

Kalyan Bharati

ISSN No. 0976-0822
(UGC-CARE List Group I)

ADVERTISING IN THE DIGITAL AGE, CARTOONS AND COMICS

Dr. Geeta Arora
Asst. Professor (LLDIMS)

Abstract

In this Modern age of digital era there are all information and knowledge are easily and quickly available on Internet. Advertising is become an important part for promoting, launching of a product and anything. Due to technology enhance advertising is take place online and it known as Digital Advertising. Online advertising reach and capacity is large and they attract the consumer attention because everyone using the internet and social media sites. Advertisers launch various campaign through digitally to promote product and something. Through advertising of a product advertisers doing an appeal to their buyers to sell their product and try something new, due to digital technology it reflects on various sites to grab the attention of audience. Now today various advertising is done in different manners like- cartoons and comics way to grab the parents and children attention easily because cartoons and comics are children liked most and these advertising are done in a funny and entrainment way. Comics use in advertisement to create greater impact on audience mind and they are easily eye catching. Cartoons and comics used in advertisement to increase the marketing sales and grab the people attention quickly and it becomes the best and way of advertising digitally on various platforms and social networking sites to attract the audience attention.

Keywords: Digital advertising, Cartoons and Comics, Campaign, Grab attention.

Introduction

The term "advertising" is derived from a Latin word "advertere" which means "turn the attention. Online advertising reach and speed is very high due to enhancement of digitalization because it attracts the customer attention. Cartoons and comics used in advertisement for grab the customer attention easily and convey the message in very interesting way. Cartoons and comics characters is easily representing the ads in funny way that attract the customer. Social Networking Sites is best for advertising because everyone used the social sites and capacity is large. In today era online advertising is becoming the important tool for promoting, launching and introducing of a product or service. Cartoons and comics are also used to presenting the harsh reality in the softer way. Cartoons and Comics characters is easily influencing the audience mind. Cartoon and comics provide the unique and different manners for advertising and it's entertained the people. Cartoon and comics characters play an important role in the product advertising because it crates the great impact on audience mind. In the Digital advertising, advertiser creates the various different ideas to tell the brand or product stories at large scale. Advertising is the art of creativity because creating the message in the interesting manner to grab the large audience attention it difficult. Digital advertising provides the various new platform and opportunity for advertisement like - social sites (Facebook, Twitter, and Instagram) and YouTube etc. Advertisers used the various different -different type of appeal like - Emotional, Direct and Rational etc, to convey the message in perfect manner and grab the attention of audience easily. Due to the online advertising, the product sale is increasing in the market because it is very effective and quick way. Online advertising is easily engaged the large number of audiences with the brands or services. The reach and range of online advertising is large due to internet technology. Now a day's social media various sites are best platform for building brands and advertising for a product or service.


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Kalyan Bharati

ISSN No. 0976-0822
(UGC-CARE List Group I)

EXPLORING THE IMPACT OF ARTIFICIAL INTELLIGENCE ON TEACHING AND LEARNING IN HIGHER EDUCATION

Dr. Jyoti Dahliya

Asst. Prof. Dept. of Education, Lingaya's Lalita Devi Institute of Management & Sciences,
Mandi.

Abstract

This paper explores the phenomena of the emergence of the use of artificial intelligence in teaching and learning in higher education. It investigates educational implications of emerging technologies on the way students learn and how institutions teach and evolve. Recent technological advancements and the increasing speed of adopting new technologies in higher education are explored in order to predict the future nature of higher education in a world where artificial intelligence is part of the fabric of our universities. We pinpoint some challenges for institutions of higher education and student learning in the adoption of these technologies for teaching, learning, student support, and administration and explore further directions for research.

Keywords: Higher education, Artificial intelligence, Teacherbots, Augmentation, Machine learning, Teaching, Graduate attributes.

Introduction:-

The future of higher education is intrinsically linked with developments on new technologies and computing capacities of the new intelligent machines. In this field, advances in artificial intelligence open to new possibilities and challenges for teaching and learning in higher education, with the potential to fundamentally change governance and the internal architecture of institutions of higher education. With answers to the question of 'what is artificial intelligence' shaped by philosophical positions taken since Aristotle, there is little agreement on an ultimate definition. In 1950s, Alan Turing proposed a solution to the question of when a system designed by a human is 'intelligent.' Turing proposed the imitation game, a test that involves the capacity of a human listener to make the distinction of a conversation with a machine or another human; if this distinction is not detected, we can admit that we have an intelligent system, or artificial intelligence (AI). It is worth remembering that the focus on AI solutions goes back to 1950s; in 1956 John McCarthy offered one of the first and most influential definitions: "The study [of artificial intelligence] is to proceed on the basis of the conjecture that every aspect of learning or any other feature of intelligence can in principle be so precisely described that a machine can be made to simulate it." (Russell and Norvig 2010). © The Author(s). 2017

Since 1956, we find various theoretical understandings of artificial intelligence that are influenced by chemistry, biology, linguistics, mathematics, and the advancements of AI solutions. However, the variety of definitions and understandings remains widely disputed. Most approaches focus on limited perspectives on cognition or simply ignore the political, psychological, and philosophical aspects of the concept of intelligence. For the purpose of our analysis of the impact of artificial intelligence in teaching and learning in higher education, we propose a basic definition informed by the literature review of some previous definitions on this field. Thus, we can define artificial intelligence (AI) as computing systems that are able to engage in human-like processes such as learning, adapting, synthesizing, self-correction and use of data for complex processing tasks. Artificial intelligence is

MATHEMATICS TEACHING IN THE COVID-19 PANDEMIC: LEARNING CHALLENGES

Dr. K.K.Garg

Dr. Pranav Mishra

Abstract

According an ancient proverb "Necessity is the mother of Invention" and we have seen this become reality during the covid 19 pandemic in so many ways, not least in education. Education worldwide has been devastated by the impacts of covid-19 pandemic. The pandemic has brought online learning to the forefront. In this article we will describe our experience in using these platforms and the tools we used in conducting contact sessions with the students. We will also examine the pros and cons of all these platforms and tools. Aside from the studies, this paper suggests that other aspects of education should be explored further to better reconsider education in this new era in human history.

Keywords: Mathematics education, COVID-19, Learning, Challenges.

Introduction

We live in a VUCA World. A world which is characterized by volatility, uncertainty, complexity and ambiguity (Bennett, Lemoine 2014). Our world is changing rapidly under the influence of information, automatization, digitalization, and globalization. Computers are becoming cheaper and more powerful, steadily following Moore's: every two years the number of transistors in computer chips (Moore, 1965). Rapid developments in technology have made distance education easy (McBrien et al., 2009). Implementation of online learning in higher education does have advantages and disadvantages. The advantages of online learning are that it is flexible and can be widely used, while the drawback is that it is very potential to do plagiarism practices, internet signal strength, and devices that support (Arkorful & Abaidoo, 2015)

The entire globe is in the middle of the COVID-19 pandemic. The situation induces by COVID-19 pandemic has compelled education stakeholders to move from face-to-face delivery to online delivery. This poses many challenges but at the same time highlights the importance of investigating e-learning barriers for mathematics education lecturers during a pandemic. This research was conducted in NCR, India, which focuses on the challenges and obstacles faced by lecturers who teach in Mathematics Education study programs during a pandemic. Therefore, to see the challenges and obstacles faced by lecturers who teach in Mathematics Education study programs during the pandemic.

