



Economics of  
Happiness and  
Welfare

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# DISQUISITIONS ON ECONOMICS OF HAPPINESS

PROCEEDINGS OF THE INTERNATIONAL CONFERENCE ON  
ECONOMICS OF HAPPINESS AND WELFARE

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Volume 1

EDITORS

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**Dr.Shirley Jose K**

**Ms. Jomol Thomas**

**Mr.Nijil Jacobi**



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## **ROUTE TO HAPPIER SOCIETIES: AN ANALYSIS BASED ON HAPPINESS INDEX**

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### **Abstract**

“Those who say money can’t buy happiness don’t know where to shop” quoted by Anon makes a solid base for this research writing. People residing in developed countries face a stigma of unhappiness and social well-being, whereas those living in developing nations extend it to a norm where there is no way back. Productivity and happiness are highly correlated. This paper is a literature-based compilation with particular emphasis on pertaining economic conditions of nations topping the list of World Happiness Report. The indices are evaluated and further the impact of Covid-19 is analysed in influencing the mental health and happiness of people.

### **Introduction**

Happiness had interested philosophers from many centuries, whether it was Ancient Greek philosophy, post-Enlightenment Western-European moral philosophy (especially Utilitarianism) or the most recent one is quality-of-life and well-being. There were researches in social, political and economic sciences. Happiness is often characterized by the experience of more frequent positive affective states also the perception with which we are progressing toward important life goals (Tkach & Lyubomirsky, 2006).

Positive psychologists had broadly classified two types of happiness: hedonic and the most authentic one is eudaimonic. While hedonic happiness refers to how happy you feel and is based on increased pleasure and decreased pain, eudaimonic happiness involves being true to your authentic self. It emphasizes that people will feel more comfortable when they have purpose, risks and development. It strongly supports Maslow and Roger’s humanistic approach to happiness in life. Hedonic concepts are based on the notion of subjective wellbeing (Carruthers & Hood, 2004).

Peterson et al., had conceptualized three pathways to happiness with a more psychological point of view, namely Pleasure, engagement and meaning. For example, according to him,

pleasure is to maximize positive emotion and minimize negative emotion. Engagement leads to getting absorbed in the task at hand and life with active involvement and engagement in every aspect of life leads towards happy life. “The good life is considered to result from the individual cultivating and investing their signature strengths and virtues into their relationships, work and leisure (Seligman, 2002). Meaning in life is finding our purpose which directs towards a greater good. All these pathways are important to create stable happiness in life.

Economics with its prior focus on efficient utilisation of available limited resources to meet the need and wants of individuals resort to bring in the role of money in an economy. This money flow would then ensure a steady and consistent market flow of resources and a greater engagement by people of its land. There are instances where people with specific purchasing power are seen shopping at stores. It's not that meagre amount of pocket holding accounts them to sustain at shopping marts instead it is their belief and a source of smile on their dear ones faces that drives them to such outlets for shopping purposes. This is what matters most to them. Purchasing power and frequency of market visits differ for both developed as well as developing nations. Developed economies rely more on markets even for their minimal need as against those in developing economies where visit to markets often requires a wait for some occasion due to their restricted purchasing power. Though nowadays this might be a usual essential practice to follow, evidence to this practice holds a place in Adam Smith's concept of 'invisible hands' where non-economic factors play a significant role in market equilibrium determination. There are factors apart from wealth that very significantly takes their part and start its performance to study and establish the lost track of happiness. Almost all the economists, be it Malthus or Pigou, waited and looked after the sown plant and then came up with a different perspective of amalgamating the psychological domain of study (i.e. happiness) with some economic theories of development. All these theories collectively came to be known as the 'Paradox of happiness'. However, this emerging field broadens economic analysis by using measures of subjective well-being to help address a core issue in economics and also promote the practice of 'best use' of economic resources.

### **Literature Review**

- ✓ John F. Helliwell in his study, “the economics of happiness” reflected the use and transformed version of happiness in a world full of practical implementation with minimum indulgence of monetary as the sole factor for determining satisfaction. The complete study revolves more around the well-being associated with the trust in

management. The paper thereby supports both the ability of life satisfaction measures to capture the well-being effects of changes in life circumstances and the importance of social factors in explaining levels and changes of life satisfaction.

- ✓ Christopher Boyce in one of his article, “why we need to choose happiness over economics” points out certain points that people need to feel happy and satisfied. According to him it is the narrow definition of happiness that would shift and warrant any real celebration based on certain governmental policies. And also takes reader to a point where happier and fulfilling lives are more demanded and appreciated to make different choices.
- ✓ Luigino Bruni in his study, “Economic, wealth and happiness in historical perspective” claims transformation of happiness as to how wealth is over-ruled by the happiness in making specific economic choices. This study is further a compilation of distinguished perspective of economists on the paradox of happiness i.e. how more wealth would bring in less happiness. And thus focuses more on bringing a balance between social and economic aspects while living a life.
- ✓ Carol Graham in his research, “insights on development from the economics of happiness” put forward the idea of how survey research brings in a report on well-being in general and further provides insight into the gaps between standard measures of economic development and individual assessments of welfare. It is further noticed that interpretation of happiness research may quite be limited in their application to development questions and cautions against the direct translation of results of happiness surveys into policy recommendations.
- ✓ Schutte (2014) found “that positivity at work led to enhanced self-efficacy, which in turn increases job and relationship satisfaction and mental health.”
- ✓ Barbara Fredrickson suggested “the function of happiness is to broaden one’s thinking and to build one’s resources. Happiness involves people’s direct ratings of their happiness, long-term balance of positive and negative affect, or life satisfaction (Diener, 1984; Lyubomirsky, 2001).”
- ✓ The philosophy of Jeremy Bentham (1789) speaks it all that “ best society was one in which citizens are happiest, so the aim of policy should be to promote the happiness of the greatest number”.
- ✓ Hsee and Tsai (2008) emphasized that “ are at least two questions that traditional economics fails to answer:

1. Is happiness uniformly related to wealth or any other external stimuli? That is, as

wealth increases, do we become happier? Is there a linear positive correlation between wealth and happiness?

2. Do consumers have complete knowledge of the extent to which external stimuli like money or gadgets would fulfill their needs? Do we know how much money, or how many cars, or how many luxury yachts will fulfill our need for money, cars, or yachts?"

Economists working on this pursuit define happiness as satisfaction with life in general. Humans showing some psychological signals of happiness help in measuring the level of satisfaction or well-being of these individuals. Richard Easterlin, popularly known as the pioneer of the theory of economics of happiness (1970s), has studied the living pattern of people across the countries. There are instances of developed nations where people with high income levels tend to be happier than those with minimal of it. Or, higher incomes are not systematically accompanied by greater happiness. But there is also a finding that people don't follow the same pattern of similar relationship across the nations, commonly known as Easterlin paradox.

Productivity and Happiness are highly correlated. While employment status, job satisfaction, and goal-directed activity are all associated with subjective wellbeing, the education and happiness in certain circumstances. Many studies suggests that employed and people who are skilled are happier than the unemployed or unskilled, and people in professional and skilled jobs being happier than those in unskilled jobs (Argyle, 2001). 'Job satisfaction and happiness have a moderate correlation of about  $r=0.4$  (Diener et al., 1999).'

A major difference between the Economics and hedonomics is that while the former is related to maximizing the wealth from resources, the latter shows how to maximize happiness from a fixed amount of wealth, in the hope that happiness maximization will bring more satisfaction.

In recent times it is being observed that the population is more inclined to get settled in urban areas. It is even prominently proven that people nowadays are more likely to be city dwellers. And if compared they (city dwellers) are highly educated and are full of high potential as against their rural counterparts. This is why in most of the Asian countries; certain cities outperform the nation's performance in terms of economic growth and development. Scandinavian, Australian and cities of New Zealand are high scorers when it comes to subjective well-being of their residents (WHR2020, p49-50). Also it is observed that residents of city are happier as compared to those living in rural areas. The claim to this can

be justified by only looking at a very low general correlation between sustainable goals and human well-being in most of the developing nations (WHR2020, p119-120). Also this unhappiness prevailing in rural areas is an outcome of some unsolicited economic forces like unemployment, job loss, lack of social connections and non-prevalence of healthy living environment. All these forces collectively address the problem of unsatisfied human well-being in an economy. Marshall in his study on happiness tried looking for factors that derive most out of humans. He insisted on reducing the per day work hours in an economy. This would though bring a minute loss to economy but a significantly high level of happiness and satisfaction to the people. And this increased level of happiness would in turn bring in the efficacy and increased potential which will help in prospering the economic growth of a nation. Analysing the data of WHR2021, list of nations topping the chart are Finland, Iceland, Denmark and Switzerland with a score of more than 7.5 points, whereas India is ranked at 92<sup>nd</sup> place with a score of 4.225 points. The main observations from the list of WHR can be adjoined that it's not developed or advanced nations making the happiest place to live rather small economies with a totally different perspective of living a life full of happiness and high potential.

### **Conclusion**

The key points to make a note of, accounts to a happy nation with its people living a life full of liveliness, economic security, strong social connections and minimal stress and a peaceful mental health. Some studies outlined that women are more depressed than men. Whereas others reported closer social relations as the sole ice-breaker for moving out of loneliness and depressed phases in one's life. Most humans tend to take away their life due to persistent level of stress or unemployment. These suicidal rates are higher in developing economies where there is high population followed by non-availability of jobs, insufficient resources to feed family and above all non-suited working conditions. Even countries like US and UK also reported high suicidal and para-suicidal rates. The data for this is extracted by tracing the increased admission rates of hospital and their disease/cause of admission. However, the use of data on suicides makes it too strange to study happiness in an economy because of its emerging common routes to economic insecurity. It's not about suicides or homi-suicides that should raise the concern of governing authorities rather it is their frequency that should be alarming to planning bodies. There is high probability of people aiming to take their lives due to the prevailing planning policies in their native lands. Thus a good governing policy with an

unending social well-being is the key solution for an economy to prosper while bagging certain economic potentials as well.

The economics of “happiness” raises questions like how ‘happy or satisfied people are in different ‘and talk about their preferences over those situations. This kind of approach can be used to make public policy.

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**EXTENT OF HAPPINESS AND WELL-BEING AMONG COLLEGE STUDENTS IN  
KERALA- A COMPARATIVE ANALYSIS IN THE CONTEXT OF COVID-19**

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**Abstract**

In December 2019, a virus outbreak occurred in Wuhan, China. In January World Health Organization (WHO) announced the occurrence of a novel coronavirus. Within a couple of months, the virus spread all around the world. The pandemic created an unprecedented impact on the educational sector too. In the time of covid -19, the students had to re-arrange their daily lives and adjust to the new normal situations. Pandemic affected negatively on all the students and this will adversely be impact on the mental health of students and turn into the level of happiness too. Happiness is defined as a state of contentment. From the beginning, economists around the world knew about the positive relationship between happiness and productivity. The higher education system in India like colleges and universities, are providing quality education and research this makes the youth self-sufficient. The specific problem is the need for, more study to determine the association between the last year college students happiness and find out the extent of happiness in between the post-covid and pre-covid period. The main purpose of the study is to analyze the various factors influencing the happiness of college students and also compare the happiness index of students during the pre-pandemic and post-pandemic periods. This paper investigates extend of happiness among 120 undergraduate students from 4 different universities in Kerala on the context of the covid-19 scenario based on self-reported happiness level. There is a drastic decline in the level of happiness among the undergraduate students in the post-covid period from the pre-covid periods.

**Keywords:** *Happiness Index, Higher Education, COVID-19*

**Introduction**

There is a positive correlation between happiness and well-being. The word ‘happiness is not used lightly, it is an aspiration of every human being and can also a measure of social progress (World happiness Report; 2013). Education is considered an important part of human capital and, it will bring us greater job opportunities, a decent lifestyle, healthy living

etc. A country's economy is more productive when the proportion of educated and skilled increases, so education matters in all sense. Beuro of Labor statistics reveals that 'People with some form of Higher Education earn more money and have a low probability for unemployment and have a stronger sense of responsibility and mental strength'. UNESCO believes 'education as a human right of a man all over the life that should be matched with the quality. 'In 2020 Higher Education Sustainability Education (HESI) highlights the role of higher education as sustainable development and it plays a vital role in making the current and, future generation's leaders.

Indian Higher education system is the third-largest educational system in the world. The higher education system in India like, colleges and universities are providing quality education and research this makes the youth self-sufficient. The spread of COVID-19 has drastically impacted every aspect of human life, the Government has locked down the Transport services, closed all private and public offices and also the Schools and colleges. The pandemic created an unprecedented impact on the educational sector too. In a time of COVID-19, the students had to re-arrange their daily lives and to adjust the new normal situations. Most of the students who were displaced far from their families and most of them are in abroad and the mode of studies is moved to online. Students are adversely affected by the impact of covid-19 especially those from the backward or disadvantaged backgrounds are suffering more (Schleicher; 2020). Quarantine and lack of face to face classroom etc. were caused pressure, anxiety and mental depression among students. The younger population have highly worried about covid-19 health risks for themselves and for others than the older (Bordalo; 2020).

In the USA, a survey conducted in the last week of March 2020, among higher education students shows 75 per cent of students experienced anxiety and depression due to this pandemic and crisis (IESALC;2020). These are all leads to a decreasing level of happiness well-being among college students and also affect their academic performance. Academic performance is a major contributor in evaluating the progress in education, happiness is one of the key factors that affecting academic performance (Tabbodi; 2015). The specific problem is the need for, more research to determine the association between the last year college students happiness and find out the extent of happiness in between the post-covid and pre-covid period. The study mainly uses the variables like Psychological well-being, Education, Cultural Diversity, Health, Living Standards, and Environment. These variables are taken from the Bhutanese Gross National Happiness Survey.

The main purpose of the study is to compare the happiness index of students during the pre-pandemic and post-pandemic period.

## **Data Source & Methodology**

### **Data Source**

This study is based on both primary and secondary data. Methods of data collection employed in this study are multistage stratified simple random sampling that is from four universities. The colleges are categorized into Government and private and by proportional random sampling. The population for data collection was taken from the top four universities in Kerala such as Kerala University, Mahatma Gandhi University, Calicut University and Kannur University. From these Universities one Aided and a Government college each is selected for the micro level study. These samples were taken from different courses like the Science stream, commerce stream and the arts. From Arts and science scheme this samples are categorized into four different categories that are scheduled caste, scheduled tribes, General and OBC. The sample size is 120 and takes 30 from each university by 90% confidence interval. The primary instrument of this study was a questionnaire this questionnaire is separately asked for the period of pre-covid and post-covid based on the Bhutanese survey of Gross National Happiness, Bhutan is the first country that uses GNH (Gross National Happiness instead of GDP (Gross Domestic Product)).

Secondary data were taken from the different Happiness index reports published in various years, and other published and unpublished journals are significant sources for secondary information. Based on the Bhutanese Happiness index using the robust multidimensional methodology. Self-Reported Happiness of samples is decided to take for the survey. Questions based on a scale, taking all things Together How Happy would you say you are?

### **Happiness Index**

Happiness Index is a development philosophy as well as an index that is used to measure the collective happiness in a nation.

To create the GNH Index in which a higher number reflects greater happiness, the Adjusted Headcount is subtracted from 1 to obtain GNH. Four cut off points have been used to identify degrees of happiness

To analyze the 120 samples we have used the same methodology adopted by Bhutan which is Alkire Foster Method (2007, 2011).

$$HI = 1 - HnAn$$

Where,

$HI$  = Happiness Index

$H_n$  represents the percentage of people who have not achieved sufficiency in each domain.

$An$  is the average proportion of dimension in which those not yet happy people lacks sufficiency.

To calculate the GNH index, the data of the population are aggregated into decomposable 'Adjusted Head Count Mo' measure that is sensitive to the 'breadth' of achievements (Alkire Foster Method, 2007, 2011).

**Table1. Distributions of Thresholds on Happiness Index**

SI No	Cut Off Range (in Percent)	Degree of Happiness
1	Less than 50	'Unhappy'
2	50 – 65	'Narrowly Happy'
3	66 – 76	'Extensively Happy'
4	Above 76	'Deeply Happy'

(Source: GNH Index of Bhutan)

### **Impact of Covid-19 on Higher Education**

In December 2019, a virus outbreak occurred in Wuhan, China. In January World Health Organization (WHO) announced the occurrence of a novel coronavirus.

The COVID-19 has created the largest disruption of the education system in the history of the world; it has impacted nearly 1.6 billion students from more than 190 countries from different continents. Closure of schools and other higher education institutions impacted nearly 94 percentages of the student population, they were being part of low and lower middle income countries (UNITED NATIONS; 2020).

The sector is also impacted by the Coronavirus disease intensely. It alters the mode of teaching and evaluation and impacted the academic performance of the students of higher education. All the UG and PG programs have been switched to an online format. The new normal situation of online education is incomparable with the campus mode of face to face

classroom. These online modes of classrooms bring several changes in the higher education sector and its practices.

The impact is affected differently for the science and social groups weather science scheme have more practical versions. Job opportunities for university students have also declined drastically because of the cancellation of entrance tests for many jobs and it paralyzed the job aspirants. It has also impacted the researchers who need to travel for their study. The students who are pursuing their final examinations also suffered a lot because of the delay in issuing certificates. Therefore like all other sectors Higher education sector also negatively impacted by the COVID-19 pandemic.

### **Happiness, Education and Academic performance**

There arises a positive relationship between a country's economic position and its educational system. A strong higher education system contributes immensely to economic growth, social wellbeing etc. (Jackson; 2015). Education and happiness are interconnected, happiness should aim at a good education and this good education will contribute to collective happiness.

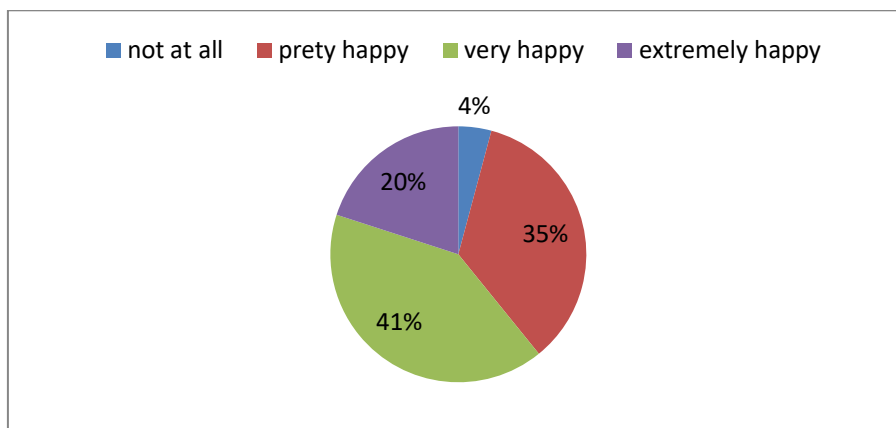
Several factors may contribute to the undergraduate student's academic success, and also possibly including the dynamics of happiness. And a student with better positive thinking has better adaptive behaviors and happiness. Happiness is merely related to the academic performance of the students, the people who have more sense of happiness are more active in academic performance and they made progress in higher education (Fritz; 1984).

### **Self-reported Happiness of Respondents**

The questionnaire was starting with a key question that 'Taking All Things Together, How happy would you say you're?' It will analyze the overall self-reported happiness level of all samples. The result will be categorized into 4 different scales such as Not at All Happy, Pretty Happy, Very Happy, and Extremely Happy. Through this question, it can be found that at a glance we can find out the happiness level of respondents.

The questionnaire was starting with a key question that 'Taking All Things Together, How happy would you say you're?' It will analyze the overall self-reported happiness level of all samples. The result will be categorized into 4 different scales such as Not at All Happy, Pretty Happy, Very Happy, and Extremely Happy. Through this question, it can be found that at a glance we can find out the happiness level of respondents.

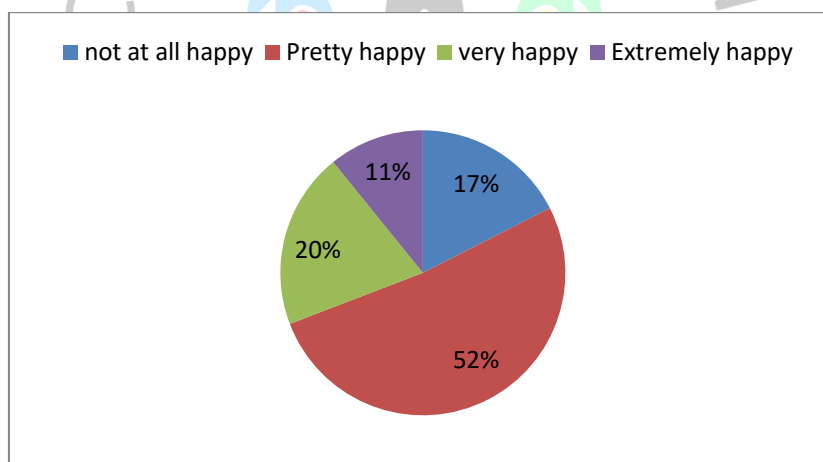
**Figure 1; Self-reported Happiness Level of Respondents Pre-covid Period**



(Source: Primary Data)

After taking the period post-covid we take the self-reported happiness level of samples in the period after covid-19.41 per cent of the sample were extremely happy before covid 19. It is because they have got enough time to spend with their family and for themselves. Numerous people only get not at all happy situation.

**Figure 2: Self-reported Happiness of Respondents Post-covid Period**



(Source: Primary Data)

Figure 2 shows the self-reported happiness level of 120 samples in the period of post covid. Most of the people were ‘Pretty Happy’ in taking all things together. But there are only numerous people were thinking that they are extremely happy with their lives by taking all things together. This can help them know their self-valuation of the happiness level.

**Happiness Index of Students**

The main objective of the study is to construct Happiness Index for the surveyed students and then a gradient analysis across the students from different universities in Kerala. There are 120 samples were taken for the study. The sample was taken among the category of



Undergraduate students of the final semester from the most known universities in Kerala like Kerala University, Calicut University, Kannur University and Mahatma Gandhi University.

### Measurement of Happiness Index

The overall happiness index of all sample for the period of post covid and pre covid are found below.

#### Pre-covid Period

$$Mo = Hn * An$$

$$Hn = \frac{51}{120} = 0.43$$

$$An = \frac{705}{1683} = 0.42$$

Therefore,

$$Mo = 0.18$$

$$HI = 1 - An * Hn$$

$$HI = 1 - 0.27 = \mathbf{0.82}$$

#### Post-covid Period

$$Mo = Hn * An$$

$$Hn = \frac{90}{120} = 0.75$$

$$An = \frac{1307}{2970} = 0.44$$

$$Mo = 0.75 * 0.44 = 0.33$$

$$HI = 1 - 0.33 = \mathbf{0.67}$$

The above equations measure both happiness and unhappiness level of all samples both periods before and after COVID-19. Finding Adjusted Headcount  $Mo$  with multiplying the percentage of people who have not attained sufficiency in 33 indicators ( $Hn$ ) by the average proportion of indicators ( $An$ ), it got the value of 0.18 in the period of pre covid which refers to the least level of their not-yet-happiness in 33 indicators. Though the value of the former one

( $H_n$ ) showed a positive value, the latter one ( $A_n$ ) became lesser than 0.5 which resulted in the least level of the value.

From the above equations, we can conclude without any doubt that is the level of happiness abated drastically from the pre-covid period to the post-covid period. There is a relevant study done in America that the younger population are more pessimistic than the older people in the time of covid-19 (Bordalo; 2020) because they have a higher assessment of covid-19 health risks for themselves and others also and will definitely affect their mental wellbeing and it will directly influence their academics and education.

During the time of Pre – covid period the students experience more happiness that is 0.82 according to the happiness index methodology this comes under ‘Deeply Happy’ it means they enjoy sufficiency in 82 per cent of indicators of happiness. They have the lowest deprivations comparing to the post –covid period.

The value of the Happiness index is drastically decreased in post covid –period. The value was come down to 0.67 under the category of ‘Extensively happy’ near to the ‘narrowly happy’ condition. There was a shift in education and the students need time to adjust to the new normal situations (TIMES OF INDIA; 2020). Class hours are decreasing and cut shot to some hours. Many students were lacks facilities for an online class. Exams are postponed and marks are based on the internals these are going to be a foreshadow for the future of the university students.

### Findings

- The happiness Index of all samples is 82 per cent in the pre-covid period. And after the pandemic occurred the happiness among students decreased drastically and it comes down from 82 per cent to 67 per cent. The first category comes under the ‘Deeply Happy’ category and the second is from the ‘Extensively happy’ category.
- Happiness Index is separately constructed for Castes, University and also for subjects. By taking university ranking of happiness index in the pre covid period Kerala University topped among the happiness index that is 87 per cent of students are enjoying sufficiency. it also comes under the category of ‘Deeply Happy’. And least happiness is found in M G University in the pre covid period (79 per cent).
- In the post –covid period or after covid- 19 the happiness index for all universities are decreased in various degrees and the most happiness university among the four universities in the post –covid period is Calicut University which reported 74 per cent

of sufficiency in happiness and also comes under the category of 'Extensively happy' category. The least Happiness was found among the students of Kannur University sadly it comes under the 'Narrowly Happy' category with 59 per cent.

- The students surveyed are represented different subjects of arts and science. Each of the 40 students was represented the subjects like science, humanities and commerce. The happiness of science and humanities students was declined drastically because of the non-availability of lab facilities for the science students and library facilities for the humanities students. And happiness index seems to be more among the commerce students (0.73).
- There seems no variation in the happiness level of private college students and government college students and after the post-covid-period also the decreasing rate of happiness was almost the same for both.

### Conclusion

This paper investigates extend of happiness among undergraduate students in the context of the covid-19 scenario. There is a drastic change in happiness that occurred in the period of lockdown. There is a drastic decline in the level of happiness among the undergraduate students in the post-covid period from the pre-covid period. The trend can be also seemed among different Universities, institutions, subject schemes and categories.

The fact that extends of happiness found in the study among respondents is on a lower side warrants serious intervention and policy response from the authorities at the helm of social indicators earlier has now dwindled enormously this is the best explicit in the findings of the study. The level of happiness which is subjective is an indicator of the quality of life. The health minister of the state Sri. Shylaja teacher expressed concern over the deteriorating mental health of Keralites and held that the state was all set forth setting up depression clinics. This is symptomatic of a massive dip in mental health after people.

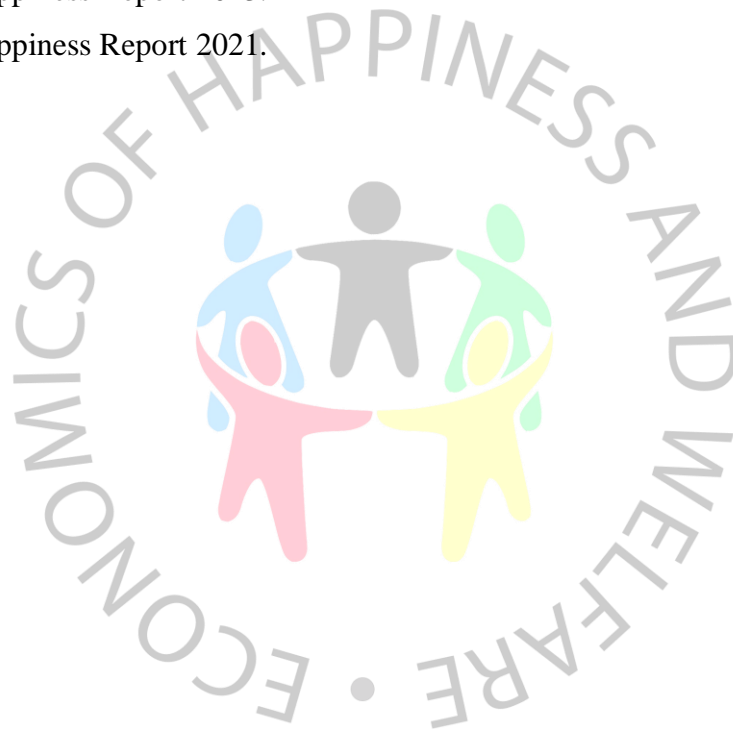
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## EFFECTS OF COVID-19 ON FACTORS OF HAPPINESS

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### **Abstract**

‘Happiness is a man’s greatest aim in life. Tranquillity and rationality are the cornerstones of happiness’.

