



# Vimarsh

**2026**

## **UG STUDENTS' ANNUAL JOURNAL**

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*Vimarsh*

**2026**

**UG Students' Annual Journal**

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**Aim and Scope of the Journal**

*Vimarsh* — a yearly journal published by XITE College, particularly for UG students. It allows students to hone their research skills and construct systematic abstractions. It invites papers from a variety of disciplines, both theoretical and empirical. Popular subject areas include literature, economics, psychology, commerce, and business. It attempts to create a platform for students to reflect on certain topics using critical thinking or fresh ideas to produce new knowledge through academic writing.

**Disclaimer**

The views expressed in the journal are primarily those of the authors; publication implies that the Editors judge them worth reading and discussing, but does not necessarily imply their endorsement.

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## **From the Desk of the Editor**

Welcome to the latest edition of our college journal. As we compile this volume, we find ourselves at a fascinating crossroads where established institutional structures meet the rapid, often unpredictable, currents of modern innovation. The articles featured in this issue reflect a diverse scholarly pursuit, ranging from corporate boardrooms to the digital screens of the global youth.

It is with great pleasure that we present this edition of our college journal, a vibrant collection of research papers that reflect the intellectual curiosity, analytical depth, and societal engagement of the UG students. In an era marked by rapid technological change, evolving social dynamics, economic shifts, and pressing global challenges, these contributions offer fresh perspectives on issues that shape our lives, workplaces, communities, and future.

This issue brings together ten compelling studies spanning multiple disciplines. Several articles examine the transformative power of digital tools and innovation in business: “The Impact of Digital Platforms on Small Business Growth” and “The Role of Innovation in Business Growth” explore how technology and creative strategies drive economic progress. Complementary pieces delve into human capital, including “Evaluating the Impact of Organisational Training & Development Program on Employee’s Performance,” “A Study on Gamification-Driven Performance Improvement Plans with Reference to Employee Development at Adityapur Auto,” and the insightful case study “Employee Welfare and Labour Law: A Case Study on TATA STEEL,” which together underscore the critical role of training, motivation, and welfare in fostering productive and ethical workplaces.

On the socio-cultural front, our contributors address changing identities and voices in contemporary India. “Use of Slang and Internet Language among Indian Youths: A Linguistic Perspective” offers a fascinating linguistic analysis of how digital communication is reshaping expression among the youth. “Gen Z Teens as Drivers of Household Purchase Decisions: A Study of Changing Consumer Dynamics” reveals shifting family power structures and consumer behaviour. Meanwhile, “Housewives and Silent Voices: How Women’s Stories Remain Untold” sensitively highlights the often-overlooked narratives of women in domestic spheres, calling for greater recognition of their experiences.

Education and environmental concerns also feature prominently. “Effectiveness of English Reading Programs in Local Schools” evaluates practical interventions that can strengthen foundational learning, while the “Literature Review of the Impact of Climate Change on Food and Water Security” provides a timely synthesis of one of the most urgent challenges facing humanity today.

Collectively, these articles demonstrate the interdisciplinary spirit of inquiry that defines our institution. They move beyond theoretical frameworks to engage with real-world contexts—local schools, auto industries in Adityapur, Tata Steel operations, Indian youth culture, and global climate implications—showing how academic research can illuminate everyday realities and inspire meaningful change.

We extend our heartfelt congratulations to all the student researchers and faculty mentors whose dedication made this issue possible. Their work reflects not only rigorous scholarship but also a deep commitment to understanding and improving the world around us. We hope these papers will spark thoughtful discussions, encourage further research, and motivate readers to explore the intersections of business, society, language, education, gender, and sustainability.

As always, we invite feedback and contributions for future editions. May this journal serve as a platform for bold ideas and informed voices.

**Dr (Fr.) E. A. Francis, S.J.**  
Editor, *Vimarsh* – Volume 4  
XITE College (Autonomous), Gamharia

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## 1. The Impact of Digital Platforms on Small Business Growth

*Aman Mandal, BBA (2022-26)*

### **Abstract**

This study explores the role of digital platforms in enhancing the growth, visibility, and competitiveness of small businesses in the digital economy. It examines how tools such as social media, e-commerce platforms, mobile applications, and online payment systems enable wider market reach, cost-effective marketing, improved customer engagement, and operational efficiency. The research also analyses key aspects like digital adoption, customer acquisition, revenue generation, and brand recognition, emphasising the value of data-driven insights and feedback mechanisms. Additionally, it highlights challenges including digital literacy gaps, cybersecurity risks, technological costs, platform dependency, and increasing online competition. Overall, the study provides a comprehensive understanding of how digital platforms support innovation, sustainability, and scalability in small enterprises.

### **Keywords**

Digital Platforms, Small Business, Online Marketing, E-Commerce, Customer Engagement, Social Media, Growth Strategy, Digital Economy, Business Development.

### **Introduction**

Technology has significantly transformed the way businesses operate, promote, and sell products or services in the modern economy. The integration of digital tools into business processes has reshaped traditional methods of marketing, communication, and transaction management. Small businesses, which play a vital role in economic development and employment generation, often face challenges such as limited financial resources, restricted customer base, low brand recognition, and intense local competition. To overcome these limitations and remain competitive, small enterprises are increasingly adopting digital platforms as a strategic solution. Digital platforms such as Instagram, Amazon, Facebook Marketplace, WhatsApp Business, Google Business Profile, and digital payment applications have emerged as powerful tools that enable small businesses to improve their market presence and operational efficiency. These platforms provide cost-effective marketing opportunities, wider market access beyond geographical boundaries, and direct communication with customers. Through features such as online product displays, targeted advertising, instant messaging, customer reviews, and secure digital payments, small businesses can enhance visibility, build customer trust, and strengthen brand image. The growing penetration of smartphones and affordable internet access has further accelerated the adoption of these digital tools across urban and rural areas.

This study focuses on evaluating how digital platforms affect the growth and

performance of small businesses by analysing key factors such as marketing efficiency, customer communication, operational performance, and revenue generation. It aims to examine the role of digital transformation in improving business productivity, expanding market reach, and creating new growth opportunities in a highly competitive marketplace. By understanding these impacts, the study seeks to highlight the importance of digital platforms in supporting the long-term sustainability and success of small businesses in the digital age.

### **Literature Review**

The growing importance of digital platforms in business development has attracted significant attention from researchers in recent years. Various studies highlight how digital technologies influence marketing, sales, customer relationships, and overall business performance, especially for small and medium-sized enterprises (SMEs).

Previous studies indicate that social media marketing provides small businesses with cost-effective promotional opportunities and the ability to reach highly targeted audiences. Platforms such as Instagram, Facebook, and Google Ads allow businesses to promote their products using visual content, demographic targeting, and interest-based advertising. Digital branding strategies, influencer marketing, and online advertisements help small businesses establish brand identity and increase recognition in competitive markets. Researchers have found that consistent digital presence and content marketing significantly improve brand recall and customer trust, enabling small firms to compete with larger, resource-rich organisations.

Research suggests that e-commerce platforms play a crucial role in expanding sales opportunities for small businesses. Online marketplaces such as Amazon, Flipkart, and independent web stores enable businesses to operate 24/7 without geographical limitations. Studies show that the availability of multiple delivery options, flexible return policies, and varied digital payment methods increases customer convenience and purchase frequency. E-commerce adoption has also been linked with improved inventory management, reduced dependency on physical stores, and enhanced revenue stability.

Digital platforms enable continuous and direct interaction between businesses and consumers through instant messaging, feedback forms, chatbots, and online review systems. Studies reveal that quick customer support, personalised communication, and responsiveness significantly improve customer satisfaction and brand loyalty. Positive digital experiences encourage repeat purchases and referral marketing, which are essential for sustainable business growth. Customer-generated reviews and ratings further influence buyer behaviour and strengthen brand credibility.

Despite the significant benefits of digital platforms, several challenges limit their effective adoption among small businesses. Research highlights issues such as a lack

of digital skills, inadequate technological infrastructure, cybersecurity threats, and dependency on platform algorithms. Frequent changes in digital marketing policies, rising advertising costs, and data privacy concerns add to the operational burden. Small businesses must continuously invest time, training, and financial resources to stay competitive in the rapidly evolving digital landscape.

### **Research methodology**

The objective of the study was to analyse the impact of digital platforms on small business growth. The secondary data was collected through existing sources containing engagement rate, click-through rate, conversion rate, online order reports and digital payment statistics ratings, comments, product reviews, interaction, website traffic, follower count, and global accessibility, social media tools, e-commerce services, and advertising functions. The data was analysed, traditional vs digital business performance using comparative analysis, revenue growth and customer acquisition using statistical observation, communication, convenience, and trust building using user experience evaluation and trends in digital usage among small businesses using a market adoption study.

### **Data analysis**

The analysis reveals that digital platforms have a strong positive impact on various aspects of small business growth and sustainability.

Digital platforms significantly enhance business exposure beyond local boundaries. Small businesses were found to attract customers from regional, national, and even international markets through social media and e-commerce platforms. Increased visibility through search engine listings, social sharing, and online advertisements resulted in higher brand awareness and online traffic.

The findings indicate a substantial increase in sales volume after adopting online selling channels. Digital marketplaces and online stores helped businesses reduce operational costs such as rent and physical infrastructure expenses. Multiple income streams were created through website sales, social media orders, and third-party platforms. Digital payments further improved transaction speed, record-keeping, and financial transparency.

Platforms that include customer review and rating systems improved transparency and buyer confidence. Quick responses through WhatsApp Business, chatbots, and instant messaging services strengthened customer relationships. Personalised offers, loyalty benefits, and after-sales support contributed to customer retention and repeat purchases.

The use of analytics dashboards, automated messaging, online advertising tools, and secure payment gateways significantly improved business efficiency and decision-making accuracy. Data-driven insights enabled small business owners to understand

customer preferences, monitor campaign performance, and optimise sales strategies. The professional digital presence also enhanced brand credibility and competitive positioning.

### **Findings**

- Digital platforms significantly enhance brand awareness, market visibility, revenue generation, and customer reach for small businesses by enabling access to a wider and more diverse customer base beyond local markets.
- The combined use of social media marketing, e-commerce platforms, and digital payment systems creates strong growth opportunities by improving promotional efficiency, simplifying transactions, and increasing sales volume.
- Small businesses that actively use digital tools, analytics, and online engagement strategies demonstrate higher levels of business sustainability, operational efficiency, and long-term customer loyalty compared to those relying only on traditional methods.
- Customer trust and engagement improve significantly through online reviews, feedback systems, and instant communication channels, leading to repeat purchases and positive word-of-mouth promotion.
- The adoption of data-driven decision-making through digital insights helps entrepreneurs understand consumer behaviour, optimise marketing campaigns, and improve overall business performance.

### **Conclusion**

The findings of this study clearly indicate that digital platforms play a crucial and transformative role in accelerating the growth and sustainability of small businesses in the modern digital economy. By enabling wider brand visibility, cost-effective marketing, simplified digital transactions, and stronger customer relationships, digital platforms have reshaped traditional business models and created new opportunities for small enterprises to compete with larger organisations. The use of social media, e-commerce platforms, online payment systems, and business profiling tools has helped small businesses overcome geographical limitations, improve operational efficiency, and enhance customer engagement.

The study also highlights that continuous advancements in digital technology are further strengthening the ability of small businesses to scale rapidly and participate actively in the global marketplace. Data analytics, automated communication tools, and digital advertising have enabled entrepreneurs to make informed decisions and deliver personalised customer experiences. As a result, digital adoption has become not just a competitive advantage but a necessity for long-term business survival.

However, despite these benefits, the study acknowledges several challenges associated

with digital transformation, including cybersecurity risks, a lack of digital skills, rising online competition, and difficulties in content visibility due to algorithm dependency. To fully harness the potential of digital platforms, small business owners must invest in digital literacy, cybersecurity awareness, and strategic content planning. Support from government agencies, educational institutions, and digital service providers in the form of training programs and financial assistance can further strengthen digital adoption.

Overall, the study concludes that when used strategically and securely, digital platforms serve as powerful enablers of innovation, expansion, and long-term success for small businesses in an increasingly competitive global market.

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## 2. Evaluating the Impact of Organisational Training & Development Program on Employees' Performance

*Anamika Mandal, BBA (2022-26)*

### **Abstract**

Training and Development (T&D) has emerged as a critical organisational strategy for enhancing employee performance and sustaining competitiveness in a rapidly changing business environment. With continuous advancements in technology, evolving customer expectations, and increasing market competition, organisations are placing greater emphasis on building a skilled and adaptable workforce. This study examines the impact of organisational training and development programs on employee performance, focusing on how structured learning initiatives improve skills, confidence, job satisfaction, and career growth opportunities. The study clearly distinguishes between training, which aims to enhance employees' current job-related competencies, and development, which prepares them for future roles and leadership responsibilities. The findings indicate that effective T&D programs contribute significantly to improved work quality, enhanced decision-making abilities, reduced operational errors, and increased employee commitment. Additionally, the study highlights the long-term organisational benefits of well-implemented T&D initiatives, including higher productivity levels, improved employee retention, and overall organisational effectiveness. The study concludes that continuous investment in training and development is essential for fostering a motivated, competent, and future-ready workforce. Such initiatives not only enhance individual performance but also support sustainable organisational growth and long-term success in today's dynamic workplace.

**Keywords:** Training and Development, Employee Performance, Skill Enhancement

### **Introduction**

In today's competitive business world, organisations must constantly improve to survive and grow. One of the strongest ways to achieve this improvement is by investing in their employees. Training and Development (T&D) has become a key tool that helps employees gain new skills, improve their performance, and prepare for future responsibilities. When employees receive the right training, they become more confident, more productive, and better equipped to handle challenges in their work. Similarly, development activities help them grow as professionals, build leadership qualities, and contribute to the long-term success of the organisation.

Modern organisations understand that employees are not just workers—they are valuable assets. Companies that regularly conduct training sessions, workshops, mentoring programs, and skill-building activities create a knowledgeable and motivated workforce. As a result, the organisation benefits through higher performance, better teamwork, reduced errors, and increased employee loyalty. Therefore, evaluating the impact of training and development is essential to understand how these efforts improve both individual performance and organisational effectiveness.

This article focuses on analysing how training and development programs influence employee performance. It highlights why T&D is important, how it works, and how it helps employees perform better in their roles.

### **Purpose of the study**

The main purpose of this study is to examine the effectiveness of organisational training and Development programs and understand how they impact employee performance. Specifically, the study aims to:

1. Identify how training programs help employees improve their skills, confidence, and productivity.
2. Evaluate the role of development activities in preparing employees for future responsibilities and career growth.
3. Understand the relationship between T&D initiatives and overall employee performance.
4. Examine whether well-designed training programs lead to higher job satisfaction, motivation, and retention.
5. Highlight the importance of continuous learning in improving organisational success.

By achieving these objectives, the study will provide meaningful insights into how training and development contribute to better performance and why every organisation should invest in the growth of its employees.

### **Literature Review**

Noor Ul Hadi (2021), in the impact of Training and Development on Employee Performance: This study found that training at Shifa Hospital did not greatly improve employee performance because employees were not fully learning or applying the training. Training improves performance only when employees gain real knowledge and use it in their work. Emotional attachment to the organisation did not affect the link between training and learning, but it did strengthen the connection between learning and performance. The study highlights the need to make training more effective.

V. Lakshmi & Dr Ch. Hymavathi (2022), in Training, Development, and Psychological Empowerment: This study found that training and development in the healthcare sector improve employee skills and job understanding. A major finding is that training also increases psychological empowerment—employees feel more confident and capable at work. This confidence leads to better performance. Based on data from 307 healthcare employees, the study shows that when workers feel empowered, the positive impact of training on their performance becomes much stronger.

Siddiqui Arisha & Prof. Zamir Narsi (2018), in Training and Performance at State Bank of India: This study examined how training programs affect employee performance at the State Bank of India. It found that well-designed and properly delivered training improves employees' job skills and helps them perform their duties more efficiently. Training also enhances contextual performance, meaning employees

show better behaviour, attitude, and cooperation at work. The study suggests that banks should regularly identify employees' training needs and encourage them to participate willingly so they can gain the full benefits of the training.

Dr R. Hemanalini (2013) has analysed the impact of Training and Development on Employees' Performance at Life Insurance Company. This study examines how training and development (T&D) programs affect employee performance at IBFI Federal Life Insurance Company in Coimbatore. It looks at two main factors: T&D and employee performance, with a focus on work attitude and job involvement as key influences. The research involved 200 employees and used surveys for data collection. The analysis found relationships between T&D and employee performance and identified the factors that most influence performance. The study aims to better understand how T&D drives improved employee performance.

### **Research Methodology**

The present study adopts a quantitative research design to examine the impact of training and development programs on employee performance. The study is based on primary data, which was collected directly by the researcher for the first time. Primary data was considered appropriate as it provides first-hand information regarding employees' experiences, opinions, and perceptions related to training and development programs implemented within their organisations.

### **Data Collection Method**

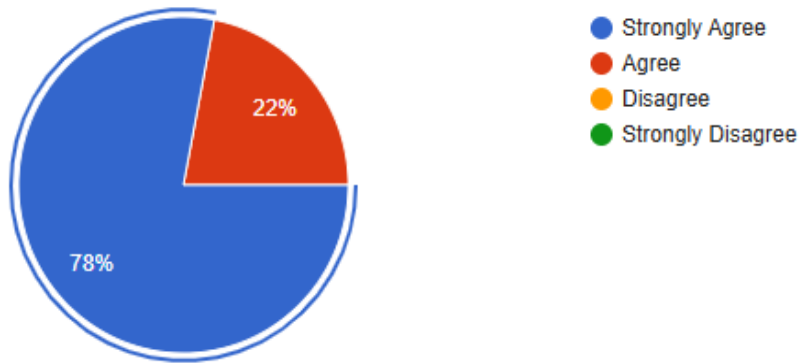
Data was collected using a structured questionnaire, designed to measure key variables such as training effectiveness, skill enhancement, job satisfaction, employee confidence, decision-making ability, and overall performance. The questionnaire consisted of closed-ended questions measured on a Likert scale to facilitate quantitative analysis. Before final administration, the questionnaire was reviewed to ensure clarity, relevance, and content validity.

### **Sampling Design and Sample Size**

A total of 50 participants were selected for the study using appropriate sampling techniques to ensure adequate representation of the target population. The selected sample size was considered sufficient for obtaining reliable responses, conducting meaningful statistical analysis, and drawing valid conclusions, while remaining feasible within time and resource constraints.

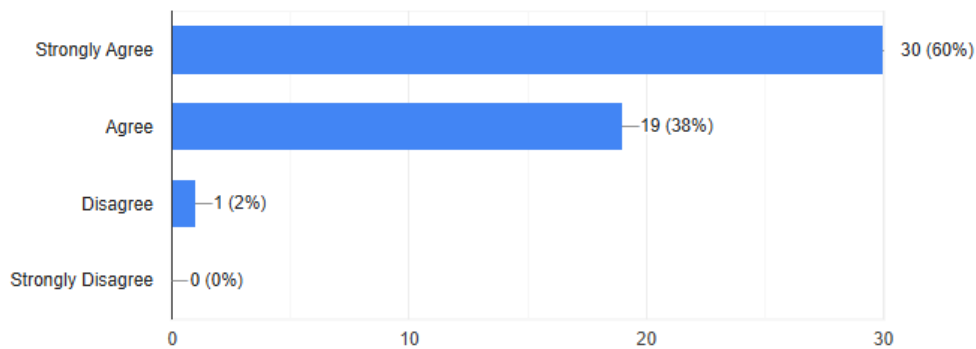
### **Data Analysis and Interpretation**

1. Did the training program help you achieve the skill?



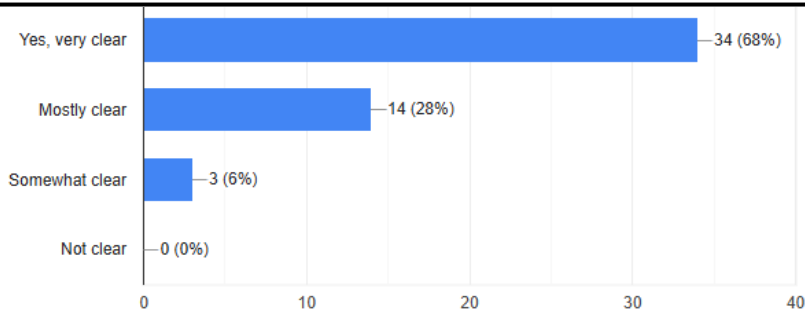
**Interpretation:** The results show a very positive perception of the training’s effectiveness. A large majority (78%) strongly believed that the program helped them achieve the required skill, while the remaining 22% agreed. Since no one disagreed, it indicates that participants clearly felt the training was successful in meeting its goals.

