ્વારા જ્યારે વિવેચન કરવામાં આવતું ત્યારે નીતિવાદી અભિગમને ધ્યાનમાં રાખીને વિવેચન થતું. જેમાં નીતિબોધ આપવામાં આવતો. 'કલા જીવનને ખાતર' એ પણ એક પ્રકારનો જીવનબોધ છે. જે જીવનલક્ષી મૂલ્ય ગણી શકાય. સાહિત્ય દ્વારા આપણને આ જ્ઞાનબોધ મળે છે. જેના અનેક જીવનમૂલ્યોનો સમાવેશ થાય છે. આપણી ભારતીય સંસ્કૃતિમાં વેદ, ઉપનિષદો, પુરાણો, શ્રીમદ્ ભગવદ્ગીતા, ભાગવતગીતા, રામાયણ વગેરેમાં ભરપુર જીવનમૂલ્યોનું આલેખન થયેલું જોવા મળે છે. આપણી ભારતીય સંસ્કૃતિમાં ત્યાગ, દાન, બલિદાન, વચનપાલન વગેરેના દૃષ્ટાંતો આપણા પ્રાચીનગ્રંથોમાં જોવા મળે છે. 'રામાયણ'માં 'ત્યાગ હિ પુરુષ' એ અર્થમાં ત્યાગને જીવનમૂલ્યના રૂપમાં સ્વીકાર કરેલું જોવા મળે છે. રામે દશરથ રાજાની આજ્ઞાનું પાલન કરવા માટે રાજગાદીનો ત્યાગ કર્યો અને વનવાસ ભોગવ્યો. તેમના વચનનું પાલન કર્યું. લક્ષ્મણે પણ પોતાના ભાઈની સાથે રહીને ભાઈચારાની ભાવનાને પ્રગટ કરે છે. એક આદર્શતાવાદી વલણ 'રામાયણ'માં જોવા મળે છે. 'મનુસ્મિત'માં પણ ધર્મના દસ લક્ષણ ગણાવ્યા છે.

'ધૃતિઃ ક્ષમા દમોડ્સ્તેયં શૌચમિન્દ્રિયનિગ્રહઃ ।
ધીર્વિદ્યા સત્યમક્રોધો દશકં ધર્મલક્ષણમ્ ।।'

વેદોમાં પણ માનવીયમૂલ્યોને ઉજાગર કરેલા છે. જ્ઞાન, ભૌતિક વિજ્ઞાન, સદાચાર, સંસ્કૃત, ઈશ્વરનો મહિમા, ચારમોક્ષ વગેરેના જ્ઞાન દ્વારા જીવનમૂલ્યોને ઉજાગર કરેલા છે. સંસ્કૃત સાહિત્યમાં કર્ણની દાનવીરતા અને દધીચિઋષિના દાનના મૂલ્યને અનુસરીને ત્યાગ ભાવનાને રજૂ કરેલી જોવા મળે છે. આ ઉપરાંત 'પંચતંત્ર' અને 'હિતોપદેશ'ની વાર્તાઓમાંથી પણ જીવનમૂલ્ય પ્રગટ થયેલું જોવા મળે છે. આપણે આગળ જોયુ કે કેટલાક મૂલ્યો યુગલક્ષી કે શાશ્વત હોય છે, તો કેટલાક વ્યવહારગત તેમજ ભાવનાગત હોય છે, તેવી જ રીતે કેટલાક મૂલ્યો સૂક્ષ્મ કે સ્થુળ પણ

હોય છે. આ બધા જ મૂલ્યોમાં માનવીય તત્વ રહેલું હોય છે. અર્થશાસ્ત્ર, રાજ્યશાસ્ત્ર, ધર્મશાસ્ત્ર, સમાજશાસ્ત્ર, નીતિશાસ્ત્ર, કળાશાસ્ત્ર આ બધામાં જ મૂલ્યો નિર્હિત થયેલા હોય છે. સર્જકમાં જેટલું મૂલ્યભાન હશે તેટલી જ તેની ક્રૃતિ પણ મૂલ્યવાન હશે.

