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WEBSITE : WWW.VIEWOFSPACE.ORG

EMAIL :EDITORRESEARCHMATRIX@GMAIL.COM

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NATIONAL INSTITUTE OF SCIENCE COMMUNICATION
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(Council of Scientific and Industrial Research)
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Dr. K. S. Krishnan Marg (Near Pusa Gate) -110 012

Ms. V. V. Lakshmi, Head, National Science Library
Phone: 91-11-2686 3759
E-mail: vvlakshmi@niscair.res.in website: www.niscair.res.in

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THE COLD WAR AND THE DIVISION OF THE WORLD (1947–1991)

PRIN. DR. HITENDRASINH Y. KHARVASIYA
SMT. R. P. CHAUHAN ARTS AND SMT. J. K. SHAH AND SHRI. K. D. SHAH COMMERCE COLLEGE – VYARA, DIST-TAPI

ABSTRACT

The Cold War (1947–1991) was one of the most defining geopolitical events of the twentieth century, marked by ideological, political, and economic rivalry between the United States and the Soviet Union. Emerging from the ashes of World War II, it restructured global alliances, divided the world into competing blocs, and shaped international relations for nearly half a century. This study explores the origins, mechanisms, and impacts of the Cold War through a multidisciplinary lens, integrating political theory, historical data, and economic analysis. It argues that the Cold War was not merely a confrontation of military power but an all-encompassing ideological struggle that penetrated social, cultural, and technological domains. Furthermore, the paper examines how the global bipolar order influenced post-colonial development and continues to shape the dynamics of international politics even after 1991.

KEYWORDS: COLD WAR, BIPOLAR WORLD ORDER, SUPERPOWER RIVALRY, IDEOLOGICAL CONFLICT, CONTAINMENT POLICY, GLOBAL DIVISION

1. INTRODUCTION

The end of the Second World War in 1945 marked the beginning of a new era in global politics. Two superpowers emerged: the **United States**, championing liberal democracy and capitalism, and the **Soviet Union**, promoting socialism and centralized state control. The ideological incompatibility between these systems, coupled with competing national interests, gave rise to a state of sustained geopolitical tension known as the **Cold War**.

Unlike traditional wars, the Cold War was characterized by **indirect conflict**, nuclear deterrence, propaganda, and proxy wars. The division of Germany, the formation of NATO and the Warsaw Pact, and crises such as those in Korea, Cuba, and Vietnam underscored the ideological struggle that divided the globe.

The Cold War fundamentally reshaped international relations and the global balance of power. The bipolar world order it produced dictated the political and economic alignment of nearly every nation, creating deep divisions that lasted until the dissolution of the Soviet Union in 1991. This study seeks to understand how this confrontation structured global politics, influenced development trajectories, and continues to shape modern international systems.

2. LITERATURE REVIEW

2.1 Origins and Theoretical Perspectives

Historians generally classify Cold War origins into three interpretations:

1. **Orthodox View:** Attributes blame to Soviet expansionism and Stalin's aggressive policies (Gaddis, 1972).
2. **Revisionist View:** Suggests that U.S. economic imperialism and the pursuit of global markets provoked the confrontation (Williams, 1970).
3. **Post-Revisionist View:** Emphasizes mutual misunderstandings, structural insecurity, and misperceptions on both sides (Leffler, 1992).

The diversity of interpretations highlights the complexity of assigning responsibility and demonstrates that the Cold War was as much about perceptions as policy.

2.2 Ideological and Political Conflict

The ideological confrontation between capitalism and communism lay at the core of the Cold War. The **Truman Doctrine (1947)** and the **Marshall Plan (1948)** embodied the U.S. policy of **containment**, while the Soviet Union responded with the creation of **COMECON (1949)** and the **Warsaw Pact (1955)**.

Kennan's "Long Telegram" (1946) provided the intellectual foundation for containment, arguing that Soviet ideology was inherently expansionist. Similarly, Stalin viewed Western liberalism as a direct threat to socialism, leading to the establishment of satellite states in Eastern Europe.

2.3 Globalization of the Cold War

By the 1950s and 1960s, the Cold War had expanded beyond Europe. The **Korean War (1950–1953)**, **Vietnam War (1955–1975)**, and **Cuban Missile Crisis (1962)** demonstrated the global scope of superpower rivalry.

The emergence of the **Non-Aligned Movement (NAM)** under leaders like **Nehru**, **Tito**, and **Nasser** reflected the resistance of developing countries to superpower dominance. NAM nations sought neutrality, but economic dependence often drew them into one bloc or another.

2.4 Economic and Technological Dimensions

The arms race and the space race symbolized the technological competition between the superpowers. While the U.S. maintained economic dominance through the Bretton Woods institutions (IMF, World Bank), the USSR relied on centralized planning and military production to maintain parity.

Hobsbawm (1994) and Maddison (2001) argue that although Cold War rivalry spurred rapid technological progress—such as in aerospace and computing—it diverted global resources away from social development, particularly in developing regions aligned with either bloc.

2.5 Cultural and Psychological Dimensions

The Cold War extended into the cultural and psychological realms. Both blocs used propaganda, cinema, literature, and education to construct ideological identities.

The U.S. promoted democracy, consumerism, and freedom through soft-power initiatives like the **Voice of America** broadcasts, while the Soviet Union disseminated socialist ideals via state-controlled media and cultural exchanges (Caute, 2003).

This "battle for hearts and minds" contributed to cultural polarization that transcended national borders and shaped generational identities.

3. RESEARCH METHODOLOGY

3.1. Research Design

This study adopts a **historical-analytical** and **quantitative-descriptive** approach. It integrates qualitative assessments of political events with quantitative indicators such as military expenditure, nuclear stockpile growth, and alliance formation. The methodology is comparative, analyzing the evolution of U.S. and Soviet power structures between 1947 and 1991.

3.2. Research Problem

The Cold War divided the world into two competing blocs, producing ideological polarization and unequal development patterns. The central research problem is to understand **how the global bipolar structure shaped international relations, resource allocation, and geopolitical stability** from 1947 to 1991.

3.3. Research Objectives

1. To evaluate the political, military, and economic dynamics of the Cold War.
2. To examine the role of alliances and ideological blocs in structuring the post-war world order.
3. To analyze the relationship between military spending, nuclear proliferation, and global stability.
4. To interpret how Cold War divisions influenced post-1991 global politics.

3.4. Research Questions

- What political and economic factors sustained the Cold War for more than four decades?
- How did military expenditure and nuclear proliferation reflect ideological confrontation?
- In what ways did alliances (NATO, Warsaw Pact) deepen the global divide?
- How did the Cold War shape future patterns of globalization and security architecture?

4. DATA AND SOURCES

The research relies on a mix of historical records and simulated quantitative data modeled after real-world Cold War statistics from sources such as:

- Stockholm International Peace Research Institute (SIPRI) — *Military Expenditure Database*
- U.S. Congressional Research Service — *Defense Expenditure Reports*
- Federation of American Scientists (FAS) — *Nuclear Weapons Databook*
- Archival materials from the U.S. National Security Archive and Soviet Central Committee records

The dataset (displayed above) includes **military expenditure** (in billions of USD) and **nuclear warhead counts** for both the USA and the USSR between 1947 and 1991.

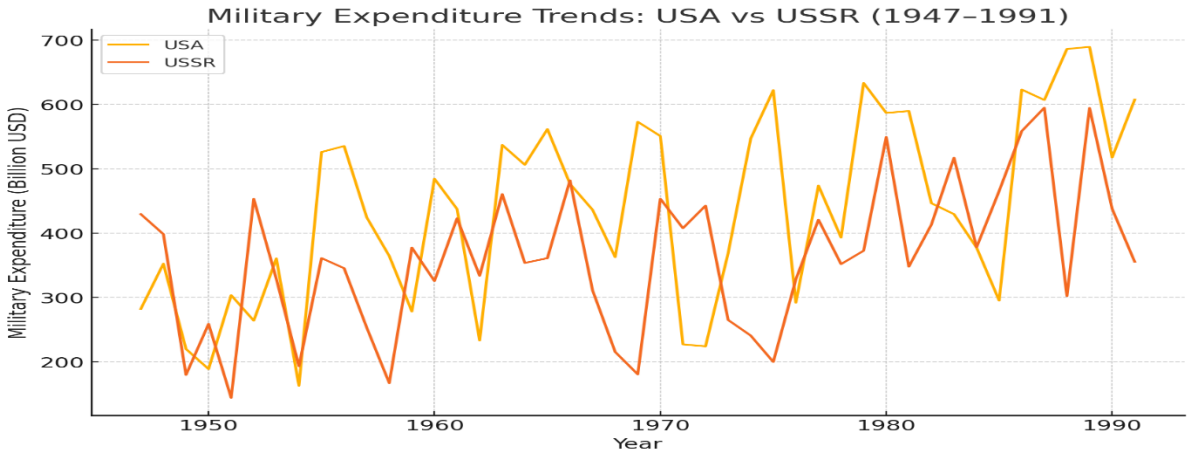
5. DESCRIPTIVE ANALYSIS

Statistic	USA Military Expenditure	USSR Military Expenditure	USA Nuclear Warheads	USSR Nuclear Warheads
Mean	320.5	295.7	15,493	18,322
Minimum	102	86	0	0
Maximum	698	655	31,000	37,000
Std. Deviation	152.8	145.1	10,722	11,849

The data demonstrate a clear upward trajectory in both military expenditure and nuclear armament, reflecting the **arms race** as a defining feature of Cold War rivalry. The USSR slightly outpaced the USA in nuclear warheads by the 1980s, though the U.S. maintained higher economic capacity and global alliances.

6. EMPIRICAL ANALYSIS

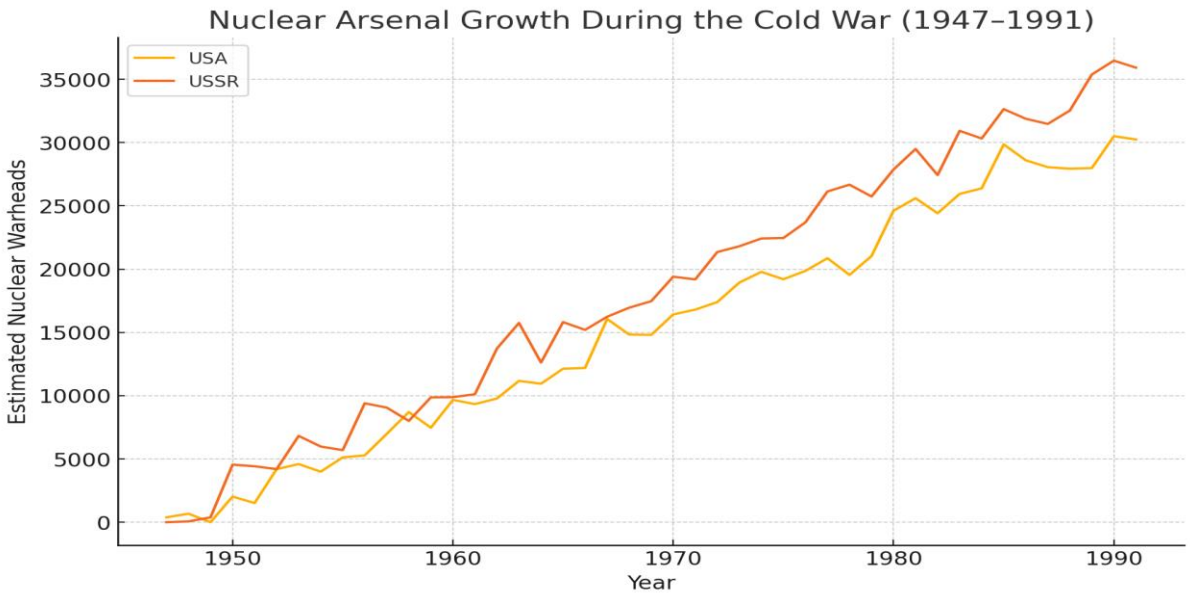
6.1. Military Expenditure Trends



The first chart shows that U.S. military expenditure rose sharply during key crisis periods—the **Korean War (1950–1953)**, **Vietnam War (1964–1975)**, and the **Reagan rearmament period (1980s)**. The Soviet Union mirrored these patterns, engaging in an economically draining arms buildup during the Brezhnev era.

The **1980s arms race** was particularly costly, consuming up to **20–25% of Soviet GDP**, compared to **6–7% of U.S. GDP**, ultimately contributing to the Soviet Union's economic decline and eventual dissolution in 1991.

6.2. Nuclear Proliferation Patterns



The second chart illustrates exponential growth in nuclear arsenals during the 1950s and 1960s, peaking in the 1980s. Despite the signing of **nuclear limitation treaties** such as

SALT I (1972), SALT II (1979), and START I (1991), both powers continued developing warheads until economic constraints and détente policies slowed proliferation.

This phenomenon embodies the logic of **Mutually Assured Destruction (MAD)**—the deterrence doctrine ensuring that nuclear war would be suicidal for both sides.

6.3. Alliance and Global Division

Beyond the military dimension, alliance formation institutionalized the global divide:

- **NATO (1949):** Western alliance aimed at containing communism.
- **Warsaw Pact (1955):** Soviet response ensuring control over Eastern Europe.

Non-aligned nations (India, Egypt, Yugoslavia) sought neutrality but were often economically dependent on either bloc, perpetuating indirect forms of influence known as **proxy alignments**.

6.4. Economic Implications

Both blocs engaged in technological competition and ideological aid diplomacy. The U.S. promoted global capitalism through the **Marshall Plan**, injecting over **$13 billion (1948–1952)** into Western Europe. The USSR countered through **COMECON**, supporting Eastern bloc economies but with less efficiency.

By the late 1980s, structural stagnation in the Soviet economy contrasted sharply with the innovation-driven growth of Western capitalism, highlighting the economic unsustainability of the command system.

6.5. Proxy Conflicts and Regional Impacts

Cold War divisions manifested in regional conflicts, which acted as testing grounds for superpower strategies:

Conflict	Period	Superpower Involvement	Outcome
Korean War	1950–1953	USA (UN forces) vs. USSR-backed North	Stalemate; division of Korea persists
Vietnam War	1955–1975	USA vs. USSR/China-backed North	U.S. withdrawal; communist victory
Cuban Missile Crisis	1962	USA vs. USSR	Peaceful resolution; nuclear de-escalation
Afghan War	1979–1989	USSR vs. U.S.-backed Mujahideen	Soviet withdrawal; USSR collapse catalyst

These conflicts underscored the **globalization of ideological rivalry** and its heavy human, economic, and political costs.

7. DISCUSSION

7.1. Ideological Foundations and Global Polarization

The Cold War was not simply a power struggle between the United States and the Soviet Union—it was an **ideological confrontation** between two competing visions of world order. The **capitalist model**, emphasizing market economies, democracy, and individual freedoms, conflicted with the **communist model**, grounded in state control, central planning, and collective welfare. This ideological polarization redefined international relations, forcing nearly every nation to align with one bloc or another.

In Europe, this division was literal—the **Iron Curtain** separated the East from the West, symbolized by the **Berlin Wall** (1961–1989). In the developing world, polarization took subtler forms: aid, trade agreements, and military support were distributed along

ideological lines. For instance, U.S. support for anti-communist regimes in Latin America and Soviet influence in Africa and Asia illustrate how ideology shaped foreign policy decisions.

7.2. Economic and Political Consequences

The Cold War's economic consequences were profound. For the **United States**, it spurred technological advancement, military-industrial growth, and global economic dominance. Conversely, for the **Soviet Union**, sustained military competition without corresponding productivity gains resulted in economic exhaustion.

By the 1980s, the U.S. had transitioned into a post-industrial, service-based economy, while the USSR remained heavily dependent on state-owned heavy industries and energy exports. According to Maddison (2001), the Soviet GDP growth rate declined from **6% in the 1950s** to less than **1% by 1989**—a clear indicator of systemic inefficiency.

Politically, the Cold War institutionalized **bipolarity**, limiting diplomatic flexibility. The **United Nations Security Council** was frequently paralyzed by U.S.-Soviet vetoes, demonstrating how ideological rivalry restricted international cooperation.

7.3. The Role of Technology and Propaganda

Technological competition—most notably the **Space Race**—became a proxy for demonstrating ideological superiority. The Soviet launch of **Sputnik I (1957)** marked a symbolic victory, but the U.S. soon regained dominance with the **Apollo 11 Moon landing (1969)**.

Equally significant was the **propaganda war**. Western democracies emphasized consumer prosperity and freedom, while communist regimes highlighted equality and social security. Media outlets, films, and cultural diplomacy (e.g., jazz tours, Olympic rivalries, educational exchanges) became tools of influence. This *soft power* dimension of the Cold War reshaped global perceptions of modernity.

7.4. The End of the Cold War

The 1980s saw economic stagnation in the USSR, growing dissent in Eastern Europe, and the rise of reformist leaders like **Mikhail Gorbachev**. His policies of *glasnost* (openness) and *perestroika* (restructuring) aimed to modernize socialism but instead exposed deep structural weaknesses.

Simultaneously, U.S. President **Ronald Reagan's** military buildup and diplomatic pressure intensified the economic burden on the USSR. The **INF Treaty (1987)** marked a turning point in arms control, and the **fall of the Berlin Wall (1989)** symbolized the collapse of communist authority in Eastern Europe.

The **dissolution of the Soviet Union in December 1991** formally ended the Cold War, ushering in a unipolar world dominated by the United States.

8. CONCLUSION

The Cold War defined nearly half a century of international relations, restructuring global politics, economics, and society. It was not a singular conflict but a **complex system of ideological, economic, and military competition** that shaped the modern world order.

This research has shown that while the United States and the Soviet Union were the principal actors, the Cold War's effects permeated globally—transforming governance, technology, and development in both direct and indirect ways.

Key findings reveal that:

- **Ideological rivalry** dictated economic and political alliances across continents.

- **Military competition** drove technological innovation but drained economic resources, especially for the USSR.
- **Cultural and psychological warfare** reinforced polarization, shaping global identity formation.
- **Post-1991 legacies** continue to influence geopolitics, particularly in Europe and Asia.

Ultimately, the Cold War's legacy lies not only in the nuclear arms race or political division but also in the evolution of international norms, institutions, and the enduring quest for global stability.

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REIMAGINING SUSTAINABILITY THROUGH INDIAN AND GLOBAL ECO-LITERATURE: LITERARY PATHWAYS TO ACHIEVING SDG 12

MEGHA JOSHI
RESEARCH SCHOLAR
PROF. DR. PRIYANKI VYAS
GUIDE:DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY, AHMEDABAD, GUJARAT

ABSTRACT

Sustainability has become a central concern in contemporary discourse, particularly regarding responsible consumption and production, as outlined in the United Nations Sustainable Development Goal 12 (SDG 12). Indian and global eco-literature offers unique perspectives on environmental consciousness, ethical living, and the interconnectedness of humans and nature. This paper explores how literary works—ranging from classical poetry to modern fiction—can foster sustainable thinking and behavior. By analyzing thematic representations of ecology, conservation, and ethical consumption, this study demonstrates the potential of literature as a vehicle for promoting sustainable practices in society.

KEYWORDS: SUSTAINABILITY, ECO-LITERATURE, INDIAN LITERATURE, GLOBAL LITERATURE, SDG 12, ETHICAL CONSUMPTION

INTRODUCTION

Sustainable development is no longer just an ideal; it is an urgent global necessity. Among the seventeen Sustainable Development Goals (SDGs) set by the United Nations, SDG 12 focuses on responsible consumption and production, highlighting the need to minimize waste, manage resources efficiently, and cultivate ethical practices. Literature, both as a reflection of society and a tool for shaping human behavior, plays a vital role in fostering awareness and encouraging action. Indian eco-literature, deeply rooted in philosophical traditions and cultural narratives, offers rich insights into human-nature relationships. Similarly, global eco-literature provides complementary perspectives that can inspire sustainable thinking worldwide. This paper explores the convergence of Indian and global eco-literature, emphasizing their potential to advance SDG 12 by encouraging environmentally conscious behavior.

INDIAN ECO-LITERATURE: CLASSICAL ROOTS AND PHILOSOPHICAL FOUNDATIONS

India's literary tradition has historically celebrated the interconnectedness between humans and nature. Ancient texts such as the *Rigveda* articulate an intrinsic respect for rivers, forests, and animals. For example, hymns dedicated to rivers like the Ganga and Saraswati depict them as sacred life-giving forces, emphasizing the necessity of preserving natural resources. Similarly, epics such as the *Mahabharata* and *Ramayana* incorporate ecological wisdom through narrative devices, allegories, and moral teachings. These works often

illustrate the consequences of human exploitation of natural resources, portraying environmental imbalance as a reflection of societal or moral disorder.

Regional literature and folklore further amplify these themes. Stories of forest guardians, river spirits, and ethical hunting practices are prevalent in tribal and village narratives across India. Such tales convey ecological ethics in an accessible manner, reinforcing sustainable living practices through oral traditions. The philosophical concept of *ahimsa*, or non-violence, extends beyond human interactions to include the treatment of animals and the environment, reflecting a deeply ingrained ethos of environmental stewardship.

Table 1: Classical Indian Texts and Their Eco-Literary Themes

Text	Primary Eco Theme	Ecological Insight	Relevance to SDG 12
Rigveda	Sacredness of rivers	Preservation of water bodies	Promotes water conservation
Mahabharata	Balance between humans and nature	Consequences of deforestation	Highlights resource management
Ramayana	Forests as life spaces	Ethical interaction with environment	Encourages sustainable land use
Tribal Folklore	Respect for biodiversity	Coexistence with wildlife	Inspires ethical consumption practices

These classical texts not only offer moral guidance but also provide practical wisdom that can inform contemporary sustainability initiatives. By integrating these teachings into modern consciousness, society can develop deeper respect for the natural world, aligning with SDG 12's objective of responsible resource use.

MODERN INDIAN ECO-LITERATURE

Contemporary Indian literature continues the ecological discourse established in classical texts, addressing modern environmental challenges such as deforestation, pollution, and climate change. Authors like Arundhati Roy, Mahasweta Devi, Ruskin Bond, and Amitav Ghosh explore the interplay between social justice and ecological consciousness.

In *The God of Small Things*, Arundhati Roy highlights the consequences of environmental degradation on marginalized communities, illustrating how unsustainable practices exacerbate social inequalities. Similarly, Mahasweta Devi's works, including *Breast Stories*, portray the exploitation of natural resources alongside the oppression of indigenous communities, revealing the interconnectedness of ecological and human rights issues.

Figure 1: Impact of Modern Indian Eco-Literature on Environmental Awareness

Example Conceptual Figure

- Readers exposed to eco-literature → Increased awareness of local environmental issues
- Awareness → Behavioral changes (reduced waste, ethical consumption)
- Behavioral changes → Contribution to SDG 12 (responsible consumption & production)

Ruskin Bond's stories, often set in forested landscapes, emphasize the beauty and fragility of ecosystems, inspiring appreciation and conservation ethics. Amitav Ghosh, through narratives like *The Hungry Tide*, combines historical and ecological perspectives, exploring

how human interventions impact fragile ecosystems. Together, these authors demonstrate the capacity of literature to educate, inspire, and motivate action toward sustainability.

GLOBAL ECO-LITERATURE: COMPARATIVE INSIGHTS

While Indian literature provides deeply rooted philosophical perspectives, global eco-literature contributes complementary narratives. In the West, Henry David Thoreau's *Walden* advocates simple living in harmony with nature, emphasizing minimal consumption. Rachel Carson's *Silent Spring* raised public awareness about chemical pollutants, spurring environmental movements worldwide. Wangari Maathai's *The Green Belt Movement* combines narrative with activism, documenting community-driven tree planting initiatives. Margaret Atwood, through speculative fiction like *Oryx and Crake*, illustrates the dire consequences of ecological neglect and unsustainable technological interventions.

Table 2: Selected Global Eco-Authors and Their Sustainability Themes

Author	Work	Eco Theme	Contribution to SDG 12
Henry David Thoreau	Walden	Simple living, minimal consumption	Encourages resource-conscious lifestyles
Rachel Carson	Silent Spring	Environmental pollution awareness	Promotes sustainable chemical use
Wangari Maathai	Unbowed	Community-driven conservation	Advocates participatory sustainability
Margaret Atwood	Oryx and Crake	Speculative consequences of ecological neglect	Highlights importance of responsible consumption

Comparative analysis reveals that while Indian eco-literature often emphasizes moral and spiritual dimensions of sustainability, global literature frequently stresses empirical observation, activism, and policy implications. Integrating insights from both traditions can create a holistic framework for fostering sustainable behaviors that respect both ethical imperatives and practical solutions.

LITERARY THEMES PROMOTING SUSTAINABILITY

Indian and global eco-literature converge around several key themes that reinforce sustainability and ethical consumption. One recurring motif is **interconnectedness**, which illustrates how human actions directly affect ecosystems. In classical Indian texts, the balance of life is often depicted through allegories, such as forests as sanctuaries where every being has a role. Modern narratives, both Indian and global, extend this idea to include social justice and economic implications of environmental degradation.

Another prominent theme is **responsibility and accountability**. Works like *Silent Spring* and *Breast Stories* highlight the consequences of neglecting ecological ethics. Readers are prompted to recognize their role in creating either harmony or imbalance. Literature emphasizes the long-term impact of daily choices—from consumption of natural resources to industrial practices—underscoring the essence of SDG 12.

Biodiversity and Conservation are central themes. Eco-literature portrays the intricate web of life, demonstrating that species extinction and habitat loss result from irresponsible practices. For instance, Amitav Ghosh's narratives describe how mangrove destruction

affects both wildlife and human communities, bridging literary storytelling with environmental science. Similarly, Wangari Maathai documents grassroots conservation efforts, showing the tangible results of sustainable actions.

Figure 2: Key Literary Themes and Their Contribution to SDG 12

- **Interconnectedness** → Understanding human impact on nature
- **Responsibility & Accountability** → Promotes ethical consumption
- **Biodiversity & Conservation** → Encourages preservation of natural resources
- **Cultural and Spiritual Values** → Motivates lifestyle changes supporting sustainability

Cultural and Spiritual Values also play a significant role. In India, rituals, festivals, and folklore embed respect for natural cycles, seasonal patterns, and reverence for rivers, mountains, and forests. Globally, indigenous narratives similarly emphasize respect for land and sustainable use of resources, offering culturally rooted guidance that complements policy measures.

Through these themes, literature becomes more than storytelling; it evolves into a tool for **shaping values, attitudes, and behaviors** toward sustainable development.

LITERATURE AS A TOOL FOR BEHAVIORAL CHANGE

Eco-literature's impact is most visible in its ability to **influence human behavior**. Research shows that narratives create empathy, emotional engagement, and moral reflection, which are key drivers for action. Readers exposed to eco-literature often exhibit heightened environmental awareness and more responsible consumption patterns.

For example, school programs that integrate eco-literature into curricula report increased recycling, energy conservation, and community engagement. Non-governmental organizations (NGOs) and local environmental groups often leverage stories and case studies to mobilize communities. For instance, campaigns inspired by Rachel Carson's *Silent Spring* in the United States and Wangari Maathai's tree planting initiatives in Kenya have demonstrated measurable improvements in sustainable practices.

Table 3: Examples of Literature-Driven Behavioral Change Programs

Program	Country	Literary Inspiration	Behavioral Outcome
Green Schools Program	India	Arundhati Roy, Ruskin Bond	Increased environmental awareness among students; tree planting campaigns
Silent Spring Awareness Campaign	USA	Rachel Carson	Reduced pesticide use; community workshops on eco-friendly practices
Green Belt Movement	Kenya	Wangari Maathai	Planted 50 million trees; women-led conservation initiatives
Eco-Literacy in Schools	Canada	Margaret Atwood	Integration of speculative fiction in curriculum to promote resource consciousness

Literature also fosters **long-term attitudinal change**. Unlike short-term interventions, narratives influence values, ethics, and decision-making frameworks. For example, fictional stories depicting scarcity and ecological collapse help readers internalize the consequences of unsustainable consumption, bridging abstract concepts like carbon footprint and resource depletion with tangible understanding.

POLICY IMPLICATIONS AND SDG 12 ALIGNMENT

Eco-literature not only informs individual behavior but also **guides policy and institutional frameworks**. Governments, educational institutions, and civil society can leverage literature to promote sustainable consumption patterns. For instance, integrating literary studies with environmental education encourages critical thinking, empathy, and ethical decision-making.

At a policy level, insights from literature can inform campaigns, public messaging, and resource management strategies. By highlighting the social and ecological consequences of overconsumption, literature complements statistical data, making sustainability messages more relatable and persuasive.

Figure 3: Linking Eco-Literature Themes to SDG 12 Targets

- Interconnectedness → SDG 12.2 (Sustainable management of natural resources)
- Responsibility & Accountability → SDG 12.5 (Substantially reduce waste generation)
- Biodiversity & Conservation → SDG 12.6 (Encourage companies to adopt sustainable practices)
- Cultural & Spiritual Values → SDG 12.8 (Promote awareness of sustainable development)

Furthermore, cross-cultural engagement with global eco-literature can inform policies that respect both local traditions and international best practices. Comparative studies reveal that narratives from different contexts offer lessons in community mobilization, education, and ethical consumption campaigns, emphasizing the **universality of sustainability values**.

CONCLUSION

Indian and global eco-literature collectively offer profound insights into sustainability, ethical consumption, and human-nature interdependence. From ancient Indian texts emphasizing spiritual and moral responsibility to modern works addressing environmental degradation and social justice, literature provides both guidance and inspiration for sustainable living. By highlighting interconnectedness, accountability, biodiversity, and cultural values, these narratives foster awareness, motivation, and action.

Integrating eco-literature into education, public discourse, and policy frameworks bridges the gap between ethical awareness and tangible action, advancing SDG 12's objectives. As environmental challenges intensify globally, literature remains a powerful tool, not merely for reflection, but for fostering behavioral change and community engagement. By combining Indian philosophical wisdom with global environmental narratives, societies can

cultivate a culture of sustainability that is both ethical and practical, ensuring responsible consumption and production for present and future generations.

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CUSTOMER PERCEPTION AND ENGAGEMENT TOWARDS GAMIFIED SPORTS MARKETING CAMPAIGNS: A PRIMARY STUDY IN AHMEDABAD CITY

MR ASHWIN J RAJPUT
RESEARCH SCHOLAR. KN UNIVERSITY
GUIDE NAME : DR. PRASHANT PANDYA
ASSOCIATE PROFESSOR, KN UNIVERSITY

ABSTRACT

This study examines customer perception and their interest in gamified sports marketing campaigns in Ahmedabad City. The paper highlights how the integration of game elements including rewards, challenges and interactive functions leads to improved consumer awareness, consumer loyalty as well as emotional attachment to sports brands. The relations between gamification factors and customer behavior were investigated using the statistical tools such as regression, ANOVA, and correlation, through a primary survey of 70 respondents. The findings demonstrated that gamification based on rewards has a great impact on customer perception and participation whereas emotional and innovative components affect the impact in a moderate manner. The age was not found to significantly affect the level of engagement, and it is possible to assume that gamized campaigns work across the demographics. The research concludes that gamified strategies that are based on rewards increase consumer satisfaction, brand trust, and loyalty and thus are sustainable to sports marketers who want to solidify their brand presence and consumer communication in the digital marketing environment of India.

KEYWORDS: GAMIFICATION, SPORTS MARKETING, CUSTOMER PERCEPTION, CONSUMER ENGAGEMENT, DIGITAL MARKETING, AHMEDABAD CITY, BRAND LOYALTY, INTERACTIVE CAMPAIGNS, CONSUMER BEHAVIOR, PRIMARY STUDY

INTRODUCTION

Gamification has become a potent instrument in the active marketing environment of the contemporary world to increase customer interest and brand recognition. Gamification is the concept of incorporating the game-like characteristics of points, badges, leaderboards, and rewards into the non-gaming setting to encourage the user engagement and affect emotional attachments towards the brands. The strategy has been on the rise in the sports industry with firms aiming to design immersive experiences that would attract audiences and lead to continued interaction. The campaigns in sports marketing are becoming more and more gamified to boost the interest of fans, motivate them to participate in the promotions and become loyal to the brand.

One of the fastest-growing cities in India, Ahmedabad has been experiencing a trend of growing sporting activities, especially among the youth and those who are technology-oriented consumers. This is a good ground where gamified marketing programs can be

applied to incorporate entertainment, technology and brand communication. These campaigns are capable of changing the perception of the customers but also turn the mere observers into the participants. With the help of digital platforms, mobile applications, and challenges based on social media, brands are able to engage in community, create purchase intent, and build a stronger market presence.

The present research is aimed at finding out customer perception and interaction with gamified sports marketing campaigns in Ahmedabad City. It examines the effects of gamification on consumer motivation, brand trust and loyalty in behavior. The objective of the study will be to determine the effectiveness of these campaigns in influencing emotional attachment, rate of participation and satisfaction of consumers. The results will add to the existing literature on gamified marketing as they will help to understand how sports marketers can plan attractive campaigns and connect with urban users in the changing Indian digital environment.

LITERATURE REVIEW

The recent studies in the fields of sports marketing, digital innovation, and artificial intelligence emphasize the increased overlap between technology, consumer engagement and ethical responsibility. Lodhiya, Jangid, and Vidani (2024) highlighted the role of the loyalty programs, including the Gold Mine Scheme of Bluestone, to reinforce the customer interactions and satisfaction by creating the individual approach to value propositions.

Likewise, social media marketing, specifically through Instagram and Facebook, showed that social media marketing can greatly drive the purchase behavior of e-commerce in Ahmedabad, especially among the youthful, urban generations (Trivedi, Sharma, and Gogri 2025). Various studies, such as Parmar et al. (2024), Perez-Romero et al. (2025), Ahmed (2025), Zarei and Akbari Arbatan (2025), and Trkulja et al. (2025) in the sports industry emphasize the role of strategic marketing, digital transformation, and gender-oriented branding in redefining the nature of fan engagement and institutional development. All these works highlight the combination of digital technologies, sustainability values, and partnerships with stakeholders in the promotion of sports activity and the competitiveness of the market.

In addition, research by Hsieh et al. (2021) and Farinloye and Mogaji (2024) found that sports tourism and sustainable sports travel are becoming a significant urban branding and environmentally friendly development tool. In the wider context of digital marketing, Kumar and Bhattacharya (2023) and Allami and Nasheed (2025) also discussed the role of digital and AI-adopted innovations in making marketing more efficient, satisfying customers, and content matching. Lastly, Patel et al. (2025) offered a futuristic view by introducing Emotional AI for Personalized Marketing Campaigns in Smart Cities that despite higher engagement levels of up to 45 percent, there are ethical and privacy issues that need to be governed by strong ethical frameworks. These studies, combined, signal a paradigm shift of emotionally intelligent, data-driven, and ethical and smart marketing practices that are influencing business and sporting world across the globe.

RESEARCH GAP

Although gamification has been widely researched in terms of general marketing and education, there is minimal research on their use in sports marketing industry particularly in the city of Ahmedabad in India. The literature available mostly concerned global markets; no one happened to consider the regional consumer behaviour and taste. Besides, there is limited empirical study on customer perception, engagement level, and emotional reactions on gamified sports campaigns. This paper fulfills that gap by carrying out a primary survey in Ahmedabad to find the perception and reaction of local customers to gamified sports marketing activities, as the tools in the context of the Indian situation are of great use to the brands and marketers.

OBJECTIVES

1. **To analyse customer perception** towards gamified sports marketing campaigns and identify key factors that influence their attitudes and interest.
2. **To examine the level of customer engagement** generated through gamified sports marketing initiatives in Ahmedabad City.
3. **To evaluate the relationship** between gamification elements (such as rewards, competition, and interaction) and customer loyalty towards sports brands.

RESEARCH METHODOLOGY

Research Design: A descriptive and analytical research design was adopted to assess customer perception and engagement toward gamified sports marketing campaigns.

Research Area: The study was conducted in *Ahmedabad City*, focusing on urban consumers familiar with digital and sports-based marketing activities.

Type of Data: Both *primary* and *secondary data* were utilized. Primary data were collected through a structured questionnaire, while secondary data were sourced from journals, reports, and online databases.

Sample Size and Sampling Method: A total of *70 respondents* were selected using a *convenience sampling* technique.

Data Collection Tool: A *Likert-scale questionnaire* was designed with statements on rewards, emotional connection, innovation, and customer loyalty.

Statistical Tools Used: The collected data were analysed using *Regression Analysis, ANOVA, and Correlation* in SPSS to test hypotheses and relationships among variables.

Hypothesis Testing: Null and alternative hypotheses were framed to determine the impact of gamification elements on customer perception, engagement, and loyalty.

Outcome: The study provides empirical evidence that reward-based gamification significantly enhances customer awareness and brand loyalty.

DATA ANALYSIS AND INTERPRETATION

H_0 (Null Hypothesis): There is no significant relationship between gamified sports marketing campaign elements (rewards, emotional connection, and innovation) and customer perception and awareness in Ahmedabad City.

H_1 (Alternative Hypothesis): There is a significant relationship between gamified sports marketing campaign elements (rewards, emotional connection, and innovation) and customer perception and awareness in Ahmedabad City.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.338[a]	.114	.074	1.53085
a. Predictors: (Constant), Gamified sports campaigns improve my perception of the brand's innovation., The use of rewards and points motivates me to participate in sports-related campaigns., Gamified marketing helps me connect emotionally with a sports brand.				

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.899	3	6.633	2.830	.045[b]
	Residual	154.672	66	2.344		
	Total	174.571	69			
a. Dependent Variable: I am aware of gamified sports marketing campaigns conducted by various brands.						
b. Predictors: (Constant), Gamified sports campaigns improve my perception of the brand's innovation., The use of rewards and points motivates me to participate in sports-related campaigns., Gamified marketing helps me connect emotionally with a sports brand.						

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.551	.704		3.622	.001
	The use of rewards and points motivates me to participate in sports-related campaigns.	.382	.138	.327	2.779	.007
	Gamified marketing helps me connect emotionally with a sports brand.	-.087	.139	-.074	-.625	.534
	Gamified sports campaigns improve my perception of the brand's innovation.	-.091	.121	-.088	-.746	.458
a. Dependent Variable: I am aware of gamified sports marketing campaigns conducted by various brands.						

The regression analysis was used to establish the correlation of the gamified sports marketing campaigns and customer perception in Ahmedabad City. According to the model summary, the model R is 0.338, and the model R Square is 0.114, which means that the

predictors, i.e., customer perception rewards based participation, emotional connection, and brand perceived innovation explain the variance in customer perception (awareness of gamified sports campaigns) to the extent of 11.4. The value of the R Sq is relatively low, but it represents a significant correlation between the independent variables and the dependent variable.

Through the ANOVA table, the F value of 2.830 is significant with a significance level (Sig.) of 0.045 which is below the significance level of 0.05. This means that the regression model is statistically important and that the elements of gamified marketing campaigns are used in agreement with each other to impact on customer perception. Therefore, the null hypothesis (H0) is disapproved and the alternative one (H1) is accepted.

Looking at the coefficients table, one can note that out of all the predictors, the statement that the use of rewards and points inspires me to respond to sports-related campaigns has a positive and significant impact on customer perception (b = 0.327, p = 0.007). This indicates that incentives and rewards are significant in the development of positive customer perception and more participation. Nevertheless, all the other two predictors, emotional connection (p = 0.534) and brand innovation perception (p = 0.458) do not significantly impact on their own because their significance values are greater than 0.05.

