

## Media in Development of Tribal Communities A Research Study Three Blocks of the Sirohi District, Rajasthan

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### ABSTRACT

**Purpose:** The tribes in India are characterized by the dominant groups as distinctive with their comparatively more isolated habitation in the hilly and the forest areas, and their distinct social, economic and cultural lives. The connotation 'tribe' attributed to certain ethnic groups in India is the legacy of the British colonial rule. The present investigation was carried out to assess the role of media in development of tribal Communities in Sirohi District, Rajasthan. Further, the study throws pertinently light on the Sirohi District of Rajasthan and the tribal communities that reside there. The study also delineates how media plays an important role in developing the region in different ways.

**Design / Methodology / Approach:** This study is based on an enthralling philosophy that tribes stratified deliberate random sampling methodology to collect data from Sirohi district respondents in Rajasthan particularly from three block i.e. Abu road, Pindwada and Shivganj. Survey respondents out of the total 500 respondents were made up of 357 male and 143 females.

**Findings:** The study reveals that Media has brought into the open the innumerable achievements that are going on in the country. Media has given the power to reach out to the society as a whole. It can make heroes out of ordinary men. The media has acted as a deterrent to many negative forces in this society. Media has significantly promoted social causes like literacy, health management, anti-dowry practices, discouraging female feticides, AIDS awareness etc. The effect of mass media in this community is positive as well as negative. Media is a propeller as well as the direction provider of society. In the end the research concludes that Traditional Media is higher than issue coverage by New Media.

**Originality / Value:** The tribes in India are characterized by the dominant groups as distinctive with their comparatively more isolated habitation in the hilly and the forest areas, and their distinct social, economic and cultural lives. The connotation 'tribe' attributed to certain ethnic groups in India is the legacy of the British colonial rule. The present investigation was carried out to assess the role of media in development of tribal Communities in Sirohi District, Rajasthan. Further, the study throws pertinently light on the Sirohi District of Rajasthan and the tribal communities that reside there. The study also delineates how media plays an important role in developing the region in different ways

**Paper Type:** Research Thought

**KEYWORDS** Social | Educational and Political | Development | Media, Social Change | Tribes | Issues Coverage

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## Introduction

The globe is in the middle of a media revolution, as it is said today. Printing, music, video and film are more prevalent than ever. The globe is surrounded by satellites of communication and poor are connected to a single growing universe of media. In recent years there has been a significant increase in interest in the way the media operate, how they influence people's everyday lives and how the public can guarantee that the media's enormous promise is fulfilled. Most significantly, the media are sometimes referred to be the fourth realm of the estate: The Executive, Legislative and judicial trypotheses, the fourth pillar supporting this vital tripod of governments.

In contemporary culture, media have therefore developed into a formidable weapon. The more or less strong impacts and influence of public media, this power is not limited to the media's impact on their audience, but includes the media's position in the wider context of society's frameworks for social, cultural, political, and economic power. Media power is usually symbolic and convincing inasmuch as the media mainly controls the thoughts, but not directly, of readers or viewers. Inform, educate, amuse, and convince the public is the traditional function of the mass media, as described by academics.

The media influence people's behavior and attitudes by highlighting specific problems (Altheide) (1985). Meanwhile, a never before seen possibility to communicate and exchange information on knowledge and social change was created with the revolutionary development of mass communication. Modern media technologies such as the Walkman mobile media, mobile phones, handheld TVs and mobile computers enable the transmission of media to places and areas of daily life that have been inaccessible to culture and media to until. Media from many viewpoints benefit people and society. The mass media have a significant role in society.

Media also enable people to communicate, identify with themselves, integrate and engage. It is inside the family that media goods are delighted and media behavior is noted. Families are talking about more than in person through e-mail and SMS. The official lingua franca of discussion and debate are now the tweets and blogs.

In India there had been a 3 million and a 13 million increase in Facebook users from 0.7 million in 2008 to three million in 2009. The historic link between the power of politics and public will has been strengthened by Facebook and Twitter to make it simpler for the helpless to cooperate, coordinate and express their concerns. The media therefore play a part in political accountability and checks and balances and look at and continuously challenge government people and institutions via reporting, interviews and debates.