2. Do you think this training will help you in your work?



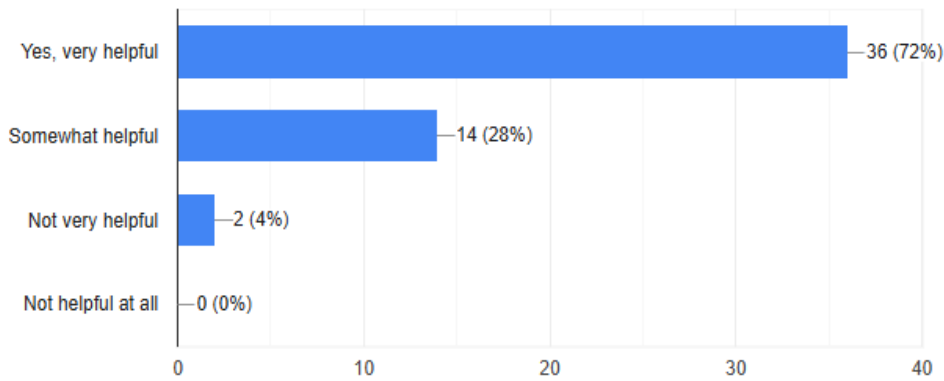
**Interpretation:** The results are shown in a horizontal bar graph and clearly reflect a positive response to the training. The feedback shows that the training was highly appreciated, with 98% of participants either strongly agreeing or agreeing that it will help them in their work. Only 2% disagreed, and no participants strongly disagreed, indicating strong overall satisfaction with the training’s relevance and usefulness.

3. Was the training material (presentation, handouts, etc.) clear and easy to understand?



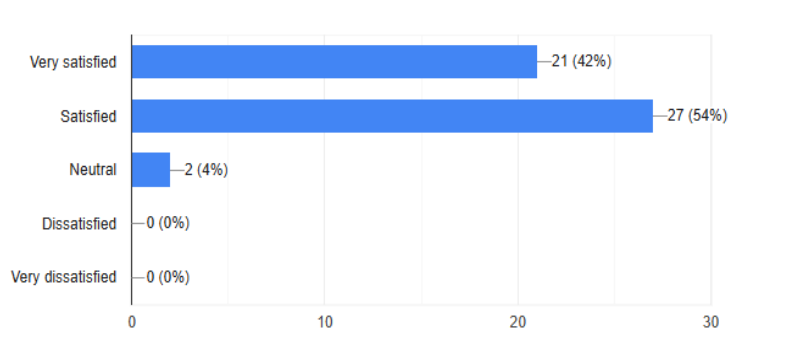
**Interpretation:** The results show that almost all participants found the training material easy to understand. About 96% said it was very clear or mostly clear, while only 6% felt it was somewhat clear. Since no one found it unclear, it indicates that the material was well- designed and easy to follow.

4. Did the training include practical activities or examples that helped you understand the concepts better?



**Interpretation:** Most participants felt the practical activities in the training were effective. About 72% found them very helpful, 28% found them somewhat helpful, and only a small portion (4%) felt they were not very helpful. Overall, the activities clearly supported a better understanding of the concepts.

5. How satisfied were you with the overall training session?



**Interpretation:** The responses, shown in a horizontal bar chart, indicate that most participants felt good about their experience. The overall satisfaction level with the training session was very high, with 96% of the participants feeling either satisfied or

very satisfied. Only 4% felt neutral, and none expressed dissatisfaction, indicating a highly positive response to the training.

## **Conclusion**

In conclusion, this research shows that training and development programs have a strong and positive impact on employees and the organisation. The survey findings revealed that most participants felt the training helped them gain the required skills, supported their work performance, and provided clear and easy-to-understand material. Training also improved employee engagement, satisfaction, and commitment. At the organisational level, better employee performance leads to higher productivity and overall growth. Although ensuring the training aligns with organisational goals remains important, the results clearly indicate that well-designed training programs benefit both employees and the organisation in meaningful ways.

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### 3. Use of Slang and Internet Language among Indian Youths: A Linguistic Perspective

Archita Gagrai, B.A. English (2022-26)

#### Abstract

In today's fast-paced digital world, the way youth communicate has changed drastically. From texting friends to posting on Instagram, their language consists of slang, abbreviations, emojis, internet-born expressions, and lingos that are often hard for adults to understand. This dissertation explores how youth, particularly in India, use slang and internet language in their daily lives, especially through social media and online chats. By analysing survey responses, the study identifies common patterns, meanings, and reasons behind the use of slang and mixed languages such as English, Hindi, and Hinglish. This research shows that internet language is more than just a trend; it reflects creativity, identity, and the changing nature of language itself.

*Keywords:* Slang, Internet Language, Linguistics, Lingo, Social Media Language

#### Introduction

Our language is changing rapidly, especially among young people. With the spread of smartphones, the internet, and social media, the ways in which teenagers talk and write have become more expressive, fast-paced, and creative. The youth today aren't just using English or Hindi; they're combining languages, using emojis, abbreviations, internet slang, and meme references to create a language that feels personal and modern (Crystal, 2011). Whether it's chatting on WhatsApp, sending memes or posting reels on Instagram, or creating content on YouTube, language has become more than just a way to talk; it's a way to show who you are.

This dissertation examines how youth, particularly in India, use what we now call internet language. The goal is to understand why they use it, how they learn and share it, and what it reveals about youth identity, culture, and communication in today's digital spaces. This study also focuses on how Indian youth mix languages, especially English, Hindi, and Hinglish, through their daily language use. This kind of code-switching happens naturally when chatting or posting online and is one of the most interesting features of digital expression among Indian youth (Barnali, 2017).

#### *Why Internet Language?*

Many young people feel that the language they use online is more relaxed and expressive than what they use in school or with adults. Internet language lets them show emotions, keep up with trends, and feel connected with their social circle. Using funny slang, emojis like 🤪 or 🧠, or quoting a meme ("girl math", "do it for the plot") lets them speak in a shorthand that others their age understand instantly (McCulloch, 2019). These aren't just jokes or fads; they play a part in shaping how today's youth build relationships, form group identities, and express opinions (Tagg, 2015).

To better understand this topic, here are some important terms that will be used in the study:

1. *Internet Language*: A broad term for online talk of people, including slang, meme phrases, emojis, and abbreviations. Examples include “LOL,” “slay,” or 🤪. These elements make digital communication feel faster and more emotional (McCulloch, 2019).
2. *Slang*: Slang refers to informal, trendy, or creative expressions used by specific groups of people, often young people, that may not be found in a dictionary. It should not be confused with abusive, offensive, or disrespectful language. For example - lit, no cap, etc.
3. *Abbreviations*: Shortened forms like “BRB” (be right back), “SMH” (shaking my head), or “BTW” (by the way). These help keep messages short and casual, especially in fast chats.
4. *Emojis*: Tiny icons that add tone or emotion to a message. For example, 🤪 often means “dying of laughter,” while 🖊️ can express "sass or confidence". Emojis are now often used to replace words entirely (Danesi, 2017).
5. *Lingo*: Slang or certain vocabulary that belongs to a specific group. Teen lingo often reflects online trends and influences from celebrities, influencers, or pop culture.
6. *Meme Language*: This includes phrases, jokes, or images shared online to describe situations. A line like “aur bhai, aa gaya swaad?” is an Indian meme reference that captures a mood in just a few words (Shifman, 2014).

These forms of language are often spontaneous and not strictly grammatical. But that doesn't mean they are meaningless. In fact, they show how language can be flexible, emotional, and deeply connected to someone's social group (Eisenstein, 2013). Unlike formal language used in school or official situations, this internet-driven style helps the youth express how they really feel: whether they're joking, complaining, flirting, or sharing news.

### *Language Mixing in India*

One unique part of internet language in India is the way young people mix multiple languages, mostly Hindi and English, sometimes called Hinglish. This blending happens not only in speech but also in typing and texting. A sentence like “Kal party hai bro, full vibes only 🤪🔥” is a smooth mix of languages and tones (Barnali, 2017). This shows both confidence and cultural familiarity. What might seem like “wrong English” to one person is a smart and expressive form of code-switching, which helps users say things more naturally and personally (Siddappa, 2021).

Many recent studies show that this kind of language mixing is not a loss of grammar, but a sign of creativity and flexibility. It also reflects India's multilingual reality, where switching languages is just part of life (Clever Type, 2025).

*How Social Media Changes the Way Language Is Used*

Platforms like Instagram, WhatsApp, and YouTube aren't just for sharing content; they shape how people talk. The kind of message you send in a WhatsApp group chat can be very different from what you post as an Instagram story. On Instagram, for example, captions are often short, clever, and filled with slang or emojis. Meanwhile, WhatsApp might allow for longer, more casual conversation threads (Raj & Mahapatra, 2024). Different platforms support different tones and styles of communication. Instagram is more visual and public, while WhatsApp is usually more private and personal. That's why the same person might speak very differently across different apps, even if talking to the same people. Some scholars argue that this shift in language use towards short, meme-like, and emoji-filled messages has changed the meaning of "writing" altogether. It's now more visual, more emotional, and more immediate than before (Crystal, 2011; Tagliamonte, 2016).

### **Review of literature**

Across the reviewed studies, it is evident that slang has become an essential part of how young people communicate today, especially because of the strong presence of social media platforms that shape their daily interactions (Situmorang et al., 2024). These online spaces promote quick, informal, and creative exchanges, encouraging the use of abbreviations, acronyms, playful spellings, mixed languages, and rapidly circulating internet expressions. Teenagers often use such forms not only to make communication faster and more convenient but also to express emotions more naturally and build closer relationships with peers (Germe et al., 2025). Several studies highlight that slang also functions as a marker of identity, helping young people feel a sense of belonging and cultural alignment with their peer groups and with global online trends (Matias, 2023; Ricaforte, 2022). Research from different regions shows consistent patterns: youth tend to rely on linguistic processes like clipping, blending, compounding, and imitation, which demonstrates how inventive and adaptable their language practices have become in digital spaces (Pongsapan, 2022; Razak et al., 2025).

Despite these positive social functions, many researchers express concern about the consequences of heavy slang use, especially when it begins to appear in academic or professional contexts. Studies report that over-reliance on slang can limit vocabulary growth, weaken formal grammar, and affect the overall quality of students' writing (Xursanova, 2025). Some authors also note that slang may contribute to communication gaps between generations, as older adults often struggle to interpret youth expressions, leading to misunderstandings (Rianto et al., 2024). In certain contexts, researchers worry that frequent slang use may reduce young people's connection to formal national or regional languages, especially when global internet trends dominate everyday speech (Paino et al., 2024). Although slang clearly encourages creativity, humour, and a sense of community, the studies collectively emphasise the importance of balance: young people should enjoy the expressive freedom of slang while still maintaining strong formal language skills so they can communicate effectively across academic, professional, and cultural settings (Situmorang et al., 2024).

## **Methodology**

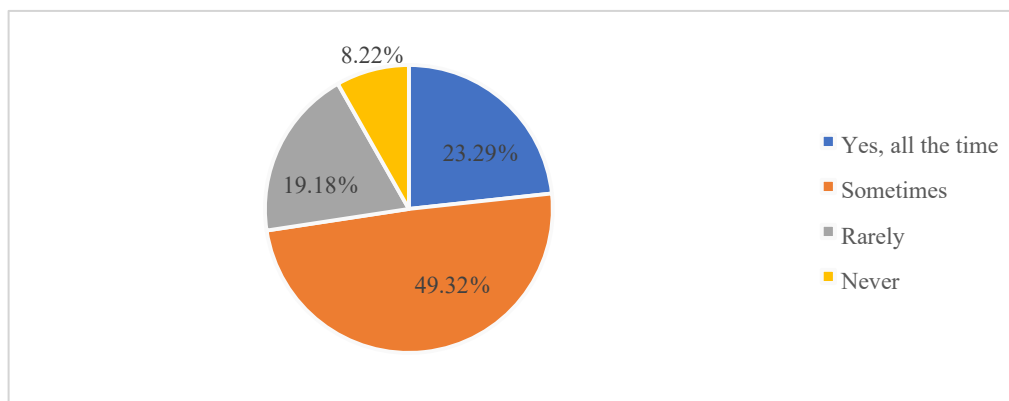
The participants of the study are Indian youth between the ages of 13 and 26 years, as they represent the most active group on social media and digital platforms. A total of 73 valid responses were recorded and used for analysis in this study, collected through a well-structured questionnaire via a Google Forms survey. Participation was voluntary, and anonymity was ensured.

This study is limited by its sample size and sampling method, as the participants were selected through convenience sampling and may not represent all Indian youth. Responses are also self-reported, which may influence accuracy. Despite these limitations, the study provides valuable insights into the patterns and purposes of slang use among Indian youth in the digital era.

## **Data Analysis**

This section is entirely descriptive in nature, based on data collected through a well-structured questionnaire administered to 73 respondents via a Google Forms survey.

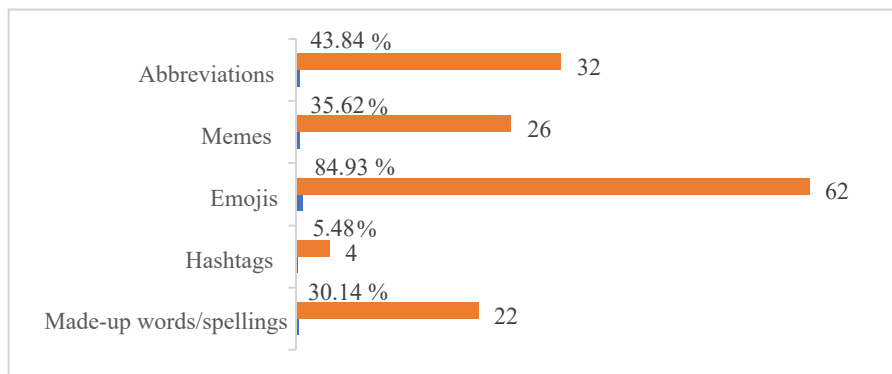
Figure 1: Use of slang or internet short forms while chatting online



Almost half of the respondents (49.32%) said they sometimes use slang or short forms while chatting online. About 23.29% admitted to using slang all the time, showing that it is a regular part of communication for a significant group. On the other hand, 19.18% reported using slang rarely, and only 8.22% said they never use it.

This suggests that slang and internet short forms are widely used among Indian youth, with most respondents engaging in it at least occasionally, and only a very small portion completely avoiding it.

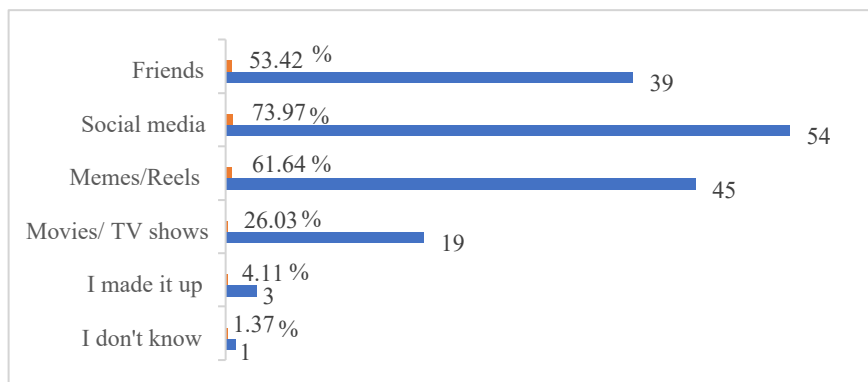
Figure 2: Commonly used elements while chatting/posting online



The graph illustrates the commonly used elements while chatting/posting online by the respondents. Since respondents could choose more than one option, the percentages add up to more than 100%.

The graph shows that emojis (84.93%) are by far the most used element in online communication, making them a key part of how Indian youth express emotions and reactions. Abbreviations (43.84%) and memes (35.62%) are also widely used, showing that short forms and pop culture references play a strong role in digital conversations. About 30.14% of respondents enjoy using made-up words and creative spellings, which reflects how slang keeps evolving. Only 5.48% reported using hashtags, suggesting that hashtags are less popular compared to other forms of internet language. This highlights that young people use a mix of different elements depending on the platform and context.

Figure 3: Sources from which respondents learned or picked up slang/internet words

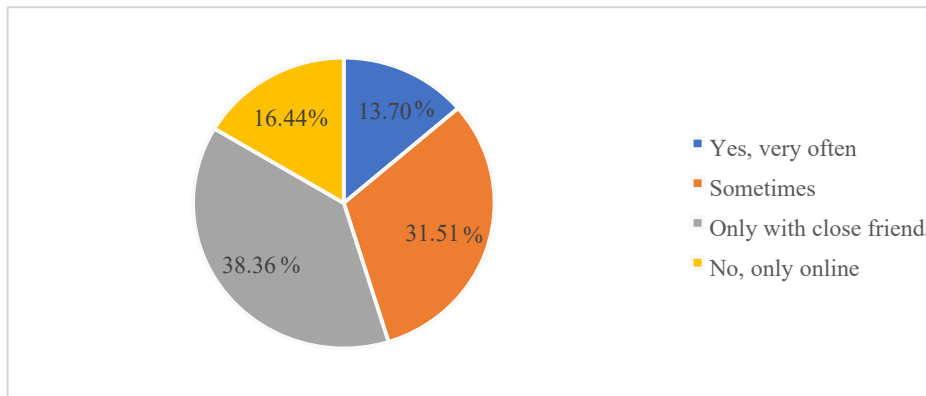


The graph illustrates the sources from which respondents learned or picked up slang/internet words. Since respondents could choose more than one option, the percentages add up to more than 100%. Most respondents reported learning slang and internet terms from social media (73.97%), indicating that platforms like Instagram, WhatsApp, and YouTube are the most influential in shaping youth language. Memes and reels (61.64%) and friends (53.42%) were also major sources, highlighting how slang spreads quickly through both online trends and peer conversations. Meanwhile,

movies/TV shows (26.03%) had a moderate role in influencing language, while very few respondents said they made up slang themselves (4.11%) or were unsure of its origin (1.37%).

This shows that slang is mostly picked up through digital spaces and social interactions, with social media acting as the strongest driver of internet language among Indian youth.

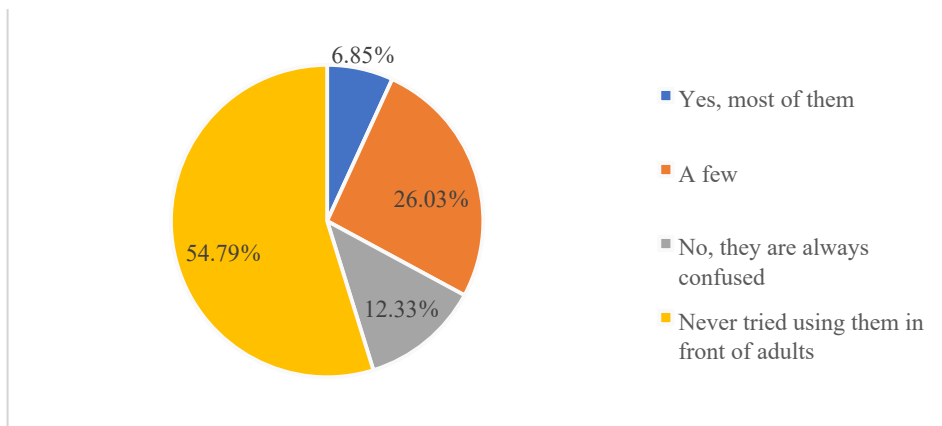
Figure 4: Use of slang or internet words in face-to-face (offline) conversations



The results show that most respondents use slang offline mainly with close friends (38.36%), suggesting that such language is more common in trusted or casual circles. About 31.51% said they use slang sometimes, while 13.70% reported using it very often in face-to-face conversations. On the other hand, 16.44% said they use slang strictly online, avoiding it in offline communication.

This indicates that while slang is widely used in digital spaces, many young people also carry it into offline conversations, especially within their friend groups, showing how internet language has blended into everyday speech.

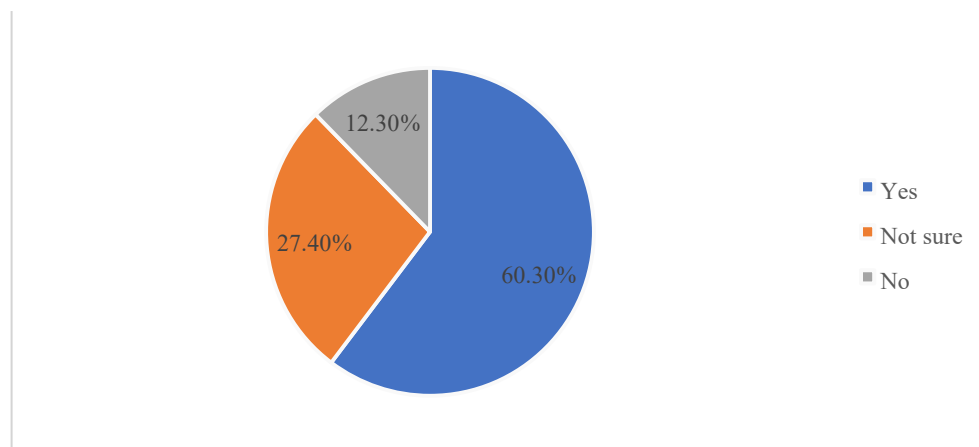
Figure 5: Parents' and teachers' understanding of slang or internet words used by respondents



More than half of the respondents (54.79%) said they never try using slang in front of adults, showing that young people often keep this language limited to peers. About 26.03% felt that parents or teachers understood a few words, while only 6.85% said adults understood most of the slang they use. On the other hand, 12.33% reported that adults are always confused by slang terms.