Challenges and Responses

This paper based on qualitative research. Qualitative research is exploratory in nature. This research can help understand how mathematics teaching help in NCR, India experience obstacles in undergoing mathematics teaching and learning using online tools during pandemic. Random sampling was used in this research. The research involved 24 teachers from universities affiliated colleges in NCR, India. Data collected through online survey questions. Based on online survey show that video conferencing is first choice (Zoom) & learning management system based platform is second choice (Google classroom). This research show that the problems faced by teachers during online learning are

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26,3

A comparative study of retail banking practices in compliance with regulatory standard

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Suman Mittal

Lingaya's University, Faridabad, India

Krishan K. Garg

Department of Management, Lingaya's
Lalita Devi Institute of Management and Sciences, New Delhi, India, and

Renu Aggarwal

Department of Management, YMCA University of Science and Technology,
Faridabad, India

Abstract

Purpose – The Indian banking industry has undergone many changes with the advent of changing economic environment in the country. Many changes have taken place in terms of customer services, work culture, infrastructure, approach to sales and customer relationship management amongst others. This paper aims to attempt to evaluate the adherence of BCSBI code by the banks. Customer perception has been evaluated to analyse the adherence of the code. Also, the authors have tried to evaluate the impact of customer type (mass and class customers) and bank type (based on bank ownership: private and public banks) on the compliance of the code by the bankers or minimum regulatory requirements with respect to customer services. Questionnaire has been developed as per the Banking Code and Standard Board of India (a customer services cell of Reserve Bank of India), and BCSBI has been used as a regulatory standard to compare the level of compliance by the banks.

Design/methodology/approach – Primary data have been collected from private and public sector banks. In the first step, instrument validity and reliability has been checked by using structural equation modelling; in the second step, descriptive statistics has been used to know the extent of fulfillment of standard by banks; and in the third step, a two-way multivariate analysis of variances has been used to do the comparative analyses of the respondents data.

Findings – The overall finding of the research shows that overall adherence of the dimension of code are not in sync with the objective of the code. Study also has shown the mindset of the Indian bankers that how they predominantly serve the class customers and push those products to the customers which are target based or earn profitability for the banks and incentives for the banker. Private banks are ahead in compliance with respect to the customer services, but they are also ahead in sales malpractices.

Practical implications – This study is an eye opener for the regulators, as per BCSBI regulations, surprise supervision take place every year, but this study shows the ineffectiveness of that supervision. Following the BCSBI norms by the banks is just eyewash of regulators, but all the norms are fulfilled only in papers but not in actual practice.

Originality/value – The research paper is original piece of work, the researcher did not find any study related to BCSBI code in Indian as well as in international literature.

Keywords Supervision, Compliance, Service efficiency, Bank type, Customer category, Regulatory standards

Paper type Research paper



Journal of Financial Crime
Vol. 26 No. 3, 2013
pp. 808-822
E. Emerald Insight Ltd
1359-0790
DOI: 10.1108/JFC-11-2012-0118

**LINGAYA'S LALITA DEVI INSTITUTE
OF MANAGEMENT & SCIENCES
MANDI ROAD, MANDI
NEW DELHI-110047**

Dr. Manju Sharma

Associate Professor, Dept. of Education, LLDIMS.

Abstract

Education may be a weapon that would win all of the wars, the most important instance of this we've visible throughout the epidemic itself, however, no matter what number of problems have come, the virtual revolution in education has delivered all people to a fresh hike Which has infinite opportunities.

It is stated that where's a will, there is a way, so there is a large extrude inside the worldwide of schooling. Education is any such mild that you simply will luminous the entire world. Education is that the passport of future .and era additionally essential a neighbourhood of human life. Technology affects each issue of life, be it schooling or society. Whether it's miles a projector enlarging photos or the lingua phone used for teaching, the utilizat ion of audio-visible fabric in the academic era has been referred to as a hardware technique and therefore the technique that simplifies the technique is understood as smooth era. The computer may be a chief device to exchange human knowledge, it ends up to be a famous approach of offering schooling with the help of using changing the technical teacher.

The technology could make education extra collaborative and interactive. In this article, I have even attempted to supply a piece of evidence for a way education four impacts our schooling global and our lives what are the opportunities with the usage of this, however, allow us to first communicate approximately which factors could also be highlighted in Education 4.0. What is Education four zero?

Education 4.0 may be a favored technique to mastering that aligns itself with the rising fourth commercial revolution. This commercial revolution focuses on the clever generation, AI, and robotics; all of which now affect our lifestyle. If we study the worldwide stage then we've stepped on an edge during which the digital global has set foot in Covid19 Crisis, kids have removed of the particular world and are mastering the entire lot from googol and Wikipedia. If we do now not communicate approximately AI, it'll likely be slightly meaningless. On the other hand, retaining in thoughts the social utility and productivity, we must put together the longer-term technology for the destiny for this, we will additionally reorganize our transactional techniques retaining in thoughts the approaching revolution with inside the commercial sector, in the other case we'll now not be capable of developing at the hike that we'd like. Now, the question arises on how we will bring college students and trainees or learners together for the venture revolution, though how college generation students train students.

Fast development in generation and globalization retain to convert civic area and therefore the work schooling structures have grown an increasing number of disconnected from the realities and needs of world economies and societies. Education era got to adapt to equip kids with the competencies to make a greater inclusive, cohesive and efficient skills. Thus we are saying that destiny schooling gadget is completely given the help of using digitalized and artificial structures it's going to be promoted with the help of using this visualized clarification orientated experiments

Keywords: Education 4.0, Globalization, blended learning, Industry revolution 4.0, Artificial learning, Machine learning, Digitalization, Inclusive cohesive & efficient skills.

Introduction

Education is such a light that one can luminous the whole world. Education is the passport of the future and technology also an important part of human life. Technology is affecting every aspect of life, be

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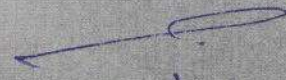
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ISSN No. 0976-0822
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A STUDY ON PORTRAY OF WOMEN IN ADVERTISEMENT: ANALYSIS OF TELEVISION ADVERTISEMENT FROM 21ST CENTURY- ADULT CONTENT

Dr. Sheweta Gaur

Associate Professor, Lingaya's Lalita Devi Institute of Management and Sciences.

Ms. Mahak Gulani

Content Writer.

Abstract

Today in advertisements there are high chances that it is going to be with the story or a motive. Advertisements play a major role in all of our lives nowadays, but back then in the early 2000s that was not the case. If we focus on the various advertisements of the 21st century we can notice that electronic advertisements weren't as encouraging or stimulating as they are today for women, with changing times, reflecting the transformation taking place in society and these days advertising is one of the major media that affect our daily life and are responsible to play a significant role in shaping the society in a much broader perspective. It changed the approach of electronic advertisement towards women are being portrayed and hence, we do a content analysis of the 21st century television advertisement.

Keywords: Women, advertisements, Portray, Television.