ગુજરાતી સાહિત્યમાં નરસિંહ, મીરા, દયારામ, કનૈયાલાલ મુનશી, ગોવર્ધનરામ ત્રિપાઠી, મનુભાઇ પંચોળી જેવા સર્જકોની ક્રૃતિઓમાં આપણે જીવનમૂલ્યોનું આલેખન જોઇ શકીએ છીએ. નરસિંહ અને મીરાંના સાહિત્યમાં ભક્તિના મૂલ્યોના દર્શન થાય છે. કનૈયાલાલ મુનશીના સાહિત્યમાં ઐતિહાસિક તેમજ સાંસ્ક્રૃતિક મૂલ્યોના દર્શન થાય છે. મહીપતરામ નીલકંઠની નવલકથા 'સાસુ-વહુની લડાઇ'માં ભારતીય પતિવ્રતા નારીનું રૂપ જોવા મળે છે. તો 'સરસ્વતીચંદ્ર' નવલકથા જે ગોવર્ધનરામ ત્રિપાઠી દ્વારા લખાયેલ છે. જેમાં ધર્મ, અર્થ, કામ, મોક્ષ એ ચારેય પુરુષાર્થનો સંગમ જોવા મળે છે. પ્રેમ અને ત્યાગનું મૂલ્ય ઉજાગર કરતી આ નવલકથામાં ભારતીય સંસ્ક્રૃતિના દર્શન થયા છે. આપણા સાહિત્યસ્વરૂપોમાં જેમ જેમ માનવીયભાવો ઉમેરાતા ગયા તેમ તેમ સાહિત્યમાં માનવમૂલ્યો આલેખન પામ્યાં. 'જગતકાદંબરી' ક્રૃતિમાં પ્રગટ થતા ત્યાગ, સ્નેહ, કરુણા, સમર્પણ જેવા મૂલ્યો સાહિત્યને પ્રશિષ્ટતા પ્રદાન કરે છે. ગુજરાતી પદ્યવાર્તાઓમાં પણ પ્રેમ, શૌર્ય, સંસ્કારના ભાવોનું નિરૂપણ કરેલું જોવા મળે છે. આ ઉપરાંત બંગાળી નવલકથા 'ગોરા'માં પણ ભાઇચારો, નારીવાદી વલણ તેમજ સાર્વભૌમિકતા જેવા મૂલ્યો ઉજાગર થયેલા છે. 'ગીત-ગોવિંદ' કે 'ગીતાંજલિ'માં ભક્તિના મૂલ્યો જોવા મળે છે. આ ઉપરાંત હિન્દી કે મરાઠી સાહિત્યમાં પણ અનેક જીવનમૂલ્યોને ઉજાગર કરતું સર્જન થયેલું છે. કલ્યાણની ભાવનાથી થયેલું સર્જન લોકો સમક્ષ આવે છે અને તેમનામાં સદ્વિચારોનો સંચાર થાય છે. જીવનમૂલ્યો એ વ્યક્તિના વ્યક્તિત્વ વિકાસમાં નવીન ઊર્જા ઉત્પન્ન કરે છે. દુર્ગુણોને નાબુદ કરવા માટે જીવનમૂલ્યોનો મહત્વનો ફાળો રહેલો છે. જેમાં સાહિત્ય વિશેષ ભાગ ભજવે છે.

ઉપસંહાર :

સાહિત્યમાં જીવનમૂલ્યોનું આલેખન કરવામાં આવ્યું હોય તો સમાજ માટે તે પ્રેરણાસ્ત્રોત બની રહે છે. તેનાથી મનુષ્ય મૂલ્યોને ગ્રહણ કરે છે અને પોતાના જીવનનો વિકાસ સાધે છે. માણસ અને સમાજને ઉન્નત કરવાનું કામ સાહિત્ય કરે છે. જો સાહિત્યમાં પ્રેમ, દયા, કરુણા, સહાનુભૂતિ, ભાઇચારો, વિશ્વબંધુતા, સહનશીલતા, પરાક્રમ જેવા ગુણોનું આલેખન થયેલું ન હોય તો તેના વગર સાહિત્ય અધુરુ લાગે છે. પરંતુ સાહિત્યમાં કોઇને કોઇ રીતે તેનું આલેખન થતું જ હોય છે. આમ, સાહિત્યમાં રહેલા જીવનમૂલ્યો વ્યક્તિને શ્રેષ્ઠતા પ્રદાન કરે છે. જે જીવન વિકાસ માટે મહત્ત્વના બની રહે છે.

દરેક વ્યક્તિએ જીવનમાં કોઇને કોઇ મૂલ્યને અપનાવવું જોઇએ. જેનાથી વ્યક્તિનું જીવન સરળ અને સફળ બને છે. જીવનમૂલ્યોથી માણસ પોતાની જાતને સુંદર બનાવે છે. જો માણસમાં

નૈતિકતા ન હોય તો માણસ પશુ સમાન થઈ જાય છે. જે વ્યક્તિમાં સચ્ચાઈ છે, સમાનતા છે, પ્રામાણિકતા જેવા ગુણો છે તેવી વ્યક્તિ માનવીય હોવાનું માન મેળવે છે.

સંદર્ભગ્રંથસૂચિ

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