This indicates a clear generational gap in understanding internet language. Young people are aware of this gap and often avoid using slang in front of parents or teachers, keeping it mainly for online or peer-group communication.

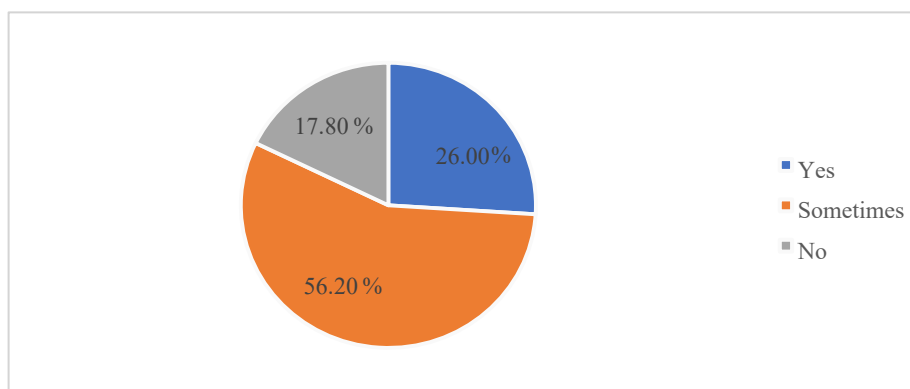
Figure 6: Perception of Slang and Internet Language in Destroying Proper English



Most respondents (60.3%) believe that slang and internet language are damaging proper English. This suggests that many people feel the casual use of slang, emojis, and memes might be reducing the seriousness or correctness of the language. 27.4% are unsure, which shows uncertainty about whether these trends affect the core of the language. Only 12.3% disagreed, meaning they see slang and internet expressions as harmless or simply an evolution of communication.

In simple terms, most people are concerned that internet language could harm proper English, though a smaller group sees it as just a natural and fun part of modern communication.

Figure 7: Comfort in Expressing Emotions through Internet Language (slang, emojis, memes) than formal words



From the data, it's clear that most respondents (56.20%) feel comfortable using internet language to express their emotions at least sometimes. Around 26% openly prefer it and find it easier than formal words, showing how much slang, emojis, and memes have become part of daily communication. On the other hand, only 17.80% do not rely on internet language for expressing emotions, preferring more traditional or formal words.

In simple terms, the majority lean toward using internet language, whether always or occasionally, because it feels more relatable, fun, and expressive.

## **Conclusion**

The study clearly shows that slang and internet language have become an essential part of the communication style of Indian youth, both online and offline. The widespread use of emojis, abbreviations, memes, and mixed languages like Hinglish demonstrates how deeply digital culture is shaping everyday conversations. Social media platforms such as Instagram, WhatsApp, and YouTube play a powerful role in spreading new trends, influencing how young people express emotions, build friendships, and form their identities. The data reveals that most respondents learn slang from social media and peer groups, showing how digital spaces and social circles work together to create a constantly evolving linguistic environment.

At the same time, the findings highlight an interesting balance in youth communication. While many young people enjoy using slang and internet language because it feels natural, expressive, and relatable, they are also aware of when and where it is appropriate. Many respondents avoid using slang in front of parents or teachers, which shows that young people can switch between informal digital language and more formal language depending on the situation. This ability to code-switch reflects linguistic maturity rather than carelessness. It also proves that internet language is not replacing traditional language; instead, it exists alongside it, serving different purposes in different contexts.

However, the data also indicates concerns. Many respondents believe that excessive use of slang and short forms might affect proper English, especially in academic or professional settings. This suggests that while internet language is creative and enjoyable, young people themselves recognise the importance of maintaining strong formal language skills. The generational gap revealed in the study further shows that slang often acts as a language of in-groups, easily understood by peers but confusing for adults. This gap highlights how fast language is changing in the digital age and how communication styles differ across generations.

Overall, this study concludes that slang and internet language are not simply casual or careless forms of speech; they are meaningful expressions of youth culture in a technology-driven world. They reflect creativity, identity, humour, and belonging. At the same time, they remind us that language is always evolving, shaped by the tools we use and the communities we belong to. For Indian youth, internet language has become a unique space where languages mix, emotions are expressed visually, and conversations feel faster and more personal. If young people maintain a balance between informal digital language and formal communication, slang can continue to enrich, not weaken, how they express themselves.

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#### 4. Effectiveness of English Reading Programs in Local Schools

*Ashmeet, B.A. English (2022-26)*

##### **Abstract**

This research paper explores the effectiveness of English reading programs in the local schools with the help of a field-based study. The investigation involves the direct involvement between teachers, students and administration, combining qualitative and quantitative data collecting methods, by conducting sessions on how effective the English reading programs are taking place in the local schools and the teaching techniques adapted by the schools. This research work also discusses about the English teaching methods adopted by schools, its effect and suggests more constructive ideas and strategies. The research paper also emphasises the importance of English in contemporary times, along with the future. The ultimate agenda is to acknowledge and create lasting change- boosting English literacy, fostering love for reading, promoting learning habits and enhancing students' prospects.

**Keywords:** Language acquisition, Effectiveness of reading programs, Literacy development, English proficiency, Teacher perspectives

##### **Introduction**

In the 21st century, English has emerged as a global language, playing a vital role in communication, education, professional development, career advancement, and personality development. It serves as a bridge across cultures and nations, enabling individuals to acquire knowledge with increased possibilities while removing the lingual barrier (Crystal, 2003). English is widely used as the most common medium of instruction in higher education and the primary language of global literature, aiming at boosting students academically (Graddol, 2006). The digital revolution in the past decades has categorised English as a dominant language of the internet globally. From online education courses and research articles to seeking employment on online platforms, English has played a significant role (Crystal, 2012). For many students in local schools, particularly non-English-speaking schools, English reading programs and acquiring strong English reading skills are both a challenge and a necessity (August & Shanahan, 2006).

To fulfil this need, many local schools aim to address various English reading programs to improve literacy, comprehension, and fluency in the language (Scarborough, 2001). Therefore, this study helps us to understand and assess how effectively English reading programs are undertaken at local levels and how efficient they are in contributing to developing students' literacy, confidence, and readiness for the future.

What is the Effectiveness of English Reading Programs?

In recent years, many schools, especially local ones, have implemented English reading programs that aim to enhance students' ability to read and speak fluently in English. The ability to achieve proficiency in the English language acts as a strong base and part of a student's skill set, enabling access to future opportunities and academic success (Snow, 2002). The effectiveness of these programs refers to how

well they improve various aspects of reading, such as comprehension, vocabulary, fluency, and overall engagement with the language (LaBerge & Samuels, 1974).

It also recommends improvements for the design and delivery of English reading programs in local schools. Based on the findings regarding student performance, teaching strategies, resource use, and challenges, the study will propose evidence-based recommendations for strengthening reading initiatives. These recommendations may include the integration of technology, professional development workshops for teachers, the use of culturally relevant reading materials, and strategies to encourage independent reading habits among students. The goal is to ensure that the programs are not only effective in enhancing reading proficiency but also sustainable and adaptable to the evolving educational needs of local schools.

In conclusion, these objectives collectively aim to provide a holistic evaluation of English reading programs in primary and secondary schools. By assessing student outcomes, analysing teaching methods, identifying barriers, comparing effectiveness across levels, and suggesting improvements, the study will contribute valuable insights for educators, policymakers, and curriculum developers. Ultimately, the findings will serve as a foundation for enhancing the quality of English education, equipping learners with strong reading skills that will support their academic and personal growth.

Overall, the study extends beyond measuring student outcomes to include the structural, instructional, and environmental factors that influence English reading programs. By incorporating both student and teacher perspectives, the study provides a holistic evaluation that can inform educational policies, improve classroom practices, and ultimately enhance the quality of English language learning in local schools.

## **Review of Literature**

Research on the effectiveness of English reading programs highlights a variety of approaches that have been implemented in schools, ranging from phonics-based instruction to vocabulary development, fluency practice, comprehension strategy training, and integrated literacy models. Studies consistently show that systematic phonics instruction is particularly effective in helping younger learners build decoding and word recognition skills, which serve as the foundation for later comprehension (Ehri, 2005; Castles, Rastle, & Nation, 2018). Comprehension-focused strategies, such as predicting, questioning, and summarising, have also been found to improve understanding of texts, especially when explicitly taught in upper primary and secondary classrooms (Pressley, 2006). Fluency-based programs, including repeated oral reading with teacher feedback, have been shown to enhance reading accuracy, speed, and comprehension (Rasinski, 2012).

The effectiveness of English reading programs can be explained through several well-established reading and learning theories. At the core lies the Simple View of Reading (Gough & Tunmer, 1986), which proposes that reading comprehension is the product of decoding and language comprehension. This is further elaborated by Scarborough's Reading Rope (2001), which emphasises that skilled reading develops as multiple strands—including phonological awareness, word recognition, vocabulary,

background knowledge, and verbal reasoning—intertwine to create fluent comprehension. Fluency theory also supports these frameworks, suggesting that repeated practice and feedback lead to automaticity in word recognition, allowing students to focus on meaning-making (LaBerge & Samuels, 1974). In addition, motivation and engagement theory (Guthrie & Wigfield, 2000) highlights the importance of student interest, choice, and authentic reading experiences in sustaining long-term literacy growth.

From a broader learning perspective, Vygotsky's sociocultural theory explains how scaffolding, peer collaboration, and teacher guidance allow learners to move beyond their current abilities within the zone of proximal development. Finally, implementation science (Fixsen et al., 2005) suggests that program success depends not only on instructional design but also on teacher training, fidelity of delivery, and school leadership support.

In conclusion, this research paper focuses on various aspects that remain uncovered even after conducting vast studies on the effectiveness of English Reading Programs in local schools. This study seeks to fill that gap by providing a holistic perspective that moves beyond test scores and standardised assessments, shedding light on the ways in which English reading programs influence learners and educators at the local level. At its core, this research takes an in-depth look at English reading practices as they occur within schools at the local level, with a particular focus on students across different age groups, capturing a wide spectrum of experiences.

## **Methodology**

In this study, the primary objective is to evaluate the effectiveness of English reading programs in local schools across both primary and secondary levels. To achieve this, a carefully structured research methodology is adopted that combines quantitative and qualitative techniques. The quantitative component primarily focuses on standardised reading assessments and structured surveys to measure students' reading abilities and perceptions. The qualitative component, on the other hand, emphasises interviews, focus group discussions, and classroom observations to capture rich, descriptive data on the processes and challenges within the reading programs.

The chosen methodology—anchored in a mixed-methods approach—ensures that the study captures both measurable outcomes and contextual realities surrounding English reading programs in local schools. By integrating quantitative assessments with qualitative insights, the research will provide a balanced and in-depth evaluation of program effectiveness, offering evidence-based recommendations for educators, policymakers, and curriculum designers.

## **Data Analysis**

This research presents, analyses, and interprets the survey data collected from students and teachers in a local school. The survey was designed to evaluate the effectiveness of English reading programs, focusing on four essential components of reading development: reading comprehension, vocabulary acquisition, reading fluency, and overall student engagement. In addition, teachers were asked to provide thoughts,

opinions, and insights into the instructional methods they employ, the resources available to them, and the challenges they encounter while implementing these programs.

Responses were gathered from 45 primary students, 56 secondary students, and 5 English teachers. The data has been carefully organised in tables and charts for clarity, accompanied by detailed narrative explanations.

Understanding the demographic characteristics of respondents is crucial for contextualising the results of the study. Variables such as gender, class level, and years of teaching experience help in identifying patterns that may influence responses and in interpreting the findings with greater accuracy.

**Table 1: Distribution of Respondents by Category**

Category	Frequency (n)	Percentage (%)
Gender (Male)	42	44.2%
Gender (Female)	53	55.7%
Primary Students	45	47.3%
Secondary Students	50	52.6%
Teachers	5	-

A relatively balanced demographic distribution across categories strengthens the validity of the findings, as it ensures that conclusions are drawn from a representative sample rather than being skewed toward a single group and facilitates the research to attain data from vast sources.

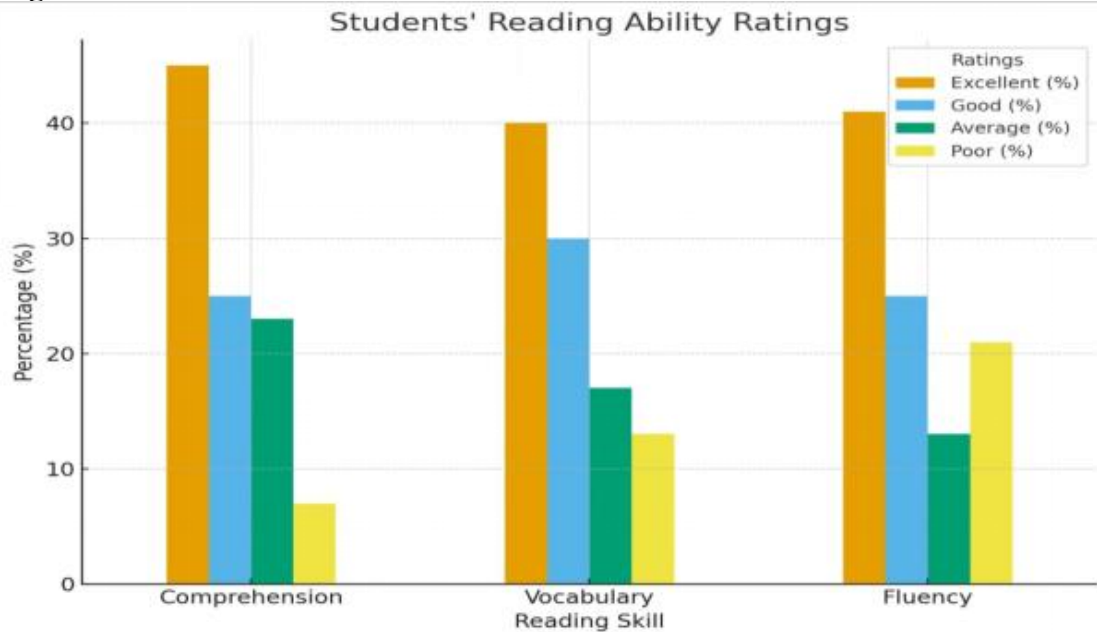
**Objective 1: To Assess the Reading Abilities of Students:**

Students self-reported their reading comprehension, vocabulary knowledge, and fluency, while teachers provided performance-based assessments. Students were also asked about their confidence towards their reading skills and ability to speak fluently, and their level of comfort with the language.

**Table 2: Students' Reading Ability Ratings**

Reading Skill	Excellent (%)	Good (%)	Average (%)	Poor(%)
Comprehension	45	25	23	7
Vocabulary	40	30	17	13
Fluency	41	25	13	21

**Figure 1:**



These findings imply that while the reading programs are effective in strengthening comprehension and vocabulary, there is a strong need to prioritise systematic fluency-building practices such as repeated readings, oral practice, and modelling. Strengthening fluency will not only improve oral reading but also support deeper comprehension, ensuring more balanced growth in all aspects of reading.

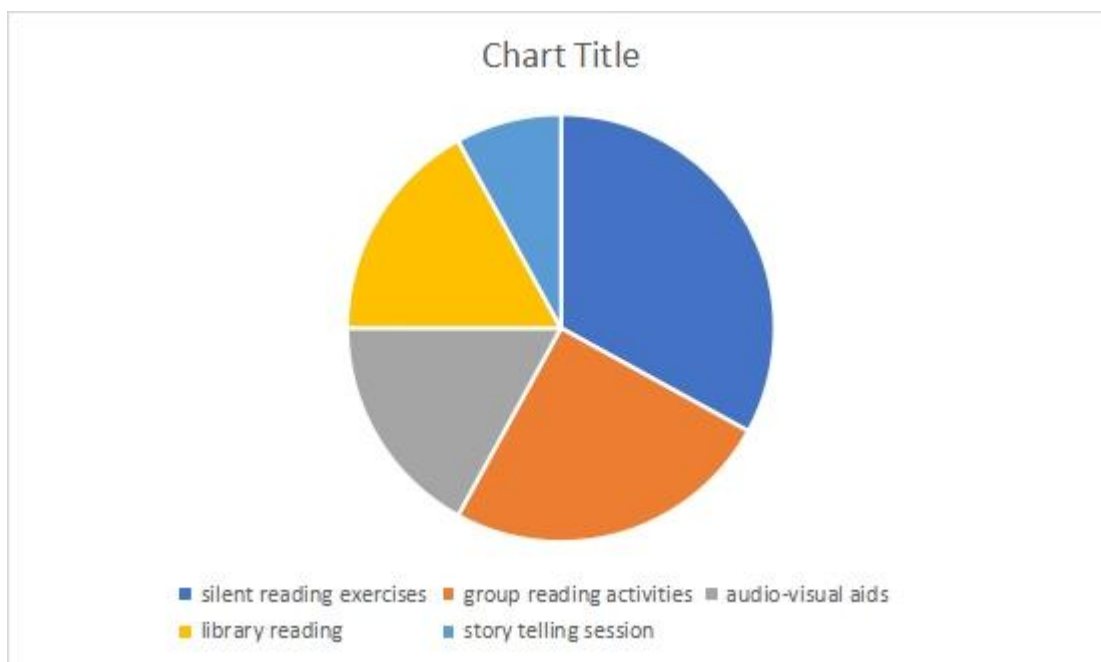
**Objective 2: To Examine the Teaching Strategies and Resources Used by Teachers**

Teachers were asked about the instructional methods they employ and the resources they have access to. Amongst 5 teachers, everyone was asked for their preferences while teaching amongst the following provided options. This data showed which method is widely adopted by teachers and is undertaken during the teaching-learning process.

**Table 3: Strategies Used by Teachers in English Reading Programs**

Strategy Used Teachers' Reporting	Percentage
Group Reading Activities 3/5	25%
Audio-Visual Aids 2/5	17%
Storytelling Sessions 1/5	8%
Silent Reading Exercises 4/5	33%
Library/Reading Corner Use 2/5	17%

**Figure 2:**



On being asked by the students about the initiatives taken by the school to boost their confidence and provide them opportunities to showcase their abilities, they informed, “The school has taken many initiatives such as organising English Elocution, English Essay Writing Competitions and Debate competitions”.

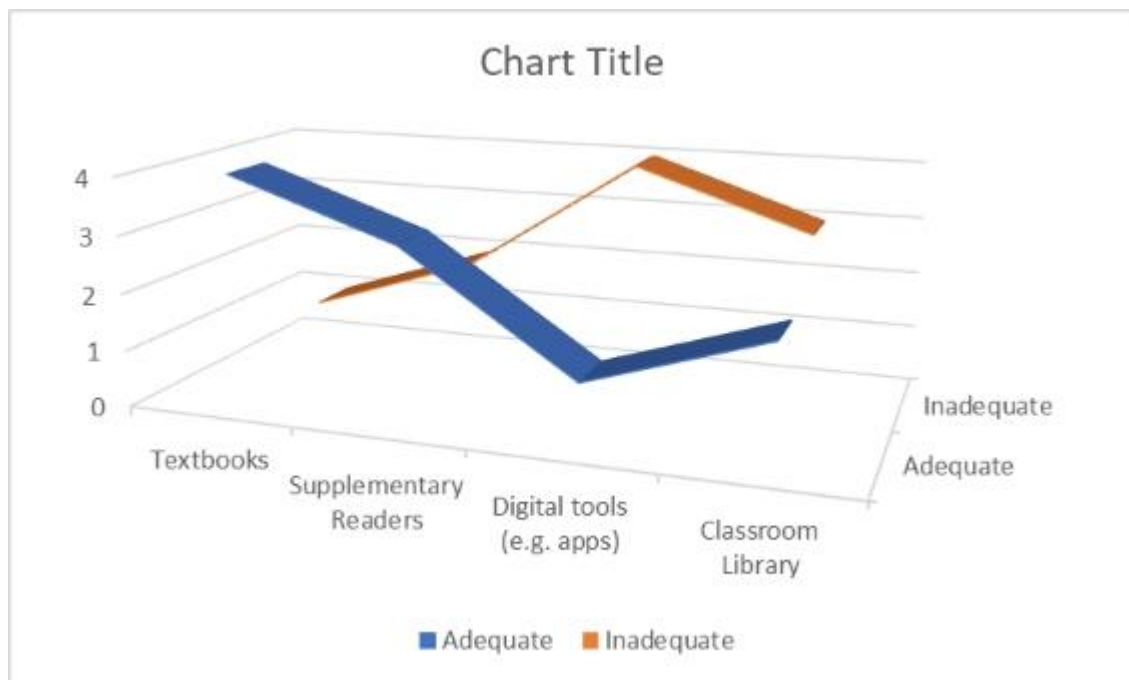
Shweta Kumari, an experienced teacher, suggested that the ‘Play-way Method’ can be an effective way of learning, adding to this, she said that “Students must be involved practically to showcase themselves”.