-Epicurus

The word happiness has two very different meaning usually it refers to a feeling a sense of pleasure, gladness and gratification. We all enjoy happy feel so it’s no surprise that we chase them. Buddha says that ‘there is no path to happiness; happiness is the path’. Happiness is also an interesting study area of economists too. Happiness Economics is the formal academic study of the relationship between individual’s happiness and economic issues. Happiness depends on both social and economic factors. Each factor plays an important role in one’s happiness. Especially social factors like social relationships, mental health, marital status and education are plays inevitable role in one's happiness. COVID – 19 virus spread all over the world. The COVID – 19 panther make has had a profound impact on human lives. It hampered our day-to-day activities. Social gatherings have disrupted. Being happy is a challenging thing during this pandemic situation and lockdown. This paper reviewed some of the latest research finding on the happiness and what factors are correlated with happiness and effect of covid-19 on these factors. The two important objective of this study is to analyse factors affecting happiness and impact of COVID – 19 on these factors. The paper is based on the secondary data collected from various reports, journals and research papers. This study find that the pandemic have negative effects on mental health, social relationships, daily activities, jobs, economic situations and household income generation.

**Keywords:** *Happiness, factors of happiness, COVID – 19.*

### **Introduction**

Happiness is not something ready made it comes from your own actions- Dali Lama. It is true for all of us: happiness is an aim of life. Without happiness, one becomes tired of daily routine.

Happiness is a concept of such fundamental importance that it has pre occupied philosophers and religious for millennia. Happiness is interesting area of economists too. Happiness Economics is the formal academic study of the relationship between individual's happiness and economic issues. There are many economic as well as social that affect the happiness of an individual. According to the world happiness report of 2017 which contained 155 countries all over the world Saudi Arabia stand in the rank 37<sup>th</sup> internationally and 3<sup>rd</sup> among Arabic countries after emirates and Qatar – it has been based on sin factor per capita GDP ,health , social support, trust and corruption, freedom and generosity. Many individual seek their happiness by acquiring wealth or working long hours to make money, often at the expense of leisure and good social relation too. Economists viewed happiness in terms of subjective wellbeing. According to utilitarian and Benthamian philosophy, the individual's conduct and government policies should be directed to promoting the greatest happiness for the greatest number of people.

The covid-19 pandemic had an important effect on everyone's daily life. Analysing the well-being impact of covid-19 is complex. The rapidly emerging international literature suggests that the associations of covid-19 and lockdown measures with well-being are not straight forward. While some studies find that the pandemic had negative impact of happiness.

### **Objectives**

- To analyse the socio economic factors of happiness.
- To analyse the effect of covid-19 on these factor of happiness.

### **Methodology**

The paper is based on the secondary data collected from various reports, journals and research papers.

### **Importance of the study**

Happiness is one of the core components of life. Without happiness no one can live a healthy life. Most people believe that happiness is meaningful, desirable and an important and significant factor in life. Happiness depends on social and economic factors. Studying these factors of happiness is very important especially during this pandemic situation. The COVID -19 pandemic has fundamentally altered how people spent time, with possible consequences for subjective well – being. In this scenario this study is an attempt to analyse the factors that affect happiness and also find out the impact of COVID -19 on these factors of happiness.



## **Results and Discussion**

Happiness intended as the search for well-being and good life is probably the most significant factor throughout the entire history of humanity.

### **Importance of happiness in human life**

- Happiness reduces stress
- Happiness is tied to better heart health.
- Happiness extends year of life.
- Happiness helps us to keep better relationships
- Happiness increases productivity.
- Happiness makes you more cheerful.

### **Socio – Economic Sources of Happiness**

#### **1. Education**

‘Our best chance for happiness is education.’ There are several reasons for why education has an important role in facilitating the development of happiness in people. One of the important reasons is that education is a social institution and such it has an enculturation effect on teachers and students. The well – being of modern society is dependent not only on traditional capital and labour but also on the well-being of individual workers. Education is the primary source of capital. Better education gives better job and better job gives better income and well-being. So education plays an important role in generation of happiness in the human life.

#### **2. Employment Status**

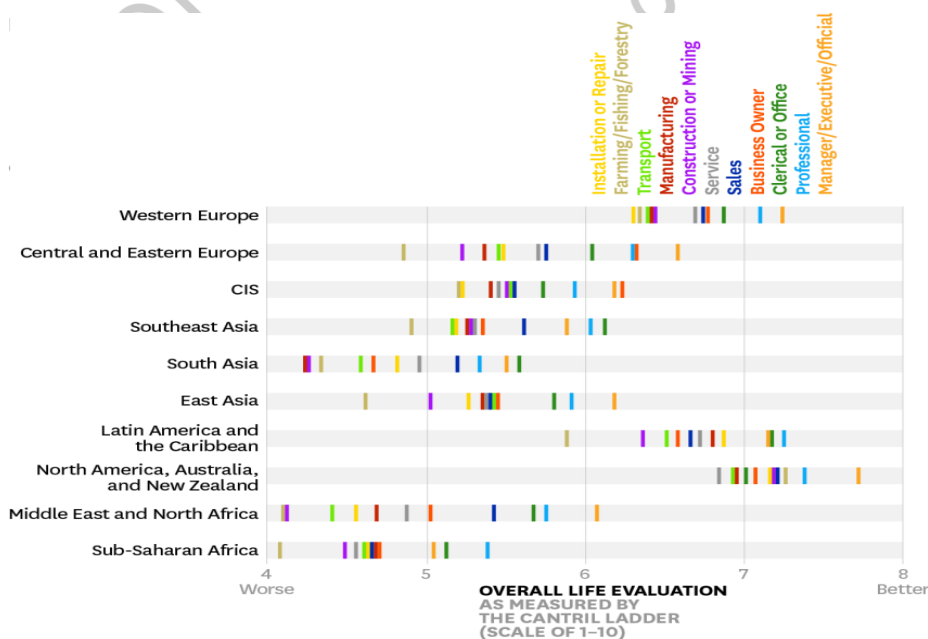
Employment status has an inevitable role in shaping our levels of happiness.

Happiness was the subject of various economic studies. Job is very important for sustaining individual’s living and happiness. According to World Happiness Report – people working in blue collar jobs report lower levels of overall happiness in every region around the world. People who are work in white collar jobs generally report positive emotional states such as smiling, laughing, enjoyment.

**Figure 1: Employment Status and Happiness**



**Figure 2: Life Evaluations by Job Type and Region**



Source: World Happiness Report 2013

### 3. Health

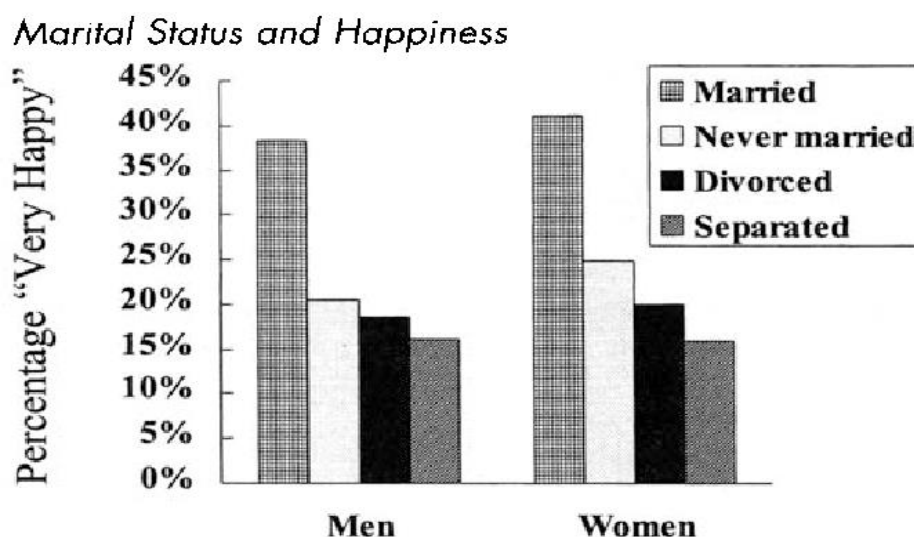
There is a close and important relationship between health and happiness. A good health will feel more cheerful and causes greater contentment in their daily life. Not only physical health but emotional health is also one of the strongest factors of happiness. In the United States and Europe, government believes in the strong link between happiness and good quality of health care services received. According to Happiness researcher Robert Holden ‘65 out of 100 people would choose happiness over health, but that both were highly valued. Fortunately, we

don't have to choose: happiness and health go hand-in-hand' from his survey. As Holden stated, here is no true health without happiness". Unhappiness—depression, anxiety, and stress, for example—are also linked to poorer health outcomes. These negative states can dampen immunity and many health issues. The principles of positive psychology are that combat these negative states and increase in the likelihood of health.

#### 4. Marital Status

'It is not marriage that makes you happy, its happy marriage that makes you happy'. Gilbert psychologist said. Many studies found that married people are happier than unmarried ones.

**Figure: 3 Marital Statuses and Happiness**



Source: National Opinion Research Centre

The above figure states that married people are happier than unmarried one's both in the case of men and women. Healthy and supportive married life can generate a happy life. The last World Happiness Report stated that, in western countries, having partners has a strong positive impact on individual's happiness.

#### 5. GDP

The end goal of any social science is really to make everyone happy through psychological counselling or financial planning. World Happiness Report examine how citizens worldwide rank their subjective level of happiness, some of world's have high GDP per capita are happiest country and most of the least happy are very poor.

## 6. Social Relationships

Human beings are social creatures' .whether it is with in our lives as students or citizens or employees or any other role social relationships are very important heaps of research suggest that social connections make people happier. Relations are connected to some of our strongest emotions. When they are positive we feel happier if they are negative we feel depressed

## 7. Income

Money and happiness are closely connected and usually it is believed that people with higher income are happier than lower income people. A substantial body of economic research says that household income is strongly related to both emotional wellbeing and a person's evaluation of their own quality of life.

**Table: 1 Percent Distribution of Population by Happiness at Various Levels of Income**

Total household income (1994 dollars)	Mean happiness rating*	Very happy	Pretty happy	Not too happy	(Number of cases)
All income groups	2.4	28	60	12	(2,627)
75,000 and over	2.8	44	49	6	(268)
50–74,999	2.6	36	58	7	(409)
40–49,999	2.4	31	59	10	(308)
30–39,999	2.5	31	61	8	(376)
20–29,999	2.3	27	61	12	(456)
10–19,999	2.1	21	64	15	(470)
Less than 10,000	1.8	16	62	23	(340)

Source: National Opinion Research Centre

We can see that a positive relationship between income and happiness in this table

## COVID -19

Corona Virus was initially identified in Wuhan China, and it gave rise to a pandemic all over the world. In March 2020 the World Health Organisation (WHO) declared Covid-19 a pandemic, caused by the novel SARS-COV-2 Virus. The economic and social disruption caused by the pandemic is devastating; tens of millions of people are at risk of causing in to extreme poverty , while the number of under nourished people , currently estimated at nearly 690 million, could increase up to 132 million by the end of the year .

Millions of enterprises face an existential threat during this pandemic and lockdown time. Nearly half of the world's 3.3billion global work forces are at risk of losing their livelihoods.

Informal economy workers are particularly vulnerable section because of lack of social protection.

## **Impact of Covid-19 on Happiness**

### **Education**

The effect of these covid-19 and lockdown is worst for the mental health and happiness of a student or a teacher. Because he or she is unable to meet his or her friends and colleagues and enjoy what they used to do in pre-covid days. A new report published by the National Foundation for Educational Research (NFER) shows that the first lockdown in March 2020 led to a decrease in the wellbeing of teachers – with a rise in distress, anxiety and lower levels of happiness and life satisfaction compared to pre-pandemic levels.

Covid-19 affected all students, but particularly those living in poverty. While we look at the domain of digital learning, it is imperative to consider the availability of the right devices to every student for accessing digital content. Many students either don't have personal laptops /smart phones or they are available for a limited time. Students are experienced anxiety, distress, social isolation and on abusive environment that can have short or long term effects on their mental health. We know that education plays an important role in generating happiness so covid-19 out breaks the happiness of both students and teachers

### **Health**

Good health condition is one of the pre requisite conditions for being happy. The covid-19 pandemic and the resulting economic recession have negatively affected many people's health. KFF Health tracking poll data reveals some of the effects of covid-19 on happiness

- During the pandemic, a larger than average share of young adults (ages 18-24) report symptoms of anxiety and/or depressive disorder (56%). Prior to the pandemic, young adults were already at high risk of poor mental health and substance use disorder, though many did not receive treatment.
- Research from prior economic downturns shows that job loss is associated with increased depression, anxiety, distress, and low self-esteem and may lead to higher rates of substance use disorder and suicide. During the pandemic, adults in households with job loss or lower incomes report higher rates of symptoms of mental illness than those without job or income loss (53% vs. 32%).

- Women with children are more likely to report symptoms of anxiety and/or depressive disorder than men with children (49% vs. 40%). In general, both prior to, and during, the pandemic, women have reported higher rates of anxiety and depression compared to men.
- Many essential workers continue to face a number of challenges, including greater risk of starting or increasing substance use (25% vs. 11%), and suicidal thoughts (22% vs. 8%) during the pandemic.

### Employment Status

One's happiness depends on his/her employment status also. The corona virus pandemic has resulted in changes to working arrangements of millions of employees who are now based at home and may continue to work at home in the same capacity for the foreseeable future. Working from home has effects on both employers and employees.

The advantages, which include avoiding office politics, using less office space, increased motivation, gender diversity, job satisfaction, and better productivity (Mello 2007, Robertson, Maynard, and McDevitt 2003). Conversely, the drawbacks of WFH include the blurred line between work and family, destruction, social isolation. Employees might be distracted by the presence of young children or family members while working at home, especially for working women. It makes mental stress on them and negatively affects their happiness. The economic fallout of the COVID-19 pandemic resulted in unexpected job losses, which impaired mental well-being significantly. Many studies found that unemployment increases depression and anxiety. The stress of unemployment can take a serious toll on well-being under any circumstances. During this pandemic situation, stress levels are higher than usual. Here are several reasons for unemployment during this pandemic:

- ✓ **Difficulty paying for basic necessities:** Reduced income makes it difficult to purchase food and pay for housing. The associated stress makes it difficult to stay mentally healthy.
- ✓ **Lack of purpose:** Not contributing to society and not bringing any income to support the family can leave some people feeling as though their lives lack meaning and purpose.
- ✓ **Reduced social interaction:** Not having a job can mean less social interaction, which takes a direct toll on mood and well-being.
- ✓ **Fewer resources available to maintain mental health:** When your time and energy have to go into managing your life (food, housing, and basic necessities), you have



fewer resources left to devote to behaviours that promote good mental health (exercising, maintaining social relationships, etc).

- ✓ **Unhealthy coping skills may be more tempting:** While some people may respond to unemployment by cutting things that cost extra, others turn to unhealthy coping skills like drugs and alcohol, which can take a toll on health and well-being.

### **Social Relationships**

The covid-19 pandemic has reshaped our personal relationships in an unprecedented ways, forcing us to live apart from many people. Life in lockdown isolated us from our friends and wider communities. Losing face -to-face contact with people and being thrown into much closer contact than usual can feel stressful and maybe worrying, frightening or even unbearable.

### **Working Women**

During the pandemic, women , especially mothers spend more time on take such as child care and household chores to the Extent that women spend more time on chores than men, they reported lower happiness.

### **Conclusion**

The season for Happiness is an important Individual and national economic goal. This paper reviewed some of the latest research finding on the happiness and what factors are correlated with happiness and effect of covid-19 on these factors. Happiness depends on both social and economic factors. Each factor plays an important role in one's happiness. Especially social factors like social relationships, mental health, marital status and education are plays inevitable role in one's happiness. The lockdown experience reveals the importance of social relationships and education in one's happiness most of these factors are negatively affected by covid-19. Being happy is very important thing during this pandemic situation.

It find that the pandemic have negative effects on mental health, social relationships, daily activities, jobs, economic situations and household income generation. So covid-19 totally hampered the level of happiness. Considering the results mentioned above it ultimately means that if policymakers wants to increase happiness they must considered these factors that matter most to people's happiness these factors include consumers should be allowed to move around with a few limitations people should be allowed to reading to work or the circumstances for from home should be enhanced furthermore make it possible for children

to be schooled economic system must make intelligent decisions to minimise the negative effect of covid-19 on happiness immediately.

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## **HAPPINESS – A JOURNEY OF LIFE**

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### **Abstract**

Be happy and make others also. Now we are raising the questions as why we are not happy and when we will be happy, this Covid Situation is the primary reason for loss of happiness. It increased the stress, unemployment, lockdown, economic instability, loss of Human capital, loss of family members, friends, relatives etc. One of the reasons is Bio-war. But for the non-availability of oxygen is because of our day to day activities. We are responsible for Environmental Pollution, deforestation, Soil erosion, climate change and Global warming. Let all beings be happy; Let all beings be peaceful; Let all beings be blissful. The more you do, the better you will feel yourself. You will find at last that the easiest way to make ourselves healthy is to see that others are healthy, and the easiest way to make ourselves healthy is to see that others are happy - Swami Vivekananda. (<https://vivekavani.com/swami-vivekananda-quotes-meditation/>)

**Keywords:** *Happiness, Stress, Bank defaulters, Black money, Human capital, Covid, Crime.*

### **Introduction**

Be happy and make others also. Now we are raising the questions as why we are not satisfied and when we will be happy etc.

Where is the life

We have lost in living

Where is the wisdom

We have lost in knowledge

Where is the knowledge

We have lost the information

The cycles of heaven in Twenty-first century bring us further from God and nearer to dust  
[Words of Poet].

### What is Happiness?

Happiness is defined in a different way. From the Layman point of view, “To meet their standard of living without any struggle”. According to Adam Smith, “Economics is the science of wealth...” ([https://www.brainkart.com/article/Adam-Smith-s-Definition--Wealth-Definition-\\_1508/](https://www.brainkart.com/article/Adam-Smith-s-Definition--Wealth-Definition-_1508/)) In ordinary language ‘wealth’ means money but in Economics wealth refers to those goods which satisfy human wants. But we should remember all goods which satisfy human wants are not wealth.

Happiness is not only determined by wealth, but determined by so many factors;

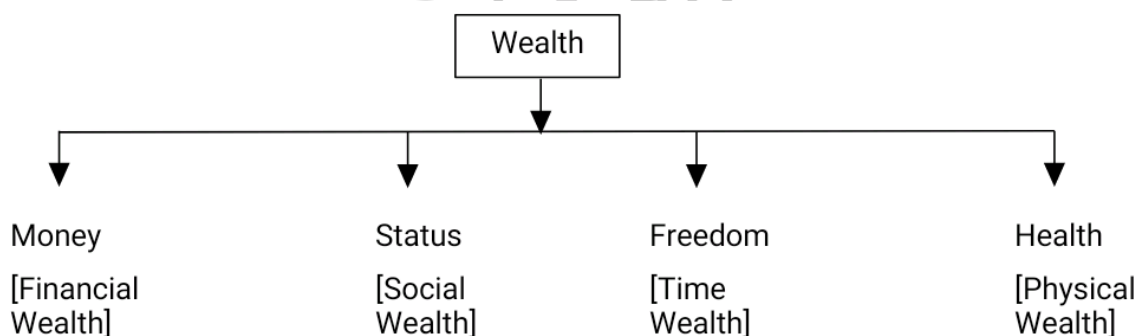
- (1) Social and economic environment
- (2) Physical environment
- (3) Person Individual characteristics and behaviour
- (4) Income
- (5) Employment
- (6) Recognition of work
- (7) Peaceful atmosphere in and around the working place, family and with neighbours.
- (8) Healthy behaviour
- (9) Access to health services.
- (10) Education and literacy
- (11) Leisure

### Who is Happy?

The person who is running his own YouTube is happy in the way of earning money, making others enjoy their videos, sharing their views and knowledge.

### Happiness and Wealth

There is a direct relationship between happiness and wealth.



(<https://www.andiamogo.com/values>)

These four wealth are interlinked with each other. If there is no sound financial wealth, he is not identified in the Society, like that if a person is not healthy, he is dependent on others. He is in a position to spend a lot of money for medical purposes.

## Reviews

Studies have shown that those who are high in materialistic orientation are lower in levels of life satisfaction. [Kasser and Ahuvia 2002]

Goals for financial success have been negatively correlated with self-esteem, vitality and self-actualization, depression and anxiety. [Kasser and Ryam 1993]

Oswald [1997, P.1823] pointed out that happiness is high among those married on tall income women, well educated and at the same time self employed as well as retired those looking after a home.

Carol Graham and Stefano Pettinato (2002) conducted a study by comparing happiness in Latin America and Russia using data from 1997 to 2000 from the Latinobarometer and from 1995 to 1998 from the Russia Longitudinal monitoring survey. They found that favourable relation between Income differences and status changes are measured by income mobility over the years.

(Vol.79 Special Feature2 ASTEION SUNTORY FOUNDATION  
<https://www.suntory.com/sfnd/asteion/vol79-en/magazine-003.html>)

Again they pointed out that compares to underdeveloped countries, in developed countries, happiness is at more significant level.

Andrew Oswald [2007] [P No. 441-454] in his article 'obesity, unhappiness and the challenge of affluence : Theory and evidence. [The Economic Journal] pointed out that half the British populations view themselves as overweight and that happiness and mental health are worse among fatter people in Britain and Germany.

([https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=981703](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=981703))

Abel Brodeur, Andrew E Clark and others [Covid - 19, Lockdown and well-being Evidence from Google Trends], [Journal of Public Economics 1/1/2021, Vol : 193, Pg. 104346]

[Study among Europe and US] found that a significant increase in searches for loneliness, worry and sadness, while searches for stress, suicide and divorce as the contrary fell. Their results suggest that people mental health may have been severely affected by the Pandemic and lockdown.

So many reasons are responsible for the loss of happiness. All the following activities are to be corrected then the route of joy will be started.

### Lack of Security and Safety

The primary reason for loss of happiness is crimes, sexual harassment, child abuse etc. As of 2019, a total of 51.5 lakh cognizable crimes comprising 32.3 lakh Indian penal code crimes and 19.4 lakh special and local laws crimes were registered nationwide.

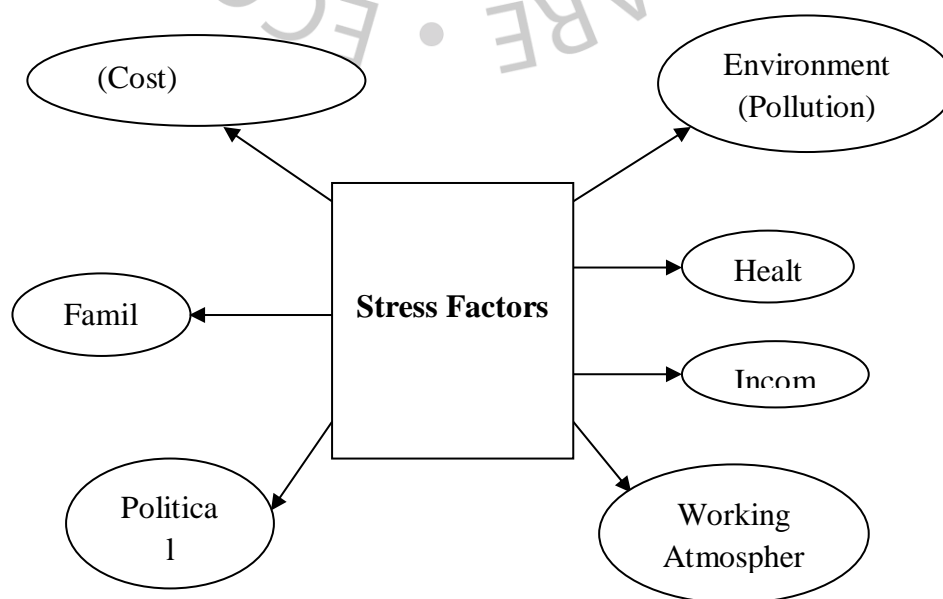
Laws should be strict like in Arabian Countries. Then there is a chance for a reduction in crimes. Because the expenditure to meet and maintain these criminals is the central position of the government expenditure. If this expenditure has diverted to some other purpose then the growth of the economy will reach a remarkable position. Human rights department should not interfere and save the life of criminals. [That is the punishment given in the form of shooting and hanging. The total number of prisoners in India is 4,78,600 [31.12.2019] [National Crime Records Bureau] (<https://feminisminindia.com/2017/02/09/indecent-representation-women/>)

As per the data available with the National Crime Records Bureau, the average annual expenditure on a prison inmate has increased from 19,477 in 2010-11 to 2,95,38 in 2014-15. [This expenditure is only for food, Apart from the medical expenses, court expenses, expenses on Dress and other materials].

The expenses are increasing year by year. What is the use? Are they giving happiness to society or their own family? If the punishment is severe, it will make thousands of criminals to be fearful.

### Happiness and Stress

Stress is also affecting the route of happiness.





The above chart clearly explains that the reason of stress. The cause should be either reduced by good yoga or meditation and increasing the income etc.

### **Happiness and positive psychology**

The present pandemic situation taught us a lesson. Nothing is permanent in the world. Yesterday's happiness may not be today and tomorrow. Yesterday's failure may not continue, unless he put his handwork (if he fails to work, it will continue) he can make it a success. To find long term happiness, we need to retrain our brain from a Negative mindset to a positive mind set. Today is a beautiful day Enjoy it. Don't blame others. What is happening to us only because of our attitude and excitement? Go for contented life. If you compare yourself with others, you take him as your role model (or) you realize that you are better than him. Inculcate yours as a good human being. Help others, Nothing is permanent in this world. Select right path, right thoughts then you can be the happiest person in the world.

Imagine the persons working on the border (Indian Army) are losing their happiness for our welfare. They are sacrificing their family, separated from their family. Are they happy? What we are doing for them.

### **Loss of Human capital**

From 2020 to till date we have lost our loved one, friends, relatives, doctors, Engineers, nurses, entrepreneurs, Professors, skilled and unskilled labour etc. we know very well that this is pure because of Bio-war.

Now China retrieved its past position. In this pandemic situation, we have to join our hands, co-operate with the government to solve this problem set back to the colourful, beautiful and happy life. We should leave something to the society through teaching morals, ethics, moulding our children with good manners, behaviours, in order to make them a responsible citizen etc. Thus we can find the route of happiness.

(A tiny drop of water by everyone will fill the pot with full of water) Likewise, every, each should do the good thing for the welfare of society. (As of 14/6/2021) The death level is 3,74,305 due to Covid and other health-related issues. Is this loss will give us happiness?

### **Save the environment**

Our environment is polluted because of deforestation, soil erosion, climate change etc. All these are happened only because of our comfortable life and activity. Where is all the tree? It is in the form of a Door and Window. Forest and agricultural land are now in the form of

resorts, multi-store buildings, malls, factories and residential areas. We lost our oxygen. If we are destroying Natural resources, in turn we will be devastated by Nature.

Again we are going to face the huge problem of shortage of water, lack of pure water. [Because river Ganga, Yamuna is polluted, taking & selling of soil of the Cauvery river etc] If we are not changing our attitude, we have to face the consequences. Nature has given a warning bell at the beginning of the 20<sup>th</sup> century.