Introduction

Women have always been portrayed one sided perception where they are prone to work, for household work or taking care of their children and family or cooking for the family, nothing more than that. In the early 21st century women weren't given as much attention as today on the basis of their career choices or growth and development.

In present days, a woman can be in any profession and win at anything. Advertisements portray a side of women where they are reaching their heights and showing their inner-self, confidence and skills. They are growing and winning as ever.

Women can achieve anything she wants to achieve from their life no woman is less than anyone. If women can work and earn on par with men, then why should they have to navigate the requirements of home-making and domesticity?

In 2000s advertisement were mainly focused on portrayed of Indian women in decorative and family role. The main base of presenting women as caring mother, wife, daughter-in-law, daughter, busy with domestic works and sex object. There were hardly any ads which showed women empowerment. But today we have advertisements that are women-centric, that make sure to aware and inform women about them, their rights, their choices, their mental and physical health, women development and growth. Today's world where everyone should have a mind-set of women and men being equal so advertisements also focussing on women need and requirement in today's scenario.

Slowly and eventually times changed and so did the mentality of the society. Advertisements hold a very strong motive in our lives consciously or unconsciously. They have a story, a motive that represents that a woman can do any and everything that a man can. The desire for coming out of the door also taught society to think differently.



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IS SEGMENT FACTORS AFFECTED CROWDING CONDUCT?(STUDY ON RETAIL MUTUAL FUND INVESTOR'S)

Ankita NagpalMansi Chadha*

**Associate Professor Lingaya's Vidyapeeth*

***Research Scholar Lingaya's Vidyapeeth*

ABSTRACT

The article focused on the effect of segment factors on crowding conduct, data assembled from 147 open-end reserves financial specialists of Delhi NCR through a poll, information investigated through Correlation examination, Ordinal calculated relapse was utilized to quantify the model. The outcomes uncovered that segment factors: Age, Income and Education have an immediate connection with Herding Behavior. On the contrary, Gender, conjugal status, and Occupation have a roundabout relationship with grouping conduct. Sexual orientation and Income majorly affect grouping conduct. The higher outcomes uncovered when the example size was huge had been a genuine impediment of this investigation. The investigation was just centred on Delhi open-end store speculators. The examination helped the Asset Management Company and policymakers spend significant time on speculators' demography while planning shared assets. Regardless of much writing on segment factors and grouping conduct, this examination fills the hole by contributing open-end store speculators for the essential time and broke down segment factors with crowding conduct.

Keywords: Herding Behavior, Demographic variables, open-end fund investors, Behavioral finance

INTRODUCTION

Speculator's monetary concluding cycle is predicated on wellsprings of information accessible. However, when the financial specialist mirrors other speculator's choices and moves to make a situation inside the market, this current financial specialist's conduct is Herding (Alizada and Clarin, 2018). Each speculator contrasts with others by large angles like segment factors: Gender, Age, Qualification, Income, and Profession. In market crowding, conduct is among the most grounded passionate sicknesses anticipated from the speculator, which may result in reasonable damaging outcomes. Crowding conduct is persuaded by numerous components like Peer pressing factor, falls, and fears the standing. The Indian open-end reserve industry has seen huge development inside the previous few years, driven by a few positive financial and segment factors like rising pay levels and consequently expanding Asset Management Companies (AMCs) and merchants. They further empower support from the controller SEBI and proactive activities from the business bodies CII and AMFI, which will probably be the critical segments in characterizing the more extended term state of the Indian Mutual, reserve Industry as said by Abizer Diwanji Head Financial Services KPMG India. The

low entrance levels joined with a quick move inside the resources under administration lately will discover a region for the high development capability of the Indian open-end store industry. India has been among the quickest developing business sectors for shared assets since 2004, seeing a CAGR of 29 per cent over the a long time from 2004 to 2008 as against the overall normal of 4 per cent industry Assets under administration is most likely going to in any case develop inside the scope of 15 to 25percent from the sum 2010 to 2015 upheld the speed of financial cycle, KPMG (2009) (Patro and Kanagaraj, 2012). Viewing the significance of common assets inside the Indian economy, this examination aims to research how much the Indian open-end store industry shows crowding conduct.

The detailed objective of the study

1. To analyze the connection between Demographic variables and Herding Behavior among Indian open-end fund Investors
2. To analyze the demographic factors influencing Herding Behavior among Indian open-end fund Investor's

Journal of Contemporary Issues in Business and Government Vol. 27, No. 1, 2021
P-ISSN: 2204-1990; E-ISSN: 1323-6903
<https://cibg.org.au/>

Investing in SRI Mutual Funds –An initiative to Sustainable development (General perspective of Delhi/NCR Investors)

Dr Ankita Nagpal¹, Mansi Chadha²

¹Associate Professor Lingaya's Vidyapeeth

²Research Scholar Lingaya's Vidyapeeth

e-mail: ankitadhamija@gmail.com¹, mansi.chhabra85@gmail.com²

Abstract:

Purpose: The article examines the awareness level of SRI mutual funds among Indian Investors and their perception regarding the return and risk associated with them.

Design/Methodology/approach: To analyze the results one way empirical variance (ANOVA), chi-square analyses, descriptive analysis and factor analysis were used. Standardized questionnaire was supplied to 132 mutual funds Investor of Delhi/NCR.

Findings: Indian financial specialists were benefit arranged and not morally situated. Age & qualification have little impact and revenue impacts the speculator type, female buy more SRI reserve then men. An overall viewpoint of SRI reserves, they offered not so much returns but rather more hazardous as contrast with Normal assets

Research limitations/Implications: The study will be benefited for Asset Management Company to assist the awareness programs for investors and should launch SRI funds

Originality/Value: Research unravels the relation of type of investor and demographic profile relate to socially responsible funds. A general view of Indian investors on SRI funds contributes to literature by trying to fill this gap.

Keywords: Ethical funds, socially responsible funds, awareness, perception, Indian investors

1. INTRODUCTION OF THE STUDY

Ethical investment is an investment that hires investors for their portfolio and investment policy, using their social, moral, religious values. Many investment management firms are providing ethical and socially responsible investment with a rising demand for ethical funds. In a particular category of investor which is genuinely ethical, they value more ethical according to personal

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STUDY OF INNOVATION SYSTEM OF THE ANIMATION INDUSTRY: CASE STUDY
OF CHINESE COMPANY

Gaurav Yadav

Research Scholar, Central University of Himachal Pradesh, Dharamshala.

Abstract

In the previous 10 years, the liveliness business has grown quickly because of new innovation and market development. Driving firms, for example, Disney are consistently looking for methodologies to grow business towards items and administration advancement, though Pixar and DreamWorks center fundamentally around innovation the executives. Driven by market and government strategy, there is a sprouting of the liveliness business in China. In any case, most Chinese organizations, in deficiency of information and experience, are muddled about advancement methodologies. Accordingly, this paper plans to research the advancement arrangement of China's movement industry as a newbie. The writing is covered along with an industry audit. To additionally investigate the subtleties, an inside and out contextual analysis into a Chinese organization is directed. This organization has built up an open development framework by cooperating with industry, college and government; in the interim, it is entering into the character business and administration area, looking for maintainability. Discoveries demonstrate that a blend of inner information the executives and open advancement is significant; government assumes an essential part at the beginning phase of shaping the development framework; advancement is a unique cycle with various arrangements at each stage. Conversations are given to address the basic issues of the advancement framework in the movement business, trailed by ends and proposals for future exploration regions.

