



# JOSEPHINE QUEST

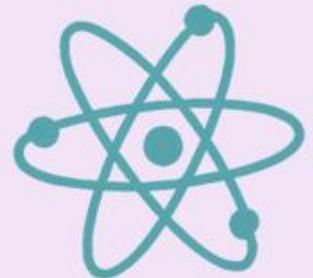
## INTERDISCIPLINARY RESEARCH HORIZONS

A Peer-Reviewed Research Journal

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# Josephine Quest: Interdisciplinary Research Horizons

A Multidisciplinary Peer-Reviewed Research Journal

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Gnanapuram, Visakhapatnam – 530004

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## From the Editor's Desk

It gives me immense pleasure to present the inaugural issue (Vol. 1, Issue 1 | June 25, 2025) of *Josephine Quest: Interdisciplinary Research Horizons*, the official academic journal of St. Joseph's College for Women (Autonomous), Visakhapatnam. This journal marks a significant step forward in our commitment to nurturing a culture of critical inquiry, scholarly reflection, and interdisciplinary dialogue.

At the heart of *Josephine Quest* lies our belief that knowledge transcends boundaries. In this spirit, the journal brings together voices from diverse academic domains — Science, Arts, Commerce, and Languages — with the aim of fostering meaningful exchanges across disciplines. Each article in this issue reflects rigorous research, innovative thinking, and a deep dedication to academic excellence.

The title “*Josephine Quest*” is inspired by the legacy and mission of our institution — to seek, serve, and succeed through the pursuit of truth. We see this journal as a platform where students, faculty, and researchers converge to share ideas, challenge conventions, and illuminate new paths of understanding.

I express my sincere gratitude to our Chief Patron, Dr. Sr. Shyji P.D, for her unwavering support; to the dynamic editorial team for their dedication; and to the contributors who have enriched this issue with their valuable research. As we move ahead, I invite scholars from across disciplines and institutions to engage with us in this academic journey.

May this venture become a catalyst for intellectual growth and collaborative discovery.

Dr. P.K. Jayalakshmi  
Editor-in-Chief  
*Josephine Quest: Interdisciplinary Research Horizons*  
St. Joseph's College for Women (A), Visakhapatnam

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## **About the Journal**

Josephine Quest: Interdisciplinary Research Horizons is a multidisciplinary, peer-reviewed academic journal published by St. Joseph's College for Women (Autonomous), Visakhapatnam. Dedicated to fostering intellectual inquiry and scholarly discourse across diverse fields, the journal serves as a platform for academicians, researchers, and practitioners to share innovative ideas and research findings that transcend conventional disciplinary boundaries.

This journal aims to encourage critical thinking and the integration of knowledge across the humanities, sciences, and social sciences. It invites contributions from a broad spectrum of disciplines including literature, management, commerce, science, technology, education, and the arts.

Each issue of Josephine Quest showcases original research articles, review papers, and case studies that contribute meaningfully to academic discourse and societal advancement. The journal upholds high ethical standards and follows a double-blind peer-review process to ensure quality and academic integrity.

With a vision to empower thought leadership and interdisciplinary collaboration, Josephine Quest aspires to be a credible and impactful source of knowledge in the global academic community.

## **About the Articles**

This inaugural issue of Josephine Quest: Interdisciplinary Research Horizons presents a rich collection of seven scholarly papers across diverse disciplines including Commerce, Literature, Computer Science, Biochemistry, Psychology, Home Science, and Management. These articles highlight the voices and research perspectives of women educators and scholars, focusing on themes such as women empowerment, health, leadership, and digital skill development.

# **Josephine Quest: Interdisciplinary Research Horizons**

## **Scope and Objectives**

### **Scope:**

This peer-reviewed academic journal publishes original research across disciplines including Science, Arts, Commerce, and Languages. It welcomes scholarly contributions that promote innovation, critical analysis, and interdisciplinary perspectives.

### **Objectives:**

- To foster a culture of academic inquiry and intellectual exchange
- To promote interdisciplinary research and collaboration
- To provide a platform for researchers, faculty, and scholars to share insights
- To contribute to the body of knowledge across diverse academic fields

## **Ethics Statement**

Josephine Quest: Interdisciplinary Research Horizons is committed to upholding the highest standards of publication ethics. The journal follows the guidelines of the Committee on Publication Ethics (COPE) to ensure transparency, accountability, and integrity in scholarly publishing.

### **Key Ethical Principles:**

- **Originality:** All submissions must be original and not published or under review elsewhere.
- **Plagiarism:** Manuscripts are screened for plagiarism. Any instance of academic dishonesty will result in immediate rejection.
- **Authorship:** Only individuals who have significantly contributed to the research should be listed as authors.
- **Conflict of Interest:** Authors, reviewers, and editors must disclose any potential conflicts of interest.
- **Peer Review Integrity:** A double-blind peer review process is followed. Reviewers must maintain confidentiality and provide unbiased feedback.
- **Research Ethics:** For studies involving humans or animals, appropriate ethical clearance and consent must be documented.

Violations of ethical standards will be handled in accordance with COPE recommendations.

## **Peer Review Policy**

Josephine Quest: Interdisciplinary Research Horizons follows a double-blind peer review process to ensure the integrity and quality of scholarly work.

- All submitted manuscripts are first screened by the Editorial Board for relevance, originality, and formatting.
- Eligible papers are sent to two independent experts for anonymous review.
- Reviewers evaluate based on clarity, methodology, contribution, and ethical standards.
- Authors may be asked to revise and resubmit based on feedback.
- Final publication decisions rest with the Editor-in-Chief, based on reviewer recommendations.
- The process typically takes 6–8 weeks from submission to decision.

The journal adheres to academic ethics and COPE guidelines. Reviewer identities and author details are kept confidential throughout the process.

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St. Joseph's College for Women (A), Visakhapatnam

**ABSTRACT:-**

The article highlights the growing developments in women's participation in sports and their impact on society. As sports have become an integral part of personal and professional growth, it is essential to evaluate and understand the evolving trends in women's sports. This discussion delves into the various aspects of women's involvement in sports, focusing on their achievements, challenges, and contributions. Women's sports play a significant role in promoting gender equality, empowering individuals and shaping societal perceptions. With broader implications than anticipated, women's active participation in sports contributes to personal empowerment, community development, and the global movement for gender inclusivity.

Key Words- women, sports, , achievements, empowerment , gender equality,

**INTRODUCTION TO WOMEN IN SPORTS: -**

Over the years, women's participation in sports has grown significantly, becoming an important part of social and cultural development worldwide. Sports not only promote health and fitness but also provide women with opportunities for empowerment, teamwork, and leadership. Women's sports have created numerous opportunities for personal growth and professional success, encouraging inclusivity and breaking traditional barriers. This growing field has also contributed to shaping perceptions of gender roles and inspiring younger generations to embrace sports as a platform for equality and achievement. Women's involvement in sports plays a vital role in fostering social change and building stronger, more inclusive communities.

The evolving nature of the women's sports sector mirrors the transformations seen in other aspects of society and the economy. As everything that grows alters its structure, so too does the sports sector adapt to new demands and challenges. This evolution reflects changes in societal attitudes, cultural norms, and economic priorities, with women's participation becoming an

increasingly prominent feature. The structure of the sports sector can be examined by understanding the contributions of various components, including grassroots initiatives, professional leagues, and global events. Initially, women's sports were underrepresented and received limited support. However, as societal awareness of gender equality has grown, so has the focus on providing equal opportunities and resources for women in sports. This shift parallels changes in developing economies, where traditional sectors give way to industrial and service sectors as economies mature.

Like the classification of enterprises under the Micro, Small, and Medium Enterprises Development (MSMED) Act of 2006, sports organizations can also be categorized based on their focus and scale. Grassroots programs act as foundational enterprises, nurturing talent and promoting participation at the local level. Professional leagues and international tournaments, on the other hand, resemble large-scale service enterprises, delivering entertainment and economic value on a global scale. The increasing recognition of women's sports highlights their economic and social significance. The unique characteristics of women's sports—such as their ability to foster community engagement, promote health and well-being, and challenge stereotypes—underscore their importance in the broader sports ecosystem. High demand for women's sports, fuelled by increasing media coverage and global interest, has accelerated their growth. This trend is similar to the rise of the services sector, which expanded rapidly as global businesses outsourced operations to countries like India, creating new opportunities and driving innovation.

The evolving nature of the women's sports sector reflects broader structural changes in society and the economy. By embracing these changes and addressing existing challenges, the sector can continue to grow, empowering women and contributing to a more inclusive and dynamic future.

## **INTRODUCTION TO SPORTS INDUSTRY FOR WOMEN: -**

The sports industry for women has seen remarkable growth and evolution in recent years, establishing itself as a vital component of the global sports landscape. It encompasses activities ranging from grassroots initiatives to increase participation to professional leagues and international events highlighting top-tier talent. This sector not only fosters physical health and mental well-being but also serves as a powerful tool for empowerment, challenging societal norms and stereotypes. The growing inclusion of women in sports has driven the creation of specialized programs, improved infrastructure, and policies that promote equality and inclusivity.

## **OBJECTIVES OF THE STUDY: -**

- 1) Understanding emerging trends in women's sports.
- 2) Exploring the growing participation of women in various sports.
- 3) Investigating the role of sports in empowering women.
- 4) Examining the economic and social impact of women's sports on the nation.
- 5) Evaluating the importance of women's sports in promoting gender equality.
- 6) Assessing the contribution of women's sports to community and national development.

## **RESEARCH METHODOLOGY: -**

This paper was written using secondary research sources like previous Research Papers, Text Books, News Papers and Online Articles.

## **CHALLENGES FACED BY WOMEN IN SPORTS INDUSTRY: -**

Women in sports have tremendous potential and talent, but they face numerous obstacles in achieving success and equality:

- **Limited Access to Resources:** Many women athletes lack adequate funding, training facilities, and sponsorship opportunities, limiting their ability to compete at the highest levels.
- **Gender Bias and Stereotypes:** Persistent societal biases often discourage women from pursuing sports, labelling them as unsuitable for certain disciplines or undervaluing their achievements.
- **Inadequate Infrastructure:** A lack of women-friendly infrastructure, such as separate changing rooms and proper safety measures, can hinder their participation in sports.
- **Unequal Pay and Opportunities:** Women athletes often face significant pay gaps compared to their male counterparts and have fewer opportunities in leadership roles like coaching or sports administration.
- **Media Coverage and Recognition:** Women's sports receive less media attention, which impacts sponsorship deals and the overall visibility of their achievements.

- **Balancing Roles and Responsibilities:** Many women athletes face challenges in balancing their professional sports careers with societal expectations, family responsibilities, or other roles.