Global warming affected the entire country. It is also one of the reasons for health-related problems. We are talking about sustainable development, but in real life, we are going to leave a polluted economy to our youngsters.

### **Role of Government in bringing happiness to the Society.**

To increase the GDP, economic growth, employment (welfare of the society). Government should recollect all the bad debts and invest for productive purposes.

The following are the bank loan default case

1. Dewan Housing Finance Ltd. – US\$13.93 billion
2. Bhushan Power and Steel – US\$6.9 billion
3. Essar Steel (US\$6.9 billion) – Biggest Bankruptcies in India
4. Lanco Infra – US\$ 6.3 billion
5. Bhushan Steel (US\$6.2 billion) – Biggest Bankruptcies in India
6. Reliance Communications – US\$4.6 billion
7. Alok Industries – US\$4.1 billion
8. Jet Airways – US\$2 billion

(tradebrains.in)

The total 50 bank defaulters in India alone accumulated for loans worth Rs. 66,607 crore (up to Sept. 2019) (*Website*)

**Table No. 1**

<b>Year</b>	<b>GDP growth rate</b>
2018	6.53%
2019	4.04%
2020	-7.97%
2021	12.55%

(<https://www.statista.com>)

The above table : 1 shows that the GDP growth rate is declining and in negative rate. The Government should bring the black money from the Swiss bank and should be used for the

welfare of the society. Now our GDP is in the negative stage. By changing the situation, we can bring a positive GDP and economic growth.

### Conclusion

There are so many problems in front of us. To overcome this, we should step forward and join our hands with the government.

I would like to conclude with Swami Vivekananda's Quote.

“If it is happiness to enjoy the consciousness of this small body, it must be greater happiness to enjoy the consciousness of two bodies, the measure of happiness increasing with the consciousness of one increasing number of bodies the aim, the ultimate satisfaction? being reached when it would become a universal consciousness”.

(<https://www.discoverypublisher.com/speech/swami-vivekananda-1893-chicago-speech/>)

Let common be your aim, common your hearts, common your thoughts so that there is perfect union among you. (*Rig ved X, 191-2.4*)

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## **HAPPIER SOCIETIES: LESSONS FROM NORDIC COUNTRIES**

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### **Abstract**

Happiness is a multidimensional concept that can be studied from different perspective. It is complex as a particular factor may mean happiness to some while others may not derive any happiness from the same factor. Hence, it varies from individual to individual. Likewise, when we look at happy countries, it becomes imperative to know why some countries are happy compared to the other countries. What makes a happier society? This article attempts to identify the factors that make a country happy by taking the World Happiness Report as the basis. It also tries to put forward few lessons to be learnt from the happy societies. This is not a research paper but an article based on secondary data. It takes the examples of Nordic Countries of Finland, Denmark, Sweden, Norway and Iceland as these countries have been consistently among the top 10 countries over a period of time.

**Keyword:** *Happiness, Nordic Countries, World Happiness Report*

### **Introduction**

Happiness may mean different things to different people on an individual level. It is an emotion of positive feelings or satisfaction with certain aspects of life or evaluation of one's life (Goldman, 2017). An individual may be happier over time or for a moment. The level of happiness one may experience in a particular day may vary or it may remain constant for a longer duration as well. It can be either short term or long term. Events in life such as achieving something meaningful, getting a dream job, travelling, marriage brings happiness to individuals but such happiness usually do not have a long term impact as people adapt according to changes (Ospina & Roser, 2013). Happy individuals can contribute towards happy societies and thereby towards happy countries. This article is an attempt to identify the factors that makes a happy society.

For the purpose of the study, secondary data sources are being used for collection of data through different articles on happiness and the most important source being the World Happiness Report (WHR).

Even though there are different indices of development present such as Human Development Index (HDI), Index of Economic Freedom (IEF), Global Peace Index (GPI), Global

Competitiveness Index (GCI), Environmental Protection Index (EPI) , there was a need for happiness index in order to ascertain the level of happiness among the different countries. The WHR was first published in 2012 and this year, 2021 marks the ninth edition of this report. This report makes use of a Poll known as Gallup World Poll, which collects data from individuals belonging to more than 150 countries all over the world. The individuals taking part in the poll makes as assessment of their happiness through which scores are calculated. This gives the happiness index on the basis of six variables for measuring happiness of people all over the world: GDP per capita, social support, healthy life expectancy, freedom to make life choices, generosity, and absence of corruption.

It is interesting to note that there has been consistency in the results of the reports generated over a period of 9 years. An in-depth analysis of the WHR makes it quite evident that the five Nordic Countries i.e Denmark, Finland, Iceland, Norway and Sweden, have all been ranked consistently in the top happy countries of the world from around 150 countries. These countries are a part of Northern Europe and Northern Atlantic region. The WHR 2020 that is the eighth WHR discusses as to why the Nordic countries are happier compared to the other countries, which serves as the basis for this paper.

Table 1 is a clear indication of how the Nordic countries have fared in the WHR from 2012-2021

WHR Ranking	Denmark	Finland	Iceland	Norway	Sweden
2012	1	2	20	3	7
2013	1	7	9	2	5
2015	3	6	2	4	8
2016	1	5	3	4	10
2017	2	5	3	1	10
2018	3	1	4	2	9
2019	2	1	4	3	7
2020	2	1	4	5	7
2021	3	1	2	8	6

**Table 1: Ranking of Nordic countries in the WHR from 2012-2021**

It is quite evident that even though the rankings within the countries have been changed but these countries have dominantly occupied the top 10 spots. The obvious reasons are basically the six factors on the basis of which the report is prepared. Even the Non-Nordic countries that are among the top 10 also rank high in all the six factors. They are briefly discussed as below:

1) **GDP per capita:** GDP per capita of the Nordic countries are higher which makes their economy strong, thus resulting in stable and reliable income for the citizens, and which keeps them content by satisfying their basic needs that money can buy. There is economic equality and a very high standard of living in these countries. Thus, individuals do not suffer from economic insecurity.

2) **Social support:** In terms of social support, the people of the Nordic countries have full faith in the system and trust in other people is one of the major factors that contribute towards the happiness of the citizens. They have a high level of personal as well as institutional trust. Thus, trust help in the well being of the community by creating a positive social environment. People who are in distress at a personal level may be able to feel relaxed if there is a positive social environment in a country. This is one single factor that distinguishes the Nordic countries from its counterparts in Europe.

3) **Healthy life expectancy:** The people of the Nordic countries are happy as they not only have a better life expectancy compared to other countries, but also have healthy life expectancy which means that they could live healthier for more years. . As per 2020 life expectancy rankings, all the Nordic countries have a life expectancy of more than 80 years. Iceland ranks 10<sup>th</sup> with an expectancy rate of 83.52, Sweden is 13<sup>th</sup> (83.33), Norway 17<sup>th</sup> (82.94), Finland 24<sup>th</sup> (82.48) and Denmark 32<sup>nd</sup> (81.40).

4) **Freedom to make life choices:** Individuals tend to be happier when they have a high sense of autonomy while deciding about almost anything in their life. It is one of the main reasons that gives immense satisfaction to people when they achieve something meaningful based on their freedom to choose from the various alternatives without any pressure from external party. The citizens of the Nordic Countries enjoy this freedom that contributes towards their well-being and hence they are happier. Non-freedom may lead to different kind of mental issues such an anxiety, depression etc.

5) **Generosity:** Generosity is a trait of being kind and helpful that gives immense satisfaction to individuals. Generosity at an individual level makes sure that one helps the society as a



whole. The citizens willingly help every other citizen and there is a sense of belongingness among them. From the social point of view, The Nordic countries have a welfare society where people have access to different benefits like healthcare, pensions, employment, education and thus people seem to be happier.

6) **Absence of corruption:** These countries are not just happy but they are also free from corruption which is quite evident from the corruption-perception index. The latest report of 2020 ranks Denmark as the top non corrupt country followed by Finland and Sweden, both bagging the 3<sup>rd</sup> position, Norway being 7<sup>th</sup>) and Iceland 17<sup>th</sup> among 180 countries of the world. The rankings of the Nordic countries in this index have been constant over the years, where Denmark, Finland, Sweden and Norway have always been in the top 10 with Iceland ranking within the 15<sup>th</sup> position.

But beyond these factors, there may be some other factors that also contribute towards the happiness of the citizens of these Nordic Countries. Some other factors that are unique to the Nordic countries may be as follows:

1. **Political stability:** The WHR of 2020 also takes into consideration the political stability of these countries related to exercise of power by the citizens, corruption in the country, freedom to express oneself, and overall effectiveness of the Government. The citizens of the Nordic countries have experienced high quality of the government, which is evident from Global Effectiveness Index. The reports over the years clearly rank these Nordic countries among the top 10 effective governments.

2. **Population size:** This is one of the major factors that may contribute towards happiness of the citizens. With less population, it is easier to have better facilities. All the Nordic countries contribute only a minimal to the total of world population. Sweden comprises of 0.13%, Denmark & Finland & Norway, each 0.07% and Iceland 0% of the total world population.

3. **Income equality:** Asleland & Strauss, in a book chapter stated that income inequality is one of the main reasons that Nordic Countries rank among the top happy countries. There is small gap between the rich and the poor as they are welfare states and everyone is taken care of. The citizens have the basic amenities like education and health for free. With the basic needs being fulfilled, social problems like crime, mental issues are nominal.

4. **Education level:** The Nordic countries also rank among the top 20 countries of the world on the basis of education. The Nordic countries believe in mass education whereby free education is provided to all its citizens. It also provides free education for the students

belonging to European Union upto university level. This motivates everyone to study and do well in their life without any burden and contributes towards producing citizens with strong identity and mutual.

5. **Community attachment:** The Nordic people are attached to their community and hence they prefer staying in their own town or cities and remain satisfied.

6. **Sustainable Development:** The Nordic countries also rank higher in Sustainability Development Goals (SDG) Index as well. It may be because, the goals for SDG also considers the 'determinants of well-being' i.e income, social support, generosity, freedom, trust in government, and health. As per the WHR, 2020, the variables of SDG and world happiness index are strongly correlated, except a few goals which are found to be insignificant such as Life below water, Life on land and Partnerships for the goals.

7. **Gender equality:** Global Gender Gap report 2021 states that Iceland, Finland, Norway tops the list with Sweden being 5<sup>th</sup> and Denmark holding the 29<sup>th</sup> position. The scenario was also same in 2020, where Iceland, Norway, Finland and Sweden grabbed the top 4 ranks. Women are given equal opportunities in these countries where top leadership positions are also assigned to them (Nelson, 2019). They are not being discriminated unlike many other countries in the world where gender discrimination has become a major social issue. Infact, one of the major goals of SDG is to maintain gender equality.

It is also interesting to note that in case of Human Development index, these countries have always ranked among top 10 countries in the world. In the year 2020, Norway, Iceland, Sweden, Denmark and Finland have bagged the 1<sup>st</sup>, 4<sup>th</sup>, 7<sup>th</sup>, 10<sup>th</sup> and 11<sup>th</sup> ranks respectively.

Thus, it is just not about being a good economy that makes a country happy. There are innumerable factors that contribute towards making a happy country; well-being of the citizens, proper facilities of education and health; relax social environment, support from society etc. All these factors together bring happiness. It is not just the Nordic countries, but also Non-Nordic counties like New Zealand, Netherlands, and Canada, also ranks higher in the different indices such as HDI, SDG index, and GGG index. Thus, these factors are common to all happy countries.

Comparing these factors to a country like India which ranks much below in the all the indices, there are few lessons that we can learn from the top ranking happy countries of the world. The biggest problem of India is its population. India is the second most populous country contributing around 17.7% to total world population. With such a huge population, it

becomes incredibly difficult to cater to the needs of the country, which serves as the main cause for all the social problems in India such as lack of education, gap between rich and poor, crime etc. There are many reasons that are beyond control, but we can try to move toward a happy society by taking in control few things which are in our hands:

1) **Trust and support among the people:** India is a diverse country and that what makes it special. So community attachment and belongingness is something that needs to be encouraged in India. When the citizens feel connected to every other citizen in every corner of India, it is then only India can be a happy country. As part of this country, this feel of attachment needs to be imbibed among our countrymen. Internet, Vlogs and blogs can play an important role here in the present circumstances.

2) **Gender sensitization:** India is still lagging behind in gender sensitization and this problem roots back to the olden times. With changing situations, women are getting opportunity but there is a major chunk of population that still believes women shouldn't be getting equal opportunities and that there are restrictive roles assigned to them and they should stick to those roles only. Unless each and every citizen of India becomes gender sensitized, India can never be happy and it can also never get rid of the crime rates against women which are increasing at an alarming rate day by day.

3) **Generous:** At an individual level, if we are kind and help others, that gives an immense satisfaction. Generosity also leads to gratitude where we feel thankful for each and everything. These are certain traits that we lack and hence for personal happiness these traits need to be inculcated which in turn will also lead to the country being happy.

For happier countries, we need happy people. India has a long way to go in this path. But as citizens, all we can do now is being kind towards each other; bring a smile to someone; be empathetic; respect people irrespective of gender, job, class, caste, religion; being thankful; no matter what.

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## **HAPPINESS OR SUCCESS: WHAT COMES FIRST?**

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### **Abstract**

Happiness is a buzz word today. A topic of interest for many people. Yet, success is what has been studied in several domains like psychology, management, medical sciences and what not. It has been a long thought upon question that whether happiness is what follows success? As said by many older persons, or whether it is the reverse path. The paper is an attempt to explore this direction. It is based on systematic review of literature and presents a concluding thought to this question.

**Keywords:** *Happiness, Success, Perception*

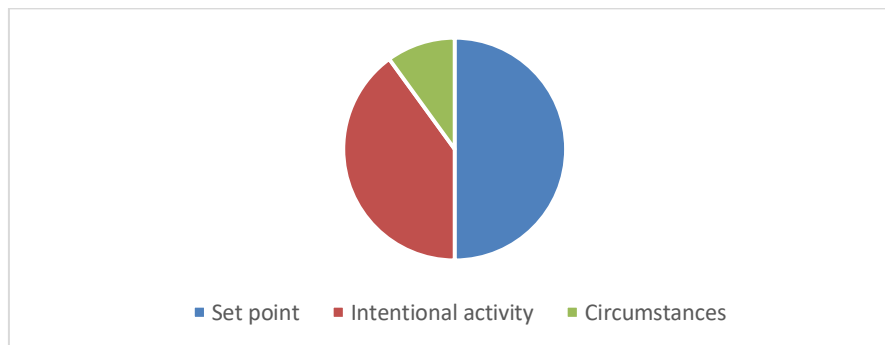
### **What is happiness?**

Aristotle believed that more than anything else humans seek happiness. Every other thing – big or small is sought not only for its own sake but because we expect it to make us happy. The finest experiences occur when a person's body or mind is stretched to its limits in a deliberate fashion to achieve something difficult and worthwhile. One can say that when we meet our unmet desires we feel happy. In the words of Ralph Waldo Emerson, “We are always getting to live, but never living” (Emerson, n.d.). Nobody or nothing will come to you to make you happy; the power to make it happen, the power to make you happy is with nobody but you. Dr. Steve Maraboli rightly says “Happiness is a state of mind, a choice, a way of living; it is not something to be achieved, it is something to be experienced” (Maraboli, n.d.).

Oishi et al. (2013) in their study found that happiest people—those who scored a 9 or 10 out of 10 on measures of life satisfaction—were inclined to perform less well than moderately happy people in accomplishments such as grades, class attendance, or work salaries. They were less conscientious about their performance. To them, sacrificing some degree of achievement appeared to be a small price to pay for not having to sweat the small stuff. In other words, too much focus on minute details can be exhausting and paralyzing. The

happiest people accept that striving for perfection and a perfectly smooth interaction with everyone at all times is a loser's bet.

Lyumbomirsky, Sheldon & Schkade (2005) also tried explaining the determinants of happiness. They write that each one of us is born with a particular happiness set point, a genetic factor, a baseline or potential that for happiness to which we are bound to return, even after major hindrances or victories.



**Figure 1. The 40% solution** (Source: Lyumbomirsky, Sheldon & Schkade, 2005)

The genetically identical ones would differ in happiness but those reduced by 50 %. 10 % of happiness varies due to the circumstances we are in. 40 % of the happiness differences are left unexplained. Besides our genes and situations, what else creeps in? This 40 % is our room to maneuver. To realize this 40 %, it is essential to learn that happiness is not something outside of you, it is inside you. Happiness is a state of mind, a way of perceiving and approaching oneself and the world around. The fallacy that we would be happy only with a change in the circumstance is something that keeps us from experiencing true happiness. The pie chart above shows that circumstances can add or reduce happiness by 10%. The 40 % area is for Intentional Activity, requiring some degree of effort to perform.

In his book, 'The Happiness Advantage', Shwan Achor illustrates a small incident with him and his sister, where upon falling from bed and landing on the ground on four feet, Achor tried distracting his sister by simply saying that she landed like a Unicorn and no human lands on all four. This mere process of identification with a Unicorn, made her new identity to overcome her suffering (Achor, 2010). The above illustration as described is not a scheme of manipulation and lying, but, a scientific truth of human brain. Only 25% of happiness levels are predicted by IQ, whereas, 75% of successes are predicted by optimism levels, social support and ability to see stress as a challenge instead of a threat. These activities may be Behavioural, like, exercising regularly or trying to help others, Cognitive, like, pausing to



count one's blessings, Volitional, like, striving for higher goals or putting efforts for meaningful causes. It is impossible to fully segregate these three activities. For sustaining happiness, it is essential that one works on the Intentional Activity area. Intentional Activity is episodic and dynamic. Happiness boosting activities are effective when engaged in for a length of time – Refractory Period. Intentional Activity, whether behavioral, cognitive or volitional should vary in foci and ways as it can tackle the problems posed by adaptation. Intentional Activities provide the best grounds for mounting and sustaining happiness.

The derivation of happiness is a complex process and relies on various factors. Some such factors are inherent and present within, while there are others are present outside (Simon, 2019).

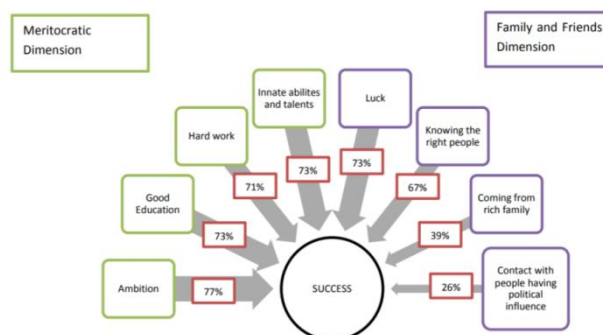
Studies done by several Neuroscientists suggest that positive emotion of happiness triggers the release of serotonin and dopamine, which results in enhancement of motor control, motivation, memory, problem-solving, mental focus and the ability to process multiple concepts simultaneously. So, positive thinking results in success.

To cite, Lyubomirsky, King & Diener (2005) found that happy people are more likely to have fulfilling marriages and relationships, high incomes, superior work performance, community involvement, robust health, and a long life when compared to their less happy peers.

### What is success?

There is no universal definition of success. Success has many faces and is not limited to just one. As stated by Linda King “Success is measured in many ways – the most important of which is how you feel about yourself” (Bostock, 2014).

Several attempts have been made to understand the determinants of success. As suggested in the article by Baczko-Dombi and Wyszumłek (2014), following are the determinants of success in life -

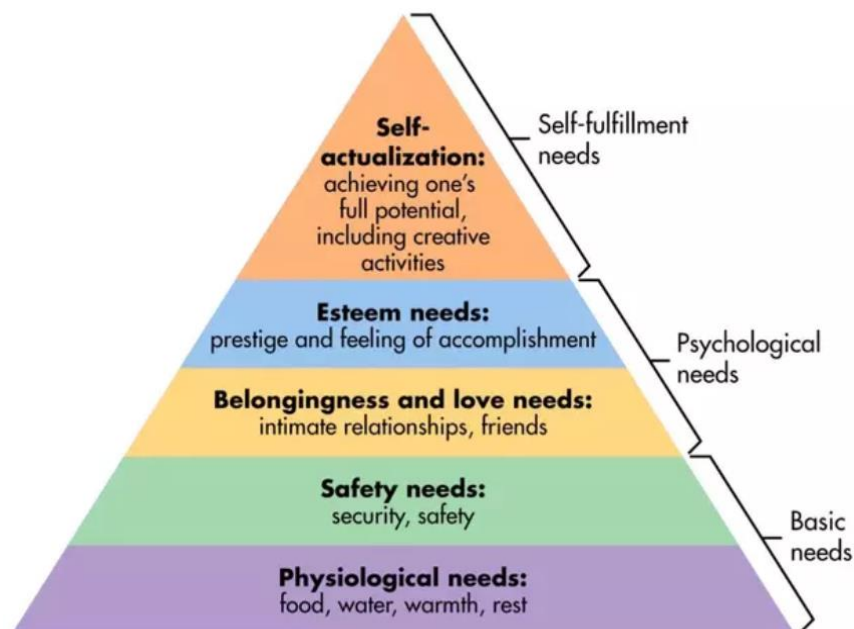


**Figure 2.** Determinants of success in life and two dimensions of ways to success. The red boxes show the percent of respondents saying that each determinant is important

Source: POLPAN data 2013, N = 1926.

Interestingly, these determinants were perceived differently by people from different occupation and background, i.e., social environment plays a vital role in understanding success.

The Maslow's hierarchy of needs also points at the changing nature of needs.



**Figure 3. Maslow's Hierarchy of Needs** (Source: [www.simplypsychology.org](http://www.simplypsychology.org))

McLeod in his work discusses Maslow's theory and figured that Maslow (1943) initially stated that individuals must satisfy lower level deficit needs before progressing on to meet higher level growth needs. However, he later clarified that satisfaction of a needs is not an "all-or-none" phenomenon, admitting that his earlier statements may have given "the false impression that a need must be satisfied 100 percent before the next need emerges" (McLeod, 2020). Thus, the needs are dynamic. Upon accomplishing one to a certain varied extent, people move to the next level. This accomplishment certainly generates a sense of gratification.

### Understanding the interplay

John (2009) in his ted talk also explains that success is a continuous journey, it is not an end result. Throughout our life whenever we get distracted from our goals or stop to work towards them, we experience discontentment. He also suggests that money can't buy happiness, the material outcomes of succeeding have hardly any effect on the level of happiness and contentment. He suggests that in order to be successful the journey is of the

following steps – passion, work, focus, push, ideate, improve, serve and then persist which are not arranged in a linear fashion, rather in a cyclical manner.

Conley (2010) in his talk says that happiness evaporates. It cannot be created and sustained, not even with the achievement one has. We can just create the conditions for happiness to occur. Happiness itself cannot be, but a habitat for happiness can certainly be created.

Habitats can be created for perceiving success as well as happiness. But, the question that arises is, who creates this habitat? Is it the work of an individual or the collective efforts of men? According to the Group-mind theory the individual in the crowd loses his individuality and becomes a part of the crowd which comes to develop its own crowd consciousness. The crowd consciousness supplants the individual consciousness of the individuals. Its working is based on emotions, appeals, suggestions and slogans. Its acts are less rational and more emotional. It is an irresponsible mind focusing its attention on some immediate object. Its mental level is very low. It becomes easily excited and acts in a hypnotic way. It is on this account that individuals behave most irrationally in a crowd than otherwise behave individually (Shah, 2017).

The working of mind has been the subject of psychologists. The most famous theory of Sigmund Freud also describes the functioning of the psyche as affected by the drives. Mental states are influenced by cathexis, i.e., the amount of mental energy invested in a person, an idea or an object and anticathexis, i.e., the act of ego blocking the socially unacceptable needs of id (Cherry, 2020).

Interestingly, the process of perception comprises of 5 stages – simulation, organization, interpretation-evaluation, memory and recall (DeVito, 2009). Research also suggests that self is perceived in relation the social framework (Coopersmith, 1967).

### **Conclusion**

Research studies advocate the intertwining nature of happiness and success. While there are studies that found that happiness is a determinant to success, there are yet others that point otherwise, i.e., success follows happiness. What becomes important is to have an understanding of how one perceives happiness as well as success. Upto what extent one values the interpretation of the collective mind of the society and how much emphasis is laid on one's self-beliefs regarding success and happiness. Perhaps this is what would determine, whether success come first or happiness.

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## **CONFLICT RESOLUTION: STEP TOWARDS PEACEFUL SETTLEMENTS**

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### **Abstract**

The concept of conflict resolution is not new. The state structure is dynamic in its origin. In today's system, states engage with one another in various areas, including commerce, international security, tourism, cultural exchanges, and nuclear weapons management, to name a few. When governments across different nations work together, there may be certain places where they disagree. States who tend to maintain and raise their strength and stature in connection with one another, rather than cooperating and coexisting, are inextricably drawn into hostilities. Because of their lack of concrete material and clarity, goals such as enhancing reputation, increasing influence, and promoting politics have sparked debate and clashes defined limits. This paper analyzes the basic concepts of conflict resolution is to avail as peaceful means of decisions among the states.

**Keywords:** *Conflict, Resolution, State, Peace*

### **Conflict Resolution**

In 1962 Holsti, has defined conflict as “a situation involving incompatible collective objectives and the possibility of armed conflict between two or more governments”. The emergence of conflicts in the world economy has forced countries to improve dispute resolution strategies. Over the years, the techniques for dispute resolution have been established. It can be overcome either by peaceful approaches or by punitive measures, if not then. There are various and complex interactions between states in the modern system. The States are group according to areas of their mutual concern, such as commerce, international security, tourism, technological collaboration, cultural interactions, nuclear arms monitoring and so on. Almost all partnerships have tension characteristics. Except in the most cooperative government, there are certain points of conflict. Considering in general, not exclusively, the governments of National countries are the autonomous party to an international dispute which mostly control the pivotal wealth, entry of trade, treaties, the international revolt, and the abolition of a hostile regime. Among many other issues, the states strive for achieving other goals, which may include like to occupy the additional or extra land and territory of other states (Aubert,1963).



Their claims, acts or both will go against other parties' desires and targets either to accomplish or protect those goals. Perception of conflict every state faces each other through the form of conflict contact. State A, upon its undecided, issues claim to State B, on the dispute end, which is responsible for responding. State A is the request producer, emphasizing those requirements. Sovereign nations are both, the market maker, and the decision-maker. Decisions made by State B will not be under State A's demands and are not binding; they must agree, and where they refuse to do so, disagreement arises. (Aureli, de Waal, & Waal, 2000).

### **Conflict and Crisis**

Crises are the most severe and dramatic mode of confrontation in the global community. In 1984, Snyder characterized the international crisis as follows: "An international crisis is a sequence of interactions between the governments of two or more sovereign states in severe conflict, short of actual war but involving the perception of a dangerously high probability of war."

It is not only a crisis between foreign states; it may even be a domestic or cultural crisis. "Conflict is a situation of crisis at domestic or international level." The two states may have opposing viewpoints on each other. Divergences in perspective give rise to crises. Divergence is described as a clash of interests and behaviour. When the values of two groups or two states diverge, a conflict will occur. For example, the Muslim liberation struggle was a crisis in which more than one religion clashed. The following are the most critical aspects of a concern in the eyes of policymakers:

- (a) Unanticipated conduct by the adversary.
- (b) Feelings of impending doom.
- (c) The perception of a finite amount of time to decide or respond; and
- (d) The perception of tragic outcomes if nothing is done

If there has been a prior dispute, none of these incidents or perceptions is likely to occur. As a result, misperception, misunderstanding, a lack of teamwork and confrontation are all factors that contribute to conflict. The lowest degree of dispute between states is disagreement. The severity of the crisis has increased. When states refuse to negotiate, a problem occurs. As a result, conflict may be described: "Conflict is a net result of disagreement between two or more than two states" (Burton, Mason, & Dukes, 1990).