## Review of Literature

Stewart, O. G. (2015) despite the fact that the use of social media in education is now a well-studied topic, there does not appear to be agreement on what social media can offer students or how to best use it in the classroom. I discuss some of the most prominent qualitative studies that explore the use of social media in the classroom in this critical review of current literature. I look at some of the benefits that these scholars claim social media can provide in the classroom, particularly the benefits of authoring for a larger, more interactive audience and the potential for improved learning and literacy practices. The findings of contemporary scholars for integrating social media into the classroom, as well as the limitations of social media in education, are then discussed. I wrap up with a discussion of future research directions.

Potter W. (2013) Media literacy is a topic that has piqued the interest of both academics and non-academics alike. This review begins with an examination of how various contributors to the vast and growing literature on media literacy have defined media literacy. The review then goes over the big picture of media literacy interventions and how media literacy has been viewed within the public education system. The review concludes with a set of conceptualization, research, and instruction recommendations.

## Methodology

The study is based on an enthralling philosophy that tribes stratified deliberate random sampling methodology to collect data from Sirohi district respondents in Rajasthan particularly from three block i.e. Abu road, Pindwada and Shivganj. Survey respondents out of the total 500 respondents were made up of 357 male and 143 females.

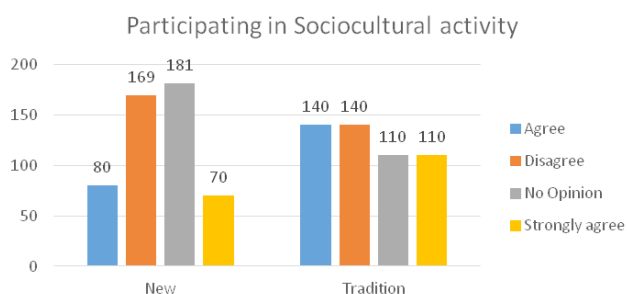
## Result and Discussion

- **Social Development**
- **Participating in Socio Cultural Activity and related information**

Figure 1 shows the Participating in Socio cultural activity and related info. Among the new media, a number of respondents i.e., 80 were agree and 70 respondents were strongly agreeing that media helped in development through Participating in Socio cultural activity and related info and 169 were disagree and 181 respondents had no opinion with it. Among the traditional media, 140 respondents were agreed and 110 were strongly agree that media helped in development through Participating in Socio cultural activity whereas 140 were disagree and 110 respondents had no opinion on it.

It is showing that among new majority of the respondent had no opinion on Participating in Socio cultural activity and

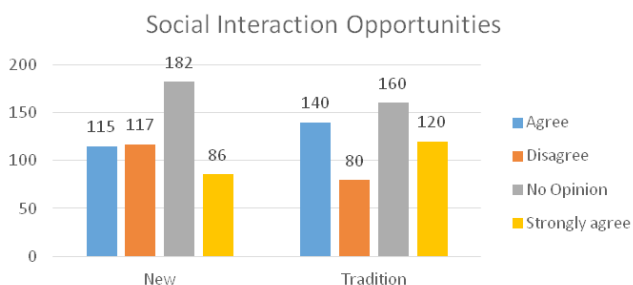
related info whereas among traditional media majority of the respondent strongly agree with the Participating in Socio cultural activity and related info.



**Figure 1: Participating in Socio cultural activity and related info Social interaction Opportunities through online**

Among the new media, 115 respondents were agree and 86 respondents were strongly agree, 112 were disagree and 175 respondents had no opinion that media helped in development through Social interaction Opportunities through online. Among the traditional media, 140 respondents were agree and 120 were strongly agree whereas 120 were disagree and 100 respondents had no opinion that the media helped in development through Social interaction Opportunities through online (Figure 2).

It is showing that among new and traditional media majority of the respondent had no opinion on Social interaction Opportunities through online.

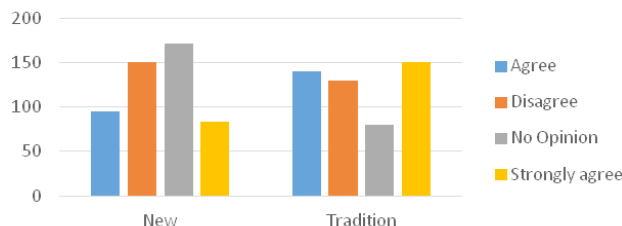


**Figure 2: Social Interaction Opportunities through online Social Recognition through new and traditional media**

Among the new media, 92 respondents were agree and 82 respondents were strongly agree, 150 were disagree and 170 respondents had no opinion that media helped in development through Social recognition. Among the traditional media, 140 respondents were agree and 150 were strongly agree whereas 130 were disagree and 80 respondents had no opinion that the media helped in development through Social recognition (Figure 3).