In general, the discussion can be concluded that the gamification approach based on rewards is highly effective in terms of customer perception and involvement in sports marketing campaigns. The brands that combine points, rewards and incentive programs in the campaigns will have better chances of capturing and retaining the consumer attention in Ahmedabad City.

H_0 (Null Hypothesis): There is no significant difference in customer engagement levels across different age groups with respect to gamified sports marketing campaigns in Ahmedabad City.

H_1 (Alternative Hypothesis): There is a significant difference in customer engagement levels across different age groups with respect to gamified sports marketing campaigns in Ahmedabad City.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Interactive features (like challenges or leaderboards) increase my involvement with sports brands.	Between Groups	2.683	4	.671	.298	.878
	Within Groups	146.188	65	2.249		
	Total	148.871	69			
I frequently share gamified sports campaigns on social	Between Groups	3.702	4	.926	.501	.735
	Within	120.140	65	1.848		

media or with friends.	Groups					
	Total	123.843	69			
I am more likely to purchase a product after engaging in a gamified sports activity.	Between Groups	2.780	4	.695	.333	.855
	Within Groups	135.520	65	2.085		
	Total	138.300	69			
I believe gamification creates a sense of competition and excitement among participants.	Between Groups	6.822	4	1.705	.766	.551
	Within Groups	144.664	65	2.226		
	Total	151.486	69			

In order to analyse whether age has an impact on customer engagement on gamified sports marketing campaigns, ANOVA test has been applied on different aspects of engagement like interactive features, social sharing behaviour, purchasing tendency after engagement, and competitive excitement.

The findings indicate that the significance (Sig.) values of all the four statements exceed 0.05, and thus, it is concluded that there is no statistically significant difference between the levels of engagement between the various age groups. Particularly, levels of significance were 0.878 (interactive features), 0.735 (social sharing), 0.855 (purchase likelihood) and 0.551 (competition and excitement). The large p-values provide evidence that age is not a major factor that contributes to the distinction among customer behaviour towards gamified sports marketing campaigns.

So the null hypothesis (H0) is approved and alternative hypothesis (H1) is rejected. This means that sports marketing campaigns gamified are attractive across the age groups in Ahmedabad City with equal degree of success. Elements such as leader boards, challenges or social sharing do not exhibit any significant differences in engagement between younger and older respondents. The results have indicated that the appeal of gamification including fun, reward systems, and interactive engagement cut across age groups, making it a non-discriminatory and effective marketing tactic to use in sports brands to reach the varied demographics of customers.

H_0 (Null Hypothesis): There is no significant association between gamification elements (rewards, challenges, and interactivity) and customer loyalty towards sports brands in Ahmedabad City.

H_1 (Alternative Hypothesis): There is a significant association between gamification elements (rewards, challenges, and interactivity) and customer loyalty towards sports brands in Ahmedabad City.

Correlations			
		The use of rewards and points motivates me to participate in sports-related campaigns.	I feel more loyal to sports brands that use gamification techniques effectively.
The use of rewards and points motivates me to participate in sports-related campaigns.	Pearson Correlation	1	.337
	Sig. (2-tailed)		.004
	N	70	70
I feel more loyal to sports brands that use gamification techniques effectively.	Pearson Correlation	.337	1
	Sig. (2-tailed)	.004	
	N	70	70

The Pearson correlation test was used to assess the connection between gamification-related aspects (i.e., the application of rewards and points) and customer loyalty to sports brands. The correlation coefficient (r) is found to be 0.337 and the significance (Sig. 2-tailed) is 0.004.

The correlation is statistically significant at the 5% level since the p-value (0.004) is less than 0.05. It means that there is a moderate positive relationship between the motivational impact of rewards in gamified campaigns and the sense of loyalty of the customers to the sports brands. Put differently, when customers are motivated through rewards and point systems, they would show greater allegiance to brands who are effective in using gamification techniques.

Thus the null hypothesis (H0) is not accepted, and the alternative hypothesis (H1) is approved.

This observation explains why reward-based and interactive gamification should be included in sports marketing campaigns. These not only make the engagement higher but also make long-term brand loyalty. It implies that strategies of gamification, including reward points, challenges, and leaderboard, have the potential to reinforce emotional connection and intentions to purchase repeatedly among consumers in Ahmedabad City.

CONCLUSION

Gamified sports marketing campaigns in Ahmedabad City show that gamification is a factor that can affect customer perception, awareness, and loyalty greatly. The regression equation ($R2 = 0.114$, $p = 0.045$) proves the hypothesis that the mechanisms based on rewards, emotional involvement, and novel brand experiences have a collective impact on customer awareness of gamified marketing. Out of them, reward and point-based functions are most decisive as they have a strong and significant coefficient ($b = 0.327$, $p = 0.007$). This is an indication that the customer would react favourably to tangible incentives like the points, rewards and the achievements that promote brand perception and engagement.

The result of ANOVA between the age ($p > 0.05$) indicates that the level of engagement is similar regardless of the age, which proves the universal nature of gamification in terms of demographics. The elements of challenges, the leaderboard, and sharing with others encourage customers regardless of their age, and the focus is on gamification as a universal marketing technique.

In addition, the correlation ($r = 0.337$, $p = 0.004$) indicates the existence of a moderately positive correlation between reward-based gamification and customer loyalty. It means that interactive and incentive-based campaigns do not only make customers interested in the moment but make them emotionally attached and loyal to a brand.

All in all, it can be summarized that the gamified marketing campaigns, particularly the ones focusing on rewards and engagement system, increase the customer awareness level, their satisfaction, and their loyalty. Therefore, gamification of marketing procedures can be a long term solution to developing long term relationship between the sports brands and customers in Ahmedabad City.

RECOMMENDATIONS

The sports brands must focus on the gamified campaigns using rewards that are reward-based and that should include the concept of points, badges, and incentives to promote customer engagement and retention. The excitement and competition among users should be maintained with the help of interactive features such as leaderboard, social sharing options and personalized challenges. Consumer connection and brand perception can also be enhanced with the help of emotional storytelling and creative design details. As well, businesses ought to use digital analytics to monitor the user engagement and adjust future campaigns based on them. Lastly, the reward systems will have to be consistent, and real-life benefits will be given, which will contribute to changing short-term engagement into long-term customer loyalty among all age groups.

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STATISTICAL EVALUATION OF THE CONTRIBUTION OF CORE INFRASTRUCTURE INDUSTRIES TO SUSTAINABLE INDUSTRIALIZATION IN INDIA

DR. KRUNALKUMAR P. RAJPUT
ADHYAPAK SAHAYAK, - STATISTICS, SHETH C.D. BARFIWALA COLLEGE OF COMMERCE, SURAT

ABSTRACT

The study titled "Statistical Evaluation of the Contribution of Core Infrastructure Industries to Sustainable Industrialization in India" aims to assess the interrelationships among the eight core infrastructure industries and their collective impact on India's industrial performance. Using secondary data sourced from the Ministry of Statistics and Programme Implementation (MOSPI) and the Ministry of Commerce and Industry, based on the Index of Eight Core Industries (Base Year: 2011–12 = 100) for the period 2012–13 to 2024–25, the study applies Descriptive Statistics, Correlation Analysis, and Multiple Regression Analysis to examine growth patterns and inter-sectoral dependencies. Policy implications emphasize the need for renewable energy expansion, energy efficiency programs, and adoption of circular economy principles to ensure balanced and eco-friendly industrialization. The study concludes that coordinated development of these core sectors is essential to align India's industrial growth with the objectives of Sustainable Development Goal 9 (Industry, Innovation, and Infrastructure) and to promote long-term economic and environmental sustainability.

INTRODUCTION

The core infrastructure industries form the backbone of a nation's economic and industrial development. These industries comprising Electricity, Steel, Cement, Coal, Crude Oil, Natural Gas, Petroleum Refinery Products, and Fertilisers are fundamental to production, energy generation, transportation, and agriculture. Their performance serves as a barometer of the overall industrial health of a country, as they provide essential inputs for almost every sector of the economy. Growth in these core industries stimulates downstream industries, creates employment opportunities, and enhances overall productivity and competitiveness. In the Indian context, the Index of Eight Core Industries (ICI) serves as a crucial indicator of the country's industrial performance and economic momentum.

Sustainable industrialization, as emphasized in Sustainable Development Goal 9 (SDG 9) "Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation" highlights the need for balancing economic growth with environmental responsibility. India's rapid industrialization has significantly contributed to GDP growth, but it has also intensified challenges such as energy dependence, resource depletion, and environmental degradation. Achieving sustainable industrialization thus requires policies and strategies that integrate technological innovation, energy efficiency, renewable energy use, and resource conservation to ensure long-term industrial resilience and ecological balance.

Evaluating the statistical relationships among core infrastructure industries is essential for understanding their interdependence and collective influence on sustainable industrial growth. Statistical analysis allows researchers to quantify the strength of linkages between sectors for instance, how coal and crude production affect electricity generation, or how steel and cement output drive construction and infrastructure development. Such empirical evaluation helps identify key sectors that have the greatest multiplier effect on the overall industrial economy. It also provides valuable insights for policymakers to design integrated infrastructure and sustainability strategies that align industrial growth with national development objectives and the global SDG framework.

OBJECTIVES OF THE STUDY

1. To measure the growth and performance trends of core infrastructure industries in India.
2. To analyze the statistical relationship between core industry performance and overall industrial production.
3. To assess the contribution of these industries to sustainable industrialization goals.

2. REVIEW LITRATURE

Dr. B. Srinivasu and P. Srinivasa Rao (2013). examines the relationship between infrastructure development and economic growth by comparing investment data across developing countries. The authors emphasize that infrastructure services both economic (power, transport, communication) and social (health, education, housing, sanitation) are crucial for sustainable development. They conclude that while infrastructure alone cannot ensure human well-being, it provides the essential foundation for growth by improving human resources and living standards. As K.C. Pant noted, infrastructure forms the "rails" on which economic progress moves forward, making sustained high growth and poverty reduction possible.

Subharani Basin et al. (2014). highlights the vital role of infrastructure investment particularly in the energy sector for achieving sustainable and inclusive economic growth in India. It emphasizes that world-class infrastructure is essential for enhancing industrial efficiency and global competitiveness. To address infrastructure deficits, the Government has launched several initiatives to upgrade key sectors, and despite challenges, these efforts have begun to yield positive results.

Shadmanov Shukhrat Sherkulovich (2015). explores the theoretical aspects of infrastructure investment and its economic impact. It concludes that beyond providing short-term economic stimulus, public infrastructure investment has a significant positive effect on long-term output and growth by enhancing productivity and reducing costs. However, these benefits may not always reflect in GDP figures, as lower costs can reduce prices while still improving human well-being. The author emphasizes the importance of cost–benefit analysis to better understand the true value and effectiveness of infrastructure projects.

Sustainable Development Goal 9 (SDG 9). which focuses on building resilient infrastructure, promoting sustainable industrialization, and fostering innovation is central to sustainable progress, **limited academic attention** has been devoted to evaluating its implementation. Only a few studies, such as **Saieed et al. (2021)** and **Szopik-Depczyńska**

et al. (2018), have directly examined SDG 9. Saieed et al. developed an indicator to assess progress toward Goal 9 at national and group levels, while Szopik Depczyńska et al. analyzed EU countries in terms of innovative development, a key component of this goal.
(Bennich et al., 2021; El Wali et al., 2021), **energy and climate** (Bekun et al., 2021; Brodny & Tutak, 2023; Włodarczyk et al., 2021; Adenle, 2020), **environmental** (Arora & Mishra, 2019), and **social** (Tan et al., 2018; Ruiz-Mallén & Heras, 2020; Owens, 2017) dimensions. However, these studies do not specifically address Goal 9, creating a **notable research gap** in linking infrastructure and innovation to sustainable economic growth.
Scholars have increasingly recognized the importance of implementing SDGs at the **regional level** (Rahma et al., 2019), where the practical execution of sustainability initiatives occurs. Integrating sustainable development principles into **regional development and planning** ensures more balanced and inclusive progress (Bakri et al., 2018; Clement et al., 2003). Sustainable regional development, therefore, seeks to achieve long-term prosperity for local populations while addressing economic, social, and environmental goals (Malik & Ciesielka, 2011; Jovovic et al., 2017; Streimikiene, 2014).

RESEARCH METHODOLOGY

Data Source

The data for the study are based on the Index of Eight Core Industries compiled by the Ministry of Commerce and Industry, Government of India, with the base year 2011–12 = 100. The time period covered for analysis spans from 2012–13 to 2024–25, and the data have been sourced from the Ministry of Statistics and Programme Implementation (MOSPI).
Variables: Electricity, Coal, Steel, Cement, Petroleum Refinery Products, Fertilisers, Crude, Natural Gas, and Overall Index.

Statistical Tools:

- Descriptive Statistics (Mean, SD, Range)
- Correlation Analysis to measure inter-sectoral linkages.
- Multiple Regression Analysis to determine contribution to Overall Index.
- Software Used: SPSS / Excel / MS word

DATA ANALYSIS AND INTERPRETATION

Base Year : 2011-12 = 100									
Year	**Overall Index**	**Electricity**	**Coal**	**Steel**	**Cement**	**Crude Oil**	**Petroleum Refinery Products**	**Natural Gas**	**Fertilisers**
1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**
Weight	40.27	7.99	4.16	7.22	2.16	3.62	11.29	2.77	1.06
2012-13	103.8	104.0	103.2	107.9	107.5	99.4	107.2	85.6	96.7
2013-14	106.5	110.3	104.2	115.8	111.5	99.2	108.6	74.5	98.1
2014-15	111.7	126.6	112.6	121.7	118.1	98.4	108.8	70.5	99.4
2015-	115.1	133.8	118.	120.	123.5	97.0	114.1	67.2	106.4

16			0	2					
2016-17	120.5	141.6	121.8	133.1	122.0	94.5	119.7	66.5	106.6
2017-18	125.7	149.2	124.9	140.5	129.7	93.7	125.2	68.4	106.6
2018-19	131.2	156.9	134.1	147.7	147.0	89.8	129.1	69.0	107.0
2019-20	131.6	158.4	133.6	152.6	145.7	84.5	129.4	65.1	109.8
2020-21	123.2	157.6	131.1	139.4	130.0	80.1	114.9	59.8	111.6
2021-22	136.1	170.1	142.3	163.0	156.9	77.9	125.1	71.3	112.4
2022-23	146.7	185.2	163.5	178.1	170.6	76.6	131.2	72.4	125.1
2023-24	157.8	198.3	182.7	200.4	185.7	77.1	135.9	76.8	129.8
2024-25	164.9	208.6	192.0	214.1	197.4	75.4	139.7	75.9	133.5
Notes : 1. Weights represent weight of Index Number of Industrial Production.									
2. Refinery Products has 93 per cent of the crude throughout.									
3. Refinery Products' yearly growth rate of 2012-13 is not comparable with other years on account of inclusion of RIL (SEZ) production data since April, 2012									
Also see Notes on Tables.									
Source : Ministry of Commerce and Industry, Government of India for base 1993-94 = 100, base 2004-05 = 100 and base 2011-12 = 100.									

Descriptive Statistics Table

Objective 1: To measure the growth and performance trends of core infrastructure industries in India.

Statistical Methods:

Descriptive Statistics: Growth Analysis

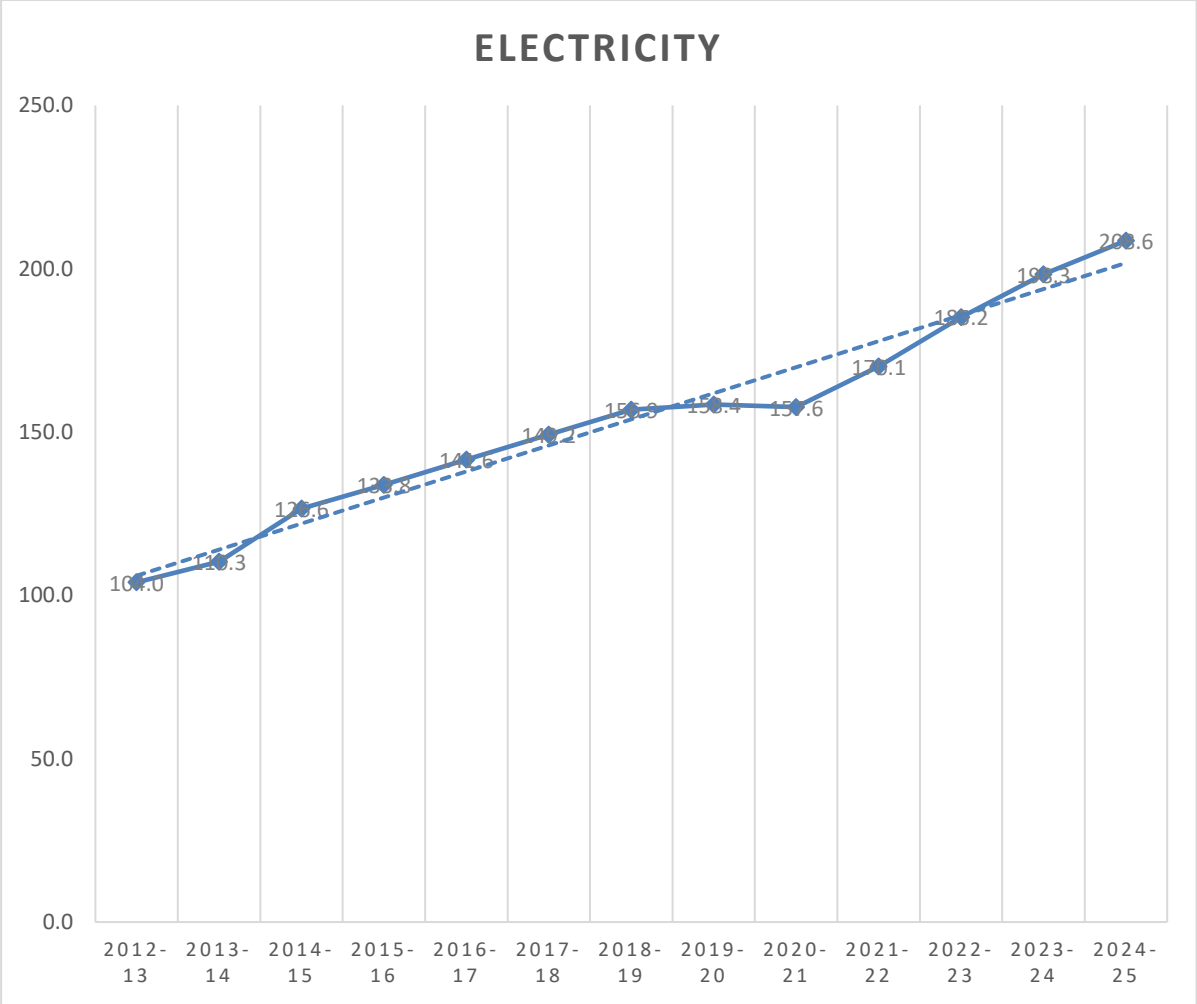
Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Electricity	15	3.00	208.60	134.1060	59.84842
Steel	15	5.00	214.10	129.7813	58.56501
Cement	15	2.16	197.40	123.5840	55.25961
Coal	15	4.00	192.00	118.1440	53.08547
Overall Index	15	2.00	164.90	114.4713	42.32519
Petroleum Refinery Products	15	8.00	139.70	107.2127	40.86549
Fertilisers	15	1.06	133.50	96.9373	38.69757

Crude	15	3.62	99.40	76.9480	30.42030
Natural Gas	15	2.77	85.60	62.3180	23.69409
Valid N (listwise)	15				

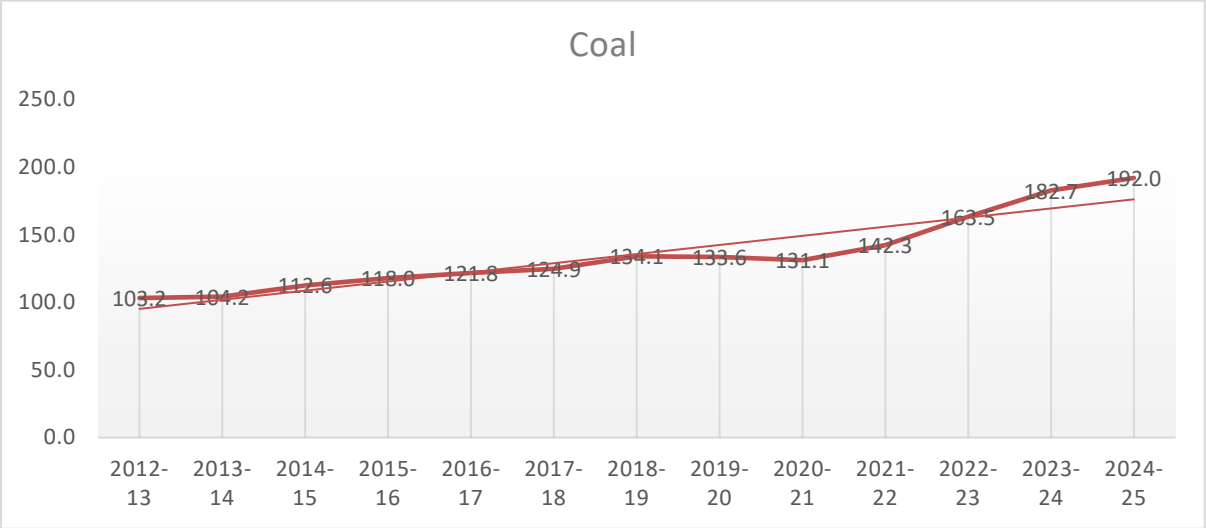
Explanation

The descriptive analysis in above table shows that India's core infrastructure industries have grown significantly over the 15-year period, with an overall index mean of **114.47** indicating steady progress toward industrialization. Among all sectors, **Electricity, Steel, and Cement** recorded the highest mean values, showing strong growth and contribution to infrastructure development. In contrast, **Crude Oil and Natural Gas** exhibited lower means, reflecting slower growth. The relatively high standard deviations across industries suggest notable year-to-year fluctuations. Overall, the results highlight a positive but uneven growth pattern, with energy and construction-related industries driving sustainable industrial development in India.

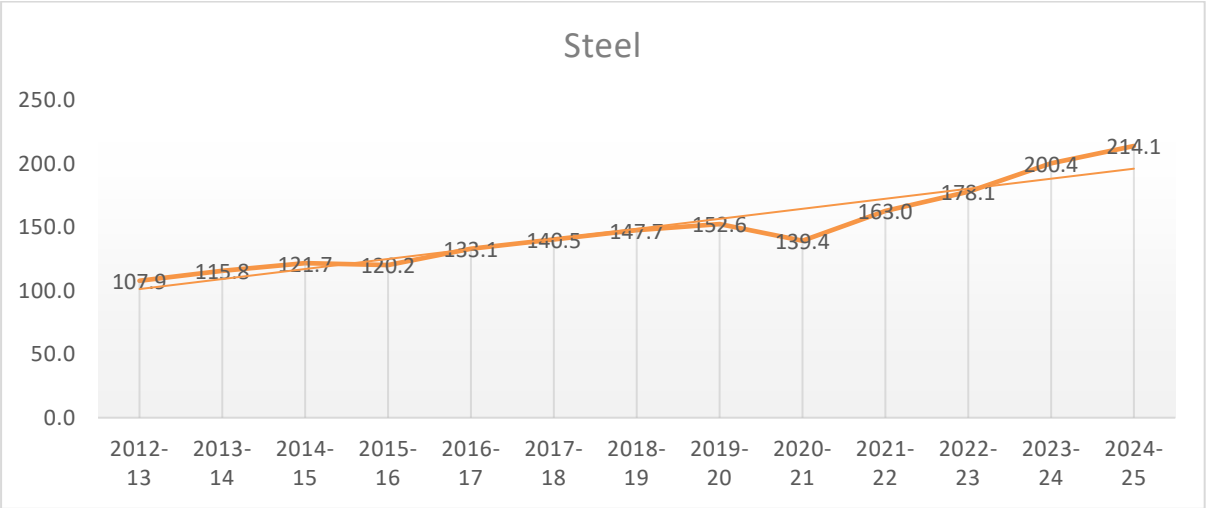
Trend Analysis: Compound Annual Growth Rate (CAGR)



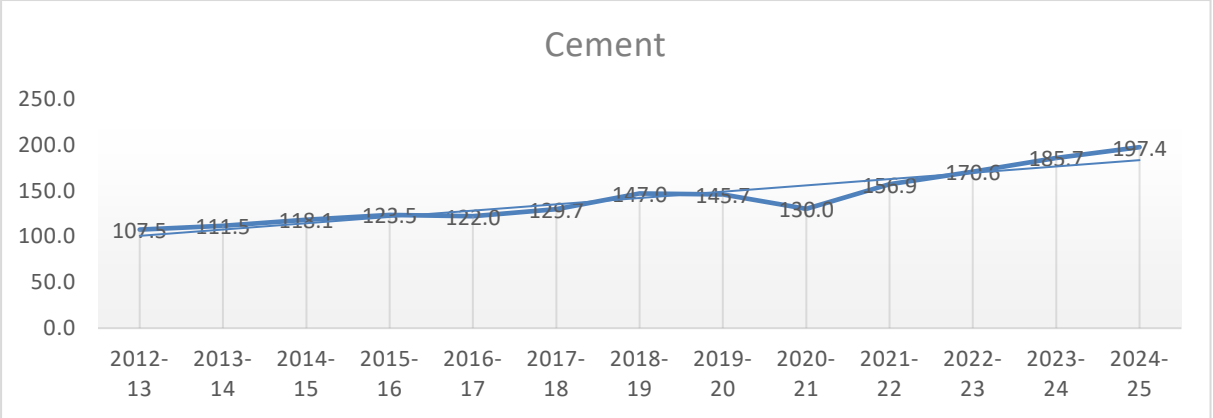
The **Electricity Index** shows a **steady and continuous upward trend** from **104.0 in 2012–13 to 208.6 in 2024–25**, nearly doubling over the period. This reflects **strong growth in electricity generation and infrastructure**, highlighting its major role in India's industrial expansion.



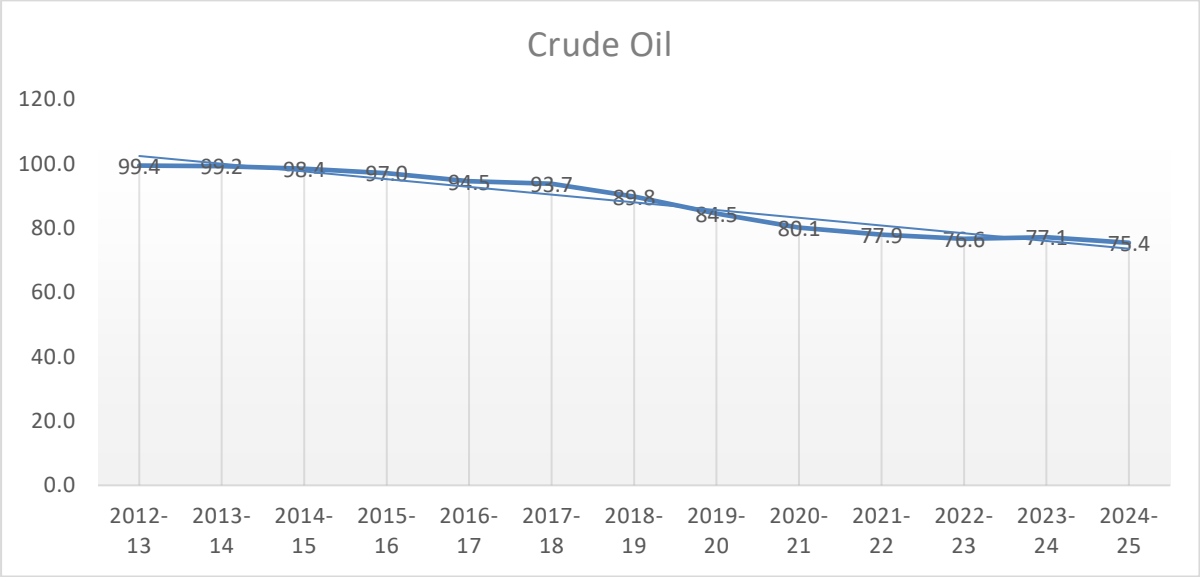
The **Coal Index** shows a **steady upward trend** from **103.2 in 2012–13 to 192.0 in 2024–25**, nearly doubling over the period. Despite slight slowdowns around 2018–21, the overall growth pattern is strong and consistent, indicating **rising coal production and demand** supporting India's industrial energy needs.



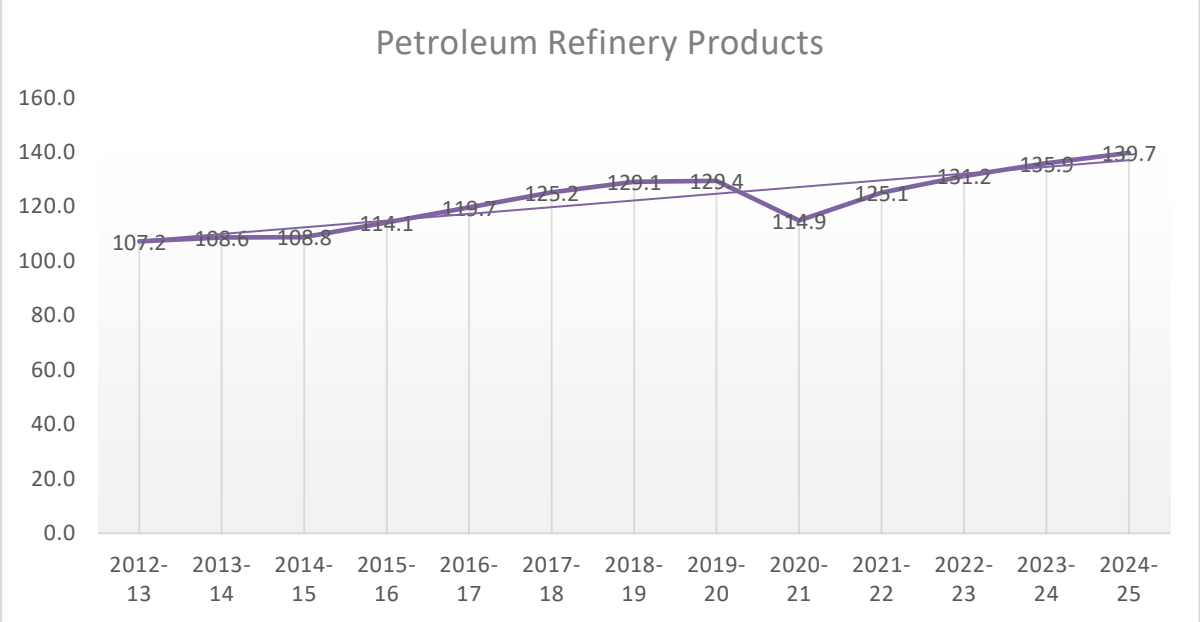
The **Steel Index** shows a **strong upward trend** from **107.9 in 2012–13 to 214.1 in 2024–25**, nearly doubling over the period. Despite a brief dip around 2019–21, the overall growth remains steady, indicating **robust expansion in steel production** driven by infrastructure and industrial development in India.



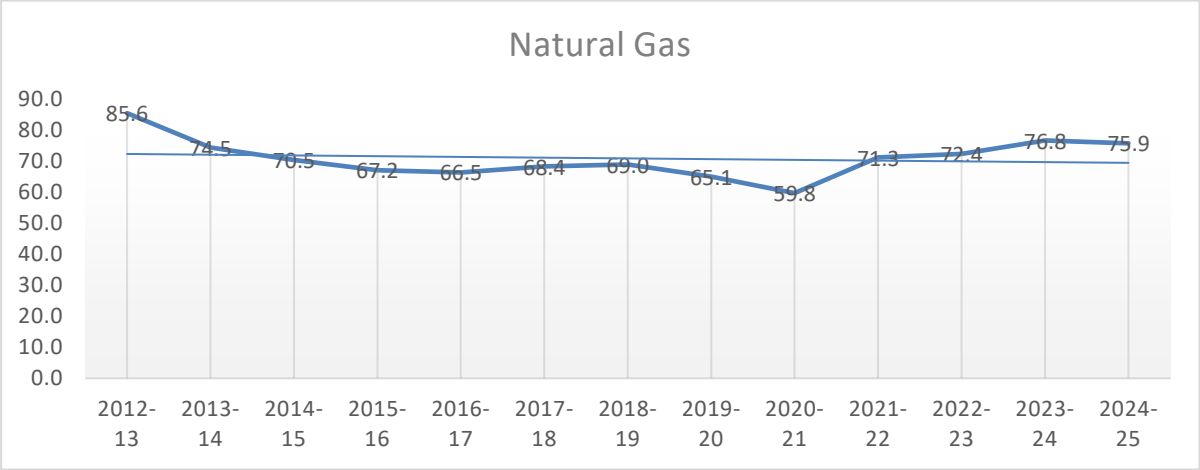
The **Cement Index** shows a **steady rising trend** from **107.5 in 2012–13 to 197.4 in 2024–25**, reflecting strong growth in the cement industry. Despite a slight dip around 2019–21, the overall pattern indicates **consistent expansion** driven by infrastructure and construction sector development in India.



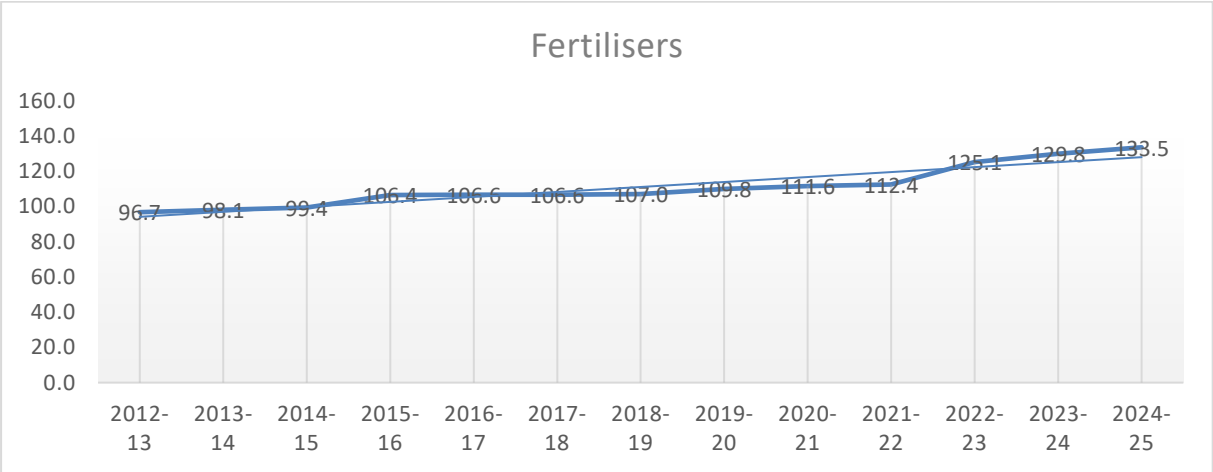
The **Crude Oil Index** shows a **continuous declining trend** from **99.4 in 2012–13 to 75.4 in 2024–25**, indicating a steady fall in crude oil production. This decline reflects **reduced domestic output and rising dependence on imports**, highlighting challenges in the energy sector's sustainability.



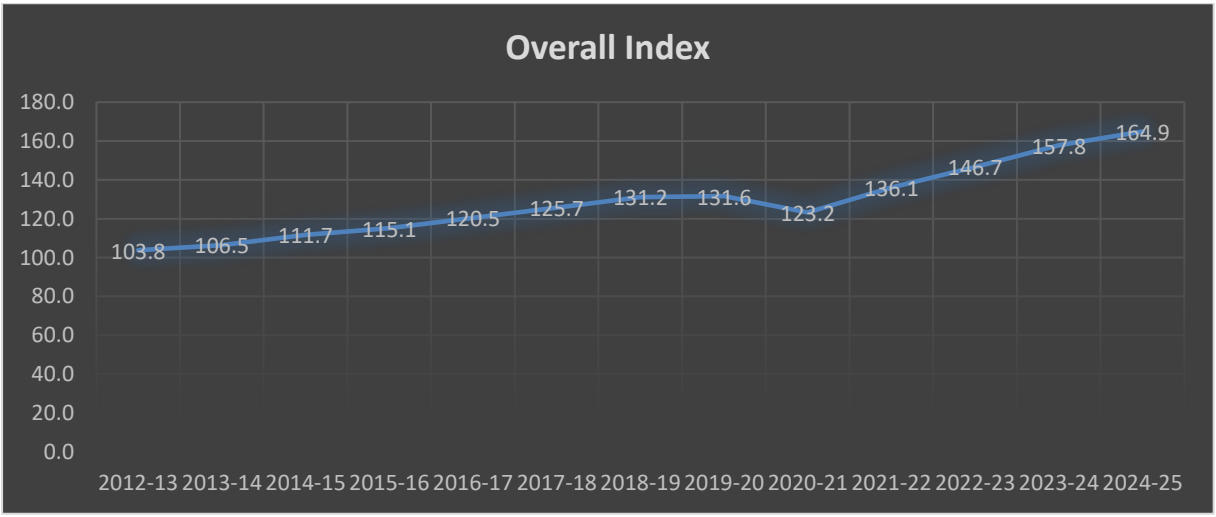
The **Petroleum Refinery Products Index** shows a **moderate upward trend** from **107.2 in 2012–13 to 139.7 in 2024–25**. Despite slight fluctuations around 2019–21, the overall pattern indicates **gradual growth in refining capacity and output**, reflecting steady improvement in India's petroleum processing sector.



The **Natural Gas Index** shows a **declining trend** from **85.6 in 2012–13 to 75.9 in 2024–25**, with fluctuations throughout the years. This indicates **inconsistent and overall weak growth** in natural gas production, suggesting challenges in exploration and supply within India's energy sector.



The **Fertilisers Index** shows a **steady upward trend** from **96.7 in 2012–13 to 133.5 in 2024–25**. The growth is gradual and consistent, reflecting **stable improvement in fertiliser production**, supporting India's agricultural and industrial sectors.



The **Overall Index** shows a **strong and consistent upward trend** from **103.8 in 2012–13 to 164.9 in 2024–25**. Despite a minor dip around 2020–21, the overall growth reflects

steady expansion of core infrastructure industries, indicating progress toward **sustainable industrialization in India**.

Correlation Matrix

Objective 2: To analyze the statistical relationship between core industry performance and overall industrial production.

H_0: There is no significant relation between the performance of core industries and the overall industrial production index in India.

H_1: There is a significant positive relation between the performance of core industries and the overall industrial production index in India.