Keywords: innovation; creative industries; China.

Introduction

The Fourth Industrial Revolution, currently there is more linkage between open innovation and convergence for vibrant economic innovation than before. Driven by the popularity of digital technology and increasing market requirement, in the past 10 years, there has been rapid growth of the creative industries worldwide with emphasis on innovation and creativity. Creative industries, which combine the concept of arts, technology and business, are considered as efficient ways of ensuring a nation's competitiveness within an integrated global economy. According to DCMS (Department for Culture, Media and Sport, U.K. government), creative industries have their origin in creativity, skill and talent, which have potential for wealth and job creation through IP generation and exploitation. Representative sectors include advertising, architecture design, fashion design, games, music, TV and film. Statistics show that creative industries provided 12.9% of Canada's employment and employed 14.2 million people in the USA in 2011. The value of arts and cultural production in the USA in 2015 was \$763.6 billion, 4.2% of its GDP. The global market size was 244 USD billion in 2015 and 254 USD billion in 2017, with the main markets being from the USA, Canada, Japan, China, France, the U.K., Korea and Germany. China as the largest emerging economy shows increasing demand for creative products and services. In 2015, the Chinese cultural industries grew by 11% to a value of 2723.5 billion RMB, which was 3.97% of China's GDP. Creative industries are now regarded as core sectors by the Chinese government, aiming to transfer from the economy from manufacturing towards knowledge and innovation. Among the creative industry sectors is the animation sector, which

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ISSN No. 0976-0822
(UGC-CARE List Group I)

HOW ONLINE MEDIA WILL REPLACE CONVENTIONAL MEDIA

Akanksha Singh

Assistant Professor, LLDIMS.

Abstract

There was a time when Newspaper, radio, television was the identity of the media. Times have changed and today we are living in a new era and that is online media. Online media refers to content created and distributed online. Online media has carved out a niche for itself in today's era. And the Internet has done the job of giving it a foothold. Online media is growing rapidly. New technology and evolution are being added to the online medium nowadays. Now people are not dependent on news paper or television for news. Started the mobile and all the news would come before them. In today's era, the online media is growing, as well as giving employment to the people. In this era of mobile, internet, we all are making a new revolution in moving the online medium forward. Today, everywhere the village or city, online media has created a new identity for itself. Even in a development country like India, people are now moving away from radio, television and newspaper, especially the youth are working to move the online media forward.

Keywords: Mobile, Internet, online Media, conventional media, India

Introduction

It is no doubt that the internet and the mobile are powerful instruments for digital media. Today everyone has mobile and internet. People spend their time on mobile for hours. In the old days no one would have thought that mobile and internet would become so cheap and people would spend a lot of time on mobile. Mobile Internet is taking digital media far ahead ... In 2020, 73 percent of people use mobile and Internet. Nowadays mobile and internet have become quite cheap. Government of India is also advancing the telecom sector. India had 687.6 million internet users in January 2020. People blogging through the internet. Nowadays people designing from mobile and internet, editing, voice recording, playing YouTube channel, mobile and internet has given a new platform to the people. People also give feedback very easily by watching news on mobile. Nowadays even big news channels are also running their digital channels using internet and mobile.

Objective:-

The purpose of this research is to explore how Online media will replace conventional media?

Review of Literature

- The advent of New Communication Technology (NCT) has brought forth a set of opportunities and challenges for conventional media (Garrison, 1996). The presence of new media and the Internet in particular, has posed a challenge to conventional media, especially the printed newspaper (Domingo & Heironen, 2008).
- With this scenario, it is therefore not surprising for the new media to gain popularity and acceptance in civil society. People are now free, and have the opportunity to create their own news as well as to get the other side of the story by getting news from the Internet which is seen as free from control (Rosenstiel, 2005).



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ISSN No. 0976-0822
(UGC-CARE List Group I)

IMPACT OF COVID-19 ON JOBS

Ms. Bhawna Mukaria

Associate Professor, Lingaya's Lalita Devi Institute of Management and Sciences.

Dr. Pranav Mishra

Additional Director, Lingaya's Lalita Devi Institute of Management and Sciences.

Abstract

Human life is impacted due to covid-19. This paper is descriptive and tries to study the impact of COVID-19 on jobs. Primary data is collected using Likert's scale. Jamovi is used for data analysis. Mixed impact is found on jobs. Further study can be made on other parts of economic development.

Keywords: Covid-19, jobs, impact.

Introduction

Employment is very much important for human being for livelihood.(Arora M(2012). There is need to recognize human efforts for work. S Singh, S Chaudhary, Arora M (2014). Different persons in demography like gender, age play important role in society. S Singh, M Arora (2014). Small business play as backbone for the development of the nation like India S Singh, S Chaudhary, M Arora (2014). For getting jobs for students, live projects play an important role to learn about industry. M Arora, M Mittal (2020) but an online project was only the option for students for summer internship. Live projects provides skills for employment DM Arora (2019), in online situation, what will be the output, it feared the learners. Using e-wallet for payment became trending in Indian payment pattern for a layman M Prasad Yadav, M Arora (2019) but in covid-19 situation, it became a need. Not only young generation but also gen Y and X preferred online payment for security and safety. Arora M and Yadav M (2018), every occupation was using digital wallet Arora, M, et al (2019). Airline services were booming Arora M(2018). But due to covid-19, this was affected due to lock down, staff got terminated at large or salaries were compromised. Communication was important part in flight services M Arora (2019) Economic barometer showed unexpected upward downward situations. Arora M, Yadav M and Mishra (2019). Present study is an attempt to understand impact of covid-19 on jobs.

Literature Review

(Yadav, Arora, Kumari, & Nandlal, 2020) in a study focused on students in rural and urban areas. ANOVA and T-test have been used for data analysis. This study conclude that students have been friendly with digital learning and maximum students have smartphones which made their digital learning easy.

Presented a statistical approach based model on covid-19 situation for online learning

Research Methodology

Present study is exploratory in nature. Primary data is used for instrument for research. Secondary data from published work is used from existing literature. **Results and discussions**

EMOTIONAL INTELLIGENCE

Ghazala Khatoon

Assistant Professor, Department of Education, LLDIMS.

Abstract

This article presents framework of Emotional Intelligence, an adjustment of emotions in different expression with help of knowledge. Effective self-regulation and feelings moderate activities for quality of life. A Framework for integrating research on emotion related theories of multiple intelligences, the importance of emotional intelligence in higher level and lower level with some basic understanding, after the way you experience your emotions and the way you react to them in any situation. There are three main models- the Ability EI model, the Trait EI model, and the Mixed EI model and we conclude with Goleman's EI Competencies i.e., self-awareness, self-management, social awareness and social skills.

Keywords: Emotional Intelligence, Interpersonal Intelligence, Self-awareness, Self-management, Social awareness and Social skills.