It is showing that among new majority of the respondent had no opinion on Social recognition and among traditional media majority of respondents were strongly agree on Social recognition.

### Social Recognition through Media

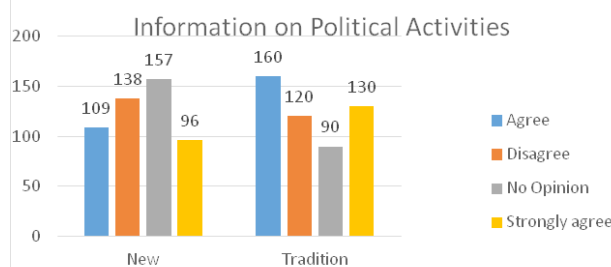


**Figure 3: Social Recognition through Media Political Development Information of political activities-national, state & local**

On the study about Information of political activities-national, state & local, it is indicating that among new media 109 respondents were agreed and 96 respondents were strongly agreed that new media has helped in political development through Information of political activities-national, state & local whereas 138 respondents were disagree and 157 respondents had no opinion on it.

On the other hand among traditional media, 160 respondents were agreed and 130 respondents were strongly agreed that traditional media has helped in political development through Information of political activities-national, state & local whereas 120 respondents were disagree and 90 respondents had no opinion on it.

It is clearly showing that, majority of respondent had no opinion on Information of political activities-national, state & local among new media whereas majority of respondent were agree on Information of political activities-national, state & local among traditional media.



**Figure 4: Information of political activities-national, state & local Activities – national, state**

On the study about activities-national, state, it is indicating that among new media 96 respondents were agreed and 88 respondents were strongly agreed that new media has helped in political development through activities-national, state whereas 215 respondents were disagree and 101 respondents had no opinion on it.

On the other hand, among traditional media, 150 respondents were agreed and 140 respondents were strongly agreed that traditional media has helped in political



development through activities-national, state whereas 100 respondents were disagree and 110 respondents had no opinion on it.

It is clearly showing that, majority of respondent were disagree on activities-national, state among new media whereas majority of respondent were agree on activities-national, state among traditional media.

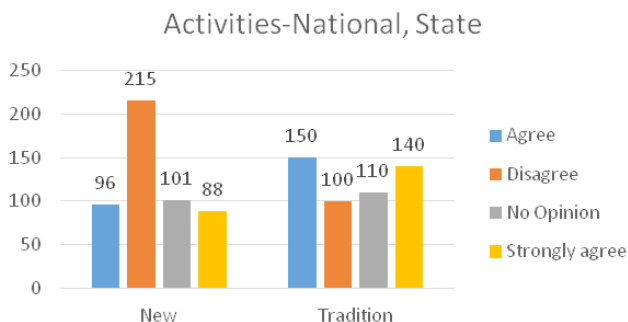


Figure 5: Activities – national, state Access Information about elections

Figure 6 indicating Access Information about elections. It is showing that among new media 87 respondents were agreed and 98 respondents were strongly agreed that new media Access Information about elections whereas 187 respondents were disagree and 128 respondents had no opinion on it. Among traditional media, 150 respondents were agreed and 130 respondents were strongly agreed that traditional media Access Information about elections whereas 80 respondents were disagreed and 140 respondents had no opinion on it.

This indicates that, majority of respondents were disagreed on Access Information about elections whereas majority of respondent were agree on Access Information about elections.

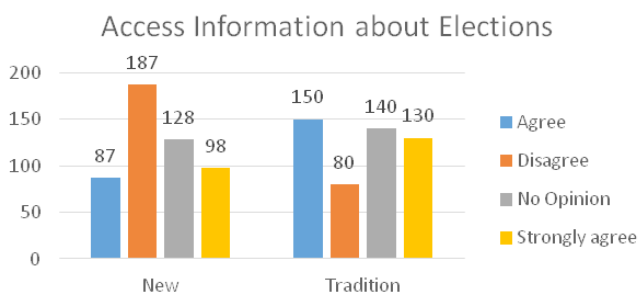


Figure 6: Access Information about elections Educational Development Online educational training through new and traditional media

Figure 7 shows in details about Online educational training through new and traditional media, it is indicating that 96 respondents were agreed and 109 respondents were strongly agreed about Online educational training through new media whereas 138 respondents were disagree, 83 were strongly disagree and 74 respondents had no opinion on it.