## **EMERGING TRENDS IN THE SPORTS INDUSTRY: -**

The sports industry, a global leader in fostering community and innovation, is undergoing transformative trends driven by technology, sustainability, and inclusivity. These developments are reshaping market dynamics, fan engagement, and athletic performance. Let us explore the key trends influencing the sports sector in 2024 and their implications for the industry and consumers.

**Technology-Driven Experiences** - The integration of technology is revolutionizing the way fans interact with sports. Virtual and augmented reality (VR/AR) are being used to create immersive viewing experiences, allowing fans to virtually attend games or interact with their favourite athletes. Additionally, wearable technology is enabling athletes to track performance metrics in real-time, enhancing training methods and health management.

**Sustainability in Sports** - The push for eco-friendly practices has gained momentum in the sports industry. From the construction of sustainable stadiums to the use of biodegradable materials in sportswear, organizations are prioritizing environmental consciousness. Events like marathons and international tournaments are adopting carbon-neutral policies, appealing to eco-conscious audiences.

**Increased Focus on Women's Sports** - The growing visibility of women's sports has led to significant investment and sponsorship opportunities. High-profile tournaments and leagues are gaining traction, with dedicated media coverage and endorsements. This shift is promoting gender equality and inspiring a new generation of female athletes.

**Rise of Esports and Gamification** - Esports has become a mainstream phenomenon, drawing millions of fans and significant sponsorship deals. Traditional sports organizations are incorporating gamification into fan engagement strategies, blending digital experiences with live events to attract younger demographics.

**Health and Wellness Integration** - There is an increasing emphasis on athlete wellness, both physical and mental. Sports organizations are partnering with health and fitness tech companies to offer programs focusing on mental resilience, recovery, and nutrition, which are becoming integral to athletic performance and longevity.

**Customization and Personalization** - Athletes and fans alike are seeking personalized experiences. Sports equipment manufacturers are offering customized gear, while organizations are leveraging data analytics to tailor marketing campaigns, ticket sales, and fan interactions to individual preferences.

**Influencer Marketing in Sports** - Social media influencers, particularly athletes with strong online followings, are playing a pivotal role in sports marketing. Their endorsements can shape brand perceptions and drive engagement among younger audiences, especially Generation Z, who value authenticity and relatability in advertising.

These trends signify a shift toward a more inclusive, innovative, and sustainable sports ecosystem, poised to engage diverse audiences and redefine athletic excellence.

## **FINDINGS: -**

### **1. Increased Participation Across Disciplines**

As opportunities in women's sports continue to grow, there is a marked increase in female participation across various disciplines, from traditional team sports to individual events like tennis, golf, and athletics. This rise is not only due to enhanced visibility and better access to training facilities, but also the breaking down of social and cultural barriers that once limited women's involvement in sports. As more young girls see women succeeding in sports, they are inspired to pursue athletic careers, knowing that they can build competitive and professional paths. This expansion across disciplines leads to the diversification of female athletes and helps foster a culture of inclusivity in sports.

### **2. Rise in Women's Sports Entrepreneurship**

The growing prominence of women's sports has sparked a wave of female entrepreneurship within the industry. Women are now founding sports-related businesses such as fitness startups, sports media platforms, and even sports apparel lines tailored to female athletes. By combining business acumen with passion for sports, these entrepreneurs are creating new revenue streams and opportunities for others, contributing to the overall growth of the sector. As women's sports continue to flourish, the entrepreneurial landscape is diversifying, showcasing how women are taking charge in shaping the future of sports-related industries.

### **3. Boost to National Prestige**

Increased success and visibility of women's sports contribute significantly to a nation's international reputation. When female athletes perform well on the global stage, such as in the Olympics or World Championships, it boosts national pride and demonstrates the country's commitment to gender equality in sports. National support for women's sports also reflects progressive social values and can lead to increased investments in infrastructure and resources for athletic development. This cultural shift enhances a nation's standing as a leader in gender equity and sports excellence.

### **4. Creation of Employment Opportunities**

The expansion of women's sports has opened up a wide array of employment opportunities in sectors such as coaching, sports medicine, event management, marketing, and broadcasting. As more attention is placed on women's competitions, the demand for specialized personnel to handle the logistics and promotion of these events has grown. Additionally, the rise in professional women's teams and leagues leads to increased job prospects for women who want to pursue careers in sports beyond just playing. This trend is empowering women to establish careers in fields that were traditionally male-dominated.

### **5. Advancing Sustainable Development Goals**

Women's sports play a key role in advancing the United Nations Sustainable Development Goals (SDGs), particularly in promoting gender equality and empowering women and girls. By offering women equal opportunities in athletics, societies contribute to greater inclusivity and social equity, which are essential aspects of sustainable development. Women's sports also provide a platform for addressing issues such as mental health, community development, and educational empowerment. The recognition of female athletes helps create role models who inspire others to pursue their aspirations, furthering long-term progress in global development.

### **6. Reduction in Gender Disparities**

The rise of women's sports has contributed significantly to reducing gender disparities in many areas, including funding, media coverage, and opportunities for recognition. As more attention is given to female athletes and women's sports organizations, there has been an increased push for equitable funding and sponsorship deals that reflect the growing market for women's sports. Over time, this can lead to more balanced representation in professional leagues, coaching roles, and administrative positions,

addressing historical inequalities. This shift also brings about broader societal changes, where gender equality becomes the standard in both sports and other sectors.

#### **7. Empowering Women Athletes**

Women athletes who gain recognition and support are empowered to break through societal constraints, demonstrate their skills, and inspire future generations. With greater media exposure and sponsorship, women are increasingly able to make a living through their athletic careers, gaining financial independence and public recognition. The rise of role models in women's sports helps combat stereotypes and encourages young women to aspire to greatness in fields traditionally dominated by men. Empowerment extends beyond competition, as female athletes are now actively involved in advocating for gender equality, health, and social justice.

#### **8. Opportunities in Digital Engagement**

The digital revolution has opened up new avenues for women's sports to engage with audiences, creating unprecedented opportunities for visibility and growth. Through social media platforms, women athletes and teams can directly connect with fans, share their stories, and build their personal brands. Digital platforms also provide a space for live streaming events, online sponsorship deals, and virtual fan engagement, which increases the reach and impact of women's sports worldwide. This digital presence allows for real-time conversations about issues affecting female athletes and helps drive a larger fanbase and support.

#### **9. Increase in Women-Centric Sports Organizations**

With the growing recognition of women's sports, there has been a surge in women-centric sports organizations that focus on empowering female athletes, advocating for equity, and driving systemic change within the industry. These organizations create spaces for mentorship, leadership development, and networking among women in sports, helping to foster a more supportive and inclusive environment. By providing resources for women at all stages of their athletic careers, these groups play an essential role in breaking down the barriers that have historically hindered women's participation. They also serve as advocates for policy changes that promote equality across all levels of competition.

## **10. Flexibility in Training and Career Options**

The evolving landscape of women's sports provides greater flexibility in both training regimes and career paths, allowing athletes to pursue balanced and sustainable careers. With the rise of part-time leagues, remote coaching opportunities, and digital engagement platforms, athletes can manage their training while also pursuing other professional or personal interests. This flexibility is particularly beneficial for women who may face additional challenges in balancing family responsibilities with a competitive career. As the sports industry continues to evolve, these options ensure that women have more control over their professional journeys, leading to longer, healthier careers in sports.

### **SUGGESTIONS:-**

#### **1. Provide Comprehensive Financial Support**

Comprehensive financial support is essential for ensuring women athletes have the resources needed to succeed at the highest levels. This support should cover not just training and competition expenses but also long-term financial security, such as salaries, sponsorships, and prize money. Governments and corporate sponsors need to commit to equal investment in women's sports, offering funding that allows athletes to focus solely on their performance. Additionally, this financial backing should extend to the development of infrastructure, coaching programs, and mental health support services. When women athletes are financially supported, they are better equipped to pursue their careers and achieve excellence without the added pressure of financial instability.

#### **2. Encourage Inclusive Sports Programs**

Inclusive sports programs ensure that individuals from all backgrounds, abilities, and genders have equal access to athletic opportunities. These programs should begin at the grassroots level, with schools and community centres offering sports activities that cater to girls and women. By promoting diversity in sports, these programs break down barriers and foster an environment of equality, where every participant can thrive. It's important that these programs also address issues of accessibility, ensuring that women from various socio-

economic backgrounds can participate. Ultimately, inclusivity in sports promotes social unity, enhances participation, and helps to discover untapped talent across different groups.

### **3. Enhance Public Awareness Campaigns**

Public awareness campaigns play a critical role in changing public perceptions of women's sports and promoting gender equality. These campaigns should focus on increasing the visibility of female athletes by celebrating their accomplishments, highlighting their struggles, and showcasing the passion they bring to their respective sports. Media outlets, both traditional and digital, have the power to shift societal attitudes by offering equal coverage of women's sports. Furthermore, awareness campaigns should be aimed at breaking down stereotypes that undermine the athleticism and competence of female athletes. By elevating women's sports through education and media, we can create a cultural shift that values and respects women in sports just as much as their male counterparts.

### **4. Ensure Equitable Resource Allocation**

Ensuring equitable resource allocation is fundamental to closing the gender gap in sports. This means providing equal access to funding, training facilities, equipment, and support services for female athletes, just as is done for male athletes. Sports organizations must recognize that women's sports require investment and proper infrastructure to grow and compete at a global level. This equitable distribution should also include access to professional coaching, medical care, and mental health resources, all of which contribute to an athlete's overall performance. When women's sports are allocated resources on par with men's, it will not only enhance the quality of competition but also build a stronger, more diverse sports culture.

### **5. Offer Skill Development Programs**

Skill development programs are vital for helping athletes hone their craft and advance their careers, especially for young girls entering the sports world. These programs should be designed to provide training in both technical and tactical aspects of the sport, as well as leadership, communication, and resilience. By partnering with experienced coaches, sports institutions can offer workshops and training camps that help women athletes reach their full potential. In addition, skill development should include off-field elements such as career planning, financial literacy, and personal branding, which are important for athletes' long-term success. Investing in skill development ensures that female athletes are not only equipped for competition but also prepared for life beyond their athletic careers.

## **6. Subsidise Costs of Sports Participation**

One of the major barriers to sports participation for women, particularly in lower-income communities, is the cost associated with equipment, travel, and training. Governments, private organizations, and sports federations should work together to subsidize these costs, making it easier for women to access the same resources as their male counterparts. Subsidies can cover registration fees, travel expenses for competitions, and the cost of necessary sports equipment. This will help reduce the financial burden on families and enable young women to pursue sports without being held back by cost. By lowering these financial barriers, we can ensure that more women have the opportunity to compete at local, regional, and national levels.