Introduction

We all know someone who is fabulously bright and yet cannot seem to pull their life together. The brilliant student who flunks out of university, or the incredibly intelligent worker who can't seem to get ahead in their company. We know from our familiarity with them that they have a good to admirable intelligence level, but that doesn't seem to be enough to succeed. And at the same time, we can probably describe in some form why we feel these people have not been successful. Our descriptions would include certain traits or behaviors that have nothing to do with intelligence.

Emotional intelligence is a relatively new subject of study, what do we mean when we talk about emotional intelligence? The fact is that there are many ways of defining emotional intelligence. But for now, let's say that it is the ability to be aware of your emotions and the emotions of others and then to use that knowledge to help manage the expressions of emotions so that they cherish success instead of cause roadblocks. Those who have superior levels of emotional intelligence and are able to understand the physical, mental, and social impact that negative emotions have on their bodies, minds, relationships, and ability to pursue and achieve goals. They then are able to moderate their own emotions so that their emotions support their activities and enhance their quality of life. People with highly developed EI are proven to be more successful in the workplace because they can understand their emotions and why they behave the way that they behave. They can use their emotions as clues to what their body and mind are trying to tell them. And they can use their EI to truly understand others and their points of view. When they wield this kind of tool, they can overcome the kinds of emotional obstacles that tend to stop us all. They can understand why others feel the way that they feel and why they are doing what they are doing, and use that knowledge to help others perform at their best. They are good in a crisis, strong at communicating, and successful where others fail.

Theories of Multiple Intelligences

Until the last century, the understanding of intelligence was strictly related to cognitive functions such as memory, learning, and problem-solving. However, scientists had begun to understand by the

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ISSN No. 0976-0822
(UGC-CARE List Group I)

A STUDY OF NEUROTICISM BEHAVIOUR OF SENIOR SECONDARY SCHOOL TEACHERS IN GOVERNMENT, PRIVATE-AIDED AND PRIVATE UN-AIDED SCHOOLS

Ms. Kamini

Research Scholar, Dakshin Bharat Hindi Prachar Sabha, Madras.

Abstract

In the present study the researcher has attempted to study the Neuroticism behavior of senior secondary school teachers of Government schools, Private aided schools and private Un-aided schools. The investigation was carried out on 300 senior secondary school teachers of Delhi. 100 school teachers from each of Government schools, Private-Aided schools and Un-Aided schools were selected. The investigation was done by using the "NIE Inventory by I.S.Mathur, P.Bhatia and G.Kapoor". Descriptive Statistics was used to analyses the data. The findings of the study shows that on Neuroticism behavior there is no significant difference between Government and private-aided school teachers, private aided and private un-aided school teachers, Government and private un-aided school teachers.

Keywords: Neuroticism, Personality, Behaviour, Senior-Secondary School Teachers, Government Schools, Private-Aided Schools, Private Un-Aided Schools.

Introduction:-

Education plays a very crucial role in the development of a Nation. So that Education at school level is an important agenda in most of the nation's policy. Students are nation builders and they get edification in schools. A school is an enlightening institution which is designed to provide knowledge and learning environments for the teaching of students under the direction of teachers. Education in India is provided by Government, Private-Aided and Private-Unaided Schools. Different types of school used different teaching strategies and methods. Each and Every teacher has their own technique of teaching. There is need of improving the teachers' behaviour to attain the educational goals. But no emphasis is given on the personality of that person who is directly concerned in education process i.e. A teacher.

A **teacher** is a person who helps the students to attain knowledge, values, ethics, ability or virtue. Teaching is the process of attending and solving the people's needs, experiences and feelings, and intervening so that they learn particular things, and solve all their problems. The quality of education is chiefly depends upon the quality of teachers because teachers are considered as keystone in an educational set-up, and quality of the nation is directly or indirectly depends on the excellence of the teachers.

Personality can be defined as a dynamic and organized set of characteristics and traits possessed by a person that uniquely influences person's cognitions, motivations, and behavior in various situations.

Personality refers to individual differences in characteristic patterns of thinking, feeling and behaving. The word "Personality" originates from the Latin word "persona", which means mask. Significantly, in the theatre of the ancient Latin-speaking world, the mask was not used as a device to disguise the identity of a character played by a person, but rather was a convention employed to represent or typify that character also.

Kalyan Bharati

ISSN No. 0976-0822
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EFFECTIVE INNOVATIONS FOR VIRTUAL CLASSROOM DURING COVID 19 PANDEMIC

Ms. Mahima Nijhawan

Asst. Prof., Dept. of Education, Lingaya's Lalita Devi Institute of Management & Sciences.

Abstract

The sudden change in systems of Education has created a space for creativity. Thus, an online meeting platform and the resources used for today's student population require an educator to be innovative and creative and to have an impactful online presence. In the current online learning environment (through virtual classroom), keeping students' thoughtfully engaged and motivated while dispensing the required course content necessitates faculty enabling a safe, nonjudgmental environment whereby views, perspectives, and personal and professional experiences are encouraged. The educator must exhibit an educator-facilitated active, student-centered learning process, whereby students are held accountable for their active participation and self-directed learning while balancing a facilitator role to further enhance the learning process. This article explores one educator's exposure to various LMS based practices for creating and maintaining a constructive learning environment for the students in the virtual classrooms.

Keywords: Innovations, Virtual Classroom, COVID 19, Pandemic.

Introduction

Due to the peremptory regulation of shutting educational institutions by the governments after the outbreak of the COVID-19 Pandemic, the classroom teaching-learning process was suspended worldwide. Hence, an immediate and inevitable measure was to go 'online' for remotely providing the education throughout the world. The teachers and students started e-learning through digital platforms using various Information and Communication Technology (ICT) resources. These online spaces where teachers interact with students in real time; students can voice their questions and interact with peers similar to how they would in a regular classroom, albeit over the internet are regarded as virtual classrooms. These virtual classrooms required further support and technology assistance for making the learning effective and constructive. In order to provide this effective web-based learning various innovations were developed and launched by various Edutech companies. These companies came up with Learning Management System (LMS) for personalized purpose, content creation, collaboration and publication. The article explores an educators' exposure to various LMS based practices for creating and maintaining a constructive learning environment for the students in the virtual classrooms.

Teaching & Learning - A Process

According to Oxford Dictionary 'Teaching' means "impart knowledge or skill, give instruction or lessons, instil and inspire with". This implies that teaching helps us in getting information, using the same to develop understanding in order to train oneself under guided instruction. This also helps us to imagine, use sensory perception, and create reality for effective utilization.

According to Elliot Eisner's book *The Educational Imagination* (1985), teaching is a performing art which is dynamic in nature and greatly depends on a teacher for its effectiveness. Also, due to the influence of Johann Friedrich Herbart's writings and the ensuing 'Herbartism', teaching is

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ISSN No. 0976-0822
(UGC-CARE List Group I)

STRENGTHENING HEALTH ACCESS THROUGH COMMUNICATION: STUDY OF SELECT PHCS IN DELHI

Mansi Chopra

Research Scholar, Department of Journalism & Mass Communication, ManavRachna
International Institute of Research Studies.

Dr. Maithili Ganjoo

Professor, Department of Journalism & Mass Communication, ManavRachna International
Institute of Research Studies.