On the other hand, 130 respondents were agreed and 120 respondents were strongly agreed about Online educational training through traditional media whereas 50 respondents were disagree, 160 were strongly disagree and 40 respondents had no opinion on it.

It is clearly showing that, majority of respondent were disagree about Online educational training through new media whereas majority of respondent were strongly disagree agreed about Online educational training through traditional media.

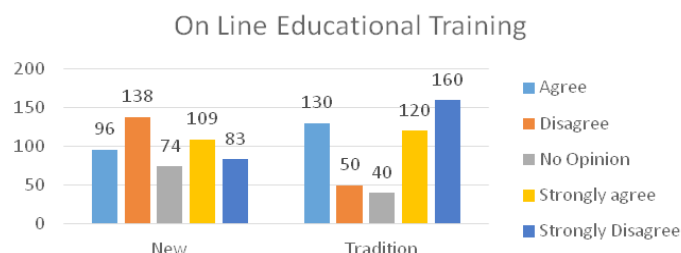


Figure 7: Online educational training through new media E-learning

Figure 8 shows in details about E learning through new and traditional media, it is indicating that 96 respondents were agreed and 118 respondents were strongly agreed about E-learning through new media whereas 96 respondents were disagree, 74 were strongly disagree and 116 respondents had no opinion on it.

On the other hand, 120 respondents were agreed and 130 respondents were strongly agreed about E learning through traditional media whereas 60 respondents were disagree, 110 were strongly disagree and 80 respondents had no opinion on it.

It is clearly showing that, majority of respondent were Strongly agree about E learning through new media whereas majority of respondent were strongly agree about E learning through traditional media.

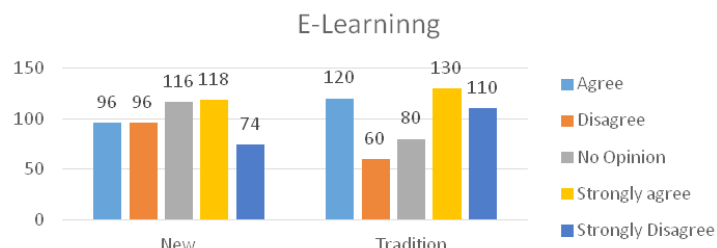


Figure 8: E-learning

• **Online Examination**

It is showing that 76 respondents were agreed and 53 respondents were strongly agreed about Online examination through new media whereas 179 respondents were disagree, 97 were strongly disagree and 95 respondents had no opinion on it. On the other hand, 100 respondents were agreed and 80 respondents were strongly agreed about Online examination through traditional media whereas 100 respondents were

disagree, 90 were strongly disagree and 130 respondents had no opinion on it (Figure 9).

It is clearly showing that, majority of respondent were Disagree about Online examination through new media whereas majority of respondent had no opinion about Online examination through traditional media.

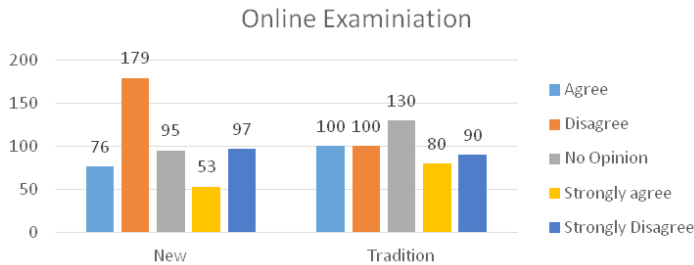


Figure 9: Online examination online news paper reading

Figure 10 explained it clearly that among the new media, 50 respondents were agree and 109 respondents were strongly agree that media helped in development through Online news paper reading. On the other hand among the traditional media, 100 respondents were disagree and 110 were strongly agree that media helped in development through Online news paper reading.