## **Models of Conflict**

There are few conflict models that can be distinguished. Some of the versions are principal, and others are secondary.

### **Principle or Primary models are basically of two types: -**

Non-violent conflicts

Violent conflicts

### **Non-Violent Conflicts**

Non-violent, conflicts are those which are essential to a negotiated solution that should be settling by political means. International forums such as the UN use political techniques to try to sway public opinion in their favour. During the 1971 conflict, for example, former Indian Prime Minister Indira Gandhi set up anti-Pakistan propaganda worldwide. The conflict is resolved by mediation, consultation, and arbitration. The justification for nonviolent fighting is the same as for war, with the fact that the states concerned determine that the costs and threats associated with the contested aims mean that the battle should be waged at a low strength in commitment. Economic conflict is an example of nonviolent conflict that would not typically result in military force or war. States and corporations engage in economic activities for profit and using weapons will reduce such profits. Since economic transactions are ubiquitous, economic competition is the most prevalent form of conflict in international relations. (Deutsch, Coleman, & Marcus, 2011).

### **Violent Conflicts**

Violent wars are those in which war is seen as a tool of peace, and pursuing national goals, and a means of resolving disputes in one's favour. "War, a condition in which two or more than two states carry on a conflict by armed forces, is a common form of armed international conflict." Wars are typically sparked by conflicts of interest rather than disagreements about the belligerents' respective interests. Territorial boundaries, racial hatred, revolutions, and other issues are at the heart of these wars. Border wars are among the most intractable in foreign affairs, for both states value their home territories with almost fanatical devotion. States should not give up land in exchange for money or any other form of monetary compensation. International disputes over government authority are the most likely forms of conflict to result in bloodshed. They often concern central issues of state sovereignty and legitimacy, the stakes are always high, and the interests of the parties involved are often entirely opposed. Violent tensions occurred over the jurisdiction of other countries' regimes. When one state wishes to change or overthrow the government of another state, then two

states are still at odds. Furthermore, other parties opposed to changing the second state's government might be in dispute with the first state. (Ramsbotham, Miall, & Woodhouse, 2011).

### **Secondary Models**

There are more than three types of secondary models:

**Balancing Objective Model:** This is applicable to the restoring and maintaining equilibrium in the two states. They attempt to preserve the strategic balance between themselves to maintain the status quo. “The balancing objective conflict is typical in a multipolar international system characterized by a wide dispersal of power.” In such cases, the actors in an interstate dispute are mainly concerned with restoring the system's disturbed equilibrium.

**Hegemonic Objective Model:** It's a common phenomenon of international affairs. It arises from the centre states' contestant rivalry to establish successful control over the rest of the system and the financial and political gains that come with it. While the balancing purpose model provides for the status quo, the hegemonic model depicts a more offensive dictatorship scenario.

**Revisionism vis-à-vis Status Quo:** When a strategy of expansion clashes with the interests of a passive status quo regime, a recurrent type of dispute emerges. In comparison to revisionist powers, the competing states' goals are complementary. The revisionist state aims to strip away a particular entity or benefit from the passive, while the status quo state seeks to keep what it already has. Dispute Resolution Because of the presence of rivalry in the global economy, governments have been forced to adopt techniques for resolving their differences. Conflict settlement is the general concept for the production and application of nonviolent solutions for resolving conflicts using alternatives to aggressive means of leverage. The strategies for resolving international conflict that have evolved over the centuries can be divided into three categories:

- a) The Pacific conflict resolution methods.
- b) Non-violent coercive procedures; and
- c) Armed coercion procedures (Wallensteen, 2018).

### **Pacific Methods**

A multitude of nonviolent alternatives to conflict are possible via pacific resolution approaches. They are categorized as military, political, or judicial in general.

They are as follows:

### **Diplomacy**

Diplomacy is a method of resolving diplomatic conflicts. It is the art of confronting or persuading an enemy to resolve a conflict mutually. In national politics, diplomacy should be used to resolve the issues. It may be used to resolve political and ethnic conflicts peacefully. It entails direct relations between governments. In his 1922 *guide to diplomatic practice*, Sir Satow explained diplomacy as follows: “The application of intelligence and tact to the conduct of official relations between governments of independent states.”

Diplomacy is the method of communicating between states by duly approved delegates.

### **Communication**

The delegates or diplomats defend state rights and mitigate tension, cooperation between states is almost a constant process been carried via communication. Diplomacy plays a vital role in resolving complex disputes. States may use a range of tactics to pursue their disagreements and escalate their disputes, but diplomatic mechanisms are the most successful at managing and reducing tensions between them.

The following diplomatic approaches for settling conflict should be used:

- a) Direct negotiations,
- b) Good offices,
- c) Mediation,
- d) Conciliation.
- e) Deterrence
- f) Judicial methods
- g) Arbitration
- h) Adjudication

### **Direct Negotiations**

These various types of diplomacy are less systematic than legal or arbitral settlements. If the parties to a foreign conflict want to discuss their disagreements rather than threaten or clash over them, they will resolve their differences by mediation. Bilateral and multilateral diplomacy should be used in direct negotiations. Negotiations between heads of state, directly by ambassadors and other accredited diplomats of the parties involved, or by an international conference can be held (Coxhead, 2002).

**Good Offices**

It is permissible for foreign parties to provide their services to broker a solution when two states cannot negotiate a compromise and ties between them become strained. It is possible to use the strategy with healthy workplaces. A "tender of good offices" is a polite request for the third state's assistance in maintaining or restoring peace. It is frequently extended at the behest of one of the disputants, and it is commonly done during a break in diplomatic relations or after a conflict. If both sides agree, the third state will send or make proposals for a resolution between the parties. actual "mediation" happens in the latter situation. According to Goldstein et al., most dispute settlements in 2001 relied on a third party to between two disputing groups.

**Mediation**

Mediation is a process in which a neutral party voluntarily participates in the talks and has good offices. It seeks to resolve the opposing arguments and satisfy the contending parties' shared resentments. The mediator is not allowed to apply its own solution to the issue. However, they are encouraged to take the lead in offering formulas. It is stipulated in the first convention of the First Hague Peace Conference of 1899 that "the function of a mediator was declared to be that of reconciling the opposing claims and appeasing the feelings of resentment which may have arisen between the states. At variance most of the today's international conflicts have one or more mediating parties working regularly to resolve the conflict and violence". There is no complex and quick law on which types of third parties can mediate in the conflicts. The United Nations is now the world's most potent mediator. Regional bodies such as the European Community and the Organization of American States mediate inevitable regional tensions. Mediators should consciously recommend options based on an evaluation of each party's demands and desires. Since no process has a protocol for performing a detailed analysis of the law's evidence, both moves may be considered a prelude to the more advanced procedures of conciliation and inquiry. The term "inquiry" refers to resolving a dispute by forming a commission of inquiry. A coalition like this, made up of an equivalent number of delegates from each of the disputing groups and one or two from other countries, helps to resolve the dispute. In contested borders, a boundary board can be formed to investigate the historical and geographical details at hand, thus resolving the issue and allowing for a boundary resolution. The commission of inquiry's sole purpose is to establish the truth of controversy through a fair investigation (Clove, 2002).

**Conciliation**

Conciliation is a process that incorporates both investigation and mediation. It denotes the referral of a case to a tribunal or committee to prepare a report of mediation recommendations for the parties, with the proposals not being legally binding. Judge Hudson claims in 1922 that, “Conciliation is a process of formulating proposals of settlement after an investigation of the facts and an effort to reconcile opposing contentions. After that the parties of the dispute are being left free to accept or reject the proposals formulated in the settlement of difficult conflicts. The conciliation amplifies the calming effects of both, mediation and investigation”. It is the most systematic diplomatic and strategic tool for resolving international disputes. It is especially useful in serious political conflicts because, unlike more rigid judicial or legislative processes, it is more adaptable to changing situations. Its aim is often to achieve harmony by reconciliation rather than justice through the rule of law. Negotiations between two or more states may be used to settle a conflict problem. Bargaining is one of the preconditions for overcoming serious disagreement that arises due to severe crisis.

**Deterrence**

Deterrence is a negotiating tactic. Bargaining is the process of adjusting or synthesizing divergent expectations or critical political objectives with the aim of preserving major self-interests.” Bargaining may be defined as “tacit or direct communication in an attempt to reach agreement on an exchange of value that is, of tangible or intangible terms that one or both parties’ value” (Jianxin, 1987).

**Judicial Methods**

Judicial conflict resolution approaches are attempted to standardize the terms and practices that govern the resolution of conflicts. Arbitration and adjudication are the two judicial processes. Solutions are found through the application of law and, in some cases, equity, but they expressly preclude political settlement since only civil issues can be settled through the courts. Arbitral awards and international court rulings are bindings on the disputing sides, so these processes are referred to as decisional or binding.

**Arbitration**

Arbitration is one of the oldest mechanisms for resolving territorial conflicts used by Western nations. It refers a disagreement or controversy between states to a third party is selected at the parties' discretion and makes an award. Arbitration is a mechanism in which all parties



commit ahead of time to follow a compromise devised by a mediator. In any case, the parties bring their claims to the arbitrator, who then agrees on a fair settlement. (Randall, 2004).

For Example: When the Israelis and Egyptians cannot come to an understanding of their own, they sent their border dispute over the Taba hotel for arbitration. (Gelvin, 2014).

Arbitration, at the most basic nature, entails the parties to a dispute negotiating a bilateral treaty, known as a compromise, they simply state the dispute to be arbitrated, appoint the arbitrators, and specify the code of practice and legislation to be enforced. When a conflict isn't resolved by a single arbitrator, such as the sovereign of a third country, a tribunal is formed, generally composed of one or two citizens from each of the disputing countries, as well as one or more nationals from other countries. These can be included in the agreement. The umpire usually is one of the outsiders. Hyde stated arbitration in 1909 as “an impartial adjudication according to a law and that before a tribunal of which at least a single member, who is commonly a national or a state neutral to the contest, acts as an umpire.” The tribunal makes a verdict by a majority vote and sends the disputants a written statement of the prize. The parties are bound by an arbitral award. It will, however, be refused for a variety of reasons. Except for the procedure of selecting judges, the arbitration procedure is similar to that of adjudication.

### **Adjudication**

International issues should be resolved using laws of law by a duly appointed international judicial tribunal. The International Court of Justice at The Hague, which succeeded and maintained consistency with the Permanent Court of International Justice, is the only general instrument of judicial arbitration currently available in the international community. The court is expected to rule on the case using international law, and its authority is usually limited to legal questions. The government would not accept a dispute settlement approach with a flawed legal status in a tense situation. The majority of the disputes have significant legal components, either or more sides refuse to characterize the case in legal terms because their political goals and activities are incompatible with current legal standards or authority. In such situations, due to increased disputes and disagreements between the two countries, a justifiable dispute is not resolved by judicial proceedings. There is also the issue of current international law's origins and governmental perceptions to consider (Kadish, 1956).

### **Coercive Procedures Short of War**

If pacific processes fail to achieve satisfaction, states resort to punitive yet peaceful means of resolving disputes. The recall of ambassadors, dismissal of competing states' diplomats, refusal of approval of a government, cutting off diplomatic ties, and termination of treaty commitments are both nonviolent repressive strategies. The class of acts involving coercion but not war, such as blockade, boycott, prohibition, reprisal, and retaliation, is more clearly "unfriendly." (McDougal, & Feliciano, 1957).

### **The Pacific Blockade**

It appears to have been used for the first time in 1827, and there have been about 20 events since then. It is also a method of resolving disputes that do not include the use of coercion. It is, however, sometimes used peacefully. The blockade of a belligerent state's ports is a traditional naval activity during times of war. Its primary purpose is to compel the state whose ports are blocked to comply with a blockading state's order for satisfaction. (Hogan, 1908).

### **Retorsion**

Another aggressive tactic for settling a dispute that isn't war is retorsion, which is described as an unfriendly yet lawful act by another state. It is not a military operation. The most well-known example of retaliation is the severance of diplomatic relations.

For example: after Iranian civilians occupied the US embassy in Tehran in 1979, the US severed diplomatic ties with Iran.

Revocation of diplomatic rights or the suspension of fiscal or tariff concessions are examples of such forms of retaliation (Ronzitti, 2016).

Example: President Jimmy Carter's refusal to invite athletes from the United States to compete in 1980 was an unprecedented act of retaliation. The Winter Olympics is held in Moscow. His decision was made in defiance of the Soviet Union's 1979 invasion of Afghanistan (Uriah, 2006).

### **Reprisals**

Reprisal is another aggressive process. States use these techniques to obtain damages from another state by retaliatory steps. It refers to punitive action taken by one state against another to settle a conflict caused by the latter's unlawful or unjustified conduct. Nonviolent coercion, such as the capturing of land or a naval blockade, or violent coercion, such as an armed assault, are examples of nonviolent coercion. Reprisals usually are considered

unconstitutional, although retorsion refers to retaliatory behaviour to which there is no legal objection. Only if the object of retaliation is to bring about a fair resolution of a conflict are retaliations justified. (Mitchell, 2001).

### **Outcomes of International Conflict**

The term "outcome" refers to any kind of final consequence of a confrontation is distinct from the formal diplomatic procedures. The following are some potential dispute consequences or resolutions:

**Avoidance:** When two states follow agendas, principles, desires, or roles that are contradictory, one potential option is for one or both sides to withdraw physically or from bargaining positions or to cease the acts that initially triggered aggressive responses.

**Conquest:** It means that the conflict's end goal may be victory, which involves overwhelming the enemy via intimidation (Maoz, 1984).

**Submission/Deterrence:** It means that one side has retreated from a previously owned value, status, or interest from the opponent's successful attempts to drive him out.

**Compromise:** Compromise occurs as the parties give up any of their original goals, positions, requests, or acts.

**Award:** The fifth is the 'award,' a complex result founded on consensus under which the opponents commit to a deal reached by non-bargaining processes. An award is any legally binding determination or collection of conditions made by an impartial third party that specifies the substantive term of a settlement (Fisher, 1995).

### **Conclusion**

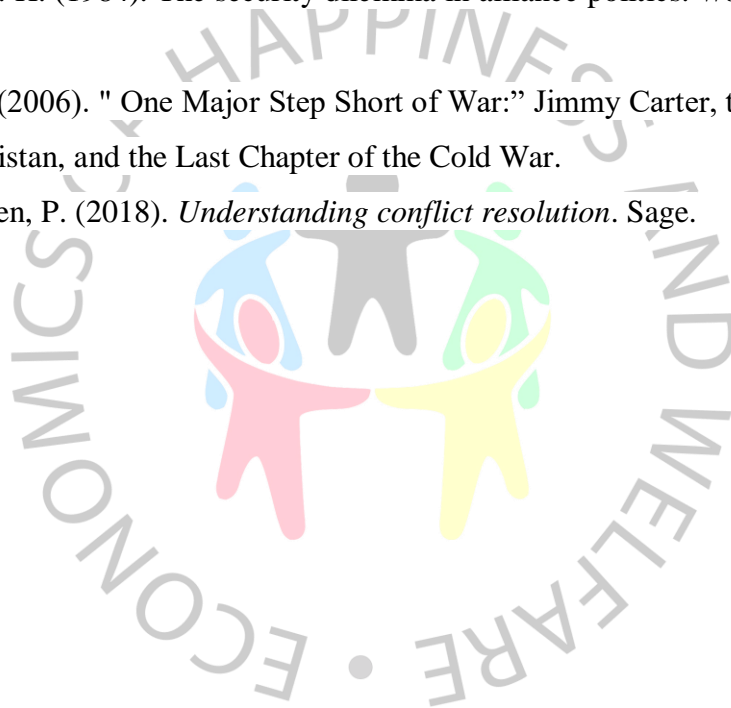
International disputes usually do not have a formal resolution, such as mediation, avoidance, settlement, victory, or recognition, but often last for a long time until the parties recognize a new status quo as partially legitimate. Most diplomatic disputes are settled with both sides learning to deal with the situation over time, even though their official views are incompatible.

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## GREEN CONSUMPTION BEHAVIOUR AMONG YOUNGSTERS PAVES THE WAY FOR A HAPPIER SOCIETY

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### **Abstract**

Our planet earth has a natural environment known as 'Eco system'. Engineering development is resulting in resource depletion and environmental destruction. Due to the rapid changes in the background which is associated with different industries, are causing numerous arduous effects and are considered non- environment friendly. Green behaviour is the only choice to overcome the problem of this era and it is made by the consumer, whether or not to buy an eco-friendly product, this study analyses green consumer behaviour among young consumers. Unawareness about green products and their unavailability in the market emerges as the significant barriers to the green purchase. Hence from this project, I can be satisfied with the fact that we have a promising young generation and I am sure with the evolution of technology and science, better innovations are yet to come for preventing our "Mother Earth" from further deterioration.

**Keywords:** - *environment friendly, green consumer behaviour, green products, youngsters*

### **Introduction**

The phenomena of the physical world collectively, including plants, animals, the landscape, and other features and products of the earth; apart from human creations is called Nature. Nature plays an essential role in our day-to-day life. According to the words of E.O WILSON, "Nature holds the key to our aesthetic, intellectual, cognitive and even spiritual satisfaction". Seeing the tiny flower buds sprawling in the sun portrays signs of new enlightenment and a new beginning every day. Every time we connect with nature; we connect with our God the creator, which remind us with our sole purpose of being a human being the guardian of the mother nature. Human consumption patterns have been changed owing to a rapid growth in the world population, which has affected directly and indirectly the well-being of people. This consumption has created several potential damages to the environment, such as global warming, increased environmental pollution and decline in animals and plants. Throughout the time, people's health in a community and an individual level has been affected by ecological difficulties. Because of these reasons, customers are



becoming more alarming in their ecological preferences, purchases and attitudes. Green consuming behaviour (GCB) refers to purchasing environmentally friendly product, also referred to as sustainable or green products. Environmental protection worldwide has led to extensive attention from academia, while green consumption has been regarded as the solution to ecological and social problems. In accordance, young customers are usually much attracted to consuming environmentally friendly products. Because of these reasons, it is essential for organizations and governments to identify their knowledge, attitudes and buying behaviours of green products and plans to encourage their concern towards green purchase. By maintaining these practices, ultimately paves the way for a happier space in this world.

### **Significance of the study**

It is high time for a human beings to take the right action towards saving the earth from major environmental issues. If ignored today, these ill effects are sure to curb human existence shortly soon, awareness about environmental matters is growing day by day. Product is changing every day with regard to product attributes and environmental consideration is the key factor influencing buying decisions among consumers. Hence the study focuses on examining the level of acceptability and reach of green products among young consumers in the markets. As William Wordsworth says, “Child is the father of man”. If we foster the sustainable consumption pattern in younger generation, actually we are training the upcoming generation, ultimately protecting the environment in its sense. It is a social attitude and movement in the modern era, mainly aimed at encouraging people to be more aware of the firms’ production processes and buy or use products and services that do not harm the environment. So, this study sounds good at this time.

### **Review of Literature**

- Ruut Veenhoven (2008) - “Sustainable Consumption and Happiness” showcase that Sustainable consumption by the present generation will only add to the happiness of future generations if it prevents major ecological disasters.
- Jing Jian Xiao and Haifeng Li (2011), in their study “Sustainable Consumption and Life Satisfaction” examine the association between sustainable consumption and life satisfaction. One aspect of sustainable consumption focused on in this study is the environment-friendly purchase or green purchase. Consumers who reported green purchase intention and behaviour had higher scores in life satisfaction compared to other consumers.

- Fadime Aksoy and Nuran Bayram Arlı (2019) - “Evaluation of sustainable happiness with Sustainable Development Goals: Structural equation model approach”, states that the purpose of sustainable development is to improve the quality of life of people of the world. It could only be possible to discuss sustainable welfare and happiness for all when and if we achieve sustainable development. It was found that the environmental dimension of sustainable development has a positive correlation with sustainable happiness.
- Christian Krekel and George MacKerron (2020) - in their study “How Environmental Quality Affects Our Happiness”, reflects the growing awareness of the significant role that the natural environment plays in our happiness. It is the first in the World Happiness Report series to look at how environmental quality shapes how we feel and evaluate our lives.
- Preeti Sehgal and Neha Singh (2010), in their study titled “Impact of eco-friendly product on consumer behaviour”, states that consumer choices reflect not only price and quality preferences but also social and moral values, as witnessed in the remarkable growth of the global market for the organic and environmentally friendly product. This process is a green consumer.
- Nazanin Shabani (2013), in his research article “The study of green consumer’s characteristics and available green sectors in the market”, states that manufacturers have found that informing consumers about the effect of their products and production process on nature and the environment is necessary to retain customers who are strongly concerned about the surrounding natural environment.

### **Objectives of the study**

- ✓ To examine the awareness and attitude towards green purchase among youngsters.
- ✓ To explore the barriers to their eco-friendly purchase.

These objectives ultimately showcase the gladness among the respondents through their sustainable practices.

### **Data Sources and Methods**

The present study is based on primary and secondary data sources. The secondary data has been collected from newspapers, related magazines, survey reports, and books. The primary data for the study have been collected by conducting the field survey with a pre-designed questionnaire from randomly selected 50 young respondents of the age group (13 to 25) in

Thrissur district of Kerala state. Various tables, graphs, percentages are used for the descriptive data analysis.

## Results

### Secondary data analysis

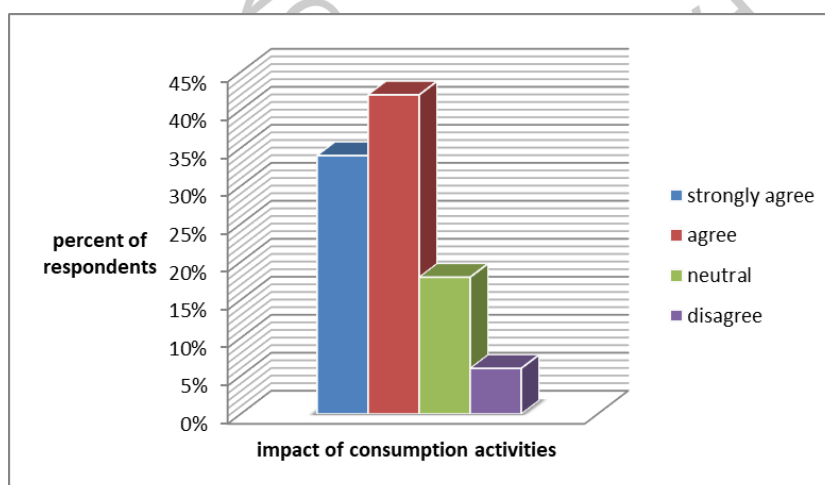
Consumers - particularly Millennials - increasingly say they want brands that embrace purpose and sustainability. Indeed, one recent report revealed that specific categories of products with sustainability claims showed twice the growth of their traditional counterparts. In one recent survey, 65 per cent said they want to buy purpose-driven brands that advocate sustainability.

Unilever reports that a third of consumers are now buying from brands based on their social and environmental impact, More than one in five will actively choose brands that are transparent about sustainability efforts in their packaging and marketing. Data monitor's latest survey titled 'Green Consumers in India' finds that the Indian consumer is increasingly conscious about using environmentally friendly products. According to the study, making green choices is a high priority for around 60 per cent of Indian consumers. Green practices have a positive impact on market performance. Especially the younger generations have made a remarkable change in their purchasing pattern.

### Primary data analysis

#### Awareness of detrimental effects of Consumption on Environment

**Figure 1: Awareness about negative effects of consumption activities**



Source: – Primary data

Thirty – four per cent of the survey respondents strongly agree that the consumption of the necessities and purchases impacts the environment. The response percent of each option is 42

percentage, 18 and 6 percentage of agree, neutral and disagree, respectively. The total of the favourable votes strongly agrees and agree 76 per cent. Therefore, the analysis of this statement stays as proof of the harmful impact of consumption in the ecosystem.

### Is “Environment Friendly” a vital term?

The table below figures the relevance of the term ‘eco- friendly’. Seventy-six per cent of the total respondents have strongly agreed to this notion. None has raised a disagreement for the statement. The 6 per cent among the respondents are neutral to the idea and, 18 per cent of the survey respondents agreed with the statement. Overall, the response table gives us a positive outlook on the relevance of this term.

**Table 1: Relevance of the term “eco - friendly”**

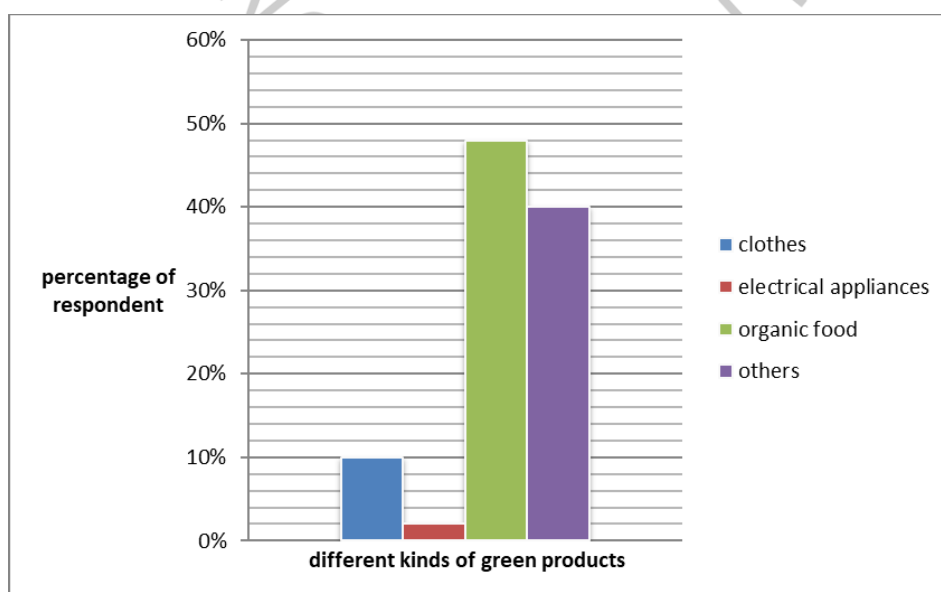
OPTIONS	FREQUENCY	PERCENTAGE
Strongly agree	38	76
Agree	9	18
Neutral	3	6
<b>total</b>	<b>50</b>	

Source: – Primary data

### Varied kinds of green products that are common among the respondents

The world offers an infinite variety of green products. Natural products like bamboo, linen, organic wool etc. are making sense in the modern scenario of the textile industry.