Overall, the data suggest that teachers adopt a balanced approach, combining individual-focused strategies (silent reading) with collaborative and resource-based practices (group reading, audio-visual aids, and library use). Silent reading emerges as the dominant strategy, reflecting an emphasis on strengthening core skills of fluency and comprehension.

**Table 4: Teachers’ Perception of Resource Adequacy**

Resource Types	Adequate (%)	Inadequate (%)
Textbooks	4	1
Supplementary Readers	3	2
Digital Tools (e.g., Apps)	1	4
Classroom Library	2	3

**Figure 3:**



The findings suggest that traditional methods such as group reading and storytelling remain the most used strategies among teachers. These approaches play a valuable role in encouraging student participation, enhancing listening and speaking skills, and stimulating imagination. Group reading fosters collaboration and peer learning, while storytelling captures interest and brings texts to life, making reading lessons more engaging. However, the over-reliance on these traditional strategies may restrict opportunities for individualised practice. Students who require focused support to develop fluency and comprehension may not benefit equally in such group-centred approaches, which tend to prioritise collective engagement over personalised skill-building.

### **Objective 3: To Identify Challenges Faced by Students and Teachers in English Reading Programs**

Both students and teachers identified several obstacles to the effective implementation of reading programs. Students struggled with limited vocabulary, low motivation, and a lack of reading materials, while teachers faced inadequate resources, large class sizes, and limited training. These combined challenges hinder program effectiveness and highlight the need for targeted interventions. This data was collected from the 50 students at the secondary levels, as they have adequate ability to understand and respond to the questions.

**Table 5: Reported Challenges in Implementing Reading Programs**

<b>Reported Challenge (Students) (%)</b>	<b>Frequency</b>
Lack of interest/motivation 34%	17
Limited vocabulary 26%	13
Poor comprehension skills 22%	11
Lack of reading materials 12%	6
Low family support 6%	3

<b>Reported Challenge (Teachers)</b>	<b>Frequency</b>
Inadequate resources	2
Large class sizes	4
Lack of technological support	4
Time constraints	3

The table demonstrates that both students and teachers view insufficient reading materials as a primary concern. Students frequently cite limited practice time and low motivation, suggesting that while they may recognise the importance of reading, they often struggle to remain engaged in the activities provided.

Teachers, on the other hand, emphasise systemic barriers such as overcrowded classrooms, rigid curricula, and a lack of professional training opportunities. Sangeeta Rai, a teacher at school, talked about her perspective on the hurdles that she faces while teaching and said that:

“I have personally experienced, with juniors I face problems to make them concentrate, and with seniors it becomes difficult to make them respond”.

These factors not only limit their ability to provide individualised support but also restrict the effective integration of innovative teaching approaches that could make reading more engaging for learners.

### **Comparative Analysis**

Comparisons reveal more nuanced insights: students often demonstrate enthusiasm for stories, picture books, and reading-related games, as these methods align with their natural curiosity and preference for interactive learning. However, their limited vocabulary frequently restricts their comprehension and ability to fully engage with texts, making them reliant on teacher guidance and simplified materials. In contrast, secondary students typically possess a broader vocabulary and stronger foundational skills, yet they often display reduced interest and motivation in reading.

Students vs. Teachers: Students tend to perceive reading challenges through the lens of their immediate experiences—insufficient practice time, lack of appealing materials, or waning interest in repetitive activities. Their concerns are rooted in how enjoyable, accessible, and relevant reading tasks feel daily. Teachers, however, frame these challenges within broader systemic constraints. They highlight issues such as overcrowded classrooms, limited access to diverse resources, heavy curricular demands, and inadequate training opportunities that restrict their ability to innovate or provide individualised support. Students were provided with various suggestions that can help to make learning interesting for them. Students from 8<sup>th</sup> standard suggested:

“A technology-friendly class would make learning more interesting, along with real-life examples”.

Bridging these perspectives requires interventions that address both dimensions simultaneously.

### **Overall Interpretation of Findings**

The findings indicate that English reading programs in local schools demonstrate moderate effectiveness, reflecting both positive outcomes and persistent shortcomings. On one hand, students display encouraging progress in comprehension and vocabulary development, suggesting that classroom activities are successfully building foundational literacy skills. However, fluency and sustained engagement remain weak, with many students struggling to read confidently and consistently over time. This imbalance highlights the need for more targeted interventions that go beyond surface-level understanding to foster long-term reading proficiency.

### **Conclusion**

This research set out to examine the effectiveness of English reading programs in local schools, with a particular focus on how these programs influence students’ comprehension, vocabulary, fluency, and overall engagement with reading. The study also explored the challenges faced by teachers and schools in implementing such programs. From the outcomes of the survey and analysis, it becomes clear that English reading programs play an important role in shaping students’ language skills, yet their effectiveness remains only partial and uneven across different settings. The findings show that reading programs have been successful in improving comprehension and vocabulary. Many students demonstrated a better ability to understand texts and use new words effectively, which shows that these programs are contributing to the foundational aspects of language learning. However, the study also revealed that fluency and sustained reading engagement remain weaker areas. Students often struggled with reading aloud confidently, maintaining pace, and developing the natural flow that marks fluent reading.

In conclusion, English reading programs are not just tools for improving academic performance but also pathways to broader educational and social opportunities. For students in local schools, mastering reading in English can open doors to higher education, employment, and global communication. The findings of this research underline the importance of nurturing reading skills as an essential part of holistic

development. By recognising both the progress made and the challenges that remain, this study contributes to the ongoing effort to strengthen English reading programs and ensure that every child, regardless of background, has the chance to become a confident and capable reader.

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## 5. Housewives and Silent Voices: How Women's Stories Remain Untold

Collin Christina Voller, B.A. English (2022-26)

### Abstract

Indian housewives, particularly those from rural and semi-urban areas of Jamshedpur and Dhanbad, Jharkhand, with the interconnected themes of Identity, emotional labour, invisibility, lost desires, domestic silence, and quiet resistance, are often overlooked. The study, which is based on feminist literary theory, aims to comprehend how housewives' everyday emotional and psychological realities, which are frequently written off as unremarkable or non-literary, contain profound tales of adversity, fortitude, and silence. The study examines how caste, class, and education interact to influence the degree of emotional repression and marginalisation in the home, drawing on the frameworks of intersectionality (*Kimberlé Crenshaw*) and gynocritics (*Elaine Showalter*). This study questions conventional notions of literary value and authorship by fusing literary criticism with first-hand accounts. The thirty-five housewives' voices are given a platform by the survey-based methodology, which advances feminist and literary scholarship on the experiences of marginalised women.

**Keywords:** Housewives, Jharkhand, Marital Rape, Honour, Literary Representation.

### Introduction

The role of a housewife, or homemaker, is often regarded as a cornerstone of society, yet it frequently remains underappreciated and misunderstood. While the image of the serene homemaker managing a household may seem idyllic, the reality is far more complex. This article delves into the untold stories of housewives, aiming to uncover the intricate web of challenges they face and the toll they take on their mental health. From identity struggles to emotional labour, social isolation, and financial dependence, the role of a housewife is fraught with complexities that warrant deeper exploration (*Sahrawat, 2024*). *Webster's Dictionary* defines a housewife as a married woman who oversees her household.

In rural and semi-urban Jharkhand, India, where housewives are typically expected to maintain familial honour and carry out household duties within strict gendered boundaries, this role is particularly prominent. Both tribal and non-tribal households continue to adhere to these cultural norms despite socioeconomic shifts. However, traditional tribal gender relations have changed because of economic displacement, Christian missionary education, and the influence of mainstream patriarchal norms. Particularly in nuclear or male-dominated households, the modern tribal housewife frequently finds herself balancing the demands of child-rearing and domestic servitude with the preservation of her culture (*Xaxa, 2004*).

In Jharkhand, issues such as illiteracy, early marriage, and gender-based violence further shape the lived experiences of housewives. Women are often confined to the domestic sphere, with limited access to education and healthcare, especially in remote districts. In contrast to urban upper-caste women, a Dalit or tribal housewife in Jharkhand may experience several forms of marginalisation, including social exclusion, economic dependence, and gendered violence. Education level regarding rural and semi-urban areas of Jharkhand, where people are discriminated due to caste,

religion, culture and face economic instability, leads mostly women to leave their education and look after their homes. In a patriarchal society, women frequently face numerous challenges and restrictions because of strongly rooted social, cultural, and structural norms that promote male dominance and power.

The society is still unaware of the word “Marital Rape”, which has been in practice in marriages in ancient India. The main reason for this idea was the patriarchal framework of Indian society, and that women were considered ‘property’ or ‘conversation’ of their husbands (Kadamb, 2022). Even though in this 21<sup>st</sup> century, with the growing world, the mindset of the people coming from rural and semi-urban areas is not growing with the changing world. The idea of the literal meaning of feminism is acknowledged by many, but a woman to be a homemaker is termed as a Sanskaar or a gender-centric role to label women within the patriarchal society. Through changing literary representations, housewives become not only the guardians of the home but also important figures in the current conversation about identity, feminism, and social change.

The study examines through questioning how the roles, silences, and self-perceptions of housewives in rural and semi-urban Jharkhand depend on intersecting socio-cultural structures such as patriarchy, tribal customs, caste hierarchies, literacy levels, and religious beliefs. The research investigates how housewives in Jharkhand use silence as a form of subtle cultural resistance as well as an inherited gender role, and how *Mila Tuli's* theory of “*resistance in everyday life*” can be used to understand these practices. At last, the research answers how marital rape, housewife fulfilment, and the cultural framing of silence relate to the fictional narrative as well as the lived experiences of Jharkhand housewives as disclosed through field interviews.

## **Review of Literature**

The reviewed literature collectively highlights how silence functions as a significant socio-psychological condition for Indian women, particularly housewives, under patriarchal structures. In *That Long Silence*, Shashi Deshpande powerfully captures how women like Jaya surrender individuality for marital harmony, where silence becomes a socially imposed survival strategy rather than a marker of weakness (Kolekar, 2017, pp. 51–54). This aligns with findings from Jharkhand showing that women internalise silence as a virtue and prioritise familial expectations over personal desires, even at the cost of mental and physical wellbeing (Sharma et al., 2018, pp. 154–158).

Marital silence further deepens when legal and cultural frameworks fail to acknowledge female autonomy, as seen in India’s continued non-recognition of marital rape, which normalises coercion within marriage and silences women experiencing sexual abuse (Kadamb, 2022). Literary representations by authors like Roy, Desai, and Divakaruni likewise foreground women’s emotional marginalisation and subtle forms of resistance often expressed through endurance, introspection, or narrative silence (Sanap, 2024; Altaf & Kaur, 2023). Scholars argue that such silence may also serve as psychological resistance, negotiation, and boundary-setting in restrictive family settings (Tuli, 2017).

Historical and cultural portrayals of women from mythological figures to modern narratives reveal a long-standing conflict between conformity and resistance, where restrained voices still contain feminist critique (Srivastava et al., 2023). Additionally, societal conditioning forces both housewives and working women to accept patriarchal expectations, including domestic sacrifices and the “double burden” of labour (Kumari & Singh, 2023). Media and literary studies further show that emotional manipulation reinforces silence, while collective support can empower women to reclaim agency (Bedi & Mahapatra, 2023). Comparative global perspectives, such as analyses of *Death of a Salesman*, demonstrate that the silencing of women is not unique to the Indian context. Linda Loman embodies emotional labour and marginalisation like many Indian housewives, where women sustain families while being denied voice and autonomy (Batchelor & King, 2014; Ananthan & Balachandran, 2015; Xiao Chang & Kim, 2021).

Although research on “Housewives and Silent Voices” is increasing, there is still a major gap in recognising the untold stories of housewives in Jharkhand. Existing feminist and gender studies have rarely focused on the region’s unique socio-cultural context, where rural and semi-urban environments intersect with caste structures, tribal traditions, economic inequality, and limited education. These factors reinforce patriarchal control and confine women to domestic roles, restricting their autonomy and future aspirations. Silence is normalised across generations, becoming a learned and socially rewarded behaviour for women. Moreover, critical issues such as marital rape remain largely unacknowledged in academic discourse, public awareness, and policymaking, despite being a significant part of women lived experiences.

### **Research Methodology**

Research methodology is a systematic approach to solving the problem in research. It is the science of studying how research is done scientifically. In this, we study the various steps that are generally adopted by a researcher while studying his/her research problem, along with the logic behind it.

### **Research Approach:**

- The study uses a “Qualitative Research” methodology (which involves collecting and analysing non-numerical data to understand the concepts and opinions) as well as “Quantitative Research” (which involves analysing and gathering numerical data that involves surveys, pie charts, and bar graphs).
- The research investigates the complex experiences and frequently ignored stories of *Jharkhandi* housewives from the perspectives of gyno criticism and intersectionality. Because it places a high priority on comprehending the complexities of women's lives within their sociocultural and personal contexts, this approach is well-suited to the study's goal (Creswell, 2014).

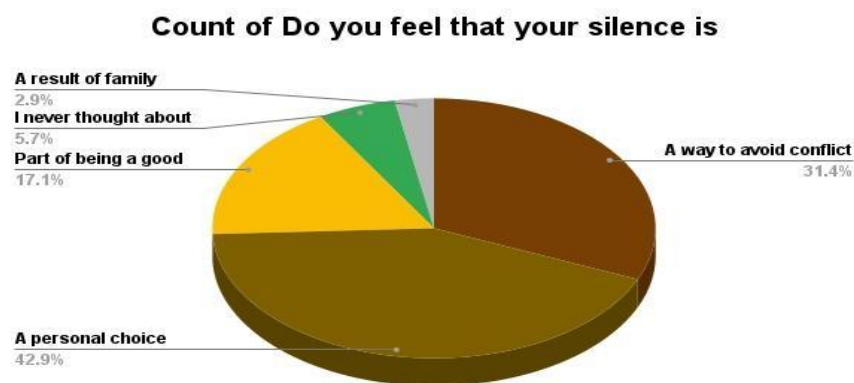
**Data Collection:** In this research,

- Primary source: Survey questions
- Tools: Mobile phone for audio recording, Notes on personal diary.

By guaranteeing confidentiality, informed consent, and voluntary participation, the study upheld high ethical standards. The goal of the study, their right to withdraw, and their choice to refuse any question were all made abundantly evident to the participants. Interview notes or recordings were safely stored, and personal identifiers were left out. Before audio recording, consent was acquired, and to minimise discomfort, interviews were held in familiar, comfortable environments. Participants' privacy and emotional health were protected by the tactful handling of delicate subjects and the absence of any pressure to reveal more than they desired.

## Analysis and Discussion

Through the lens of Intersectionality (*Crenshaw, 1989*), the research explores how class, the rural-urban divide, and educational attainment all influence women's experiences in Jharkhand, in addition to gender and patriarchy. The second theory (*Showalter, 1979*), Gyno criticism, shows how Women reinterpret silence as agency, acceptance as survival, and housework as identity when their voices are read on their own terms.



**Fig. 1 Silence chart**

### 1. Patriarchy: Tactical Silences and Domestic Roles:

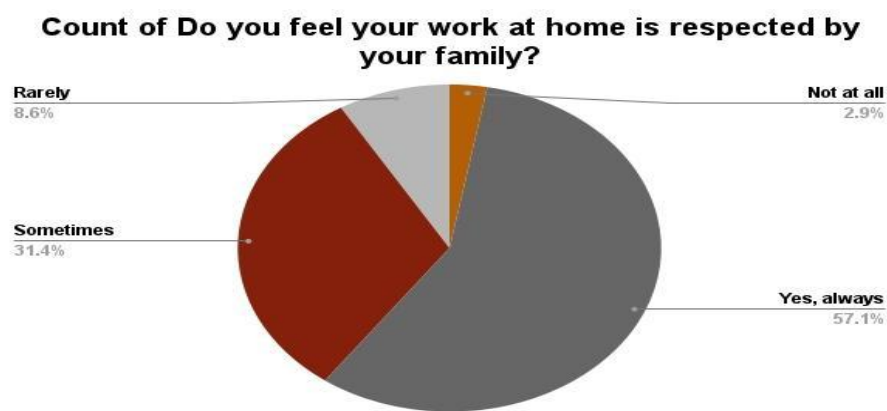
A significant 31.4% of women said they only received respect "sometimes," "rarely," or "not at all," despite 57.1% saying their domestic work was "always respected" (*GF-T9*). Gender hierarchy was also evident in decision-making: precisely half of respondents said they either "do not speak out" or only "sometimes" participate in household discussions (*GF-T8*). This silence is reinforced by economic dependency; while half get pocket money "frequently," the other half rely on sporadic or conditional access (*data view*). When asked directly about silence, 42.9% said it was "a personal choice," 31.4% said it was "a way to avoid conflict," and 17% said it was "part of being a good wife and mother" (*GF-T1*). This demonstrates that silence is not only enforced but also reframed as a virtue, a tactic that maintains economic stability and family harmony.

## 2. Tribal Traditions, Honour and Social Responsibility:

Silence and housewifery were framed by respondents from tribal communities (Ho, Santhal, and ST) as extensions of collective responsibility. For example, all Ho respondents (100%) chose silence as "a personal choice" in the caste cross-tabulation (GF-T10). The research implies that silence is still respected and considered a duty within kinship networks according to tribal customs. However, this does not eliminate gendered burdens; women are still expected to maintain deference in decision-making spaces while juggling domestic care with agricultural or petty market labour.

## 3. Caste Structures:

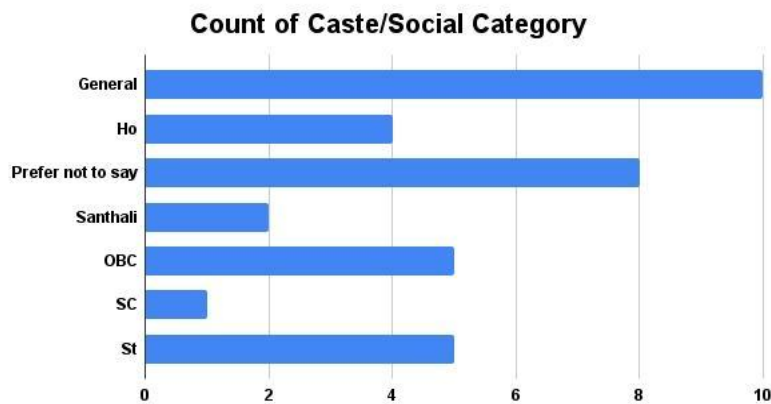
Women's experiences are also shaped by their caste identity. Just 47.1% of respondents



**Fig. 2 Respect chart**

from the general caste said they spoke up during family discussions, whereas 32.4% said they spoke either never or only occasionally (GF-T8). Additionally, different castes had different levels of respect for housework; for example, women from the General caste were more likely to select "sometimes" or "rarely" (GF-T9), whereas women from the SC, OBC, and Santhal castes reported 100% "always respected." This disparity illustrates how caste contributes to more stringent respectability standards, where women's silence safeguards family honour and guards against damage to one's reputation in socially monitored societies.

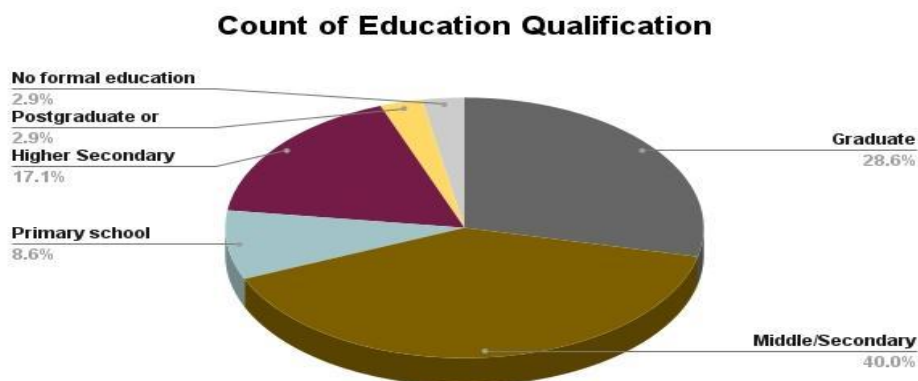
**Fig.3 Caste chart**



**4. Education and Literacy:**

The largest groups were graduates (28.6%) and middle/secondary educated (40.0%), with educational backgrounds ranging from no formal education (1 respondent) to postgraduate (1) (GF-T4). But even among graduates, women reported little personal leisure time and little involvement in discussions, demonstrating that literacy did not equate to agency. According to the survey, 50% of participants felt either "sometimes" or not at all free to express their thoughts and feelings at home (GF-T7). Therefore, although education increases consciousness, it does not always eliminate cultural or patriarchal norms. Although social norms continue to frame women's silence as appropriate, literacy enables them to consider why they choose to remain silent.

**Fig. 4 Qualification chart**



**5. The "Housewife Bargain" and Economic Instability:**

Role acceptance was significantly impacted by economic instability. Thirty per cent had been housewives for ten to twenty years, and half had been for more than twenty years (GF-T5). Despite this longevity, more than half said they would like to work outside the home: 62.9% said they had wanted to work outside the home, and 10%

said they were either working or looking for work now (GF-T6). However, only 17.1% said they were "not interested," suggesting that limitations rather than preferences prevent people from entering the workforce. Silence was also reinforced by financial dependence. Silence turns into a kind of economic diplomacy, guaranteeing ongoing access to resources controlled by husbands, since only half of the population receives pocket money freely, while the other half only receives it conditionally or not at all.

