

Psychological androgyny and its relationship with self-esteem

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Abstract

The proponents of androgyny hold the view that healthy personality development and mental well-being is ensured when an individual adheres both female and male traits at the same time. On the other hand, the conventional perspectives house the view that well-being is best guaranteed by sticking to the stereotypical gender-roles. The most commonly used variable to measure mental health and well-being is self-esteem. Self-esteem is an individual's feeling of belief, respect and value of his or her own self. The present study addresses issues concerning the potential relationship between androgyny (subsuming both male and female traits) and self-esteem. The study aimsto probe the influence of gender-role perception and gender on self-esteem of participants. A 2 (Androgyny and Sex-type) × 2 (Male and Female) research design has been employed in the study. Gender role perception and gender are the independent variables and self-esteem is taken as the dependent measure. Initially,220 participants within the age range of 30-45 years from various areas of Bhubaneswar city in Odisha were randomly chosen for the study. They were administered the Sahoo Sex Role Inventory to determine the androgynous and sex-typed orientations of the participants. Based upon their scores the participants were divided into 4 groups – Androgynous Female, Androgynous Male, Sex-Typed Female and Sex-typed Male. 20 participants with highest scores from each group were considered for further study, thus making the total sample size of 80 (40 Females and 40 Males). The Rosenberg Self-esteem Scale was then administered on these 80 participants. The interpretation of data revealed that the participants who were of androgynous gender role orientation had higher self-esteem than the sex-typed orientation participants, which is supported by the literature, a significant difference between males and females have been obtained. It has been inferred that the self-esteem of males is more than the females. Further, a significant interaction effect has been seen between gender role perception and gender.

Learning cross-culture in planting social values for students

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Abstract

Cross-Cultural Learning is a teaching and learning process that trains future learners to remove the barriers between learning in the classroom, and real-life in society between modern science and traditional knowledge and especially between the younger generation with existing cultural heritage. The object of research is foreign students of UIN Maulana Malik Ibrahim Malang. Cross-cultural learning is learning local genius culture to foreign students. Culture is the integration of knowledge, beliefs, and human behavior that is very dependent on their ability to learn and give it to the next generation about the knowledge they have. In transferring cultural knowledge that is owned can be done through social communication using language facilities. Besides, to integrate knowledge and belief systems as the basis of cultural behavior, it can be through how the language patterns are made.

. Indian Women's Movement after Independence: An overview

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Abstract

The Indian women's movement building on the nineteenth century social reform movement progressed through the period of nationalism and freedom struggle towards the milieu of democracy which was established in India with the achievement of independence. The achievement of the constitutional guarantee of equal rights for women could not fully realize the feminist aims in India providing a new momentum to the Indian women's movement. The new women's movement is expressing itself in the form of new organizations and groups which are emerging, new agitations and campaigns which are taking place to fulfil the dream of women being emancipated. It is in this background that the present paper attempts to understand the various aspects of the women's movement and track the shifts witnessed by it in the post-independent era.

Depressed Classes, Caste Politics and Gandhi's Visit to Assam in 1934

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Abstract

M.K. Gandhi had visited Assam for four times in the year 1921, 1926, 1934 and 1946. Gandhi's visit in Assam in 1934 had a great significance as the tour was planned for the uplift of the harijan.. The depressed classes organizations formed during the phase of National Movement raised a separate voice from the Indian National Congress which gave a new dimension to the Caste politics. On the other hand, the rift between the Indian national Congress and Lower Caste Association gave opportunity to the government to implement the policy of divide and rule with the appeasement polices. Introduction of institutionalized politics brought new dimension to the caste identity to mobilize people for the support in elections. On 17, August 1932 colonial Government announced the communal award by providing separate electorate to the different communities including the depressed classes. Gandhi opposed the award and tried to aware the people by visiting them. Gandhi came to Assam as a part of his harijan tour and stayed there for ten days. He visited the different places in Assam to make aware the people of Assam against the evil like untouchability. The objective of this paper is to understand the reaction of the depressed classes of Assam towards the changing political scenario and to analyze the role of M.K. Gandhi in the uplift of depressed classes in Assam.