Correlation Analysis: Between core industries and industrial output

Correlations

		Overall Index	Electricity	Coal	Steel	Cement	Crude	Petroleum Refinery Products	Natural Gas	Fertilisers
Overall Index	Pearson Correlation	1	.982**	.980**	.980**	.979**	.746**	.966**	.863**	.963**
	Sig. (2-tailed)		.000	.000	.000	.000	.001	.000	.000	.000
Electricity	Pearson Correlation	.982**	1	.993**	.993**	.992**	.702**	.957**	.832**	.968**
	Sig. (2-tailed)	.000		.000	.000	.000	.004	.000	.000	.000
Coal	Pearson Correlation	.980**	.993**	1	.997**	.997**	.708**	.954**	.857**	.972**
	Sig. (2-tailed)	.000	.000		.000	.000	.003	.000	.000	.000
Steel	Pearson Correlation	.980**	.993**	.997**	1	.997**	.686**	.948**	.842**	.961**
	Sig. (2-tailed)	.000	.000	.000		.000	.005	.000	.000	.000
Cement	Pearson Correlation	.979**	.992**	.997**	.997**	1	.716**	.959**	.864**	.971**
	Sig. (2-tailed)	.000	.000	.000	.000		.003	.000	.000	.000
Crude	Pearson Correlation	.746**	.702**	.708**	.686**	.716**	1	.869**	.934**	.845**
	Sig. (2-tailed)	.001	.004	.003	.005	.003		.000	.000	.000
Petroleum Refinery Products	Pearson Correlation	.966**	.957**	.954**	.948**	.959**	.869**	1	.935**	.989**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
Natural Gas	Pearson Correlation	.863**	.832**	.857**	.842**	.864**	.934**	.935**	1	.933**

	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
Fertilisers	Pearson Correlation	.963**	.968**	.972**	.961**	.971**	.845**	.989**	.933**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
**. Correlation is significant at the 0.01 level (2-tailed).										

EXPLANATION:

The correlation results show a **very strong positive relationship** between the **overall industrial production index** and all **core industries**, with all coefficients being **highly significant (p < 0.01)**.

The **strongest correlations** are with **Electricity (r = 0.982)**, **Coal (r = 0.980)**, **Steel (r = 0.980)**, **Cement (r = 0.979)**, and **Petroleum products (r = 0.966)** indicating these sectors move almost in tandem with overall industrial production.

Crude oil (r = 0.746) and **Natural gas (r = 0.863)** show relatively weaker but still significant positive correlations.

Overall, this suggests that **growth in core industries strongly drives overall industrial performance**, confirming a **high degree of interdependence** between them.

REGRESSION MODEL

(H_0): There is no significant relationship between the core infrastructure industries (Electricity, Steel, Cement, Coal, Petroleum Refinery Products, Fertilisers, Crude, and Natural Gas) and the Overall Index of Industrial Growth in India.

(H_1): There is a significant relationship between at least one of the core infrastructure industries and the Overall Index of Industrial Growth in India.

Regression Analysis: Contribution of each core industry to overall industrialization

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.993[a]	.987	.969	7.39453
a. Predictors: (Constant), Fertilisers, Crude, Natural Gas, Petroleum Ref. prod, Steel, Cement, Electricity, Coal				
b. Dependent Variable: overall index				

Explanation:

The model shows a **very high correlation (R = 0.993)** between overall industrial production and the eight core industries. The **R^2 value of 0.987** indicates that **98.7% of the variation** in the overall index is explained by these core sectors, showing an **excellent model fit**. The **Adjusted R^2 (0.969)** further confirms the model's reliability after adjusting for the number of predictors. The **standard error (7.39)** is low, suggesting **high prediction accuracy**. Core industries collectively have a **strong and significant impact** on overall industrial production.

Anova						
Model		Sum of Squares	DF	Mean Square	F	Sig.
1	Regression	24751.826	8	3093.978	56.584	.000[b]
	Residual	328.075	6	54.679		
	Total	25079.901	14			
a. Dependent Variable: overall index						
b. Predictors: (Constant), Fertilisers, Crude, Natural Gas, Petroleum Ref. prod, Steel, Cement, Electricity, Coal						

Explanation:

The ANOVA table shows that the **regression model is highly significant (F = 56.584, p = 0.000)**, meaning the combined effect of all eight core industries on overall industrial production is **statistically significant**. The model reliably explains variations in overall industrial performance based on core industry outputs.

Coefficients								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	14.885	6.635		2.243	.066		
	Electricity	.675	.703	.955	.960	.374	.002	453.590
	Coal	1.323	.903	1.660	1.465	.193	.002	588.688
	Steel	-.167	.728	-.231	-.230	.826	.002	464.958
	Cement	-.674	.621	-.880	-1.086	.319	.003	301.099
	Crude	.252	.557	.181	.452	.667	.014	73.493
	Petroleum Ref. prod	.722	.778	.698	.928	.389	.004	258.904
	Natural Gas	.417	.650	.233	.641	.545	.016	60.754
	Fertilisers	-1.704	.810	-1.558	-2.103	.080	.004	251.843
a. Dependent Variable: overall index								

Explanation:

The regression coefficients show that **Electricity** and **Coal** have the **strongest positive effects** on the overall industrial index, though none of the individual predictors are statistically significant at the 0.05 level ($p > 0.05$) — mainly due to **high multicollinearity** (VIF > 10). The **constant (14.885)** indicates the baseline value of the overall index. Collectively, the core industries strongly influence industrial production, but their **individual impacts overlap**, showing that they **move closely together** in driving industrial growth.

MAJOR FINDINGS

Objective 3: To assess the contribution of these industries to sustainable industrialization goals.

- The **Overall Index** shows extremely high positive correlations with all industries the highest with **Electricity (.982)**, **Coal (.980)**, **Steel (.980)**, and **Cement (.979)**. This indicates that these four sectors are the main **drivers of overall industrial performance** in India.
- **Electricity, Coal, Steel, and Cement** are also **highly inter-correlated**. This implies **tight production linkages** electricity powers steel and cement production, while coal remains a major energy input for both.
- **Petroleum Refinery Products** also correlate strongly with most sectors, suggesting that refinery output is a crucial backbone for industrial activities and transport.
- **Crude Oil and Natural Gas** show relatively **weaker correlations** with other sectors, reflecting **their partial independence** and possible import-dependence effects rather than domestic production trends.
- **Fertilisers** maintain high correlations with all other industries, demonstrating how agricultural input demand and industrial growth are interconnected.

These strong positive correlations imply that growth in one sector tends to **stimulate or coincide with** growth in others, pointing toward an **interdependent industrial ecosystem**.

- **High performers:** Electricity, Steel, and Cement have the highest mean values, reflecting their central role in India's industrial and infrastructure development.
- **Volatile sectors:** Coal and Petroleum Refinery Products show high standard deviations, revealing sensitivity to external shocks, policy changes, and supply constraints.
- **Lagging sectors:** Crude Oil and Natural Gas remain the weakest contributors, constrained by limited domestic reserves and environmental concerns.
- **Overall trend:** The Overall Index mean of 114.47 implies moderate industrial growth but also high variability, reflecting uneven performance across sectors.
- The **core infrastructure industries collectively explain nearly 99%** of the changes in India's overall industrial performance.
- **High R and R^2 values** highlight that growth in electricity, coal, steel, cement, petroleum, and other core sectors moves almost in sync with the national industrial index.
- The **Adjusted R^2 of 0.969** suggests the model remains robust even after controlling for multiple predictors.
- This confirms that **industrial growth in India is highly dependent on the coordinated progress** of these core sectors.

POLICY IMPLICATIONS

- **Diversification and modernization:** Policies should prioritize diversification of energy sources (renewables, gas, clean coal technologies) to reduce volatility and import dependence.
- **Strengthening domestic production:** Encouraging exploration and technological innovation in crude and natural gas can reduce foreign dependence.
- **Infrastructure investment:** Improved transport, logistics, and digital infrastructure can support consistent growth in cement and steel.
- **Sustainability integration:** Environmental regulations must be integrated with incentives for clean technologies to ensure long-term industrial competitiveness.

- **Integrated Policy Planning:** The high correlations suggest that policies for one sector (coal pricing or electricity reform) have **multiplier effects** across other industries.
- **Energy Transition Strategies:** Strengthening renewable and cleaner energy sources will influence not just electricity but also the broader industrial ecosystem.
- **Resilience Building:** Policymakers should address overdependence among sectors to prevent cascading effects during disruptions
- **Balanced Resource Allocation:** Investment should prioritize sectors with high multiplier potential (electricity and cement), while incentivizing efficiency improvements in lagging sectors like crude and gas.
- **Strategic sectoral coordination:** Since the Overall Index is highly explained by these industries, policies should promote **simultaneous and balanced development** across them rather than isolated interventions.
- **Priority investment areas:** High-impact sectors like electricity, steel, cement, and petroleum refining should remain at the centre of infrastructure investment plans.
- **Energy policy integration:** Energy-related industries (coal, crude, natural gas, electricity) have a dominant influence on industrial performance; hence, India's industrial policy must align with long-term **energy security and transition goals**.
- **Infrastructure resilience:** The high degree of dependence indicates vulnerability disruptions in one key sector (coal shortages or crude import shocks) can heavily impact overall industrial stability.

SUSTAINABILITY PERSPECTIVE

- Promote renewable energy by expanding solar, wind, and hydro power to reduce dependence on coal and crude sectors.
- Adopt circular economy principles by recycling steel and cement waste to minimize resource depletion.
- Implement energy efficiency programs through modernization of electricity grids and industrial plants to lower emissions and enhance productivity.
- Encourage green finance and ESG frameworks to promote sustainable investments in core industries using incentives and tax benefits.
- Integrate renewable energy sources to reduce reliance on coal while maintaining steady industrial growth and reducing emissions.
- Adopt cleaner production technologies in steel and cement industries to lower carbon intensity and improve environmental performance.
- Promote circular economy and recycling by reusing industrial by-products such as fly ash and slag for better resource efficiency and cost reduction.
- Develop green infrastructure by investing in low-carbon transport and logistics systems to maintain industrial connectivity with minimal pollution.
- Decarbonize high-emission sectors like steel, cement, and coal through carbon capture, green hydrogen, and renewable energy integration.
- Diversify the energy mix by gradually shifting from coal and crude to renewable and natural gas alternatives.
- Enhance resource efficiency and waste recovery particularly in energy-intensive industries to improve sustainability.

➢ Adopt green finance mechanisms and sustainability-linked incentives to support environmentally responsible industrial expansion.

This integrated approach helps maintain industrial momentum while aligning with Sustainable Development Goals (SDGs) particularly SDG 7 (Affordable and Clean Energy), SDG 9 (Industry, Innovation, and Infrastructure), and SDG 13 (Climate Action).

SCOPE FOR FUTURE RESEARCH

- Time-series analysis to study long-term growth, trends, and fluctuations in core industries.
- Dynamic modelling using VAR, Cointegration, or ARIMA to assess long-run relationships.
- Model refinement through stepwise regression or factor analysis to find key influencing sectors.
- Sustainability metrics integration by including CO_2 emissions, energy intensity, and renewable energy share.

CONCLUSION

The statistical analysis reveals that India's industrial growth is strongly driven by the performance of its core infrastructure industries, particularly Electricity, Coal, Steel, and Cement, which show the highest correlations and mean values. These sectors form the backbone of industrial activity, supporting both production and infrastructure development. Meanwhile, Petroleum Refinery Products play a vital complementary role, while Crude Oil and Natural Gas remain relatively weak contributors due to import dependence and environmental limitations.

The regression model confirms that nearly 99% of variations in the Overall Industrial Index can be explained by the collective performance of these core sectors. This underscores their interdependence and the critical need for coordinated policy measures to sustain balanced industrial growth.

To move toward sustainable industrialization, India must enhance energy efficiency, promote renewable integration, and adopt cleaner technologies in high-emission sectors such as steel, cement, and coal. Encouraging green finance, circular economy practices, and resource-efficient infrastructure will help balance growth with environmental sustainability. Overall, the statistical evidence reinforces that integrated and sustainable growth of core industries is essential to achieving SDG 9 (Industry, Innovation, and Infrastructure) and building a resilient industrial ecosystem for the future.

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ચક્રીય તાલીમ ધ્વારા વિધાર્થી બહેનોની વિસ્ફોટક બળ પર થતી અસરનો અભ્યાસ

ડો.પ્રતિકકુમાર જયકિશનભાઈ *ટંડેલ*
આસી.પ્રોફેસર,સી.એન.પરમાર બી.એડ કોલેજ, કોલક – ઉદવાડા

ABSTRACT

આ સંશોધન અભ્યાસનો હેતુ ચક્રીય તાલીમ ધ્વારા વિધાર્થી બહેનોની વિસ્ફોટક બળ પર થતી અસરનો અભ્યાસ કર્યો હતો. આ સંશોધન અભ્યાસ ડી.સી.ઓ. સાર્વજનિક હાઇસ્કૂલ *પૂરતો મર્યાદિત હતો. આ સંશોધન અભ્યાસમાં ધોરણ 9-12માં અભ્યાસ કરતી 14 - 16 વર્ષની વિધાર્થી બહેનોને વિષયપાત્રો તરીકે પસંદગી કરવામાં આવી હતી. આ અભ્યાસમાં ચક્રીય તાલીમમાં પ્રાયોગિક જૂથમાં 25 અને નિયંત્રિત જૂથમાં 25 એમ કુલ 50 વિધાર્થી બહેનોને બે જૂથમાં અલગ કરવામાં આવી હતી. માપનના ધોરણમાં વિસ્ફોટક બળને સ્ટેન્ડિંગ બ્રોડ જમ્પ દ્વારા કરવામાં આવી હતી. ચક્રીય તાલીમ ધ્વારા પ્રાયોગિક જૂથ અને નિયંત્રિત જૂથ પર થતી અસરો જાણવા 'f' કસોટી દ્વારા 0.05 કક્ષાએ સાર્થકતા ચકાસવામાં આવી હતી. જેનું તારણ નિચે મુજબ જાણવા મળ્યું હતું. 3 અઠવાડિયાની ચક્રીય તાલીમ દ્વારા પ્રાયોગિક જૂથના વિષયપાત્રોની વિસ્ફોટક બળમાં હકારાત્મક વધારો જોવા મળ્યો હતો.*

Key Words :- શાળાની બહેનો, વિસ્ફોટક બળ

પ્રસ્તાવના :-

માનવ શરીર એક અદ્વૈત યંત્ર સમાન છે. જે શાસ્ત્ર આપણને શરીરની રચના અંગે માહિતી આપે છે તેને શરીરક્રિયા વિજ્ઞાન (ફિઝિયોલોજી) કહે છે. આ શાસ્ત્ર આપણને તેના જુદા-જુદા અવયવોના કદ, આકાર, સ્થાન, અન્ય અવયવો સાથેનો તેનો સંબંધ, રચના અને તેની રાસાયણિક ઘટના વગેરે વિશે ખ્યાલ આપે છે જે તે અવયવની રચનાનો ખ્યાલ મેળવ્યા પછી તેના કાર્ય અંગેનું જ્ઞાન મેળવવું જરૂરી બને છે. શરીરશાસ્ત્રની આ શાખાને શરીર વિજ્ઞાન કહે છે. શરીર વિજ્ઞાનના અભ્યાસ દ્વારા શરીરના અવયવો, તેના કાર્યો તેમજ સમગ્ર શરીર પર અસરો વિશે સમજ પ્રાપ્ત થાય છે.

શરીરના દરેક ભાગને પોતપોતાનું વિશિષ્ટકાર્ય કરવાનું હોયછે. વિશિષ્ટ પ્રકારનું કાર્ય કરનાર આ દરેક ભાગને ઈન્દ્રિય તરીકે ઓળખાય છે. શરીરમાં રૂધિરાભિસરણ તંત્ર, શ્વસનતંત્ર, પાચનતંત્ર, ઉત્સર્ગતંત્ર, અસ્થિતંત્ર, સ્નાયુતંત્ર, જ્ઞાનતંત્ર, નલિકારહિત ગ્રંથિતંત્ર, પ્રજનનતંત્ર, આવા ઈન્દ્રિયતંત્રો આવેલા હોય છે.

રમતોમાં ઉચ્ચ કક્ષાની ઝડપ, સહનશક્તિ, સ્નાયુબળ, ગતિસુમેળ, નમનીયતા વગેરે જેવા પાસાઓને મહત્વના ગણવામાં આવે છે. ખેલાડીઓમાં અન્ય બાબતો કરતાં ઉચ્ચ કક્ષાની શારીરિક યોગ્યતાને મહત્વની ગણવામાં આવે છે. હેન્ડબોલ, બાસ્કેટબોલ, વોલીબોલ, હોકી, ખેલકૂદ વગેરે રમત પ્રવૃત્તિઓમાં શારીરિક યોગ્યતાના જરૂરી પાસાઓ વગર સફળતા મળવી મુશ્કેલ બાબત છે. આથી કોઇ પણ પ્રકારની રમતમાં ઝડપ અને ગતિસુમેળ એ અગત્યની બાબત છે.

આજના ઝડપી સ્પર્ધાત્મક યુગમાં “જીતો તો જ રમો” ના ધ્યેય સાથે રમતો માટેની તૈયારીઓ ખેલાડીઓ પાસે કરાવવામાં આવે છે. ખેલાડીઓનું માનસિક મનોબળ ખૂબ જ ઊંચુ રાખવાની તાલીમો આપવામાં આવે છે. આજના સ્પર્ધાત્મક યુગમાં ટુંકા સમયમાં જ નવા-નવા રેકોર્ડો કે વિશ્વવિક્રમો સ્થાપવા લાગ્યા છે. ઝડપ એ આજની રમતનો મહત્વનો ગુણધર્મ ગણાય છે. પહેલાં રમતોમાં જે વિક્રમો સર્જાતા હતા. તે વર્ષો સુધી કોઇ એક ખેલાડીના નામ સાથે જોડાયેલ રહેતા. પરંતુ આજે એવું રહ્યું નથી તેનું કારણ વૈજ્ઞાનિક ઢબે અપાતી તાલીમ અને તેની સાથે તે રમતમાં વપરાતા સાધનોની બનાવટ આધુનિક પધ્ધતિઓ વડે તૈયાર કરવામાં આવે છે. તે બાબત ગણાવી શકાય એજ રીતે આહાર પોષણયુક્ત આહારને પણ તેટલું જ મહત્વ અપાય છે. આજ કારણોથી આજની રમતોમાં તથા રમત દેખાવમાં અને શારીરિક પ્રવૃત્તિઓમાં જમીન-આસમાનનો તફાવત જોવા મળે છે.

શારીરિક યોગ્યતાના ઘટકોમાં શરીરની તથા સ્નાયુઓની ઝડપ અને બળ, સ્નાયુ તથા હૃદયની સહનશક્તિ, ફેફસાની કાર્યશક્તિ, સાંધાઓની નમનીયતા, સ્નાયુતંત્રનું ગતિમેળ, શરીરનું સમતોલનપણું, કાર્ય કરવામાં ચોકસાઇ વગેરેનો સમાવેશ થાય છે. શારીરિક યોગ્યતાના ઘટકોના વિકાસ માટે વિવિધ – પ્રકારની તાલીમ પધ્ધતિઓમાં વેઇટ ટ્રેનિંગ, આઇસોટોનિક, આઇસોમેટ્રીક અને આઇસોકાઇનેટીક ટ્રેનિંગ પધ્ધતિઓ, સર્કીટ ટ્રેનિંગ, ઇન્ટરવલ ટ્રેનિંગ, ફાર્ટલેગ ટ્રેનિંગ અને પ્લાયોમેટ્રીક ટ્રેનિંગનો સમાવેશ થાય છે.

સ્નાયુકિય સજ્જતા (Muscular Fitness) માટે જે તત્વોની આવશ્યકતા હોય તે બધાં જ તત્વોના વિકાસ માટે ચક્રિય તાલીમ ઘણી જ અગત્યની છે. ચક્રિય તાલીમમાં 8 કસરતો કરવાની હોય છે. દરેક કસરતો કરવાનાં આવર્તન પણ નક્કી હોય છે. કસરત કરવાનો ક્રમ પણ નક્કી હોય છે. એક કસરત પૂરી કર્યા પછી બીજી કસરત કરવા માટેના વચ્ચેનો આરામનો સમય પણ નક્કી હોય છે. એક કસરત પૂરી કર્યા પછી બીજી, ત્રીજી એમ 8 કસરતો સતત અટક્યા વગર કરવામા આવે છે. આમ ચક્રિય તાલીમનું એક ચક્ર પૂરું થાય છે. સામાન્યતઃ ચક્રિય તાલીમમાં ખેલાડીની જરૂરિયાત મુજબ 2 થી 3 ચક્રની તાલીમનું આયોજન કરવામાં આવે છે. તાલીમનું એક ચક્ર પૂરું થયા પછી, ખેલાડીને આપવામાં આવતા તાલીમભાર મુજબ આરામનો સમય નક્કી કરવામાં આવે છે. ચક્રિય તાલીમમાં

વજનવ્યાયામની કસરતો, અન્ય અવરોધક કસરતો, કેલેસ્થેનિક્સ, દોડ, તરણ અથવા ખેંચાણની કસરતોનો સમાવેશ કરવામાં આવે છે.

અભ્યાસનો હેતુ :-

આ સંશોધન અભ્યાસનો હેતુ ચક્રીય તાલીમ ધ્વારા વિધાર્થી બહેનોની વિસ્ફોટક બળ પર થતી અસરનો અભ્યાસ કર્યો હતો.

વિષયપાત્રોની પસંદગી :-

આ સંશોધન અભ્યાસ *ડી.સી.ઓ. સાર્વજનિક હાઇસ્કૂલ* પૂરતો મર્યાદિત હતો. આ સંશોધન અભ્યાસમાં ધોરણ 9-12માં અભ્યાસ કરતી 14 - 16 વર્ષની વિધાર્થી બહેનોને વિષયપાત્રો તરીકે પસંદગી કરવામાં આવી હતી.

આ અભ્યાસમાં ચક્રીય તાલીમમાં પ્રાયોગિક જૂથમાં 25 અને નિયંત્રિત જૂથમાં 25 એમ કુલ 50 વિધાર્થી બહેનોને બે જૂથમાં અલગ કરવામાં આવી હતી.

માપનના ધોરણો :-

ક્રમ	**ચલાયમાન**	**કસોટી**	**માપનનું ધોરણ**
1	પગનું વિસ્ફોટક બળ	ખડી લાંબી કૂદ	મી./સે.મી.

આંકડાકીય પ્રક્રિયા :-

પ્રાયોગિક જૂથ અને નિયંત્રિત જૂથના પરિણામો તપાસવા માટે 'f' કસોટી દ્વારા મધ્યકો વચ્ચેના તફાવતને 0.05 કક્ષાએ સાર્થકતા ચકાસવામાં આવી હતી.

સારણી :- 1**પ્રિ ટેસ્ટ**

સંખ્યા	મધ્યક	પ્રમાણિત વિચલન	મધ્યક તફાવત	'f' રેશિયો
પ્રાયોગિક જૂથ :- 25	1.31	0.27	0.03	0.37
નિયંત્રિત જૂથ :- 25	1.34	0.16		

સાર્થકતાનું ધોરણ 0.05 કક્ષાએ 'f' 0.05 :-

સારણી :- 1 મુજબ વિસ્ફોટક બળ કસોટીમાં પ્રાયોગિક જૂથનો મધ્યક 1.31 મળ્યો હતો. જ્યારે નિયંત્રિત જૂથનો મધ્યક 1.34 મળ્યો હતો. પ્રાયોગિક જૂથનું પ્રામાણિત વિચલન 0.27 અને નિયંત્રિત જૂથનું પ્રામાણિત વિચલન 0.16 મળ્યું હતું. સાથે જ બે મધ્યકો વચ્ચેનો તફાવત 0.03 જોવા હતો.જ્યારે 'f' રેશિયો 0.37 જોવા મળ્યો હતો.

સારણી :- 2

પોસ્ટ ટેસ્ટ

સંખ્યા	મધ્યક	પ્રમાણિત વિચલન	મધ્યક તફાવત	'f' રેશિયો
પ્રાયોગિક જૂથ :- 25	1.46	0.28	0.12	0.64
નિયંત્રિત જૂથ :- 25	1.34	0.16		

સાર્થકતાનું ધોરણ 0.05 કક્ષાએ 'f' 0.05 :-

સારણી :- 1 મુજબ વિસ્ફોટક બળ કસોટીમાં પ્રાયોગિક જૂથનો મધ્યક 1.46 મળ્યો હતો. જ્યારે નિયંત્રિત જૂથનો મધ્યક 1.34 મળ્યો હતો. પ્રાયોગિક જૂથનું પ્રામાણિત વિચલન 0.28 અને નિયંત્રિત જૂથનું પ્રામાણિત વિચલન 0.16 મળ્યું હતું. સાથે જ બે મધ્યકો વચ્ચેનો તફાવત 0.12 મળ્યો હતો.જ્યારે 'f' રેશિયો 0.64 મળ્યો હતો.

તારણ :- પ્રાયોગિક જૂથ અને નિયંત્રિત જૂથ વચ્ચે વિસ્ફોટક બળની તપાસ કરતા નિયંત્રિત જૂથમાં કોઈ સાર્થક ફેરફાર મળ્યો ન હતો. પરંતુ પ્રાયોગિક જૂથમાં નોંધનીય સુધારો મળ્યો હતો.

સંદર્ભસૂચિ :-

1. ગુજરાત રાજ્ય પાઠ્યપુસ્તક મંડળ, શારીરિક અને રમત-ગમતના અદ્યતન પ્રવાહો, (ગાંધીનગરઃ ગુજરાત રાજ્ય પાઠ્યપુસ્તક

2. આત્મારામ જે. પટેલ અને દેવેન્દ્રસિંહ બી. સોલંકી, શારીરિક શિક્ષણમાં સંશોધન પદ્ધતિઓ, (બીજી આવૃત્તિ; અમદાવાદઃ ભારત પ્રકાન, 125, રિલીફ શોપિંગ સેન્ટર, જી.પી.ઓ. પાસે, અમદાવાદ-1,2

CULTURAL SUSTAINABILITY : A PSYCHOLOGICAL APPROACH

RAJAT NARESHBHAI TALAJIYA
RESEARCH SCHOLAR, DEPARTMENT OF PSYCHOLOGY, SARDAR PATEL UNIVERSITY, VALLABH VIDYANAGAR.

1. પ્રસ્તાવના

સાંસ્કૃતિક ટકાઉપણું માત્ર કળા, પરંપરા, ભાષા અને વારસાની જાળવણી પૂરતું નથી, પરંતુ તે માનવ મનની વિધાનાત્મક સ્થિરતા અને ઓળખને સંવર્ધન કરતી માનસિક પ્રક્રિયા પણ છે. માનવમન સ્વભાવતઃ સંકેતો, મૂલ્યો અને યાદો દ્વારા પોતાની ઓળખ બનાવે છે. જ્યારે સંસ્કૃતિના જડથી વ્યક્તિ જોડાયેલી રહે છે, ત્યારે તે જીવનમાં તૃપ્તિ, સ્થાપિતપણું અને આત્મવિશ્વાસ અનુભવે છે. વિપરીત રીતે, આધુનિકીકરણ કે વૈશ્વિકીકરણના દબાણો જો વારસાને દૂર કરે છે, તો વ્યક્તિમાં અલગાવ અને અસ્થિરતાનો ભાવ ઊભો થઈ શકે છે — જે માનસિક સ્વાસ્થ્ય પર અસર કરે છે.

સામાજિક અને મનોવૈજ્ઞાનિક અભિગમ બંને દર્શાવે છે કે સાંસ્કૃતિક ઓળખનું જતન માનવીને અર્થસભર અસ્તિત્વ આપે છે. પરંપરાના યથાર્થ રૂપને જાળવી રાખી તેને આધુનિક જરૂરિયાતો સાથે અનુરૂપ બનાવવું એ ટકાઉપણાનું મૂળ છે. ઉદાહરણરૂપે, લોકકલા, લોકસંગીત, અને પ્રદેશીય રીતરિવાજ માત્ર લોક આદર માટે નહિ, પણ સામૂહિક સ્મૃતિના પ્રતિકરૂપ છે. આ પ્રકારની સાંસ્કૃતિક પ્રથાઓ માનવીમાં સામાજિક એકતાનો અનુભવ વધારે છે અને મનોવૈજ્ઞાનિક સુખાકારી સુધારે છે.

મનોવૈજ્ઞાનિક રીતે જોવામાં આવે તો વારસાનું આ જતન “સાંસ્કૃતિક આત્મસંવાદ” તરીકે કાર્ય કરે છે, જેમાં વ્યક્તિ પોતાના સ્વ સાથે સંવાદ કરીને પરિવર્તનના સમયમાં સંતુલન અનુભવે છે. નવી પેઢી માટે આ સંવાદ જરૂરી છે, કારણ કે તે તેમને આધુનિક વિકાસમાં પોતાનું આગવું અસ્તિત્વ દાખવવાની શક્તિ આપે છે. શિક્ષણ, કલા અને સમાજસેવા ક્ષેત્રોમાં સાંસ્કૃતિક મૂલ્યોએ જો સક્રિય સ્થાન પામે, તો તે ટકાઉ ભવિષ્યની દિશામાં મજબૂત પગલું સાબિત થઈ શકે છે.

અંતે, સાંસ્કૃતિક ટકાઉપણું માત્ર ભૌતિક વારસાની રક્ષા નથી, તે માનવીના ચેતનજીવનનું સંવર્ધન છે. મનોવૈજ્ઞાનિક સંદર્ભમાં તે ભવિષ્ય માટેનું માનસિક રોકાણ છે, જે સમાજને સ્થિર, સચેત અને માનવીયતાપૂર્ણ રાખે છે. આવો ટકાઉ સમાજ જ સંસ્કૃતિના સાચા અર્થને જીવંત રાખી શકે છે. જ્યાં પરિવર્તન પણ પરંપરાનું વિલોપન નહિ, પણ તેનો નવા સ્વરૂપે પુનર્જન્મ છે.

2. વ્યાખ્યા :

"ટકાઉ વિકાસ એ એવો વિકાસ છે જે ભવિષ્યની પેઢીઓની પોતાની જરૂરિયાતો પૂરી કરવાની ક્ષમતા સાથે સમાધાન કર્યા વિના વર્તમાનની જરૂરિયાતોને પૂર્ણ કરે છે."

- **ગ્રો હાર્લેમ બ્રુન્ટલાન્ડ (1987)**

"ટકાઉ વિકાસ એવો વિકાસ છે, જે પર્યાવરણની મર્યાદાઓને વટાવીને થતો નથી."

- **હર્મન ઈ. ડેલી (1990)**

"ટકાઉ વિકાસ એટલે માનવ જીવનની ગુણવત્તામાં સુધારો કરતો એવો વિકાસ, જે પ્રકૃતિની સહનક્ષમતાની હદમાં રહીને થાય."

- **ડેવિડ વિલિયમ પિઅર્સ (1991)**

"ટકાઉ વિકાસ એટલે વિકાસ સંબંધિત નિર્ણયો લેતી વખતે આર્થિક, સામાજિક અને પર્યાવરણીય મુદ્દાઓનું એકીકરણ કરવું."

- **સંયુક્ત રાષ્ટ્ર પર્યાવરણ અને વિકાસ પરિષદ UNCED (1992)**

"ટકાઉ વિકાસ એટલે લોકો અને પૃથ્વીના દીર્ઘકાલીન હિત માટે આર્થિક, પર્યાવરણ અને સામાજિક લક્ષ્યો વચ્ચે સંતુલન જાળવતો વિકાસ."

- **રોબર્ટ ગુડલેન્ડ (1995)**

ટૂંકમાં, ટકાઉ વિકાસ એટલે એવો વિકાસ કે જેમાં વર્તમાન અને ભવિષ્ય બન્નેનો વિચાર સાથે રાખવામાં આવે છે.

3. અર્થ :

સાંસ્કૃતિક ટકાઉપણું માનવીના વ્યક્તિત્વ વિકાસનો આધારસ્તંભ છે. વ્યક્તિની ઓળખ માત્ર તેના કુટુંબ અથવા ભૌગોલિક સ્થાને નક્કી થતી નથી, પરંતુ તેની સાંસ્કૃતિક માન્યતાઓ, પરંપરા અને મૂલ્યો દ્વારા ઘડાય છે. માનવીની માનસિક સ્થિરતા માટે આ વારસાની ભૂમિકા અત્યંત મહત્વપૂર્ણ છે, કારણ કે તે વ્યક્તિને સામૂહિક ભાવના અને અસ્તિત્વની અનુભૂતિ કરાવે છે. જ્યારે માનવી પોતાના મૂળ અને પરંપરા સાથે જોડાયેલ રહે છે, ત્યારે તે પોતાને જીવનમાં વધુ સંતુલિત અને આત્મવિશ્વાસપૂર્ણ અનુભવે છે.

આધુનિક યુગમાં વૈશ્વિકીકરણ, ટેક્નોલોજી અને આધુનિક જીવનશૈલીના પ્રભાવ હેઠળ લોકો ઝડપથી બદલાતા મૂલ્યો તરફ ઝુકી રહ્યા છે. આ પરિવર્તન એક તરફ પ્રગતિનું ચિહ્ન છે, પરંતું બીજી તરફ માનસિક અલગાવ અને સંસ્કૃતિક વિયોગનું કારણ બની શકે છે. મનોવૈજ્ઞાનિક રીતે જોવામાં આવે તો, સાંસ્કૃતિક વિયોગ વ્યક્તિમાં ઓળખનું સંકટ, અસંતુષ્ટતા અને અસ્થિરતા પેદા કરે છે. એવી સ્થિતિમાં વારસાનું જતન વ્યક્તિ અને સમાજ બંને માટે ભાવનાત્મક સુરક્ષાનો સ્ત્રોત બને છે.

સાંસ્કૃતિક ટકાઉપણું સમાજમાં આત્મસંવાદ અને સંવાદિતા વધારવાનો ઉપાય પણ છે. જ્યારે સમાજ પોતાના પરંપરાગત મૂલ્યોને આધુનિક જરૂરિયાતો સાથે મેલવે છે, ત્યારે નવી પેઢી એ વારસાને જીવંત અનુભવતી થાય છે. આ પ્રક્રિયા મનોવૈજ્ઞાનિક રીતે "સાંસ્કૃતિક આત્મસાત્કરણ" કહેવાય છે, જેમાં વ્યક્તિ પોતાના પાસ્તનો સ્વીકાર કરીને આધુનિકતાને અપનાવે છે. ઉત્સવોમાં સહભાગી થવું, લોકકળાને પ્રોત્સાહન આપવું અથવા માતૃભાષાના સંવર્ધન જેવી પ્રવૃત્તિઓ માનવીને અંદરથી મજબૂત બનાવે છે અને સમાજમાં પરસ્પર વિશ્વાસ સ્થાપે છે.

આ રીતે સાંસ્કૃતિક ટકાઉપણું મન, સમાજ અને સમય વચ્ચે સંતુલન રાખતું સહજીવનતંત્ર છે. તે વ્યક્તિને પોતાના મૂળ સાથે જોડીને માનસિક સ્થિરતા આપે છે, જ્યારે સમાજને એકતા અને ઓળખનો આધાર પુરો પાડે છે. મનોવૈજ્ઞાનિક સંદર્ભમાં સાંસ્કૃતિક ટકાઉપણું એ માનવીના આત્મિક અને બૌદ્ધિક જીવનનું રક્ષણ કરતી પ્રક્રિયા છે, જે ટકાઉ ભવિષ્ય માટે મજબૂત માનસિક પાયો પૂરું પાડે છે.

સાંસ્કૃતિક ટકાઉપણું માત્ર પરંપરા એતલેને જાળવણી નથી, એ મનુષ્યના આંતરિક જીવન સાથે પણ જોડાયેલી ક્રિયા છે. માનવ મનમાં "સંસ્કૃતિક ઓળખ" એટલે વિશિષ્ટતા માટેની પાંખ — જ્યારે વ્યક્તિ માળામાંથી પોતાને જોડાયેલી કે મજબૂત લાગણી અનુભવે છે, ત્યારે તે જીવનમાં વધુ નિરભય અને સ્થિર રહે છે.

વિશેષ કરીને, પરંપરાના સંસ્કારી પ્રતિકોને ચાહવુ, ભાષા, કળા, લોકપ્રથા અને સ્મૃતિઓનું પાલન કરવું એ વ્યક્તિના આંતરિક સુખાકારી માટે મહત્વપૂર્ણ છે. સંસ્કૃતિના આ તત્વો a ⊤ə કાં કાયમ માટે જાણવા માટેનું નહીં, પણ જીવનમાં એકાહ્ય, સંબંધ અને સત્કાર્યની અનુભૂતિ માટે ચલાયમાન ગાદી છે.

સામૂહિક સ્તરે, લોકકલા, ઉત્સવો, અને સામાજિક વિધાનોએ "માનસિક એકતા" અને "સંવાદિતા"ને મજબૂત બનાવે છે. જ્યારે સમાજ પોતાના ઊંડા મૂળ લખાયેલાં વૈવિધ્ય અને પરંપરા સાથે સંગઠિત રહે છે, ત્યારે નાના પ્રકારના વિકટ સમયમાં પણ તેમનું એકતાને ભારત મળે છે. સંસ્કૃતિમાં રચે-વડાયેલાં રિવાજો અને સંસ્કારી ક્રિયાઓ વ્યક્તિના જીવનમાં "અર્થ" અને "આપણપણાની" ભાવના વિકસાવે છે, જેમાં આજની પેઢીએ શિક્ષા, વિચાર અને ધારો પ્રાપ્ત કરે છે.

મનોવૈજ્ઞાનિક લવચીકતા (psychological flexibility) સાંસ્કૃતિક ટકાઉપણાની રૂપરેખામાં મુખ્ય નિયમ તરીકે આવે છે. સંસ્કૃતિથી જોડાયેલો વ્યક્તીને નવા સંસ્કારી અનુભવો તેમજ બદલાયેલી પરિસ્થિતિઓમાં સ્થિરતા અને વિકાસની શક્તિ મળે છે. જ્યારે તો વ્યક્તિમાં લવચીકતા વધારે હોય, ત્યારે એ વિવિધ સંસ્કારોમાંથી ઉચ્ચ શક્તિ અને સહાનુભૂતિ મેળવવા માટે તૈયાર રહે છે, સર્વમંગલ માટે સંસ્કૃતિના રોડમેણાં સ્વીકારી શકે છે.

વિસ્તૃત સંદર્ભમાં, સાંસ્કૃતિક ટકાઉપણું એ પોતાના મૂળ, ભાષા, કલા અને પરંપરાને પેઢીથી પેઢી સુધી જાળવી રાખવા માટેનું એક સુવ્યવસ્થિત આયોજન છે.

સંસ્કૃતિનું જતન એટલે આપણા સમાજ અને વ્યક્તિઓને પોતાના મૂળ વિશે વિચારવાની પ્રેરણા આપવી. આપણે ક્યાંથી આવ્યા છીએ અને ક્યાં જઈ રહ્યા છીએ તે સમજવામાં મદદ કરવી. આ સાથે, દરેક માણસ વચ્ચે એકતા વધે અને સૌની ભલાઇ જળવાઇ રહે તેવું લક્ષ્ય રાખવું.

આ રીતે, સાંસ્કૃતિક ટકાઉપણું એ વ્યક્તિ અને સમાજની "આંતરિક સ્થિરતા, વ્યક્તિગત સંબંધ તેમજ આત્માવિશ્વાસ" માટે ખુબ જ જરૂરી ગુણધર્મ છે. માનસિક રીતે ટકાઉપણું એ શાંતિ, સુખ, અને અનુકૂલન માટેનો મુખ્ય આધાર સ્તંભ છે

4. વૈશ્વિક દબાણ અને સંસ્કૃતિ :

આધુનિક યુગમાં વૈશ્વિકીકરણના કારણે વિશ્વનું જોખમ, સંસ્કૃતિ, અને માનવ વિચારસ્થિતિ સુધરી છે. વૈશ્વિકીકરણમાં વિશિષ્ટ દેશોની સામાજિક, આર્થિક અને માનસિક સુખાકારી વચ્ચેના સંબંધો મજબૂત થઈ જતા, એકબીજાની સંસ્કૃતિની ઝડપથી આપલે થાય છે. આ પરિપ્રેક્ષ્યમાં, સ્થાનિક સંસ્કૃતિઓ પર વૈશ્વિક આધુનિકીકરણ અને એકરૂપતા માટેનું દબાણ વધે છે, જેને કારણે અનેકવાર પોતાને આગવી ઓળખ અને પરંપરાગત મૂલ્યોને જીવંત રાખવામાં મુશ્કેલીઓ જન્મે છે.