**Figure – 2: Sustainable Products preferred by the consumers**



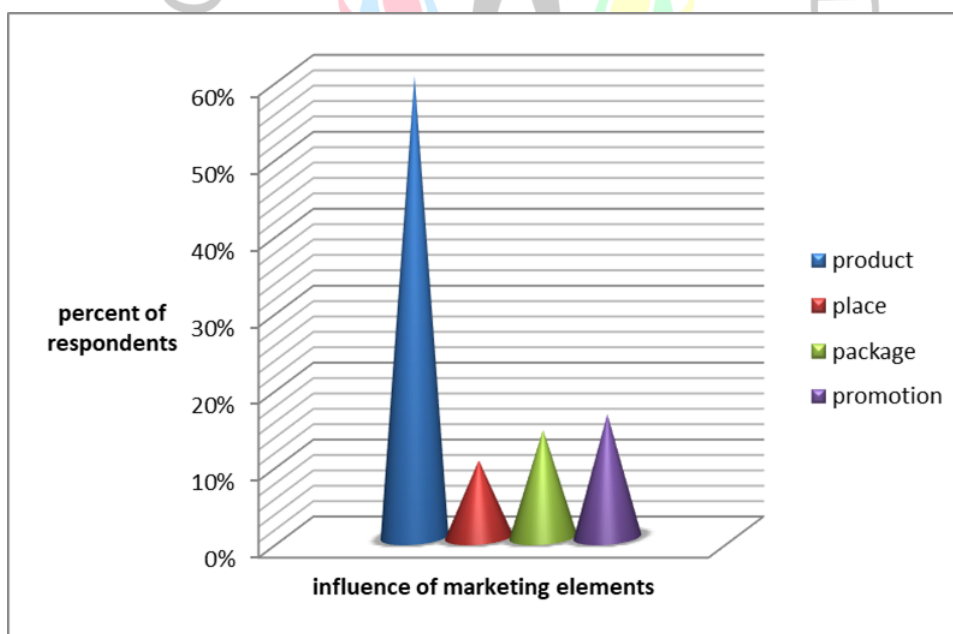
Source: – Primary data

The suitability and durability of the products give it a longer life span in modern trends. The usages of solar charging appliances, electronic cars are the green updates in the techie industries. The graph gives a preference status of green products that are 48 per cent prefer organic food items. Clothes and electrical appliances are selected by 10 and 2 percent respectively. Rest 40 per cent has shown their interest in other green products like paper bags, seed pens, and solar speakers and so on.

### **Influence of marketing elements in attracting green products**

The marketing element plays an vital role in deciding consumers purchasing behaviour. In other words, factors that attract consumers towards green shopping. There are different kinds of marketing elements in this economy. Product, package, place and promotion are some typical examples of marketing elements. Producers use this element in their products to stand different from other products in the markets. Here we discuss certain features which make green different in this market. It depicts that 60 per cent of samples prefer the marketing element call “product”. Other aspects like place, package and promotions have the percentage like 10, 14 and 16 respectively.

**Figure – 3: Marketing Elements attracted by the consumers**



*Source: – Primary data*

### **Intention of Buying Green Products**

The intention is a mental state that represents a commitment to carrying out an action. Here we discuss certain factors which influence the buying behaviour of the products. The below table shows the intention of buying decisions of consumers. It shows that nearly 50 per cent

of the consumer's intention is for serving the environment. Another 36 per cent opt for health factors. Peer pressure and social recognition have significantly less influence on the purchasing decision of the consumers. It is 10 and 4 percent respectively.

**Table – 2: Reasons for Buying Sustainable Products**

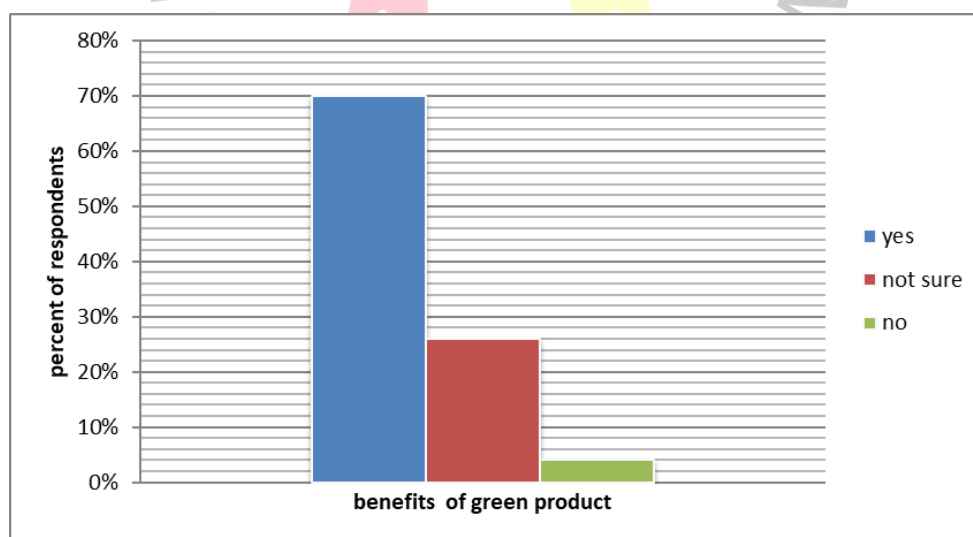
OPTIONS	FREQUENCY	PERCENTAGE
For serving environment	25	50
Peer pressure	5	10
For health factors	18	36
Social recognition	2	4
<b>Total</b>	50	

*Source: Primary data*

### Awareness About the Benefits of Green Products

The crucial factor that affects green purchase especially is its benefits. Nearly 70 per cent have agreed that they are aware of the benefits of green products and 26 per cent are not sure about it. Another 4 per cent are not aware of the benefits of the green purchase. Of course, the main advantage is the ability to save the environment. With the right eco-friendly products, you can move forward with confidence, knowing you're not causing any harm to the environment.

**Figure – 4: Awareness among the people regarding the benefits**



*Source: Primary data*

### Willingness for Paying More for Green Products

Willingness is the essential first step to make a change in the life situation. The below table depicts the willingness to pay more for the product. More consumers are learning that



sustainable products, i.e. products that have environmental, economic and social benefits from sourcing raw material to the final disposal. The cost of doing so a little high, and the latest researchers are analysing this point, and it sounds good at this time. According to the respondents, all are “neutral” to this factor. They are only 56 per cent. Some consumers “disagree to this notion they are 10 per cent. Certain consumers “strongly agree” and” agree” to this factor is 6 and 28 percentage respectively.

**Table - 3: Willingness for Paying More for Green Products**

OPTIONS	FREQUENCY	PERCENTAGE
Strongly agree	3	6
Neutral	28	56
Agree	14	28
Disagree	5	10
<b>Total</b>	50	

*Source: Primary data*

#### **Factors that discourage from buying green products**

Below table 4 depicts factors that prevent purchasing green products. Amongst the various barriers to buying green products, low awareness about the green products and their cost in the market emerges as the significant barriers, it is 44 per cent and 20 per cent respectively while options like ‘other’ include fear of change, not seen as priority etc and unavailability in the market are the other two barriers identified in the survey. The numerical data associated with these is 18 per cent each, respectively. From the above analysis, it can be concluded that the most crucial factor that influences the buying decision is not cost as generally perceived but is the lack of knowledge about green products. This establishes the necessity for creating awareness amongst consumers on green products.

**Table – 4: Discouraging Factors for green shopping**

OPTIONS	FREQUENCY	PERCENTAGE
Lack of information	22	44
Expensive	10	20
Not easy to find	9	18
Others	9	18
<b>Total</b>	50	

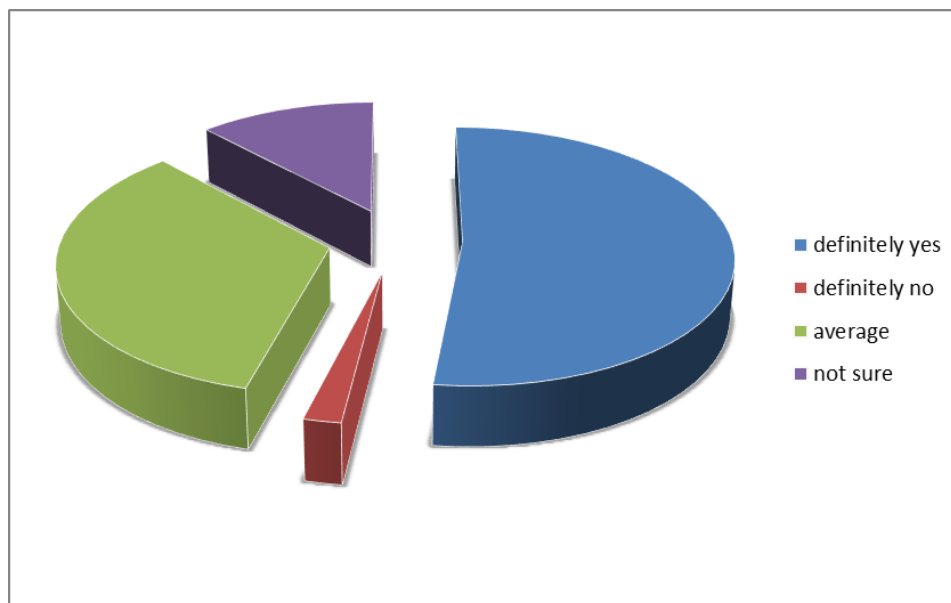
*Source: Primary data*

#### **Quality test of trust on sustainable products**

Survey also showed that trust is an important factor that is used to explore the barriers for green purchase. 52 per cent “definitely agree” that they trust the quality of the product. 2 per

cent “definitely no” to this notion in this analysis. Various other options like average and not sure are 34 and 12 percentage respectively. Once “trust” gets crumbled, then product is discarded from the marketing circle. So, trust is an essential factor in this society.

**Figure – 5: People who trust the quality of the green products**



*Source: Primary data*

## Conclusion

In today’s fast - paced life, understanding the importance of protecting our environment from further damage is essential, and this study doesn’t fail to make you know it. The chosen area for the survey is Thrissur, mainly focusing on the upcoming generation. The socio-economic characteristics of the respondents are given with respect to age, education, economic status and area from which I get to know that the respondents are mainly between the age of 16-20 with the highest ratio of female respondents primarily from amongst the college students, those who are of the APL section living in urban areas.

Almost everyone agrees that there an impact on the environment due to their consumption activities. The survey showcases importance of the term “environmentally friendly” and 76 per cent of informants strongly agree with this term. Organic food is the most common type of green product preferred among the respondents in this study. The “product” is an important marketing element that attracted consumers towards green products. The primary intention for choosing green products is for serving the environment. Seventy per cent of the consumer in this study is aware of benefits associated with eco – friendly products. Consumers are neutral for charging high prices for these products, and 10 per cent even

disagree with charging a high price. Unawareness about green products and expensiveness emerge as a major barrier in the green purchase. People generally trust green products; nearly 52 per cent uphold this idea. The study has brought out exciting outcomes in terms of understanding the perception of the young customers. It also tries to justify its objectives and is able to figure out its findings. The study tells that we should be able to prepare our younger generation for creating a better future world and instill them with the proper foundation to be mindful of the environmental impacts so that they can gradually help to reverse the ecological damages done to the Earth in the recent century and governments should also take the initiative for this change.

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## **BHAGAVAD GITA: THE KEY SOURCE TO SPIRITUAL HAPPINESS**

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### **Abstract**

Happiness is the basic objective of all human beings. All the efforts we make are geared towards making us happy. But exactly, what is the meaning of word "happiness"? The universe in which we now reside is a material one. Man leads a life of mechanical nature. Emotions, beliefs and ideas have no place in this world. But every one of us wants to be content for as long as we live. The Bhagavad Gita addresses the question regarding the meaning of happiness and how to maintain it in every phase of life. Just as map helps to find our way, the practicing of principles of Bhagavad Gita helps to reach our ultimate destination of contentment and happiness. The teachings of Bhagavad Gita are a road map to happiness in life. There are many questions that each one of us would have asked ourselves about the purpose of our life. There may be several answers for that but this is certain that everyone needs to be happy in life.

### **Introduction**

Happiness is the feeling and mental state of satisfaction, affection, fulfillment and joy. Happiness has been described and identified through a number of approaches of biology, psychology, religion and philosophy. But no one has reached at consensus about the meaning of happiness.

Life of human being is the most beautiful. Life itself answers to the fact- what the "life" is? For every person it has different meaning. Some people think life revolves around affection while other think that life revolves around the religious observances. Aristotle has defined life in terms of happiness:

"Happiness is the meaning and purpose of life, the whole aim and end of human existence."

The Bhagavad Gita, also called Gita, is a scripture derived from Shri Krishna's conversation with Arjuna during the war of Kurukshetra. The Holy Gita is regarded as the most significant contribution to the universe. Its insights and principles are meant to extend beyond religion and apply to humanity. We must comprehend the Bhagavad Gita to the maximum possible extent and apply its teachings in our everyday lives as the Bhagavad Gita's ideals can be very satisfying when we put them into practice. Just reading the book is not enough but its application in life is must for living happily. At the time of any crisis or any trouble, when there is lot of chaos in life, one must follow the Bhagavad Gita's teachings. As, the Bhagavad Gita demonstrates practical and realistic methods for adapting to stress that people face on daily basis. According to this holy epic-“the key to happiness is reduction of desires.”

The Bhagwad Gita is revered among all. As it deals with the everyday pressures of human beings and constraints people are exposed to. It has similar effect on people of every gender, race and culture. There is no discrimination on the basis of demographic profile of people.

### **Types of happiness as per the Bhagavad Gita**

#### **Sattwic Happiness ( Bhagavad Gita 18:37)**

Sattwic happiness implies that it's normal for spiritual practice to be frustrating or even irritating and disturbing at first. But at the end, it provides joy and comfort. Since it is never poisonous but rather appears to be poisonous to the observer. In other words sattawic happiness is not enjoyable at the beginning but at the end it is joyful.

#### **Rajasic Happiness ( Bhagavad Gita 18:38)**

Rajasic happiness is the joy experience to when ones's sense organs come into contact with the objects. It is opposite of sattwic happiness. Those aspects which were considered as nectar are in actual little poison but very late it is being released.

#### **Tamasic Happiness ( Bhagavad Gita 18:39)**

Lord Krishna described Tamasic happiness as the happiness arising from sleep, laziness, negligence and state of confusion. It is different from sattwic happiness as well as rajasic happiness. Tamasic happiness has no influence and it remains totally inactive. Happiness, whether (sattwic or rajsik) has inferences about their importance and drawbacks. Tamasic happiness goes nowhere and just moans about its own miseries and negativity.

So, we don't need to be concerned about sattwic persons. They would become more relevant in Sattwa. On the other hand, rajasic people have to move forward in order to become sattwic. But we should not think about tamasic people. As, they will remain exactly where they are now.

### **Lessons from the Bhagavad Gita in order to live happily**

- **Good Vision:** When war of Kurukshetra was just about to start, Arjun felt befuddled and defeated. He declined to fight because he could not see the consequences of the war. Having good vision is very necessary in order to understand oneself, maintain right prospective and developing positive attitude in life.
- **Recognizing Change as a Natural Phenomenon:** According to the Bhagavad Gita, everything changes. We realize that everything around us bodies, thoughts, emotions and expectations, is in flux. So, one must learn to adapt to the changes rather than to resist from change in life. It will add innovation, better problem solving approaches and new opportunities in life.
- **Quality of Endurance and Forgiveness:** Quality of endurance should be practiced in order to live happily. Endurance allows us to handle the challenges of life and prevents us from getting provoked. On the other hand, forgiveness allows us to forgive injustice and to overcome the feelings of resentment. These values must be nurtured and maintained in order to live stress free and happy life.
- **Transform One's Mind Set:** Thinking positively helps us to maintain a healthy outlook, remain calm, resolve negative thoughts, plan well to achieve the objectives of life. So, negative thoughts should not be allowed to control one's mind. Sense of gratitude helps to cultivate positive thoughts and happiness in life.
- **Keep a Calm Mind:** Keeping a calm mind will help us to restrain our urges, remain unfazed and optimistic in all times and keeping the stress level under control. It also assists in gaining clarity of mind, weighing our choices and challenging our energies into productive activities. The realization that transition is unavoidable assists us in remaining calm and happy throughout the life.
- **Working for Common Good:** In our country, the majority of acts are carried out for own gain. We seldom consider the consequences of our decisions. This attitude makes us greedy and isolates us from the rest of the world. Our decisions should become inspiration for others and it will ultimately lead to self satisfaction and happiness in life.



- **Be Fearless:** Fear is the most primal emotion that every person possesses. Fear emerges in human beings as a result of inadequate information and as a result, there is incapability to control emotions. So, we should endure the pursuit of understanding and wisdom.
- **Control Anger:** Anger impairs one's ability to think, resulting in state of panic and confusion. It reduces our mental clarity and keeps us away from achieving the objectives. The traumatic encounter leads to depressive feelings and encourages us to engage in harmful behavior.
- **Dreaming Big:** The most incredible achievement of people is based on their dreams. One should not be afraid or hesitant to dream big. So, we should not allow simpler objectives to divert attention away from our ultimate goal.
- **Accepting the Reality that Nothing is Permanent:** The Bhagavad Gita teaches us that no object is permanent in this world. So, this fact must be accepted in order to live happily.
- **Perform Good Deeds:** As, it is well known fact that everyone was born empty-handed. And in the same way, after death we will leave our motherland. Hence, one should not always focus on accumulating the wealth. Rather we should perform good deeds and it is ultimate source of happiness and self-actualization.

#### **Important lessons from Bhagavad Gita chapter wise**

Chapter 1: The root cause of our all problems lies in wrong thinking.

Chapter 2: Right knowledge and its proper application is solution key to all our worries, anxieties and problems.

Chapter 3: The ultimate path to progress and prosperity can be achieved to selflessness. Don't sit idle. We have to believe in action.

Chapter 4: our action should be based on knowledge. Don't become like machine and act, listen to knowledge and inner self too.

Chapter 5: Material happiness leads to ego, which is root cause of all problems. To gain spiritual knowledge renounce the ego of individuality and believe in the bliss of infinity. All happiness in the material world has a beginning and an end, but happiness in Krishna is unlimited, and there is no end.

Chapter 6: Meditation is a way to connect to higher consciousness and we have to do it daily to grow spiritually.

Chapter 7: Live what you learn.

Chapter 8: Never ever give-up on yourself.

Chapter 9: feel gratitude. Always count your blessings.

Chapter 10: God is omnipotent, omnipresent and omniscient.

Chapter 11: Lord Krishna is creator of all attributes i.e intelligence, knowledge, truthfulness, mental and sensory control, birth, death, fear, infamy all good and bad and only devotional service helps one to develop positive traits.

Chapter 12: God is the generator, operator and destroyer. We should surrender ourselves to the will of God.

Chapter 13: detachment from materialistic things and assets and connect to almighty Lord /divine to attain spiritualism. It is only ultimate path to true happiness and solace.

Chapter 14: Live a way that reflects your vision.

Chapter 15: All beings are transient as body but eternal within the Self. So we should give priority to divine.

Chapter 16: Being good is a reward in itself.

Chapter 17: it is a sign of strength and power to choose right over the pleasurable.

Chapter 18: let's go let's move to closer to oneness and union with divine.

### **Conclusion**

The doctrines of Bhagavad Gita are universally truth in nature and its lessons are still relevant and practically used even today, after thousands of years. These teachings cover all the phases of life. If a person follows the principles of the Bhagavad Gita, it can help one to live happily throughout the life. The primary purpose of Bhagavad Gita is to put a light on the realization of divinity for mankind. The Bhagavad Gita also describes the distinction between matter and spirit in structured manner and offers practical approach to spiritual elevation. As a result, the Bhagavad Gita assists in comprehending how a person's ignorance affects the spiritual dimensions in life. It focuses on Karma rather than expecting for rewards in return. The biggest rivals of happiness are anger and Desire. Therefore, one should adopt the principles of Bhagavad Gita in order to live a satisfied and prosperous life with immense happiness and pleasure.

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**A STUDY ON INCLUSIVE SOCIETIES AND WAY TO THE HAPPIEST SOCIETY****Reshma M**

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**Abstract**

The core objective of the paper is to scrutinizing features of inclusive societies and how policy makers can ensure happiness of societies. All countries which may they are developed or sometimes underdeveloped will be having some glorious datas of development to showcase but still if a detailed study conducts the unveiling truth will be unprojected poor societies which is pathetic. Human being are born free any different so definitely they deserves equal life without any marginalization. Hence this paper attempts to find unnoticed inclusive societies and to critically analyze problem of society. So that can find ways to make the social life happier.

**Keywords:** *Inclusive society, marginalized society and economy of happiness.*

Society is an entity in which there are individuals, groups and organisation who are seeking to stay together by sharing traditions, values, languages, interests and other things. Although the society especially of developed countries may appear prestigious, definitely there too can find some societies which is away from mainstream society for example inclusive society. Is inclusion a way to happiest Society? An inclusive Society is a society where people participate in social, economic, political and cultural process irrespective of their caste, gender, age, faith, beliefs, origin, religion, disability or other status. It is a society where people can participate in all aspects of their societal activities. They can freely express their views, voice, decision, choice etc. This society should be based on fundamental rights like freedom of speech, expression and opinion, right to life and liberty and many more. It should consider the needs of those people who are away from mainstream Society. In inclusive Society people are treated as fairly and equally. The main purpose of moulding an inclusive society is that people can enjoy the freedom of speech, right to education, can participate in politics, health, in the process of economic growth and development. Economics of happiness focus on how macro level variables like economic security, quality of work, leisure time, quality of consumption affects happiness. There are also other measures which include income, life expectancy, social support, freedom, trust and generosity to measure happy

Society. Scandinavian countries which usually top the global happiness index (Finland stands first) as per global happiness report 2020. A happiness indicator helps to ensure that growth is inclusive by means of creating opportunities for all segment of society.

Greater social inclusion means people are less likely to experience discrimination, inequality, greater access to education, health, employment and other business opportunities and also participate in growth and development process. Here by achieving social inclusion the major benefit that occurred due to economic growth can reach out to the every section of the society. In order to ensure social inclusion there is a need to analyze and understand the process through which people are excluded from the mainstream society are living in very poor conditions and also the basic facilities, benefits and opportunities that are enjoyed by others. The concept of inclusive society shows the capacity to put an end to the causes of social exclusion and there by ensure equal opportunities for all in the society.

Marginalised people are those who are far away from the mainstream society and they experience discrimination and exclusion from social, political, economic, cultural process of a society because of existing greater inequality. They have little control over their lives and on decisions that affects them. They experience isolation from the normal society because they are prevented to participate in the local life. It poses a threat to the entire development of human being as well as on society at large. Marginalization denies the people from participating in the process of development. There are many problems that are faced by the marginalized and excluded group. The major problems which are faced by various marginalized groups are listed below.

Marginalization is a form of inequality. Even in the modern society there exist exclusion of women from participation in certain jobs and occupation. They are relatively marginalized when compared to man.

People with disabilities also face a serious threat while seeking access to health, employment and other services.

There is also marginalization of schedule castes and schedule tribes from the social process. They have limited voice and freedom regarding their lives and decisions. They lack access to basic services or facilities to lead a good life. Caste based marginalization is one of the issue that exist in the modern world.

Elderly or aged people also faces discrimination because with increasing age, chance of being illness and unhealthy conditions they have to depend upon their family members and children. Health of aged people is a serious concern.

Children from marginalized society lack access to basic needs such as education, health, safe and security and resources available to them, which in turn lead to further isolation from the mainstream society.

Below are some ways to ensuring that marginalized and excluded people to include in the mainstream society:

Equal rights: - To mould a society to one which is inclusive, there people should enjoy equal right to participate in social, cultural, economic and political life.

Access to basic services: - By ensuring basic services such as housing, health, education, employment and other social services. People feel secured in basic facilities, comfortable and less inequalities and they are ensured that inclusion of them from excluded society.

Empowerment: - Inclusion of a society is also possible through empowerment of society where people have a voice in society, can participate in social activities , access to employment.

Consideration: - Policy makers should consider the needs of poor and take action to eliminate poverty.

Resourcefulness: - To create a society more inclusive there must have the resources to fully participate in all aspects of life. It is not only the financial resources but also the fiscal condition, lack of recognition, access to public infrastructure and facilities, resource centers with internet facilities, well maintained public schools, health facilities, water supply, sanitation etc.

The current covid-19 pandemic condition increases the inequalities. During this pandemic situation poor and marginalized group suffer the most. The corona virus disease has impacted every section of the society like education, health, transportation, employment, entertainment etc. Many nations fall into social and economic crisis. The marginalized and disadvantaged group struggling more to access information about pandemic, access to equitable care, access to vaccine, poor signal and network connection for the purpose of digital class for students.



Social inclusion is a better way to include all those people who suffer during this current scenario to a better and secured life.

The major beneficiaries of inclusive society should be the marginalized and disadvantaged social groups. Every one gains from a inclusive society that promote individual's growth, development and empowerment. The policy makers should address the issues of marginalized groups and ensure their participation in the societal activities and there by incorporate diversity and brings a sense of belongingness. The most important social group which is to be considered under social inclusion process are women, youth, older persons, indigenous people, persons with disabilities, ethnic and religious minorities etc. Accessibility to information also plays a vital role in the process of social inclusion. It not only implies the physical availability of devices or services, but also the ability of users to use those devices or services to access information. Today every aspects of our lives has a digital dimensions. But those people who are already excluded cannot access to information and communication technology. Many countries accept the importance of access to information as a basic human right. But there exist several gaps in implementation of these laws to such an extent that they may fail to serve the marginalized.

Happiest society is one where every individual is in a state of well-being or satisfying or pleasurable. The variables such as psychological well-being, education, health, cultural diversity, good governance, living standards are used to measure happiness. Those nations fulfill these conditions of good life tops in happiness index. Through the process of social inclusion, criteria for happiness also ensured. In inclusive society each person share a sense of belonging with its other members. The efforts taken by the policy makers should focus on empowerment of those who are excluded from society. The only issue that exist regarding the success of social inclusion is that lack of will to act and execute the process. In order to ensure society is more inclusive one, policy making and implementation process should be transparent and accountable. It is necessary to create an atmosphere where marginalized or socially excluded groups become participant in social, economic, political process and to ensure the success of a inclusive society. If they feel that they have a voice in the society, they become happy and encouraged to include themselves in the societal process. While there is a need to target our efforts to empower those who are excluded from the normal society. It is also important to create mainstream society more inclusive.

Inclusive society is the way to happiest society by means of creating an opportunity for the people who are excluded from the normal society. The marginalized group faces many problems such as inequality, lack of access to basic facilities, services, information, education, health, employment and so on. By addressing and identifying solutions for these problems is a better way to ensure social inclusion and can ensure equality and justice. To make a society more inclusive and happier, there is a need to ensure equal rights, empowerment, access to basic facilities and services, resourcefulness, psychological well-being, good governance and a better life. So policy makers should consider the needs and wants of those people who are neglected from mainstream society and must ensure marginalized are better off and no one is worse off than before in the mainstream society. Through the process of societal inclusion, happiness and state of well-being can be achieved. This paper can contribute a lot to society by making aware the youth because the coming generation is the sharpest tool to empower the whole society into a better one with happiness and the awareness can attain through education and such articles.

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**PSYCHOLOGICAL WELL BEING AS A KEY FACTOR TO  
GROSS NATIONAL HAPPINESS**

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**Abstract**

Seminal work in psychology was after William Wundt's works which awarded him with the title of Father of modern Psychology. His, psychology balanced with physiology aspect claimed an introspection of own works (E. G. Boring, 1950). It was the same psychological determinants (Blumenthal, 1980) of William Wundt which made into the GNH of Bhutan as health was identified as a construct in that scale. GDP was identified as an output which manifests the upliftment of development of nations but it cannot measure the mental health of people which is unavoidable for the development measurement criteria. Hence, the role of PWB in happiness is inevitable.

**Key Words:** *Happiness, Psychological Wellbeing*

**Introduction**

Seminal work in psychology was after William Wundt's works which awarded him with the title of Father of modern Psychology. His, psychology balanced with physiology aspect claimed an introspection of own works (E. G. Boring, 1950). It was the same psychological determinants (Blumenthal, 1980) of William Wundt which made into the GNH of Bhutan as health was identified as a construct in that scale. GDP was identified as an output which manifests the upliftment of development of nations but it cannot measure the mental health of people which is unavoidable for the development measurement criteria. So in 1972, Sico Manholt contrived the phrase Gross national Happiness, suggesting it as an alternative metric for measuring development instead of GDP. Thus, GNH is implemented by Bhutan in the early 1970's where spirituality and religious culture embracing as an indicator. Despite the inexperience in ruling, the founder of GNH was a teenage king named His Majesty Jigme Singye Wangchuck, who believed in the happiness- measuring scales as the real indicator for

development of region. This paper endeavors to illustrate the conceptual clarification of psychological well-being through a survey.