An assessment of the spatial extent and land-use-Land cover changes in Pabitora Wildlife Sanctuary, Morigaon, Assam

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Abstract

Wildlife is an important and most essential part of the ecosystem. Without proper protection and management, it is not possible to conserve the biological diversity present in an area. Pabitora Wildlife Sanctuary is known for harbouring the highest density of one horn Rhino in the world. Pabitora has exceeded its Rhino bearing capacity and is over populated. The animals have begun to move outside the sanctuary in search of food. This has further increased the chances of poaching and man-animal conflicts. For comparative study and generating spatial data, Survey of India Topographical Sheet and Google Earth images were used to prepare the land use/ land-cover map of 1967 and 2011 in Arc GIS software environment. Secondary information was collected from Pabitora Wildlife Sanctuary's Range office and Guwahati Wildlife Division, Santipur, Assam. The study revealed that the actual habitat has undergone tremendous landscape changes. The grassland has decline substantially from 1967 to 2011 and area under woodland and wetland has increased on the other hand. Therefore present study was carried out to develop an understanding about the changes that are taken place in the sanctuary since its genesis unto the present situation in terms of its spatial extent, land use/ land-cover change, identify the problems faced by the sanctuary, measures taken for conservation and management and their effects on the habitat and thus to provide suggestion to improve the present situation.

A study of education, occupation and city wise brand experience dimensions influencing buying behaviour of lingerie buying consumers in India

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Abstract

Lingerie for women is complex apparel depicting a high involvement profile, as beyond its functional utility, it acts as an expression of consumers self-esteem, confidence, personality, lifestyle and social relationships. Thus the physiological, psychographic, psychological and psychosocial impact of the product on the consumers life makes it a product which connects with the consumers at a multi-sensory level creating an experience which the consumers retain even when the product utility is over. Thus, lingerie can be treated as an experiential product, where the brand experience dimensions influencing the buying motivation of the consumer need to be identified in order to recreate the same via product strategy, branding, marketing, customer service and after sales service in order to foster sales and generate brand loyalty. This paper intends to identify dimensions which impart maximum brand experience to the lingerie buying consumer using the brand experience scale propounded by authors Brakus, Schmitt & Zarantonello in 2009 categorizing it as sensory, affective, intellectual and behavioral. The context of this study is Indian brand buying women aged 18-44, segmented on the basis of their education (graduate/non-graduate), work status (working/not working) and city of residence (metro/non-metro). Using non-probability, quota sampling 1392 Indian lingerie brand buying consumers residing in the metro and non-metro cities of India were administered a survey based on the Brakus brand experience scale and the data was analyzed using independent sample T test in order to ascertain the brand experience dimensions influencing the lingerie buying motivation of Indian women consumers. The results of the study categorically proved that there is no difference in the brand experience of women consumers based on their education status, work status and city of residence. An analysis of Independent sample means between three status also categorically proved that Indian women value their sensory experience most and then affective, intellectual and last behavioral when purchasing their lingerie. The results thus will enable brand manufacturers, branders and marketers to incorporate the same in their product offerings, and ensure that apart from

making design and functional changes in the product, they will need to focus on other aspects like store layout, assortment planning, store staff behavior, after sales service, brand ambassadors, brand communication etc. to generate sales and foster brand loyalty in the Indian market.

Challenges to Have a Satisfied Marriage: A Qualitative Study in Woldia Town, Ethiopia

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Abstract

This study focused on assessing the challenges spouses have faced to be satisfied in marriage in case of Woldia Town, Ethiopia. For this purpose, qualitative research approach with cased study design was employed. Hence, using purposive sampling, the qualitative data were collected from 27 participants (psychologists, religious leaders, and married couples) through key informant interview, in-depth interview, and focus group discussion (FGD). The collected data analyzed thematically. Eventually, the findings of the study revealed that poor communication, infertility, sexual incompatibility, infidelity, jealousy, inequality, lack of unity, addiction, and carelessness were the challenges to have a satisfied marriage. The study concludes that attention should be given to attain marital satisfaction that base for the foundation of the well-functioning individuals, family and country at large. Therefore, the study can have a conclusive role in providing inputs for social workers and any other concerned bodies to enhance marital satisfaction through preventing challenges.