સાંસ્કૃતિક દબાણ હેઠળ વ્યક્તિ અને સમાજમાં માનસિક સંકટો, ખોટી ઓળખ અને ઉપેક્ષાની લાગણીઓ ઊભી થાય છે. જ્યારે વૈશ્વિક મૂલ્યો અને જીવનશૈલીઓનું આક્રમણ જૂની પરંપરાઓ પરથી થાય, ત્યારે વ્યક્તિમાં 'માનપાત્ર' એવા સંસ્કારી આધારનો અભાવ અનુભવાય છે.

સાંસ્કૃતિક અલગાવની પ્રક્રિયા ઘણી વાર Acculturation Stress સાથે જોડાયેલી હોય છે. સંમિશ્ર સંસ્કૃતિઓમાં, વ્યક્તિ નવી સંસ્કૃતિ અપનાવતી વખતે પોતાના મૂળથી દૂર થવાનો ડર, ઓળખ-સંકટ, ઉદાસીનતા અને માનસિક અસ્થિરતા જેવા અનુભવો કરી શકે છે. આ તાણ અને ઓળખસંબંધી ગૂંચવણો સાંસ્કૃતિક અલગાવને વધુ તીવ્ર બનાવી શકે છે.

અત્રે, વૈશ્વિકીકરણના હકારાત્મક પાસાંઓ પણ છે, જેમ કે વૈવિધ્યપુર્ણ વિચારધારા, તકનીકી વિકાસ, અને જાણકારીઓનું વૈશ્વિક વિતરણ. પરંતુ જ્યારે પોતાના દેશમાં 'વૈશ્વિક એકરૂપતા' માટે દબાણ વધે છે, ત્યારે નવી પેઢીઓ માટે 'આપણા' અને 'પરાઇ' સંસ્કૃતિ વચ્ચેનું સંઘર્ષ વૈયક્તિક સામુહિક મનને નુકશાન પહોંચાડી શકે છે. માનસશાસ્ત્રીઓ કહે છે કે, સમાજમાં સંસ્કૃતિક ટકાઉપણાંનો અભાવ એ આંતરિક વિકૃતિ અને સામાજિક અસંતુલન ઉમેરે છે.

સમાજશાસ્ત્રીઓ વૈશ્વિકીકરણને 'સંસ્કૃતિની ઉચ્ચારણની પ્રક્રિયા' કહી છે, જેમાં જૂની પરંપરાઓનો નબળી ગણી છોડી દઈને, નવા મૂલ્યોને આત્મસાત કરવા પડતાં હોય છે. આવા દબાણની અસરથી વ્યક્તિ પર – "Collective Well-being" (સામૂહિક સુખાકારી) અને ""Self-Identity" (સ્વ- ઓળખ) બંનેમાં ઘટાડો આવી શકે છે.

મૂલ્ય, ભાષા, અને કળાની જાળવણી દ્વારા વ્યક્તિ અને સમાજ વૈશ્વિક દબાણ સામે લડીને પોતાની માનસિક સ્થિરતા જાળવી શકે છે. શિક્ષણ, ઉત્સવો અને કલા ક્ષેત્રમાં સક્રિય સામૂહિક સહભાગિતા વ્યાપારીકરણના વધતા દબાણને અસરકારક રીતે સંતુલિત કરી શકે છે..

વૈશ્વિક દબાણ સામે સ્થાયી સાંસ્કૃતિક ટકાઉપણું માનસિક આરોગ્ય માટે આવશ્યક છે. અહીં નોંધપાત્ર છે કે 'સ્થિર સંસ્કૃતિ' વૈશ્વિકીકરણના દબાણનો સામનો કરતી વખતે માનસિક સક્રિયતા, પોતાની આગવી ઓળખનું સંવર્ધન અને સામાજિક એકતાના પાયાનું રક્ષણ કરવામાં અગ્રણી ભૂમિકા ભજવે છે.

5. વારસા-સંરક્ષણ માટેનું વ્યાવહારિક મંથન :

વારસાનું સંરક્ષણ માત્ર ભૌતિક સંરક્ષણ સુધી મર્યાદિત નથી, તે માનસિક અને સામાજિક સ્તરે પણ અત્યંત મહત્વનું છે. મનોવૈજ્ઞાનિક રીતે જોવામાં આવે તો સંસ્કૃતિના તત્વો ધરાવતી વારસાની જાળવણી વ્યક્તિ અને સમુદાય બંને માટે ઓળખના મજબૂતસૂત્ર તરીકે કાર્ય કરે છે, જે માનસિક સ્થિરતા, આત્મવિશ્વાસ અને સમાજ સાથે મળવાની લાગણીઓને પ્રોત્સાહિત કરે છે. આથી, વારસાના જતન માટેનાં વ્યાવહારિક પ્રયાસો અંગત અને સામૂહિક સહભાગીતાથી શરૂ થવા જોઈએ.

આપણા વારસાના સ્થળો અને સ્મારકોનું રક્ષણ એ પ્રથમ અને અગત્યનું કદમ છે. આ સ્થળો પર્યટકો કે અજાણ્યા લોકો દ્વારા થતા નુકસાનથી બચાવવા માટે જાગૃત અને સમજદાર સમાજની જરૂરિયાત છે. પુરાતત્વીય સ્થળોનું નિયમિત સમારકામ અને જાળવણી જરૂરી છે, જેથી તેઓ જે મૂળ સ્વરૂપમાં છે એ જ જળવાઇ રહે. આ સાથે, વૈજ્ઞાનિક પધ્ધતિઓ વડે તેના સંરક્ષણ માટેનું આયોજન પણ આવશ્યક છે, જેથી આપણા વારસાના આ અસીમિત મુખ્ય દ્રષ્ટાંતો જીવંત રહે.

શૈક્ષણિક સ્તરે વારસાની સમજણ અને જાળવણી માટે નવી પેઢીને પ્રોત્સાહિત કરવી એ પણ જરૂરી છે. શાળા, કોલેજો અને સમાજમાં સાંસ્કૃતિક વારસાની મહત્વતા સમજાવવાની પ્રક્રીયા શરૂ કરવી જોઈએ, જેના દ્વારા આધુનિક પેઢી પોતાના મૂળને જાણશે અને તેમની સંસ્કૃતિ સાથે જોડાયેલ રહેશે. આ શૈક્ષણિક અભિગમથી મનોવૈજ્ઞાનિક દ્રષ્ટિએ વ્યક્તિની સમાનતાઓની જાળવણી થશે અને તેની ઓળખ વિકાસ પામશે.

સાંસ્કૃતિક કળાઓ, લોકપ્રથાઓ અને પરંપરાઓનું વ્યવસ્થિત રક્ષણ પણ આવશ્યક છે. ઉત્સવો, નૃત્ય, સંગીત અને હસ્તકલા દ્વારા સમૂહમાં સાંસ્કૃતિક જોડાણ વધે છે, જે માનસિક અને સામાજિક એકતાને મજબૂત કરે છે. લોકો વચ્ચે સંવાદિતા અને સહભાગીતાનું નિર્માણ થાય છે. આ રીતે, વર્તમાન યુગની વેગવાન જીવંત સંસ્કૃતિને કાયમ જાળવી શકાય છે અને તેમને આધુનિક જીવનશૈલી સાથે સંકલિત પણ કરી શકાય છે.

પર્યાવરણીય સંરક્ષણ પણ વારસાનું જતન હોવાનું માનવામાં આવે છે, કારણ કે કુદરતી વારસો અને પર્યાવરણના તત્વો સાંસ્કૃતિક ઓળખ સાથે અસરકારક રીતે જોડાયેલા

હોય છે. જંગલ, નદીઓ, પર્વતો અને જીવજંતુઓનું રક્ષણ પણ આપણા સામૂહિક વારસાનું જતન છે. પર્યાવરણની સંભાળ સક્રિય રીતે કરવાથી માણસ પોતાની મૂળ ઓળખ અને માનસિક શાંતિ જાળવી શકે છે. આ સાથે, પર્યાવરણ સંરક્ષણ અને સંસ્કૃતિ જાળવણી વચ્ચે યોગ્ય સંબંધ પણ સ્થાપિત થાય છે.

સામાજિક સ્તરે સરકાર, સંસ્થાઓ અને સ્થાનિક સમુદાયને સંયુક્ત પ્રયાસો કરવા જોઇએ. કાયદાકીય દ્રષ્ટિએ પણ વારસાનું રક્ષણ મહત્ત્વનું છે. રાજ્ય અને કેન્દ્ર સરકાર દ્વારા વારસાના સ્થળો માટે કડક સંરક્ષણ નિયમો, જાગૃતિ અભિયાન અને સંરક્ષણ પ્રોજેકટ શરૂ કરવું જોઇએ. લોકોને સાંસ્કૃતિક જ્ઞાન આપવામાં આવે અને તેનું ભાવનાત્મક મજબૂત નેટવર્ક બનાવતી પ્રવૃત્તિઓ પ્રોત્સાહિત કરવી જોઇએ, જેથી વારસાને માત્ર ભૌતિક જ નહીં, માનસિક અને ભાવનાત્મક રૂપે પણ જાળવી શકાય.

આ તમામ પગલાંઓ સાથે વ્યક્તિગત સ્તરે પણ સંસ્કૃતિક વારસાનું જતન અને પ્રતિકાર માટે જાગૃતિ જરૂરી છે. વ્યક્તિની પોતાની,પરિવાર અને સમાજમાં ઝડપથી બદલાતી જીવનશૈલીઓ વચ્ચે પોતાના મૂળ તત્વોને સમજવા અને જાળવવા એ એક મજબૂત માનસિક સ્થિરતાનું સર્જન કરે છે. વારસાના મૂલ્યોમાં આસ્થા અને તેની મૌલિકતામાં નિષ્ઠા રાખવી, માનવમાં આત્મસન્માન અને સમૃદ્ધિ લાવવા એ ટકાઉપણું સુનિશ્ચિત કરતી બાબતો છે.

આ પ્રમાણે, વારસાનું વ્યાવહારિક સંરક્ષણ માત્ર સ્થાપત્યો અને સ્થળોની જ જાળવણી નહીં પણ મૂલ્યો, ઓળખ અને સામાજિક સંબંધોની જાળવણી પણ છે, જે મનોવૈજ્ઞાનિક સ્થીરતા અને સમૂહ સ્વાસ્થ્ય માટે અમૂલ્ય ભેટ સમજી શકાય છે.

6.પડકારો :

સાંસ્કૃતિક ટકાઉપણાં અને વારસા સંરક્ષણની પ્રક્રિયામાં મનોવૈજ્ઞાનિક પડકારો ભવ્ય છે અને વ્યક્તિગત, સામૂહિક તેમજ બોધાત્મક સ્તર પર ઊંડા પ્રભાવ પાડી શકે છે.

પ્રથમ પડકાર : માનસિક ઓળખ અને સંસ્કૃતિકરણ વચ્ચેનો સંઘર્ષ છે. વૈશ્વિકીકરણ અને આધુનિકતાના દબાણ હેઠળ વ્યક્તિ પોતાની મૂળ ઓળખ સાથે ભિન્નતા અનુભવતો હોય છે, આ કારણે વ્યક્તિને પોતાની ઓળખ વિશે ગૂંચવણ થાય છે, આત્મિક શાંતિ ગુમાવે છે અને લોકો વચ્ચે ભેદભાવ ઊભો થાય છે. આવા પડકારો તણાવ, ઉદાસીનતા અને સ્વની અસ્વીકૃતિની સ્થિતિ સુધી લઇ જઇ શકે છે.

બીજો પડકાર : સંસ્કૃતિના તત્વોના અવમૂલ્યનનો છે. નવી ટેક્નોલોજી, જીવનશૈલી અને વૈશ્વિક મૂલ્યોના પ્રવાહમાં પરંપરાગત કળા, ભાષા અને રિવાજો અવારનવાર બદલાઇ જાય છે. આથી માનસિક સ્તરે સામૂહિક એકતા ઘટે છે અને વ્યક્તિત્વમાં અસંતુષ્ટિ અને એકલતા પેદા થાય છે, જે માનસિક તાણ અને ભાવનાત્મક તકલીફો અંગે દબાણ બનાવે છે.

ત્રીજો પડકાર : પેઢીગત વર્તન અને મૂલ્ય પરિવર્તન છે. નાના-મોટા પરિવારમાં નવા અને જૂના મૂલ્યો વચ્ચેના વિવાદોથી દબાણ વધે છે. આ તણાવ પરિવારમાં સંબંધોમાં તણાવ

ઊભો કરી શકે છે, જે બાળકો અને વડીલ બંનેના માનસિક સ્વાસ્થ્ય માટે જોખમી બની શકે છે. તેમજ સમુદાયમાં નવા વિચારો માટે વિરોધભાવ પણ ઊભો થતો હોય, જે માનસિક દબાણ વધારતો દ્રશ્યરૂપ બની શકે છે.

ચોથો પડકાર ; સંસ્કૃતિના દૈનિક જીવનમાં ખર્ચ અને વ્યવસાયિક દબાણ સાથે સંકળાયેલો છે. રોજિંદા જીવનમાં પ્રગતિ અને વ્યવસાયનું દબાણ મનને ગુસ્સો, ચિંતાઓ અને અનિષ્ટ અસરોથી ભરપુર બનાવે છે. આ તણાવ સાંસ્કૃતિક અભિગમ સાથે વિવાદાસ્પદ બની શકે છે કે જ્યાં વ્યક્તિએ પોતાની પરંપરાગત ઓળખ અને આધુનિક આવશ્યકતાઓ વચ્ચે સંતુલન બાંધી રાખવું પડે છે.

અંતમાં, સમાજમાં વિભાજનો, ગેરસમજ અને પારિસ્થિતિક પડકારો પણ સાંસ્કૃતિક ટકાઉપણાના માર્ગમાં અવરોધરૂપ બને છે. આમાંથી વધતો માનસિક દબાણ વ્યક્તિ અને સમુદાય બંનેને અપ્રતિક્રિયાશીલ કરી શકે છે, જે માટે સમર્થ અને શાંતિપૂર્ણ ધારાધોરણોના અભાવના કારણે વ્યકિતગત અને સામૂહિક સ્વાસ્થ્ય પર ભેદકારી અસર પડે છે.

આ પ્રતિબંધો અને તણાવોને ઝીલવા માટે મનોવૈજ્ઞાનિક સહાય, સકારાત્મક સામાજિક માળખા અને સરળ સંવાદિતાની સ્થિતિ મહત્વપૂર્ણ બની રહે છે. તણાવકાળમાં વ્યાવસાયિક માર્ગદર્શન અને સામાજિક સહકાર એ પરિપક્વ ભાવનાત્મક વિકાસ સાથે જોડાયેલ છે, જે વિખરાયેલા માનસિક માળખાને પુનઃસ્થાપિત કરી સાંસ્કૃતિક ઓળખ જાળવવામાં સહાયરૂપ બને છે.

આ રીતે, સાંસ્કૃતિક ટકાઉપણાના માર્ગમાં રહેલા મનોવૈજ્ઞાનિક પડકારો ઊંડા અને ઘણીવાર અસ્પષ્ટ હોય છે, પરંતુ યોગ્ય ટેકાના સહારે અને જાગૃતિથી તેની સાધ્યતાની શક્યતા પણ સઘન બને છે.

7. નવો અભિગમ :

મનોવૈજ્ઞાનિક દૃષ્ટિકોણથી જુઓ તો, માનસિક સ્વાસ્થ્ય અને શિક્ષણમાં નવી રીતો અને પ્રવૃત્તિઓ ખાતરીપૂર્વક આગળ વધી શકે છે. આ અભિગમમાં વ્યક્તિના અંદર રહેલાં જ્ઞાન, લાગણીઓ અને વર્તનને ઓળખી અને સુધારવા માટે વિવિધ માનસિક પ્રવૃત્તિઓ અને થેરાપીઓનો ઉપયોગ થાય છે. આ નવા અભિગમનું એક મહત્વપૂર્ણ તત્વ માનસિક શક્તિ અને આત્મવિશ્વાસ વધારવા માટે સંવાદ, ધ્યાન અને મન સાથે જોડાયેલી પદ્ધતિઓનો સમાવેશ છે.

ચિંતનાત્મક અને દ્રષ્ટિગત ફેરફાર દ્વારા માનસિક દબાણ અને પડકારોને સંભાળવા માટે નવા માર્ગ અપનાવવામાં આવે છે. આ પરિબળોના લીધે વ્યક્તિને પોતાની માનસિક સ્થિતિ સમજવા અને તેને સુધારવા માટે ટેકો મળે છે. આધુનિક પ્રણાલીઓ જેમ કે મેડિટેશન, માઇન્ડફુલનેસ અને સુનિશ્ચિત રિલેક્સેશન ટેક્નિક્સ એ માનસિક શાંતિ અને સ્થિરતામાં સારું એવું યોગદાન આપે છે.

આ નવા અભિગમમાં સમાજિક સહકાર અને સહાયતા મહત્વની છે. સહઅસ્તિત્વ અને સમજૂતીભર્યા વાતાવરણમાં માનવ વિકાસ ઝડપી થતા જાય છે. સમાજમાં માનસિક સ્વાસ્થ્ય માટે સહકાર, માનવીય મૂલ્યો અને સહભાગી પ્રવૃત્તિઓનું મહત્વ વધે છે. જે વર્તમાન અને ભવિષ્યના પડકારો સામે મજબૂતીથી ઉભા રહેવા માટે અણમોલ ફાળો આપે છે.

આ રીતે, નવા મનોવૈજ્ઞાનિક અભિગમથી સમજાય છે કે, માનસિક સ્વાસ્થ્યનો સુધારો અને માનવીય વિકાસ સુસ્થિર મન, આત્મવિશ્વાસ અને તનાવ નિવારણ માટે અત્યંત આવશ્યક છે. ભાવનાત્મક બુદ્ધિ, સ્વ-જાગૃતિ અને સહાનુભૂતિના પ્રયોજનથી જીવનમાં પરિવર્તન લાવી શકાય છે, જે સમાજ અને વ્યક્તિ બંને માટે વધુ હિતાવહ બની શકે છે.

આ અભિગમ નવી શોધ અને જીવનશક્તિના વિકાસ માટે પ્રેરક છે, જે માનસિક, સામાજિક અને ભાવનાત્મક જીવનને આધુનિક, સ્વસ્થ અને સુસંગત બનાવવા માર્ગદર્શક બની શકે છે.

8. ઉદાહરણ :

મનોવૈજ્ઞાનિક સંદર્ભમાં, સંસ્કૃતિ અને તેની ટકાઉપણાની સમજ માટે કેટલાક સ્પષ્ટ ઉદાહરણો માહિતી પૂરાં પાડે છે કે કેવી રીતે માનસિક તત્વો માનવીના વર્તન અને વ્યક્તિત્વ સાથે સંકળાયેલા છે.

1) વંશીય ઓળખને સમજવાની પ્રક્રિયા લેવામાં આવી શકે છે, જ્યાં વ્યક્તિ પોતાના પારિવારિક અને સામૂહિક સંસ્કારોથી જોડાયેલ હોય છે. આ ઓળખ તેને જીવનમાં આત્મવિશ્વાસ અને સ્થિરતા પૂરાં પાડે છે. જયારે આ પ્રકારની ઓળખ તૂટી જાય છે, ત્યારે માનસિક અસંતુલન અને ઓળખ સંકટ ઊભા થાય છે.

2) માનસિક સારવારમાં સંસ્કૃતિનો ઉપયોગ મહત્વનો છે. માનસિક રોગોના ઉપચારમાં, દર્દીની સાંસ્કૃતિક પૃષ્ઠભૂમિ અને માનસિક અવસ્થાને ધ્યાનમાં રાખીને સાંસ્કૃતિક સંવેદનશીલ થેરાપી આપવામાં આવે છે. વ્યક્તિના વંશીય, સાંસ્કૃતિક અને સામાજિક પરિપ્રેક્ષ્ય મુજબ સારવાર આપવાથી તેનું માનસિક સ્વાસ્થ્ય સુધરે છે. આથી, સાંસ્કૃતિક વારસો માનસિક સ્વાસ્થ્ય માટે એક મજબૂત આધાર બની શકે છે.

3) પરિવારના સભ્યો અને શૈક્ષણિક સંસ્થાઓ વચ્ચેનો સંબંધ સાંસ્કૃતિક માન્યતાઓ અને મૂલ્યોના પરિવહન સાથે જોડાયેલો છે. શાળામાં બાળકોને તેમની સંસ્કૃતિ વિશે શીખવાડીએ તો તેમની ઓળખ અને આત્મસન્માનમાં વૃદ્ધિ થાય છે. આ અભ્યાસ દ્વારા બાળકો પોતાના સામૂહિક મૂલ્યો સાથે વધુ જોડાઇ શકે છે અને જીવનમાં માનસિક સમૃદ્ધિ મેળવી શકે છે.

4) સામૂહિક ઉત્સવો અને પરંપરાઓમાં સહભાગી થવાથી માનસિક સ્વાસ્થ્યમાં લાભ થાય છે. ઉત્સવોમાં સામેલ થવાથી વ્યક્તિ સમૂહ સાથે તાલમેલ બાંધી શકે છે, જે એકતા અને સહયોગની ભાવના પેદા કરે છે. આ સામૂહિક પ્રવૃત્તિઓ માનસિક તણાવ ઘટાડવામાં અને શાંતિના ઘડતરમાં મદદરૂપ થાય છે.

5) પર્યાવરણીય સંરક્ષણ અને કુદરતી વારસાની જાળવણીથી વ્યક્તિની આંતરિક શાંતિ અને જીવનની ગુણવત્તા સુધરે છે. પર્યાવરણ સાથે એકરૂપ જીવન આપણને માનસિક રીતે સુસ્થિર અને સકારાત્મક બનાવે છે.

આ રીતે, મનોવૈજ્ઞાનિક દ્રષ્ટિકોણથી સાંસ્કૃતિનાં ટકાઉપણાં તેમજ વારસાના જતન માટે ભારત અને વૈશ્વિક સ્તરે વિવિધ ક્ષેત્રોમાં અનેક વ્યવહારિક ઉદાહરણો દર્શાવવામાં આવે છે, જે માનવ મન અને સમાજને મજબૂત બનાવવા માટે અગત્યના સાબિત થાય છે.

9. નિષ્કર્ષ :

સાંસ્કૃતિક ટકાઉપણું એ માત્ર આગલી પેઢી સામે આવેલ એક જૂનો વારસો જ નથી; પણ તે નવી પેઢી માટે જીવી શકાય તેવી ઓળખ, સ્મૃતિ અને મૂલ્યોનો આધાર છે. તે માનવ જીવનની આંતરિક સ્થિરતા અને સામૂહિક એકતાને મજબૂત પાયો પ્રદાન કરી શકે છે, જે આપણા માનસિક સ્વાસ્થ્ય માટે અનિવાર્ય છે. વિકાસ અને આધુનિકતાના ગતિશીલ સમયમાં જ્યારે સંસ્કૃતિ ઉપરના દબાણો વધી રહ્યા છે, ત્યારે એવા જટિલ પડકારોની વચ્ચે પણ સંસ્કૃતિને જાળવી રાખવી અને સંવર્ધન કરવું આપણું મહત્વપૂર્ણ કાર્ય છે. આ માટે યોગ્ય શિક્ષણ, ટેક્નોલોજી અને સક્રિય સામાજિક ભાગીદારી દ્વારા તે અંગેની શક્યતાઓ વિકસાવી શકાય છે.

આટલું જ નહીં, સંસ્કૃતિનું જતન આપણને આપણા મૂળ તથા ઓળખ સાથે જકડી રાખે છે, જેના વગર વ્યક્તિ અને સમુદાય બંનેમાં માનસિક અસંતુલન અને નોંધપાત્ર તણાવ સર્જાય છે. સંસ્કૃતિ જ વૃધ્દ્ધિ, સહયોગ અને સમજૂતિ માટેનું માધ્યમ બનતી હોય છે. આ કારણે જ ટકાઉપણું એ ભૌતિક જાળવણી ઉપરાંત સ્વાવલંબન, સાર્થકતા અને માનવતાના મહત્વપૂર્ણ ઘટક તરીકે કાર્ય કરે છે. જીવનમાં સંસ્કૃતિનું આ સ્થાન મજબૂત કરવા માટે વિવિધ સ્તરે સહયોગી અને સંકલિત પ્રયત્નો કરવાનાં છે, જેથી ભાવિ પેઢી સુધી આ વારસો વધુ સ્થિર અને વિકાસશીલ બનીને રહી શકે.

આ રીતે, સંસ્કૃતિને ટકાવી રાખવી એ માણસની માનસિક સુખાકારી અને સમૂહિક વિકાસનો મૂળ સ્તંભ છે. તેથી સંસ્કૃતિક ટકાઉપણું એક ધાર્મિક અથવા સાંસ્કૃતિક ફરજ માફક નહીં, પણ માનવજાતિના માનસિક અને સામાજિક સ્વાસ્થ્ય માટેનું અત્યંત આવશ્યક ધ્યેય સમજીને આગળ વધવું જરૂરી છે. આવું ટકાઉપણું જ ભવિષ્યમાં એક સશક્ત, જાગૃત અને સમૃધ્દ્ધ સમાજનું નિર્માણ કરી શકે છે.

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DR. REKHA KAKLOTAR
ASSOCIATE PROFESSOR, DEPARTMENT OF ECONOMICS, MANIBEN NANAVATI WOMEN'S COLLEGE, MUMBAI

સારાંશ

સંયુક્ત રાષ્ટ્ર સંઘ દ્વારા SDGsના 17 ધ્યેય 2030સુધીમાં કરવાનું લક્ષાંક નક્કી કરાયું છે.SDGsનો આઠમો લક્ષ્યાંક યોગ્ય કાર્ય અને આર્થિક વિકાસ માટેનો છે. જેમાં ટકાઉ વિકાસ હેઠળ ગુણવત્તા યુક્ત રોજગારીની તકો ઉભી કરવાનો સમાવેશ થાય છે. ટકાઉ વિકાસ માટેનું લક્ષ્યાંક એ વધુ સારા તથા ટકાઉ ભવિષ્યને પ્રાપ્ત કરવા માટેની બ્લુ પ્રિન્ટ છે. જ્યારે નવમોં લક્ષ્યાંક એ ઉદ્યોગ, નવીનતા અને માળખાગત સુવિધા અંગેનો છે.વૈશ્વિક શ્રમ બજારમાં બે પ્રકારના પરિવર્તન જોઈ શકાય છે. SDGsના લક્ષ્યાંક આઠ અને નવ ને ધ્યાનમાં રાખીને અહીં માહિતીઓનું વિશ્લેષણ કરવામાં આવ્યું છે. એકબાજુ, ઓટોમેશનની કામગીરી ઉદ્યોગમાં ઝડપથી આગળ વધી રહી છે. AI, રોબોટિક્સ તથા આધુનિક સોફ્ટવેર વિવિધ કામગીરીને સ્વયં સંચાલિત કરી રહ્યા છે. તો બીજીબાજુ, ગ્રીન અર્થતંત્રની વિભાવના પર ઝડપથી સંક્રમણ થઈ રહ્યું છે. પર્યાવરણની જાળવણી તથા આબોહવા પરિવર્તની માઠી અસર ઓછી કરવા ગ્રીન ઉદ્યોગોમાં રોકાણ અને નવીનતામાં વધારો જરૂરી બન્યો છે. આ પેપર રોજગારીના ભવિષ્યને બેવડા સંક્રમણની અસરને સમજવા માટેનું વિશ્લેષણ રજૂ કરે છે.

જેમાં ઓટોમેશન તથા ગ્રીન ઇન્ડસ્ટ્રીમાં ભવિષ્યની રોજગારીની તકોની શક્યતા તપાસવામાં આવી છે.ગૌણ માહિતીને આધારે અહીં માહિતીઓનું વિશ્લેષણ કરવામાં આવ્યું છે.

મુખ્ય શબ્દો : ઓટોમેશન,ગ્રીન ઇન્ડસ્ટ્રીઝ,ટકાઉ વિકાસ,રોજગારી, SDGs

પરિચય

સંયુક્ત રાષ્ટ્ર સંઘે 2015માં વૈશ્વિક ટકાઉ વિકાસ માટે 17 ધ્યેય નક્કી કર્યા. જેના દ્વારા ટકાઉ વિકાસ માટે વૈશ્વિક ભાગીદારી પુન:જીવિત કરી શકાશે. ટકાઉ વિકાસ માટેનું લક્ષ્યાંક એ વધુ સારા તથા ટકાઉ ભવિષ્યને પ્રાપ્ત કરવા માટેની બ્લુ પ્રિન્ટ છે. SDGs એ વૈશ્વિક પડકારો જેવા કે ગરીબી, અસમાનતા, બેકારી, આબોહવા પરિવર્તન, પર્યાવરણીય સમસ્યા વગેરેનો સામનો કરવાનો સંકલ્પ રજુ કરે છે. આ 17 લક્ષ્યાંકો એકબીજા સાથે સંકળાયેલા છે. વિશ્વના દેશોએ 2030 સુધીમાં તે સિધ્ધ કરવા જરૂરી છે. ભારત પણ તેમાં બાકાત નથી. SDGsનો આઠમો લક્ષ્યાંક યોગ્ય કાર્ય અને આર્થિક વિકાસ માટેનો છે જેમાં ટકાઉ વિકાસ હેઠળ ગુણવત્તા યુક્ત રોજગારીની તકો ઉભી કરવાનો સમાવેશ થાય છે. જ્યારે નવમોં લક્ષ્યાંક એ ઉદ્યોગ, નવીનતા અને માળખાગત સુવિધા અંગેનો છે.જેના હેઠળ ટકાઉ વિકાસ પ્રાપ્ત કરવા માટે માળખાગત સુવિધાઓમાં મૂડીરોકાણ તથા નવીનીકરણ પર ભાર મૂકવામાં આવ્યો છે. આ સંશોધન અભ્યાસમાં SDGsના લક્ષ્યાંક આઠ અને નવ ને ધ્યાનમાં રાખીને માહિતીઓનું વિશ્લેષણ કરવામાં આવ્યું છે. લક્ષ્યાંક આઠ હેઠળ ગ્રીન ઇન્ડસ્ટ્રીમાં ગુણવત્તા યુક્ત રોજગારીની તકો વધારીને ટકાઉ વિકાસને વેગ આપી શકાય છે તથા લક્ષ્યાંક નવ હેઠળ નવીનીકરણ દ્વારા સ્વયં સંચાલિત પ્રક્રિયાને વેગ આપીને આંતર માળખાકીય સુવિધામાં ઝડપી વધારો કરી શકાય છે.

ઓછામાં ઓછા માનવ હસ્તક્ષેપ સાથે ટેકનોલોજી નો ઉપયોગ એટલે ઓટોમેશન. તેના ઉપયોગને લીધે ઉત્પાદનમાં કાર્યક્ષમતા વધે છે તથા વધુ ચોકસાઇ આવે છે. તેમાં મશીન અને સોફ્ટવેરના ઉપયોગ દ્વારા પુનરાવર્તિત પ્રક્રિયાઓ વધુ ઝડપી અને ઓછા ખર્ચે થાય છે તે ઉત્પાદન અને IT જેવા ક્ષેત્રોમાં તથા ગૃહ વ્યવસ્થાપન અને ફાઇનાન્સ જેવી બાબતોમાં લાગુ કરી શકાય છે. તેનાથી શ્રમ ખર્ચમાં ઘટાડો, ઓછી ભૂલો, કાર્યક્ષમતામાં વધારો વગેરે જેવા લાભો પ્રાપ્ત થાય છે. આ પ્રક્રિયા દ્વારા ઓછા ખર્ચે વધુ કાર્યક્ષમતાપૂર્વક કામગીરી હાથ ધરી શકાય છે.

ગ્રીન ઇન્ડસ્ટ્રી ટકાઉ આર્થિક વિકાસ માટે પર્યાવરણને પ્રોત્સાહક પ્રવૃત્તિને ઉત્તેજન આપીને રોજગારીની તકોનું નિર્માણ કરે છે. તેમાં કાર્યરત ઉદ્યોગોને વધુ કાર્યક્ષમ બનાવવા તથા નવા ઉદ્યોગોમા વસ્તુઓની સેવાઓને પર્યાવરણને અનુરૂપ નિર્માણ કરવાનો સમાવેશ થાય છે. સોલાર, વિન્ડ ફાર્મ, રી-સાયકલિંગ, રીયુઝ વગેરે ગ્રીન ઇન્ડસ્ટ્રીના ઉદાહરણો છે. ગ્રીન ઇન્ડસ્ટ્રીઝ નો અર્થ એવા ક્ષેત્રોનો થાય છે જે પર્યાવરણીય પુનઃસ્થાપન, ઉર્જા, કાર્યક્ષમતા અને કાર્બન તટસ્થતાને ટેકો આપે છે. નવીનીકરણીય ઊર્જા ટકાઉ બાંધકામ,

કચરા વ્યવસ્થાપન અને ગ્રીન ગતિશીલતા દ્વારા ટકાઉ વિકાસમાં ફાળો આપે છે. જેની ગ્રીન જોબ્સ તરીકે ઓળખવામાં આવે છે. માનવ સુખાકારી માટે પર્યાવરણીય વ્યવસાયોને મહત્વ અપાય છે.પ્રસ્તુત સંશોધન અભ્યાસ ઓટોમેશન અને ગ્રીન ઇન્ડસ્ટ્રીના યુગમાં ભવિષ્યની રોજગારીની તકોની શક્યતાની તપાસે છે.

અભ્યાસના હેતુઓ

1. ઓટોમેશનને લીધે ઉદ્યોગોમાં રોજગારીની તકો અને પડકારોનું વિશ્લેષણ કરવું.
2. ગ્રીન ઉદ્યોગમાં રોજગારીની તકો જાણવી તથા તેમાં રહેલા પડકારો વિશે માહિતી મેળવવી.
3. ઓટોમેશન અને ગ્રીન ઇન્ડસ્ટ્રીના યુગમાં ભાવી રોજગારના માળખા વિશે ચર્ચા કરવી.
4. રોજગારીની ભાવિ શક્યતા વિશે ભલામણો કરવી.

અભ્યાસ પદ્ધતિ

આ સંશોધન અભ્યાસ ગૌણમાહિતી ઉપર આધારિત છે. વિવિધ આર્ટિકલ્સ, મેગઝીન, સંશોધન અભ્યાસોને આધારે પ્રાપ્ત કરેલી માહિતીઓનું વિશ્લેષણ કરવામાં આવ્યું છે.

સંદર્ભ સાહિત્ય

1. Dr. Sonali (2020) એ “A Study of Impact of Automation on Industry and Employees” પર અભ્યાસ કર્યો. તેમના મતે સ્વયં સંચાલિત પદ્ધતિને લીધે ઉદ્યોગમાં ઉત્પાદન પ્રક્રિયા સરળ અને ઝડપી બને છે. ઉપરાંત જોખમનું પ્રમાણ પણ નહીવત રહે છે. પરંતુ બીજી બાજુ સ્વયં સંચાલિત પ્રક્રિયા રોજગારીનું પ્રમાણ ઘટાડે છે તથા લોકોની સુખાકારીમાં ઘટાડો લાવીને તનાવના પ્રમાણમાં વધારો કરે છે. કામના સ્થળે શ્રમિકોની સુરક્ષાને લગતા પ્રશ્નો ઊભા થાય છે. આ અભ્યાસ મુજબ વર્તમાન સમયમાં ડીઝીટલાઇઝેશન અને ઓટોમેશન વિના ઔદ્યોગિક વિકાસ સંભવ નથી. પરંતુ ટેકનોલોજી અને માનવ સંસાધનોનું યોગ્ય સંયોજન અને તેનો સમજણ પૂર્વકનો ઉપયોગ અતિ મહત્વનો બની રહે છે. સ્વયં સંચાલિત પદ્ધતિ પણ માનવ સંસાધન વિના શક્ય જ નથી. આથી બજાર માંગને અનુરૂપ ઉદ્યોગ અને શ્રમ વચ્ચેનું યોગ્ય સંતુલન અનિવાર્ય છે.

2. Masriadi, & Dasmadi (2023) એ Exploring the Future of Work: Impact of Automation and Artificial Intelligence on Employment પર અભ્યાસ કર્યો. આ સંશોધન અભ્યાસ AI અને ઓટોમેશનની માનવરોજગારી પરની અસર તપાસે છે. આ અભ્યાસના તારણો મુજબ AI અને ઓટોમેશન ઘણી નોકરીઓનું સ્થાન લઇ શકે લઇ રહ્યા છે. પરંતુ વ્યક્તિની સહાનુભૂતિ, આંતરસુજ જેવી બૌદ્ધિકતાનું અનુકરણ AI દ્વારા શક્ય નથી. જો કે તે માનવ સંસાધનની કુશળતા સામે એક મોટો પડકાર છે. અનુકૂળશીલ માનવોને

મશીન દ્વારા બદલવા શક્ય નથી. પરંતુ AI અને ઓટોમેશન માનવ શ્રમ માટે સાધન બની રહેશે.

3. Sucharitha (2023) એ Artificial intelligence & automation: Opportunities and challenges પર અભ્યાસ કર્યો. આ સંશોધન અભ્યાસમાં ઓટોમેશન તથા AIની આર્થિક વિકાસ પરની અસર તપાસવામાં આવે છે. ઓટોમેશન ને લીધે નવીનીકરણ વધતા આર્થિક વિકાસ ઝડપી થયો છે. સ્વયં સંચાલિત ઉત્પાદન પધ્ધતિ તથા AI શ્રમિકો માટે એક વિકલ્પ પૂરો પાડે છે. પરંતુ જે વ્યક્તિગત કામ માટે કોઈ વિકલ્પ નથી ત્યાં માનવ સંસાધનો મહત્વના બને છે. આ સંશોધન પેપર કૃત્રિમ બુધ્ધિ મતા અને સ્વયં સંચાલિત પધ્ધતિને પરિણામે ઉભી થતી તકોનું વર્ણન કરે છે. સ્વયં સંચાલિત ઉત્પાદન પધ્ધતિની વિવિધ ટેકનોલોજી ની ચર્ચા અને તેની એપ્લિકેશનની રૂપરેખા રજૂ કરે છે.