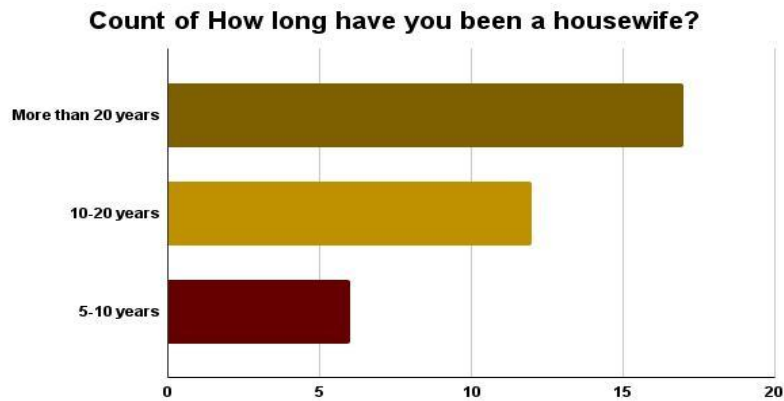
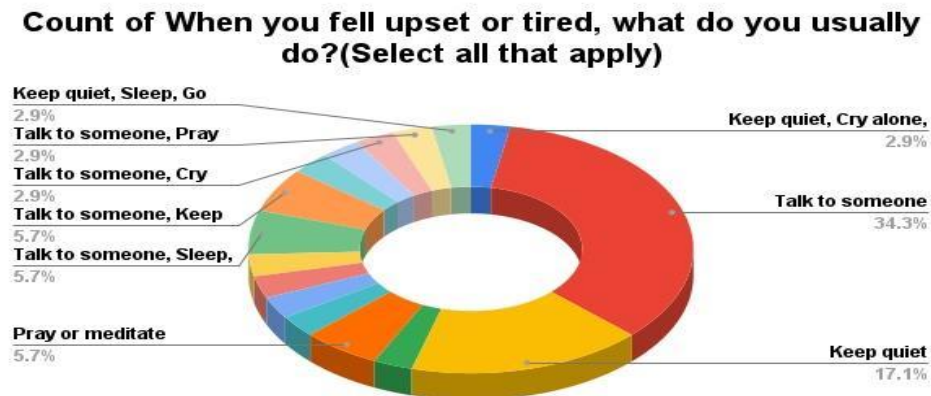


Fig. 5 Role of the housewife

#### 6. Silence as a coping mechanism:

Sexual control increases women's vulnerability in marriage, according to the novel and the field data from Jharkhand. While 50% of women in the survey said they did not feel free to express themselves at home and frequently resorted to "keeping quiet" or "crying alone" as coping mechanisms, Jaya's lack of sexual consent in *That Long Silence* reflects the normalisation of marital rape (Google Form Survey, GF-T7). Despite not being specifically asked about sexual violence, 14.3% of respondents said they had experienced marital violence, which echoes Jaya's unspoken suffering and demonstrates how dominance is accepted in cultural marriage frameworks (Google Form Survey).

**Fig. 6**



### **Conclusion**

The study shows that housewives in Jharkhand negotiate their roles within a complex structure shaped by poverty, patriarchy, and limited educational resources. Their acceptance of domestic duties is not merely passive obedience but a necessary survival strategy in a restrictive socio-economic environment. Despite facing barriers, many women still nurture aspirations for education, reflecting a subtle form of resistance against the constraints imposed on them. Silence emerges as a powerful coping mechanism, used deliberately to maintain peace or avoid abuse, yet it also exposes how deeply women's voices are restricted by intersecting structures of gender, caste, and class. The unique geographical and cultural context of Jharkhand further shapes the lived realities of women, embedding their struggles and resilience within regional traditions and community expectations. Finally, the study reveals the troubling normalisation of marital rape, where silence is misinterpreted as consent, exposing a harmful patriarchal belief that denies women bodily autonomy within marriage.

The research challenges the dominant narrative that all silence in domestic women is oppression. (*Deshpande, 1989; Desai, 1980; Roy, 1997*). Through fieldwork in Jharkhand, it explores how many housewives find identity, self-worth, and contentment (46.7%) in domestic life and how their voices complicate the victim-centric lens of literary and feminist discourse. In many Indian families, silence is taught as a virtue linked to dignity or patience (20%), as a religious ideal like devotion, and as a family strategy to avoid conflict (23.3%). It emphasises how empowerment in caste-affected, rural contexts may differ from urban or Western models by fusing literary analysis with fieldwork in Jharkhand (*Crenshaw, 1989; Showalter, 1985*). By doing this, it adds stories of silent agency and cultural negotiation to the feminist literary canon and elevates the voices of non-metropolitan housewives.

### **Limitations and Suggestions for Future Research:**

The study acknowledges certain limitations that affect the generalisation of its findings. The research was conducted with a small sample drawn only from semi-urban and rural settings, excluding urban and tribal women whose experiences might differ significantly. Additionally, the exclusive use of gyno criticism and

intersectionality, though valuable, left out other theoretical lenses, such as psychoanalytic and economic frameworks that could provide a more holistic understanding of women's silences and roles. The study recommends expanding the research to include a broader and more diverse population across rural, semi-urban, and urban areas of Jharkhand, as well as specifically focusing on tribal communities. Future research could also examine how silence is transmitted across generations and incorporate men's perspectives to better understand patriarchal reinforcement. Further, linking the findings with empowerment initiatives such as adult education programs, vocational training, and policymaking can strengthen the practical impact of such research. Using varied feminist theories may also offer deeper insights into the socio-cultural realities of housewives in Jharkhand.

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## **6. Literature Review of the Impact of Climate Change on Food and Water Security**

*Rishabh Deogam, B.A. English (2022-26)*

### **Abstract**

Climate change has emerged as one of the most critical challenges of the twenty-first century, affecting both natural and human systems. Its influence on food and water security is particularly alarming, as rising temperatures, erratic rainfall, prolonged droughts, floods, and extreme weather events undermine agricultural productivity and disrupt water availability. These consequences are especially severe for low-income and rural communities that depend heavily on climate-sensitive livelihoods and possess limited adaptive capacity. This article reviews scientific literature, government publications, and international reports to examine how climate change affects agricultural production, nutritional outcomes, and freshwater resources. It identifies major concerns such as declining yields, reduced nutritional quality of staple crops, disruption of supply chains, and growing water scarcity. The review also highlights resilience strategies, including sustainable agricultural practices, improved water management, climate-resilient crop varieties, and supportive policies. Overall, the findings emphasise the urgent need for coordinated, long-term interventions to safeguard food and water security in a rapidly warming world.

### **Keywords**

Climate change, food security, agriculture, nutrition, resilience, sustainable farming, water scarcity

### **Introduction**

Food security is increasingly threatened as climate change continues to alter global environmental patterns. Higher temperatures, unpredictable monsoon cycles, droughts, and extreme weather conditions directly affect agricultural yields and livestock health, while indirect consequences such as soil degradation, altered pest cycles, and reduced water availability further destabilise food systems. Major institutions like the FAO and IPCC highlight that these impacts are uneven, affecting low-income nations and rural populations disproportionately due to their limited economic and technological capacity. Understanding the multifaceted link between climate change and food security is essential for developing adaptation strategies that can support vulnerable communities. This literature review aims to synthesise existing research on how climate change influences food and water systems and to identify policy-relevant insights that can guide sustainable responses.

### **Methodology**

The study follows a qualitative research design to explore the relationship between climate change and food and water security. Since the work relies exclusively on secondary sources, no field surveys or primary data collection were undertaken. Data for the study were collected from peer-reviewed journals, government reports, books, and publications by international organisations. Academic platforms such as Google Scholar, ScienceDirect, and ResearchGate were used to identify relevant literature.

Only studies published between 2010 and 2025 in the English language were included to ensure the information is recent and reliable.

### **Discussion and Analysis**

**Climate Change and Agriculture:** Climate change affects agriculture through both direct and indirect pathways. Direct impacts include heat stress on crops, irregular monsoon rainfall, droughts, and floods, all of which reduce crop yields and affect livestock productivity. Indirect impacts arise from increased pest infestations, declining soil fertility, altered pollinator patterns, and reduced freshwater availability for irrigation. Numerous studies indicate that staple crops such as wheat, maize, and rice have shown signs of declining productivity in several regions due to climatic variations. Fisheries, forests, and livestock systems also face significant stress, reflecting the widespread vulnerability across different components of the food system.

**Effects on the Four Pillars of Food Security:** Climate change affects all four pillars of food security as defined by the FAO. Food availability is compromised when agricultural output declines due to extreme weather patterns. Access to food becomes difficult for vulnerable populations when prices rise, and household incomes fall. Utilisation is affected as the nutritional content of crops decreases due to increased carbon dioxide concentrations, making diets less nutritious. Finally, stability is threatened as frequent climate shocks cause market volatility and unreliable food supplies. These impacts are particularly visible in drought-prone regions and smallholder farming communities, where even minor climatic disturbances can lead to significant food insecurity.

**Climate Change and Food Systems:** The broader food system is also disrupted by climate change. Environmental stress leads to decreased agricultural output, which undermines livelihoods and contributes to instability in food markets. This chain of events can be understood as a continuous cycle where climate impacts disrupt ecosystems, which in turn reduce production, alter market dynamics, and ultimately heighten food security risks. Such interconnected effects highlight the need for interventions that address not only agricultural practices but also market systems, ecological conservation, and social welfare programs.

**Strategies for Enhancing Resilience:** The literature identifies several strategies that can help communities adapt to the challenges posed by climate change. Social protection mechanisms such as climate-based insurance schemes, public distribution systems, and disaster relief programs play an important role in supporting vulnerable households. Sustainable agricultural practices—including water harvesting, micro-irrigation, crop diversification, and climate-resilient seed varieties—help strengthen long-term resilience. Cross-sector adaptation measures, such as the introduction of heat-resistant livestock breeds, improved aquaculture management, and forest regeneration, contribute to broader ecological and economic stability. These strategies collectively enhance the adaptive capacity of communities while promoting sustainable development.

Policy and Institutional Support: Policy frameworks are essential for creating climate-resilient food systems. Effective policies include targeted support for smallholder farmers, investment in climate-smart infrastructure, promotion of public–private partnerships for innovation and strengthening early warning systems. Integrating climate resilience into national policies such as the National Adaptation Plans (NAPs) and Nationally Determined Contributions (NDCs) ensures that government actions align with long-term sustainability goals. Strong institutional support can improve coordination and ensure timely responses to climate-induced challenges.

The literature consistently demonstrates that climate change influences multiple dimensions of human and environmental systems, making it one of the most complex challenges facing global societies. It intensifies existing inequalities by disproportionately affecting marginalised groups and exacerbating issues such as poverty, hunger, and limited access to natural resources. Despite growing research, several gaps remain, particularly in areas such as quantifying economic losses, understanding community-based adaptation models, and exploring shifts in global food trade. Addressing these gaps will require interdisciplinary research and coordinated policy interventions.

## **Conclusion**

Climate change poses a significant threat to food and water security across the world. Its effects on agricultural productivity, freshwater availability, and ecosystem stability highlight the urgency for collective and sustained action. Strengthening sustainable agricultural practices, improving water management, and formulating robust policies can significantly reduce vulnerabilities. Ensuring the resilience of global food systems will require cooperation between governments, international organisations, researchers, and local communities. By adopting long-term adaptive strategies, societies can better protect themselves against the escalating risks associated with climate change.

## **Limitations of the Study**

This study is based entirely on secondary data drawn from existing literature, reports, and publications, which means its findings are dependent on the accuracy, reliability, and completeness of those sources. Since no primary data were collected, the review cannot capture real-time community experiences or localised variations in climate impacts.

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## 7. Gen Z Teens as Drivers of Household Purchase Decisions: A Study of Changing Consumer Dynamics

Shreya Paul, BBA (2023-27)

### Abstract

This study explores the emerging influence of Generation Zoomers (Gen Z) teens on household purchase decisions. With rapid technological advancement and the prevalence of digital media, Gen Z is shaping consumer trends by advising families on categories such as food, personal care, technology, and wearables. The research employs a review of recent studies and current market data to examine how Indian parents are increasingly considering their children's preferences in purchasing decisions. The study uses a descriptive and quantitative approach, collecting primary data from 50 Gen Z respondents through a structured questionnaire, along with secondary data from research papers, journals, and online sources. Most respondents use online comparisons and social media information before recommending products to their families, and parents largely trust their suggestions. The study concludes that Gen Z plays a key role in shaping modern household purchasing behaviour and holds growing importance for marketers and brands targeting the Indian consumer market.

### Keywords:

Gen Z; Social media impact; Household purchase decisions; Brand relevance; Digital influence; Indian consumers

### Introduction

In the rapidly evolving landscape of Indian consumerism, Generation Z teens have emerged as powerful influencers of household purchase decisions. Traditionally, family buying choices were determined by parents, but a dramatic shift has occurred with the rise of digital media, access to information, and changing social dynamics. Today's Gen Z—those born between 1997 and 2012—command significant sway over what families buy, especially in categories such as food, personal care, technology, and wearables. This “reverse advice” trend is redefining conventional parent-child roles and shaping consumer preferences across urban and semi-urban India.

With over 377 million Gen Z individuals in the country, their digital nativity and affinity for online platforms, social influencers, and instant access to trends mean that brands must evolve rapidly or risk becoming obsolete by 2030. The growing relevance of Gen Z as household advisors highlights the urgent need for businesses to understand their expectations, values, and behaviours to remain competitive in India's dynamic marketplace. This study aims to analyse the extent and implications of Gen Z's influence on household purchase decisions, offering insights for marketers, retailers, and policymakers focused on future consumer trends.

### Literature Review

*Thangavel, P.* (2022) examined the decision-making styles of Gen Z online shoppers using generational cohort theory. The study emphasised that Gen Z is highly tech-

savvy, research-oriented, and socially connected. They rely heavily on online reviews, peer feedback, e-commerce platforms, and social media before making any purchase recommendation. The research also highlighted that Gen Z prefers brands that offer digital experience, affordability, and innovation, which strongly influences their product suggestions to family members.

*Arora, C., Pawan Diwan, S.* (2022) conducted a comprehensive study on children's influence on household purchase decisions in India across different product categories. Their study revealed that children have the strongest influence on lifestyle and visible product categories such as fashion, electronics, FMCG products, and entertainment services. The researchers highlighted that children today are not just passive users but are active participants in family decision-making. The study also explained that the influence is stronger in urban families due to higher exposure to media and technology. The authors concluded that children now act as co-decision makers in household purchases rather than mere influencers.

*Sangal, S.* (2022) studied the post-COVID online purchase behaviour of Gen Z, especially in the beauty and personal care product segment. The study found that Gen Z consumers are highly influenced by social media content, influencer promotions, and online advertisements. The researcher concluded that Gen Z shows low brand loyalty and quickly shifts brands based on online trends, influencer reviews, and peer suggestions. This behaviour also affects household purchase decisions, where Gen Z convinces parents to try new brands.

*Nain, H.* (2021) focused on the concept of reverse socialisation, where children transfer market knowledge to parents. The study found that modern children influence purchase decisions mainly through information sharing, online research, and product comparisons, rather than emotional pressure. Parents depend on their children for understanding technology-driven products such as smartphones, gadgets, and online services. The study also confirmed that Indian parents show a high level of trust in their children's product knowledge, especially for digital products.

*Rajput, A.* (2025) explored the impact of influencer credibility and authenticity on Gen Z purchase intention in India. The study revealed that Gen Z is highly sensitive to trust, transparency, and relatability in influencer marketing. When influencers are perceived as genuine, Gen Z is more likely to adopt and recommend brands to family members. The study confirmed that influencer-led marketing campaigns indirectly affect household brand preferences through Gen Z.

*Armutcu, B.* (2023) studied Gen Z attitudes toward recyclable and eco-friendly products and found that moral values and environmental responsibility significantly influence purchase behaviour. The study concluded that Gen Z prefers to recommend sustainable and environmentally responsible products to their family members. This shows how Gen Z is shaping household buying behaviour toward green consumption.

*Theocharis, D.* (2025) analysed the relationship between digital brand experience, sustainability messaging, and Gen Z consumption behaviour. The study revealed that Gen Z is highly sensitive to ethical branding, environmental responsibility, and socially conscious marketing. Brands that communicate sustainability values digitally

receive stronger acceptance and recommendation from Gen Z. This study shows that modern Gen Z influence is not only driven by price and features but also by brand values and social responsibility.

### **Research Methodology**

The study adopts a descriptive research design, which is suitable for identifying patterns, measuring influence levels, and analysing the consumer behaviour of Gen Z teens in relation to household purchase decisions. The nature of the study is quantitative, as primary data was collected through a structured questionnaire and analysed using numerical techniques such as percentage analysis and graphical representation. Primary data was gathered from 50 Gen Z respondents through a structured questionnaire containing closed-ended questions, Likert scale items, multiple-choice questions, and category-based choices related to parental consultation, influence strength, social media-driven recommendations, parental trust, brand image importance, brand switching behaviour, and the impact of online comparison knowledge. Secondary data was obtained from research papers and articles from Google Scholar, academic studies by various authors, online reports, journals, and published literature on Gen Z consumer behaviour and digital influence. These secondary sources strengthened the theoretical foundation of the study and supported the interpretation of primary findings. The sampling method used was non-probability convenience sampling, chosen due to easy accessibility and willingness of respondents to participate—an appropriate approach for student-based and youth-focused research. The sample size consisted of 50 respondents aged between 13 and 28 years, with the majority belonging to the 21–24 and 17–20 age groups, reflecting the core Gen Z demographic. The data collection instrument was a structured questionnaire comprising 10 questions designed to capture behavioural and perception-based insights. The collected data was analysed using percentage analysis, tabular presentation, and graphical charts to understand the level and patterns of Gen Z influence on household purchase decisions.

### **Data Analysis and Interpretation**

1. What is your age?

<b>Age</b>	<b>Respondents</b>	<b>Percentage</b>
13-16	1	2%
17-20	18	36%
21-24	28	56%
25-28	3	6%

The survey data collected on age shows that the sample consists of 50 respondents distributed across four age brackets. The dominant age group is 21-24, which accounts for more than half of the responses at 56% (28 people). The next largest group is 17-20 with 36% (18 people). These two intermediate age ranges (17-24) constitute most of the sample, totalling 92%. The older group, 25-28, is small, representing 6% (3 people), and the youngest group, 13-16, is the smallest category, containing only 2% (1 person).

2. How often do your parents ask for your opinion before purchasing household items?

Perception	Respondents	Percentage
Always	14	28%
Often	13	26%
Sometimes	13	26%
Rarely	5	10%
Never	5	10 %

The survey results show that parents frequently consult their children before purchasing household items, with 80% of respondents reporting their parents always, often, or sometimes ask for their opinion (28%, 26%, and 26% respectively). The highest single response was "Always" at 28%. Only a small minority (20%) reported their parents rarely or never ask (10% each).

3. In which of the following categories do you influence purchase decisions the most?

(You may select more than one)

Items	Respondents	Percentage
Electronics	31	19.6%
Fashion/Clothing	39	24.7%
Food & Beverages	31	19.6%
Personal Care Products	17	10.8%
Digital Subscriptions (OTT, apps, etc.)	20	12.7%
Household Items	20	12.7%

The survey results indicate that parents frequently consult their children before making household purchases, with 80% of respondents reporting their parents ask for their opinion Always (28%), Often (26%), or Sometimes (26%). Only 20% of parents rarely or never ask for their child's opinion, with both Rarely and Never each accounting for 10% of the responses. When children do influence purchasing decisions, the greatest impact is felt in the Fashion/Clothing category, selected by 39 respondents or 24.7% of the choices. Influence is also high and tied between Electronics and Food & Beverages, both selected by 31 respondents (19.6% each). The lowest influence is reported in Personal Care Products (10.8%), and moderate influence is seen in Household Items and Digital Subscriptions (each 12.7%)

4. How strongly do you influence the purchase of electronic gadgets in your home?

<b>Perception</b>	<b>Respondents</b>	<b>Percentage</b>
No Influence	10	20%
Somewhat Influence	25	50%
Very strong influence	15	30%

Respondents feel they have the most influence over purchase decisions in the Fashion/Clothing category, which was selected by the highest number of people (39 respondents or 24.7%). Influence is also very strong in both Electronics and Food & Beverages, with both tied at 31 respondents (19.6% each). When focusing specifically on electronic gadgets, a combined 80% of respondents report having influence: 50% (25 respondents) report a "Somewhat Influence," and 30% (15 respondents) report a "Very strong influence," leaving only 20% with "No influence".

5. How often do you recommend products to your family based on information from social media (Instagram, YouTube, influencers, etc.)?