Figure 4.35 indicates clearly that majority of the respondent were disagree on Online news paper reading among in both i.e., in new media and in traditional media.

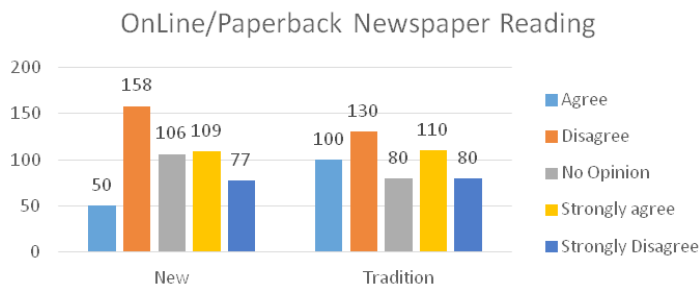


Figure 10: Online newspaper reading Issues Coverage Social Issues Coverage

Figure 11 shows in details about Social Issues Coverage among new and traditional media, it is indicating that 80 respondents were agreed and 130 respondents were strongly agreed about Social Issues Coverage whereas 120 respondents were disagree, 60 were strongly disagree and 110 respondents had no opinion on it.

On the other hand, 110 respondents were agreed and 180 respondents were strongly agreed about Social Issues Coverage among traditional media whereas 120 respondents were disagree, 50 were strongly disagree and 40 respondents had no opinion on it.

It is clearly showing that, majority of respondent were

strongly agreed about Social Issues Coverage among new media and traditional media.

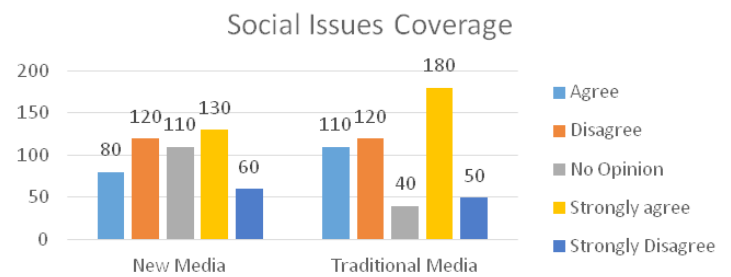


Figure 11: Social issues Coverage Political Issues Coverage

It is indicating that 60 respondents were agreed and 60 respondents were strongly agreed about political Issues Coverage whereas 160 respondents were disagree, 130 were strongly disagree and 90 respondents had no opinion on it.

On the other hand, 90 respondents were agreed and 90 respondents were strongly agreed about political Issues Coverage among traditional media whereas 150 respondents were disagree, 90 were strongly disagree and 80 respondents had no opinion on it (Figure 12).

It is clearly showing that, majority of respondent were Disagreed about political Issues Coverage among new media and traditional media.

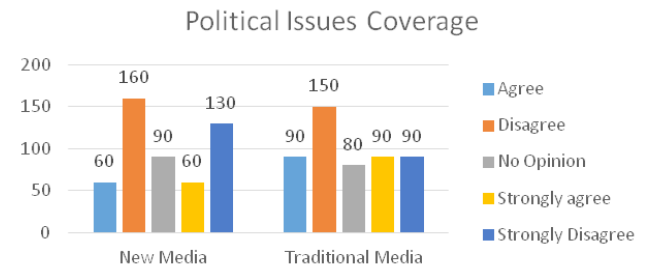
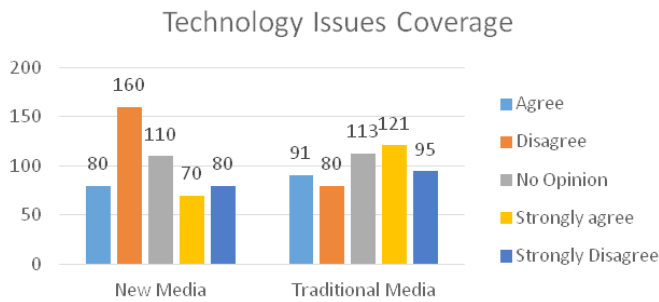


Figure 12: Political issues Coverage Technology issues Coverage

Figure 13 indicating that 80 respondents were agreed and 70 respondents were strongly agreed about Technology issues Coverage whereas 160 respondents were disagree, 80 were strongly disagree and 110 respondents had no opinion on it. On the other hand, 91 respondents were agreed and 121 respondents were strongly agreed about Technology Issues Coverage among traditional media whereas 80 respondents were disagree, 95 were strongly disagree and 113 respondents had no opinion on it.