Abstract

Health being the most important aspect of development has always been the priority of Government of India. Further, the prime focus of Government is to strengthen the rural health, wherein the health system depends largely on primary health care systems which are considered as the backbone of health delivery system in destitute areas. Recognizing the importance and efficiency of PHCs in delivering effective health services, Government of NCT of Delhi has initiated several measures to intensify the functioning of PHCs in National Capital. The research paper evaluates the scope of PHCs in augmenting rural health through use of several Information Education Communication (IEC) activities in Delhi. The research has been done using primary research methodology. The data has been collected from North West region of Delhi using random sampling method. The research concludes that PHCs through use of several promotional tools are effective in inculcating health awareness amongst the masses. Further, a positive word of mouth by the community also amplifies the IEC initiatives taken by the government.

Keywords: Rural Health, Primary Health Centers (PHCs), IEC, Health Awareness.

Introduction

Primary health care has always been the backbone of Indian health care system and are the first contact point between the community and health practitioners, thereby making the health services accessible in the community. The primary health care offers facilitates to restore the health especially in rural and remote regions of the country, by providing essential and effective health care services. Thus, realizing the significance of primary health, the recommendations of primary health care were laid down by Bhore Committee in the year 1946. Since, a large section of population resides in remote areas of the country and the majority of hospitals are located in urban areas making it difficult for the weaker section to avail the health services. Therefore, in order to curb the limitation and to ensure universal health coverage in India, Government of India has established Primary Health Centers (PHCs) across the country so as to assure accessibility and affordability of health services for the vulnerable section. With the building of PHCs, government has been able to reduce the geographical gap prevailing in the health sector and has been able to fulfill the unmet health care needs of the community. Since PHCs are the first referral point, a lot of advancements have been made in the functioning of PHCs so as to strengthen the health care system of the country. Similar efforts have been made by Government of NCT of Delhi to reform the rural health sector of Delhi through PHCs thus ensuring sustainable development in health sector.

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ISSN No. 0976-0822
(UGC-CARE List Group I)

INNOVATION AND GOOD PRACTICES IN TEACHER EDUCATION

Ms. Rohini Jain

Assistant Professor, Department of Education, Lingaya's Lalita Devi Institute of Management & Sciences, New Delhi.

Abstract

The superiority of any educational process mainly depends upon the excellence of teaching process and teacher. Though teaching is considered as a science and a skill, basically it is a transcendent art. It is the teacher, who intuitively designs the emergent plastic mind of the child entrusted to him. Thus, teaching is not a motorized process. Rather, it is a sophisticated, rigorous and a very challenging one. With good leadership and correct teaching methodologies, the teacher's efficiency can be enhanced. Challenges in Indian educational system have no permanent answers because of the variable nature and continuous demands of human society. The teachers in the modern era specifically 21st century will have to transact with a world different from past in respect of pedagogical and technological advancement. This paper is designed to stimulate discussion on new ideas and innovative practices required in teacher education programme. The paper will emphasize on novel ideas and innovative practices in the field of inclusive education. Inclusive education refers to an academic system that allows special education students to become included in mainstream classes alongside their peers. Benefits of inclusive education include an opportunity for special-needs students to learn team work skills while heightening their sense of belonging in the school community. This paper reviews some of the barriers to the development of successful inclusive schools and suggests that one way of overcoming these difficulties is to reconsider the roles and responsibilities of school teachers in inclusive education and also provides some suggestions to be acted out well.

Keywords: Innovative Practices, Inclusive Education, special needs students.

Introduction:

We all know that every child is unique and different. They have different abilities; learn in different ways, and at different paces. Inclusive, learning-friendly, and barrier-free environments should therefore be created in every school and community throughout the world so that all children will be enabled to develop to their full academic, social, emotional, and physical potentials. It is important to remember that a child's academic potential cannot be developed separately from her/his social, emotional and physical potential, as they are interdependent aspects of a child's development. Without access to a comprehensive support system, many children with disabilities will never enroll in school, will drop out, or will stay in school, yet be prevented from reaching their full potential. Individual support should primarily be given by the class teacher. However, s/he may also need assistance from school-based and itinerant resource teachers to ensure that the children concerned receive quality support that is based on their individual learning needs. The majority of children with disabilities in developing countries are out of school, while many of those who are in school are enrolled in special schools away from their families, friends, and peers. However, more and more children with disabilities enroll in regular schools where they play, learn, and grow up with their non-disabled peers (inclusive education).

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ISSN No. 0976-0822
(UGC-CARE List Group I)

EFFECT OF INNOVATIVE USE OF TECHNOLOGY ON CLASS PERFORMANCE OF STUDENTS

Ms. Vandana Sharma

Rose 502, Omaze Green Valley Faridabad.

Abstract

The most important tool of effective teaching learning process is teaching techniques. The use of innovation and digital equipment in the teaching processes has made learning process very simple, easy and student friendly. Digital innovation has revolutionized the instructional strategies for a sustainable development. Student teachers of today will become qualified teachers tomorrow and the demand for present time is that they should be trained with not only traditional learning methods but also trained them with new digital instructional techniques. Explain the differences between traditional learning methods and innovative techniques and bring awareness of new technique is the aim of our study. The purpose of this exercise is to invigilate the outcomes of Digital instructional strategies on the performance of the teacher's students. This experiment was conducted on teaching subject mathematics of class 7th student of a well-occupied govt. school. A sample of 50 students was selected randomly out of 100 students of class 7th in a school. Two groups of 25 students each were made. Pre-test was given to both the groups and the results were recorded. One group was taken as a control group, which was taught the teacher who used conventional method of teaching and the other group was experimental group taught by innovative digital teaching techniques, a post-test was conducted.

Keywords: teaching techniques, teaching learning process, experimental group, pre-test, post test.

"The art of teaching is the art of assisting discovery"—Mark Van Doren

Introduction:

Today's Society is Information Centered Society and the Information and Communication Revolution combined all the people of the world together. This change on the world stage has meant the educationists need to reorganize the entire education process and place the innovation in education. Before the advent of the digital age the teachers were dependent on books and libraries only for reading and teaching. But in current time Technical development has begun a new age of information revolution and education dissemination. Through pressing a button you can gain knowledge about anything, in such a way to calm the curiosity of the children and to make them aware of the new dimension of knowledge is the biggest challenge for today's teachers.

Need of Study

Today in most of the school's, the classroom teaching is not limited to Chalk -n- Talk methods. Here the emphasis is given to the interaction between the teacher and students. With the use of digital technology, hard-to-hard subject matter can be explained to students in a simple and interesting form. The innovative techniques included educational videos; power point presentations, movie screening, online lecture, e learning and online training are being included in classroom teaching. Twentieth century is recognizing by revolution in communication technologies. The advancement of information technology change entire teaching learning process and its affected students as well as teacher too. In



DIRECTOR
LINGAYA'S LALITA DEVI INSTITUTE
OF MANAGEMENT & SCIENCES
MANDI ROAD, MANDI
NEW DELHI-110047

Kalyan Bharati

ISSN No. 0976-0822
(UGC-CARE List Group I)

ROLE OF ICT IN TEACHER EDUCATION

Anjali Bhardwaj

Assistant Professor, Department of Education, Lingayas Lalita Devi Institute of management and Sciences.