**Table 1 Select Review of Literature**

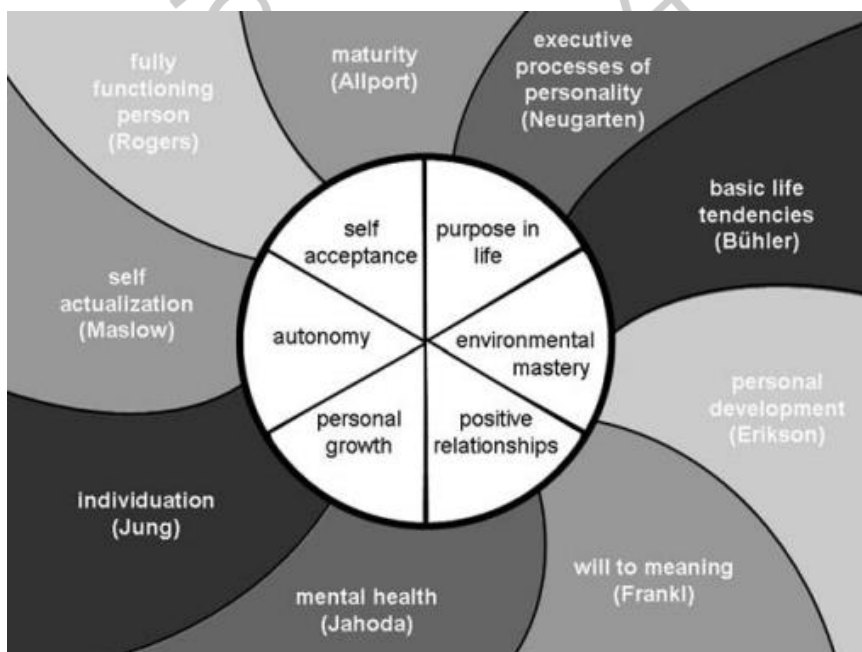
Name of the author	Method used	Constructs Used	Findings
(Bradburn, 1960)	Empirical		Psychological well being is a two dimensional aspect with positive and negative effects contributing towards the structural implications.
(Blumenthal, 1980)	Qualitative		Wundt opinion of physiology directed psychology to new dimensions.
(Carol D Ryff, 1996)	Empirical		Scale construction is made with 6 indicators which became a basic model for further studies.
(Graham, 2005)	Explanatory		Even though happiness economics can be used in policy making of world nations,
(Ruppert, 2009)	Clinical	Socio-economic	Psychological well being develops in early childhood and is affected by various environment factors thus making it an important aspect of social well being and social security.
(Winefield, Gill, Taylor, & Pilkington, 2013)	Quantitative	Diener Satisfaction with Life Scale Ryff Psychological Wellbeing scales	Balanced study of well being and distress could improve the implications of psychology on human life. Thus a scale usage in well being requires questions which covers multidimensional aspect in order to arrive at fruitful conclusions and generalisations.

		10-item screening scale K10	
(Locke, 2021)	Qualitative		Bhutan’s politics is discussed in the light of GNH as the declaration of the king stirred up anti feelings and supporters interest. Strident criticism and international image of Bhutan had made the political contemporary Bhutan to be plasticised.

Source: Compiled by Reseracher

**Psychological Well Being and Happiness Economics**

Theory of psychological wellbeing is guided by multidimensional studies and selective variables especially gender and age being a common one. GNH is applicable to all irrespective of the above variable as a measurement scale... Psychological well-being is identified as life going well. (Ruppert, 2009). But a shift in psychological research were witnessed during recent years as sociologist and policy scientist became interested with conceptual areas where screening of various disciplines began to establish relationship between psychology and their academic scenery. During the early years of research publications, it was on the two structure dimensions on which groundwork of indagation were built which later moved to more dimensional perspectives. Widely used six dimensions of psychological well-being scales can be depicted using Fig 1.



Happiness economics is about the achievement and fulfilment of economic development through happiness of citizens of a nation. It dates back to 1776, where Declaration of independence identifying “Being happy” as right to the citizens of United States of America. Modern economics concentrating on quantitative measurement scales fails to incorporate qualitative factors in accord with already popular indices and thus was critiqued by many who believed in well-being economics or happiness economics. Bhutan’s Gross national Happiness index is a well-used scale among unorthodox economist to study development of a country in contrast to parsimonious scales of Gross domestic product. It is the cultural generosity of Bhutan which embedded on the self-explanatory scale of GNH even though criticized for its non-liberal and discordant philosophy of cultural protection.

### **Gross National Happiness Index**

With 9 Constructs as the base, 33 criteria of strategically related sustainable components guards the developmental yardstick of Bhutan with Psychological well-being and Cultural diversity and resilience being an important part followed by Good governance, ecological diversity and community vitality forming indicators for social development; Health, education and time use focusing on personal well-being. Diversity of religious belief concluded the insertion of culture in the index as Buddhism, a religion known for happiness to the universe had an immense contribution to the pillar- Cultural diversity. It was the same religious overview which contributed towards Psychological wellbeing as an measurement to scrutinize happiness level. Positive and negative emotions have the psychological vantage whereas spirituality pursues articulation of cultural patronage. The element of life satisfaction has been criticised rhetorically as regional politics of Bhutan made the life of other nationals difficult. Altogether the GNH was reckoned as coherent scale to measure wellbeing by happiness economics scientists.

### **Statement of the Problem**

Relation between psychological wellbeing and happiness has been proven in different earlier studies. But in the new normal situation caused by the pandemic, the emotional response to situations has changed a lot. This study aims a reinvestigation herein.

### **Objective of the Study**

The present study aims to establish the relation between psychological wellbeing and happiness using GNH questionnaire items.

### **Research Hypothesis**

There is a significant positive relation between psychological wellbeing and happiness



## Methodology

Revealing the psychological wellbeing through a survey instrument may find precarious to orthodox researchers, but this study is consonant with social science researches with constructs being adapted from the GNH index itself.

104 responses were received from Google Forms which is an unequivocally evinces of the psychological wellbeing of the respondents. Table 2 shows the demographic profile of the sample. The construct of PWB was found to be reliable with a Cronbach's Alpha of 0.742 (Nunally, 1978). The data was not found to be normally distributed and nonparametric procedures are used to draw inferences.

## Results

- Moderate awareness was found regarding the concept of Gross National Happiness among the respondents (Mean 3.22)
- Though the present state of happiness is moderate (Mean 3.17), respondents expect to happier in future (Mean 3.58) while they also perceived that their family members are also happy (Mean 3.68)
- Individuals are found to be satisfied with their present life (mean 3.49). Relationship with family members and health are rated as more important along with other factors herein.
- Psychological Well Being is found to be moderate (mean 3.22) and is found to be significantly positively correlated with overall happiness ( $r = 0.326$ ,  $p < 0.05$ )

## Discussion

The positive influence of psychological wellbeing on happiness is emphasised herein and more dimensions of psychological engagement needs to be assessed to evaluate the respective outcomes.

## Annexure – Analysis Tables

**Table 2 Profile of the Sample**

Variable		Frequency	Percent
Gender	Female	95	91.3
	Male	9	8.7
	Total	104	100.0
Age	30 to 50	19	18.3
	Above 50	3	2.9

	Below 30	82	78.8
	Total	104	100.0
Education	Below Graduation	53	51.0
	Graduate	36	34.6
	Post Graduate	15	14.4
	Total	104	100.0
Occupation	Salaried - Private Sector	6	5.8
	Salaried - Public Sector	4	3.8
	Self Employed	3	2.9
	Student	72	69.2
	Unemployed	10	9.6
	Wage Worker	9	8.7
	Total	104	100.0
Region	Rural	90	86.5
	Urban	14	13.5
	Total	104	100.0

Source: Survey Data

**Table 3 Happiness**

Variable	N	Mean
Taking all things together what is your Present Happiness?	104	3.17
Taking all things together, what is your desired happiness condition?	104	3.59
How happy your family members are according your understanding?	104	3.68

Source: Computed from Survey Data

**Table 4 Satisfaction with Life**

Variable	N	Mean	Rank
How satisfied are you with your life?	104	3.49	*****
Your health	104	3.89	2
Your standard of living	104	3.66	3
Your occupation	104	3.28	5
Your relationship with family members	104	4.24	1
Your Work Life Balance	104	3.29	4

Source: Computed from Survey Data

**Table 5 Importance to different element of wellbeing**

Variable	N	Mean	Rank
Education	104	4.49	3
Health	104	4.74	1
Values and Ethics	104	4.42	4
Financial Soundness	104	4.05	6
Family Relations	104	4.71	2
Social Relations	104	4.14	5

Source: Computed from Survey Data

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**CULTURAL DIVERSITY AND RESILIENCE AS A KEY FACTOR TO  
GROSS NATIONAL HAPPINESS**

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**Abstract**

Gross National Happiness is a measure or an indicator which measures the collective happiness and a wellbeing of the population. Bhutan is the only country in the world who have officially adopted Gross National Happiness as the development indicator irrespective of GDP which is widely used and accepted. The concept gross national happiness is entirely different from the concept GDP. GNH focuses on creating collective happiness in the country by bringing together natural cultural traditional values wellbeing etc. According to general understanding, the most important functions of culture are as follows: instilling values for the full development of the human being, meeting spiritual and emotional needs, tempering the pace of modernisation and the negative effects of globalisation, safeguarding and strengthening the country's sovereignty and security, developing resilience, and promoting diversity for meaningful contribution.

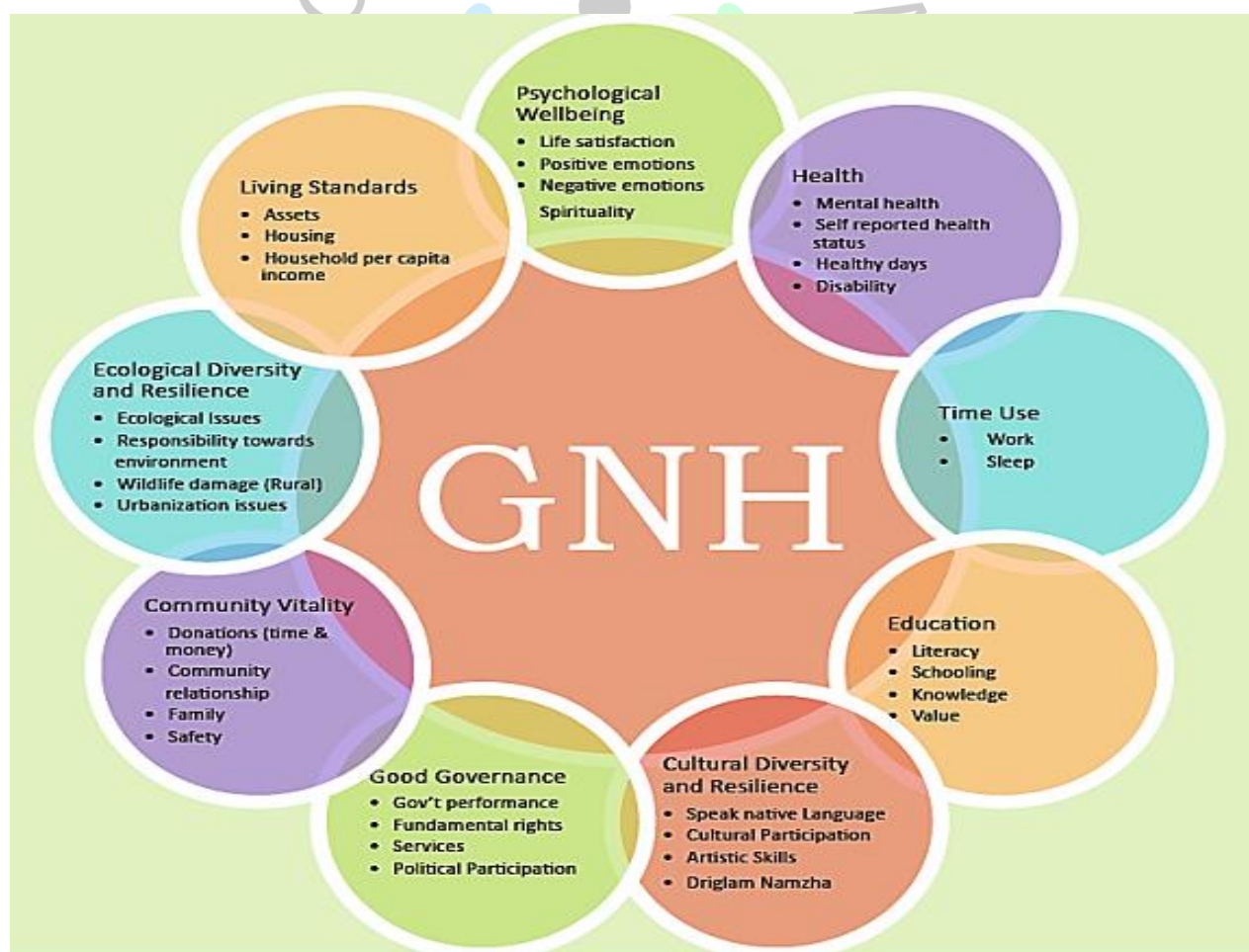
**Keywords:** *Cultural Diversity, Happiness, Resilience*

**Introduction**

The ultimate or the basic desire of every human being is to stay happy as always. When a nation thinks about the happiness and the prosperity of the people living there we can call it as the best place to live on. Have we ever thought about the notion that a country with a happy inhabitants can contribute much more to its country than the unhappy man could do? Yes as far as it's concerned Himalayan Kingdom of Bhutan is the first and the one and only country in the world which given much emphasize on the happiness and wellbeing of its people through implementing the concept called Gross National Happiness in the year 1970 irrespective of GDP. GDP is the standard measure as well as the most popular

macroeconomic indicators of every nation, but in Bhutan, prior importance were given to the growth of Gross National Happiness than GDP.

Gross National Happiness is a measure or an indicator which measures the collective happiness and a wellbeing of the population. Bhutan is the only country in the world who have officially adopted Gross National Happiness as the development indicator irrespective of GDP which is widely used and accepted. The concept gross national happiness is entirely different from the concept GDP. GNH focuses on creating collective happiness in the country by bringing together natural cultural traditional values wellbeing etc. It is a unique living alternative that challenge GDP metrics (R Verma, 2017). Gross National Happiness is also called as Gross Domestic Happiness. The said term coined in 1970 by His Majesty the 4<sup>th</sup> king of Bhutan. This concept suggest that sustainable development should take a holistic approach towards the notion of progress and give equal importance to non-economic aspects of wellbeing (NH Survey 2010) and it is considered as Gross National Happiness is more important than GDP for the growth of the nation.



Source: [www.GrossNationalHappiness.com](http://www.GrossNationalHappiness.com)



The main focal point of gross national happiness is to attain a balanced development in all dimensions of life which is essential for happiness. The concept Gross National Happiness relies on its four pillars such as good governance, sustainable socio economic development, cultural preservation and environmental conservation. Later those four pillars have been further subdivided into 9 dimensions for the purpose of creating widespread understanding of the concept Gross National Happiness among the people and to reflect the holistic range of GNH values. Again domains of GNH comprises of 33 indicators which measures various aspects of wellbeing and also the alternative ways of meeting this underlying needs of the human they die denying dimensions.

### **Cultural Diversity and Resilience**

Cultural diversity and resilience are one among the innovative dimension of Gross National Happiness Index. Cultural Diversity and Developing Cultural resilience have given due importance and increasingly recognizes aspect in the whole world. Its defined as the “cultures capacity to maintain and develop cultural identity, knowledge and practice for the benefit of future generation and also the ability to face and overcome challenges, setbacks and also difficulties from other norms and ideals (S Chopel,2007). Cultural diversity consist of 4 indicators such as, Language- the ability to understand and speak mother tongue is regarded as the strength of the language. Source of identity- denotes the ability of the inhabitants to retain their traditional skills, activities and culture for the benefit of the subsequent future generation. Code of etiquette or values, belief and value perception indicates the perception or knowledge on what is right or what is wrong and what is important in our lives. Finally participation in cultural events or activates also contribute to the component of cultural diversity and resilience which explicitly expresses that participation in social and cultural activities will foster and retain a sense of cultural identity among the people (S Chopel, 2007). All these factors contribute to the dimension cultural diversity and resilience and leads to the development of the society and finally to the wellbeing and happiness.

### **Statement of the problem**

“If the government cannot create happiness for its people, then there is no purpose for the government to exist”, it’s the legal code of 1929 of Bhutan. The very aim of Gross National Happiness Index is creating happiness. GNH is a holistic model which focuses on bringing up happiness for all by maintaining a balance between economic, cultural, social and environmental needs and wants of the people. Among the 9 dimensions cultural diversity and resilience is one of the prominent one which cannot be avoided, were culture and its



resilience are inevitable. Thus the present study attempts to examine the awareness of the public on Gross National Happiness as well the perception of the public towards cultural diversity and resilience.

### **Objectives of the study**

- To examine the awareness level of public on Gross National Happiness.
- To identify the perception of the public towards cultural diversity and resilience.
- To analyse the association between cultural diversity and resilience with happiness.

### **Methodology**

The present study is descriptive in nature. Both primary as well as secondary data were used for the study. Primary data was collected from 141 respondents using a structured questionnaire through google form. Bhutan's GNH indicator for measuring Cultural Diversity and Resilience has been used for the purpose of the study. Scale items for Happiness have been adopted from Lyubomirsky & Lepper (1999).

Table 1 shows the demographic profile of the sample. Table 2 shows that the constructs are reliable for statistical procedures with Cronbach's alpha above 0.7 (Nunally, 1978). Table 3 shows that the data is not normally distributed and nonparametric procedures are used to draw inferences.

### **Results**

- Moderate awareness has been found among the public regarding the concept of Gross National Happiness (Mean 3.38,  $p < 0.05$ )
- Resilience and Happiness are also found to be positively perceived (Mean  $> 3$   $p < 0.05$ )
- Apart from sexual misconduct, other social harmful behaviour like killing, lying, stealing and disharmony in relations produced mixed responses where about half the respondents say it can be justified on a case merit basis. Regarding sexual misconduct, majority of the respondents opine that it can never be justified.
- There exist a significant positive relation between the cultural resilience and happiness among individuals. ( $r = 3.44$ ,  $p < 0.05$ )

### **Discussion**

Several international organisations are beginning to recognise the importance of cultural variety for humankind, and the importance of cultural variety is becoming more widely recognised. The Universal Declaration on Cultural Variety (UDCD) of the United Nations Educational, Scientific, and Cultural Organization (UNESCO) is the first international

instrument aimed at encouraging cultural diversity. It is also emphasised the need of developing cultural resilience, which may be defined as a culture's ability to sustain and develop cultural identity, knowledge, and practices while simultaneously overcoming obstacles and obstacles posed by other norms and values. Society needs to be built upon value systems with resilience for gross happiness.

### Annexure – Analysis Tables

**Table 1 Profile of the Sample**

Variable		Frequency	Percent
Gender	Female	102	72.3
	Male	39	27.7
	Total	141	100.0
Age	30 to 50	21	14.9
	Below 30	120	85.1
	Total	141	100.0
Education	Below Graduation	18	12.8
	Graduate	57	40.4
	Post Graduate	66	46.8
	Total	141	100.0
Occupation	Salaried - Private Sector	45	31.9
	Salaried - Public Sector	21	14.9
	Student	57	40.4
	Unemployed	15	10.6
	Wage Worker	3	2.1
	Total	141	100.0
Region	Rural	72	51.1
	Urban	69	48.9
	Total	141	100.0

Source: Survey Data

**Table 2 Reliability Statistics**

Construct	Cronbach's Alpha	N of Items
Happiness	0.712	4
Resilience	0.706	3

Source: Computed from Survey Data

**Table 3 Test of Normality**

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Resilience	.160	141	.000	.957	141	.000
Happiness	.113	141	.000	.968	141	.002

Source: Computed from Survey Data

**Table 4 Awareness, Resilience and Happiness**

	N	Mean	Median	Z	P Value <sup>#</sup>
Awareness	141	3.3830	3.0000	-4.021	0.000**
Resilience	141	3.7305	3.6667	-8.980	0.000**
Happiness	141	3.6152	3.5000	-7.796	0.000**

Source: Computed from Survey Data

#Wilcoxon Signed Rank Test

\*\*Significant at 1% level of significance

**Table 5 Perception to Core Values**

Values		Frequency	Percent
Killing	Can always be justified	3	2.1
	Can never be justified	84	59.6
	Can sometimes be justified	54	38.3
	Total	141	100.0
Stealing	Can never be justified	75	53.2
	Can sometimes be justified	66	46.8
	Total	141	100.0
Lying	Can never be justified	48	34.0
	Can sometimes be justified	93	66.0
	Total	141	100.0
Disharmony in Human Relations	Can always be justified	6	4.3
	Can never be justified	69	48.9
	Can sometimes be justified	66	46.8
	Total	141	100.0
Sexual Misconduct	Can always be justified	6	4.3
	Can never be justified	114	80.9

	Can sometimes be justified	21	14.9
	Total	141	100.0

Source: Survey Data

**Table 6 Correlation Analysis**

		Resilience	Happiness
Spearman's rho	<b>Resilience</b>	Correlation Coefficient	1.000
		Sig. (2-tailed)	.
		N	141
	<b>Happiness</b>	Correlation Coefficient	0.344**
		Sig. (2-tailed)	0.000
		N	141

Source: Computed from Survey Data

#Spearman's Rank Correlation

\*\*Correlation is significant at the 0.01 level (2-tailed)

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## THE GREAT INDIAN HAPPINESS TRAGEDY: AN EGALITARIAN SOCIETY IS THE ONLY PANACEA

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### **Abstract**

Happiness economics, a branch of behavioral economics grows up with the characteristics of normative economic analysis which is purely based on value judgments. Happiness economics mainly deals with the filtering of the regressors of happiness from the infinite socio-economic-political variables. There are mainly four theories of happiness; namely the set point theory, Livability theory, affective theory and the comparison theory. According to the words of King Jigme Singur Wangchuck, the 4<sup>th</sup> King of Bhutan the Gross National Happiness is more important than Gross Domestic Product and started the routine of calculating the level of happiness of Bhutanese from 1972. The World Happiness Report is the yearly publication of United Nations Sustainable Development Solutions Network and it ranks nations of the world on the basis of subjective happiness in which individual assess his/her own happiness himself/herself. The issue is that India ranks at 139 out of 149 countries of the report in 2021. Inequality is the major reason for the so called 'GREAT INDIAN HAPPINESS TRAGEDY'. But there is a green signal that the first happiness report of India has published in 2020 with the efforts of Rajesh K Pillania. The state Mizoram bagged the first position in the report with higher degree of happiness. It is alarming for Kerala is that Kerala couldn't place at a good rank and narrowed around 14<sup>th</sup> rank all over India even though the state is well known for its Kerala Model of Development.

**Keywords:** *Happiness economics, Gross National Happiness, World Happiness Report, Indian Happiness Report.*

### **Introduction**

"Happiness is not a station you arrive at, but a manner of traveling." Margaret Lee Runbeck

Happiness Economics is a part of behavioral economics as human beings can't act rationally and majority act in an irrational way throughout their lifespan. Actually happiness economics comes under normative economics value judgment have an important place. We can define happiness economics as the qualitative and quantitative study of happiness study about the positive and negative effect, well-being, quality of life, life satisfaction etc.

neoclassical economists assume that there is a positive correlation between income and happiness or well-being or economic welfare. They argue that it is the income level which makes a person capable for activating his or her basic needs in life. A person with a high level of disposable income or wealth condition can easily bag nutritious food shelter high quality education, advance the medical treatment for health care facilities etc. Neo classical theories open relate gross domestic product of a country with gross national happiness. But the reason trend is that the emerging economic thoughts on happiness economics consider happiness as a function of infinite number of factors comes under the category of social, economic, political Spears. Actually measuring happiness is a tedious task. Happiness itself is a qualitative variable and the majority of the factors that affect happiness is also qualitative variable. So we can use qualitative response model in order to analyse the happiness level at the individual level.

We cannot deny the fact that GDP and GNP are the two major macroeconomic factors that affect happiness. When we analyse the world happiness report, we can find the fact that majority of the richest Nations organisations with highest GDP have higher levels of happiness or they place themselves at a higher position in the happiness index. We commonly believed that the nations which have a sound financial base provide all the basic amenities to their citizen and thus their life satisfaction reaches at its peak.

"Money has never made a man happy, nor will it; there is nothing in its nature to produce happiness. The more of it one has the more one wants." Benjamin Franklin.

It is true that money alone a high GDP alone can't provide happiness to all. Generally, the error too many factors that affect happiness like employment, income, quality of work, quality of consumption, welfare of family members, environment etc. historical economists having said that wellbeing is a simple function of income full stop as income increases wellbeing also increases and vice versa. That is there exist a positive relationship between income and happiness. However, it has been found that once wealth reaches its peak or saturation point and its effectiveness as a generator of well-being will diminish. The principle of diminishing marginal utility of money or wealth can anus after reaching a particular set point of wealth or income. That is as income or wealth increases the total utility derived from it increases only up to a certain point after that the increased income can't do nothing with the utility or satisfaction or wellbeing of an individual. In one of the state study by Daniel khaneman, the famous Nobel laureate in Economics for his contribution towards the branch



of behavioral economics, along with the Angus Deaton found that "emotional wellbeing Rose with endings only up to a threshold of \$75000 only."

Moreover, we should analysis the difference between happiness and life satisfaction. The term happiness occurs at a point of time or that is a very short run phenomenon. on the other hand, the concept of Life satisfaction is a long run phenomenon. It is very interesting that there may or may not be a perfect positive correlation between happiness and life satisfaction of an individual.

When we analyse the theoretical framework of this area, we can find out two branches of happiness economics. There are mainly four theories of happiness i.e. the Set point theory, livability theory, affective theory and social comparison theory. The set point theory defines happiness as a static phenomenon. According to the followers of set point theory, the happiness level of an individual may vary frequently in one's life, but if we analyse the average level of happiness of an individual in his life span, the value will gravitate towards the base level in the long run. Lykken and Tellegen (1996) were the founders of this theory and they found an interesting fact that the probable regressors of happiness such as social status, education and income etc. insignificantly affecting happiness. But the economists such as Easterline (2003) and Dinener (2006) raised severe criticism against this theory and the condemned it by arguing that if the set point theory of happiness is true, then it gives the implication that any kind of activity from the part of government, NGOs or anyone to improve the level of happiness is a mere wastage of money because they had said that happiness is a static phenomenon. And thereafter the economists like Lucas (2005) Zimmerman and Easterlin (2006) proved empirically that the variables like income, employment, education, health, family ties etc. affects an individual's happiness. This finding led to the formation of Objective list theory (Nussbaum,1992; Seligman and Royzman 2003) or Livability theory (Veenhoven and Ehrhardt,1995). The nutshell of Livability theory is that happiness is not a stable condition and it can improve by making necessary changes in social and economic conditions and by providing the basic amenities and facilities for education and health care facilities etc. This theory also argues that career, friendship, diseases and pain, civic spirit, material comforts, beauty, love, education, good conscience and knowledge etc. affects a person's level of happiness. The third theory of happiness is Affective theory (Magnus and Diener ,1991; Schwartz Strack,1991; Veenhoven, 2009) or Hedonism theory (Seligman and Royzman 2003). They approached happiness as a subjective variable which can be analysed by each individual. That is each individual can measure his/her level of

happiness. They also said that subjective evaluation of happiness is much important on reported happiness. The fourth theory is known as Comparison theory of happiness. Under this concept the individual measures his/her level of happiness by comparing their own happiness with other individuals in a reference group. Here, the individual compare his present level of happiness with their own past level of happiness. And the second method under comparison theory is to compare the own happiness with the happiness level of others in a reference group. This reference group may a community, the dwelling place etc.