<b>Perception</b>	<b>Respondents</b>	<b>Percentage</b>
Very Often	5	10%
Often	14	28%
Sometimes	22	44%
Rarely	7	14%
Never	2	4%

The data reveals that social media significantly influences product recommendations within the family. The largest segment, 44% (22 respondents), reported they "Sometimes" recommend products based on information from social media. A combined 38% of respondents recommend products with higher frequency, consisting of 28% who recommend "Often" and 10% who recommend "Very Often". Overall, the vast majority of respondents (over 80%) use social media information to recommend products to their family, with only a small minority reporting they "Rarely" (14%) or "Never" (4%) do so.

6. What sources do you mainly use to gather information before suggesting a product to your family?

Sources	Respondents	Percentage
Social media	21	18.8%
Online reviews	36	32.1%
Friends/Peers	22	19.6%
Brand websites	20	17.9%
Advertisements	13	11.6%

The survey reveals that respondents rely most heavily on Online reviews before suggesting a product to their family, with 36 respondents selecting this option, making up 32.1% of the choices. The second-most popular source is Friends/Peers, selected by 22 respondents and accounting for 19.6% of the responses. Social media is the third most used source, chosen by 21 respondents (18.8%). Brand websites are used by 20 respondents (17.9%), while Advertisements are the least-used source, selected by only 13 respondents (11.6%). Overall, online reviews are used almost twice as much as the next most frequent source (Friends/Peers).

7. Do your parents trust your product recommendations?

Perception	Respondents	Percentage
Yes, always	15	30%
Yes, most of the time	19	38%
Sometimes	10	20%
Rarely	3	6%
No	3	6%

The data indicates a high level of parental trust in the respondents' product recommendations. The combined majority of parents (68%) trust their children's recommendations either "Yes, most of the time" (38%) or "Yes, always" (30%). Trust is reported as "Sometimes" by 20% of respondents. Very few parents rarely or never trust the recommendations, with both "Rarely" and "No" accounting for only 6% each.

8. How important is brand image when you suggest a product to your family?

<b>Perception</b>	<b>Respondents</b>	<b>Percentage</b>
Not important	4	8%
Somewhat important	23	46%
Extremely important	23	46%

The data shows that brand image is a highly important factor for respondents when suggesting a product to their family. A combined 92% of respondents view brand image as important, with the largest segments being equally split: 46% (23 respondents) reported it is "Extremely important," and another 46% (23 respondents) found it "Somewhat important". Only a small minority of 8% considered brand image to be "Not important".

9. Have you ever convinced your family to switch from one brand to another based on your preference?

<b>Perception</b>	<b>Respondents</b>	<b>Percentage</b>
Yes	40	80%
No	10	20%

The data shows that respondents have a high level of success in influencing their family's brand choices. An overwhelming majority of 80% (40 respondents) confirmed that they have successfully convinced their family to switch brands based on their personal preference.

Conversely, only 20% (10 respondents) reported they have not. This finding underscores the significant persuasive power the respondents hold in altering household consumption patterns.

10. How much does your knowledge of online product comparisons (price, reviews, features) influence your family's final purchase decision?

<b>Perception</b>	<b>Respondents</b>	<b>Percentage</b>
A lot	16	32%
Moderately	22	44%
Slightly	8	16%
Very little	3	6%
Not at all	1	2%

The data shows that respondents' knowledge from online product comparisons (price, reviews, features) significantly influences their family's final purchase decisions. Most respondents, 44% (22 respondents), reported that their knowledge influences the decision "Moderately," while a further 32% (16 respondents) reported influence "A

lot". Combined, 76% of respondents exert a strong or moderate level of influence based on this knowledge. Only a small minority reported low influence, with "Slightly" (16%), "Very little" (6%), and "Not at all" (2%).

### **Findings of the Study**

1. Most respondents belong to the 17–24 age group, representing the core of Gen Z.
2. Parents frequently consult their children, with 80% saying their opinions are asked before purchases.
3. Gen Z influences the most in Fashion/Clothing, Electronics, and Food & Beverages.
4. 80% of respondents have a strong influence over electronic gadget purchases.
5. Social media plays a major role, with over 80% recommending products based on online content.
6. Online reviews are the most used source of product information.
7. Parents trust Gen Z recommendations, with 68% showing high trust.
8. Brand image is important to Gen Z, with 92% considering it significant.
9. 80% have convinced their families to switch brands based on their preference.
10. Most respondents (76%) influence family purchases through online comparisons

### **Discussion**

The study clearly demonstrates that Gen Z teens play a significant role in influencing household purchase decisions in India. The findings show that parents frequently consult their children before making purchases, indicating a shift from traditional parent-led decisions to a more consultative and digitally driven family buying process. Gen Z influence is found to be strongest in fashion, electronics, and food & beverages, as these categories are closely linked to trends, technology, and peer preferences.

The study also highlights the powerful role of social media, online reviews, and peer networks in shaping Gen Z opinions and recommendations. Their high level of digital awareness enables them to guide family members with updated product information, price comparisons, and brand choices. Moreover, the strong parental trust in Gen Z recommendations and the high success rate in brand switching confirm that Gen Z has a meaningful impact on household brand preferences.

Overall, the discussion confirms that Gen Z has evolved from being passive consumers to active household decision-makers, supported by digital exposure, product knowledge, and growing parental confidence.

## **Conclusion**

The present study concludes that Gen Z teens play a powerful and dynamic role in influencing household purchase decisions in India. The findings clearly show that today's teenagers and young adults are no longer passive consumers but have become active contributors, advisors, and influencers within the family buying process. Their opinions are increasingly valued by parents, especially in categories such as fashion, electronics, food & beverages, and digital products.

The study also highlights the strong impact of digitalisation on Gen Z influence. Social media platforms, online reviews, and peer feedback significantly shape their preferences and recommendations. As a result, Gen Z acts as a bridge between the digital marketplace and the family, guiding parents with updated information related to prices, features, and brand comparisons.

Moreover, the high level of parental trust in Gen Z recommendations and the strong success rate in brand switching clearly indicate that Gen Z has the power to alter traditional brand loyalty patterns in households. Their strong brand consciousness and online research behaviour further strengthen their role as informed decision-makers.

In conclusion, the study firmly establishes that Gen Z teens have emerged as influential drivers of household consumption in India, reshaping traditional family buying behaviour. For marketers, brands, and businesses, this signifies that targeting Gen Z is no longer optional—it is a strategic necessity for long-term market success.

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**8. A Study on Gamification-Driven Performance Improvement Plans with reference to Employee Development at Adityapur Auto**

*Shruti Kumari, BBA (2022-26)*

**Abstract**

This study investigates the effectiveness of gamification-driven Performance Improvement Plans (PIPs) in enhancing employee development at Adityapur Auto Cluster, Jharkhand. Traditional PIPs are often viewed as corrective and demotivating, resulting in low employee engagement and limited sustainable performance improvement. In response to the growing adoption of technology-enabled human resource practices, this research explores gamification as an innovative approach to improving employee motivation, skill development, and performance outcomes. The study adopts a quantitative descriptive research design and is based on primary data collected through a structured survey administered to 50 employees from both technical and administrative departments. The findings reveal a strong positive perception of gamified PIPs, with 88.2% of respondents indicating that gamification elements such as badges, leaderboards, and point systems enhance motivation. Further, 84.3% of employees report improved skill retention through interactive, game-based learning, while 86.2% believe that competitive features foster collaboration and productivity. Despite these benefits, challenges such as digital literacy gaps (82.3%) and inadequate technological infrastructure were identified as major barriers to implementation. Overall, the study concludes that gamification holds significant potential to transform performance management practices at Adityapur Auto Cluster by increasing engagement, improving day-to-day performance, and encouraging continuous employee development, provided there is adequate leadership support, strategic planning, and investment in technology.

**Keywords:** Gamification, Performance Improvement Plan, Employee Development, Motivation, HRM, Automotive Industry

**1. Introduction**

Gamification, the integration of game elements such as challenges, points, rewards, and leaderboards in non-game settings, has transformed modern workplace practices. Organisations today are increasingly exploring game-based mechanisms to enhance employee motivation, productivity, and engagement. In human resource management, gamification offers a fresh approach to training, development, and performance improvement.

Traditional Performance Improvement Plans (PIPs) predominantly focus on correcting deficiencies. These systems, although structured, are often perceived negatively, leading to reduced morale and disengagement. Gamification-driven PIPs present an alternative by making improvement measurable, interactive, and psychologically rewarding.

This research investigates how gamified PIPs can influence employee development at Adityapur Auto Cluster, a major automotive manufacturing ecosystem serving over 300 industrial units. The organisation's evolving technological landscape and diverse workforce provide a fertile setting for exploring gamification as a performance enhancement tool.

The study aims to analyse employee perceptions toward gamified performance improvement and identify barriers and opportunities for organisational adoption.

### **1.1 Purpose of the study**

The purpose of this study is to analyse whether gamification-based performance systems can improve motivation, skill development, and overall employee performance. The research intends to understand how employees perceive game-like elements such as points, rewards, leaderboards, and progress tracking in the context of performance improvement. It also aims to assess the feasibility of implementing a gamified approach within existing HR structures and to identify potential challenges such as technological requirements and employee adaptability. This study ultimately seeks to determine whether gamification can transform the performance improvement process from a corrective mechanism into a developmental and engaging experience.

## **2. Review of Literature**

Previous studies have extensively highlighted the positive role of gamification in enhancing employee engagement, learning, and performance across organisational settings. Alotaibi and Almalki (2023) demonstrate that gamification transforms routine workplace tasks into engaging challenges by applying motivational frameworks, leading to improved productivity, morale, and skill development, though resistance to change and limited managerial support remain concerns. Similarly, Chen, Zhang, and Liu (2024), through a large-scale study of 445 employees, report significant improvements in knowledge retention and sharing, emphasising that clearly defined objectives and supportive systems are crucial for effective gamification. Kumar and Patel (2023) further confirm the effectiveness of gamification in the service sector, noting substantial improvements in task completion and skill acquisition while underscoring the importance of balancing entertainment with developmental objectives to overcome employee scepticism and cost-related challenges. Further research reinforces the impact of gamification on psychological and performance-related outcomes. Martinez and Johnson (2024) find notable increases in self-efficacy and performance behaviour when gamification is supported by high-quality content and reliable systems, although system stability and content alignment remain critical issues. Thompson and Davis (2023) highlight that gamification enhances motivation and skill acquisition by satisfying basic psychological needs, but stress the need for flexible designs to accommodate diverse learning styles and varying levels of digital literacy. Additionally, Wilson and Anderson (2024) demonstrate through a longitudinal study that sustained gamified training leads to significant skill improvement over time, concluding that gamification is most effective when implemented as a long-term developmental strategy requiring continuous engagement and monitoring.

### **3. Statement of the Problem**

Traditional PIPs are often punitive, leading to anxiety and disengagement. Organisations need innovative methods to enhance performance sustainably. Gamification, though widely applied in training, has been understudied in the context of PIPs.

### **4. Objectives of the study**

- i) To analyse the role of gamification in employee skill development and performance improvement.
- ii) To identify challenges in implementing gamification-driven performance enhancement systems.

### **5. Significance of the study**

- i) Fills a research gap in the use of gamification within performance management.
- ii) Provides organisations with insights into modern employee development strategies.
- iii) Supports workforce engagement for Millennial and Gen-Z employees.

### **6. Limitations of the study**

- i) Study limited to one organisation.
- ii) Short-term data collection period.

### **7. Research Methodology**

#### **7.1 Research Design**

This study adopts a quantitative descriptive research design, which is appropriate for understanding employee perceptions in a structured and measurable manner. A descriptive design enables the researcher to examine patterns and attitudes without manipulating any variables. It helps present an accurate picture of how employees view gamification as part of performance improvement. This design is particularly suitable for organisational studies where the goal is to interpret existing behaviour rather than test cause-and-effect relationships.

#### **7.2 Sampling Technique**

The sampling technique used in this study is *non-probability convenience sampling*. This method was chosen because participants were selected based on accessibility, availability, and willingness to participate. Convenience sampling is commonly used in organisational research when the population is easy to reach and time constraints limit the use of more complex sampling methods. Although this method does not provide equal probability to all employees, it enables quick and efficient data collection from relevant respondents.

### 7.3 Sample Size

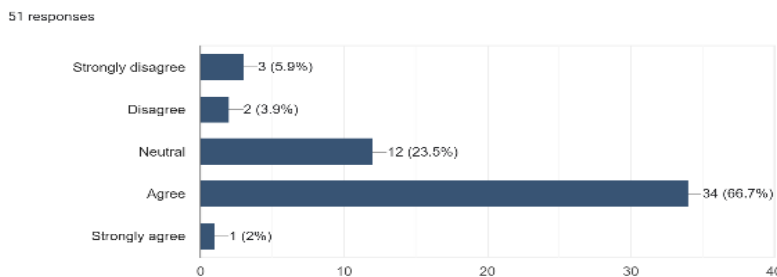
A total of **51 respondents** participated in the study. This sample size was considered adequate for a descriptive analysis of employee perceptions within a workplace setting. The respondents belonged to different departments, which allowed the study to capture a wide range of views regarding gamification in performance improvement. While a larger sample might offer even more comprehensive insights, the selected size is sufficient for identifying general trends and attitudes.

### 7.4 Data Collection Method

Primary data was collected using a structured questionnaire developed through Google Forms. The questionnaire consisted of closed-ended questions to ensure clarity and simplicity for respondents. Questions were designed to measure employee motivation, perceived usefulness of gamification, collaboration, readiness for adoption, and challenges. Google Forms allowed easy distribution, anonymous responses, and automatic compilation of data, making analysis more efficient.

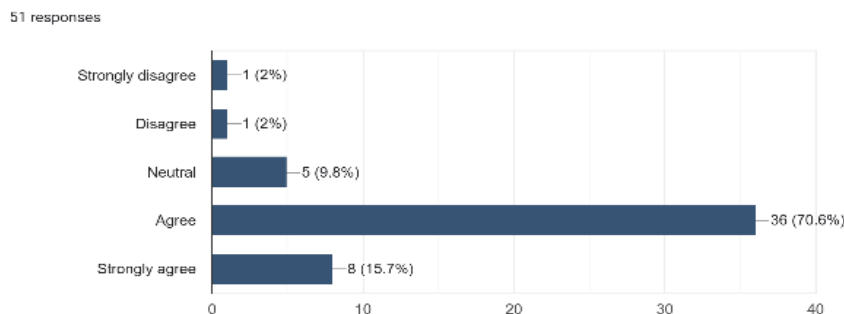
## 8. Data Analysis and Interpretation

1. Current traditional training methods at Auto Cluster effectively develop my technical and soft skills.



**Interpretation:** The data reveal that 64.0% of employees (combining Strongly Agree and Agree) find current traditional training methods effective for skill development. However, a significant 30.0% remain neutral, suggesting room for improvement. Only 6.0% express dissatisfaction with current methods.

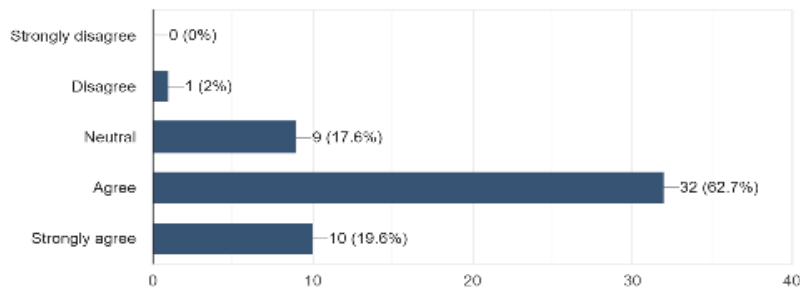
2. Gamification elements (points, badges, leaderboards) would enhance my motivation to learn new skills and competencies.



**Interpretation:** An overwhelming 88.2% of respondents (combining Strongly Agree and Agree) express positive interest in gamification elements. This represents strong acceptance and enthusiasm for game-based motivational strategies.

3. Interactive learning through game-like features would help me retain technical knowledge better than traditional classroom training.

51 responses

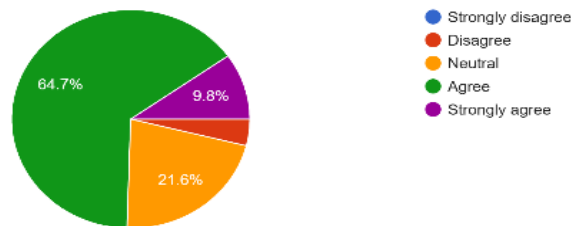


**Interpretation:** 84.3% of employees believe interactive, game-like features would improve knowledge retention compared to traditional methods. This supports the fundamental premise of gamification effectiveness in learning.

4. Current performance evaluation methods at Auto Cluster motivate me to improve my work quality and productivity.

4. Current performance evaluation methods at Auto Cluster motivate me to improve my work quality and productivity.

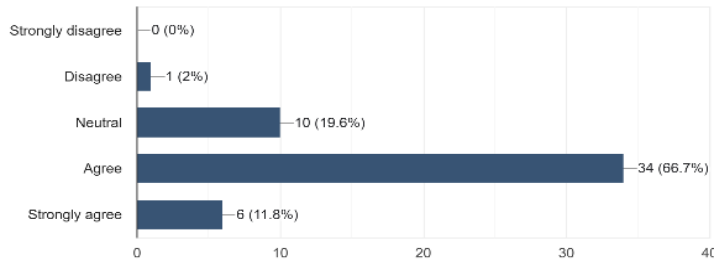
51 responses



**Interpretation:** 82.3% of employees find current performance evaluation methods motivating. This establishes a positive baseline for performance management systems, indicating that employees are generally responsive to performance feedback mechanisms.

5. Real-time feedback and progress tracking through gamification would improve my daily performance more effectively than current appraisal systems.

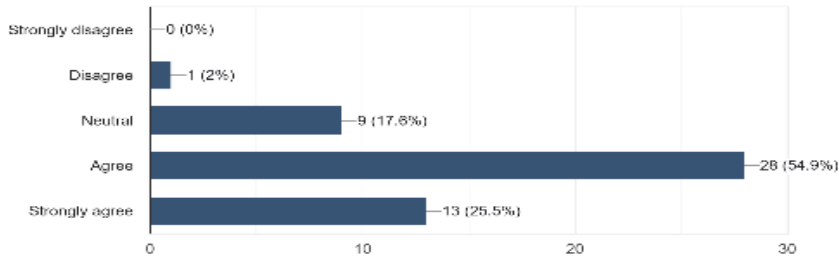
51 responses



**Interpretation:** 84.3% of respondents believe real-time feedback through gamification would enhance daily performance more effectively than current methods. This indicates strong support for continuous performance monitoring and feedback systems.

6. Competition through leader boards and team challenges would enhance my productivity and quality of work at Auto Cluster.

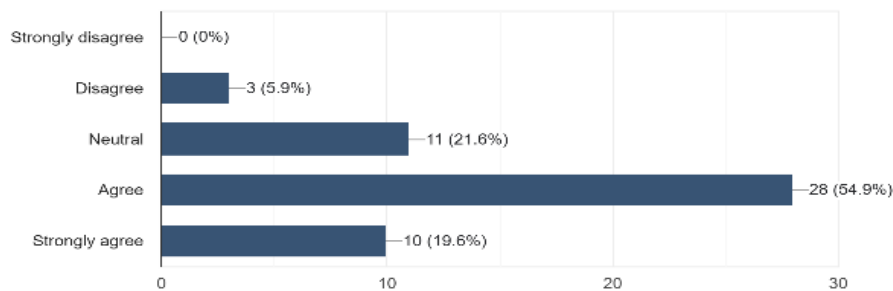
51 responses



**Interpretation:** 86.2% of employees express positive attitudes toward competitive elements in gamification. The high, strong agreement rate (23.5%) indicates genuine enthusiasm for competitive motivation strategies.

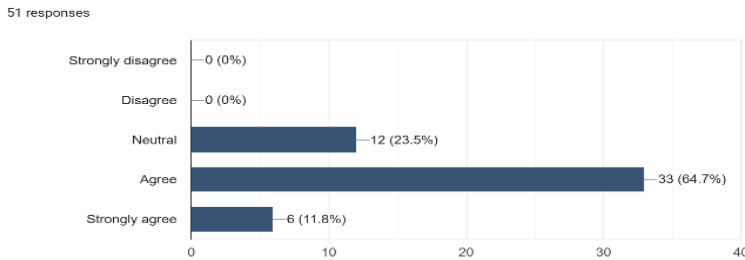
7. Auto Cluster's current organisational culture and employee mindset are ready to adopt gamification-based performance improvement systems.

51 responses



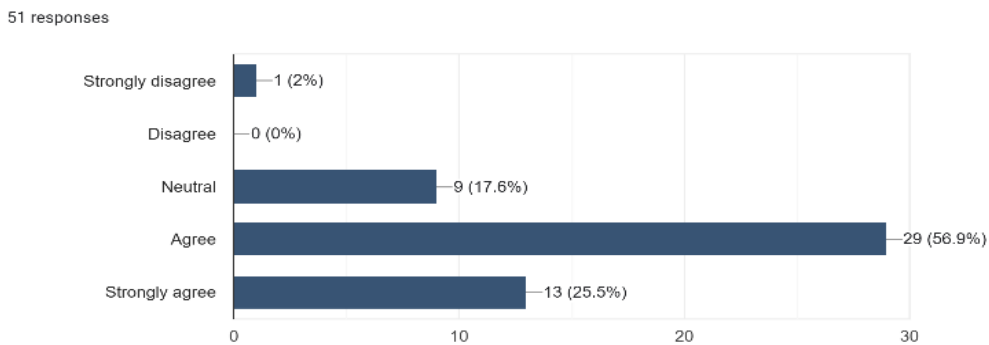
**Interpretation:** 84.3% of employees believe the organisational culture is ready for gamification adoption. This indicates favourable internal conditions for implementation, though some cultural barriers may exist (3.9% disagreement).