Abstract

ICT is a scientific, technological and engineering discipline and management technique used in handling information, its application and association with social, economic and cultural matters (UNESCO, 2002). ICT stands for Information and Communication Technologies. ICT is a part of our lives for the last few decades affecting our society as well as individual life. ICT which is now broadly used in educational world. Teacher, Student, administrator and every people related to education are popularly used ICT. Teacher use ICT for making teaching learning process easy and interesting. A competent teacher has several skills and techniques for providing successful teaching. So development and increase of skills and competencies of teacher required knowledge of ICT and Science & Technology. In modern science and technological societies education demands more knowledge of teacher regarding ICT and skills to use ICT in teaching-learning process. The knowledge of ICT also required for pre-service teacher during their training programme, because this integrated technological knowledge helps a prospective teacher to know the world of technology in a better way by which it can be applied in future for the betterment of the students. Now - adays ICT's are transforming schools and classrooms a new look by bringing in new curriculum based on real world problems, projects, providing tools for enhancing learning, providing teachers and students more facilities and opportunities for feedback. ICT also helps teachers, students and parents to come together. Continuous and Comprehensive Evaluation (CCE) helps students as well as teachers to use more technology for making teaching learning more attractive for the betterment of our future generation. Teachers must know the use of ICT in their subject areas to help the learners for learning more effectively. So, the knowledge of ICT is very much essential for the both prospective teachers as well as in-service teachers also. This will help teachers to know integrated technology with classroom teaching. This paper discussed about the role of ICT in 21st Century's teacher education.

Keywords: ICT, Technology, Pre-service, In-service, Pupil teacher, Teacher training.

Introduction

Today's age of 21st Century and it is also the age of information and technology (IT). Every aspects of life are related to science and technology. Huge flow of information is emerging in all fields throughout the world. Now information and technology is popularly using in educational field for making teaching learning process successful and interesting for students and teacher both. In 1998, UNESCO World Education report refers about student and teachers must have sufficient access to improve digital technology and the internet in their classroom, schools, teacher educational institutions. Teachers must have the knowledge and skills to use new digital tools to help all students achieve high academic standard. The quality of professional development of teacher education depends on the extent of ICT integration in teacher education programme. According to UNESCO (2002) "ICT is a scientific, technological and engineering discipline and management technique used in handling information, its application and association with social, economic and cultural matters".

Teachers are at the core of any living society. Technologies play an important role in training



DIRECTOR
LINGAYA'S LALITA DEVI INSTITUTE
OF MANAGEMENT & SCIENCES
MANDI ROAD, MANDI
NEW DELHI-110047

Kalyan Bharati

ISSN No. 0976-0822
(UGC-CARE List Group I)

TEACHER EDUCATION: NEW TRENDS AND INNOVATIONS

Prof. (Dr.) Mala Sharma Dixit
HOD, Department of Education

Abstract

The prevalence of any instructive procedure principally relies on the perfection of showing procedure and instructor. Despite the fact that educating is considered as a science and an expertise, fundamentally it is an otherworldly workmanship. The educator, instinctively plans the rising plastic personality of the kid depended on him. In this manner, educating is certainly not a mechanized procedure. Or maybe, it is a refined, thorough and a difficult one. With great administration and right showing approaches, the instructor's viability can be improved. Difficulties in Indian instructive framework have no lasting answers as a result of the variable nature and persistent requests of human culture. The educators in the cutting edge period explicitly, 21st century should exercise with a world unique in relation to meet in regard of educational and mechanical headway. This paper is intended to incorporate talk on new thoughts and instructive practices resorted in educator instruction program. The paper will stress on clever thoughts and creative practices in the field of comprehensive instruction. Comprehensive instruction alludes to a scholastic framework that enables specialized curriculum understandings to wind up incorporated into standard classes close by their counterparts. Advantages of comprehensive instruction (to organize an open door for unique needs understandings to learn cooperation abilities while increasing their feeling of having a place in the school network. This paper carries a portion of the obstructions to the advancement of effective comprehensive schools and recommends that single direction of conquering these challenges is to reevaluate the jobs and duties of teachers in comprehensive instruction and furthermore gives a few recommendations to be carried on well.

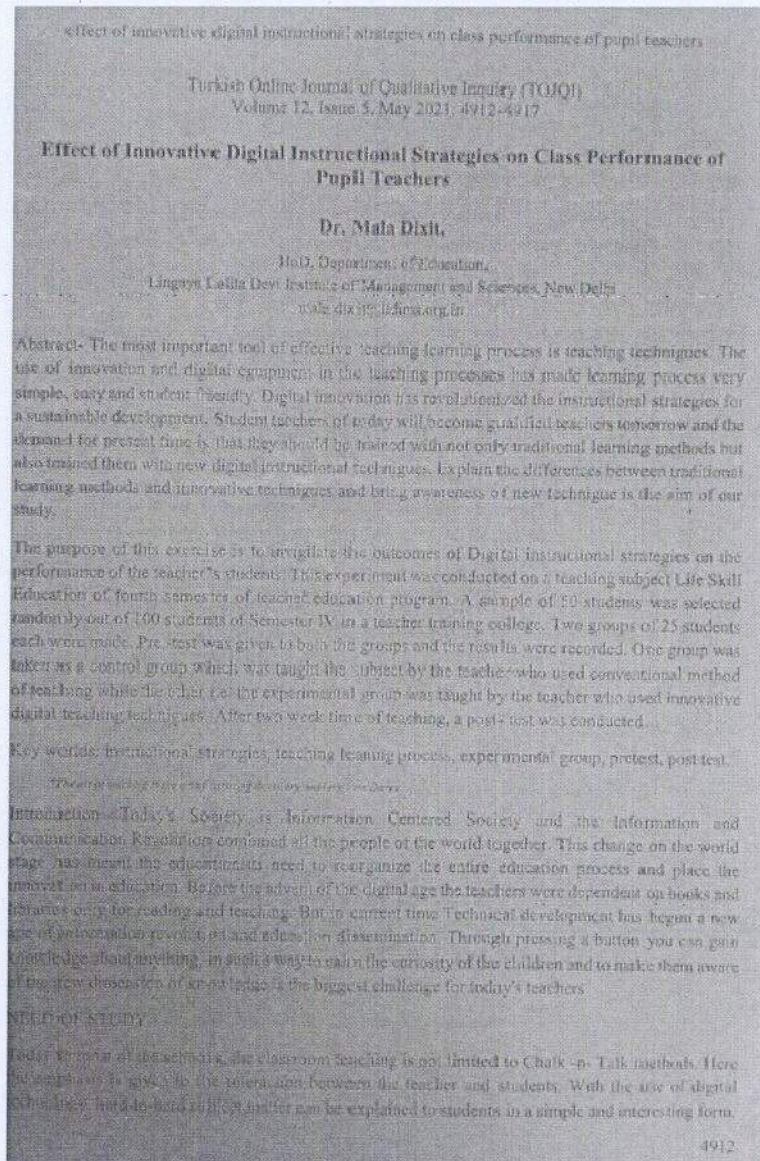
Keywords: Inclusive Education, School teachers, differently ability.