### **The World Happiness Report 2021**

The world happiness report is a yearly publication of the United Nations Sustainable Development Solutions Network. The report is based upon the subjective analysis of happiness where individual ranks his/her own happiness based on their own lives. The report uses the data of Gallop world poll. According to the WHR 2021, Finland is the world's happiest nation and is followed by Iceland, Denmark, Switzerland, Netherlands, Sweden and Germany. India has improved to 139<sup>th</sup> the spot out of 149 countries in 2021 from 140<sup>th</sup> in 2019 and 144<sup>th</sup> in 2020. The recent report of 2021 also digested the efficiency of the governments all over the world with regards to the prevention of the spread and negative implications of COVID 19. Even though we have improved a bit in our ranking, we haven't a polished position in the report. The various reasons for the so called unhappy India are widening economic and social inequality, severe poverty faced by the millions, shortfall in public infrastructure for health and education, Increased violence towards women and increased gender inequality, politicization of different sectors and service providing centers, Politicization in job allocation, fragile mental health of millions of Indians etc... So, in nutshell, in order to be a happier nation, we ought to improve in so many spheres.

When we analyse about the World Happiness Report, it is very essential to have a familiarity with Bhutan's Gross National Happiness Index. The term GNH was termed by King Jigme Singur Wangchuck, the 4<sup>th</sup> King of Bhutan in 1972 along with his declaration that GNH is more important than GDP. Since then onwards they follow the concept of GNH and the Government along with NGOs and other important institutions and individuals in nation building are following the concept of boosting GNH for uplifting themselves as a developed nation. The GNH index of Bhutan considers nine domains as regressors of happiness. 1) psychological wellbeing 2) Health 3) Education 4) Time use 5) Cultural diversity and resilience 6) Good governance 7) Community vitality 8) Ecological diversity and resilience 9) Living standards.

This resolution that is initiated by Bhutan influenced the world and thus the UN general assembly after recognising the relevance of the concept of happiness, proclaimed March 20th as the international day of happiness since 2012.

### Value of India's Happiness Index as per World Happiness Report

Year	Value of India's happiness index as per WHR	Rank
2014	4.77	111
2015	4.57	117
2016	4.4	118
2017	4.32	122
2018	4.19	133
2019	4.02	140
2020	3.57	144
2021	3.82	139

Table 1.1 Source: World Happiness Report of United Nations Sustainable Development Solutions Network  
Happiness index, 0(unhappy)- 10(happy).

The very pathetic situation of our nation is clearly visible in the table 1.1. The average value for India in the happiness score sheet is 4.2075 points with a minimum 3.57 points in 2020 and a maximum of 4.77 points in 2013. Eventhough we are going with an epitome of unhappiness; the first Indian happiness report has published in 2020. Mizoram is the happiest State followed by the Andaman and Nicobar Islands and Panjab and Chhattisgarh, Odisha and Uttarakhand ranked at the bottom of the report. The report was cooked by professor Rajesh K Pillania who is rated and awarded the top Professor of strategy in India by ASSOCHAM and education Post. The research on happiness among Indian States was carried out on the basis of six parameters; Family relations and friendship, Work and related issues, Social issues, Physical and mental health, Religion and spirituality and the effect of COVID 19 on happiness. The study showed a positive correlation between the variables age group, marital status, income level and level of education and happiness and at on the other hand surprisingly the report showed that gender is insignificant to the level of happiness of an individual. The survey tries to provide empirical evidence to the fact that married people are happier than unmarried people. The report also ranked the states according to various

parameters of happiness. The survey analyses the impact of COVID 19 on happiness and wellbeing of Indians. The report says that Indian citizens have become more conscious towards their health. According to the report the happiness is unaffected by the pandemic generally all over India but it varies for different states and regions. The happiness of the individuals residing in Maharashtra, Delhi and Haryana have more affected and Lakshadweep is the least or not affected part of India in 2020.

State / Union Territory	Rank	Happiness score
Mizoram	1	3.57
Panjab	2	3.52
Andaman & Nicobar	3	3.47
Puducherry	4	3.44
Sikkim	5	3.43
Gujarat	6	3.42
Arunachal Pradesh	7	3.41
Lakshadweep	8	3.41
Thelangana	9	3.41
Uttar Pradesh	10	3.41
Andra Pradesh	11	3.4
Maharashtra	12	3.4
Thripura	13	3.39
Kerala	14	3.38
Jharkhand	15	3.37
Karnataka	16	3.37
Haryana	17	3.36
Ladakh	18	3.36
Manipur	19	3.36
West Bengal	20	3.36
Himachal Pradesh	21	3.35
Assam	22	3.34
Delhi	23	3.34
Chandigarh	24	3.32
Bihar	25	3.31

Dadra & Nagar Haveli And Daman And Diu	26	3.3
Jammu & Kashmir	27	3.3
Madhya Pradesh	28	3.3
Tamil Nadu	29	3.29
Nagaland	30	3.27
Rajasthan	31	3.26
Goa	32	3.25
Meghalaya	33	3.25
Odisha	34	3.25
Uttarakhand	35	3.22
Chhattisgarh	36	3.19

Table 1.2 source: Indian Happiness Report 2021.

When we analyse the case of Kerala, the pre mentioned State is at 14<sup>th</sup> rank among the 39 participants of this survey. What does it imply? Yes, it is also not a good place for a state which is well known for its Kerala Model of Development. Even though Kerala is on the first position in education attainment and health care facilities among other Indian States, Keralite are not so happy with their lives.

In Kerala, the only renowned happiness survey is the 'Manorama News Conclave survey 2017'. The survey was conducted by Manorama news in 2017 and among the total respondents 32% was male and 68% were female. The 58% of the respondents were fall under the category of age group 15-35, 28% were from the age group of 35 -55 and the rest 14 percentage of the respondents were from the age group above 55 years. The 65% of the respondents were married and 35% were unmarried in that survey. The participants who were unemployed were 63% and those who employed were 37%. The survey showed that the happiness index of Kerala in 2017 was 4.4 out of 10. The reasons for this were also evident from that survey. 69 percentage of the respondents were happy with their life and 21 percentage responded that they are unhappy with their life, a nine percentage of the participants opinionated that they don't know to evaluate their happiness! And the rest one percentage didn't respond to this question. The 73 Percentage of the respondents were satisfied with their health condition and 1% was not. And a 25% of the respondents surprisingly answered that they don't know to value their own health condition!

The survey showed that the respondents have anxiety on their old age (55%), future of children (47%), unemployment (52%), life expenditure (63%), living standards (44%), health (50%) etc. And the report says that 36% of the respondents had no anxiety or worries on the basis on the alcoholic nature of their life partner and only 17% of them had anxiety on the above mentioned problem. The survey also finds out the variables which affects happiness at individual level. Friendship is the most important source of happiness for 79% of the respondents and 79 % opinionated that cinema is a major source of happiness. Education is a creator of happiness for 71% and fashion and fitness is the root of happiness for 70% of the participants of the survey. The feeling of love is a generator of happiness for 73 % and the sports give happiness to 67% while Ownership of a vehicle or usage of own vehicle is the creator of happiness for 75% of the respondents of this survey.

This is the so called 'Great Indian Happiness Tragedy'. In order to overcome this situation, the authorities ought to cut the roots of this problem. The nation should be egalitarian. We can quote the findings of Oxfam Survey Report of 2017 which says that 73 percentage of the total wealth of India is within the hands of richest 1 percentage of the country. And the allocation of government expenditure is not so soothing. India spent 1.8 per cent of GDP on health in 2020-21 and it is 6-7 percentage of GDP for education. And the Politicization in so many spheres should take into action and it is the need of the hour to prevent and abolish those kinds of activities. Mental health care facilities and the enhancement of the concept of a very women friendly nation should come into action.

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**CONSTRUCTION OF HAPPINESS: AN ENQUIRY INTO THE ADVERTISEMENTS****Sonia Kumari**

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**Abstract**

The paper aims to critically evaluate the idea of happiness as constructed in two ad campaigns about *involved fatherhood* namely ‘Penguin dads’ by Flipkart and ‘It Takes Two’ by Pampers. Relevant advertisements and other associated textual materials collected and analyzed to discover the themes chosen to make the meaning of happiness accessible to the consumers. It is found that though the ad campaigns encourage and support a new trend of involved fatherhood in society, they seem to target only a particular class as the potential consumers in the narratives.

**Keywords:** *happiness, advertisements, fatherhood, consumer*

**Introduction**

Happiness remains a desired goal for many of us. Economics visualizes happiness as a result of one’s ability to fulfill material needs. Such understanding drives a large set of social, political and economic practices in our lives. The marketing strategies occupy a space between the two- economy and happiness. Advertising, in this regard, plays an essential role. It is a great way to communicate with the consumers and draw them towards fulfilling material needs. It serves to build a connection between the producers/manufacturers of goods and services, advertisers and the potential market, and thereby bring the market in the centre. Stuart Hall (1997) used semiotics (encoding and decoding of messages in media) to understand the sense-making process by which media transmit messages to their audiences. He also points out that media narratives (ad-narratives in the context of the present study) espouse ideologies in a discursive manner. The ideology is encoded in the form of visuals/textual/aural inputs by the producers (of the advertisement and the products) and then decoded by audiences (consumers in this context). The sounds, images, text used in the narratives of ads are drawn from the cultural, social and economic background of the target audiences to enable identification and communication.

Therefore, advertisements come to acquire a cultural character. They also work as a phenomenon as Arvidsson (2006) argues that consumer attention is produced through

advertising, brand management and design in general. The advertisements symbolically create a picture of happiness, which attracts the people and turn them into consumers.

The capitalism has expanded the market and gradually penetrated the private lives of people. It has thereby affected the meaning of 'joy' and 'happiness' for the common people. The culture industry continuously shapes the aesthetic taste and aspirations of the masses. It creates a false feeling of well-being by suggesting that the order suggested by the culture industry is the only order of life; however, in doing so, it cheats them out of the happiness which it promises in the name of gratification (Adorno & Rabinbach, 1975: 19). It has commodified culture by turning cultural goods into saleable commodities. A particular taste is consciously developed by the ruling class to synchronize production and consumption of thus produced commodities (Bourdieu, 1984). Therefore, the meaning of 'happiness' has also been constructed by its association with 'consumption'. One has to be a consumer to be happy in a capitalist society, which thrives on the idea of market and profitability. The advertisements are used to bridge the 'consumers' with the goods and services available in the market.. They constitute an integral part of the culture industry. The commercials work by presenting a narrative whereby the attention is drawn to certain kinds of socio-cultural aspects of the milieu. In this process, advertisements continuously constructs meaning(s) of satisfaction or happiness. Sinclair (2015) argues that advertisements carry out an "aestheticization" of economic production, implying that goods, and services, are designed to fascinate consumers and to fit with their lifestyles. The present study focuses on how the meaning of 'happiness' is constructed and communicated commercially, by analyzing the narratives of advertisements in the field of parenting, especially fatherhood.

### **Background and Context**

The family's yardstick of being a good and happy family, parents, child has also been affected by the advertisements. The market offers an exhaustive range of products and services to choose from, and one brand competes with the other. The narratives of advertisements promise that the ownership/possession of particular goods will ease their life and make them happy members of the family. There have been studies discussing the rise of 'retail therapy' among consumers to strategically repair and manage their moods (Atalay & Meloy, 2011).

Plastow (2012) offers an insight into the meaning of happiness by psychoanalytically analyzing the idea of 'retail therapy'. He says that urge to satiate desires by consuming

articles or services has had a pervasive effect upon each of us and our society. It has created a consumerist bent in society, promoting an unfettered enjoyment of consumer goods.

Whenever we buy something from market, or are availing any service, we are continuously asked if we enjoyed or are told to enjoy after purchasing it. A close look at the narratives of the advertisements reveals how they tell a tale of adding a dose of happiness to our lives if we buy the endorsed product.

As noted by Parameswaran (2016), advertising sells new products with rational and emotional rationalization and thereby changing the lifestyle and behaviour of consumers. He explained how 'pressure cooker' became a popular symbol of marital love with the first Prestige pressure cooker<sup>1</sup> advertisement (directed by Prahlad Kakkar) appearing in 1982. Barthes (1991) did a semiotic analysis of the advertisement content and equated the ideas present in them with that of 'myths constituting 'mythologies', which were part of urban society. According to him, images are not merely denotative but also connotative, that meaning often lies beyond what is explicitly told.

We observe that families have been an important site of market. The women have remained a target to penetrate into the domestic space of a family to sell goods and services, by targeting them as mothers primarily. Lynch (2005) elaborates upon the ideological shift in the presentation of motherhood from domestically centred to child- centred expertise leading to the emergence of an "intensive mothering" as a central force in modern consumer culture. In another study, Munshi (1988) tells that the portrayal of women as mothers has undergone transformation, there is an emergence of 'New Indian Woman' (Munshi, 1998). This may be supported by the portrayal of changing roles of fathers in parenting. In past years, the meaning of 'father' has also evolved from being a breadwinner to sharing the caring labour with the mother. It marks an ideological shift in the parenting discourse, with the emergence of 'involved fatherhood' as a new concept (Wall and Arnold 2007; Faircloth 2014). According to Der Mott (2003, 2014), the 'involved father' serves as the new social ideal, which is underlined by a close connection with bodily and other associated responsibilities and alertness towards the needs of the child (Molander, Kleppe, and Ostberg 2019). In other words, fathers take on the emotional and social responsibilities of caregiving from the mother and parent the child (Doucet 2018). For some, like Craig (2006), this includes sharing the household work that supports childcare, such as planning, cleaning, cooking, shopping, and other related domestic management tasks. Gangadharbatla and Khedekar (2020) also note

<sup>1</sup> <https://www.youtube.com/watch?v=CxLJd1ZaYas> accessed on 8 June 2021

the shift that the ads featuring dads spending time with the child at home have increased, the advertising world is reflecting and reinforcing this social change in parenting. Hence, there is a change in the meaning of happy parenting. If earlier, it suggested mother to be caregiver, and father to be breadwinner, now the happiness is to have both equally involved in childcare responsibilities.

### Methodology

In order to examine how the meaning of ‘happiness’ in the new model of fatherhood was communicated, advertisements made as part of the campaigns ‘Penguin dads’ and ‘It Takes Two’ were collected from online platforms as part of Netnography. The narratives were qualitatively analysed. Netnography (Kozinets, 2019) refers to a qualitative way of studying culture by studying it online such as using visual anthropology, semiotics, content analysis etc. The first campaign was ‘**Penguin dad**’ by Flipkart, an e-commerce company, and the second was ‘**It takes Two**’ by Pampers, a brand of baby and toddler products marketed by Procter & Gamble. Penguin dads refer to the dads who are passionate about their child, and the metaphor draws from Penguin dads in the animal kingdom who are understood to be caring fathers. On the other hand, ‘It takes two’ is to acknowledge the fact that both mothers and fathers have to be emotionally involved to raise a happy child. In total, there were seven commercials- 4 from Flipkart, and 3 from Pampers. Additionally, the corresponding information pertaining to the campaigns available on the companies’ websites was also analyzed. Hence, the sample consisted of two sets of narratives- 7 audiovisual campaign advertisements, and 8 textual narratives from two sites of company-owned textual material. A qualitative content analysis focusing on the visual imagery and text was done to arrive at the meaning of happiness being communicated.

### Sample-

#### Audiovisual narratives

	Flipkart- Penguin dads	Length and Links
1	<u>Celebrating Dads Who Do It All</u> <u>#PenguinDad</u>	3:07min <a href="https://www.youtube.com/watch?v=QCMcI4_T7i8&amp;t=12s">https://www.youtube.com/watch?v=QCMcI4_T7i8&amp;t=12s</a>
2	<u>#PenguinDad</u> with Flipkart (Ready daddy sweatshirt)	1:28min <a href="https://www.youtube.com/watch?v=jeePscq3GgE&amp;t=">https://www.youtube.com/watch?v=jeePscq3GgE&amp;t=</a>

		22s
3	Penguin Dad with Flipkart	2 min <a href="https://www.youtube.com/watch?v=jeePscq3GgE&amp;t=29s">https://www.youtube.com/watch?v=jeePscq3GgE&amp;t=29s</a>
	It takes Two by pampers	Length and Links
4	Pampers <u>#ItTakes2</u> : A father's promise	2 min <a href="https://www.youtube.com/watch?v=tUUaLXhgs8E&amp;t=28s">https://www.youtube.com/watch?v=tUUaLXhgs8E&amp;t=28s</a>
5	Pampers 'It takes 2' – India (But what about Papa)	1:08 min <a href="https://www.youtube.com/watch?v=8EMa4tT4ARA&amp;t=6s">https://www.youtube.com/watch?v=8EMa4tT4ARA&amp;t=6s</a>
6	Dad of pampers- How to change diapers like a boss	25 sec <a href="https://www.youtube.com/watch?v=1gSXVVcCJZw">https://www.youtube.com/watch?v=1gSXVVcCJZw</a>
7	Pampers- Dads can change	2:38 min <a href="https://www.youtube.com/watch?v=ahVyzJHBKoY&amp;t=2s">https://www.youtube.com/watch?v=ahVyzJHBKoY&amp;t=2s</a>

## Textual narratives-Flipkart

Sr.No	Stories by Flipkart-official web page
8	How India's "Penguin dads" are redefining fatherhood <a href="https://stories.flipkart.com/penguin-dads-india-fatherhood/">https://stories.flipkart.com/penguin-dads-india-fatherhood/</a>
9	Flipsters at work, but #PENGUINDADS FIRST <a href="https://stories.flipkart.com/flipsters-work-penguindads-first/">https://stories.flipkart.com/flipsters-work-penguindads-first/</a>
10	Ready Daddy sweatshirt- the all-purpose superhero suit for Penguin dads! <a href="https://stories.flipkart.com/ready-daddy-sweatshirt-penguin-dads/">https://stories.flipkart.com/ready-daddy-sweatshirt-penguin-dads/</a>
It Takes Two- Stories from pampers' official web page	
11	Two hands to clap, two parents to raise a kid!! <a href="https://www.in.pampers.com/newborn-baby/tips/article/two-hands-to-clap-two-parents-to-raise-a-kid">https://www.in.pampers.com/newborn-baby/tips/article/two-hands-to-clap-two-parents-to-raise-a-kid</a>
12	Understanding Father's role in parenting <a href="https://www.in.pampers.com/newborn-baby/tips/article/it-takes-two-understanding-the-fathers-role-in-parenting">https://www.in.pampers.com/newborn-baby/tips/article/it-takes-two-understanding-the-fathers-role-in-parenting</a>



13	5 ways to involve the dad in the baby chores <a href="https://www.in.pampers.com/newborn-baby/tips/article/5-ways-to-involve-the-dad-in-the-baby-chores">https://www.in.pampers.com/newborn-baby/tips/article/5-ways-to-involve-the-dad-in-the-baby-chores</a>
14	A father's choice <a href="https://www.in.pampers.com/newborn-baby/tips/article/a-fathers-choice">https://www.in.pampers.com/newborn-baby/tips/article/a-fathers-choice</a>
15	Dad pampers a baby too #ItTakes2 <a href="https://www.in.pampers.com/newborn-baby/tips/article/dad-pampers-a-baby-too-ittakes2">https://www.in.pampers.com/newborn-baby/tips/article/dad-pampers-a-baby-too-ittakes2</a>

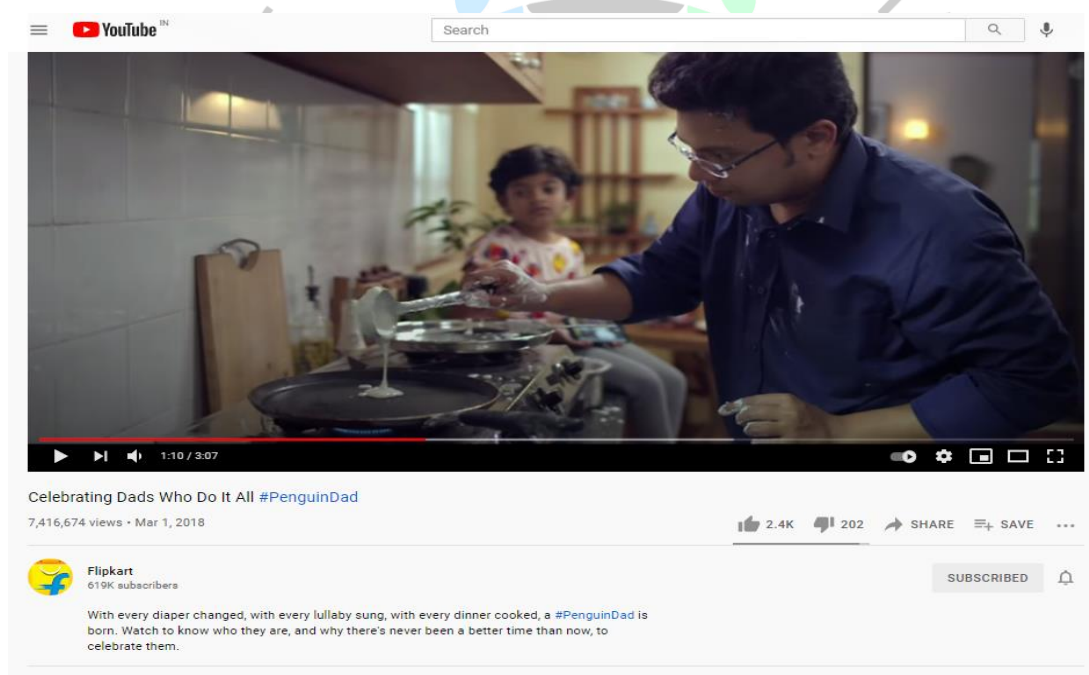
## Analysis

### Penguin Dads- Flipkart

Flipkart surveyed in 2018 and found a shift in parenting styles (Sr. No. 8). It revealed that more and more fathers were actively participating in meeting the everyday demands of the child, different from the earlier expectation of them just managing financial affairs. Flipkart launched its penguin dad movement to celebrate such dads and thereby, this new wave of change coming in families. In a video, Flipkart shows the data and explains the shift in the patriarchal ideology with a shift towards penguin dads (Sr. No. 3). The dads flash the pictures of happy fathers from across India helping children in their everyday activities. The numbers are used to speak about the intensity of the change. The key advertisement dedicated to 'penguin dads' shows 12 fathers involved in the child-care. They are young middle class fathers of 5-10 years old child, living in nuclear families (Sr. No. 1), look at Figure 1. These fathers are waking up and dropping them at school, braiding, attending parents-teachers meeting, holidaying, dressing them up for party. It praises all such dads with its tag line 'mere papa sab kuch karte hain' (my father does all sortof jobs) marking the new shift in the parenting style. They are shown to be happily performing all of this with a smile on their face. It sets a model of what good fatherhood is- a penguin dad, who co-parents the child. The psychoanalyst perspective suggests that the audience emotionally relates with the protagonist and identifies with it; the emotions of the protagonist become the emotions of the audience while watching. The screen acts like a mirror. (Mulvey, 1999). Hence, the happiness experienced by the penguin dads in the commercial gets shared or is understood to be experienced upon behaving like a penguin dad. At one place, the camera zooms in on the mobile screen of a father placing an order for noodles for his child from Flipkart, and then showing the man smiling humbly. No matter how nice the entire idea looks, the Flipkart

smartly takes the credit of playing a critical role in helping parents achieve the quality of ‘penguin dad’ by simply buying baby care products from Flipkart. In an interview with the director of brand marketing at Flipkart<sup>2</sup>, he told that the idea was to address the diversity and celebrate the change. Flipkart had also asked fathers to support the ‘Penguin dads’ movement by changing their profile picture on Linked In to celebrate fatherhood<sup>3</sup>. The impact of the campaign could be seen with an increased number of fathers coming in support of the campaign by changing the profile pictures on LinkedIn to adorable images embracing their daughters and sons affectionately, where all look happy.

The idea of ‘penguin dads’ is reinforced and encouraged further by the blogging sites owned by Flipkart itself. The ‘Flipkart stories’ page on the website tells the success stories of eight penguin dads. In one of the stories of dads on the blogging site, a father is narrating stories- a lovely gesture of care for the child (Sr. No. 9). He says that he cannot find the words to describe his emotions on the birth of his daughter. The daughter and the father both look peaceful. This image would make any reader feel happy.



Screengrab of the advertisement at Sr. No. 1

<sup>2</sup> <https://www.thedrum.com/news/2018/04/05/flipkarts-director-brand-marketing-businesses-should-proactively-create-policies>

<sup>3</sup> <https://www.scoopwhoop.com/these-dads-updating-their-linkedin-profiles-in-the-most-adorable-manner-and-were-all-for-it/>

The second commercial (Sr. No. 2) dedicated to the same ‘penguin dad’ campaign introduces a baby-friendly sweatshirt ‘Ready Daddy Sweatshirts- The superhero suit for penguin dads’ for all fathers who are penguin dads. It recognizes the work-home tension and promises to erase some of the difficulties with a smart sweatshirt which has multiple front and back pockets to slip the essential objects like milk bottle and phones inside, anti-bacterial, quilted for baby’s sleep, cartoon prints for entertainment, earphone loops to enable work communication while attending to the child (Sr. No. 10). The ad begins by telling the audience that it is tricky to be working and be a penguin dad, and Flipkart would help them do it all smartly (Sr. No. 2). The dad is shown to be holding the baby and attending to the work call peacefully- the projected image of a penguin dad. It is interesting to observe how the ad shows technology coming to the rescue of such fathers, indicating that owning the sweatshirt will eliminate many hassles of attending to the child. However, Flipkart is endorsing and encouraging more and more dads to be penguin dads, it is also worth noticing how the shopping for various products designed for childcare is subtly encouraged. The cost of the Ready daddy sweatshirt is Rs. 1799, which is too costly to be easily affordable for a common father. Therefore, Flipkart is cultivating a desire among dads to present themselves as happy ‘penguin dads’ by becoming active consumers on their e-commerce platforms.

#### It takes two- equal parenting campaign by Pampers

Neuhaus (2013) in his study pointed out the growth and development of advertisements making the diapers indispensable part of motherhood. The women were ‘happy mothers’. But with a shift in the parenting ideologies, fathers are also being called out to participate in such activities. Pampers made four ads to launch its campaign of equal parenting. The Pampers ads build on the fathers’ realization of a sense of responsibility towards their wives and the children, that it takes two to raise a child. In one of the ads, the new father admits the pain his wife has been through in the labour room, leading to his awakening of doing his bit to match up to the mother’s level (Sr. No. 4). The man is shown to promise to be a dedicated father and accept all the routine changes that come with having a baby. There is a deep sense of determination in the father to be an involved dad. The ad shows him feed the child, putting him to sleep and entertaining him. He says that one has to actually become a father by parenting the child as capture in the ad when he says *baap bolne se nahi bante, balki baap banana padta hai* . He is shown to emerge as a more understanding father making a happy family at the end. In the same flow, the second commercial advances the campaign by telling that every child not only needs a mother but a father as well in his life (Sr. No. 5). The

commercial suggests that happy and healthy children need both parents. In the third advertisement (Sr. No. 6), 'dads of pampers' it is shown how easy it is to change the diapers of a child, so easy that a father too can do this and hence contribute to the parenting. The ad presents a funny and cute story of dad championing the duty of changing diapers. In the fourth commercial (Sr. No. 7), a father who is not sensitive towards the responsibilities and the needs of the mother child duo, he depends upon the wife to put the child to sleep or feed him. One day, in the absence of the wife, he gets to handle the child, which he finds difficult; however, the pack of diapers by Pampers catches his attention, and he gains sensitivity immediately. Here also, the company-Pampers is posing as a leader in making dads realize their roles of involved fatherhood by showing happy and understanding fathers in the advertisements. A close observation of Pamper's website reveals (Sr. No. 11- 15) an attempt to spread the awareness about role of the fathers in cared upbringing of the child. However, it is worth noticing that the activities suggested by the Pampers revolve only around the needs of a toddler, diapering, playing, feeding (Sr. No.11). However, the father remains a father even when the children enter into adolescence or teenage, but Pampers is defining fatherhood only for young fathers managing toddlers or newborn babies since they are the potential consumers for them.