## **7. Facilitate Access to Sports Technology**

Sports technology plays a crucial role in enhancing athlete performance, monitoring training progress, and preventing injuries. To ensure female athletes are on equal footing with their male counterparts, they must have access to the latest technological advancements in equipment, wearables, and data analytics. Sports organizations and federations should invest in providing these tools to women's teams and athletes, especially in developing regions where access to such resources is limited. Additionally, technology can help with performance tracking, providing insights into areas for improvement and helping athletes maximize their training regimens. By facilitating access to sports technology, we are ensuring that women can compete effectively in an increasingly tech-driven sports world.

## **8. Extend Financial Assistance**

Extending financial assistance to women athletes in the form of grants, scholarships, and performance-based incentives is key to fostering their long-term success. This financial aid can help cover various costs associated with training, competition, and living expenses, especially for athletes who are just starting their careers or who may face financial constraints. Universities, sports federations, and government programs should offer funding opportunities specifically tailored to support female athletes and encourage their participation at all levels. Additionally, long-term support is necessary to help athletes during the transitional phases of their careers, including after retirement. By extending financial assistance, we are ensuring that women athletes can focus on their craft and not be distracted by financial struggles.

## **9. Support Marketing and Branding**

Marketing and branding are essential to growing the profile of women's sports and ensuring their financial viability. Sports organizations, sponsors, and athletes themselves should invest in creating strong brands that resonate with fans and attract commercial partnerships. By leveraging digital platforms and social media, female athletes can build personal brands that extend beyond their performance on the field, creating a loyal fanbase and increasing their marketability. More visibility through targeted marketing campaigns can also attract sponsorships and media deals, contributing to the growth of women's sports. Support for marketing and branding efforts helps elevate the status of female athletes and ensures that their contributions are recognized in the broader sports ecosystem.

## **10. Promote Sports Entrepreneurship**

Promoting sports entrepreneurship among women is essential for creating a self-sustaining ecosystem that supports female athletes and professionals. Women in sports should be encouraged to start businesses related to athletic performance, such as training academies, sports media platforms, or sportswear brands. By fostering a culture of entrepreneurship, women can create innovative products and services that meet the unique needs of female athletes. Additionally, women entrepreneurs in sports can help drive the industry forward by creating new revenue streams, employment opportunities, and professional networks. Promoting sports entrepreneurship not only benefits individual women but also strengthens the overall sports sector by diversifying its business landscape.

## **CONCLUSION:-**

Based on the insights shared above, it is evident that women's involvement in sports significantly contributes to the growth and development of the industry and society at large. Women in sports play a pivotal role in fostering equality, promoting entrepreneurship, enhancing employment opportunities, and driving sustainable development. Their achievements inspire millions, bridging gender gaps and addressing societal disparities. The rise of women-centric leagues, inclusive policies, and digital platforms has strengthened their presence and impact in the sports world. Initiatives promoting skill development, equitable resource allocation, and financial support have further bolstered their participation.

This dynamic shift represents not only a cultural evolution but also an economic catalyst, as women in sports continue to break barriers and redefine excellence. With sustained efforts and innovative strategies, the future of women in sports holds immense promise, shaping a more inclusive and prosperous global sports ecosystem.

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## **Women Empowered: Breaking Barriers to Shape their Future**

**Dr.G.DurgaVyshnavi**

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### **Abstract:**

Women who have found empowerment through shattering barriers become bold pioneers who fearlessly navigate obstacles and seize the opportunities that come their way, thereby taking control of their own paths and leaving an indelible mark on society. These inspiring individuals not only challenge conventional societal expectations but also question established norms, blazing trails for upcoming generations of women across various fields to excel and succeed. Whether they are in high-powered boardrooms, educational settings, innovative laboratories, or communal areas, these empowered women serve as beacons of inspiration, embodying resilience, perseverance, and an unyielding dedication to their aspirations. By offering mentorship, championing causes, and engaging in collaborative efforts, they foster a nurturing environment that promotes empowerment, cooperation, and inclusiveness, enabling every woman to blossom and play a significant role on a global scale. Through amalgamating their strengths and amplifying their voices, these boundary-breaking women unite to dismantle deep-rooted inequalities, catalyze progressive transformations, and forge a fairer, more impartial society that upholds the rights and well-being of everyone.

In India, women have historically encountered numerous formidable obstacles that have impeded their ability to realize their full potential, spanning from limited access to education and healthcare to societal expectations that have confined them to traditional gender roles. Despite these pervasive challenges, a dynamic and empowered generation of women is emerging, determined to break free from the shackles of the past and pioneer a path towards a more equitable and inclusive future. Spearheading initiatives focused on education, entrepreneurship, and activism, these trailblazing women are not only transforming their own lives but also catalyzing positive change within their communities. By harnessing their collective strength and resilience, they are reshaping the narrative of what is possible for women in India, fostering a more empowered and progressive society where gender equality thrives. As these courageous women continue to challenge the status quo and advocate for their rights, they are sowing the seeds for a brighter tomorrow, one where every woman is afforded the opportunity to flourish and contribute her unique gifts to the world.

**Keywords:** Catalysing, Expectations, Trailblazing, Spearheading, Reshaping

### **Introduction**

In India, the conversation surrounding women's empowerment has been gaining momentum in recent years, prompting a deep exploration of its current state and the challenges that still persist. The empowerment of women in India is a multifaceted issue that extends beyond just economic opportunities to encompass social, political, and cultural aspects. Despite significant

progress, there are still prevalent barriers that hinder the full realization of women's empowerment. Factors such as gender inequality, limited access to education and healthcare, and cultural norms continue to pose challenges to the advancement of women in Indian society. Efforts from various stakeholders, including government policies, grassroots organizations, and advocacy groups, play a crucial role in advancing the status of women in the country. By understanding the complexities of women's empowerment in India and addressing the underlying issues, we can work towards creating a more inclusive and equitable society where women can thrive and fulfill their potential.

Highlighting the persistent gender inequalities and barriers that women face is crucial in today's society. These disparities manifest in various aspects of women's lives, such as education, employment, healthcare, and politics. For instance, the gender pay gap continues to be a concerning issue, with women earning significantly less than their male counterparts for the same work. Additionally, women frequently encounter obstacles in career advancement due to societal expectations and biases. In the realm of healthcare, women often face challenges in obtaining reproductive services and adequate maternal care. Addressing these gender inequalities requires a multifaceted approach involving policy changes, cultural shifts, and individual empowerment initiatives. By shedding light on these issues, we can work towards creating a more inclusive and equitable society where all individuals, regardless of gender, have equal opportunities to thrive and succeed.

A significant societal shift is underway as more and more women are courageously stepping beyond the confines that have historically restricted their freedom and potential. Empowered by a growing collective consciousness, women are fearlessly challenging traditional expectations and norms, embracing opportunities for self-expression, self-determination, and self-fulfillment. With each stride toward equality and autonomy, these trailblazing women are dismantling barriers that have long constrained their individuality and aspirations. Through their unwavering courage and resilience, women are paving the way for a more inclusive, equitable society where gender stereotypes and limitations are increasingly being challenged and overcome. This rising tide of female empowerment is not only reshaping individual lives but also exerting a transformative influence on communities, institutions, and the broader fabric of society, fostering a new era of possibility and progress for all.

**Overcoming Educational Barriers:** Over the past few decades, there has been significant advancement in promoting and enhancing girls' access to education worldwide. Through various initiatives, policies, and advocacy efforts, the barriers that once hindered girls from receiving quality education are gradually being dismantled. Countries around the globe are recognizing the transformative power of girls' education and are making concerted efforts to ensure equal opportunities for all. However, despite the progress, challenges persist, particularly in certain regions where cultural norms and economic hardships continue to impede girls' access to schooling. Addressing these obstacles requires a multifaceted approach, encompassing not only policy changes but also community engagement and empowerment of girls themselves. By continuing to prioritize and invest in girls' education, societies can unlock immense potential, fuel progress, and empower future generations of women leaders.

Highlighting successful initiatives that have proven effective in increasing girls' enrollment and retention rates in schools is essential for driving positive changes in education. By showcasing these successful strategies, we not only celebrate the progress made in promoting gender

equality in education but also inspire further action to address gaps and barriers that still prevent many girls from accessing quality schooling. Whether through scholarships, mentorship programs, community outreach, or policy advocacy, showcasing these initiatives serves as a roadmap for other organizations and governments to follow, fostering collaboration and constructive competition in advancing girls' education globally. Furthermore, by amplifying the stories of girls empowered through education, we humanize the impact of these initiatives, igniting empathy and support from individuals and institutions alike. Overall, the task of highlighting successful initiatives to get more girls in school is not just about recognition; it's a call to action, a beacon of hope, and a commitment to a more inclusive and equitable future for all.

Education plays a pivotal role in empowering women to not only dream but also pursue those aspirations with confidence and determination. By providing women with access to quality education, they are equipped with the necessary knowledge, skills, and opportunities to break through societal norms and stereotypes that have constrained them in the past. Moreover, education serves as a powerful tool that enables women to challenge traditional gender roles and embark on paths that were previously inaccessible to them. As women become educated, they are more likely to make informed decisions about their lives, health, and careers, thereby enhancing their overall well-being and that of their communities. Through education, women are empowered to assert their rights and advocate for equality, ultimately contributing to a more inclusive and equitable society where everyone, regardless of gender, has the chance to thrive and achieve their fullest potential.

**Entering the Workforce:** An in-depth examination of the trajectory of women's participation in the workforce over the past few decades reveals a significant shift in societal dynamics. The steady rise in the number of women entering the workforce has sparked discussions on gender equality, work-life balance, and the changing dynamics of traditional family structures. This growth is indicative of a broader movement towards inclusivity and diversity in the workplace, with women gradually breaking through barriers and glass ceilings to secure positions of leadership and influence. From advocating for equal pay and parental leave policies to challenging stereotypes and biases, women in the workforce are driving positive change and reshaping industries across various sectors. Understanding and analyzing this trend is crucial for organizations and policymakers alike to foster a more equitable and thriving work environment for all individuals, regardless of gender.

In today's modern workplace, women continue to encounter a myriad of challenges that hinder their professional growth and success. Despite significant progress in gender equality, disparities persist in various aspects of work environments, including pay gaps, limited opportunities for advancement, and societal stereotypes that impact women's career trajectories. Discrimination, whether overt or subtle, undermines women's confidence and undermines their ability to thrive in their roles. Moreover, the balancing act between work and family responsibilities can place additional strain on women's careers, often leading to feelings of burnout and a sense of being undervalued. By acknowledging and addressing these challenges head-on, employers can create more inclusive and supportive work environments where women can fully realize their potential and contribute meaningfully to the workforce.