8. Lack of technological infrastructure and digital literacy among employees would be major barriers to implementing gamification at Auto Cluster.



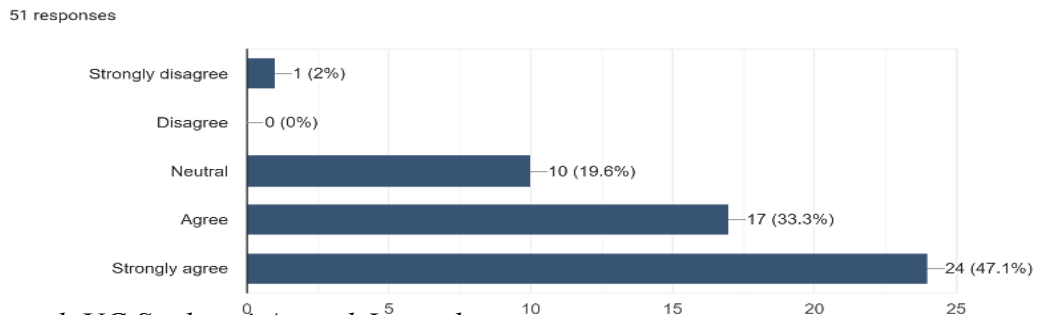
**Interpretation:** 82.3% of respondents acknowledge technological infrastructure and digital literacy as significant implementation barriers. This represents a critical challenge that must be addressed for successful gamification deployment.

9. Limited management support, budget allocation, and training resources would hinder the successful implementation of gamification-driven performance plans.



**Interpretation:** 86.2% of employees recognise management support and resource allocation as critical success factors. The high, strong agreement rate (23.5%) emphasises the importance of organisational commitment to gamification initiatives.

10. Measuring the effectiveness and long-term impact of gamification on employee performance improvement would be challenging for Auto Cluster.



**Interpretation:** 86.2% of respondents anticipate challenges in measuring gamification

effectiveness. The highest strong agreement rate (33.3%) across all questions indicates this is perceived as the most significant implementation challenge.

## **9. Conclusion**

The study clearly shows that gamification can be a powerful tool for improving employee performance and development at Auto Cluster. Employees responded positively to game-based elements such as points, badges, leaderboards, and real-time feedback, indicating that they find these methods more engaging than traditional training and appraisal systems. This means that introducing gamification would not only increase motivation and learning retention but also make performance improvement more interactive and enjoyable for employees. The study also shows that the organisation is largely open to adopting new digital methods, which makes the environment suitable for gamification-based changes.

However, the findings also highlight important areas that need attention. Employees expressed concerns about technological readiness, digital literacy, management support, and the challenges of measuring long-term results. This means that while gamification has high potential, it must be implemented carefully and systematically to avoid resistance and ensure long-term success.

Based on the findings, the study suggests the following:

1. Start with small pilot programs in selected departments to test the effectiveness of gamified modules before full implementation.
2. Provide basic digital training to employees to overcome technological and digital literacy barriers.
3. Strengthen management involvement, as leadership support is essential for budget approval, training, and smooth implementation.
4. Invest in reliable digital infrastructure, such as LMS tools, dashboards, and feedback systems.

Overall, the study shows that with the right planning, support, and technological readiness, gamification can significantly enhance employee development and contribute to higher productivity and improved workplace performance at Auto Cluster.

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## **9. The Role of Innovation in Business Growth**

*Tanisha Singh, BBA (2022-26)*

### **Abstract**

Innovation has emerged as a key element for achieving sustained business growth in a competitive and dynamic marketplace. As industries evolve due to technological advancements, shifting consumer preferences, and global competition, organisations must constantly innovate to remain relevant. This study examines how innovation contributes to business expansion, profit enhancement, customer satisfaction, and long-term sustainability. The research emphasises product, process, marketing, and technological innovation as critical drivers of competitiveness. Findings reveal that businesses with a strong culture of innovation perform better in terms of operational efficiency, market share, and adaptability. The study concludes that innovation is not only a creative act but a strategic tool for achieving superior business performance.

### **Keywords**

Innovation, Business Growth, Technology Adoption, Competitive Advantage, Research and Development, Productivity, Market Expansion, Customer Satisfaction.

### **Introduction**

In the modern economic environment, innovation is widely recognised as the foundation of business success. Markets have become unpredictable, customer expectations have increased, and competition is global. In such conditions, traditional ways of doing business are no longer enough. Companies must innovate, introducing new ideas, improving existing methods, and adopting advanced technologies, to remain competitive. Innovation can take various forms, such as product innovation (new or improved products), process innovation (efficient ways of production), technological innovation (digitalisation, automation, AI), and marketing innovation (creative promotional strategies). Regardless of its type, innovation strengthens a company's ability to attract customers, reduce costs, and explore new opportunities. Successful global companies like Tata Steel, Apple, Amazon, and Tesla are examples of firms that have consistently innovated to stay relevant. In India, businesses in sectors such as steel, manufacturing, telecom, healthcare, and retail are relying heavily on innovation to achieve growth. Thus, innovation is not just about creativity; it is a strategic necessity that determines whether a business will grow or decline in the future.

### **Literature Review**

Studies across management and economic literature consistently highlight innovation as a key contributor to business growth and long-term competitiveness. Early contributions emphasised that innovation enables firms to move beyond traditional methods and introduce new ways of creating value. This foundation is further strengthened by modern research, which shows that companies operate in fast-changing markets where technology, customer expectations, and competition evolve rapidly. In such conditions, innovation becomes essential rather than optional.

Kotler and Keller point out that innovative products and marketing practices help

businesses differentiate themselves and attract a broader customer base. Tidd and Bessant also argue that technological and process innovations improve internal efficiency by reducing costs, increasing speed, and enhancing product quality. Reports from OECD and McKinsey show a direct link between investment in research, digital tools, automation, and stronger financial outcomes. These studies note that firms engaging in continuous innovation adapt better to market disruptions and achieve sustainable growth.

Overall, the existing literature suggests that innovation shapes not only the competitive strength of a business but also its ability to survive in uncertain environments. Companies that innovate regularly experience improved productivity, greater customer satisfaction, higher profitability, and stronger market positions.

### **Research methodology**

Despite the benefits of innovation, many companies still struggle to innovate effectively. Innovation requires financial investment, technological capability, a skilled workforce, and a willingness to take risks. Small and medium enterprises (SMEs), in particular, face challenges due to limited resources and resistance to change. The objective of the study was to analyse the role of innovation in business growth. The secondary data was collected through existing sources

### **Data analysis**

Introducing new technologies, upgrading machinery, and improving workflow processes reduces costs and increases output. For example, automation and digital systems help companies minimise human error and speed up production. This leads to higher profitability and improved productivity. Businesses that innovate regularly can differentiate themselves from competitors. Unique product features, better customer service, and advanced technology help companies stand out in the market. For instance, companies adopting AI-driven customer support offer faster and more personalised service compared to traditional firms. Companies that introduce new products or modify existing ones can attract new customer segments. Innovation allows firms to enter new markets, both domestic and international. For example, Tata Steel introduced value-added steel products that created new demand in the construction and automotive industries. Customers prefer products that are modern, efficient, and aligned with their needs. Innovation helps companies improve quality, design, performance, and overall user experience. This increases customer loyalty and contributes to higher sales. Businesses that innovate regularly experience steady revenue growth. New products generate additional income, while improved processes reduce cost. As a result, profitability increases and financial stability strengthens. In the fast-changing business environment, companies must adapt quickly to market shifts. Innovation makes organisations more flexible, future-ready, and capable of surviving disruptions such as economic downturns or technological changes.

## **Conclusion**

Innovation is the driving force behind business growth in today's competitive world. It enables companies to increase efficiency, reduce costs, enter new markets, and satisfy customers more effectively. The study concludes that businesses with a strong culture of innovation enjoy better financial performance, higher customer loyalty, and stronger market positions. However, to achieve these benefits, organisations must invest in technology, encourage creativity, and create an environment that welcomes new ideas. Without innovation, companies risk becoming outdated and losing their competitive edge.

## **Recommendations**

Businesses should allocate funds to research, experimentation, and technology development. Employees should be motivated to share ideas through workshops, suggestion boxes, and innovation contests. Automation, AI, digital tools, and data analytics should be implemented to enhance efficiency. Skill development programs help employees understand and use new technologies effectively. Innovation requires experimentation. Companies must be open to failure and treat mistakes as learning opportunities. Partnerships with universities, startups, and industry experts provide fresh ideas and new technologies. Listening to customers helps companies innovate products that satisfy real needs and expectations.

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## **10. Employee Welfare and Labour Law: A Case Study on TATA STEEL**

*Zainab Shakeel, BBA (2022-26)*

### **Abstract**

This research examines how employees' welfare practices and labour law compliance shape the working environment at Tata Steel, a leading organisation in India's industrial sector. As workplaces evolve, the role of welfare provision and statutory safeguards becomes increasingly important for maintaining a healthy, safe and productive workforce. This study therefore explores the adequacy of welfare facilities, the company's consistency in meeting legal requirements and the level of employee awareness regarding the protections available to them. The purpose of this is fourfold: to evaluate whether the welfare facilities offered by Tata Steel effectively meet employees' social and occupational needs, to analyse the extent to which labour laws, safety standards and regulatory obligations are implemented across operations, to assess employees' understanding of statutory welfare measures and relevant legislations and to examine how welfare initiatives and workplace policies influence job satisfaction, motivation and work-life balance. The study ultimately aims to present an integrated view of how welfare measures and legal compliance contribute to a supportive and performance-enhancing work culture. The insights generated may guide future improvements, strengthen organisational policies and reinforce the importance of maintaining high standards of employee care.

**Keywords:** Employee Welfare, Labour Law Compliance, Safety and Health Measures,

Workplace Well-being, Tata Steel HR Practices

### **1. Introduction To the Study**

In a world that works in a dynamic, vibrant, cutthroat and competent environment, it becomes significant for the business entities to have themselves strategically positioned and performance-driven. They need to affirm to deliver stellar performance. And for such an intent, human resources are the core capital for their strategic accomplishment. Despite technological advancement, the role of human resources cannot be underestimated as the overall success of an organisation is ultimately shaped by how effectively it mobilises and manages its human resources (Chaubey, D. S., & Rawat, B., 2016).

Accordingly, employee welfare and labour laws are a major obligation and core function of Human Resources. The concept of labour welfare is dynamic and has been interpreted in different ways from country to country and from time to time, and even in the same country, according to the social institutions, degree of industrialisation, and level of social and economic development (Chaubey, D. S., & Rawat, B., 2016). Employee welfare involves offering facilities and amenities at or near the workplace to enhance employees' lives. Welfare measures do not have to be limited to financial benefits alone. They can also include creating a positive and supportive work environment, maintaining industrial harmony, providing health and medical facilities, and extending these benefits to employees' family members as well. The main purpose of offering such welfare measures is to develop a workforce that is efficient, healthy,

loyal, and motivated. These benefits help improve the overall living conditions of workers and ultimately raise their standard of living (Gopalakrishnan, G., & Brindha, G., 2017)

Labour law is composed of a set of regulations and rules that coordinate the relationship between an employee and an employer. According to (Hoda, A., & Rai, D. K., 2017), an important segment of labour laws concerns the protection aspects of social security, and it mainly focuses on protecting workers. They include programs that act as a support system for employees, helping them deal with difficult situations and emergencies that their families may face from time to time. Labour law is also known as employment law or industrial law. Consequently, it improves workplace conditions, enhances job security, and provides social security benefits to employees (Wahba, D. 2024).

Tata Steel stands as a prominent example of an organisation that has, with unwavering regularity, classified as paramount, employee welfare alongside compliance with Labour Laws. Known for its progressive and people-centric approach, the company has developed a systematic architecture that includes safety programmes, medical and health facilities, insurance benefits, housing schemes, educational support, recreational facilities, and community welfare initiatives. Furthermore, alongside welfare initiatives, the company strictly follows a wide range of labour laws. Compliance with these laws ensures transparent working conditions, regulated work hours, fair compensation, proper grievance-handling mechanisms, and protection of employee rights.

This study, therefore, focuses on analysing the welfare practices embedded within Tata Steel's operational structure and evaluating how these practices align with statutory labour regulations. By exploring the relationship between employee well-being, legal frameworks, and organisational performance, the study seeks to deliver a clear and comprehensive insight into the role that welfare and labour laws play in supporting and fostering a stable, equitable and harmonious industrial environment.

## **2. Literature review**

Naveen, K., & Monica, M. (2018), in their article, show that employee welfare is key to satisfaction and organisational performance. Measures like safety, medical support, and leave reduce stress and boost motivation. Overall, welfare initiatives enhance work culture and productivity.

Chaubey, D. S., & Rawat, B. (2016), in their study, find that statutory and non-statutory welfare measures improve employee motivation and satisfaction. Statutory facilities like safety, clean water, and sanitation have the strongest impact. Overall, welfare schemes are essential for morale and should be improved through regular feedback.

Gopalakrishnan, G., & Brindha, G. (2017) show in their study that construction workers face poor welfare conditions and lack awareness of their legal rights. Welfare laws are poorly implemented, leaving workers without basic benefits or job security. The authors urge stronger enforcement and better employer responsibility to improve their conditions.

Hoda, A., & Rai, D. K. (2017), in their paper, find that India's social security system offers limited protection against risks like illness, injury, and old age. Unorganised sector workers remain largely uncovered, and India falls below ILO standards in coverage and implementation. The authors call for major reforms to strengthen social security for all workers.

Sampson, J. S., & Asonye, B. O. (2025), in their study, show that weak and informal HR practices in African nonprofits harm employee well-being. Donor dependence results in short-term jobs and limited benefits. The authors suggest making employee well-being a key performance indicator.

### **3. Research Methodology**

The study utilised a Quantitative Research Methodology, an approach fundamentally characterised by its focus on numerical data and the precise measurement of variables, to statistically identify patterns or relationships. This methodological choice was strategic, emphasising the core principles of objectivity, reliability, and generalisation for the research findings. Data was collected through structured questionnaires. This instrument was developed to elicit standardised responses, converting subjective information into quantifiable numerical data suitable for statistical testing.

The target population for the study was 30 employees. A stratified random sampling technique was employed to select a representative sample of 30 participants. This method ensured that relevant subgroups within the population were proportionately represented. The main purpose of the study is -

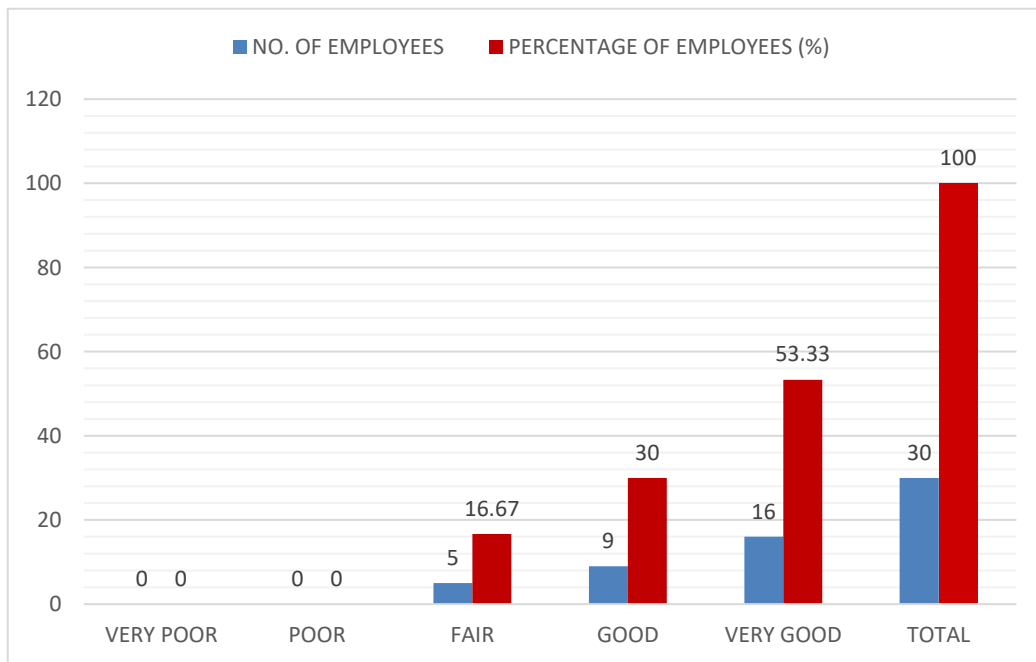
- To evaluate the adequacy and effectiveness of employee welfare facilities provided by TATA STEEL.
- To analyse the implementation and compliance of labour laws and safety regulations within TATA STEEL.
- To assess the level of employee awareness regarding statutory welfare measures and labour legislation.
- To study the impact of welfare measures and workplace policies on employees' satisfaction, motivation and work-life balance.

The systematic analysis of the numerical data commenced with data recording and was processed using mathematical or statistical tools such as bar graph a mathematical tool used to record and visualize the data collected from the questionnaire, Percentage Analysis used in presenting and interpreting data using percentages of employee responses to quantify findings and Likert Scale which was the basis for the questionnaire responses that produced the raw data for the quantitative analysis.

#### 4. Data Analysis and Interpretation

Table 1. Rating of the provision of protective equipment (helmets, gloves, shoes, masks) for workers.

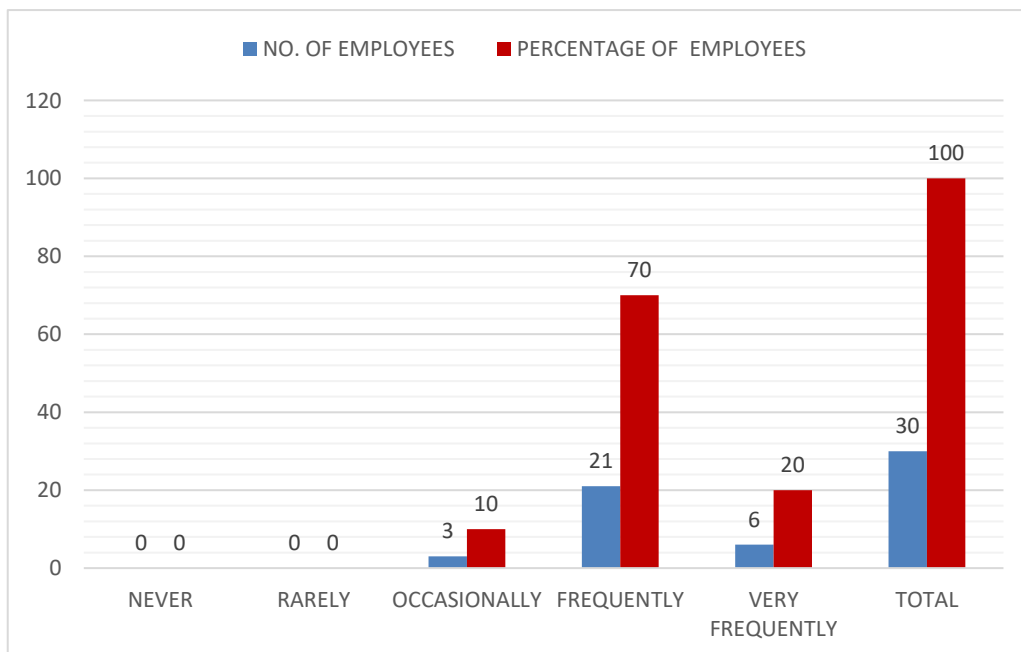
RESPONSE	NO. OF EMPLOYEES	PERCENTAGE OF EMPLOYEES (%)
VERY POOR	0	0
POOR	0	0
FAIR	5	16.67
GOOD	9	30
VERY GOOD	16	53.33
TOTAL	30	100



**Interpretation:** The data shows that most employees (83.33%) rated the provision of protective equipment, such as helmets, gloves, shoes, and masks, as very good, while 16.67% rated it as good. None of the respondents rated it as poor or very poor. This indicates that the company effectively provides necessary protective gear to ensure worker safety and well-being.

Table 2. Frequency of health and safety inspections carried out in Tata Steel.