It is clearly showing that, majority of respondent were Disagreed about Technology Issues Coverage among new media and majority of respondent were strongly agreed about Technology Issues Coverage among traditional media.

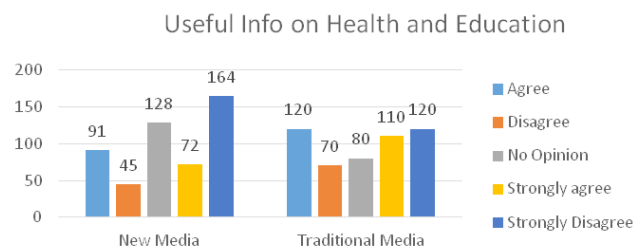


**Figure 13: Technology issues Coverage General Impact of Media on life Provides useful information on Health and Education**

Figure 14 shows in details Provides useful information on health and education, it is indicating that 91 respondents were agreed and 72 respondents were strongly agreed that new media Provides useful information on health and education whereas 45 respondents were disagree, 164 were strongly disagree and 128 respondents had no opinion on it.

On the other hand, 120 respondents were agreed and 110 respondents were strongly agreed that traditional media Provides useful information on health and education whereas 70 respondents were disagree, 120 were strongly disagree and 80 respondents had no opinion on it.

It is clearly showing that, majority of respondent were strongly disagreed that traditional media Provides useful information on health and education among new media and majority of respondent were agreed and strongly disagreed that traditional media Provides useful information on health and education among traditional media.

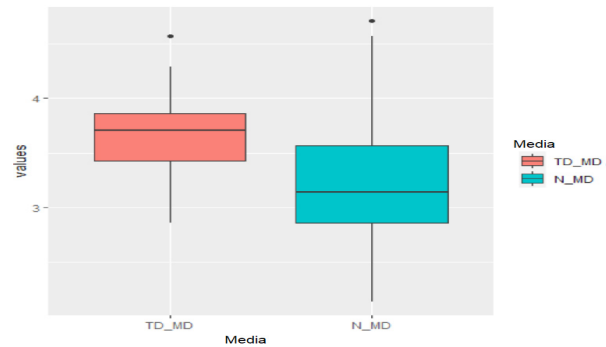


**Figure 14: Useful Info on Health and Education Table 1: T Test for Social development impact scores, induced by Traditional and New Media**

T-Value	DF	P. Value	Mean – Traditional Issue Cover Score	Mean – Traditional Issue Cover Score
11.074	998	2.2e-16	3.59	3.3

The p value is lesser than 0.05 threshold alpha level. This indicates that the null hypothesis can be rejected in favour of alternate hypothesis. This suggests that, based on the responses received, it is safe to assume that the mean score of social development is higher for Traditional Media as compared to New Media.

- Mean political development impact scores, induced by Traditional and New Media



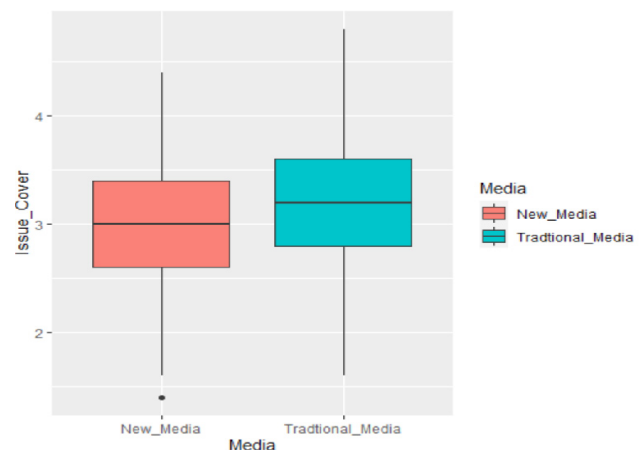
**Figure 15: Box Plot for Different Media Groups Note: N\_MD- New Media; TD\_MD-Traditional Media**

**Table 2: Descriptive Data for both forms of Media**

Sr.	Media	Count	Mean	Sd
1	Traditional	500	3.6	0.334
2	New	500	3.22	0.455

Shapiro Wilk test was performed to test the normality of data for both groups. The p values were found greater than 0.05. Hence the data could be considered as normal. F test was performed to check the homogeneity assumption for T Test. The p value came out to be 0.389. It was found that the variances in data for both Traditional and New media could be considered as same with no significant difference inferred through F Test.