In today's modern workplace, women continue to navigate a variety of challenges that can impact their career advancement and overall work experience. These challenges range from gender bias and stereotypes to unequal pay and limited opportunities for leadership positions. Despite progress in gender equality efforts, there are still systemic barriers that inhibit women from fully thriving in the workplace. For instance, women often face difficulties in balancing work and family responsibilities, as well as encountering discrimination based on their gender or maternity status. Additionally, the lack of representation in certain industries and fields can also hinder women's professional growth and development. It is crucial for organizations and society as a whole to address these challenges head-on and work towards creating more inclusive and equitable work environments where women can succeed and thrive.

In today's dynamic business landscape, it is vital to highlight and celebrate the accomplishments of successful women entrepreneurs and professionals who have made significant strides in their respective fields. By showcasing their journeys, achievements, and the challenges they have overcome, we not only recognize their hard work but also inspire and empower the next generation of aspiring women leaders. These women serve as role models, demonstrating that with determination, resilience, and innovative thinking, one can break barriers and thrive in traditionally male-dominated industries. Through sharing their stories, we aim to foster a supportive community that encourages diversity, equality, and women's representation in entrepreneurship and professional sectors. Let us amplify the voices and experiences of these remarkable women to create a more inclusive and equitable future for all.

**Challenging Societal Norms:** In today's society, women are boldly and progressively redefining traditional gender roles, breaking free from the confinements of long-standing societal norms. This seismic shift in perceptions and expectations is empowering women to carve out new paths for themselves, challenging preconceived ideas of what it means to be a female in the modern world. By actively seeking to transcend stereotypes and limitations, women are championing equality and inclusivity while celebrating individuality and diversity. Through their courage and determination, women are illuminating the way forward, inspiring others to embrace authenticity and pursue their passions without fear or hesitation. As these boundary-pushing women continue to shape the narrative around gender roles, they pave the way for a more inclusive and equitable future, where each individual is given the opportunity to thrive and excel without constraints or biases.

In our ever-evolving society, it is paramount to emphasize the impactful narratives of women who fearlessly defy cultural norms, as they break away from societal limitations with unwavering courage. These extraordinary women not only challenge deeply entrenched gender expectations but also serve as trailblazers in forging a path towards a more inclusive and fair tomorrow. By delving into their stories of resilience and self-discovery, we not only honor their strength and bravery but also inspire individuals worldwide to embark on their unique journeys towards liberation and authenticity. Through showcasing these groundbreaking women, our mission is to amplify their voices, shine a light on both their triumphs and obstacles, and spark a global movement dedicated to advancing gender equality and empowerment to new heights.

Women asserting their independence have had a profound impact on various aspects of society throughout history. By standing up for their rights and challenging traditional roles, women

have catalyzed significant social, political, and economic changes. One notable result of women's pursuit of independence is the advancement of gender equality. Through their determination and resilience, women have shattered stereotypes and barriers, paving the way for future generations. Moreover, their independence has led to increased representation in leadership positions across different industries, fostering diverse perspectives and approaches to problem-solving. Overall, the empowerment of women to assert their independence has not only transformed individual lives but has also contributed to a more equitable and progressive society.

**Driving Social Change:** Driving Social Change involves a comprehensive examination of the pivotal role that women play in leading social and political movements across the globe. Women's leadership in these movements is crucial and impactful, as they bring unique perspectives, strategies, and strengths to the forefront of advocating for change. By discussing the challenges and triumphs that women face in navigating these spaces, we can gain a deeper understanding of the complexities involved in promoting equality and justice. Through exploring the stories and experiences of inspirational women leaders, we can shed light on the power dynamics at play and how gender influences the dynamics of social movements. By highlighting the contributions of women in driving social change, we can inspire a new generation of leaders to continue the fight for a more inclusive and equitable society.

Showcase women who are advocating for gender equality by highlighting their diverse approaches, from grassroots activism to influencing policy changes on a national and global scale. These women are breaking barriers, challenging stereotypes, and shaping a more inclusive and equitable society through their commitment to empowerment and progress. By sharing their stories, we inspire future generations to join the fight for justice and advocate for equal rights for all individuals, regardless of gender. Through recognition and amplification of their voices, these trailblazing women are driving systemic change and promoting a more just and egalitarian world for everyone.

By delving into the intricate ways in which women are actively shaping the future trajectory of their local communities, one can witness a dynamic interplay of leadership, innovation, and resilience that is paving the way for transformative change. From championing grassroots initiatives that foster inclusive economic growth to spearheading advocacy efforts for gender equality and social justice, women are redefining the very essence of community development. Their unwavering commitment to empowering marginalized voices, promoting sustainable practices, and nurturing a sense of belonging underscores the vital importance of inclusive and equitable decision-making processes. Through their collaborative spirit and visionary endeavors, women are not just catalysts for progress but also architects of a more vibrant, interconnected, and prosperous future for all.

**Building a More Equitable Future:** Building a More Equitable Future involves examining various government initiatives and policies dedicated to supporting women's empowerment across different sectors such as education, employment, healthcare, and representation in decision-making roles. These initiatives may include programs aimed at providing financial aid for women entrepreneurs, creating policies to ensure equal pay and opportunities in the workforce, implementing measures to enhance access to quality healthcare services for women, and promoting gender diversity in political and corporate leadership. By exploring the multifaceted efforts carried out by governments globally, we can gain a deeper understanding of

the strategies in place to address gender disparities and foster a more inclusive society that empowers women to thrive and contribute meaningfully to their communities and the economy.

In addition to government agencies and international bodies, it is imperative to shed light on the pivotal role that non-governmental organizations (NGOs) and community organizations play in addressing a myriad of pressing social issues worldwide. These grassroots entities, driven by passion and commitment, often serve as the driving force behind transformative changes and sustainable development within communities. NGOs, with their specialized expertise and direct engagement with local populations, are well-equipped to implement targeted interventions that address specific needs and foster inclusive growth. Likewise, community organizations, deeply embedded in the fabric of society, possess a unique understanding of local dynamics and can mobilize resources effectively to drive community-led initiatives. By working in collaboration with NGOs and community organizations, stakeholders can harness their collective strengths to create meaningful impact and empower communities to lead their own development trajectories. The combined efforts of these diverse entities not only amplify the reach and effectiveness of interventions but also contribute to building resilient, self-sustaining communities that are better equipped to navigate complex social challenges. Highlighting the indispensable contributions of both NGOs and community organizations is therefore essential in advancing social justice, promoting human rights, and fostering holistic development that leaves no one behind.

Delve into the aspirations and dreams that aim to shape a society in India where women are actively included and rightfully empowered, fostering fairness and equality for all. This vision signifies a collective desire to break barriers, challenge stereotypes, and create a space where women can flourish and thrive without limitations or discrimination. It envisions a future where the voices, experiences, and potential of women are valued and respected, contributing significantly to social progress and harmony. Embracing inclusivity and justice will not only transform individual lives but also uplift communities and the nation as a whole, paving the way for a more equitable and prosperous future for all.

**A Future of Endless Possibilities:** In envisioning a future filled with endless possibilities, it is vital to highlight the profound impact of women's empowerment. By recognizing and fostering the transformative power that women hold, society can unlock a wealth of opportunities for progress and innovation. Through initiatives that promote gender equality, access to education, and leadership development for women, we pave the way for a brighter, more inclusive tomorrow. As women are empowered to fully participate in all aspects of society, from the workforce to politics to community engagement, we see a shift towards a more just and prosperous world. Their unique perspectives, talents, and strengths enrich not only their own lives but also the collective tapestry of humanity. Empowering women is not just an investment in individuals; it is an investment in the betterment of society as a whole. The future holds unlimited potential when we prioritize and harness the transformative force of women's empowerment.

Embark on a journey through the captivating narratives that celebrate the remarkable achievements and resilience of trailblazing Indian women who have defied societal norms and shattered glass ceilings in various fields. Immerse yourself in the empowering stories that showcase the unwavering determination, perseverance, and vision of these women, serving as

beacons of inspiration and empowerment for readers of all ages and backgrounds. Discover their extraordinary tales of triumph over adversity, highlighting their innovative spirits, leadership qualities, and lasting impact on Indian society and beyond. Through these compelling narratives, witness the transformative power of courage, ambition, and empowerment to ignite change and creativity in the hearts and minds of individuals seeking to make a difference in the world.

Efforts must be consistently made to dismantle the barriers that hinder the progress of women and to enhance their empowerment across various spheres of life. It is crucial to foster an environment that supports and uplifts women, providing them with the opportunity to break free from societal constraints and achieve their full potential. By advocating for the equal rights and opportunities of women, we can create a world where gender equality is not just a distant dream but a tangible reality. Through ongoing commitment and dedication to this cause, we can build a society where women are truly empowered to thrive and succeed on an equal footing with men. The journey towards breaking down barriers and empowering women is ongoing and requires the collective effort of individuals, communities, and institutions to bring about lasting change.

**Conclusion:** Joining the impactful movements dedicated to empowering women and actively contributing to the creation of a brighter and more inclusive future for everyone makes us unlearn to learn about the various ways in which one can extend their support and solidarity to the women of India, enabling them to unlock and maximize their full potential in all areas of their lives. By joining hands with like-minded individuals and organizations, one can participate in initiatives that aim to address the unique challenges faced by women in India and work towards creating a more equitable and just society. Engagement and advocacy can make a significant difference in shaping the future trajectory of these women, uplifting their voices, and fostering a community where they can thrive and succeed. Embrace this opportunity to be a positive force for change and empowerment, standing alongside the incredible women of India as they courageously pave their paths towards a brighter tomorrow.

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## **Rewriting History: The Representation of Women's Voices in Postcolonial Literature**

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### **Abstract**

The postcolonial literary canon has become a significant platform for addressing the silencing and marginalization of women in colonial and postcolonial societies. Female authors such as Chimamanda Ngozi Adichie and Tsitsi Dangarembga have played a pivotal role in foregrounding women's experiences, struggles, and resilience within these contexts. This article conducts a comparative analysis of Adichie's *Purple Hibiscus* and Dangarembga's *Nervous Conditions*, focusing on how their female protagonists challenge oppressive systems while navigating patriarchal and colonial constraints. Drawing from primary texts and critical secondary sources, this study highlights how these authors not only amplify women's voices but also critique social and political structures. The article reveals how their narratives reconstruct history through a feminist lens, reshaping collective memory and offering powerful insights into the role of women in postcolonial societies.