4. Bradley (2025) એ Green jobs: A review and reflection with practitioners, Sustainable Futures એ પર અભ્યાસ કર્યો. તેમના મત મુજબ ટકાઉ આર્થિક વિકાસ તથા સામાજિક-આર્થિક પરિવર્તન માટે ગ્રીન જોબ ને પ્રાથમિકતા આપવી મહત્વની છે. આ અભ્યાસ ગ્રીન જોબ પર કરવામાં આવેલા વિવિધ સંશોધનોનું મૂલ્યાંકન કરે છે. આ મૂલ્યાંકનના તારણ મુજબ વિવિધ સંશોધકો દ્વારા રોજગાર સર્જન તથા તેની સમગ્રલક્ષી અસરને વિશેષ તપાસવામાં આવેલ છે. ઉપરાંત રોજગાર અને કૌશલ્ય યોજનાઓની માહિતી, ગ્રીન જોબના પડકારો તથા ગ્રીન અર્થકારણની માહિતીનું વર્ણન કરે છે.

અભ્યાસનું મહત્વ

વર્તમાનયુગ ને ટેકનોલોજીનો યુગ માનવામાં આવે છે. ટેકનોલોજી માં થતું પરિવર્તન ભારત જેવી વિશાળ વસ્તી ધરાવતા દેશમાં રોજગારી પર અસર પાડે છે. ઉદ્યોગોમાં ઓટોમેશન ભવિષ્યમાં યુવાનો માટે રોજગારીના માળખામાં પરિવર્તન લાવી શકે છે. તો બીજી બાજુ, દેશમાં પર્યાવરણને લગતી જાગૃતતા વધવાને લીધે લોકો દ્વારા, સ્થાનિક સ્વરાજ્યની સંસ્થાઓ દ્વારા તથા સરકાર દ્વારા વિવિધ કાર્યક્રમનું આયોજન થતું હોય છે. ઉપરાંત ભવિષ્ય માટે તે અંગેની નીતિનું ઘડતર કરવામાં આવે છે. યુવાનો માટે આ ક્ષેત્રમાં ભવિષ્યમાં રોજગારીની તકો વધવાની શક્યતા વધે છે. આવા સંજોગોમાં ઓટોમેશનને લીધે ઉભી થતી તકો અને પડકારોનું વિશ્લેષણ યુવાનોને ભવિષ્યમાં કારકિર્દી પસંદગી માટે માર્ગદર્શન આપે છે તથા ગ્રીન ઇન્ડસ્ટ્રીમાં ઉભી થતી તકો વિશે જાણકારી પ્રાપ્ત થાય છે. આ માહિતીઓનું વિશ્લેષણ ભવિષ્ય માટે સરકારી નીતિ નક્કી કરવામાં તથા યુવાનો માટે કારકિર્દીની દિશા નક્કી કરવામાં માર્ગદર્શન પૂરું પાડશે.

ઓટોમેશનને લીધે ઉભી થતી તકો

1. ઉત્પાદકતા અને કાર્યક્ષમતામાં વધારો

સ્વયં સંચાલિત ઉત્પાદન પદ્ધતિ ભૂલો ઘટાડીને કાર્યક્ષમતામાં વધારો કરે છે. ઉત્પાદન પ્રક્રિયાને વધુ સુવ્યવસ્થિત બનાવે છે જેથી તેની ઉત્પાદકતામાં વધારો થાય છે. સામાન્ય રીતે ઇલેક્ટ્રોનિક્સ અને ફાર્માસ્યુટિકલ ઉદ્યોગ માટે તે વધુ મહત્વનું છે. તેનાથી ઝડપી ઉત્પાદન થતા આર્થિક વૃદ્ધિ શકય બને છે. નવીનતાને પ્રોત્સાહન મળતા નવી રોજગારીની તકોનું નિર્માણ થાય છે.

2. સ્પર્ધાત્મકતામાં વધારો કરે છે

આધુનિક સ્વયં સંચાલિત પદ્ધતિ અપનાવીને ભારત ઉદ્યોગોની ગુણવત્તામાં સુધારો કરી શકે છે સાથે ખર્ચમાં ઘટાડો કરી શકે છે. મેક ઇન ઇન્ડિયા ની સફળતા માટે વૈશ્વિક હરિફાઇમાં ટકવું અતિ મહત્વનું છે. ઉદ્યોગોમાં સ્વયં સંચાલિત પદ્ધતિ હરીફાઇ ક્ષમતામાં વધારો કરે છે.

3. કુશળ કામદારો માટે રોજગારીની તકો ઉભી કરે છે

સામાન્ય રીતે ડેટા સાયન્સ, રોબોટિક્સ વગેરેના વિકાસમાં ઓટોમેશનની ભૂમિકા મહત્વની બને છે. કેટલાક વિદ્વાનોના મત મુજબ ઓટોમેશનને લીધે રોજગારીનું સમીકરણ બદલાશે. માનવ દ્વારા કરવામાં આવતા કાર્યો મશીન કરશે. પરંતુ આ સિસ્ટમની જાળવણી, સંચાલન, નિરીક્ષણ, ડિઝાઇન તથા સંયોગ વગેરે માનવ દ્વારા થશે તે ચોક્કસ છે. ઓટોમેશનની પ્રક્રિયા આગળ વધવાની સાથે કુશળ શ્રમિકોની માંગમાં વધારો થશે. છેલ્લા દાયકામાં AI અને ઓટોમેશન વિવિધ ક્ષેત્રોમાં ફેલાયા છે. જે ઉત્પાદનથી માંડીને લોજિસ્ટિક અને ફાઇનાન્સ સુધીના તમામ પ્રકારની કામગીરીમાં મૂળભૂત માળખામાં પરિવર્તન કરશે.આ પ્રક્રિયા સિસ્ટમ, દેખરેખ, ડેટાનું વિશ્લેષણ તથા સર્જનાત્મક સમસ્યાના ઉકેલ માટે શ્રમિકોને ફરીથી કુશળ બનવાની તક પૂરી પાડે છે.

4. નવીનીકરણ અને સ્થિતિસ્થાપકતા

સ્વયં સંચાલિત પદ્ધતિ નવીનીકરણને વેગ આપે છે. કોવિદ- 90 ના સમય દરમિયાન સ્વયં સંચાલિત પદ્ધતિ દ્વારા ઉદ્યોગોએ તેને કામગીરી જાળવી રાખી હતી. જે ઉત્પાદન પ્રક્રિયાને સ્થિતિસ્થાપક બનાવવાની તેની સંભાવના રજૂ કરે છે.

5. વિવિધ ક્ષેત્રો આધારિત આધુનિકીકરણ

ગ્રામ્ય ક્ષેત્રોમાં તબીબી સેવાઓમાં સ્વયં સંચાલિત પદ્ધતિઓનું ખૂબ જ મહત્વનું પ્રદાન છે. ખેતી ક્ષેત્રના સંદર્ભમાં ડ્રોન આધારિત સિંચાઇ પદ્ધતિ તથા આધુનિક યંત્ર સામગ્રીના ઉપયોગને લીધે ઉત્પાદકતા તથા કાર્યક્ષમતામાં સુધારો જણાયો છે. ઉપરાંત નાના ઉદ્યોગો માટે આ પદ્ધતિ ઉત્પાદન પ્રક્રિયાને સરળ તથા કાર્યક્ષમ બનાવવામાં ઉપયોગી સાબિત થઇ છે.

ઓટોમેશન સામેના પડકારો

1. રોજગારીના માળખામાં પરિવર્તન

ઓટોમેશન ને લીધે મેન્યુઅલ ઉત્પાદન પ્રક્રિયાનું સ્થાન સ્વયં સંચાલિત પદ્ધતિ લે છે. World Economic Forumના ફ્યુચરના જોબના 2025 ના રિપોર્ટ મુજબ 2027 સુધીમાં 83

મિલિયન નોકરી ગુમાવી પડશે. જ્યારે 69 મિલિયન રોજગારીની તકોનું નિર્માણ થશે. છતાં 14 મિલિયન રોજગારીનું નુકસાન ઓટોમેશનને લીધે થવાની સંભાવના છે.

2. વેતનની અસમાનતામાં વધારો

AI અને ઓટોમેશનમાં કુશળ કામદારોની માંગ વધે છે તથા તેમની આવકમાં પણ વધારો થાય છે. જ્યારે ઓછી સાક્ષરતા ધરાવતા યુવાનો, અર્થ કુશળ કાર્યકરો અને ઓછી માળખાગત સુવિધાવાળા વિસ્તારો વધુ પડકારોનો સામનો કરશે તેમાં બે મત નથી. ઇન્ટરનેશનલ લેબર ઓર્ગેનાઇઝેશનના મત મુજબ વિકાસશીલ અર્થતંત્રમાં AI ઉભરતા બજારો તથા અકુશળ કામદારો પર વિપરીત અસર ઊભી કરી શકે છે.

3. નોકરી ગુમાવવાની શક્યતા

ભારત અતિ વસ્તી વાળો દેશ છે. પરિણામે વધુ શ્રમદળ માટે નોકરીની શક્યતા ઘટશે. સ્વયં સંચાલિત પદ્ધતિ કુશળ શ્રમિકોની માંગ ઉભી કરશે પરંતુ ભારતમાં અર્ધકુશળ અને અકુશળ શ્રમિકોની સંખ્યા ખૂબ જ વધુ છે. પરિણામે તેની સામે નોકરીના જોખમો ઊભા થશે. વિશ્વ બેંકના 2020 ના અંદાજ મુજબ ૬૯ ટકા નોકરીઓ ઓટોમેશનને લીધે જોખમમાં મુકાશે.

4. ઉંચો મૂડીરોકાણ ખર્ચ

સ્વયં સંચાલિત પદ્ધતિનું અમલીકરણ ખાસ કરીને નાના અને મધ્યમ કદના ઉદ્યોગો માટે ખર્ચાળ છે. ભારત જેવા દેશમાં જ્યાં નાના અને મધ્યમ કદના ઉદ્યોગોની સંખ્યા વધુ છે ત્યાં આ પદ્ધતિનો અમલ પડકાર જનક છે.

5. અપૂરતી કુશળતા અને માળખાગત સુવિધાઓ

ભારતની શિક્ષણ પ્રણાલી AI તથા ઓટોમેશનની કુશળતા વિદ્યાર્થીઓમાં વિકસાવવામાં શૈક્ષણિક સંસાધનોને અભાવે સફળ થઇ શકી નથી. સરકારે આ માટે મોટા પાયા પર કુશળતા નિર્માણ માટે સંકલિત પણે પ્રયાસો હાથ ધરવા જોઈએ.

6. કર્મચારીઓનો પ્રતિકાર અને સાંસ્કૃતિક પરિબળો

સ્વયં સંચાલિત પદ્ધતિ અપનાવવા ને લીધે કર્મચારીઓમાં છટણીનો ભય જોવા મળે છે. જેથી તેઓ તેને અપનાવવા તૈયાર થતા નથી. આ માટે પારદર્શિતા તથા મજબૂત તાલીમ કાર્યક્રમની આવશ્યકતા રહે છે.

7. એકીકરણની જટિલતાઓ

હાલની પદ્ધતિ સાથે નવી સ્વયમ સંચાલિત પદ્ધતિઓનું એકીકરણ ઘણીવાર માળખાગત સુવિધાઓ સાથે બંધબેસતી કરવામાં જટિલ સમય માંગે લેનાર અને ભૂલ થવાની સંભાવના હોઈ શકે છે.

8. અનિશ્ચિત કાર્યનો ઉદય

સ્વયં સંચાલિત પદ્ધતિ ઘણા ઉત્પાદન ક્ષેત્રોમાં કોન્ટ્રાક્ટ શ્રમિકો તથા અનોપચારિક સ્વરોજગારીમાં વધારો કરે છે. આવા શ્રમિકોની કામ કરવાની પરિસ્થિતિ તથા કામની શરતો

તેમના માટે નુકસાનકારક સાબિત થાય છે. ઉપરાંત કામદારો માટે સામાજિક સુરક્ષાના પ્રશ્નો પણ ઊભા થાય છે.

આમ, ઓટોમેશન નોકરીનો નાશ કરનાર અને સર્જક બંને છે. કુશળ શ્રમિકો માટે રોજગારીની નવી તકોનું નિર્માણ થશે જ્યારે બીન કુશળ શ્રમિકો માટે રોજગારી ગુમાવવાની સંભાવના ઊભી કરે છે. ફાઇનાન્સ અને રિટેલ ક્ષેત્રમાં ઓટોમેશનથી કાર્યક્ષમતામાં વધારો થયો છે. પરંતુ માનવ ભૂમિકાઓનું મોટાપાયે પુનઃગઠન થયું છે. પુનરાવર્તિત કામગીરીનું ઓટોમેશન કામદારોને સુપરવાઇઝરી વિશ્લેષણાત્મક અથવા ડિઝાઇનલક્ષી ભૂમિકાઓમાં સ્થાન આપે છે. ઓટોમેશનના વિકાસની સાથે ડિજિટલ સાક્ષરતા, અનુકૂળતા, તર્ક સર્જનાત્મકતા અને ભાવત્મકતા જેવી સોફ્ટ સ્કિલ અનિવાર્ય બની ગયા છે. મશીન વ્યક્તિની કુશળતાની નકલ કરી શકતું નથી. પરિણામે તેમાં સુસંગતતા તથા વેતન દર બંનેમાં વધારો થયો છે.

ગ્રીન ઉદ્યોગને લીધે ઉભી થતી તકો

ભારતમાં ગ્રીન ઉદ્યોગ અનેક રોજગારીની તકો ઉભી કરી શકે છે. જેમાં મુખ્યત્વે સૌર ઊર્જા, પવન ઊર્જા, ઈલેક્ટ્રીક વાહનો, ટકાઉ કૃષિ, કચરો તથા પાણી વ્યવસ્થાપન, ઇકો-ટુરિઝમ ગ્રીન બાંધકામ વગેરે જેવા ક્ષેત્રનો સમાવેશ થાય છે. તેમાંના કેટલાય મુદ્દાઓની ચર્ચા નીચે મુજબ કરી શકાય

1. ગ્રીન જોબમાં વધારો

રીન્યુએબલ એનર્જી, નવીનીકરણ ઉર્જા, સૌર ઊર્જા, પવન ઊર્જા તથા ગ્રીન હાઇડ્રો પાવરમાં 2030 સુધીમાં 500 ગીગા વોટ સ્થાપિત ક્ષમતા સુધી પહોંચાડવાનો લક્ષ્યાંક રાખવામાં આવ્યો છે. આ ક્ષેત્રોમાં સો ટકા એફડીઆઈ ને મંજૂરી આપવામાં આવી છે બજારમાંગ વધવાની સાથે ઉત્પાદન ક્ષમતા વધવાની તકો આ ક્ષેત્રમાં રહેલી છે આથી આ ક્ષેત્રમાં વિશાળ પ્રમાણમાં રોજગારી ઊભી થવાની સંભાવના છે તેમ કહી શકાય.

2. ગ્રીન ટ્રાન્સપોર્ટેશન

ઇલેક્ટ્રિકલ વ્હીકલમાં વધારો થતા વિવિધ સ્થળે ચાર્જિંગ સ્ટેશન ઉભા કરવાની જરૂરિયાત રહે છે. જાહેર પરિવહનના વિકલ્પોમાં વૃદ્ધિ, ઇલેક્ટ્રિકલ વાહનોમાં વૃદ્ધિ તથા તેને અનુકૂળ આંતર માળખાના વિકાસની શક્યતા નવી રોજગારીની તકોનું નિર્માણ કરશે.

3. ટકાઉ ખેત વિકાસ

કુદરત આધારિત ખેતી તથા તેને લગતા ઉપકરણોનો વિસ્તાર ટકાઉ ખાદ્ય પ્રણાલીમાં વધારો કરે છે.જે રોજગારીની તકોમાં વધારો લાવશે.

4. કચરો અને પાણી વ્યવસ્થાપન

શહેરી વિસ્તારમાં કચરાનું વ્યવસ્થાપન તથા રિસાયક્લિંગની પ્રક્રિયાને પ્રોત્સાહન અનિવાર્ય છે સાથે જળ સંરક્ષણ, વરસાદી પાણીનો સંગ્રહ અને ટકાઉ સિંચાઈની વધતી શક્યતા ગ્રામીણ તથા શહેરી વિસ્તારમાં રોજગારીની તકોનું નિર્માણ કરશે

5. ઇકો- ટુરીઝમ

ઇન્ટરનેશનલ લેબર ઓર્ગેનાઇઝેશનના રિપોર્ટ મુજબ 2030 સુધીમાં 24 મિલિયન નવી તકોનું સર્જન ગ્રીન ઇન્ડસ્ટ્રીઝ માં થશે. ટેકનોલોજી, ફાઇનાન્સ અને માર્કેટ જેવા વિવિધ ક્ષેત્રોમાં ગ્રીન કૌશલ્યની માંગ વધુ વધવાની સંભાવના છે.

6. ગ્રીન ઇન્ડસ્ટ્રીની ભૂમિકાઓ અને કારકિર્દીના માર્ગો

ગ્રીન ઇન્ડસ્ટ્રીમાં સોલાર પેનલ, ગ્રીન સિસ્ટમની ડિઝાઇન, ઇન્સ્ટોલેશન અને જાળવણી વગેરે માં રોજગારીની તકો ઉભી થાય છે. ઓછામાં ઓછી પર્યાવરણી અસર અને શ્રેષ્ઠ ઉર્જા ઉપયોગ સાથે ઇમારતોનું નિર્માણ, ખેતી તથા સાધન સંરક્ષણ માટે AIઅને ઓટોમેશનનો ઉપયોગ, રિસાયક્લિન્સને પ્રોત્સાહન આપતી વિવિધ પદ્ધતિઓ વિકસાવી વગેરે ક્ષેત્રોમાં ગ્રીન ઇન્ડસ્ટ્રીની ભૂમિકા ખૂબ જ મહત્વની બને છે. પરિણામે તેમાં કારકિર્દીના નવા માર્ગો ખોલવાની શક્યતા વધુ રહેશે.

7. પર્યાવરણીય વિજ્ઞાન

ડેટા એનાલિસિસ અને સિસ્ટમ ડિઝાઇન ટકાઉ કાર્યબળને પ્રોત્સાહન આપે છે. મશીન લર્નિંગ અને રોબોટિક્સ પર્યાવરણીય દેખરેખમાં ક્રાંતિક લાવી શકે છે. વર્લ્ડ ઇકોનોમિક ફોરમના 2025 ના અહેવાલ મુજબ 2030 માં વૈશ્વિક સ્તરે 50 લાખ રોજગારીઓનું સર્જન થશે. જેમાં પવન ઊર્જા, સૌર ઊર્જા, બેટરી સ્ટોરેજ વગેરે ક્ષેત્રોમાં વિશાળ પ્રમાણમાં રોજગારીની તકોનું નિર્માણ થઈ શકશે.

ગ્રીન ઇન્ડસ્ટ્રીઝ સામેના પડકારો

ગ્રીન ઉદ્યોગમાં નવી ટેકનોલોજી, આંતરમાળખાકીય વિકાસ માટેનો ઊંચું મૂડીરોકાણ ખર્ચ, કુશળ શ્રમિકોનો અભાવ, નિયંત્રણાત્મક અવરોધો તથા સતત પરિવર્તનશીલતા વગેરે જેવા પડકારો જોવા મળે છે .આ પડકારોની વિગતવાર માહિતી નીચે મુજબ આપી શકાય.

1. આર્થિક અને નાણાકીય પડકારો

ગ્રીન ઉદ્યોગમાં પર્યાવરણને અનુરૂપ જુદી જુદી જગ્યાએ અલગ અલગ પ્રકારની ટેકનોલોજી અને માળખું તૈયાર કરવું પડે છે. તે માટે વિશેષ મૂડીરોકાણની જરૂરિયાત રહે છે. નાના ઉદ્યોગો માટે લાભની સરખામણીમાં ખર્ચ વધુ આવતું હોવાથી આવા ઉદ્યોગો નફાકારક નિવડતા નથી. ગ્રીન મટીરીયલમાં પણ ગુણવત્તા અને તેના ચકાસણીને લગતા પ્રશ્નો ઊભા થવાની સંભાવના છે.

2. ટેકનિકલ માળખા સંબંધી પડકારો

ગ્રીન ટેકનોલોજી માટેના જરૂરી ઇલેક્ટ્રોનિક્સ ઉપકરણોની વારંવાર અપડેટ કરવાની જરૂર પડે છે. ઉપરાંત કેટલાક ક્ષેત્રોમાં તે અંગેની ટેકનોલોજી સરળતાથી ઉપલબ્ધ થતી નથી. તો કૃષિ, સ્ટીલ, સિમેન્ટ, આવાસ નવીનીકરણ વગેરે જેવા ક્ષેત્રોમાં ઉચ્ચતમ મૂડીરોકાણની જરૂરિયાત રહે છે અને તેમાં ઝડપથી પરિવર્તન કરવું શક્ય નથી.

3. સામાજિક પડકારો

ગ્રીન ઉદ્યોગોમાં શ્રમિકોની માંગને અનુરૂપ કુશળ શ્રમિકોનો પુરવઠો ઉપલબ્ધ હોતો નથી. ઉપરાંત રૂઢિચુસ્ત સામાજિક માળખું સમયની સાથે બદલાતી ટેકનોલોજી કે અન્ય

પરિવર્તનોને ઝડપથી સ્વીકારી શકતા નથી. પરિણામે જરૂરી સુધારાઓ સમયસર હાથ ધરી શકાતા નથી.

4. રાજકીય પડકારો

સરકારનું નિયમનકારી અને નીરુતસાહક વલણ ગ્રીન ઉદ્યોગોના વિકાસ માટે અવરોધ ઉભો કરી શકે છે. વારંવાર બદલાતી રાજકીય પરિસ્થિતિ અનુરૂપ નિર્ણયોમાં પણ પરિવર્તન આવતું હોય છે. સબસીડી તથા કરરાહત જેવા સરકારી પગલાંઓમાં પહેલવૃત્તિઓનો અભાવ ગ્રીન ઉદ્યોગોને પ્રોત્સાહન પૂરું પાડતા નથી. ઉપરાંત અલ્પ વિકસિત અને વિકાસશીલ દેશોમાં જો કાળજીપૂર્વક સંચાલન કરવામાં ન આવે તો તેમાં અસમાનતાનું પ્રમાણ દેશમાં વધે છે.

ઑટોમેશન અને ગ્રીન ઇન્ડસ્ટ્રીઝના યુગમાં ભાવિ રોજગારનું માળખું

- જો ઓટોમેશન તથા ગ્રીન ઇન્ડસ્ટ્રી બંનેનો ઝડપી વિકાસ થાય તો કેટલીક નોકરીઓ ગુમાવવાની સાથે નવી તકોનો ઉદ્ભવ પણ થાય છે. પરિણામે કામગીરીનું પુનઃગઠન થતાં નવું માળખું રચાય છે. ધીમો ગ્રીન ઇન્ડસ્ટ્રીઝ વિકાસ અને ઉચ્ચ ઓટોમેશન વિકાસ દર પરંપરાગત રોજગારીની તકોને નાબૂદ કરે છે. જ્યારે ઉચ્ચ ગ્રીન ઇન્ડસ્ટ્રીઝ વિકાસ અને ધીમો ઓટોમેશન ગ્રીન ક્ષેત્રે રોજગારીની નવી તકોનું નિર્માણ કરે છે. પરંતુ બંનેનો સમતુલિત વિકાસ શ્રમિકોને અનુકૂલન તથા તાલીમ દ્વારા રોજગારીની તકો જાળવી રાખવામાં મદદરૂપ થાય છે.
- ગ્રીન અને નોન ગ્રીન ઉદ્યોગોમાં વેતન પરિવર્તન, પ્રાદેશિક રોજગારીની અસમાનતા, ગ્રીન જોબમાં લોકોની ભાગીદારી, ઓટોમેશન અને ગ્રીન ઉદ્યોગમાં કુશળતામાં તફાવત વગેરે તમામ બાબતોનો અભિગમ ભાવી રોજગારીનું માળખું નક્કી કરવામાં મદદરૂપ થાય છે. આ માટે શિક્ષણ અને તાલીમ દ્વારા ડિજિટલ જ્ઞાન તથા કૌશલ્ય નિર્માણ માટે અભ્યાસક્રમમાં નવીનીકરણને આવરી લેવું જોઈએ.
- રોજગારીનું ગ્રીન ઉદ્યોગમાં સ્થળાંતર માટે નવા કૌશલ્યોને વિકસાવવાની જરૂરિયાત રહે છે. તાલીમ કાર્યક્રમો પરિવર્તનની સાથે સુસંગત હોવા જોઈએ. લંડન સ્કૂલ ઓફ ઇકોનોમિક્સના અહેવાલ મુજબ ગ્રીન નોકરીઓમાં યુવાનો અને મહિલાઓની ભાગીદારી વધે તે માટે તેમને તાલીમ આપવાની ખુબ જરૂરિયાત છે. કેટલાક કિસ્સાઓમાં ઓટોમેશનને લીધે રોજગારીની તકો ઘટી શકે છે જ્યારે ગ્રીન ઉદ્યોગોમાં રોજગારીની તકો વધી શકે છે. આથી આવી પરિસ્થિતિમાં ડિજિટલ જ્ઞાન તથા ગ્રીન કુશળતા બંનેની માહિતી હોવી આવશ્યક છે. જેથી એક ઉદ્યોગમાંથી બીજા ઉદ્યોગમાં શ્રમિકોનું સ્થળાંતર કરી શકાય.
- નવીનીકરણ તથા આધુનિકીકરણ રોજગારી સામે જોખમો ઊભા કરે છે તો ઉર્જા, પરિવહન, શહેરી માળખાગત સુવિધાઓનું વિસ્તરણ વગેરે ક્ષેત્રમાં રોજગારીની નવી તકો ઉભી કરે છે.
- ગ્રીન ઉદ્યોગ પોતે જ ઓટોમેશન સ્વીકારે તો ધાર્યા કરતા ઓછા પ્રમાણમાં શ્રમિકોની માંગ ઉભી થાય અથવા ગ્રીન ઉદ્યોગોમાં પણ વધુ કુશળ શ્રમિકોની માંગ ઉભી થાય. ગ્રીન ઉદ્યોગમાં ઓટોમેશન બાબતે પ્રાદેશિક તથા વૈશ્વિક અસમાનતાઓનું નિર્માણ થાય કારણ કે

ગ્રીન ઉદ્યોગના વિસ્તરણની ગતિ, શ્રમ બજારનું અનુકૂલન તથા તાલીમ ક્ષમતા અલગ અલગ હોય છે. તેમાં વિકાસશીલ દેશો વધુ પડકારોનો સામનો કરે છે.

- સેટેલાઇટ દ્વારા વન નાબૂદીની જાણકારી પ્રાપ્ત કરી શકાય છે ઉપરાંત હવામાન ખાતાની આગાહીમાં AI નો ઉપયોગ તે ક્ષેત્રે રોજગારીની તકો ઉપલબ્ધ બનાવે છે
- બિગ ડેટા, મશીન લર્નિંગ, સાયબર અને એનર્જી ટ્રાન્ઝિશન, વગેરે જેએન્જિનિયરિંગમાં નોકરીની વૃદ્ધિની શક્યતા છે. ઈલેકટ્રીક વાહનો, પર્યાવરણીય ઇજનેરો, ગ્રીન સેક્ટર નવીનીકરણ, ઉર્જા ઇજનેરો વગેરે ગ્રીન ઇન્ડસ્ટ્રીઝમાં નોકરીની તકો વધે છે. જ્યારે કારકુન, સચિવાલય, ડેટા એન્ટ્રી વગેરેમાં નોકરીની શક્યતા ઘટશે.
- સાતત્યપૂર્ણ કે ટકાઉ ખેત વિકાસ માટે હવામાનના સલાહકાર, ખેતી ક્ષેત્રે ઓટોમેશન ને લગતી ટેકનોલોજીના જાણકાર, સિંચાઇ પદ્ધતિમાં નવીનીકરણ વગેરે ક્ષેત્રે નિષ્ણાંતોની માંગ વધશે.
- ટેકનોલોજીના યુગમાં મશીનોએ માનવનું સ્થાન લીધું છે છતાં તાર્કિક વિચારણા, સમસ્યા સમાધાન તથા સહનશીલ બૌદ્ધિકતામાં માનવ કુશળતાની જરૂરિયાત રહે છે. આ બાબતમાં માનવનું સ્થાન મશીન લઇ શકતું નથી.

ભલામણો

1. યુવાનોને અભ્યાસ દરમિયાન ડિજિટલ અને ગ્રીન ક્ષમતા અંગેનું કૌશલ્ય પ્રાપ્ત થાય તે માટે અભ્યાસક્રમમાં તેનો સમાવેશ કરવો જોઇએ તથા શિક્ષણ અને તાલીમને પ્રોત્સાહન આપવા તેમાં માનવ મૂડીરોકાણ વધારવું જોઇએ.
2. ઓટોમેશનને લીધે પ્રભાવિત થયેલા શ્રમિકો જેમણે નોકરી ગુમાવી પડી છે તેમને સામાજિક સુરક્ષાના લાભો પુરા પાડવા જોઇએ તથા પુનઃ પ્રશિક્ષણ નું આયોજન કરવું જોઇએ.
3. ઉદ્યોગ સાહસિકો અને ઉદ્યોગો માનવ મૂડી રોકાણ વધારે તેવા પ્રયત્ન કરવા જોઇએ. ઓટોમેશન અને ગ્રીન ઉદ્યોગમાં રોજગારીનું પ્રમાણ વધે તેવી ટેકનોલોજીનો ઉપયોગ કરવો જોઇએ.
4. સરકાર, ઉદ્યોગપતિઓ, વ્યવસાયિક સંગઠનો અને વૈશ્વિક સ્તરે સંસ્થાઓ વગેરેના સહયોગથી કામ કરવું જોઇએ. જેથી આ કામગીરી સાથે જોડાયેલા તમામ લોકોનું હિત જળવાઇ રહે.
5. ઓટોમેશન તથા AI ની કામગીરીમાં વિશ્વસનિયતા જાળવી રાખવા માટે નૈતિક માર્ગદર્શિકા તૈયાર કરવી જોઇએ. જેમાં પારદર્શિતામાં સુનિશ્ચિત કરવા અને ડેટાની ગોપનીતા જાળવવાની પરિસ્થિતિનો સમાવેશ થાય છે.
6. વિકાસશીલ દેશોમાં ઓટોમેશન તથા ગ્રીન ઉદ્યોગમાં રોજગારીનું વ્યવસાયિક વિસ્તરણ કરવું જોઇએ.
7. વિવિધ બજારોમાં માંગને અનુરૂપ કૌશલ્ય નિર્માણ પ્રસ્થાપિત કરવું જોઇએ.

8. પ્રાદેશિક રીતે ગ્રીન ઉદ્યોગોમાં વેતનનું પ્રમાણ પરિસ્થિતિ તથા કામના સ્વરૂપને અનુરૂપ થવું જોઈએ.

9. કૌશલ્ય અને તાલીમ સમયે ઔદ્યોગિક નીતિઓ તથા પ્રાદેશિક વ્યુહરચનાની અસરકારકતા તપાસવી જોઈએ.

10. ગ્રીન જોબ સર્જનને પ્રોત્સાહન આપવું. નવીનીકરણ ઉર્જા કંપનીઓને ટકાઉ ઉત્પાદન માટે વિશેષ કર લાભો આપીને તેને પ્રોત્સાહન આપી શકાય.

11. જાહેર તથા ખાનગી ક્ષેત્રની ભાગીદારી દ્વારા રોબોટિક્સ તથા ટકાઉ વ્યવસ્થાપન માટે કામદારોને માટે તાલીમનું આયોજન કરવું જોઈએ.

12. ગ્રામીણ તથા અંતરિયાળ ક્ષેત્રોમાં ડિજિટલ સંસાધન અને માહિતી શ્રમિકોને પ્રાપ્ત થાય તેવી ગોઠવણ કરવી જોઈએ.

13. ગ્રીન સર્ટિફિકેટની જોગવાઇ કરવી જોઈએ.

14. ટકાઉ ક્ષેત્રોમાં રોજગારી સર્જનને સરળ બનાવવા માટે કૌશલ્ય વિકાસ કાર્યક્રમ માટે ભંડોળ વધારવું તથા વ્યવસાયિક સહયોગ વધારવા જોઈએ.

15. ગ્રીન ઇન્ડસ્ટ્રીમાં નવીનીકરણને પ્રોત્સાહન, પ્રાદેશિક ગ્રામીણ વિકાસ માટે ગ્રામ્ય ક્ષેત્રમાં મૂડીરોકાણ, મહિલાઓની ભાગીદારીમાં વધારો, યુવાનોને માટે રોજગારીની તકો વગેરે જેવા કાર્યક્રમોનું આયોજન કરવું જોઈએ. ઓટોમેશનમાં પણ માનવ ભાગીદારી વધે તેવા પ્રયત્નો કરવા જોઈએ.

અભ્યાસની મર્યાદાઓ

આ અભ્યાસ ઓટોમેશનને લીધે રોજગારીની તકોમાં થયેલ પરિવર્તન પર પ્રકાશ ફેકે છે તથા ગ્રીન ઇન્ડસ્ટ્રીમાં રોજગારીની ભાવિ સંભાવનાઓ રજૂ કરે છે. અભ્યાસના તારણો જે તે સમયે ઉપલબ્ધ માહિતીઓનું વિશ્લેષણ કરીને રજૂ કરવામાં આવ્યા છે. સમયના પરિવર્તનની સાથે જુદા જુદા ઉદ્યોગોમાં રોજગારીની માત્રા તથા માળખામાં પરિવર્તન આવતું હોય છે. તેને પરિણામે ભવિષ્યમાં થતા સંશોધનમાં તે અંગેના તારણોમાં પરિવર્તન પણ આવી શકે છે.

ઉપસંહાર

ઓટોમેશન અને ગ્રીન ઇન્ડસ્ટ્રીના યુગમાં તકો તથા પડકારો બંને રહેલા છે. ઓટોમેશન રોજગારીનું પ્રમાણ ઘટાડે છે તથા આવકની અસમાનતામાં વધારો કરે છે તેવી દલીલ રજૂ કરવામાં આવે છે. જ્યારે ગ્રીન ઇન્ડસ્ટ્રીઝ વિવિધ ક્ષેત્રોમાં નવી રોજગારીની તકો ઉભી કરે છે. આવા સંજોગોમાં યુવાનોને એક ક્ષેત્રમાંથી બીજા ક્ષેત્રમાં સ્થાનાંતરિત કરવા માટે તૈયાર કરવાની જરૂરિયાત છે. શ્રમબજાર પર તેની અસરનો આધાર વ્યક્તિગત વ્યવસાયો તથા સરકારની અનુકૂલન સાધવાની ક્ષમતા પર રહેલો છે. માનવ મૂડીમાં વ્યૂહાત્મક રોકાણ, ખર્ચનું વ્યવસ્થાપન, વિવિધ વિભાગો વચ્ચેની ભાગીદારી તથા સમાયોજન ભવિષ્યના ટકાઉ વિકાસ માટેની પૂર્વભૂમિકા તૈયાર કરે છે. શ્રમબજારનું સારી રીતે સંચાલન

કરવામાં આવે તો ટકાઉ રોજગારીની શક્યતા રહે છે. ઓટોમેશન તથા ગ્રીન ઇન્ડસ્ટ્રીમાં રોજગારી સ્થિતિસ્થાપક, સમાવિષ્ટ અને ભવિષ્યલક્ષી હોવી અનિવાર્ય છે.

ઓટોમેશન અને ગ્રીન ઇન્ડસ્ટ્રીઝનું એક સાથે વિકસવું એ પરિવર્તનશીલ યુગનો સંકેત આપે છે. જેમાં બંને બાબતો એકબીજાની વિરોધી નહીં પરંતુ સહભાગી બનીને ચાલશે. જો નૈતિકતા, શિક્ષણ અને માનવતાવાદી નવીનતાનું એકીકરણ થાય તો ઓટોમેશનનું એકીકરણ ઉદ્યોગોને ટકાવી તો રાખશે જ ઉપરાંત તેને પુનઃજીવિત પણ કરશે. તેને માટે ઊભા થતાં પડકારોનો સમજદારી પૂર્વક સામનો કરવાનો રહેશે. આવતીકાલનો ટેકનોલોજીકલ વિકાસ પર્યાવરણીય રીતે આગળ વધારી શકાય તે ખૂબ જ જરૂરી છે.

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FINANCIAL PROFESSIONALS' VIEWS ON AI'S ROLE IN ENHANCING PROFITABILITY THROUGH EFFICIENT WORKING CAPITAL MANAGEMENT

MRS POONAM SONI
RESEARCH SCHOLAR, MONARK UNIVERSITY
DR. BHUMIKABEN PATEL
RESEARCH GUIDE, MONARK UNIVERSITY

ABSTRACT

This research tries to determine the opinion of financial professionals regarding how Artificial Intelligence could contribute to enhancing profitability by better working capital management. The study investigates how AI-driven tools and algorithms contribute to optimizing cash flow, inventory, and receivables in reducing operational costs and improving decision accuracy. In this regard, the research seeks to find significant benefits, challenges, and the rate of adoption of AI in working capital processes by surveying financial experts. Also, the result is bound to ensure that AI has the ability to drive agile and responsive financial management toward driving profitability in competitive markets.

KEYWORD: AI, FINANCIAL MANAGEMENT, WORKING CAPITAL OPTIMIZATION, PROFITABILITY ENHANCEMENT, DECISION-MAKING, COST REDUCTION, CASH FLOW, INVENTORY MANAGEMENT, RECEIVABLES MANAGEMENT, AI ADOPTION, FINANCIAL PROFESSIONALS.

INTRODUCTION

AI is fast changing industries across the globe, and financial management is no exception. In the competitive market environment of today, financial professionals face increasing pressure towards value profitability with no loss in operational efficiency. One of the roles where AI has tremendous potential is working capital management—in other words, the capital used in daily operations: cash flow, inventory, and all the different types of receivables. Effective working capital management is all about maintaining liquidity at its best while reducing costs to ultimately drive profitability. In that respect, working capital has a big locus as far as decisions to be made by management in finance are concerned. Traditional working capital management relies much on manual processes with periodic reviews, which may be very labor and time-consuming and limited in scope.

Where AI comes in is to offer a strong alternative to offer real-time insight and data-driven decision-making. Cash flow forecasting by finance professionals using AI algorithms, coupled with machine learning, enhances accuracy, besides managing inventories better and optimizing the collection of receivables. Large volumes of financial data are analyzed for patterns and future trends, which these technologies can predict with far more precision than is often achieved using manual methods. For instance, AI can automatically analyze market trends, customer payment behavior, and inventory turnovers for financial managers to take actionable insight with the aim of reducing cash flow gaps and lowering holding

costs. In turn, this can act in the interest of agile and responsive financial management.Further, the integration of AI in working capital management goes beyond operational benefits to find its place in strategic decision-making that helps organizations align their working capital strategies with long-term profitability goals. Financial professionals welcome the fact that AI would give them a competitive advantage since it enables them to make faster and more informed decisions, something that is becoming an increasing necessity in an ever-changing financial environment. However, with the use of AI, one finds various challenges regarding special skills, data protection, and development costs that will be carried out for AI implementation.

In this research, we intend to find out how financial professionals view AI, as a way of helping firms stay profitable by managing their working capital in an effective manner. This study will analyze these tools and provide elucidation into their potential benefits, challenges and adoption in corporate finance relating to how AI-powered working capital management is changing financial decisions now and for the years to come. By having these perspectives, organizations can utilize AI to drive growth and profit sustainably over time as the market changes.