- Mean scores of issue coverage by Traditional and New form of Media.



**Figure 16: Box Plot for Different Media Groups Note: N\_MD- New Media; TD\_MD-Traditional Media**

**Table 3: Descriptive Data for both forms of Media**

Sr.	Media	Count	Mean	Sd
1	Traditional	500	3.16	0.620
2	New	500	2.92	0.611

Shapiro Wilk test was performed to test the normality of data for both groups. The p values were found greater than 0.05. Hence the data could be considered as normal.

F test was performed to check the homogeneity assumption for T Test. The p value came out to be 0.7529. It was found that the variances in data for both government and private institutions could be considered as same with no significant difference inferred through F Test.

**Table 4: T Test for mean scores of issue coverage by Traditional and New form of Media**

Variables – Scores of effectiveness of performance review discussions and Training Groups

T- Value	DF	P. Value	Mean – Traditional Issue Cover Score	Mean – Traditional Issue Cover Score
-6.2336	998	6.175e-10	3.1612	2.1984

The p value is lesser than 0.05 threshold alpha level. This indicates that the null hypothesis can be rejected in favour of alternate hypothesis. This suggests that, based on the responses received, it is safe to assume that the mean score of issue coverage of Traditional Media is higher than issue coverage by New Media.

## Conclusion

Media has brought into open the innumerable achievements that are going on in the country. Media has given the power to reach out to the society as a whole. It can make heroes out of ordinary men. The media has acted as a deterrent on many negative forces in this society. Media

has significantly promoted social causes like literacy, health management, anti-dowry practices, discouraging female feticides, AIDS awareness etc. The effect of mass media in this community is positive as well as negative. Media is a propeller as well as the direction provider of the society. At the end the research concludes that Traditional Media is higher than issue coverage by New Media.

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## Annexure 1

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### Reviewers Memorandum



**Reviewer's Comment 1:** The paper is comprehensive in nature. The research is carried out to assess the role of media in development of tribal Communities in Sirohi district, Rajasthan. Also, the it throws pertinently light on the Sirohi District of Rajasthan and the tribal communities that reside there.

**Reviewer's Comment 2:** Authors have collected data from 500 respondents i.e., 357 males and 143 females from Sirohi district respondents in Rajasthan, India which is quite a large number and the findings of the study can be generalized for a larger sample.

**Reviewer's Comment 3:** The review of literature portion is bit weak but Results and discussion are explained in a very structural and elaborative manner. Overall, the paper offers a strong basis for further study in the area.



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### Editorial Excerpt



The article has 3% of plagiarism which is the accepted percentage as per the norms and standards of the journal for the publication. As per the editorial board's observations and blind reviewers' remarks the paper had some minor revisions which were communicated on a timely basis to the authors (Kamlesh & Ramesh) and accordingly all the corrections had been incorporated as and when directed and required to do so. The comments related to this manuscript are noticeably related to the theme "**Media In Development of Tribal Communities- A Research Study Three Blocks of the Sirohi District, Rajasthan**" both subject-wise and research-wise. The present research article aims to assess the role of media in development of tribal Communities in Sirohi district, Rajasthan. Additionally, the research throws pertinently light on the Sirohi District of Rajasthan and the tribal communities that reside there. It also delineates how media plays an important role in developing the region in different ways. Overall, the paper promises to provide a strong base for the further studies in the area. After comprehensive reviews and editorial board's remarks the manuscript has been categorized and decided to publish under "**Research Thought**" category.

### Acknowledgement



The acknowledgement section is an essential part of all academic research papers. It provides appropriate recognition to all contributors for their hard work and effort taken while writing a paper. The data presented and analyzed in this paper by (Kamlesh and Ramesh) were collected first handily and wherever it has been taken the proper acknowledgment and endorsement depicts. The author is highly indebted to others who had facilitated in accomplishing the research. Last but not least endorse all reviewers and editors of GJEIS in publishing in a present issue.

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