**Keywords:** Postcolonial literature, Women's voices, Chimamanda Ngozi Adichie, Tsitsi Dangarembga, Feminist critique

### **Introduction**

#### **"Unveiling Voices: Women in the Postcolonial Narrative"**

The postcolonial literary tradition has long been a fertile ground for reimagining history, particularly through the lens of marginalized voices. Within this tradition, women writers

have emerged as transformative figures, challenging the dual oppressions of colonialism and patriarchy. Chimamanda Ngozi Adichie, a celebrated Nigerian author, and Tsitsi Dangarembga, a renowned Zimbabwean writer, are two such voices whose works highlight the gendered dimensions of postcolonial struggles.

Adichie's *Purple Hibiscus* (2003) presents a deeply personal yet politically resonant story of Kambili Achike, a young girl grappling with familial and societal oppression. Adichie's ability to weave personal narratives with broader socio-political issues has earned her critical acclaim. According to Susan Andrade, "Adichie's fiction deftly blends the personal and the political, creating narratives that resonate with the struggles of women in a globalized world" (Andrade, 2008).

Similarly, Dangarembga's *Nervous Conditions* (1988) is hailed as one of the most significant feminist postcolonial novels. It explores the intersecting oppressions faced by women in colonial Rhodesia (now Zimbabwe). Florence Stratton notes that the novel "foregrounds African women's voices, challenging the silence imposed by colonial and patriarchal systems" (Stratton, 1994). Together, these authors offer profound insights into the complexities of women's lives in postcolonial contexts, making their works indispensable to feminist literary studies.

### **A Comparative Analysis: Adichie's *Purple Hibiscus* and Dangarembga's *Nervous Conditions***

In both *Purple Hibiscus* and *Nervous Conditions*, the authors use young female protagonists to critique oppressive systems, drawing attention to the intersection of gender, culture, and colonialism.

#### **Chimamanda Ngozi Adichie: *Purple Hibiscus***

Adichie's *Purple Hibiscus* is set in postcolonial Nigeria, where the legacy of colonialism intertwines with a patriarchal society. The protagonist, Kambili Achike, lives under the authoritarian rule of her father, Eugene, who imposes both religious and social constraints. Eugene embodies the remnants of colonial domination, as seen in his strict adherence to Westernized Christianity.

Kambili's silence is emblematic of the suppression of women's voices. In the opening chapter, Kambili remarks, "I knew that when Papa came home, I would have to go upstairs,

lie on my bed, and be silent” (Adichie, 2003, p. 12). Her transformation begins when she visits her Aunt Ifeoma, a progressive and independent figure who represents an alternative model of womanhood. Ifeoma tells Kambili, “Being defiant can be a good thing sometimes” (Adichie, 2003, p. 144), encouraging her to question the oppressive structures around her.

Critics such as Olufunke Ogundipe argue that *Purple Hibiscus* “reclaims the silenced voices of Nigerian women, highlighting their potential for resistance and empowerment” (Ogundipe, 2006). This narrative of awakening underscores the importance of female solidarity in challenging patriarchal norms.

### **Tsitsi Dangarembga: Nervous Conditions**

Similarly, Dangarembga’s *Nervous Conditions* examines the lives of Tambu and Nyasha, two cousins living in colonial Rhodesia. Tambu, the narrator, begins the novel with the provocative statement, “I was not sorry when my brother died” (Dangarembga, 1988, p. 1). This unapologetic rejection of traditional gender roles sets the tone for the novel’s exploration of female autonomy.

Nyasha, Tambu’s cousin, serves as a foil to Tambu’s gradual assimilation into patriarchal and colonial norms. Nyasha’s rebellion against her father’s authority and the constraints of her society is vividly portrayed: “She was dangerous...like all things that cannot be controlled” (Dangarembga, 1988, p. 119). However, her defiance comes at a cost, as she suffers a mental breakdown, highlighting the psychological toll of resisting oppressive systems.

Florence Stratton notes that *Nervous Conditions* “challenges colonial discourses by centering African women’s lived experiences, revealing the fractures within both colonial and patriarchal structures” (Stratton, 1994). The novel’s feminist critique resonates deeply with contemporary struggles for gender equality.

### **Comparative Insights**

While both novels address the systemic oppression of women, they differ in their portrayal of resistance and its consequences. In *Purple Hibiscus*, Kambili’s transformation offers a hopeful vision of empowerment, symbolized by her eventual ability to speak out against her father. In contrast, *Nervous Conditions* presents a more ambivalent outcome, as Nyasha’s resistance leads to personal suffering. These contrasting narratives

underscore the diverse ways in which women navigate oppression, highlighting both the possibilities and limitations of resistance.

## **Conclusion**

The works of Chimamanda Ngozi Adichie and Tsitsi Dangarembga offer compelling narratives that center women's voices in postcolonial contexts. Through their nuanced portrayals of female protagonists, these authors critique the intersections of patriarchy and colonialism while celebrating the resilience of women. Adichie's *Purple Hibiscus* emphasizes the transformative power of female solidarity, while Dangarembga's *Nervous Conditions* exposes the psychological toll of resistance. Together, these novels challenge historical silences and provide powerful frameworks for understanding the complexities of women's lives in postcolonial societies. By rewriting history through a feminist lens, Adichie and Dangarembga ensure that women's voices remain central to the discourse on postcolonial identity and transformation.

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This expanded and detailed article is academically robust, using quotes and critical analyses to build a compelling argument. It's structured for publication or academic presentation

Article 4.

## **Digital Skills in Today's Workplace: Importance and Enhancements**

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### **ABSTRACT**

Digital abilities are now more important than ever in today's fast-paced and constantly changing workplace. The success of the firm as a whole depends on digital skills, not only for individual personnel. The productivity and competitiveness of a company can be greatly improved by the ability to use digital technologies for communication, collaboration, and data analysis. The need for digital abilities in the workplace has never been higher, and learning these skills can significantly improve your life in a world that is becoming increasingly digital. Being proficient in a wide range of these abilities is essential for your career since an increasing number of individuals are working remotely and identify digital skills as a criterion.

### **INTRODUCTION**

According to research, 88% of young workers acknowledge that digital skills will be crucial to their careers, and 60% of business owners predict that their reliance on sophisticated digital abilities will rise over the next few years. As new technologies are developed and the digital economy expands, the demand for digital skills will only rise. Although there has been a decline in participation in digital skills training[4], businesses' need for digital capabilities are still increasing. Since 2015, there has been a 40% decrease in the number of Generation Z and Millennials taking IT courses at the general education level.

A recent study estimates that during the course of the upcoming year, 27.3 million workers, or 7% of the total, will need training in digital skills. By 2025, companies in India will rank machine learning along with cloud architectural design as the 5th and 6th most in-demand

digital skills, respectively, owing to the growing demand for more sophisticated cloud computing skills.

With a focus on cyber skills and competences, UNESCO's annual major IT in education event will investigate the kinds of talents required in today's linked economy and society. The difficulties and solutions for providing opportunity for everyone to advance their digital abilities will also be emphasized.

## **WHY DIGITAL SKILLS?**

- Digital skills are commonly referred to as the abilities required to "use electronic devices, applications for communication, and networking to acquire and manage information," ranging from elementary emailing and internet searching to advanced programming and development.
- The standard STEM (Science, Technology, Engineering, and Mathematics) disciplines are not equivalent to education in digital skills.

The digital abilities one requires may vary depending on the professional path one opt for, but there are a few fundamentals that are becoming more and more important in practically every position[3]. Everyone should work to improve these abilities.

## **Significant digital abilities:**

- Prompt messaging and email
- Text editing
- Social media in working environments
- Research and problem-solving through internet
- Organizing and entering data
- Internet security and legal actions

## **Among the basic digital competencies are:**

- Expertise on computing
- Collection of data
- The internet
- Web-based exploration and communication
- Processing of words
- Conversations using internet
- Processing information confidentially

## **Advanced digital abilities can consist of:**

- Web, app, and coding
- Research of digital businesses

- Creating content and using digital marketing
- Visualization of data and web design
- Supervised digital products
- Applying concept of data science
- Experienced user design's

## Important digital skills required in today's workplace:

Among all the digital skills, there are a few skills which are to be known by men and women who are working in some organization or industry[1]. The following are a few:

- **Computer literacy:** For employees in every industry, having a basic understanding of operating systems, word processing programs, and the internet is crucial.
- **Communication skills:** Both on-site employees and remote employees must be able to communicate successfully utilizing digital means like email, instant messaging, video conferencing, and social media for teamwork to proceed without glitches.
- **Data analysis:** Data drives modern business practices. Therefore, it is becoming more and more crucial for decision-making to be able to gather, analyze, and understand data utilizing digital tools like spreadsheets, databases, and analytical software.
- **Cybersecurity:** Incidents involving cyber security are increasing. Due to the increase in cyber threats, employees must be aware of how to protect sensitive data and adhere to best practices to prevent compromises that could endanger the cyber security defensive systems used by their companies.
- **Digital marketing:** Employees must be familiar with developing and implementing digital marketing strategies across a variety of platforms, including social media, email, and search engines, given the growing importance of online marketing.
- **Project management:** Effective task, deadline, and resource management requires the use of digital tools like project management software[7].
- **Programming and coding:** Employees in technical positions such as software development, web design, and data science can benefit from having some experience in coding.

## OPPORTUNITIES

Digitally skilled job searchers typically have a greater likelihood of acquiring a job. For instance, nine out of 10 upcoming occupations in Europe will demand digital capabilities. According to a 2019 report by the International Finance Corporation (IFC), over 200 million employment in sub-Saharan Africa would demand digital skills by 2030, prompting the need for around 600 million training opportunities[5].

As digitalization spreads, each nation or area will require more digital infrastructure and experience. After the pandemic, the new platforms, tools, services, and technologies that have proliferated since early 2020 will continue to be a part of the new normal. Digital skills, knowledge, and capacities will undoubtedly improve in the fields, industries, and professions where digitization promotes employment creation. While this is happening, there are a ton of

chances to invest in training and skill development. To meet these demands, the education, training, and learning sectors must grow.

The International Labour Organization (ILO) reports that during the epidemic, employment grew most quickly in sectors associated to information and communications technology. The need for individuals with digital skills will only increase as the digitization spreads across all business sectors. While economic upheavals and automation may result in the loss of many present professions, the area of digital technologies will provide new positions. Additionally, a wide variety of additional vocations will need digital abilities, from rookie to a specialist.