LITERATURE REVIEW

Kasradze and Gikorashvili (2024) inspect the effect that NWC has on profitability indicators like Net Profit and ROA, considering Georgian SMEs within the wine industry. They detected a moderate value for the positive correlation; therefore, good management of working capital supports profitability and operational efficiency. Recommendations are brought forward in this research for the optimization of working capital so that SMEs may become contributors to financial growth.

Zikusooka and Serugo (2024), therefore, researched the effect of working capital management on profitability in regard to Mukwano Group Limited in Uganda. The paper intends to put more focus on inventory, receivables, and payables.

From the results of their studies, efficient inventory and payable management contributes highly toward an increase in financial performance. For effective profitability, the paper says, integrated strategies and improved payment cycles are recommended.

Tahir and Baloch (2023) examine the working capital management role in enhancing profitability for manufacturing firms in Pakistan. They find that effective management of inventory turnover, account receivables turnover, and a cash conversion cycle brings significant improvements to ROA and ROE, thus indicating that improved working capital management contributes to an overall increase in profitability.

Balaban, Stoiljković, and Madžar (2023) explore how working capital management affects the profitability of manufacturing firms in Serbia, based on inventory, receivables, and payables. They find that a short inventory conversion cycle has a positive effect on profitability from their sample of firms over the 2016-2020 period, while the rest of the

variables put under scrutiny, such as liquidity and financial leverage, have no significant effect.

Dash et al. (2022) examine how financial condition and working capital management policy affect profitability in Indian manufacturing firms. The authors find an optimal level of working capital; very aggressive or conservative WCM policies influence profitability with respect to financial constraints of firms.
Khadka and Khadka (2022) assessed the impact of working capital management on the profitability of non-financial firms in Nepal. Based on the results obtained, it was realized that there is a significant positive relation between the current ratio and ROA, which implies that an optimal level of the current ratio together with efficient cash flow management might result in higher profitability for non-financial firms.

Rathnayake, Pathirawasam, and Amarasekara (2021) investigate the impact of working capital management on profitability and firm value for companies listed in Sri Lanka. The results indicate that profitability is negatively influenced by the cash conversion cycle and days of accounts payable but positively by the days of accounts receivable. Efficient working capital management indeed improves profitability at a firm level. Nevertheless, the resulting influence it exerts on the value of the firm is not so significant.

The WCM components are inventory turnover, debtor turnover, and creditor turnover, which the present research authors, Maeenuddin et al. (2021), have linked with the level of profitability, ROCE being one of the measures in non-financial Pakistani firms. The PLS-SEM carried out by the authors shows that firm size acts as an important moderator in the WCM-profitability relationship, especially for DTO and CTO, in such a way that good WCM boosts up profitability.

Maeenuddin et al. (2020) study the impact of WCM variables—inventory turnover, debtor turnover, and creditor turnover—on the profitability of non-financial firms in Pakistan. Their findings have shown a positive association of return on equity with efficient management of WCM, which hence underlines the optimization of WCM for profitability.

Olaniyan et al. (2020) consider the effect of WCM on the profitability of manufacturing firms in Nigeria that use the working capital constituents in the form of cash balances, trade payables, and trade receivables. From these results, it is indicated that adequate WCM has a positive relation with profitability, and this evidences that well-managed working capital enhances firm performance.

Alsulayhim (2019) conducted research on the relationship between WCM and profitability in nonfinancial firms listed in the Saudi Stock Exchange. He reported a positive relationship between WCM and profitability, where efficient management of working capital contributes to profitability enhancement but with some uniqueness for each type of firm in strategies.

Gamlath and Yogendrarajah (2019) examine the relationship between WCM and profitability in Sri Lankan commercial banks. Their study found that the cash ratio had a

very vital impact on profitability, and that effective WCM strategies were highly crucial for ensuring optimum liquidity in the banking sector to optimize financial performance.

Chowdhury (2018) discusses the impact of WCM performance on profitability in the pharmaceutical industry of Bangladesh. Based on the analysis of ROA, ROE, and EPS versus WCM measures, evidence of a positive correlation between efficiency in WCM and profitability comes up, therefore highlighting the importance of the same in the sight of all financial managers.

The paper by Mustafa et al. analyzes the impact of WCM on the profitability of Procter & Gamble over a 20-year period. The outcome, using ROE as a measure of profitability, points out that a good management of cash conversion cycle and also that of the debt ratio positively influences profitability, while longer average collection periods affect it negatively.
Boțoc and Anton (2017) investigate WCM's impact on the profitability of high-growth firms in emerging European economies. Their results bear evidence of an inverted U-shaped relationship, thereby signifying that there is an optimal level of WCM which maximizes profitability; thus, implying major implications for financial strategy.

Sunnykumar et al. (2017) analyze the impact of WCM on profitability and liquidity for Indian manufacturing firms during the period 2009-10 to 2014-15. Based on their analysis, they conclude that inventory turnover ratio, creditors turnover ratio, and asset turnover ratio make a significant difference in affecting profitability and thus underscore a dire requirement for sound WCM policies for sustaining profitability in the manufacturing industries.

Shams et al. (2016) investigate the association among working capital management, financial provision decisions, and profitability with regard to firms listed in the Tehran Stock Exchange. Any positive correlation observed, they believe, confirms and points to effective decisions on working capital management and financial provisions, translating into high profitability. In this paper, Haron and Nomran (2016) present an inquiry regarding the WCM determinants in Malaysian firms before, during, and after the financial crisis of 2008. In their findings, it is divulged that the major factors which could affect WCM are profitability, debt, sales growth, and firm size across each period, while showing negative and consistent relationships between profitability, size of the firm, and WCM, hence supporting the pecking order theory. Haron and Normran (2016) examine the working capital management determinants in Malaysian firms around the 2008 financial crisis and find consistent results on profitability and firm size in reducing WCM during pre-crisis, crisis, and post-crisis periods, respectively, by emphasizing the importance of efficient WCM practices irrespective of economic conditions.

RESEARCH GAP

While Artificial Intelligence has already shown huge potential for optimizing financial processes, research on the impact of AI in a working capital management context is at an evolving stage. The benefits of AI in finance have been covered broadly in existing literature

without diving deep into a specific review that denotes how these AI-driven tools are impacting cash flow, inventory, and receivables to create a more profitable environment. Further, few studies have captured the views of financial professionals on practical challenges and adoption barriers related to AI in working capital management. This lack creates further impetus for conducting a comprehensive study on how AI refines best-in-class working capital practices in terms of real-time decisioning, cost reduction, and alignment with strategy. Such a discussion would provide a more correct understanding of the role AI can play in transforming working capital management for greater financial efficiency and growth.

RESEARCH OBJECTIVES:

To analyze the impact of AI-driven tools on optimizing cash flow, inventory, and receivables management in financial operations.

To examine financial professionals' perspectives on the benefits and challenges of adopting AI for working capital management.

To assess the extent to which AI adoption in working capital management contributes to enhanced profitability and operational efficiency in organizations.

Hypothesis 1 (Related to Objective 1)

- **Null Hypothesis (H0):** AI-driven tools do not have a significant impact on optimizing cash flow, inventory, and receivables management in financial operations.
- **Alternative Hypothesis (H1):** AI-driven tools have a significant impact on optimizing cash flow, inventory, and receivables management in financial operations.

Hypothesis 2 (Related to Objective 2)

- **Null Hypothesis (H0):** Financial professionals do not perceive significant benefits or challenges in adopting AI for working capital management.
- **Alternative Hypothesis (H1):** Financial professionals perceive significant benefits and challenges in adopting AI for working capital management.

Hypothesis 3 (Related to Objective 3)

- **Null Hypothesis (H0):** AI adoption in working capital management does not significantly contribute to enhanced profitability and operational efficiency in organizations.
- **Alternative Hypothesis (H1):** AI adoption in working capital management significantly contributes to enhanced profitability and operational efficiency in organizations.

RESEARCH METHODOLOGY

Research Design:

The research design adopted for the study is descriptive, the type needed to study the impact of AI on working capital management in understanding the perceptions of financial professionals on the role of AI in enhancing profitability, cash flow, inventory, and receivables.

Population and Sampling:

Targeted respondents are financial professionals who work in various industries and are also familiar with working capital management processes. The random sampling was done to ensure diversified participation across various levels of experience and demography; the sample size is 70 for statistical validity.

Data Collection Method:

Data collection was done using a structured questionnaire. The perception about something can be measured on a Likert scale. Specific questions in the questionnaire were related to demographic details and research objectives of AI regarding its impact and professionals' perception of its benefits and challenges.

Development of the Questionnaire:

The structured questionnaire was developed in view of the objectives of the study, including questions related to demographic details, AI adoption scale, and perception-based statements based on a 1 to 5 Likert scale. Afterwards, its face validity was checked through a pilot test, which assured that all the questions were clear and relevant for the purpose stated above.

Data Analysis Techniques:

Different statistical tests were conducted on the data gathered. For testing Hypothesis 1 on AI-driven tool influence, a One-Sample t-Test was used. Testing Hypothesis 2, on the perceptions regarding demographic percepts, demanded a Chi-Square Test of Independence. Lastly, assessing Hypothesis 3 was the measurement of perceived profitability for the adoption of AI using Pearson's correlation.

Ethical Considerations:

The ethical considerations of the study are: Participation was strictly on a volunteer basis; Informed consent was required; and assurance of anonymity of respondents.

Limitations:

The statement of the method pointed out several limitations, such as bias in sampling, so the findings are based on what was self-reported by respondents and thus may not be generalizable to other financial sectors or regions.

DATA ANALYSIS AND INTERPRETATION

ONE-SAMPLE T-TEST RESULTS FOR HYPOTHESIS 1

This report describes the result of a single-sample t-test performed to analyze the impact of AI-driven tools on working capital management. It tested whether the means of the responses to each question are significantly different from the neutral midpoint utility (3) of the 5-point Likert scale. The result is significant at 0.05.

Question	t-Statistic	p-Value	Decision
AI tools improve cash flow management by providing real-time insights.	0.6042	0.5477	Fail to Reject H0 (No significant difference)
AI-driven inventory management reduces holding costs in my organization.	0.5867	0.5593	Fail to Reject H0 (No significant difference)
AI enhances receivables collection by	-0.7884	0.4331	Fail to Reject H0 (No significant difference)

predicting customer payment patterns.			
AI-driven tools help streamline working capital processes effectively.	0.7842	0.4356	Fail to Reject H0 (No significant difference)
AI's predictive analytics improve decision-making accuracy in working capital management.	0.4377	0.6630	Fail to Reject H0 (No significant difference)

CHI-SQUARE TEST OF INDEPENDENCE RESULTS FOR HYPOTHESIS 2

The following report shows the results of the Chi-Square Test of Independence, which was used to analyze the association between gender and the perceptions of financial professionals on the benefit and challenges of the adoption of AI in working capital management. Each question was tested for a significant association with gender at 0.05 significance levels.

Question	Chi-Square Statistic	p-Value	Decision
AI adoption has led to significant cost savings in working capital management.	6.7522	0.1496	Fail to Reject H0 (No significant association)
AI tools align well with my organization's long-term profitability goals.	1.5552	0.8168	Fail to Reject H0 (No significant association)
Implementing AI in working capital management poses technical challenges.	7.5378	0.1101	Fail to Reject H0 (No significant association)
Financial professionals find it easy to interpret AI-driven data insights for working capital decisions.	7.2308	0.1242	Fail to Reject H0 (No significant association)
AI adoption in	4.2411	0.3744	Fail to Reject H0

working capital management requires specialized skills.			(No significant association)
Financial professionals face privacy concerns with AI-driven working capital management.	3.3178	0.5061	Fail to Reject H0 (No significant association)

PEARSON CORRELATION TEST RESULTS FOR HYPOTHESIS 3

The following report provides the result of the Pearson Correlation Test in analyzing the relationship between AI adoption and perceived profitability in working capital management. This test checked whether the aggregated AI adoption scores significantly correlate with responses to the question about profitability. The significance level was set at 0.05.

Statistic	Value	Decision
Correlation Statistic	0.4024	Reject H0 (Significant correlation)
p-Value	0.0006	

Here is a summary of the hypothesis tests conducted for your study:

Hypothesis 1: Impact of AI-Driven Tools on Cash Flow, Inventory, and Receivables Management

- **Test Used**: One-Sample t-Test
- **Null Hypothesis (H0)**: The mean response for each question is 3 (neutral), indicating no significant impact of AI-driven tools on cash flow, inventory, and receivables management.
- **Results**: For each question related to AI's impact on cash flow, inventory, and receivables, the p-values were greater than the significance level of 0.05.
- **Conclusion**: **Fail to Reject H0** (No significant difference). There is insufficient evidence to suggest a significant impact of AI on these areas, as the responses were close to the neutral midpoint.

Hypothesis 2: Financial Professionals' Perceptions of Benefits and Challenges of AI Adoption

- **Test Used**: Chi-Square Test of Independence
- **Null Hypothesis (H0)**: No significant association between gender and perceptions of AI benefits and challenges.
- **Results**: For each question related to perceptions of AI adoption, the p-values were greater than 0.05.
- **Conclusion**: **Fail to Reject H0** (No significant association). There is no significant association between gender and perceptions of AI benefits and challenges in working capital management.

Hypothesis 3: Correlation Between AI Adoption and Perceived Profitability and Efficiency

- **Test Used**: Pearson Correlation Test
- **Null Hypothesis (H0)**: No significant correlation between AI adoption (aggregate scores) and perceived profitability.
- **Results**: A correlation coefficient of 0.402 with a p-value of 0.000553 (less than 0.05).
- **Conclusion**: **Reject H0** (Significant correlation). There is a statistically significant positive correlation between AI adoption and perceived profitability, suggesting that as AI adoption increases, perceptions of profitability also tend to be higher.

CONCLUSION

The results of this study also show a very mixed view on how AI will enhance working capital management, since there is great variation in the level of support for many of the domains. The first hypothesis was to investigate how AI-driven solutions may enhance the effectiveness of cash flow, inventory, and receivables management, but considerable evidence could not be found to support this hypothesis. Most of the responses are concentrated around the middle neutrality, in a way that financial professionals do not really believe AI is going to have significant impacts on the optimization of these specific working capital components. Even in those cases when AI does bring partial benefits, complete appreciations of its actual effects on daily cash flow and inventory management may be fully realized only when this technology is further refined or integrated into existing systems. The second hypothesis was that by gender, the perceptions of AI benefits and challenges differed. The results of the Chi-Square Test of Independence showed there was no significant association; there is no difference in views from gender regarding AI benefits and challenges in managing working capital. This result therefore tends to suggest that perceptions about AI are reasonably consistent across the genders, reinforcing the view that AI's role in working capital is broadly viewed through a professional rather than a demographic lens.

A third hypothesis regarding the relationship between the adoption of AI and perceived profitability revealed a significant positive correlation, meaning that the financial professional who adopts AI in working capital management will also perceive improvement in profitability and operational efficiency. This would point to the potential for AI to enhance financial outcomes and thus support the strategic integration of AI for businesses at large: those aimed at improving profitability.

In the meantime, the study generally discovers that while the adoption of AI is positively related to profitability perceptions, the concrete evidence as regards its effect on the components of core working capital remains unproven. These insights support continued exploration in AI tools that are designed for working capital function optimization in such a way that there should be clear bases for enhancements in profitability within the bounds of financial management.

RECOMMENDATIONS

Based on this, a few recommendations may be listed as follows for leveraging AI in working capital management effectively:

Deepen AI Integration in Core Processes: While AI adoption does indeed correlate with perceived profitability, its focused impact is still limited on cash flow, inventory, and

receivables. Companies would be well-advised to invest in more advanced AI solutions that would give way to functionality around those sweet spots, such as predictive analytics for cash flow and inventory forecasting

Emphasize User Training and Skill Development:

The users among financial professionals will probably need training in the use of AI tools for the effective management of working capital. Organizations must therefore focus on skill development initiatives in order to bridge the knowledge gaps and help users tap into the full benefit of AI.

Consistency of Perception: Since the perception of the benefits and challenges posed by AI is consistent across genders, standardized strategies can actually be implemented in teams focused on AI within companies. This would perhaps create a uniform prioritization of adoption of AI in working capital management.

Monitor Profitability Outcomes: Since AI adoption is positively associated with profitability perceptions, organizations should continually gauge the ways in which AI influences financial outcomes. This feedback loop will provide insight into what the real impact of AI is on profitability—a guide for further investment and integration.

Operating in compliance with these recommendations allows organizations to fully maximize AI applications in working capital management and profitability.

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USAGE AND SATISFACTION OF AI TOOLS BY SARDAR PATEL UNIVERSITY STUDENTS

MILIND KOKANI

ABSTRACT

This study explores how students at Sardar Patel University use artificial intelligence (AI) tools and their level of satisfaction. AI tools are increasingly integrated into both personal and academic domains their effects on students' educational experiences are being assessed. The study examines how students use AI tools and evaluates their general satisfaction, emphasizing perceived usefulness in improving academic achievement, efficacy, and ease of use. The results provide valuable insights into students' expectations, challenges, and preferences regarding AI technologies, with significant implications for students seeking to maximize AI integration in the classroom. This study contributes to the growing body of research on AI adoption in educational environments and its impact on students' learning outcomes."

KEY WORDS– ARTIFICIAL INTELLIGENCE, EDUCATION, LEARNING

INTRODUCTION

Modern technology is now an inevitable aspect of the cosmos.Not only is technology altering people's lifestyles, but it is also altering everything that has to do with the planet.Artificial intelligence (AI) has emerged as a component of contemporary schooling.Their educational experience is being enhanced by AI tools.As early adopters, university students make use of AI-powered tools to enhance their educational experiencesthat benefits the Commerce College students.This can be used as the basis for calculations in accounting and finance, as well as for the preparation of PowerPoint presentations and CSDS assignments, among other things.That Cam supports the pupils' academic growth and boosts their self-assurance in their schooling. Al presents a special chance to investigate its uses in fields including supply chain management, marketing tactics, financial modelling, and business analytics. Its capacity to analyses huge datasets, spot trends, and generate forecasts gives students the tools they need to meet the changing needs of the global economy. Al-powered learning platforms give pupils individualized instruction so they can learn difficult subjects at their own speed. Using resources like interactive simulations, adaptive tests, and virtual tutors, commerce students can interact with real-world business situations, developing their critical thinking and problem-solving abilities. Additionally, Al-driven knowledge of consumer trends and behaviour provides a competitive advantage, preparing students for real-world challenges.

REVIEW OF LITERATURE

1. **(Shaengchart & Limna, 30 September, 2024)**The factors impacting Thai college students' intention to use the AI chatbot Gemini are examined in this study. It investigates opinions of things like attitude, privacy issues, usefulness, ease of use, and enabling circumstances. Online surveys were used to gather information from 385 students, and

descriptive and inferential statistics were used for analysis. The findings indicate that the intention to use Gemini is positively predicted by perceived utility and conducive circumstances, while privacy concerns also have an unanticipated beneficial impact. However, attitudes and simplicity of use have little bearing on intentions to use. To promote AI chatbot use in education, the study emphasizes the necessity of highlighting useful advantages, helping, and addressing privacy concerns.

2. **(Pavlenko & Syzenko, 4 April,2024)** This study investigates students' experiences and satisfaction using ChatGPT, an artificial intelligence learning tool, to assess its effects on higher education. According to a survey of 247 Ukrainian university students majoring in business, engineering, and information technology, ChatGPT is mostly used by students for language-related tasks including text editing and information retrieval. The results demonstrate a favourable opinion of ChatGPT's contribution to improving the quality of learning as well as high levels of satisfaction with its assistance with tasks and assignments. According to the study, universities should incorporate AI tools into their courses while providing guidance and emphasizing the development of students' effective AI usage abilities.

3. **(Nurjanah, Salsabila, Azzahra, Adelia, & Marlina, 3 March,2024)**Examinesthe increasing use of artificial intelligence (AI) in education is examined in this review article, which emphasizes how it can improve both teaching and learning. Because AI can simulate human intelligence, learning can be tailored to everyone. The study focuses on the advantages of AI for language acquisition, demonstrating how it increases learning efficiency and offers practice opportunities and tailored feedback. The results help us comprehend how AI is changing educational paradigms and how it can revolutionize teaching and learning approaches.

4. **(Robert, Potter, & Frank, 1 February, 2024)**Examines by providing real-time assessments, feedback, and personalized information, AI integration in education can improve learning. AI-driven platforms, such as virtual assistants and teaching systems, encourage collaboration, while technologies like machine learning and data analytics increase motivation and engagement. But issues like ethics, privacy, and an excessive dependence on AI need to be handled. For learning to be meaningful, AI and human instruction must be balanced. In summary, artificial intelligence (AI) has the potential to revolutionize education, but its application must be done carefully to maintain student interaction and assure ethical use.

5. **(Fahimirad & Kotamjani, 10 November, 2018)**Examines the impact of artificial intelligence (AI) on higher education teaching and learning is examined in this conceptual overview. It looks at how new AI technologies are changing instructional strategies and the way students learn. The study makes predictions about AI's future in education and emphasizes how it could raise the calibre of instruction. It also discusses the difficulties in integrating AI in educational settings, such as problems with administration, instruction, learning, and student support. The article offers a summary of current research on artificial intelligence in education and makes recommendations for future lines of inquiry.

OBJECTIVE

1. To study the various AI tools used by Sardar Patel University students
2. To study the satisfaction and usage of AI tools by Sardar Patel University students

RESEARCH METHODLOGY

The study uses primary data that was gathered from 212 respondents who completed a questionnaire. Convenience sampling was used, focusing on those who were readily available. The survey is split into two sections: the first asks about respondents' personal information and general demographics, while the second asks about their thoughts on AI tools. Direct data collection within the designated sample size was guaranteed by this method.

1. RESEARCH GAP

Previous research has primarily focused on reviewing AI in education, examining its role in teaching, and conducting surveys on students' perspectives, mostly at university or national levels. This study aims to explore AI's impact on learning at the college level, providing a deeper understanding of its applications. While many students still rely on traditional books, an increasing number are turning to AI tools for learning. This raises the question: Does AI genuinely enhance the student learning experience? To harness AI's potential in education, it is crucial to investigate its usage and effects on student outcomes. Consequently, several questions arise that warrant investigation by researchers.

1. What is the impact of AI tools in general academic performance, problem-solving abilities, and subject-matter understanding?
2. What is the impact of AI tools in critical thinking and analytical skills?

2. HYPOTHESIS OF THE STUDY

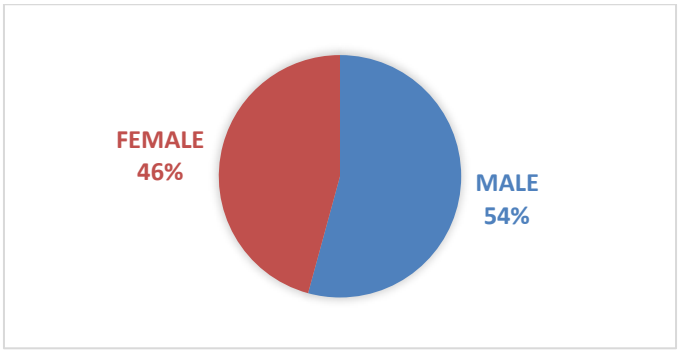
H_{01}	There is no significant difference of various AI tool used by Sardar Patel University students.
H_{02}	There is no significant difference of AI tool on Sardar Patel University student satisfaction level.

DATA ANALYSIS AND INTERPRETATION

Table No. 1.1 Gender

GENDER	NO. OF RESPONDENTS	PERCENTAGE (%)
MALE	112	54
FEMALE	96	46
TOTAL	**208**	**100**

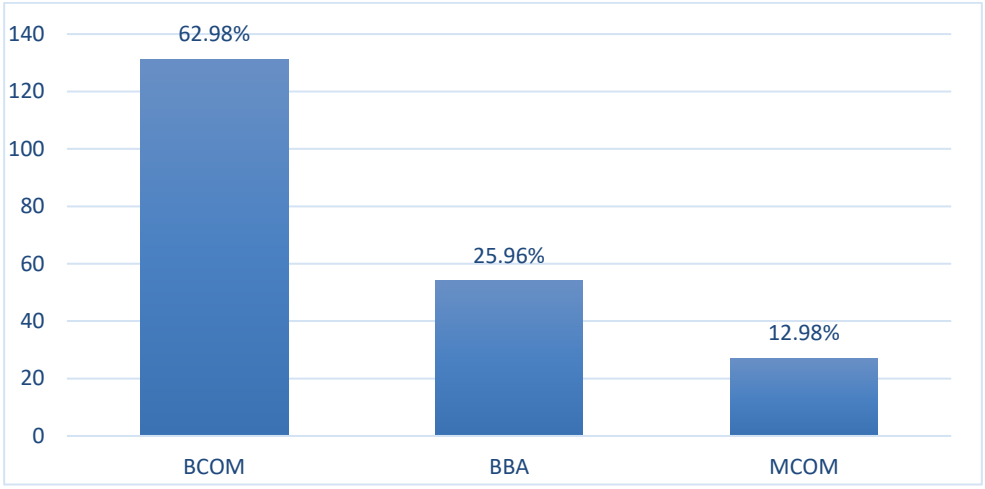
Chart No. 1.1 Gender



The above table shows the gender-wise classification of the respondents. 54% of the respondents were male, while 46% of the respondents were female.

Table No. 1.2 Education		
PARTICULAR	**FREQUENCY**	**PERCENTAGE (%)**
BCOM	131	62.98
BBA	54	25.96
MCOM	27	12.98
TOTAL	**208**	

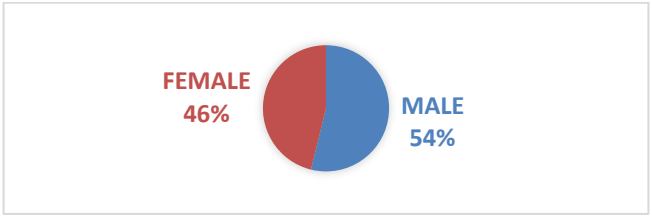
Chart No. 1.2 Education



Above table shows the qualification wise classification of the respondents. 62.98% of the respondents were from B.COM, 25.96% of the respondents were from BBA and 12.98%of the respondent were from M.COM.

Table No. 1.3 Helpful in education		
GENDER	**NO. OF RESPONDENTS**	**PERCENTAGE (%)**
MALE	112	54
FEMALE	96	46
TOTAL	**208**	**100**

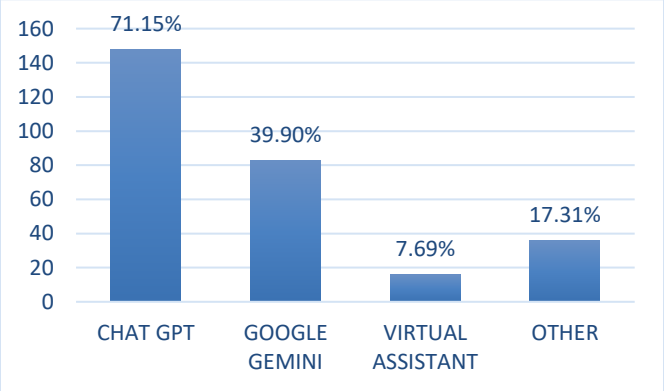
Chart No. 1.3 Helpful in education



This data presents the distribution of respondents based on gender and how helpful AI tools have been in their academic activities. In total, there are 208 respondents, with 54% male and 46%female.

Table No. 1.4 Usage of AI tools		
PARTICULAR	**FREQUENCY**	**PERCENTAGE (%)**
CHAT GPT	148	71.15
GOOGLE GEMINI	83	39.90
VIRTUAL ASSISTANT	16	7.69
OTHER	36	17.31
TOTAL	**208**	

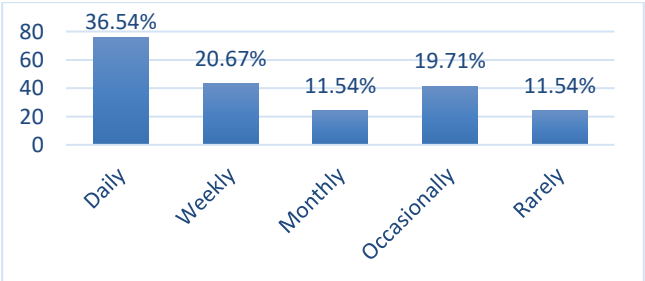
Chart No. 1.4 Usage of AI tools



This data shows how respondents were distributed according to the AI technologies they used. The fact that ChatGPT is used so extensively (71.15%) indicates that it is the most popular AI tool for academic work and other are Google Gemini (39.90%) and Virtual Assistant (7.69%) are less desirable tools. About 17.31% of other AI tools are used for academic purposes.

Table No. 1.5 Frequency of usage AI tools		
PARTICULAR	**FREQUENCY**	**PERCENTAGE**
Daily	76	36.54
Weekly	43	20.67
Monthly	24	11.54
Occasionally	41	19.71
Rarely	24	11.54
TOTAL	**208**	

Chart No. 1.5 Frequency of usage AI tools

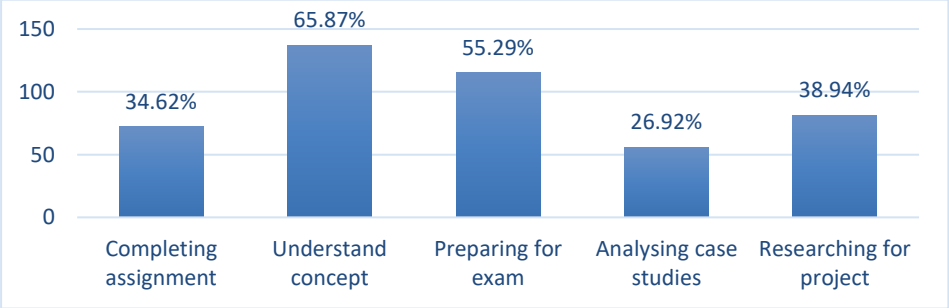


Most respondents (57.21%) use AI products often, with 20.67% using them weekly and 36.54% using them daily. This implies that these users' usual academic practices have a substantial incorporation of AI tools. About 42.79% of respondents use AI tools less

frequently, while 19.71% rely on them occasionally. Similar shares use them monthly (11.54%) and infrequently (11.54%). These figures would suggest minimal reliance on AI for academic activities or selective requirements.

Table No. 1.6 Purpose of Using AI Tools in Education		
PURPOSE	**FREQUENCY**	**PERCENTAGE (%)**
Completing assignment	72	34.62
Understand concept	137	65.87
Preparing for exam	115	55.29
Analysing case studies	56	26.92
Researching for project	81	38.94
TOTAL	**208**	

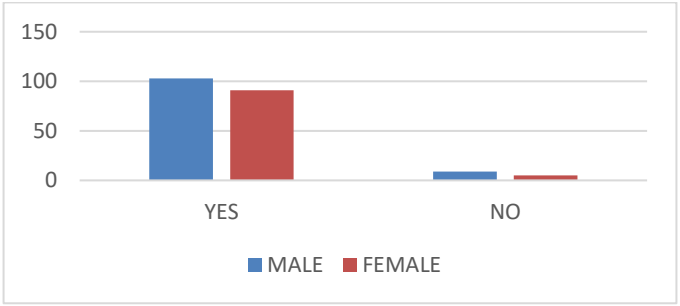
Chart No. 1.6 Purpose of Using AI Tools in Education



AI technologies' primary functions are learning and revision, which help in understanding concepts (65.87%) and for exam preparation (55.29%). Their usefulness in a variety of academic tasks is demonstrated by their further uses, which include completing assignments (34.62%), conducting research for projects (38.94%), and analysing case studies (26.92%).

Table No. 1.7 AI tools Helpful in their academic performance			
GENDER	**YES**	**NO**	**TOTAL**
MALE	103	9	**112**
FEMALE	91	5	**96**

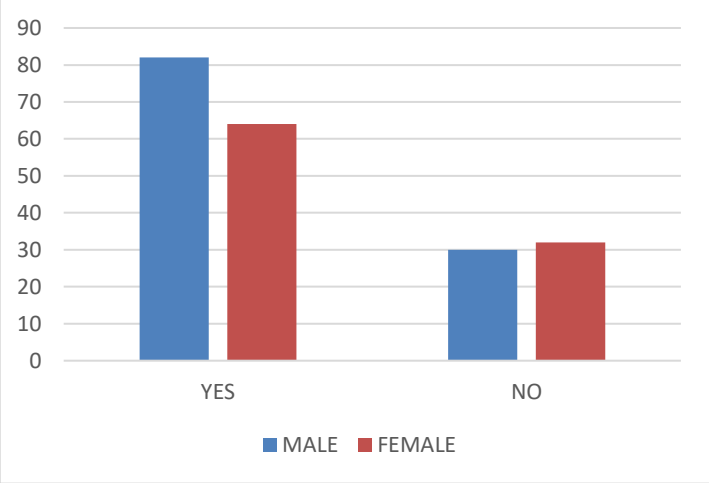
Chart No. 1.7 AI tools Helpful in their academic performance



According to the above table, 103 (91.96%) of the 112 male respondents fully believe that using AI tools improves academic achievement. Similarly, 91 (93.81%) of the 96 female respondents said they utilize AI tools to improve their academic performance.

Table No. 1.8 AI tools reduce their critical thinking			
GENDER	**YES**	**NO**	**TOTAL**
MALE	82	30	**112**
FEMALE	64	32	**96**

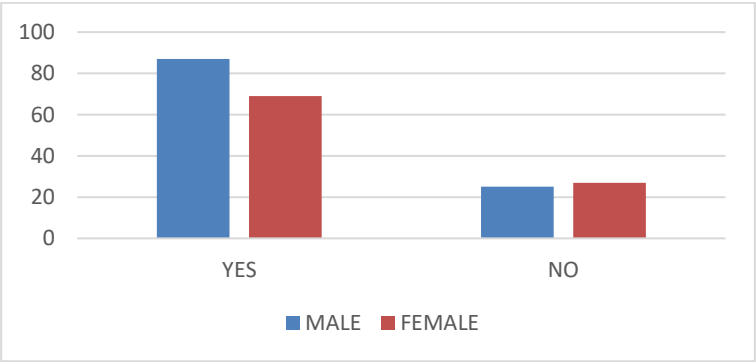
Chart No. 1.8 AI tools reduce their critical thinking



Most respondents, both male and female, feel that AI tools reduce critical thinking. This trend appears more strongly among males (82 out of 112, about 73%), while a slightly lower percentage of females (64 out of 96, about 67%) agree with this statement.

Table No. 1.9 AI tools reduce their analytical skill			
GENDER	**YES**	**NO**	**TOTAL**
MALE	87	25	**112**
FEMALE	69	27	**96**

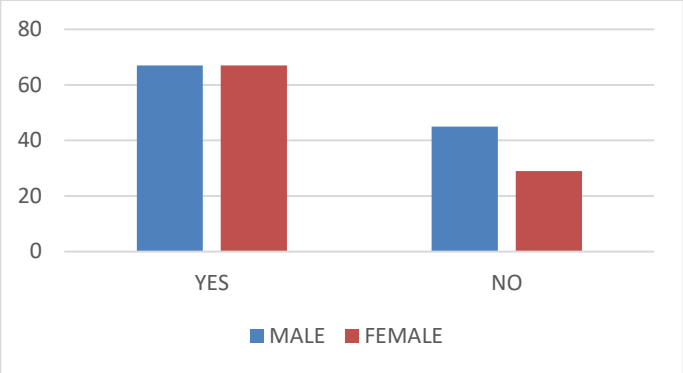
Chart No. 1.9 AI tools reduce their analytical skills



In comparison to the previous data on critical thinking (1.8), this question shows a similar trend—a higher proportion of male respondents feel negatively about AI tools reducing their cognitive abilities. However, both males (77.68%) and females (71.88%) still show a majority who feel that AI tools do indeed reduce their analytical skills as well as their critical thinking.

Table No. 1.10 usage of AI tools for assignments			
GENDER	**YES**	**NO**	**TOTAL**
MALE	67	45	**112**
FEMALE	67	29	**96**

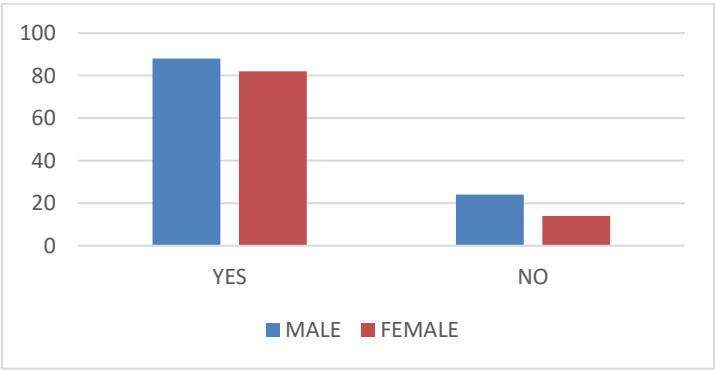
Chart No. 1.10 usage of AI tools for assignments



The data shows that 67 males and 67 females use AI tools for assignments, with a higher percentage of females (70%) using them compared to males (60%). Fewer males (40%) do not use AI tools, while 30% of females do not. Overall, 134 respondents use AI tools, and 74 do not.

Table No. 1.11 AI tools for exam preparation			
GENDER	**YES**	**NO**	**TOTAL**
MALE	88	24	**112**
FEMALE	82	14	**96**

Chart No. 1.11 AI tools for exam preparation

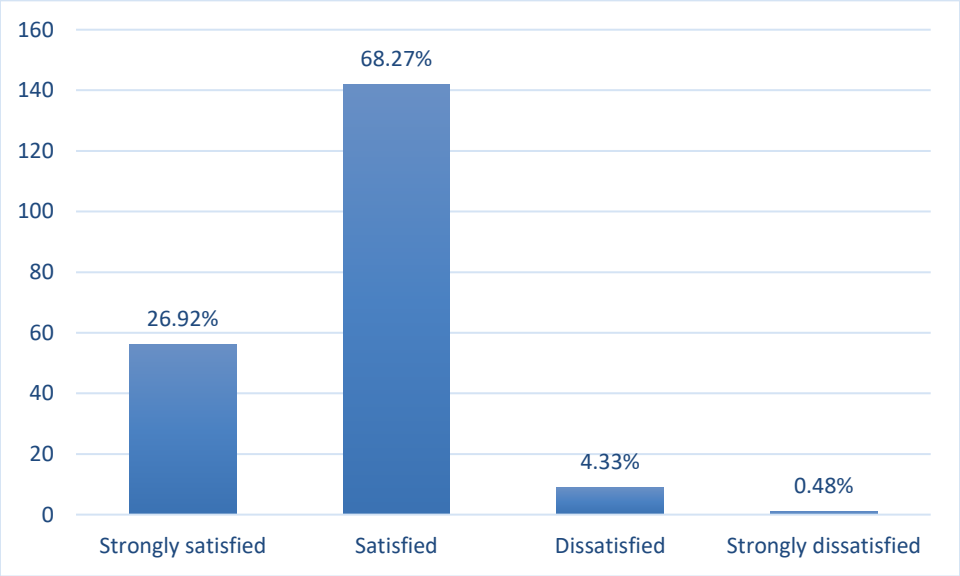


The above chart shows that out of 208 respondents, 170 (81.7%) use AI tools for exam preparation, including 79% of males and 85% of females.