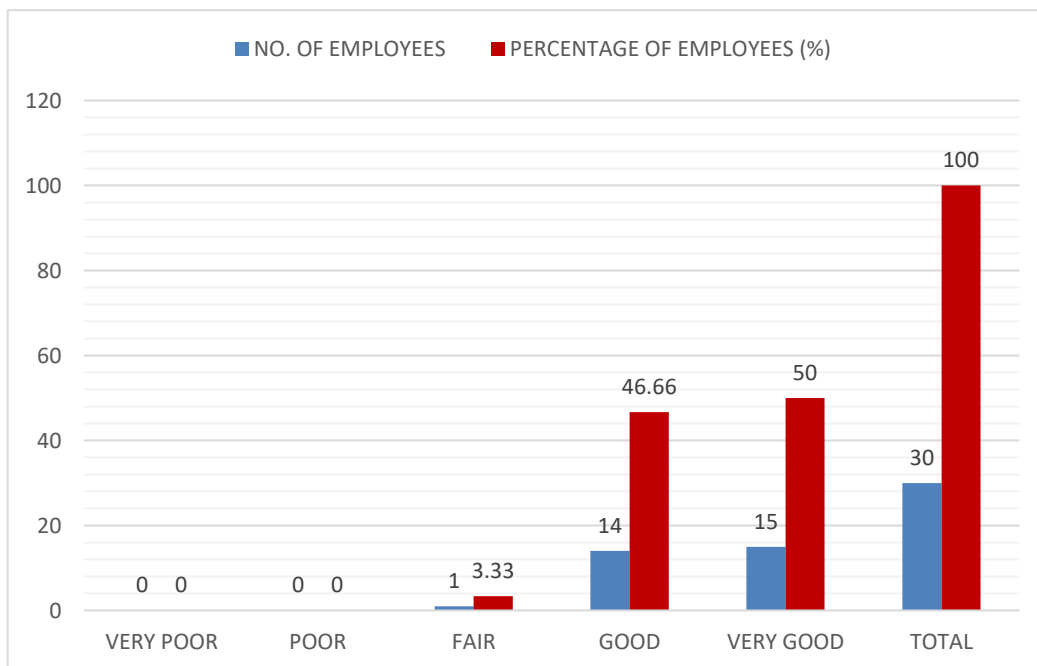
RESPONSE	NO. OF EMPLOYEES	PERCENTAGE OF EMPLOYEES (%)
NEVER	0	0
RARELY	0	0
OCCASIONALLY	3	10
FREQUENTLY	21	70
VERY FREQUENTLY	6	20
TOTAL	30	100



**Interpretation:** The results reveal that 70% of employees stated health and safety inspections are conducted very frequently, while 23.3% said they occur frequently, and only 6.7% mentioned occasionally. No employees reported that inspections never take place. This suggests that the organisation maintains a strong commitment to regular safety monitoring and compliance practices.

Table 3. Medical and first-aid facilities are provided inside the factory.

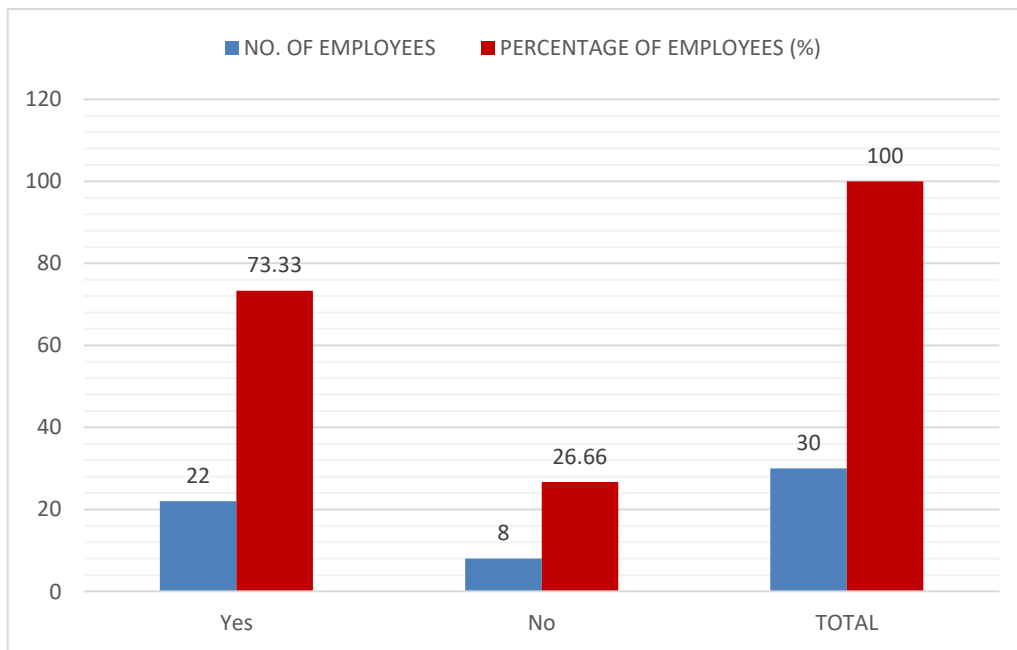
RESPONSE	NO. OF EMPLOYEES	PERCENTAGE OF EMPLOYEES (%)
VERY POOR	0	0
POOR	0	0
FAIR	1	3.33
GOOD	14	46.66
VERY GOOD	15	50
TOTAL	30	100



**Interpretation:** The findings show that 46.6% of employees rated the medical and first-aid facilities inside the factory as very good, while another 46.6% rated them as good. Only 6.6% of respondents found the facilities to be fair, and none rated them as poor or very poor. This suggests that the factory provides satisfactory and efficient medical support to ensure workers' health and emergency care.

Table 4. Awareness about the acts and codes related to the employee

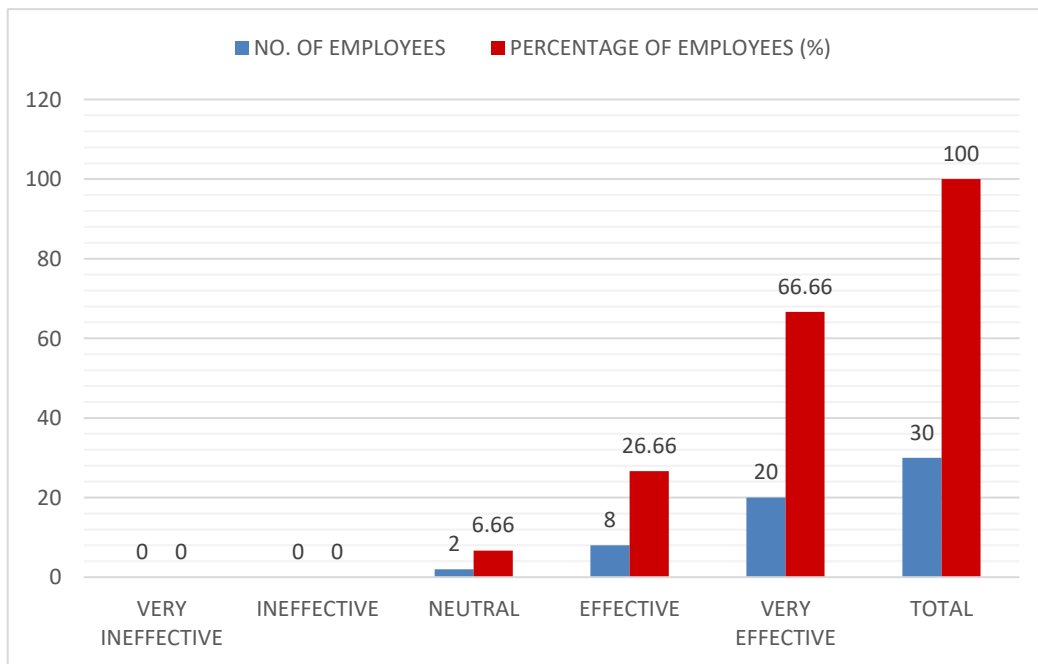
RESPONSE	NO. OF EMPLOYEES	PERCENTAGE OF EMPLOYEES (%)
Yes	22	73.33
No	8	26.66
TOTAL	30	100



**Interpretation:** The results indicate that 73.3% of employees are aware of the acts and codes related to employee statutory welfare measures, while 26.6% are not aware. This shows that a majority of workers are informed about their legal welfare rights, though a small portion still lacks awareness. The company could further enhance awareness programs to ensure all employees understand these provisions.

Table 5. Effectiveness of policies to prevent sexual harassment at Tata Steel

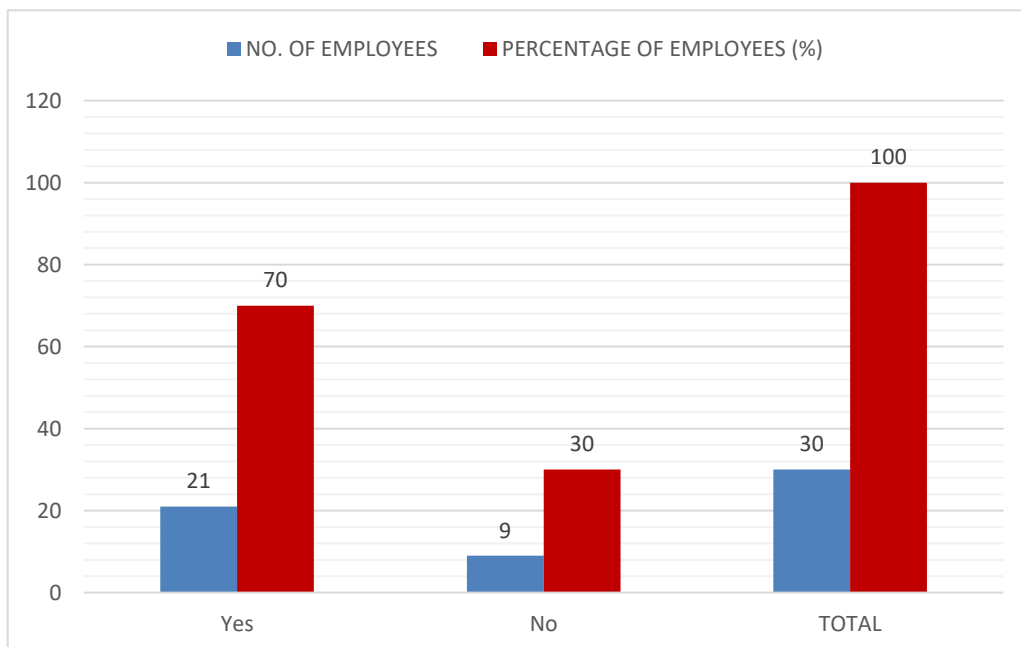
RESPONSE	NO. OF EMPLOYEES	PERCENTAGE OF EMPLOYEES (%)
VERY INEFFECTIVE	0	0
INEFFECTIVE	0	0
NEUTRAL	2	6.66
EFFECTIVE	8	26.66
VERY EFFECTIVE	20	66.66
TOTAL	30	100



**Interpretation:** The data shows that 66.6% of employees found the policies to prevent sexual harassment at Tata Steel to be very effective, while 26.6% rated them as effective, and only 6.6% remained neutral. None of the respondents considered the policies ineffective. This indicates that the organisation has strong preventive measures and effective implementation to ensure a safe and respectful workplace for all employees.

Table 6. Able to balance work life & social life.

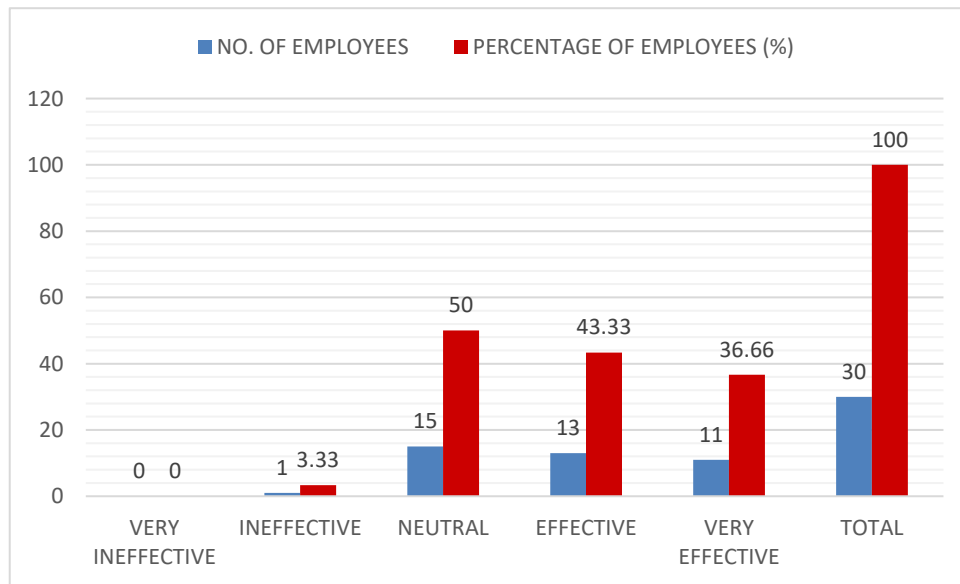
RESPONSE	NO. OF EMPLOYEES	PERCENTAGE OF EMPLOYEES (%)
Yes	21	70
No	9	30
TOTAL	30	100



**Interpretation:** The results reveal that 70% of employees reported they can balance work life and social life, while 30% said they are not able to do so. This suggests that a majority of employees experience a healthy work-life balance, though a portion still face challenges. The company may consider additional initiatives to help employees manage personal and professional responsibilities more effectively.

Table 7. Effectiveness of current leave policies (casual/sick/maternity/paternity) in supporting your work-life balance.

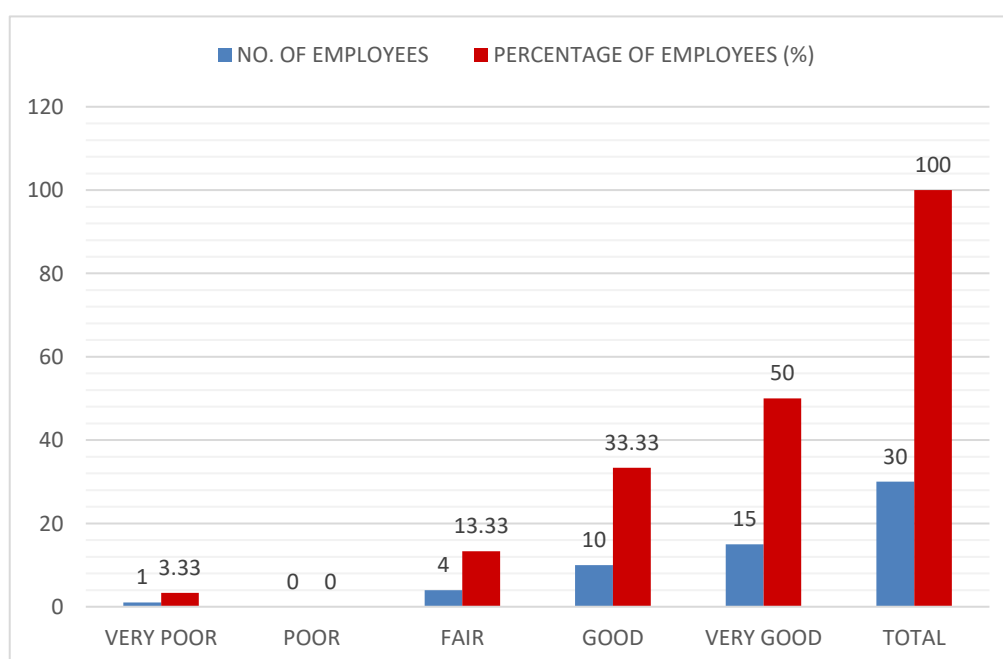
RESPONSE	NO. OF EMPLOYEES	PERCENTAGE OF EMPLOYEES (%)
VERY INEFFECTIVE	0	0
INEFFECTIVE	1	3.33
NEUTRAL	15	50
EFFECTIVE	13	43.33
VERY EFFECTIVE	11	36.66
TOTAL	30	100



**Interpretation:** The data reveal that 56.6% of employees consider the current leave policies (such as casual, sick, maternity, and paternity leave) to be very effective, while 30% rated them as effective. Only 3.3% each found them ineffective or very ineffective, and 6.6% remained neutral. This indicates that the majority of employees are satisfied with the leave policies, suggesting that the organisation provides adequate flexibility to maintain a good work-life balance.

Table 8. The quality and availability of safe drinking water.

RESPONSE	NO. OF EMPLOYEES	PERCENTAGE OF EMPLOYEES (%)
VERY POOR	1	3.33
POOR	0	0
FAIR	4	13.33
GOOD	10	33.33
VERY GOOD	15	50
TOTAL	30	100



**Interpretation:** The findings show that 50% of employees rated the quality and availability of safe drinking water as very good, 33.3% rated it as good, and 16.6% found it fair. None of the respondents rated it as poor or very poor. This suggests that the company maintains a good standard of drinking water facilities, ensuring employees have access to clean and safe water at the workplace.

Table 9. Rate the freedom to raise concerns or complaints without fear

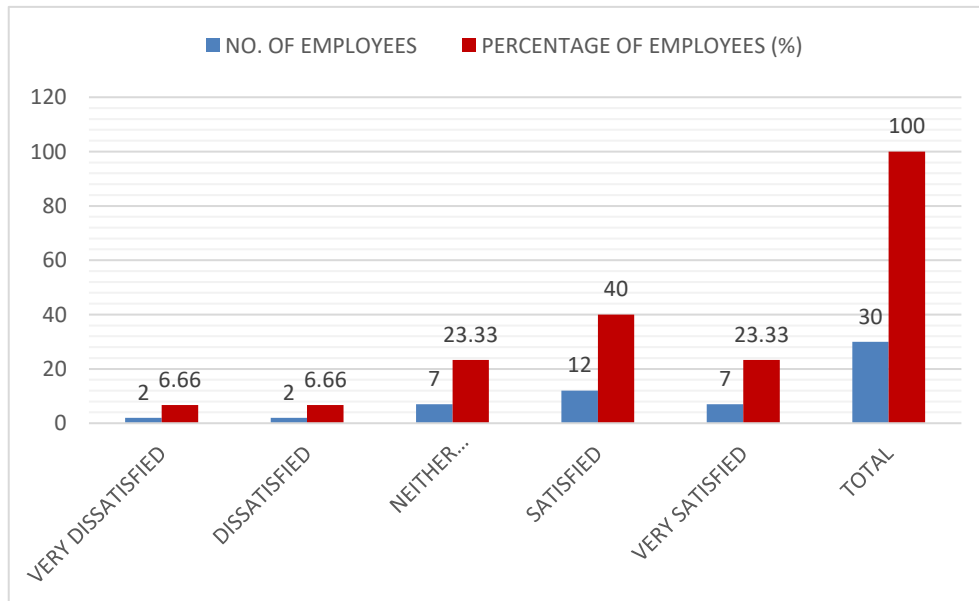
RESPONSE	NO. OF EMPLOYEES	PERCENTAGE OF EMPLOYEES (%)
VERY POOR	0	0
POOR	4	13.33
FAIR	10	33.33
GOOD	6	20
VERY GOOD	10	33.33
TOTAL	30	100



**Interpretation:** The data indicate that 33.3% of employees rated the freedom to raise concerns or complaints without fear as very good, another 33.3% rated it as good, while 13.3% each found it fair or poor, and 6.6% rated it as very poor. This shows that while most employees feel confident to express their issues freely, a small section still experiences hesitation or fear. The organisation may strengthen its grievance redressal system to ensure complete trust and openness among workers.

Table 10. Sufficiency of the welfare facilities such as canteens, restrooms, and recreation spaces

RESPONSE	NO. OF EMPLOYEES	PERCENTAGE OF EMPLOYEES (%)
VERY DISSATISFIED	2	6.66
DISSATISFIED	2	6.66
NEITHER DISSATISFIED/SATISFIED	7	23.33
SATISFIED	12	40
VERY SATISFIED	7	23.33
TOTAL	30	100



**Interpretation:** The results show that 40% of employees are very satisfied with the welfare facilities such as canteens, restrooms, and recreation spaces, while 33.3% are satisfied. However, 6.6% each reported being dissatisfied or very dissatisfied, and 13.3% remained neutral. This suggests that overall satisfaction with welfare facilities is high, though improvements in certain areas could further enhance employee comfort and well-being.

## 5. Conclusion

The study demonstrates that Tata Steel integrates labour law compliance with extensive employee welfare practices in a highly effective manner. The organisation not only fulfils statutory obligations but also implements voluntary initiatives that enhance overall workforce well-being. The analysis highlights how these welfare measures contribute to stronger employee engagement and organisational sustainability. The findings reaffirm the strategic importance of a human-centric approach in modern industrial management. Overall, the research establishes that comprehensive welfare frameworks can serve as a significant competitive advantage.

## 6. Recommendations

- i. Safety shoes in mills should be replaced every six months due to constant wear, chemicals, and rough conditions, which reduce their protective ability and increase the risk of workplace injuries. Regular replacement ensures better safety for employees.
- ii. The quality, hygiene, and nutritional value of food in the canteen should be improved to support employee health and productivity. Regular checks, better infrastructure, and employee feedback can help maintain high standards.
- iii. Regular training sessions on technical, managerial, and soft skills should be conducted to improve employee efficiency, performance, and career growth.
- iv. Training manuals and SOPs should be placed at the pulpit so new employees can easily refer to them, reducing errors and improving safety.
- v. The number of Shabashi Awards should be increased to raise morale, recognise good performance, and motivate employees to work better.

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