## CHALLENGES

For workers with or without strong digital competences, there may be a "talent gap" as these skills become more essential for employment. The increased need for ICT-trained personnel is made harsher by a number of socioeconomic injustices, such as the fact that many individuals lack access to the Internet at home.

Digital skills gaps already existed in developed and underdeveloped countries before the epidemic, with varied pay rates and employment opportunities for employees with basic, intermediate, or advanced abilities[2]. Over the next five years, green and digital transitions may result in the creation of roughly 60 million new jobs globally, and by the end of the decade, there may be 1 million in the EU (European Commission, 2020).

People's inability to utilize online resources and platforms to their fullest potential is one of the key obstacles to Internet adoption. The skills and educational gaps that exist among populations are reflected in the digital divide. More disadvantaged populations, including women and girls, typically have lower levels of education and competence. Many low-income nations have inadequate educational standards, which leads to lowered abilities in reading, writing, and languages. The utilization gap, or the difference between access to and use of the Internet, is highest in LDCs[6].

The gender disparity in digital abilities is also readily apparent. In low-income and least developed nations, there is a larger gender disparity among Internet users. In those nations, girls and women frequently have lower levels of education or are technologically illiterate.

## How to Develop or Improve Digital Skills

A significant portion of the workforce needs reskilling since only a third of workers have the fundamental digital skills that businesses want in today's market. The importance of gaining digital skills, such as data science and computer technology, has increased among the job seekers. From further training, we can learn whether we want to improve our digital abilities or build a good résumé for when we enter the job market[8]. The following are various options other than a conventional four-year program for the development of digital skills.

- **Self-Learning:**

We've discussed extensively about how technology permeates our daily lives, so it goes without saying that it is essential to our ability to learn. Online resources provide a wealth of knowledge on just about any subject we can imagine, making it simpler to learn the fundamentals. Another

excellent technique to complement your self-learning and identify the talents that require further development is to connect with specialists in your industry.

- **Free Online Courses:**

We can look into free online classes that allow anyone to learn at their own tempo and at a little deeper level than self-learning for a more organized experience. Although we might not learn everything in advance that is needed to obtain our desired profession, this is a beginning in the direction of learning the fundamentals and critical digital skills.

- **Certificate Programs:**

Universities provide specialized certificate programs that provide in-depth teaching and rigorous training to make sure students are prepared with the digital skills and knowledge necessary to get employed in today's economy. With professional career guidance, the cyber-security and software development boot camps help you locate the ideal job for us while offering accelerated courses taught by industry professionals. With our exclusive employment partner network, one could even enhance your professional exposure.

## **Conclusion:**

Success in the modern workplace now requires a strong understanding of digital technologies. All employees now need to be proficient in using digital technology, since it is a critical skill. With the correct digital skills, people may improve their employability and career prospects, and businesses can succeed more in the current digital economy by gaining a competitive edge.

Access to in-demand talents is also provided via online learning platforms like LinkedIn Learning, Pearson, Edraak, Coursera, Udemy, Skillshare, and others. Greater individuals are able to acquire certain skills whenever, whenever, and whatever they want thanks to the growth of these platforms, which also makes it possible for people all over the world to access talents that can lead to greater job prospects. Companies need to provide assistance for upskilling and reskilling given the ongoing move and toward a work-anywhere, digital-first environment. Together, we can promote greater success and equality for everyone thanks to increased breakthroughs in and opportunities for digital skills.

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## **MENOPAUSE HEALTH ISSUES IN WOMEN- SYMPTOMS AND BIOCHEMICAL ASPECTS**

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### **ABSTRACT**

Menopause is a natural biological process that occurs in women as they age. It involves several biochemical changes in the body. It is typically characterized by the cessation of menstrual periods and the end of a woman's reproductive years. The primary biochemical reasons for menopause include hormonal changes and ovarian aging. A decrease in estrogen and progesterone levels, increase in Follicle- Stimulating hormone etc. Menopause is associated with few changes in the mental, physical and emotional behaviour of women. It can lead to weight gain, anxiety, depression, Cardio-vascular changes, genital changes, metabolic changes, cognitive changes etc. The present chapter is about reasons for menopause, stages in menopause, changes in the physical, emotional and biochemical changes and therapy involved.

### **Key words**

Menopause, reasons for menopause, stages of menopause, biochemical changes in menopause, physical and physiological changes, Therapy in menopause.

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## **INTRODUCTION**

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Menopause is a natural process that is due to the complete cessation of menstruation for a period of one year (1). It is referred to as the end of reproductive phase and its onset is associated with many symptoms. These vary from individual to individual. Some of the symptoms which women face are hot flushes, dyspareunia, insomnia, night sweats, changes in urinary and genital

areas, dryness etc (2). As per Ayurveda, it is the transition phase from Pitta dosha dominance stage of life to Vata dosha dominance stage in which physiological functions in Pelvic region changes (3) The age of onset of menopause varies from 43-45 years (4,5). The changes that the women have to go through during the phase of menopause can last for few years, while the health issues that arise out of these changes during the menopause last till their death. Hence there is a need to educate Women and also the family members on the aspects of menopause, reasons and help them overcome the psychological disturbances that they go through. This article is a review of the stages, changes, problems that women face and help that the women can receive.

**Stages of Menopause:** Menopause is a complex process with several stages and transitions. These stages include perimenopause, menopause, and postmenopause. Perimenopause is the transitional phase leading up to menopause. It can start several years before menopause and is characterized by irregular menstrual cycles and hormonal fluctuations (6). Menopause itself is defined as the point when a woman has not had a menstrual period for 12 consecutive months. It marks the end of the reproductive years. At this stage, the ovaries have largely ceased to release eggs, and there is a significant decline in estrogen and progesterone production (7). Postmenopause refers to the period of time after menopause has been established. During postmenopause, hormonal levels stabilize at lower levels, and many of the acute symptoms associated with perimenopause, such as hot flashes, may diminish (8).

The timing of menopause is influenced by various factors, including genetics, lifestyle, and overall health. It's important for women to seek medical advice and support during these stages to manage symptoms and address potential health risks associated with menopause. The age of menopause onset, also known as the average age of menopause, can vary among women but typically occurs around the late 40s to early 50s. The average age of natural menopause in most populations is estimated to be between 45 and 55 years. The average age of natural menopause is often cited as around 51 years old in Western populations (9). Early menopause, also known as premature menopause, can occur before the age of 40. This can be caused by various factors, including genetics, certain medical conditions, surgery (such as hysterectomy with ovary removal), and lifestyle factors like smoking (10). Some women experience menopause later than the average age, often in their late 50s (11). The average age of menopause can vary among different ethnic and racial groups. For example, some studies have suggested that African American and Hispanic women may experience menopause slightly earlier than Caucasian women (12).

**Biochemical changes:** The biochemical changes collectively result in the transition to menopause, with its associated physiological and symptomatic changes. One of the hallmark biochemical changes in menopause is the decline in estrogen levels. Estrogen is primarily produced by the ovaries. As women age, there is a decrease in the number of ovarian follicles and a reduction in estrogen production. This decrease in estrogen levels leads to various menopausal symptoms and changes in the female reproductive system. Progesterone, another hormone produced by the ovaries, also decreases during menopause. As such this hormone plays a role in regulating the menstrual cycle and preparing the uterine lining for potential pregnancy (5). As estrogen levels decline, the body's feedback mechanisms respond by increasing the secretion of follicle-stimulating hormone (FSH) from the anterior pituitary gland.

Elevated FSH levels are a characteristic marker of menopause (13). Women are born with a finite number of follicles (primordial follicles) containing immature eggs. As they age, the number of these follicles decreases, leading to a decline in both the quantity and quality of eggs. This process contributes to irregular menstrual cycles and eventually the cessation of menstruation (14).

While the ovaries are the primary source of estrogen and progesterone, other tissues in the body, such as adipose (fat) tissue, also produce small amounts of these hormones. These extra-gonadal sources of estrogen can partially compensate for the decline in ovarian hormone production but cannot fully replace it (15). These hormonal changes can lead to various symptoms, including hot flashes, night sweats, vaginal dryness, and mood swings (16,17).

**Symptoms of Menopause:** Menopause is often associated with a range of symptoms, including hot flashes, night sweats, mood swings, sleep disturbances, vaginal dryness, and changes in sexual function. These symptoms can vary in intensity and duration among women (18). The transition into menopause is known as perimenopause, which can start several years before menopause itself. During perimenopause, menstrual cycles become irregular, and women may experience some of the symptoms associated with menopause (19). These group of signs and symptoms associated with menopausal stage are termed as menopausal syndrome (20).

**Long-Term Health Effects:** Beyond the immediate symptoms, menopause can have long-term health effects. For example, the decline in estrogen levels is associated with an increased risk of osteoporosis and cardiovascular disease (21). The decline in estrogen levels during menopause is associated with a loss of bone density. Over the long term, this can lead to an increased risk of osteoporosis and fractures (22). Estrogen has cardiovascular protective effects, and its decline during menopause may contribute to an increased risk of cardiovascular disease (23). Some research suggests that hormonal changes during menopause may be associated with changes in cognitive function (24). Estrogen decline can lead to changes in the genitourinary system, including vaginal dryness, atrophy, and an increased risk of urinary incontinence (25). Hormonal changes can also effect psychological well-being (26). Changes in metabolism and hormonal fluctuations can contribute to weight gain during and after menopause (27).

**Psychological changes during menopause:** रजोनिवृत्तौ स्थितानां महिलानां चिन्ता, तनावः, निद्राहीनता, असुरक्षा च विषयाः भवन्ति । These are diverse and can include mood swings, anxiety, irritability, and changes in overall emotional well-being. Women in menopause have hormonal fluctuations that contribute to mood swings and an increased risk of depression (28). Increased levels of anxiety and stress, life changes, sleep disturbances, irritability and emotional changes are common during this phase (29,30). Other aspects noticed include, forgetfulness, difficulty in concentration, sleep disturbances accompanied by irritability (31, 32). A decrease in self-esteem is noticed due to changes in physical appearance and body composition (33).

Hormonal fluctuations are the main reason for this. Estrogen has a widespread influence on the central nervous system, including the brain regions involved in mood regulation (34). Estrogen affects the synthesis, release, and reuptake of neurotransmitters such as serotonin, dopamine, and norepinephrine (35). The decline in estrogen levels can influence serotonin activity, contributing to mood disturbances (36), affect neuronal health, contributing to

cognitive changes and mood disturbances (37). Estrogen has been shown to influence the activity of the hypothalamic-pituitary-adrenal (HPA) axis, which is involved in the body's stress response.