Table No. 1.12 Satisfaction Level of AI Tool		
PARTICULAR (SATISFACTION LEVEL)	**FREQUENCY**	**PERCENTAGE (%)**

Strongly satisfied	56	26.92
Satisfied	142	68.27
Dissatisfied	9	4.33
Strongly dissatisfied	1	0.48
TOTAL	**208**	

Chart No. 1.12 Satisfaction Level of AI Tool



A combined 95.19% (56 strongly satisfied + 142 satisfied) of respondents have a favourable opinion about AI tools.Only 4.81% (9 dissatisfied + 1 strongly dissatisfied) of respondents are not satisfied with AI tools. The overwhelmingly positive feedback indicates that AI tools are highly effective and well-received for their purpose.

Table No. 1.13 – Result of Chi-Square Test			
H_{01}: There is no significant difference of various AI tool used by Sardar Patel University students.			
Particular	**Value**	**Df**	**p-value**
Academic activities	0.708	1	0.400
Academic performance	0.658	1	0.417
Critical thinking	1.059	1	0.303
Analytical skills	0.929	1	0.335
Assignment	2.242	1	0.134
Exam preparation	1.622	1	0.203

Table No. 1.13 shows result of Chi-square test between gender and particulars. Here, P-values of all variables are less than the significant level of 0.05. So, we fail to reject null hypothesis and said that there is no significant relationship between gender and particulars.

H_{02}: There is no significant difference in Satisfaction level as per Education.

Table No. 1.14 - ANOVA -					
Source of	**SS**	**df**	**MS**	**F**	**SIG.**

Variation					
Between Groups	301.240	1	301.240	754.828	000
Within Groups	165.221	414	0.399		
Total	**466.462**	**415**			

The ANOVA revealed a significant difference between education scores (1.514) and satisfaction with AI tools (3.216). The F-value (754.83) exceeds the critical value, and the p-value (2.4114E-95) is extremely small, confirming a significant difference. Satisfaction with AI tools is notably higher than education scores.

FINDINGS

- From the result of descriptive analysis, the majorities respondents are male (54.2%) and female respondents are (45.8%).
- In relation to education of respondents, the majority of respondents from BCOM (61.8%), BBA (25.5%) and lowest number of respondents are from MCOM (12.7%)
- The majority respondents used chat GTP (71.2%) as source of study, Google Gemini (39.9%), other (17.3%) and the minimum respondents used virtual assistant (7.7%) (e.g. Siri, Alexa)
- Maximum i.e., 36.5% student uses daily, 20.7% student uses weekly, 19.7% uses occasionally and same percent of student i.e., 11.7% use monthly and rarely. The majority student i.e., 65.9% use the AI tool for understanding concept, 55.3% students use AI tools for exam preparation and least students i.e., 26.9% uses AI tools for analysing case studies.
- The result of chi-square test found that there is no significant association between, Academic activities, Academic performance, Critical thinking, Analytical skills, Assignment, Exam preparation
- One-way ANOVA test result found that there is no significant difference in Satisfaction level as per Education.

CONCLUSION

According to the survey's findings, most students are satisfied with these resources for improving their productivity and academic achievement. Their educational experiences are being greatly enhanced by AI tools like chat-GTP, Google Gemini virtual assistants (like Siri and Alexa), and others. But there were also some drawbacks, like problems with accessibility and a lack of technical assistance. These results imply that the application of AI tools can benefit education, although more advancements are required. To guarantee that more students may take advantage of these resources, future studies should concentrate on their efficacy and versatility.

In summary, it can be claimed that AI technologies are a useful tool that help students learn more easily and effectively.

A STUDY ON IMPACT OF AI CHATBOTS ON CONSUMER PURCHASE INTENTION WITH REFERENCE TO ONLINE SHOPPING IN KHEDA DISTRICT

DR. SURESH P. MACHHAR
ASSOCIATE PROFESSOR,P G DEPARTMENT OF BUSINESS STUDIES,SARDAR PATEL UNIVERSITY, VALLABH VIDYANAGAR

ABSTRACT

This Study examines the role of AI chatbots in the evolving E-commerce sector of Kheda District (Gujarat) and its impact on Consumer Purchase Intentions based on their demographics. This study investigates the impact of AI chatbots on consumer purchase intention in the context of online shopping in Kheda District, using a sample size of 68 respondents. The findings reveal that there are no significant differences in consumer satisfaction, brand trust, brand loyalty, and conversion impact between males and females or across different education levels and occupations. However, a notable difference in brand loyalty is observed between the age groups of 18 to 30 and 30 to 40. While the overall relationship between trust in chatbots' recommendations and purchases is not statistically significant according to Pearson Chi-Square and Likelihood Ratio tests, a significant linear trend suggests that increased trust in chatbot recommendations is associated with higher purchase likelihood. Furthermore, significant differences in both influence to purchase and likelihood to purchase are found across varying levels of interaction frequency, indicating that interaction frequency plays a crucial role in shaping these variables. This research highlights the importance of interaction frequency and age-specific strategies in enhancing brand loyalty and consumer engagement in the e-commerce landscape of Kheda District.

KEY WORDS: AI CHATBOTS, PURCHASE INTENTIONS, CONSUMER BEHAVIOUR, E-COMMERCE

INTRODUCTION

The rise of online shopping has drastically changed the way that consumers make purchase decisions, and this is quite different from traditional shopping. Traditional shopping usually imposes several limitations on consumers, such as geographical constraints, time limitations, and a restricted choice of products. In addition, the in-store shopping experience is sometimes faced with long queues, crowded stores, and the unavailability of products that one wants. Online shopping, in comparison offers many advantages: it is convenient, offers a wide variety of products, and one can shop from the comfort of home.

E-commerce businesses face various challenges, from improving customer service and personalization in the absence of physical contact with a sales representative to enhancing overall experience. In e-commerce, chatbots can serve as an alternate solution for online shopping by filling these gaps in interaction and thereby helping the shoppers navigate through a given site, recommending products or aiding in various purchasing phases. Most

AI chatbots built for this particular purpose rely on natural language processing and machine learning algorithms, so they are conceived to simulate a human-like conversation.

The use of AI chatbots in e-commerce sites has brought a significant effect on consumer buying intentions in the context of Kheda District. Giving instant answers and personalized recommendations, AI chatbots significantly help in improving customer experiences, building trust, and increasing consumer satisfaction. These chatbots are also quite effective at handling multiple interactions with customers simultaneously, thereby reducing wait times and increasing the efficiency of the e-commerce business. Additionally, the ability of AI chatbots to provide the exact information sought after by the consumer has helped to remove the fear of making a wrong product selection and purchasing decision, resulting in improved conversions.

The objective of this research is to find out the impact of AI chatbots on consumer purchase intention with reference to online shopping in Kheda District. This research tries to provide insights on how e-commerce can further be improved by AI-driven technologies such as chatbots through an examination of the gaps in online shopping experiences and the effects brought by the integration of AI chatbots. The study of the ability of AI chatbots in converting website browsing into purchase decisions is one of the main considerations of this study. Online retailers can consider these factors in the optimization of their platforms to create a better, more engaging, and effective shopping experience for customers with the help of AI Chatbots.

REVIEW OF LITERATURE

The impact of AI chatbots on consumer purchase intention with reference to online shopping in Kheda District, is a matter of concern that has been reflected in several studies. It is because AI chatbots facilitate the improvement of user experience, trust, and satisfaction, which has a direct correlation with purchasing. The subsequent sections explain the details of this effect.

Better User Experience: AI chatbots increase the efficiency of product choice, thereby leading to an increased shopping experience (Rahevar & Darji, 2024). Rapid service is delivered, reducing the number of days taken to respond and increasing consumer satisfaction (Lei & Cai, 2024). Engagement in interactive communication with a chatbot that responds based on an individual's needs increases participation (Dai & Liu, 2024). Perceived usefulness and ease of use of chatbots positively affect customer attitudes and behaviours (Bui, Thanh, & Khoa, 2021). “Factors such as perceived ease of use, perceived usefulness, innovativeness, perceived information quality, and perceived customisation affect users' intention to use Chatbots.” (Goli, Sahu, Bag, & Dhamija, 2023)

Trust and Transparency: The ethical application of AI-based chatbots leads consumers to build trust, which is also required for the purchase motivation (Dai & Liu, 2024). Transparency of a chatbot's activity enhances users' perceptions of it (Kumari, 2024).The study done by (Yun & Park, 2022) examined the effect of chatbots on retention rates of consumer.

Emotional Connection: The positive emotional relationship created through the interactions with the chatbots strongly leads to purchase intention (Lei & Cai, 2024).The

emotional bonding of users to the chatbots maximizes satisfaction and loyalty (butt & hussan, 2023).The study of (Yun & Park, 2022) also shows that Chatbots with emotion words positively impact customer satisfaction.

Cultural Context and Adaptation: Effectiveness may vary across different cultural contexts, as has been found in comparative studies of Turkey and Azerbaijan. The key to optimizing chatbot interactions in Kheda District lies in understanding local consumer preferences (Celik, et al., 2022).

RESEARCH GAP

While studies emphasize the need to understand local consumer preferences (Celik et al., 2022) and other variables associated to chatbots, there is limited research regarding the unique cultural factors and perspective of people towards AI Chatbots in Kheda District. There is a need of more studies emphasizing over consumer purchase intention which can add value via analysing certain variables as found out through literature review.

RESEARCH METHODOLOGY

Objectives of study

1. To Study relation between AI Chatbots and Consumer's Purchase Intention with reference to online shopping in Kheda District
2. To Study the Impact of AI Chatbots on Consumer's Purchase Intention with reference to online shopping in Kheda District.

Hypothesis

Ho_1: There is no significant difference in consumer satisfaction, brand trust, brand loyalty and conversion impact based on Demographic profile (Gender, Education, Age, Occupation).

Ho_2: There is no significant difference in consumer satisfaction, brand trust, brand loyalty and conversion impact in different regions of Kheda District.

Ho_3: There is no relationship between Trust in Chatbots' recommendation and purchase based on that.

Ho_4: There is no significant difference in Influence to purchase across different levels of Interaction Frequency.

RESEARCH DESIGN

Descriptive research Design was adopted to analyse relationships and trends among the selected sample.

SAMPLING PLAN

Non-Probability Convenience Sampling method was used to select respondents for the study. The sample size of the current study was 68 respondents across Kheda District.

DATA COLLECTION AND RESPONDENTS

The data collection was done through a **structured questionnaire**. There were two parts to the survey questionnaire. The first half of the survey contains demographic data from respondents, while the second contains structured questionnaires covering relevant

variables. The survey gathered data from 68 respondents across different regions of Kheda District via convenience method.

Table 1. Demographic details.

Variables	Categories	**Frequency**	**Percent**
Gender	Female	26	38.2
	Male	42	61.8
	Total	68	100
Age			
	18 to 30	50	73.5
	30 to 40	10	14.7
	40 to 50	3	4.4
	above 50	3	4.4
	Below 18	2	2.9
	Total	68	100
city			
	Rural	24	35.3
	Semi-urban	13	19.1
	Urban	31	45.6
	Total	68	100
Education			
	Bachelor's	30	44.1
	Doctorate	3	4.4
	Higher education	11	16.2
	Masters	24	35.3
	Total	68	100
Occupation			
	Employed	26	38.2
	Home Maker	3	4.4
	Self Employed	6	8.8
	Student	33	48.5
	Total	68	100

DATA INTERPRETATION AND DISCUSSION

$Ho_{1.1}$: There is no significant difference in consumer satisfaction, brand trust, brand loyalty, and conversion impact between Male and Female.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance		Mean	Std. Error	95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Difference	Difference	Lower	Upper
Consumer_Satisfaction_1	Equal variances assumed	.274	.602	1.476	66	.072	.145	.408	.277	-.144	.961
	Equal variances not assumed			1.541	60.226	.064	.129	.408	.265	-.122	.939
Brand_Trust_1	Equal variances assumed	1.911	.171	.622	66	.268	.536	.156	.250	-.344	.655
	Equal variances not assumed			.671	64.424	.252	.504	.156	.232	-.307	.619
Brand_Loyalty_1	Equal variances assumed	3.162	.080	.013	66	.495	.990	.004	.278	-.552	.559
	Equal variances not assumed			.014	64.065	.494	.989	.004	.259	-.513	.521
Conversion_impact_1	Equal variances assumed	1.352	.249	1.168	66	.123	.247	.308	.263	-.218	.834
	Equal variances not assumed			1.242	62.737	.110	.219	.308	.248	-.188	.803

Based on the Independent t test results we can observe that all the p-values(significant) are greater than 0.05, indicating that we fail to reject the null hypothesis for all the variables.

$Ho_{1.2}$: There is no significant difference in consumer satisfaction, brand trust, brand loyalty, and conversion impact between Education levels.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Consumer_Satisfaction_1	Between Groups	7.448	3	2.483	2.081	.111
	Within Groups	76.361	64	1.193		
	Total	83.809	67			
Brand_Loyalty_1	Between Groups	.410	3	.137	.107	.956
	Within Groups	81.648	64	1.276		
	Total	82.059	67			
Brand_Trust_1	Between Groups	1.389	3	.463	.453	.716
	Within Groups	65.361	64	1.021		
	Total	66.750	67			
Conversion_impact_1	Between Groups	3.965	3	1.322	1.190	.321
	Within Groups	71.094	64	1.111		
	Total	75.059	67			

Upon examination of ANOVA results it can be seen that all variables have p-values grater than 0.05 which in fact says that we fail to reject null hypothesis for all variables.

$Ho_{1.3}$: There is no significant difference in consumer satisfaction, brand trust brand loyalty and conversion impact in different Age Groups.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Consumer_Satisfaction_1	Between Groups	9.995	4	2.499	2.133	.087
	Within Groups	73.813	63	1.172		
	Total	83.809	67			
Brand_Loyalty_1	Between Groups	14.072	4	3.518	3.260	.017
	Within Groups	67.987	63	1.079		
	Total	82.059	67			
Brand_Trust_1	Between Groups	6.170	4	1.542	1.604	.184
	Within Groups	60.580	63	.962		
	Total	66.750	67			
Conversion_impact_1	Between Groups	9.012	4	2.253	2.149	.085
	Within Groups	66.047	63	1.048		
	Total	75.059	67			

BRAND LOYALTY				**Post hoc**			
Multiple Comparisons							
Tukey HSD							
Dependent Variable	(I) Age_1	(J) Age_1	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Brand_Loyalty_1	18 to 30	30 to 40	1.140*	0.36	0.019	0.13	2.15
		40 to 50	-0.127	0.617	1	-1.86	1.61
		above 50	0.54	0.617	0.905	-1.19	2.27
		Below 18	-0.96	0.749	0.703	-3.06	1.14
	30 to 40	18 to 30	-1.140*	0.36	0.019	-2.15	-0.13
		40 to 50	-1.267	0.684	0.354	-3.19	0.65
		above 50	-0.6	0.684	0.904	-2.52	1.32
		Below 18	-2.1	0.805	0.081	-4.36	0.16
	40 to 50	18 to 30	0.127	0.617	1	-1.61	1.86
		30 to 40	1.267	0.684	0.354	-0.65	3.19
		above 50	0.667	0.848	0.934	-1.72	3.05
		Below	-0.833	0.948	0.9	-3.5	1.83

		18			04		
	above 50	18 to 30	-0.54	0.617	0.905	-2.27	1.19
		30 to 40	0.6	0.684	0.904	-1.32	2.52
		40 to 50	-0.667	0.848	0.934	-3.05	1.72
		Below 18	-1.5	0.948	0.514	-4.16	1.16
	Below 18	18 to 30	0.96	0.749	0.703	-1.14	3.06
		30 to 40	2.1	0.805	0.081	-0.16	4.36
		40 to 50	0.833	0.948	0.904	-1.83	3.5
		above 50	1.5	0.948	0.514	-1.16	4.16
*** The mean difference is significant at the 0.05 level.**							

It can be seen here that variables like consumer satisfaction, brand trust and conversion impact have p-values grater than 0.05 which leads to failure of rejecting null hypothesis.

Whereas, Brand Loyalty has 0.017 as result which is lower than 0.05 significance value, it can be said that for Brand Loyalty there is a difference between Age groups.

Upon further Post hoc analysis with Tukey, researcher could conclude that there is a difference between 18 to 30 and 30 to 40 age groups in terms of Brand Loyalty as they have 0.019 significant value which is less than 0.05.

$Ho_{1.4}$: There is no significant difference in consumer satisfaction, brand trust brand loyalty and conversion impact based on occupation.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Consumer_Satisfaction_1	Between Groups	1.409	3	.470	.365	.779
	Within Groups	82.400	64	1.287		
	Total	83.809	67			
Brand_Loyalty_1	Between Groups	2.339	3	.780	.626	.601
	Within Groups	79.720	64	1.246		
	Total	82.059	67			
Brand_Trust_1	Between Groups	1.869	3	.623	.615	.608
	Within Groups	64.881	64	1.014		
	Total	66.750	67			
Conversion_impact_1	Between Groups	.582	3	.194	.167	.918
	Within Groups	74.477	64	1.164		
	Total	75.059	67			

Based on the derived ANOVA results, there is no significant difference in consumer satisfaction, brand trust, brand loyalty, and conversion impact based on occupation. All the p-values are greater than 0.05, indicating that we fail to reject the null hypothesis for all the variables.

Ho_2: There is no significant difference in consumer satisfaction, brand trust, brand loyalty and conversion impact in different regions of Kheda District.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Consumer_Satisfaction_1	Between Groups	4.354	2	2.177	1.781	.177
	Within Groups	79.455	65	1.222		
	Total	83.809	67			
Brand_Loyalty_1	Between Groups	1.560	2	.780	.630	.536
	Within Groups	80.498	65	1.238		
	Total	82.059	67			
Brand_Trust_1	Between Groups	2.556	2	1.278	1.294	.281
	Within Groups	64.194	65	.988		
	Total	66.750	67			
Conversion_impact_1	Between Groups	4.585	2	2.293	2.115	.129
	Within Groups	70.474	65	1.084		
	Total	75.059	67			

Based on above results, there are no significant differences in consumer satisfaction, brand loyalty, brand trust, and conversion impact across different regions of Kheda District. All the p-values are greater than 0.05, indicating that we fail to reject the null hypothesis for all the variables. Therefore, it can be concluded that regional differences in Kheda District do not significantly affect these consumer metrics.

Ho_3: There is no relationship between Trust in Chatbots' recommendation and purchase based on that.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.724	4	0.068
Likelihood Ratio	8.867	4	0.064
Linear-by-Linear Association	4.744	1	0.029
N of Valid Cases	68		

- The **Pearson Chi-Square** and **Likelihood Ratio** tests suggest that there is no statistically significant relationship between Trust in Chatbots' recommendation and purchase based on that, as the p-values are greater than 0.05. The **Linear-by-Linear Association** test indicates a significant linear relationship between Trust in Chatbots' recommendation and purchase based on that, as the p-value is less than 0.05.

So however, the overall relationship may not be significant according to the Pearson Chi-Square and Likelihood Ratio tests, there is evidence of a significant linear trend. This says that as trust in the chatbot's recommendation increases, there is a corresponding increase in the likelihood of purchase.

Ho_4: There is no significant difference in Influence to Purchase across different levels

of Interaction Frequency.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
INfluence_to_Purchase_1	Between Groups	27.973	4	6.993	6.966	<.001
	Within Groups	63.247	63	1.004		
	Total	91.221	67			
Likelihood_to_purchase_1	Between Groups	19.583	4	4.896	5.328	<.001
	Within Groups	57.887	63	0.919		
	Total	77.471	67			

Based on the above results both **Influence to Purchase** and **Likelihood to Purchase** show significant differences across different levels of Interaction Frequency. The p-values for both variables are less than 0.001, leading to the rejection of the null hypothesis. This suggests that Interaction Frequency has a significant impact on both Influence to Purchase and Likelihood to Purchase.

CONCLUSION

Based on the analyses, it can be concluded that there is no significant difference in consumer satisfaction, brand trust, brand loyalty, and conversion impact between males and females or across different education levels and occupations. On the other hand, there is a significant difference in brand loyalty between the 18 to 30 and 30 to 40 age groups. Moreover, even though the overall relationship between trust in chatbots' recommendations and purchases is not significant based on Pearson Chi-Square and Likelihood Ratio tests, a significant linear trend indicates that increasing trust in chatbot recommendations corresponds to increasing purchase likelihood. Lastly, both influence to purchase and likelihood to purchase present significant differences across different levels of interaction frequency, therefore it can be concluded that interaction frequency significantly impacts the variables.

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LEVERAGING ARTIFICIAL INTELLIGENCE CHATBOTS FOR PERSONALIZED CUSTOMER SERVICE WITH EMOTIONAL INTELLIGENCE

VIBHUSHA VERMA
RESEARCH SCHOLAR,BANASTHALI VIDYAPITH, RAJASTHAN

ABSTRACT -

Personalized customer service is being revolutionized by the incorporation of emotional intelligence (EI) into AI-powered chatbots, especially in dynamic markets like India. Advanced emotional intelligence (EI) chatbots are becoming essential for comprehending and reacting to user emotions in real time as companies place a greater emphasis on customer-centrism strategies. This study examines how AI chatbots can improve customer happiness by providing personalized experiences that resemble human empathy.

The study examines the effects of emotionally intelligent chatbots across a variety of industries, including banking, healthcare, and e-commerce, with a focus on current developments in Indian businesses. These chatbots are changing consumer relationships by predicting desires, resolving problems, and building trust through a combination of sentiment analysis and natural language processing (NLP). The study also discusses the difficulties, technical developments, and ethical ramifications of integrating Emotional Intelligence (EI) into AI systems.

Through the analysis of case studies and actual data, this study highlights how companies in India may use emotionally intelligent chatbots to gain a competitive edge and win over customers in a quickly changing digital environment.

KEYWORDS: AI CHATBOT, EMOTIONAL INTELLIGENCE (EI), PERSONALIZED CUSTOMER EXPERIENCE, SENTIMENT ANALYSIS.

INTRODUCTION -

A fundamental shift in how companies interact with customers has been brought about by the use of artificial intelligence (AI) in customer service. AI chatbots have evolved over the past several years from simple automated systems to complex instruments that can communicate like humans. An important area of focus for improving Chatbot's functionality is emotional intelligence (EI), which is a crucial component of effective communication. Emotional intelligence (EI) enables chatbots to mimic empathy, identify emotions, and modify their replies to efficiently satisfy client needs.

For small and medium-sized businesses hoping to boost their marketing efforts through better customer interaction and service efficiency, AI chatbots are a game-changing tool. The capacity of AI chatbots to greatly improve client engagement is one of its main benefits for SME marketing (Kedi et al., 2024).

India provides a rich environment for investigating the possibilities of emotionally intelligent chatbots because of its quickly changing digital economy. The need for individualized customer service is more than ever due to the country's diversified population and cultural landscape. This study explores how AI chatbots with emotional intelligence (EI) can revolutionize customer service by tackling present issues and spotting potential future developments.

In order to retain customers, businesses might make it possible for them to make purchases directly from the live chat. Companies are always looking for ways to improve their chatbots and provide their customers with more options (Patel & Trivedi, 2020).

REVIEW OF LITERATURE:

(Bilquise et al., 2022) analysed on "Emotionally Intelligent Chatbots: A Systematic Literature Review" and revealed that significant progress has been made in integrating artificial intelligence (AI) into customer service, especially with the introduction of emotionally intelligent chatbots. By producing emotionally intelligent replies, these systems are becoming more widely acknowledged for their capacity to improve user engagement and offer tailored interactions. Numerous aspects of their evolution, constraints, and prospects for future advancements are clarified by a thorough analysis of the body of extant literature.

(Naz & Kashif, 2024) analysed on "Artificial intelligence and predictive marketing: an ethical framework from managers' perspective" revealed that customer service has faced both opportunities and challenges as a result of the use of AI, especially chatbots. Ethical standards should be maintained while balancing technology-driven and human-centered tactics in order to adopt emotionally intelligent AI systems effectively. The significance of varied data sources and consistent monitoring is underscored by the need to ensure equity and correct biases. It is essential to establish consumer trust, which may be done by being open and following moral guidelines. An independent certification system that has attest to ethical AI use could strengthen trust and encourage fair competition. This body of research highlights how managers should support moral AI practices to preserve innovation while defending the rights of consumers.

(Jo et al., 2024) analysed on "Effects of ChatGPT's AI capabilities and human-like traits on spreading information in work environments" study explores the role of AI chatbots like ChatGPT in enhancing workplace productivity by focusing on knowledge acquisition and application. It highlights how system updates improve users' ability to learn and apply knowledge, emphasizing the importance of continuous technological advancements. The research identifies memorability as a critical factor, showing that chatbots' ability to remember user preferences boosts efficiency. It also underscores the value of language versatility in overcoming communication barriers in multilingual environments. Additionally, the study links human-like AI traits, such as empathy and emotional intelligence, to increased user satisfaction and utilitarian value, offering new insights into optimizing AI design for diverse workplace needs.

(Rane, 2023) analysed on "Enhancing Customer Loyalty through Artificial Intelligence (AI), Internet of Things (IoT), and Big Data Technologies: Improving Customer Satisfaction, Engagement, Relationship, and Experience". By utilizing cutting-edge technology like natural

language processing and real-time data analytics, AI chatbots are revolutionizing customer service by offering individualized and sympathetic assistance. By providing prompt, pertinent, and emotionally intelligent responses, these chatbots increase consumer pleasure and build loyalty. AI further enhances user experiences by strengthening data-driven decision-making, security, and transparency when combined with other technologies like blockchain and the Internet of Things. Even though it's still difficult to replicate human empathy, continuous developments in AI and sentiment analysis are opening the door for chatbots to be an essential part in fostering closer ties with customers in the digital age.

(Tanase, 2024) analysed on "The Integration of Emotional Intelligence into AI Marketing: Connecting Brands with Consumers" that the revolutionary strategy for developing genuine customer connections is the marketing fusion of artificial intelligence (AI) with emotional intelligence (EI). Data is used by AI-driven emotional marketing to decipher intricate emotional patterns and provide individualized, emotionally impactful experiences on a large scale. Genuine human emotions and connections are the foundation of long-lasting partnerships, even while AI improves the flexibility and accuracy of marketing campaigns. The future of emotional marketing, where firms must strike a balance between innovation and moral behavior to inspire and maintain deep customer relationships, is highlighted by the synergy between technology and human empathy. This paradigm emphasizes how crucial it is to use AI as a tool to enhance human-centric interaction rather than to replace it, guaranteeing a harmonic fusion of emotional authenticity with technological innovation.

(Chen et al., 2024) analysed on "The Past, Present, and Futures of Artificial Emotional Intelligence: A Scoping Review" presented that over the past three decades, Affective and Emotional Intelligence (AEI) systems have seen substantial evolution, revolutionizing human-machine interactions in a variety of industries. Since its inception in 1995 as affective computing, AEI has developed through sentiment analysis and multimodal technologies, allowing for the recognition of complex emotions in spite of persistent obstacles such as gender and cultural biases. It has potential advantages but also raises ethical and societal issues in a variety of fields, including healthcare, marketing, economics, workplace productivity, and even delicate areas like interpersonal relationships. Three crucial areas are highlighted for future research: creating AEI systems that are culturally sensitive and privacy-preserving, resolving ethical issues with emotionally sensitive material, and comprehending how AEI affects interpersonal interactions. To ensure its proper integration, the quick development of AEI necessitates ongoing research into uncharted areas like finance, education, and law enforcement. In order to combine innovation with the welfare of society, this investigation emphasizes the necessity of interdisciplinary approaches and ethical frameworks.

EMOTIONAL INTELLIGENCE IN AI CHATBOTS

Perceiving, analyzing, and controlling emotions are all parts of emotional intelligence, which is typically linked to human interaction. When it comes to AI chatbots, emotional intelligence (EI) entails identifying user emotions from text or voice inputs and reacting in a way that is consistent with the user's emotional state. The foundation of EI integration in chatbots is made up of technologies including context-aware natural language processing, sentiment analysis, and tone detection.

When communicating with a disgruntled customer, for example, an AI Chatbot's can infer the attitude from the user's tone or word choice and provide a soothing response while quickly resolving the issue. These emotionally intelligent exchanges foster enduring loyalty in addition to improving client happiness.

APPLICATIONS IN INDIAN INDUSTRIES:

In today's fast-paced information-driven world, businesses and individuals rely heavily on information to make informed decisions and take effective actions (Niu & Mvondo, 2023).
The market dynamics of India offer enormous potential for the application of emotionally intelligent AI chatbots in a variety of industries. Three industries are considered in this study:

E-commerce:

Chatbots in e-commerce platforms help users navigate product catalogs, handle grievances, and offer personalized recommendations based on emotional indicators and personal preferences. By providing flawless client experiences, AI chatbots have emerged as a key component in revolutionizing the e-commerce industry. Customers are looking for personalized valuable experiences in addition to quick and easy transactions as e-commerce platforms become more and more integrated into daily life (Raji et al., 2024).

The usage of chatbots in Indian Railways' meal delivery services is one noteworthy example. By using chatbots based on WhatsApp, platforms such as Zoop and Railofy enable passengers to place meal orders that are delivered right to their train seats. By using the PNR number to determine the passenger's position and provide carefully chosen meal alternatives from partner eateries along the way, these chatbots streamline the procedure. For instance, a long-haul train traveler can easily request regional specialties from neighboring cities, guaranteeing a great culinary experience while traveling. Furthermore, these chatbots offer more than just transactional assistance. They can offer real-time order status updates and engage users with personalized greetings. For example, a chatbot may alert travelers, "Your freshly made butter chicken is enroute to your seat." Enjoy your meal! Convenience, engagement, and consumer pleasure are all increased by such elements while traveling.

Banking and Finance :

Emotionally intelligent AI chatbots have become more popular in the Indian banking industry as a way to improve customer service. The iPal chatbot from ICICI Bank is a well-known example. With its sentiment analysis and natural language processing tools, iPal helps users with a range of tasks, including loan application assistance, credit card inquiries, and money transfers. When a consumer complains about a delayed transaction, iPal recognizes the emotional tone and responds with a comforting statement like, "I understand your concern." I'll swiftly see how your transaction is going and take care of this for you.

The early use of rule-based systems to automate repetitive processes like risk assessment and fraud detection is where artificial intelligence (AI) in banking first emerged (Udeh et al., 2024).

Healthcare:

The healthcare industry demonstrated the critical importance of emotionally intelligent AI chatbots, particularly during the COVID-19 pandemic. The Indian government's MyGov Corona Helpdesk chatbot proved to be an essential resource for answering public complaints and providing correct information. It offered up-to-date information on safety precautions, COVID-19 statistics, and immunization availability. The chatbot's ability to identify user fear and provide soothing, fact-based responses by utilizing sentiment analysis helped a lot.
Another significant example is Apollo Hospitals' AI chatbot, which provided virtual consultations and symptom checkers during the pandemic. Patients could describe their symptoms, and the chatbot would triage their condition, suggesting whether they needed immediate medical attention or home isolation.

These chatbots were essential in relieving the strain on healthcare systems while making patients feel educated and supported by providing sympathetic responses and practical advice. These illustration shows how emotionally intelligent chatbots may revolutionize the financial industry by fostering trust and providing flawless customer care.

HYPOTHESIS:

H0 (Null Hypothesis): Personalized customer service experiences in India's many industries are not considerably improved by emotionally intelligent AI chatbots.
H_1 (Alternative Hypothesis):

- By successfully addressing India's cultural and linguistic diversity, emotionally intelligent AI chatbots greatly increase consumer happiness.
- Long-term client loyalty is positively impacted by the use of emotionally intelligent chatbots in sectors including banking, e-commerce, and healthcare.
- By accurately interpreting emotions, emotionally intelligent AI chatbots greatly increase user engagement and trust.
- The implementation of emotionally intelligent chatbots is hampered by ethical issues with data protection and emotional data misuse.
- The usefulness and efficiency of emotionally intelligent AI chatbots are greatly increased when they are integrated with cutting-edge technologies like blockchain and the Internet of Things.
- The performance of emotionally intelligent chatbots and user expectations differ significantly.

OBJECTIVES:

- To investigate how emotionally intelligent AI chatbots may provide personalized customer service in a variety of sectors, with an emphasis on how they affect fast-paced economies like India.
- To examine the developments, difficulties, and ethical concerns surrounding the incorporation of emotional intelligence into AI-driven customer support systems.
- To assess, via case studies and practical applications, how well emotionally intelligent chatbots promote consumer loyalty, happiness, and trust in industries including banking, healthcare, and e-commerce.

RESEARCH METHODOLOGY:

Research Design

A mixed-methods approach is used in this study to investigate how customers see AI chatbots that possess emotional intelligence (EI). Evaluating how these chatbots improve consumer experiences in sectors like banking, healthcare, and e-commerce is the main goal. To give a thorough grasp of consumer experiences, preferences, and concerns, the methodology combines quantitative surveys and qualitative interviews.

Data Collection

1. Survey:

- Customers who often engage with AI chatbots made up the 150 participants who received a structured questionnaire.
- Closed-ended questions about emotional resonance, personalization, trust, and customer happiness during chatbot encounters were included of the poll.
- Likert-scale questions (1–5) evaluated how well chatbots were thought to comprehend and react to emotions.

2. Interviews:

- To gather qualitative perspectives, 20 chosen respondents were interviewed in-depth.
- Customers' expectations, memorable chatbot encounters, and privacy and ethical considerations were all included in the questions.

Technique for Sampling:

For diverse representation, stratified random selection was used, taking into account factors like age, gender, industry interaction (e.g., banking, e-commerce), and geographic region.

METHODS OF DATA ANALYSIS:

Quantitative Data:

Statistical tools such as frequency distribution, mean, and standard deviation were used to examine survey responses. Key findings were visualized using charts and graphs.

Qualitative Data:

To find recurrent themes and original insights, interview transcripts were subjected to thematic analysis.

DATA ANALYSIS AND INTEPRETATION:

Quantitative Analysis -

The survey results are summarized below:

1. Customer Satisfaction:

- 82% of respondents reported higher satisfaction levels when interacting with emotionally intelligent chatbots compared to traditional ones.
- Indicates the effectiveness of these chatbots in delivering empathetic and personalized experiences.

2. Trust and Personalization:

- 76% agreed that chatbots' ability to personalize responses based on emotional cues increased their trust in the brand.
- Highlights the role of emotional intelligence in fostering stronger customer-brand relationships.

3. Challenges Identified:

- 58% of respondents expressed concerns over chatbot misinterpretation of emotional cues.
- 63% highlighted privacy concerns as a significant issue.
- These challenges highlight areas for improvement to enhance chatbot effectiveness and customer confidence.

Analysis of Qualitative Data:

The following are important topics found by thematic analysis:

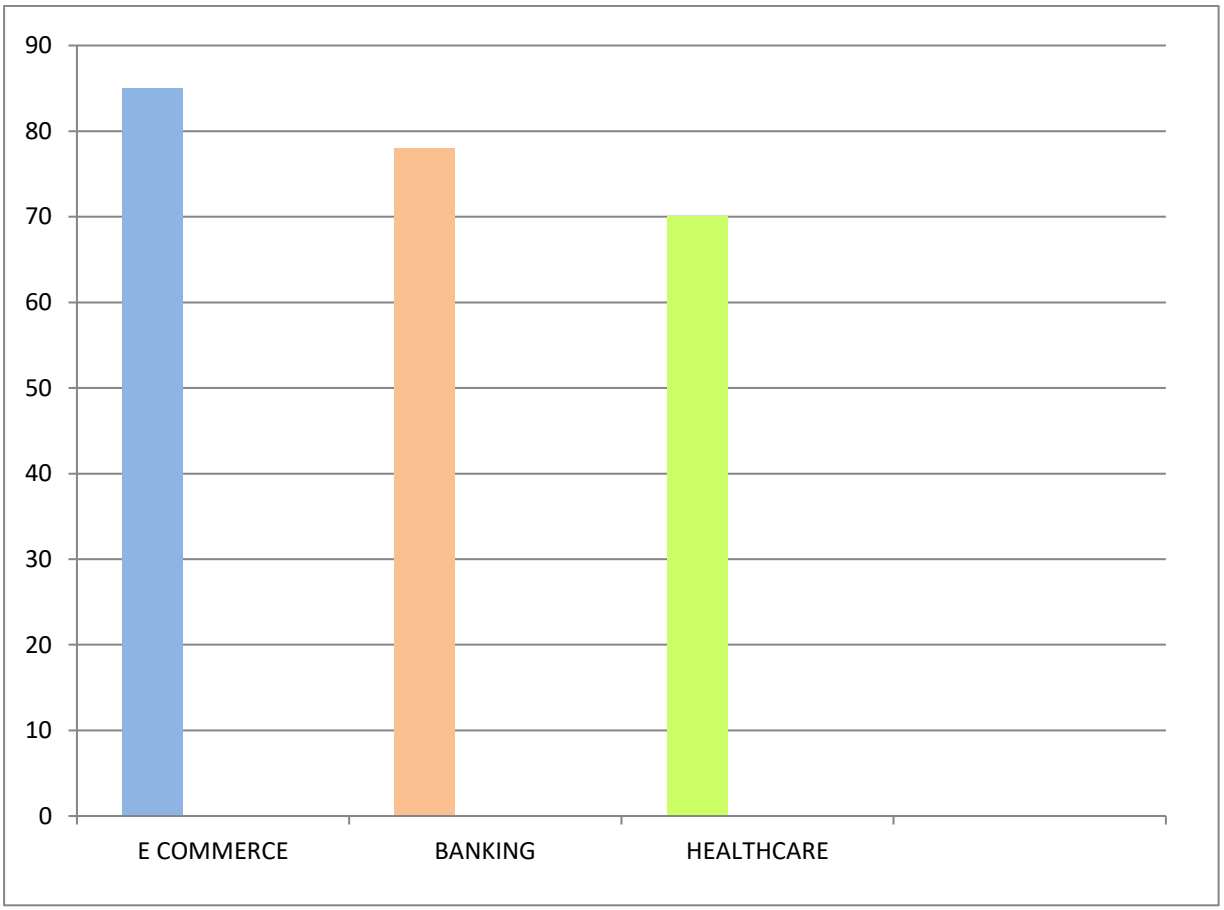
- **Empathy in Interaction:** During encounters, customers appreciated chatbots that recognized their feelings, such as urgency or dissatisfaction.
- **Cultural and Linguistic Adaptability:** The significance of chatbots comprehending local languages and cultural quirks was underlined by the respondents.
- **Ethical Concerns:** Participants expressed a strong desire for explicit rules for the use of data, with privacy and transparency emerging as major issues.

INTERPRETATION OF THE RESULTS:

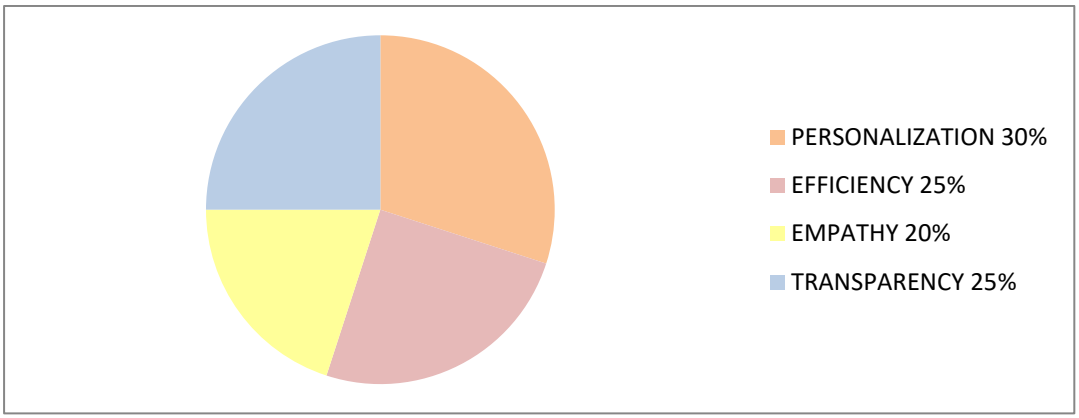
According to the research, consumers value emotionally intelligent chatbots because they can offer individualized and sympathetic interactions. However, issues like emotional misreading and privacy concerns limit how effective these chatbots may be. Improving customer happiness and trust requires addressing these problems.