Introduction

Here is a hard reality which might be bitter to swallow. The majority of children with disabilities in developing countries are out of school, while many of those who are at school are enrolled in special schools away from their families, friends, and peers. However, more and more children with disabilities enroll in regular schools where they play, learn, and grow up with their non-disabled peers (inclusive education). While we are well aware that every child is unique and different and that they have different abilities, learn in different ways, and at different paces, we are yet to reflect the same in the education system. Inclusive, learning-friendly, and learner-free environments should indeed be created in every school and community throughout the world so that all children will be enabled to develop to their full academic, social, emotional, and physical potential. It is important to remember that a child's academic potential cannot be developed separately from her/his social, emotional and physical potential, as they are interdependent aspects of a child's development. Without access to a comprehensive support system, many children with disabilities will never enroll in school, will drop out, or will stay in school, yet be prevented from utilizing their full potential. Individual support should primarily be given by the class teacher. However, it may also need assistance from school-based and itinerant resource teachers to ensure that the children concerned receive quality support that is based on their individual learning needs.



DIRECTOR
LINGAYA'S LALITA DEVI INSTITUTE
OF MANAGEMENT & SCIENCES
MANDI ROAD, MANDI
NEW DELHI-110047




DIRECTOR
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NEW DELHI-110047

RESEARCH ARTICLE
ANVESHANA'S INTERNATIONAL JOURNAL OF RESEARCH IN ENGINEERING AND APPLIED SCIENCES

IMPACT OF INQUIRY BASED INSTRUCTIONS ON LEARNING OF SCHOOL STUDENTS

Prof. Dr. Mala Sharma Dixit
Head of Department, Education,
Lingaya's Lalita Devi Institute of Management & Sciences
(Affiliated to GGSIPU, New Delhi)
Email: mala.dixit@ldims.org.in

ABSTRACT
The present study has been designed to study the effect of inquiry based instructions on Learning of secondary school students. A pre-test and post-test design was adopted in order to generate and interpret the data on the subject matter. Sample Stratification method of sampling of experimental and control groups of the total sample of 50 students of grade secondary school selected to study were divided into two groups. In order to design self-managed groups of students. The variable general intelligence. The two groups were given different treatments of 21 months each. The method of the study revealed that the Inquiry Based Instructions had more effective than the traditional learning approach. Furthermore, it also revealed that more girls score of high intelligence students of experimental group was significantly higher than the control group.

Key Words: Inquiry Based Instructions, Learning, Motivation

INTRODUCTION
Inquiry based Instructions is seeking information and knowledge by questioning. It starts by questions, problems or scenarios, rather than simply presenting established facts or portraying a smooth path to knowledge. The term inquiry based Instruction is interchangeable with a numerous synonyms such as inquiry based learning, guided inquiry, research based teaching, problem based learning and discovery learning. It is very closely related to the development and practice of thinking skill.

The teacher is a facilitator and helps the students to move in the right direction. An old adage states "Tell me and I forget, show me and I remember, involve me and I understand." The key part of this statement is an essence of Inquiry based Instruction. The student who plays the role of an inquirer will be put in a situation where he questions to develop his knowledge and understanding of the concepts.

Inquiry based Instruction is a pedagogy which enables the students to acquire knowledge and the key attributes is the learning stimulated by inquiry. It is a child centered approach where a child moves to self directed learning and an active approach to learning. Inquiry learning involves developing questions, making observations, selecting methods for experimentation, collecting, analysing, interpreting data and finally outlining possible explanations. It is an approach to teaching and learning that places the students' questions, ideas and observations at the centre of the learning experience. Teachers play an active role throughout the process by establishing a culture where ideas are respectfully challenged, tested, redefined and viewed as improvable, moving children from a position of wondering to a position of enacted understanding and further questioning (Sardarmalika 2002).

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EMAIL ID: anvashana@ldims.edu.in WEBSITE: www.anvashana.org



DIRECTOR
LINGAYA'S LALITA DEVI INSTITUTE
OF MANAGEMENT & SCIENCES
MANDI ROAD, MANDI
NEW DELHI-110047

International Journal for Modern Trends in Science and Technology, 2021, 6, 01, 01-03
Copyright © 2021 International Journal for Modern Trends in Science and Technology
ISSN: 2455-3774 (online)
DOI: 10.30605/ijmst.v6i01.1607510756000
Printable ISSN: 2455-3774 (online), ISSN: 2455-3774 (print)

QR Code

Journal for Modern Trends in Science and Technology

ROLE OF TECHNOLOGY IN THE TRANSFORMATION OF SCHOOL EDUCATION

Prof. Dr. Mala Sharma Dixit
HOD, Dept of Education
Lingaya's Lalita Devi Institute of Management & Sciences, New Delhi

To Cite this Article
Prof. Dr. Mala Sharma Dixit, "ROLE OF TECHNOLOGY IN THE TRANSFORMATION OF SCHOOL EDUCATION", *International Journal for Modern Trends in Science and Technology*, Vol. 01, Issue 01, April, 2021, pp. 01-03

Article Info
Received on 25 February 2021; Revised on 24 March 2021; Accepted on 27 March 2021; Published on 29 March 2021

ABSTRACT
Advantages in schools. Hence, it is concluded on the use of technology and computer awareness. To reap full benefits of the available technology, high quality, meaningful and culturally responsive digital content must be made available to teachers and learners. Teachers must have the knowledge and skill to use digital tools and resources to help and students for assisting their academic standards but what is the present status of the use of technological resources provided to the teachers as well as learners in school? The present study attempted to find the answers. Sixty-four classes in two A plus grade schools of Kapurthala district were taken and responses obtained were analysed. Results of the present study indicate that whatever the schools and authorities claim, the bitter truth is that even basic digital technologies like being made available in the schools.

1. INTRODUCTION
Technology is a major factor in shaping the new global economy and producing rapid changes in society. Despite the fact that technology has dramatically changed the way in which people communicate and do business. It has produced significant transformation in medicine, business, engineering and other fields. It also has the potential to transform the nature of education where are how the learner takes notes and the role of student and teachers in teaching-learning process. To reap the advantages of available technology, it is essential that teachers have basic technological based skills and competencies. The following essential conditions must be met in order to effectively harness the potentials of new technologies in modern teaching as well as learning. Students and teachers must have sufficient access to digital resources including internet in the classrooms, funds and skills to use high quality, meaningful and relevant response digital content must be made available to teachers and learners, and teachers must have the knowledge and skill to use the new digital tools and resources to help all students achieve high academic standards (UNESCO, 2002a, p.10). Schools are facing with the challenges of preparing a new generation that can effectively explore these new learning tools. For integrating these concerns, school education system requires new technological resources, expertise and planning about how these resources should be used.
The computer, considered as an engine of the mind has tremendous capacity to store and process data and to produce and disseminate information. With the emergence of diverse multimedia and networking possibilities, computers have emerged as tools for innovative teaching and learning. For the first time in the history of education, students are providing more often than their teachers to mastering technology based delivery systems. It is obvious that the monopoly enjoyed by schools and formal education providers will diminish dramatically hereafter with future educational exposure and experience to readily

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