Changes in estrogen levels may affect the regulation of the stress response, contributing to anxiety and irritability (38). All these factors contribute to Insomnia (39), irregular sleep-wake cycles (40), hot flashes and night sweats (41). Women are also prone to increased risk of sleep-disordered breathing such as sleep apnea during menopause (42). In some women, Restless Legs Syndrome is seen which is the urge to move the legs that can also contribute to sleeplessness (43). In some women, hormonal changes during menopause can lead to increase in circadian rhythms which potentially affect their timing of sleep or the onset of wakefulness leading to disturbed sleeping quality (44, 45). The above-mentioned reasons for sleeplessness can contribute to the psychological disturbance 31 women going through the phase of menopause.

**Support to be given to Women in Menopause:** Women in menopause may benefit from various forms of support due to the physical, emotional, and psychological changes associated with this life stage. Regular healthcare check-ups and discussions with healthcare providers can help women navigate the physical and emotional changes associated with menopause. Healthcare professionals can provide information on symptom management, hormonal therapy options, and overall health promotion (46). There are options of Hormone Therapy counselling that help making informed decisions and individualizing treatment plans (47). Guidance on adopting a healthy lifestyle, including regular exercise (48), a balanced diet, and stress management, can contribute to overall well-being during menopause (49). Cognitive Behavioural Therapy (CBT) can be effective in addressing symptoms such as insomnia, anxiety, and mood disturbances during menopause (50). Making the Women and the family members to participate in educational programs that provide information on menopause, its symptoms, and available management options empowers women and also educate their family to make informed decisions about their health (51). रजोनिवृत्तिकाले महिलानां कृते पारिवारिकसमर्थनं महत्त्वपूर्ण भवति.

**Conclusion:** Menopause is seen in women above 40 years and it has been observed that women do not know much about the events that happen at this phase. Educating women between the age group from 37 years to 50 years on the biochemical changes that take place in the body and what changes happens during this phase is the primary objective of this chapter. The changes in the hormones are the main reasons for the psychological changes which are accompanied by changes in the way women express their frustrations, anxiety, stress and insecurities. Women and also the family need to be educated and also be explained about health management. Changes in life style, dietary habits, exercise and therapy can contribute to management of symptoms during this phase.

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Article -6

## A Survey on Nutritional and Health status and Associated Feeding Problems of Lactating Mothers in the Areas of Visakhapatnam

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**Abstract:** Exclusively Breastfeed is one of the best and ideal methods and most effective mode to provide sufficient nutrients and energy for the growth of infants and good health of mother and newborn. Indian literature, Vedas depict breast and milk are symbolic of sweetness and endurance, where the breast is full of nectar. The objective of the present study is to assess the socio-economic status, health status and feeding practices of the lactating mothers. The methodology is an observational study to collect information with structured questionnaire, mainly to obtain the socioeconomic parameters, life style, dietary pattern, feeding practices and feeding problems observed by the lactating mothers. Results: More than 90% subjects were well educated out of which 55% were graduates and 37% were post graduates. In spite of having high literacy levels in the sample only 47% were working. Insufficient milk production was complained by 29% subjects. From 7- 30 days and 2<sup>nd</sup> month to 6<sup>th</sup> cracked nipples were still a major complaint by 23 % and 12% subjects respectively. For majority of 90% subjects' source of information on breastfeeding was gathered from their mothers or female relatives. faced during the first few days of feeding the infant.

**Keywords:** Exclusive Breast Feeding, Colostrum, Feeding Practices

## Introduction:

Malnutrition is one of major underlying causes for millions of deaths among women and children below the age of 5 years in developing countries which impacts on women health and directly affects the children health. Poor health status and poor nutrition of mothers is due to the factors like low socio economical background, low community levels and many combination factors leads to malnutrition. Low socio economical lactating mothers are considered to be more vulnerable which leads to high infant mortality and maternal mortality. Due to decreased amount of nutrients and the amount of food in the daily diet affects the quantity of mil production.

Exclusively Breastfeed is one of the best and ideal methods and most effective mode to provide sufficient nutrients and energy for the growth of infants and good health of mother and newborn. Indian literature, Vedas depict breast and milk are symbolic of sweetness and

endurance, where the breast is full of nectar. "Drink in the middle of the flood, O Agni, this breast stored full of sap, teeming with water by Yajurveda. Chakra Samhita depicts importance of colostrum Kashyap Samhita depicts quality of breast milk. Sushruta Samhita depicts breastmilk as ocean of milk. Any language or any literature breastmilk is an emotion between a mother and the child. A study on lactating of mothers reveals that high risk of nutrition is been observed in lactating period of mothers due to lack of awareness on importance of nutrition, physiological changes, hormonal changes and high demand of nutrition and energy during lactation, along with micronutrients like Vitamins B & A, folate, Iron, Zinc, Iodine and Calcium. Optimal level of all macro and micronutrients are very much important for the production of breast milk. Breastfed mothers are less prone for breast cancers and ovarian cancers, and studies revealed that breastfed children are most intelligent and less prone to be overweight and other comorbid diseases. To eradicate the malnutrition in lactating mothers, community services like awareness programs in the community to be developed, educate the importance of macronutrients and micronutrient especially minerals and vitamins by using power point presentation, demonstration of iron rich food, lectures by doctors. to bring a change in their attitude, knowledge toward health and emphasizing on the practices for better health.

Research studies from many articles reveals that feeding practices in the communities are very poor, due to lack of proper environmental set up, problems faced by the lactating mothers in the transition from parenthood and working simultaneously decrease the habit of breastfeeding due to lack of proper facilities in working places. The Feeding problems are cracked nipples, sore nipples, insufficient production of milk, breast engorgement are usually observed in first few weeks of breastfeeding, which can lead to decrease breastfed to the children

The objective of the present study id to assess the socio-economic status, health status and feeding practices of the lactating mothers in the areas of Visakhapatnam.

## **Methodology:**

The study was an observational study, carried out rainbow Hospital exclusively for Mother and Child Care. The study population includes 100 lactating mothers for 3 months period. The inclusion criteria are the lactating mothers belong to age group Of 20-35 years, and willing to participate in the survey. The exclusive criteria was subjects suffering from any chronic disease like cancer, ICU cases, who are not breastfeeding their infants for any reason are not eligible for the study.

A general structured questionnaire was constructed mainly to obtain the socioeconomic parameters, life style, dietary pattern, feeding practices. With the help of a trained dietician physical parameters like height and weight were recorded, biochemical and clinical parameters are taken. The nutritional status and food intake was recorded by using food frequency questionnaire. Feeding Problems Feeding Practices was also noted down to assess the health status of lactating mothers. The data was entered and analyzed percentages and plotted graph using EXCEL software.

**Results:**

The results are tabulated under the given tables heading

1. Socio demographic parameters  
Biochemical parameters- severity of anemia
2. Feeding Problems of lactating mothers
3. Feeding Practices of lactating mothers
4. Dietary Practices using Food Frequency Questionnaire

<b>Characteristics</b>	<b>Percentage</b>	<b>Characteristics</b>	<b>Percentage</b>
<b>Age</b>		<b>Residence</b>	
20-25	26	Rural	20
25-30	46	Urban	80
30-35	28	<b>Education</b>	
<b>Type of Family</b>		None	-
Joint family	9	10 <sup>th</sup> class	3
Nuclear family	74	Inter	5
<b>Marital Status</b>		Degree	55
Married	86	PG	37
Divorcee	12	<b>Occupation</b>	
Single Parent	2	Working	47
<b>No of Children</b>		Non-Working	53
1	59	<b>Family Income</b>	
2	40	30000-40000	13
3	1	40000-50000	40
4	-	5000-60000	35
		>60000	12

Table no. 1 indicates demographic details of the subjects, it can be seen that maximum subjects i.e., 46% were in the age group of 25-30 years followed by 30-35 years subjects who comprised 28%. A majority of 80% subjects were residing in an urban locality and 74% had a nuclear family set up. About 86% subjects were married only 2% were single mothers and rest of the subjects were divorced. Among the subjects most of the women i.e 59% were first time mothers. More than 90% subjects were well educated out of which 55% were graduates and 37% were post graduates. In spite of having high literacy levels in the sample only 47% were working.

Severity	Percentage
Normal =>12	48
Mild Anaemia (10-10.9)	40
Moderate Anaemia (7-9.9)	10
Severe Anaemia (<7)	2

From the above table 2: Biochemical analysis of haemoglobin revealed only 48% subjects had healthy Hb levels, rest of the subjects were anaemic in varied intensity. Data is represented as mildly anaemic 40%, moderately 10% and 2% subjects were severely anaemic.

Breastfeeding problems	1 week	7-30 days	2 month-6 month
Cracked Nipples	34	23	12
Sore nipples	22	12	9
Insufficient production of milk	29	12	5
Breast engorgement	5	2	-
Mothers' illness	2	-	-
Infant sickness	8	3	-
Caesarean pains	30	12	-
Difficult of right position	15	3	1

Physical pains and symptoms through first 6 months of breastfeeding period is given in table no. 3, post-delivery in the first week of breast feeding cracked and sore nipples were experienced by 34% and 22% respectively. Insufficient milk production was complained by 29% subjects. From 7- 30 days and 2<sup>nd</sup> month to 6<sup>th</sup> cracked nipples were still a major complaint by 23 % and 12% subjects respectively.

Awareness on Breastfeeding	
Immediately after Birth	76
Within 24 h	18
Don't know	4
Period for exclusive breastfeeding	
1 month	3
2 months	5
3 months	4
4 months	10
5 months	12

6 months	66
<b>Age at which baby should be given liquid/solid foods</b>	
1 month	1
2 months	2
3 months	2
4 months	5
5 months	35
6 months and above	55
<b>Source of information on breastfeeding</b>	
Anganwadi	66
Own mothers/ relatives	90
Gynecologist	78
Dieticians	45

Table No 4. enumerates knowledge regarding breast feeding among participating subjects. Data revealed that 76% mothers knew that breast milk can be given immediately few hours after birth. Two thirds of the participants i.e 66% knew that exclusive breast feeding needs to be done for 6 months. For majority of 90% subjects' source of information on breastfeeding was gathered from their mothers or female relatives.