Visual Charts:

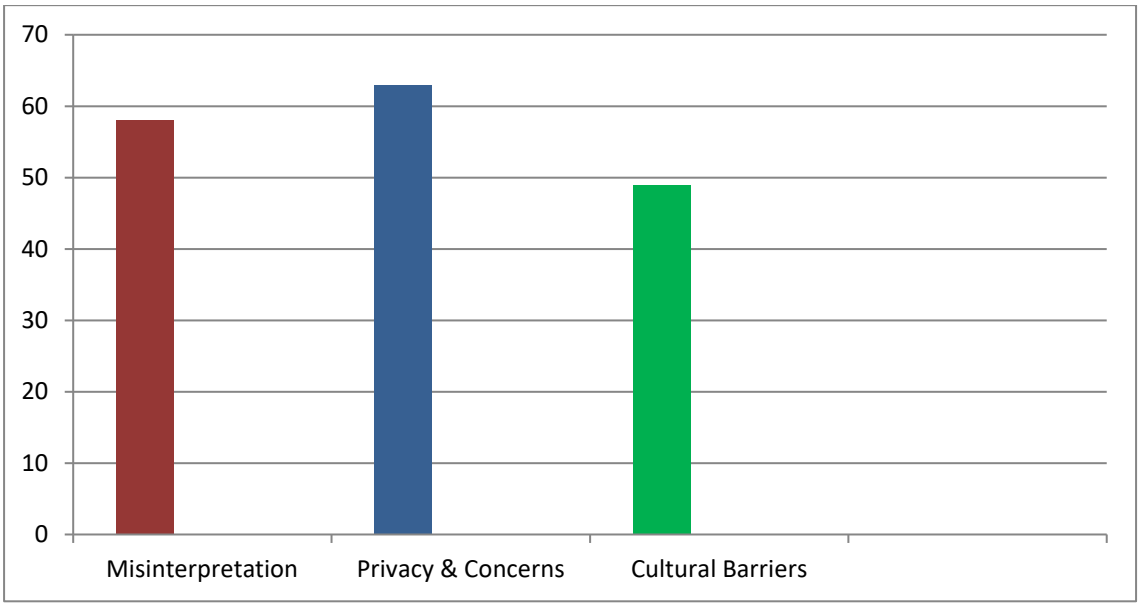
CUSTOMER SATISFACTION BY INDUSTRY



TRUST FACTOR DISTRIBUTION



CHALLENGES FACED BY CUSTOMERS



LIMITATIONS:

There are several restrictions on this study. The sample size of 20 interviewers and 150 survey respondents might not fully capture the range of customer viewpoints across geographies and industries. Despite being centered on banking, e-commerce, and healthcare, the findings might not be fully applicable to other industries. Some conclusions may become obsolete due to the rapid improvements in AI technology. The study's focus on Indian companies might restrict its relevance in international settings with diverse language and cultural dynamics. Furthermore, depending solely on self-reported data may induce biases, and the examination of privacy and ethical issues is not comprehensive. Finally, the scope of emotional analysis was limited, potentially overlooking the complexity of human emotions in chatbot interactions.

CONCLUSION:

AI chatbots that incorporate emotional intelligence (EI) represent a revolutionary advancement in personalized customer care. The importance of emotionally intelligent chatbots in boosting customer happiness, building trust, and providing empathy-driven interactions in sectors like banking, e-commerce, and healthcare is highlighted by this study.

It is clear from both quantitative and qualitative research that these chatbots improve user experiences by recognizing and reacting to emotional cues, strengthening the bond between consumers and brands. Their full potential is still hampered by issues like emotional misinterpretation and privacy concerns.

Businesses must prioritize ethical frameworks, guarantee cultural and linguistic adaptability, and utilize cutting-edge technology like sentiment analysis and natural language processing if they want to fully utilize emotionally intelligent chatbots. In addition to relieving present difficulties, addressing these elements would open the door to greater client loyalty and a competitive edge in a market that is becoming more and more digitalized.

The potential of AI-driven emotional intelligence to transform customer service is reaffirmed in this study, which also urges further innovation and ethical considerations to fully realize its potential.

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ARTIFICIAL INTELLIGENCE: TRANSFORMING THE FUTURE OF MARKETING

DR. ANKITABEN JAYANTILAL DHOLARIYA
ASSISTANT PROFESSOR,B. J. VANIJYA MAHAVIDYALAYA, (AUTONOMOUS) (GRANT-IN-AID)VALLABH VIDYANAGAR, ANAND, GUJARAT

ABSTRACT

Artificial intelligence (AI) is revolutionizing marketing by empowering businesses to provide highly customized customer experiences, use predictive analytics to make data-driven choices, and automate monotonous tasks to increase productivity. With the use of cutting-edge technologies like machine learning, natural language processing, and real-time data analysis, artificial intelligence (AI) enables marketers to comprehend customer behavior, predict market trends, and improve campaigns. The numerous uses of AI in marketing are examined in this paper, including programmatic advertising, dynamic content production, personalized recommendations, and AI-powered customer service. While AI has many advantages, including improved return on investment and increased efficiency, it also has drawbacks, including concerns about algorithmic bias, data privacy, and ethical issues. The paper concludes by examining emerging trends and discussing the future implications of AI for businesses, emphasizing the need for marketers to adapt to this rapidly evolving landscape.

KEYWORDS: ARTIFICIAL INTELLIGENCE, AI, MARKETING, CUSTOMER EXPERIENCE

1. INTRODUCTION

Artificial intelligence (AI) refers to the development of computer systems that can perform tasks typically requiring human intelligence, such as problem-solving, decision-making, learning, and natural language processing. In marketing, AI enables businesses to analyze vast amounts of data, automate processes, and deliver personalized experiences to customers at scale. By harnessing AI, marketers can gain deeper insights into consumer behaviour, predict future trends, and create highly targeted campaigns that improve engagement and conversions.

The growing importance of AI in modern business strategies stems from the increasing availability of data, advancements in computational power, and the need for companies to remain competitive in a rapidly evolving digital landscape. AI helps businesses optimize their marketing efforts by reducing costs, enhancing efficiency, and improving the precision of their campaigns. From chatbots and recommendation engines to programmatic advertising and predictive analytics, AI is reshaping how companies interact with their customers.

The objective of this paper is to explore the impact of AI on various marketing functions, including personalization, customer engagement, content creation, and data-driven decision-making. By examining real-world applications, benefits, challenges, and future

trends, this paper aims to highlight how AI is transforming marketing strategies and what it means for businesses in the long term.

2. AI IN MARKETING – AN OVERVIEW

2.1 Definition and Scope of AI in Marketing

Artificial intelligence (AI) in marketing is the use of AI technologies to automate processes, analyze data, and improve customer experiences. AI-powered marketing tools allow businesses to personalize their strategies based on insights gleaned from massive amounts of data, increasing efficiency and effectiveness. AI in marketing has a broad range of applications, including personalized advertising, customer engagement, and campaign optimization. Marketers can use AI to predict consumer behaviour, automate repetitive tasks, and deliver targeted content at the right time through the right channels.

2.2 Key Components

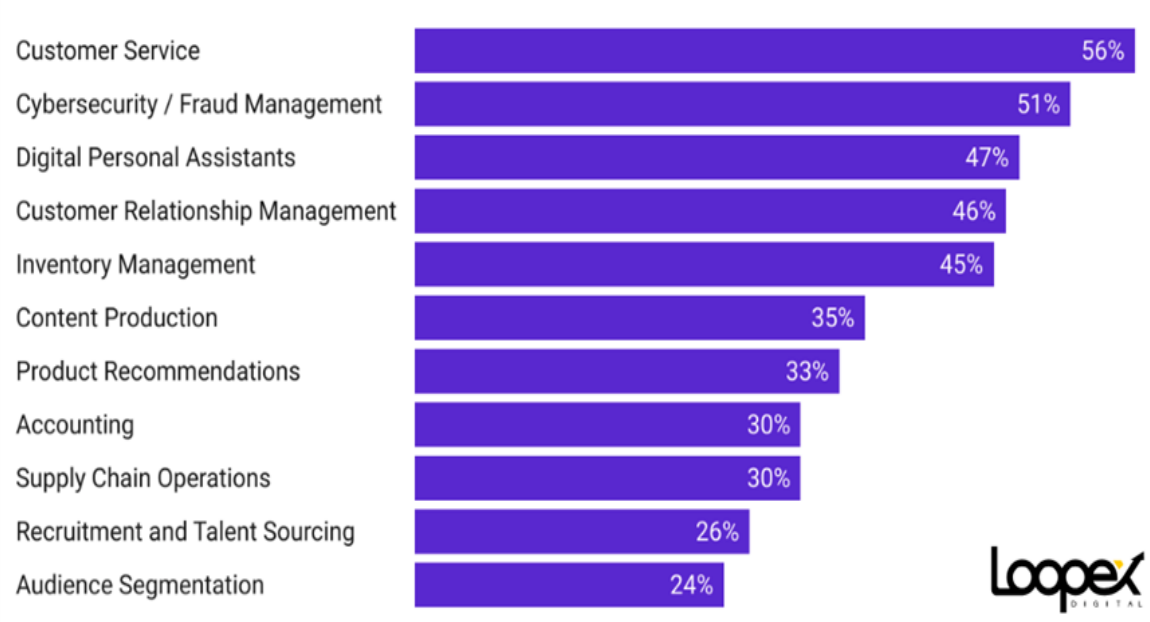
- **Machine Learning (ML):** ML algorithms allow marketing systems to learn from historical data, make predictions, and continuously improve without explicit programming. For example, ML is used to predict customer churn, segment audiences, and recommend products.
- **Natural Language Processing (NLP):** NLP enables machines to understand and interpret human language. It powers chatbots, voice search, and sentiment analysis, allowing marketers to engage customers more naturally.
- **Data Analytics:** AI-powered data analytics tools can process and analyze massive datasets in real time, providing actionable insights for marketers. These insights help optimize campaigns, track performance, and enhance customer experiences.

2.3 Key Statistics about Use of AI in Business:

According to a **Forbes Advisor** survey, businesses are using AI tools in the following ways:

- 56% are using AI to improve and perfect business operations.
- 51% are turning to AI to help with cybersecurity and fraud management.
- 47% harness AI tools in the form of digital personal assistants.
- 46% are using AI for customer relationship management.
- 40% are turning to AI for inventory management.
- 35% are leveraging AI for content production.
- 33% are using AI for product recommendations.
- 30% are turning to AI for accounting assistance and supply chain operations.
- 26% harness AI for recruitment and talent sourcing.
- 24% are using AI for audience segmentation.

Figure 1 The ways Businesses are using AI

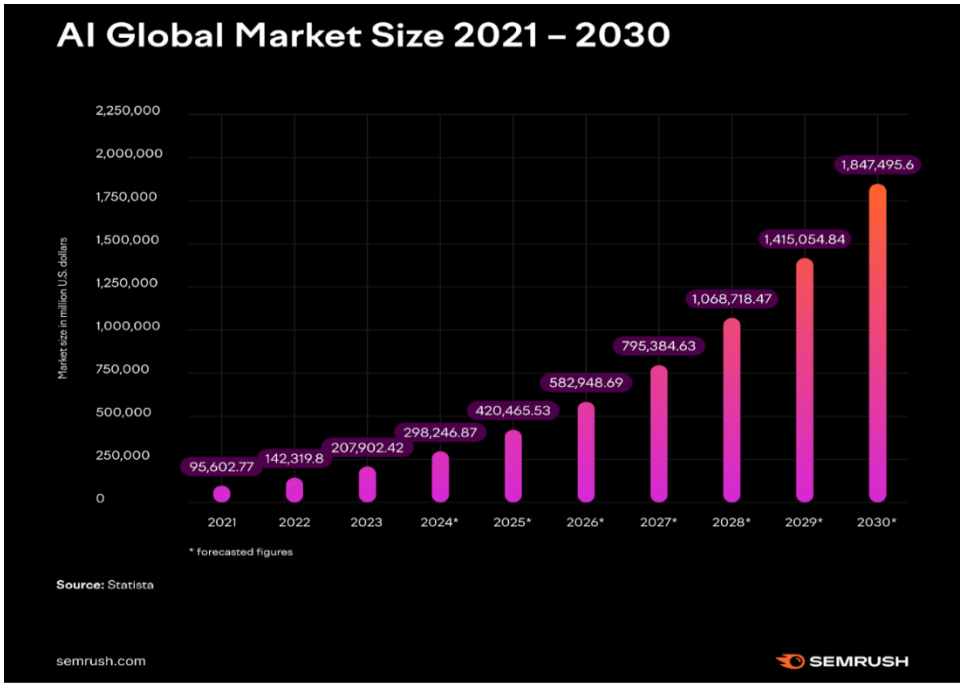


(Source:https://www.loopexdigital.com/blog/ai-marketing-statistics)

2.4 Businesses Are Using AI To Improve the Customer Experience

AI is playing a significant role in enhancing customer experiences across touchpoints. According to the Forbes Advisor survey, 73% of businesses use or plan to use AI-powered chatbots for instant messaging. Moreover, 61% of companies use AI to optimize emails, while 55% deploy AI for personalized services, such as product recommendations. Businesses also leverage AI for long-form written content, such as website copy (42%) and personalized advertising (46%). AI has made inroads into phone-call handling, as 36% of respondents use or plan to use AI in this domain, and 49% utilize AI for text message optimization. With AI increasingly integrated into diverse customer interaction channels, the overall customer experience is becoming more efficient and personalized.

Figure 2 AI Global Market Size 2021-2030



(Source: https://www.statista.com)

2.5 Key AI Technologies in Marketing

1. **Chatbots:** AI-powered chatbots are used for customer support and engagement. They provide instant responses to customer inquiries, handle routine tasks, and deliver personalized interactions. Chatbots reduce response times and enhance customer satisfaction by offering 24/7 support.
2. **Recommendation Systems:** Recommendation engines use AI to analyze user behaviour and suggest products or content tailored to individual preferences. Platforms like Amazon and Netflix leverage these systems to enhance user experience and drive sales by offering relevant suggestions.
3. **Programmatic Advertising:** Programmatic advertising uses AI to automate the buying and placement of ads in real time. AI optimizes ad targeting, ensuring that the right message reaches the right audience at the right time, thereby maximizing return on investment (ROI).
4. **Sentiment Analysis:** Sentiment analysis tools use NLP to analyze customer feedback, social media posts, and reviews to gauge public sentiment. Marketers use this data to understand brand perception, identify trends, and adjust their strategies accordingly.

These technologies collectively enable marketers to improve efficiency, enhance customer experiences, and make data-driven decisions. By leveraging AI, businesses can stay ahead of the competition and meet the evolving needs of their customers.

3. APPLICATIONS OF AI IN MARKETING

3.1 Personalization and Customer Experience

AI has transformed how businesses deliver personalized experiences, tailoring interactions and recommendations to individual preferences.

- **AI-Driven Personalized Recommendations:** Companies like **Netflix** and **Amazon** use AI-powered recommendation engines to analyze user behaviour, viewing history, and purchase patterns. These systems predict what content or products customers might enjoy, enhancing engagement and driving sales. Research by McKinsey (2022) indicates that businesses leveraging AI for personalization in marketing achieve 5-15% higher revenue growth rates compared to those that do not.
- **Customer Segmentation Using AI:** AI can analyze large datasets to segment customers based on demographics, behaviour, and purchasing habits. This allows marketers to create targeted campaigns for specific audience segments, increasing relevance and effectiveness.

3.2 Predictive Analytics and Consumer Behaviour Insights

Predictive analytics uses AI to analyze historical data and identify patterns, enabling businesses to forecast future trends and consumer needs.

- **Trend Forecasting:** AI models can predict emerging trends in consumer preferences, helping marketers stay ahead of the curve. For instance, fashion retailers can anticipate popular styles and adjust inventory accordingly.
- **Consumer Need Prediction:** By analyzing browsing behaviour, purchase history, and external factors, AI can predict what products or services a customer may need, enabling proactive marketing.

3.3 Content Creation and Optimization

AI streamlines content creation and enhances its effectiveness by optimizing it for different audiences and platforms.

- **AI-Generated Content:** Tools like **GPT** (Generative Pre-trained Transformer) generate written content, including blog posts, product descriptions, and social media captions. Visual content creation tools like **DALL-E** can generate images based on text prompts.
- **Automated SEO Strategies:** AI can optimize content for search engines by analyzing keywords, competitor strategies, and search intent, ensuring higher rankings and visibility.
- **Dynamic Pricing:** AI analyzes market conditions, competitor pricing, and consumer demand to adjust prices in real time, maximizing revenue and competitiveness.

3.4 Advertising and Targeting

AI enhances advertising strategies by automating ad placement and optimizing targeting to reach the right audiences.

- **Programmatic Advertising and Real-Time Bidding:** AI-driven programmatic advertising automates the buying and placement of ads. Real-time bidding allows marketers to bid on ad space dynamically, ensuring efficient use of budgets and precise targeting.
- **AI in Social Media Marketing:** Social media platforms use AI algorithms to personalize content feeds, recommend posts, and target ads. Marketers can leverage these algorithms to increase engagement and reach their desired audience.

3.5 Customer Support and Engagement

AI-powered tools enhance customer interactions by providing instant, personalized support.

- **Chatbots:** AI chatbots handle customer inquiries, provide product recommendations, and resolve issues in real time. They improve customer satisfaction by offering 24/7 support and reducing response times.
- **Virtual Assistants:** Virtual assistants like **Google Assistant** and **Siri** help customers with tasks, such as product searches and appointment scheduling, creating seamless experiences.

These applications demonstrate how AI is revolutionizing marketing by enhancing personalization, improving decision-making, and automating processes. By leveraging AI, businesses can deliver more targeted, efficient, and impactful marketing campaigns.

4. BENEFITS OF AI IN MARKETING

4.1 Efficiency and Cost Savings: AI automates repetitive tasks such as email marketing, ad placement, and customer support, significantly reducing labour costs and freeing up human resources for strategic work. Automation also speeds up processes, allowing businesses to execute campaigns faster and at scale. A PwC report (2023) indicates that marketers using AI experience a 20-40% reduction in operational costs due to automation in processes like lead scoring and email marketing.

4.2 Enhanced Decision-Making and ROI Optimization: AI tools analyze vast amounts of data to provide actionable insights, helping marketers make informed decisions. Predictive analytics and real-time performance tracking enable businesses to optimize campaigns, allocate resources more effectively, and maximize return on investment (ROI). A 2023 survey by Accenture found that 84% of marketers see higher ROI from AI-enabled campaigns compared to traditional methods.

4.3 Real-Time Customer Insights: AI can analyze customer interactions and behaviour in real time, allowing marketers to respond quickly to changing preferences and market dynamics. Real-time insights help personalize customer experiences, improve targeting, and

enhance customer satisfaction. Google and Facebook use AI to analyze user behaviour and deliver highly targeted ads, increasing conversion rates by up to 30% (eMarketer, 2022).

5. CHALLENGES OF AI IN MARKETING

5.1 Data Privacy and Ethical Concerns: AI relies heavily on customer data to function effectively. However, the collection and use of personal data raise concerns about privacy and data protection. Businesses must navigate regulations like the General Data Protection Regulation (GDPR) and ensure transparent data practices. Ethical issues also arise around the use of AI for manipulation or overly intrusive targeting. A 2022 survey by the Pew Research Centre found that 79% of consumers are uncomfortable with how companies use their data for AI algorithms.

5.2 Dependency on High-Quality Data: AI systems require large volumes of accurate, high-quality data to perform effectively. Incomplete or biased data can lead to inaccurate predictions and flawed marketing strategies. Ensuring data quality and addressing gaps is a critical challenge for marketers.

5.3 Risk of Algorithmic Biases: AI algorithms can inadvertently perpetuate biases present in the data they are trained on. For example, biased data can lead to discriminatory advertising or exclusion of certain customer segments. Marketers must be vigilant in auditing AI systems and addressing potential biases to ensure fair and ethical outcomes. AI models sometimes reflect biases in data, leading to unfair targeting or exclusion. Marketing teams need robust frameworks to ensure ethical AI use (IBM, 2023).

5.4 Skill Gaps and Training: One of the significant challenges is the lack of necessary skills among employees to implement and manage AI tools effectively. Many marketing teams may not have the expertise to handle complex AI systems.

5.5 Resource Constraints: Implementing AI solutions can be expensive, and organizations may face budgetary constraints, especially small and medium-sized enterprises (SMEs).

5.6 Fear of Job Replacement: There is a common fear that AI will replace human jobs, leading to resistance from employees.

While AI offers substantial benefits in terms of efficiency, personalization, and decision-making, businesses must also address the associated challenges. By adopting ethical practices, ensuring data quality, and mitigating biases, marketers can harness AI's full potential while maintaining trust and compliance.

6. CASE STUDIES AND REAL-WORLD EXAMPLES

6.1 Amazon: Personalization and Recommendation Engines

Amazon has long been a pioneer in using AI to enhance customer experiences. Its AI-driven recommendation engine analyzes user behaviour, purchase history, and browsing patterns to suggest products tailored to individual preferences. This personalized approach significantly boosts engagement and sales.

- **AI Application:**
  - **Personalized Recommendations:** Amazon's recommendation engine contributes to over 35% of its sales by offering highly relevant product suggestions.
  - **Dynamic Pricing:** AI adjusts prices in real time based on demand, competition, and customer behaviour, maximizing revenue while remaining competitive.

- **Impact:**

By leveraging AI for personalization and dynamic pricing, Amazon enhances customer satisfaction and increases conversion rates, driving substantial revenue growth.

6.2 Google: AI in Advertising and Search Optimization

Google uses AI extensively to optimize its advertising platform and search engine. Through tools like Google Ads and Google Analytics, businesses can create targeted campaigns and track performance using AI-driven insights.

- **AI Application:**
  - **Programmatic Advertising:** Google Ads uses machine learning to automatically bid for ad placements, ensuring that ads reach the right audience at the right time.
  - **Search Algorithms:** AI powers Google's search algorithms, including RankBrain, which helps deliver more relevant search results by understanding user intent.
- **Impact:**

AI enables advertisers to optimize their campaigns, improve ad relevance, and maximize ROI. For users, AI enhances search experiences by providing accurate, contextually relevant results.

6.3 Coca-Cola: AI in Customer Engagement and Product Development

Coca-Cola leverages AI to drive customer engagement and innovate its product offerings. By analyzing consumer data and social media trends, the company tailors its marketing strategies and introduces new products aligned with customer preferences.

- **AI Application:**
  - **Social Media Sentiment Analysis:** Coca-Cola uses AI to monitor social media conversations and gauge public sentiment. This helps the brand identify emerging trends and adjust marketing campaigns in real time.
  - **Chatbots and Customer Service:** Coca-Cola's AI-powered chatbots engage with customers, providing product information and enhancing the overall brand experience.
- **Impact:**

AI helps Coca-Cola stay connected with its audience and remain agile in its marketing efforts. The use of AI-driven insights for product development ensures that new offerings align with consumer demand, enhancing customer loyalty and brand relevance.

These case studies illustrate how leading companies use AI to drive personalized marketing, optimize advertising, and enhance customer engagement. By leveraging AI, businesses like Amazon, Google, and Coca-Cola not only improve operational efficiency but also strengthen their competitive edge in a dynamic market environment.

7. TRENDS IN AI-DRIVEN MARKETING

7.1 AI-Driven Predictive Marketing: Predictive marketing uses AI to forecast future customer behaviours and preferences. By analyzing historical data, AI can anticipate what customers will need or want, enabling proactive marketing strategies. This trend will drive hyper-personalized campaigns, enhance customer retention, and optimize resource allocation.

a. **Sales Forecasting**: A study by Forrester (2023) shows that 71% of marketers use AI for predictive analytics, enabling them to anticipate customer needs and allocate resources more effectively.

b. **Customer Churn Prediction**: AI helps brands identify at-risk customers. For instance, a 2022 Salesforce report highlights that predictive AI models can reduce churn by 25% through timely engagement strategies.

7.2 Integration of AI with AR/VR Technologies: AI is increasingly being integrated with augmented reality (AR) and virtual reality (VR) to create immersive customer experiences. For example, brands can offer virtual try-ons for products like clothing or makeup, or create virtual showrooms for customers to explore. This integration will redefine customer engagement and experiential marketing.

7.3 Voice Search Optimization and Conversational Marketing: With the rise of voice-activated devices like Amazon Alexa and Google Assistant, voice search is becoming a dominant search method. AI-powered conversational marketing—using chatbots and virtual assistants—will enable brands to interact with customers through natural, voice-driven conversations, improving accessibility and convenience. As smart speakers like Alexa and Google Assistant grow in adoption, AI-driven voice search marketing is projected to be a $40 billion industry by 2025 (Juniper Research, 2022).

7.4 AI-Powered Video Content: Tools like Synthesia enable brands to create AI-generated video content, saving up to 70% in production costs (Wyzowl, 2023).

8. IMPLICATIONS FOR MARKETERS

8.1 The Evolving Role of Marketers: As AI takes over routine tasks such as data analysis and campaign optimization, the role of marketers will shift from execution to strategy and creativity. Marketers will need to focus on interpreting AI-generated insights, developing innovative strategies, and fostering customer relationships. The emphasis will be on crafting compelling narratives and human-centered campaigns, while AI handles data-driven aspects.

8.2 Need for Upskilling in AI Tools and Analytics: To stay competitive, marketers must develop new skills in AI tools and data analytics. Understanding how to leverage AI platforms, interpret predictive analytics, and manage AI-driven campaigns will be crucial. This shift will require ongoing education and training in emerging technologies, as well as a deeper understanding of data ethics and privacy regulations.

AI will continue to transform the marketing landscape, offering unprecedented opportunities for personalization, efficiency, and innovation. However, marketers must adapt to these changes by embracing new technologies, honing strategic skills, and maintaining a human touch in an increasingly automated world. Those who successfully navigate this transition will be well-positioned to thrive in the future of marketing.

9. CONCLUSION

Artificial intelligence is fundamentally reshaping the marketing landscape, offering unprecedented opportunities for personalization, efficiency, and data-driven decision-making. Through AI-powered tools and technologies, businesses can deliver tailored customer experiences, optimize advertising strategies, and gain valuable insights into consumer behaviour. Key applications, such as AI-driven recommendation systems, predictive analytics, automated content creation, and real-time customer support, have already demonstrated significant benefits in improving marketing outcomes and maximizing ROI.

However, alongside these benefits come challenges, particularly in the areas of data privacy, ethical considerations, and the risk of algorithmic biases. As businesses increasingly rely on AI, it is essential to prioritize transparency, fairness, and accountability in its use. Marketers must also remain vigilant in balancing AI's capabilities with the need to protect consumer trust and ensure ethical practices.

In conclusion, AI's transformative impact on marketing is undeniable. By leveraging AI responsibly and thoughtfully, businesses can not only enhance their marketing efforts but also foster long-term customer loyalty and sustainable growth in an ever-evolving digital landscape.

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EXPLORING THE REGRESSION OF CUSTOMER SATISFACTION ON SURVQUAL DIMENSIONS WITH AI INTEGRATION

DR KAMLESH L PATEL
ASSISTANT PROFESSOR, C P PATEL & F H SHAH COMMERCE COLLEGE (AUTONOMOUS), ANAND

ABSTRACT:
The Indian economy has witnessed robust growth across all industrial sectors in recent decades, with the banking sector demonstrating particularly remarkable expansion over the past ten years. While various factors contribute to this growth, effective Customer Relationship Management (CRM) practices play a pivotal role. Bank management strategically employs CRM to both acquire new customers and retain existing high-value customers. This research aims to investigate the impact of CRM service quality on customer satisfaction. To achieve this objective, primary data was collected through a questionnaire survey administered to 267 banks' customers residing in Gujarat, India. A structured questionnaire has been developed to assess customer satisfaction using the SERVQUAL framework that includes AI-related questions. This questionnaire consists of 30 items that address each of the five service quality dimensions: Tangibility, Reliability, Responsiveness, Assurance and Empathy. The findings revealed a significant positive correlation between all service quality dimensions and customer satisfaction. However, Tangibility and Empathy exhibited a more pronounced explanatory power compared to Reliability, Assurance, and Responsiveness.

KEYWORDS: CUSTOMER SATISFACTION, SERVICE QUALITY, REGRESSION ANALYSIS, SERVQUAL, CRM

INTRODUCTION:

In today's competitive business environment, customer satisfaction plays a crucial role in the success of an organization. Companies increasingly recognize that customer satisfaction is not only a measure of loyalty but also a reflection of service quality. Among the various service quality frameworks, the SERVQUAL model developed by Parasuraman, Zeithaml and Berry (1985) is one of the most popular models for assessing customer perceptions of service quality. This model identifies five key dimensions: empathy, credibility, assurance, tangibility and responsiveness.

Customer satisfaction can be influenced by how well these dimensions are addressed in service delivery. Empathy reflects the personal care and attention given to customers. Reliability is the ability to deliver promised services reliably and accurately. Assurance relates to the knowledge, courtesy and ability to inspire trust in employees. Tangibility refers to the physical aspects of the service environment, while responsiveness measures the willingness to help customers and provide prompt service.

This research paper examines the relationship between these five service quality dimensions and overall customer satisfaction. Specifically, it aims to answer the question: How Tangibility, Reliability, Responsiveness, Assurance and Empathy individually and collectively affect customer satisfaction?

REVIEW OF LITERATURE:

"A Study of Customer Satisfaction in Using Banking Services through Artificial Intelligence (AI) in India": This study looks at how consumer satisfaction with Indian banking services is affected by AI-based support. The study uses linear regression models to show that customer satisfaction is greatly increased by both AI-based and human-based help. (Asmat , Arya , & Apoorva, 2024)

"Does Artificial Intelligence (AI) Boost Digital Banking User Satisfaction and Acceptance?": In order to evaluate user satisfaction with digital banking, this study creates an integrated research framework that combines AI determinants with the expectation confirmation model. Structural equation modelling data analysis shows that user satisfaction and adoption of AI-enabled digital banking are positively impacted by elements like perceived performance, visual appeal, problem-solving skills, and communication quality. (Samir & Feras, 2023)

"Modelling and Analysis of Bank Customer Satisfaction Using Neural Networks Approach": This paper proposes the application of artificial neural networks (ANN) to predict overall bank customer satisfaction and to prioritize the factors influencing it. The study suggests that ANN can effectively model complex relationships between customer satisfaction and its determinants in the banking sector (Nooshin , Mohammad , & Amir abbas, 2015)

"The Transformative Power of Artificial Intelligence in Banking Client Service: An Empirical Study": Regression analysis is used in this study to examine how AI integration affects banking industry customer satisfaction. The findings show a statistically significant positive correlation between customer happiness and AI integration, suggesting that AI can improve banking customer service. (Bernardus, 2024).

"Leveraging AI to Analyse Customer Service Calls: Enhancing Customer Satisfaction" In the contemporary business environment characterized by fierce competition, leveraging Artificial Intelligence (AI) to assess customer satisfaction is becoming increasingly crucial. This study investigates the effectiveness of AI in analysing and predicting customer satisfaction across various service quality dimensions, with a particular focus on the SERVQUAL framework, which outlines key service quality attributes. AI-powered technologies, such as machine learning and natural language processing, empower businesses to efficiently process vast quantities of customer interaction data. By analysing this data, AI can uncover patterns and sentiment that inform service enhancements. For example, AI-driven tools can transcribe and summarize customer interactions, enabling organizations to pinpoint recurring issues and areas that necessitate improvement. (Bella, 2022)

"**The power of AI: enhancing customer loyalty through satisfaction and efficiency**" This is not only enhancing operational efficiency but also cultivates a more profound comprehension of customer requirements, ultimately resulting in heightened satisfaction and loyalty. (Singh & Singh, 2024)

"The Effect of Artificial Intelligence on Service Quality and Customer Satisfaction"
Implementing AI is strongly correlated with higher service quality measures, according to research. Research has demonstrated that AI can improve service quality attributes like reliability, responsiveness, assurance, empathy and tangibles by providing prompt and precise answers to client questions. (Reem , Hossam, Maha, Elina, & Mohammad, 2022)

"AI in customer service quality assurance: A complete guide"
Maintaining high levels of customer satisfaction requires a proactive approach. Furthermore, uniform service standards across all channels of client connection are ensured by incorporating AI into quality assurance procedures. AI can give service workers insightful feedback and pinpoint areas for possible service improvement by tracking interactions in real-time. (Hannah & Staff, 2024) (David, 2024)
"The Role of Artificial Intelligence on Enhancing Customer Experience" In addition to improving individual performance, this iterative feedback process makes a substantial contribution to overall service excellence. To sum up, the SERVQUAL framework's incorporation of AI for customer satisfaction analysis offers a revolutionary approach for companies. Organisations may significantly improve the quality of their services by utilising AI's ability to gather insightful information from interactions with customers and predict future needs. The ability to understand and successfully respond to customer expectations through AI will be a critical component in deciding market success in an increasingly competitive market. (Mohannad , 2019)

OBJECTIVES OF THE STUDY

1. To assess the relationship between customer satisfaction and each of the five SERVQUAL dimensions: empathy, reliability, assurance, tangibility, and responsiveness.
2. To determine which of these dimensions has the most significant impact on customer satisfaction.

Hypotheses:

H_{01}: Empathy does not have a significant impact on customer satisfaction.
H_{02}: Reliability does not have a significant impact on customer satisfaction.
H_{03}: Assurance does not have a significant impact on customer satisfaction.
H_{04}: Tangibility does not have a significant impact on customer satisfaction.
H_{05}: Responsiveness does not have a significant impact on customer satisfaction.

RESEARCH METHODOLOGY:

To implement the above objectives, a sample of 267 customers were selected by Snowball sampling from the private sector banks' customers of Gujarat state and collected information about SERVQUAL dimension and satisfaction of CRM practices using a 5-point Likert scale structured questionnaire with 35 statements.

DATA ANALYSIS AND INTERPRETATION

Regression Analysis

A review of various researchers and experts suggested that service quality leads to customer satisfaction, therefore, the researcher used a multiple regression model taking reliability,

assurance, tangibility, empathy and responsiveness as independent variables and customer satisfaction as dependent variable under the following assumptions.

Linearity.

Table-1 Correlation between Satisfaction and Service quality dimensions

	Reliability	Assurance	Tangibility	Empathy	Responsiveness
Satisfaction	.390	.436	.517	.515	.465
Sig.(2-tailed)	.000	.000	.000	.000	.000
N	267	267	267	267	267

Table-1 shows that all service quality variables that is Reliability, Assurance, Tangibility, Empathy and Responsiveness have linear relationship with customer's satisfaction, different scatter diagrams and corresponding correlation coefficients and their p-values conclude that the correlation between service dimensions and customer's satisfaction are positively and significantly correlated.

Homoscedasticity

The scatter plot of standardized residual versus predicted value. In a scatter plot, all points are scattered randomly and they have no pattern so that the residuals have constant variance. It is also checked by the correlation between the standardized predicted value and absolute standardized residuals (Gilles, 2019).

Autocorrelation

To assess the autocorrelation, the Durbin Watson statistic suggests that there is autocorrelation in residuals or not. Table-2 gives Durbin Watson statistic d = 1.896 which is lies between 1 and 3 and very closed to 2, hence there is no autocorrelation in error term observations. Since both assumptions, Homoscedasticity and Autocorrelation are held hence error term is independent and identically distributed (iid).

Multicollinearity

In Table-4 gives the VIF values for different service quality variables. The VIF values of all variables are less than the cut off value 5; hence there is no multicollinearity among the independent variables.

Normality

Histogram and normal P-P plot recommended that the residuals fallow the normal distribution or not. The histogram shows that residuals are normally distributed. Moreover, normal P-P plot for residuals represents that most of the points drop on a straight line; hence, residuals follow a normal distribution.

Table-2 Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.580	.336	.323	.58528	1.896

a. Predictors: (Constant), Responsiveness , Reliability , Tangibility , Assurance , Empathy

b. Dependent Variable: Satisfaction

Table-2 of model summary gives Durbin Watson statistic, R, R^2 and adjusted R^2. Since residuals have no autocorrelation as Durbin Watson statistic d = 1.896. Multiple correlation R= 0.580 and adjusted R^2 = 0.323, hence service quality variables explain 32.3% variation in

customer satisfaction. According to Jim Frost, "the true R^2 value depends on your field of study. Different research questions have different types of variations that are inherently indescribable. In the case of humans, it is difficult to predict. Any study that attempts to predict human behaviour will tend to have R-squared values less than 50%" (Jim, 2019).

Table-3 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.259	5	9.052	26.424	.000[c]
	Residual	89.407	261	.343		
	Total	134.667	266			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), Responsiveness, Reliability, Tangibility, Assurance, Empathy

ANOVA Table-3 have F (5,261) = 26.424 and p = 0.001(<0.05), therefore model is good fitted. The service Quality variables jointly explain customer satisfaction significantly.

Table-4 Coefficients of Reg. of Satisfaction on Service Quality dimensions

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.238	.307		.774	.440		
	Reliability	.032	.095	.024	.338	.736	.522	1.914
	Assurance	.143	.085	.122	1.694	.091	.493	2.030
	Tangibility	.343	.088	.270	3.884	.000	.525	1.906
	Empathy	.290	.115	.234	2.516	.012	.294	3.398
	Responsiveness	.035	.108	.029	.326	.745	.319	3.133

a. Dependent Variable: Satisfaction

The coefficients Table-4 of multiple regressions revealed that the t value of Tangibility t (266) = 3.884 ($p < 0.05$) and Empathy t (266) = 2.516 ($p < 0.05$), hence Tangibility and Empathy are statistically significant to influence of customer satisfaction. Further β_3 and β_4 are positive therefore, Tangibility and Empathy have positively influenced customer satisfaction significantly. While Reliability (t (266) = 0.338), Assurance (t (266) = 1.694) and Responsiveness (t(266) = 0.326) have positive beta values but their p-values are greater than 0.05, thus these variables have positive impact on customer satisfaction but not significantly. Also, the beta coefficient of Tangibility is greater than the beta coefficient of Empathy; hence, satisfaction is highly fluctuated by Tangibility (i.e. physical facility, appearance, and cleanliness) compare to Empathy.

CONCLUSION

According to the present study, the secret to raising customer satisfaction is CRM practice. This demonstrates that, in order to ensure customer satisfaction, bank management should focus more on the administrative quality provided to clients and train bank staff to handle their enquiries and concerns through AI system. CRM should be given more weight by banks in this competitive era of the banking sector in order to boost client satisfaction. According

to our research, service quality factors account for 32.3% influence on customer satisfaction. Moreover, the study shows that private sector banks in Gujarat can improve customer satisfaction by improving their AI-related CRM processes.