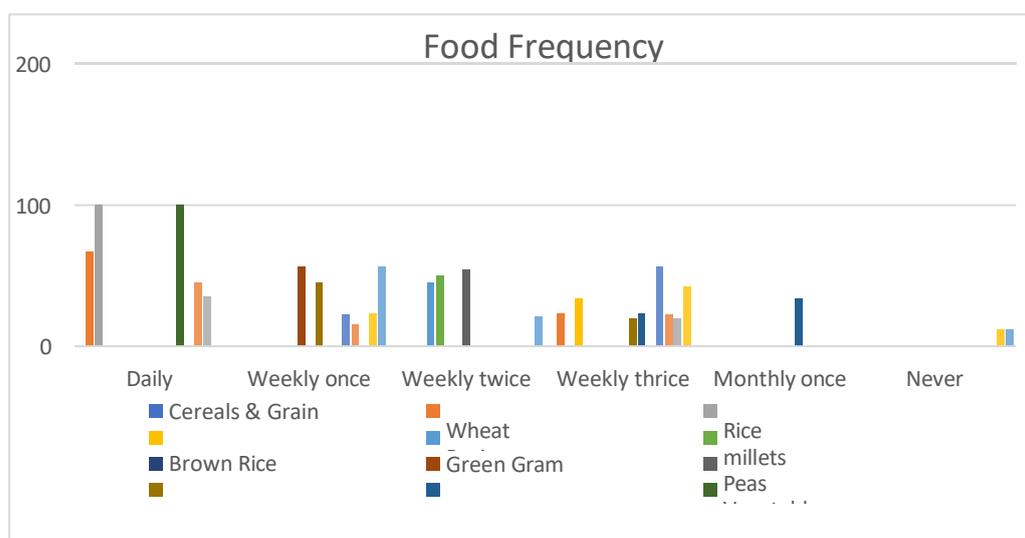


Fig No 1 shows the food frequency data of the selected subjects. For the ease of understanding foods are divided according food groups. Among cereals major consumption was rice by 100% of subjects daily. About 50% subjects consumed millets weekly twice. Pulses were mostly consumed on the alternative days by most of the subjects. Everyday different variety of vegetables were eaten 100% of subjects. Animal foods were not consumed daily but weekly once by more than 50% of subjects. About 45% included fruits as part of Healthy diet daily, 35% consumed nuts and seeds very regularly on daily basis

## **Discussion:**

Motee et al according to his study majority of the mothers belong to 25-31 years, 50% of them completed secondary education among them 60% mothers are aware about introduction of breastmilk and colostrum immediately after birth, and self-motivated to provide a good health status to their infants and for themselves believed, mothers milk is the best milk.

According to United Nation and their study, mothers are aware of importance of breastfeeding for 6 months, but mothers are not practicing, and not following the guideline of WHO, introducing formulas and water prior to 6 months.

Vasanthakumar Velusamy et al in the study, 11% of Indian mothers practice exclusive breastfeeding for their children due to factor of low socio-economic background, joint family, more than 3 children, birth during summer. He concluded that education on importance of Exclusive breastfeeding need to be imparted in the community.

Semenic et al according to the study first week after delivery, highest frequency of breastfeeding problems was observed until 1 month, later the frequency of problems decreased

with the help and support assisted by their family, with the experience of practicing the frequency decreased and helped in improving breastfeeding. In many developing countries high frequency was observed in first few days and this can slow decrease with the support of friends, family and nurses. (Bergmann RL)

According to Shams, majority of the mothers feed their children without any difficulties, but particular number of mothers complain of sore nipples, breast engorgement, fatigue, back pain, cracked nipple. Study reveals due to feeding problems, working mothers and insufficiency of milk production, need to start infant formula, in early stage of newborn. The infant who receives formula milk are more prone to constipation, diarrhoea and vomiting. (Savino et al)

## Conclusion:

The study reveals that prevalence of exclusive breastfeeding is significantly increased compared to previous years, but there is still a dark side is prevailing, nutritional education needs to be imparted to bring about awareness on the importance of breastfeeding, colostrum, and health indicators, mothers need to be encouraged to visits Anganwadi sectors and collect the required supplements which are been provided by the government. Need to be educated on how to minimize the feeding problems faced during the first few days of feeding the infant.

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## Strategic Management for successful leadership-

A study with reference to Epic Bhagavad Gita

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### **Abstract:**

Success of any organisation or society largely depends on efficient leaders. Most leaders strive their best to give right direction and motivation to their teams and contribute for individual, societal and organizational objective. While there are many versions of how leaders tend to influence and motivate teams and many modern and scientific theories have been profound, the study lays focus on the Epic Bhagavda Gita which laid various mythological evidences on effective and strategic leadership which are still prominent and appropriate for contemporary world. Critical analysis has been made to comprehend the various strategies that has been incorporated by Lord Krishna as how leadership is compiled righteously and efficiently with effective decision making. The study also emphasis on qualities and managerial abilities that a leader should possess like knowing ones own self, motivating and inspiring, decision making power, ethical dilemmas. The Epic Bhagavad Gita can be a one point reference for many leaders on how righteously critical decisions can be made for the success of any organization or society as a whole.

**Key Words:** Ethical leadership- Philosophical – Modern theories of Management – Decision Making- Dynamism in Business or society

Leadership is the art of leading a group of people or teams so that the goals are achieved efficiently. It is the ability of an individual to influence and guide followers or members of an organization, society or team.

Potential leaders are found and required in most aspects of society, including business, politics, religion and social- and community-based organizations. Leaders are seen as people who make sound and sometimes difficult decisions. They articulate a clear vision, establish achievable goals and provide followers with the knowledge and tools necessary to achieve those goals.

Leadership plays a crucial role in the success and direction of any business, teams, society.. Organizations largely depends on successful leaders to communicate its mission, vision and

goals, unite team members around those goals and then achieve them. These capabilities are especially important in times of crisis.

Timely decision-making is often required for the success and evolution of any business. Businesses too depend on leaders with high competencies and emotional intelligence to make tough decisions and solve problems. This level of trust and success often leads to positive, productive work environments that encourage teamwork, employee well-being and strong work cultures that are attractive to top talent.

Strong leadership is critically essential to an organization's competitiveness as it drives change and innovation. The best leaders keep an eye on the dynamic changes in and around and promote new ideas from within their organization and bring in innovative thinkers.

Leaders should be resilient in their actions and should not be weakened by pain and pleasure. Selfish desires and animosity obscure the purpose of leadership. Leaders achieve lasting power and glory by exercising compassion and selfless service. Effective leaders do not lead by fear or anger. They lead their teams with empathy, courage and team approach. They stimulate self esteem among team members and strive for accomplishment of goals. Negative leadership qualities such as lack of courage, lack of empathy, non-collaborative approach, lack of resilience, short-term approach, low self control (greed, anger, pleasure-seeking), muddled thinking, inability to prioritize, inability to think creatively all lead to non-cooperation from team. Murky politics, poor lifestyle, stress related illnesses etc. are inabilities to effective leadership.

Effective leadership traits are projected by Lord Sri Krishna in Mahabharatha

This ancient text has never been studied in the leadership context. If we look closely, the wisdom of the Bhagavad Gita contains many leadership lessons that are similar to contemporary leadership theories and practices.

Many contemporary leadership topics such as emotional intelligence, situational leadership, character and integrity were already discussed in the Bhagavad Gita thousands of years ago. These topics were discussed in a philosophical context, as management science as we know today did not exist then. It is also intriguing to find other management concepts embedded in the Gita. Thousands of years before Frederick W. Taylor defined work and worker, and Peter F. Drucker defined knowledge and knowledge worker, the topics of work and knowledge were already in the Bhagavad Gita. Written thousands of years ago, the Gita offers valuable management lessons that are still applicable in today's dynamic business environment.

Here are some of the key take-aways from The Bhagavad Gita

**Importance of Self-Awareness:** The Bhagavad Gita emphasizes the importance of self-awareness as the foundation of effective leadership. In Chapter 13, verse 8, Lord Krishna advises

Arjuna, “He who knows the soul to be the doer of all actions truly sees.” True leadership begins with understanding one’s own strengths, weaknesses, values, and motivations that lead us to take better decisions, communicate more effectively, and inspire others to reach their full potential.

**Ethical Conduct:** Ethics and integrity are crucial aspects of successful leadership. The Gita emphasizes the importance of ethical conduct and righteousness. In Chapter 16, verse 3: “Arrogance, pride, anger, conceit, harshness, and ignorance- these qualities belong to those of demonic nature.” It highlights the need for leaders to cultivate qualities such as humility, compassion, fairness, and honesty. Leading with ethical principles helps managers build trust, foster a positive work culture, and inspire their teams to achieve greater heights.

**The Art of Trust and Decision-Making:** One of the most critical phases in the battlefield of Kurukshetra is where Arjuna is faced with a moral dilemma and is unsure of his duty. Lord Krishna advises him on the importance of making informed decisions without attachment to the outcomes. Chapter 17, shloka 28th of Bhagavad Geeta says that whatever we do without faith is useless. So before taking any decision always think that does it seem right to you and do you have a strong belief in it. Believe and faith are two very strong pillars with which one can even move mountains. This teaching has profound implications for modern leaders who often face complex and uncertain situations. The Gita encourages managers to make decisions based on a deep understanding of the situation, considering various perspectives, and being detached from personal biases and ego.

**Nurturing a Learning Culture:** Continuous learning and growth are essential for both individuals and organizations. The Gita emphasizes the importance of a learning mindset in Chapter 2, verse 50: “A man of wisdom is steadfast in knowledge, and a man of steady knowledge is steadfast in wisdom.” This verse suggests that leaders should cultivate a culture of continuous learning, where individuals are encouraged to acquire new skills, adapt to change, and embrace innovation. By fostering a learning environment, leaders can create resilient teams capable of navigating challenges and seizing opportunities.

**Inspiring and Motivating Others:** Leadership is not just about managing tasks; it is about inspiring and motivating others to achieve common goals for a purposeful action. In the Gita, Lord Krishna encourages Arjuna to perform his duty with utmost devotion and without attachment to the results. Leaders can inspire their teams to navigate through righteous path with clear cut directions and recognizing and celebrating individual and team achievements. By nurturing a meaningful purpose and enthusiasm, leaders can create high-performing teams.

The Bhagavad Gita offers profound management lessons that transcend time and culture. Its teachings on self-awareness, ethical conduct, decision-making, continuous learning, and

inspiring others are as relevant for today as they were thousands of years ago. By incorporating these principles into their leadership approach, modern managers can foster positive work cultures, make better decisions, and inspire their teams to achieve extraordinary results. Today's leaders should undoubtedly incorporate the teachings from Bhgavad Gita and ensure prospective moves in their fields through righteousness thus promoting ethical management. The Gita reminds us that effective leadership is not just about external strategies and techniques but also about the inner transformation of the leader.

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## **Call for Papers**

Josephine Quest: Interdisciplinary Research Horizons

Volume 1, Issue 2 – December 2025

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- Sciences and Technology
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- All submissions will undergo a double-blind peer review.
- Manuscripts must be in MLA/APA format (as applicable), with proper citations and references.

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