In addition to this, if we analyse the quality of diapers made by Pampers, scholars have questioned their eco-friendliness and sustainability. Hardly any attention is paid to single-use diapers' harmful ecological implications, and the medical threats they pose to the child's health. As per the report by Down to earth (2005), a diaper takes up to 500 years to decompose, "Each baby in single-use diapers consumes 4.5 trees (for making paper used in diapers) and puts two tonnes of solid waste into our environment. An estimated one billion trees worldwide are used per year to make these diapers". Aishwariya & Priyanka (2020) report that Diapers are a threat since they are full of chemicals. They question the sustainability of usage of such diapers and propose cloth nappies as a better alternative. In their analysis of a print ad of 'pampers', they show how intelligently Pampers presented itself to be the ultimate problem solver.

### **Conclusion**

The analysis of the two advertisement campaigns revealed the new emerging parameters of happiness in the context of parenting. An enhanced domestically invested role of fatherhood has been accepted as the new definition of parenting. The analysis showed how the happiness was constructed by depicting men who are accepting the changed role of fathers. However, if

on the one hand Flipkart depict only urban, young working couple, belonging to the middle class who can easily buy the baby care products from Flipkart, on the other hand, Pampers is also found to be building only on happy side of the product ignoring health and environmental problems triggered by it. Hence, what remains an underlying idea, is to increase the sale and promotions of products by choosing to tell happy stores convenient for the companies.

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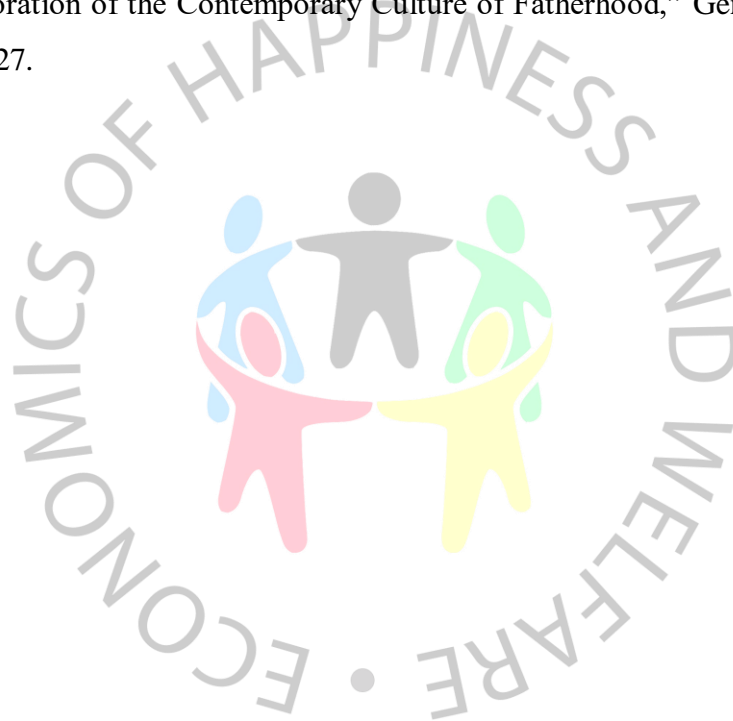


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## COMPARISON BETWEEN THE HAPPINESS OF WORKING WOMAN AND NON-WORKING WOMAN

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### **Abstract**

The happiness is a psychological aspect of how happy a person is about his life. This study aimed to compare the happiness of working and non-working woman by analysing their lifestyle and factors affecting their happiness. A sample of 70 women (35working+35 nonworking) in the age group 18 to 50 & above was taken for study. Data were collected through a questionnaire. The study reveals that there is no significant difference in the happiness of working women and non-working women. Each individual is different; the bundle of items determines the happiness among working and non-working women which is entirely different from one another, but the level of utility derived from it, is equal. Individuals try to maximise their utility with the choices available to them. It is difficult to compare the happiness of one person with others. The working woman enjoys more quality life than non-working women, and also working women are economically independent than a non-working woman.

**Keywords:** *Working, non-working, happiness, unhappiness, lifestyle, well being*

### **Objective**

The objective of the study is to compare the happiness and lifestyle of working and non-working women by analysing the factors affecting satisfaction such as Employment, Relationship, Leisure time, Freedom and social security.

### **Introduction**

The happiness of individuals mainly depends upon the level of satisfaction of a person. Quality of life or wellbeing is often used terms to measure happiness. Wellbeing of a person mainly focuses on the factors such as health care, life expectancy, literacy levels, political freedom, GDP, cost of living, social support and pollution. The happiness or well-being; with

life was seen as immeasurable in classical and neoclassical economics. Individual behaviour is rational; each individual possesses a scale of preference that is quite comprehensive; level of satisfaction of a person depends upon the accomplishments of their choice. In the latest world happiness reports 2021, issued by the UN sustainable development solutions network, focuses on the effect of COVID-19 and how people all over the world have faced it. It ranks the world's 149 countries on "how happy their citizens perceive themselves to be". Finland had been ranked the happiest country in the world. India has been ranked 139 out of 149 countries. The United States ranks at 19<sup>th</sup> place for happiness, despite being one of the wealthiest countries in the world.

The report analyses the effect of COVID-19 on the structure and quality of people's lives and evaluate how government all over the world have dealt with the pandemic. The happiness study ranks the countries of the world based on questions from the Gallup world poll, as well as other sources such as the world value survey. The Gallup world poll questionnaire measures 14 areas within its core questions: (1) Business & Economics, (2) Citizen engagement, (3) Communication & technology, (4) Diversity (social issues), (5) Education & families, (6) Emotions & well-being, (7) Environment & Energy, (8), Food & Shelter (9) Government & Politics, (10) Law & order (safety), (11) Health, (12) Religion & ethics, (13) Transport and (14) Work. The result is correlated to income, healthy life, longevity, generosity, freedom, social support and absence of corruption. The report also shows the Happiness has been affected by changes in the quality of government.

According to the report of the Happiness Index India, average happiness has gone down by about 1.2 points, but India's GDP has doubled in the last decade. The people are relatively better off than before but their happiness level doesn't increase. From this fact, it is clear that the correlation between happiness and wealth is weak. According to the report, of the 125 countries 43 have seen GDP per person and happiness move the opposite direction.

The comparison theory of happiness mainly focused on comparison of one's ability to others. It reduces the happiness of people. Affect approach evaluate happiness as a continuous psychological process. And the set-point theory focuses on the mental process of people.

For ages, women have reported a higher level of happiness than men. But now, the paradox of declining female happiness can be found in many studies. These declines results in emergence the gender gap. The subjective well-being of men is higher than women. Gender compromise in the family can find more in women. In day to day life, women have to

perform a dual role as an employer and as a homemaker. Today, the median female share of the global workforce is 45.4%. Women account for only 19.9% of the total labour force in India. The percentage of working-age women who are economically active in the country is far lower than the global average. India's low labour force participation is due to part of restrictive cultural norms regarding women's work. On average, across the globe, women spend 4 hours and 22 minutes per day in unpaid labour. Covid-19 has widened this even further. Women are now spending 15 hours more in unpaid work each week than men.

In aggregate, women's happiness may be affected by the irrational decisions of them regarding; their life, their behaviour doesn't follow predictions of economic models. These decisions are influenced by psychological aspects, cultural and social factors. They always try to maximize their utility and make choices from the opportunity available to them. Many factors increase and decrease the happiness.

### **Determinants of Women Happiness**

#### **GDP & GNP**

Gross Domestic Products and Gross National Products are two measures used to measure the impact of national policies. GDP and happiness are positively correlated. People who lived in wealthier nations are happier than those living in poorer countries.

#### **Employment**

The quality of life enjoyed by those who are employed is higher than those who are unemployed. Employment helps women to improve the facilities available to them and also make them economically independent and stable. But it does not increase subjective well-being. Income is considered a function of well-being, however, according to utility theory, marginal utility of money to the individual declines as he has more of it.

#### **Leisure & fun**

Leisure and well-being have a significant relationship. Leisure is the appropriate measure of well-being. Leisure time activities give greater satisfaction to women. Cooking, watching movies, having dinner with friends, leisure trips, reading books, spending time on social media, attending cultural events may help both working and non-working women reduce the atrocities of stressful life.

#### **Relationship and children**

Personal relationships are another parameter that determines happiness among women. For being a parent and for taking care of their children, women are more sacrificing their

emotional well-being compared to men. The unsupportive nature of partners is also another cause of unhappiness among women.

### **Freedom and control**

Freedom in decision making and happiness level is positively correlated. Being independent in taking decisions regarding career, marriage, taste and preference help to increase women happiness level. Being dependent on others always make a way to others to control their life. Economic freedom is also an important factor. It improves the well-being and social status of individuals.

### **Social security**

A welfare state improves the quality of life of citizens by meeting their basic needs. In short, the welfare state creates a higher level of satisfaction. The thought of being secured increases the level of happiness.

### **Impact of happiness**

Happiness is a crucial factor to economic development. It, increases the performance of individuals. Leisure is positively correlated with relaxation. By engaging leisure activity, one can lower stress levels, lower heart rates and help to avoid unhealthy behaviour. Health is one of the essential correlates of happiness. Good health is linked to higher happiness levels. People with positive emotions have more robust immune systems and less risk compared with those with negative emotions. It also increases life expectancy. Happiness controls depression, anxiety, heart disease. Happiness can promote peace of mind in a person. Peace of mind enables a person to make the right choice. It promotes a healthier lifestyle. They reduce unnecessary purchase, saves more money. As a result an increase in savings, people invest more and also lead to increased surplus.

### **Factors affecting the happiness of women**

Some factors affect the happiness of women. Most of the women are badly affected by psychological problems, health problems, and lifestyle diseases. The pressure created by performing dual roles, gender discrimination and malnutrition, overwork, domestic violence and sexual abuse damage women mental health. Women are always affected by gender-based violence, socioeconomic disadvantage, low income and lower social status.

Depression is one of the mental health problems that is more persistent in women than men. Both working and non-working women have to face these challenges. Women always

experience unique health issues and conditions. Gynaecological health and disorders affect women that include menstrual irregularities.

A woman plays a vital role in society, this always makes working woman fight against time. It is challenging to make a balance in work life. While in their busy schedule, they ignore their health. Obesity, chronic backache, infertility, diabetes, cardiovascular diseases create more risk among women.

### **Conclusion**

Happiness is a mental state of a person. It is the satisfaction of a person with a life. The study regarding the happiness of working and non-working women shows there is no significant difference in both. Individuals always try to maximize their utility within their budget line and choices available to them. Evaluation about the ability of a person relative to others devaluates their psychological state. And also, Health problems, lifestyle diseases and psychological problems reduce the level of happiness among women. Depression, anxiety, psychological distress, sexual violence, domestic violence affect women to a great extent. Lifestyle diseases due to unhealthy food habits, physical inactivity, inappropriate body posture and disturbed biological clock are some of the problems that affects the happiness level of women. Most of the women are not highly satisfied with their current status. Women happiness shows a declining tendency as compared to previous years. India achieved better GDP and an increased per capita income. But we less focus on environmental sustainability, social welfare, emotion and mental wellbeing. For attaining happiness in its truest sense, India has to achieve sustainability in economic, social and political dimensions.

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**SOCIAL ENTREPRENEURSHIP: AVENUE FOR SUSTAINABLE SOCIO-ECONOMIC DEVELOPMENT AND ENVIRONMENTAL PROTECTION**

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**Abstract**

Social Entrepreneur is trendy! It offers all the challenges and rewards of traditional entrepreneurship, combined with the vision of adjusting society, if not the planet. Entrepreneurship plays a premium role within the industrial and economic development of a rustic. Of late, a replacement term Social Entrepreneurship pertaining to a replacement breed of entrepreneurs, has emerged within the economic literature and has been receiving increasing attention within the socio-economic context. Social Entrepreneurs are individuals with innovative solutions to society's most pressing and daunting socio-economic and environmental problems. They are ambitious and protracted, tackling major social issues and offering new ideas for wide-scale change. This would help the firms within the emerging economies utilize their limited resources in an optimum way without harming the natural environment and face the worldwide challenge of sustainability successfully. Social Entrepreneurship is that the need of the hour for sustainable development of the country. The paper mainly concentrates on secondary data. This paper aimed at finding out the various initiatives taken by the social entrepreneurs to protect the natural environment, bring about sustainable economic development in the society and impart education to attain sustainable socio-economic development through Social entrepreneurship.

**Keywords:** *Social Entrepreneurship, sustainable development, innovation, environment.*

**Introduction**

“Social entrepreneurs are not content just to give a fish or teach how to fish. They will not rest until they have revolutionized the fishing industry.” — Bill Drayton, *Leading Social Entrepreneurs Changing the World*.

Entrepreneurship is an innovative, highly motivated, and critical thinking process. When these attributes are combined with the drive to unravel social problems, a Social Entrepreneurship is born. Sustainable development is a pattern of resource use that aims to meet human needs while preserving the environment so that these needs can be met not only

in the present, but also for future generations. Therefore, social entrepreneurship towards sustainable development is practising social entrepreneurship by meeting the requirements of this generation without compromising the power of future generations to satisfy their own needs. Social entrepreneurs have something in common with business entrepreneurs, but there are some significant differences between these two groups. Their dreams, visions and missions are different; their methods also can vary. Social entrepreneurs measure their success primarily in terms of social value creation, instead of profit. As India is one of the world's most advanced impact investing markets in terms of number and size of investments, it is necessary to increase economic development through social entrepreneurship.

Social entrepreneurs, often referred because the, “Agents of Change” are committed to formulate innovative solutions for the foremost pressing problems within the world. These problems are often broadly classified into the areas associated with education, health-care, environment and livelihood opportunities. Interestingly, they also cater to the foremost intractable social problems. For example, an organization that aims to provide livelihood opportunities to the victims of acid attack may open up a restaurant for employing them and also raise funds creating awareness about such issues in the society. The major industries comprising social entrepreneurs include entertainment, nutrition, sanitation, communication, livelihood, education, transportation, training and financial inclusion.

### **Objectives**

- To know how social entrepreneurship acts as a path for sustainable Socio-economic development and environmental protection
- To study the role of social entrepreneurship in India.
- To understand the need of social entrepreneurship on sustainable Socio-economic development of India.
- To study the role of social entrepreneurship in environmental protection.
- To finding out the various initiatives taken by the social entrepreneurs to protect the natural environment, bring about sustainable socio- economic development in the society.

### **Methodology**

The methodology, which is applied during the study, is descriptive in nature. The collection of data is done on a secondary basis, and the research is strictly done to meet the objectives set previously for the present study. The data and information, which is furnished in the

study, is collected from various secondary sources like books, journals, multiple reports and studies, books on social entrepreneurship in India and analyzed.

### **History of Social Entrepreneurship**

Social entrepreneurship is relatively a new term. It came in to note just a couple of decades ago. However, its usage is often found throughout history. In fact, several entrepreneurs established social enterprises to eliminate social problems or bring positive change within the society. Vinoba Bhave, the founding father of India's Land Gift Movement; Owen, the founding father of cooperative movement and Nightingale, the founding father of the first school of nursing and developer of recent nursing practices could be included during this category. They had established such foundations and organizations in the 19th century that is much before the concept of Social Entrepreneurship utilized in management.

These days, the concept of social entrepreneurship has been widely used which too in several forms. The establishment of Grameen Bank by Muhammad Yunus, Ashoka: The Innovators for the overall public by Bill Drayton, Youth United by Jyotindra Nath, Rand De by Ramakrishna and Smita Ram, SKS Microfinance by Vikram Akula and Roozi.com by Nick Reder, Brent Freeman and Norma La Rosa has popularized the term.

### **Contribution of Social Entrepreneurship/ Entrepreneurs in India**

Mahatma Gandhi, who saw the poor people of India being made the market for the foreign firms, called for a movement named "Swadeshi" and spearheaded the rejuvenation of cottage and village industries. This movement proved to be a boon to safeguard the wisdom of the ancients, with the skills and talents in various trades available in the country being promoted, as well as to suggest measures to build a sustainable economy in the rural areas. Vinobha Bhave of the Bhudaan Movement in India is acclaimed as a social entrepreneur. Ashoka – Innovators for the Public, who started the forum for social entrepreneurs, has a list of 2145 fellows. Of these, 283 persons are from India, with Dr Sudarshan, founder of Karuna Trust (India), being the first to be nominated in 1982. India tops the list of social entrepreneurs among the Ashoka Fellows, a fact that speaks for the tremendous spur of social entrepreneurial activities in the country.

The "Clean and Green India" conference, which was recently held in New Delhi in 2016, highlighted the plethora of opportunities available for social enterprises in diverse sectors like waste management, water management, eco-friendly infrastructure and deep cleaning services as a part of the Swachh Bharat Campaign.

The current central government is also in full support of entrepreneurs and Prime Minister Narendra Modi launched the Start-Up India scheme in January 2016 for promoting entrepreneurship and encouraging young minds to come up with innovative ideas for finding solutions to the most daunting problems of the country. Additionally, he also launched the Stand Up India initiative in April 2016 for promoting entrepreneurship among the Scheduled Castes, Scheduled Tribes, and Women through nationalized banks. The initiative will encourage them by facilitating loans between Rs. 10 lacs to Rs. 100 lacs.

1. In Maharashtra, Zero Miles is building multi-utility drinking water centres to bring people together for community development.
2. Aadhan builds classrooms —and a number of other spaces —from discarded shipping containers.
3. Traditional Indian crafts and artistry can benefit greatly through access to online and concrete markets via social enterprises.
4. Ziveli is such a social enterprise, bringing the kauna craft-work of Manipur to the planet.
5. Divya Rawat uses mushroom cultivation as how to curbing migration and providing livelihoods to people in Uttarakhand. This is also helping repopulate many ‘ghost villages’ within the state.
6. In a country where women often have to walk miles to find and collect drinking water for their families, the Water Maker project to produce water from thin air is no less than magical. It is, within the words of 1 grateful recipient, “Khuda Kapaani.”
7. Harish Hande- Founder of SELCO, he has a reputation of installing 120,000 systems in Karnataka, his aim being making renewable resources the predominant source of energy in rural India. Stressing as an observer of minute details, he later grew into an innovator and a social entrepreneur.
8. Sushmita Ghosh-She deals mainly with craft and restore from rural India, contributing to the present success of Rangasutra (a for-profit venture) and retailing from Fab India. She collects, what she calls ‘priceless’ products from these talented and dedicated villagers and helps them earn their living they deserve.

These are the few samples of social entrepreneurship in India, which are into different domain of working. The majority of this social entrepreneurship is concentrated on rural and semi urban areas. As the need for social entrepreneurship is growing, the social enterprises are growing as well. The social entrepreneurship has a wide area of coverage from cottage

industry to village produced goods, farm produced to handicrafts etc. Social entrepreneurship is spreading over the education and the health sector as well to provide affordable education and health care to people. It is also how to uplift the way and conditions of living of individuals.

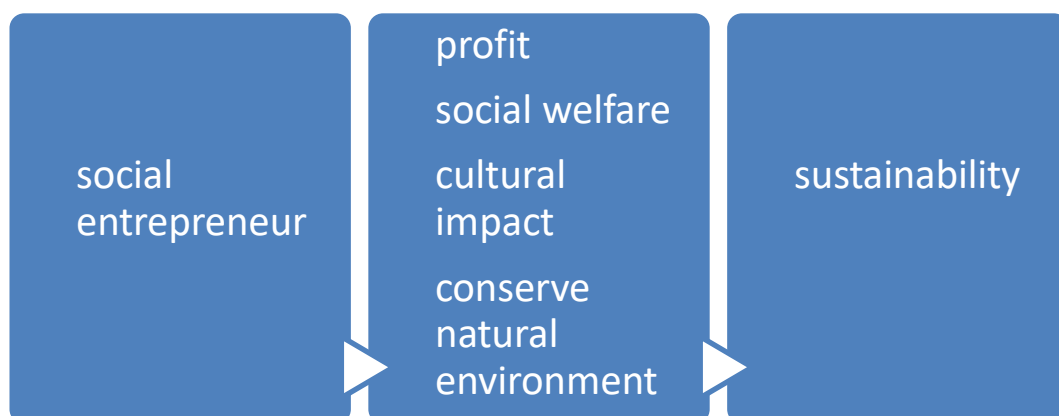
Social Entrepreneurship is no longer limited to social activities; rather, it has become a worldwide phenomenon. In today's date, it plays a vital role in providing growth and employment opportunities to the vulnerable sections of the society through sustainable business solutions. Hence, the likelihood of revolutionizing the business practices and integrating them with the social impact is gaining momentum.

### **Role of Social Entrepreneurs in Sustainable Economic Development and Environmental Protection**

Most of the large brands and corporations are adopting the concept of social entrepreneurship and trying to deal with the problems in our society by opening schools in outlying areas, educating women for contraception, making it possible for farmers and flawed individuals to access low-interest credits, establishing plants for waste treatment, planting trees and going green.

Social Entrepreneurs play the role of change agents within the social sector, by:

- Adopting a mission to make and sustain social value (not just private value);
- Recognizing and relentlessly pursuing new opportunities to serve that mission;
- Engaging during a process of continuous innovation, adaptation, and learning;
- Acting boldly without being limited by resources currently in hand, and
- Exhibiting heightened accountability to the constituencies served and for the outcomes created.



**1. Wealth Creation and Sharing:** By establishing the business entity, entrepreneurs invest their own resources and attract capital (in the shape of debt, equity, etc.) from investors, lenders and therefore the public. This mobilizes public wealth and allows people to benefit from the success of entrepreneurs and growing businesses. This kind of pooled capital that leads to wealth creation and distribution is one among the essential imperatives and goals of economic development.

**2. Create Jobs:** Entrepreneurs are naturally and definition job creators, as against job seekers. The simple translation is that once you become an entrepreneur, there's one more minor job seeker within the economy, then you provide employment for multiple other job seekers. This kind of job creation by new and existing businesses is again is one of the essential goals of economic development. This is why the Govt. of India has launched initiatives like Startup India to market and support new startups, and also others just like the Make in India initiative to draw in foreign companies and their FDI into the Indian economy. All this successively creates tons of job opportunities, and helps in augmenting our standards to a worldwide level.

**3. Balanced Regional Development:** Entrepreneurs fixing new businesses and industrial units help with regional development by locating in less developed and backward areas. The growth of industries and businesses in these areas leads to infrastructure improvements like better roads and rail links, airports, stable electricity and water supply, schools, hospitals, shopping malls and other public and personal services that might not rather be available.

**4. GDP and Per Capita Income:** India's MSME sector, comprised of 36 million units that provide employment for more than 80 million people, now accounts for over 37% of the country's GDP. Each new addition to those 36 million units makes use of even more resources like land, labour and capital to develop products and services that increase the national income, national product and per capita income of the country. This growth in GDP and per capita income is again one of the essential goals of economic development.

**5. Standard of Living:** Increase within the standard of living of individuals during a community is yet one more key goal of economic development. Entrepreneurs again play a key role in increasing the quality of living in a gathering. They do this not just by creating jobs, but also by developing and adopting innovations that cause improvements within the quality of lifetime of their employees, customers, and other stakeholders in the community. For example, automation that reduces production costs and enables faster production will



make a business unit more productive, while also providing its customers with an equivalent goods at lower prices.

**6. Exports:** Any growing business will eventually want to urge started with exports to expand their business to foreign markets. This is a crucial ingredient of economic development since it provides access to more significant markets, and results in currency inflows and access to the newest cutting-edge technologies and processes being used in more developed foreign markets. Another key benefit is that this expansion that results in more stable business revenue during economic downturns within the local economy.

**7. Community Development:** Economic development doesn't always translate into community development. Community development requires infrastructure for education and training, healthcare, and other public services. For example, you would like highly educated and skilled workers during a community to draw in new businesses. If there are educational institutions, technical training schools and internship opportunities, which will help build the pool of educated and skilled workers.

A good example of how this type of community development are often promoted is Azim Hashim Premji, Chairman of Wipro Limited, who donated Rs. 27,514 crores for promoting education through the Azim Premji Foundation. This foundation works with quite 350,000 schools in eight states across India.

**8. Growth of Green Technology:** There are several organizations and events which have achieved great heights of accomplishments in their contribution towards a greener world. World Bank, UNEP (United Nations Environment Programme) and Global Environment Facility have developed new approaches in industrial processes and launched Sustainable development programs. Earth Charter is another civil society which is functioning rigorously towards this noble cause.

**9. Green Industry Concepts for Social Enterprise:** Minimize energy and resource consumption, emission of greenhouse gases, discharge of waste, pollution and accidental hazards. Install highly efficient and eco-friendly machineries and equipment's. Provide expert guidance to other enterprises, researchers and practitioners on ecological topics like clean technologies, energy efficiency etc. Foster high environmental awareness in employees and native community and promote eco-tourism.

So, there is a very important role for entrepreneurs to spark economic development by starting new businesses, creating jobs, and contributing to improvement in various key goals such as GDP, exports, standard of living, skills development and community development.

### **Conclusive Suggestions: Measures to Face Challenges by Social Entrepreneurs**

There is no doubt that social entrepreneurship is subject to many challenges and these challenges are growing with time and dynamics of society. Social entrepreneurs have to take care and keep note of tiny details to face the challenges. There are few steps/measures, which can be practiced to face the prevailing challenges of social entrepreneurship in India

**1. Proper training and development institutions-** Government must open some specialized councils and institutions for systematic development of social entrepreneurship. Some of the institutions are working within the area of economic entrepreneurship; some must be opened for social entrepreneurship also.

**2. Inclusion of social entrepreneurship in course syllabus-** One of the most effective way of disseminating awareness towards social entrepreneurship is to include a paper/subject on the same at higher education level.

**3. Creation of mass awareness-** Steps should be taken to make the mass aware towards the social entrepreneurship, so that people do not get confused between social entrepreneurship and social work. Media, social media, other vehicles are often deployed for an equivalent.

**4. Providing infrastructure and basic facilities-** Government and other stakeholders must work on the basic facilities to the social entrepreneurship. These facilities can attract people towards becoming social entrepreneurs, thus the spread of social entrepreneurship will increase to multi folds.

**5. Social entrepreneurship development programmes-** Like entrepreneurship development programmes, social entrepreneurship programmes must be organized time to time to help social entrepreneurship. Such organization will help in increasing the overall motivation of social entrepreneurs.

**6. Funding to social entrepreneurship-** If the funding issue of social entrepreneurship is resolved, the utmost level of challenges faced by social entrepreneurship are often managed properly.

**7. Government projects should tend to social entrepreneurs-** Governments of several states time to time install different programmes for rural and semi urban areas. If the priority of such programme allocation is given to social entrepreneurs, they're going to

flourish in no time. Government machineries and other sophisticated mechanism don't understand the social issues more accurately but social entrepreneurship does understand the social issues/inequalities better.

**8. Awards and public felicitation-** Time to time on proper and prestigious platforms social entrepreneurs must be publically awarded for his or her exception/distinct contribution as a social entrepreneur.

### Conclusion

While most entrepreneurs are motivated by the potential to earn a profit, the profit motive doesn't prevent the standard entrepreneur from having a positive impact on society. As Smith explained in 'The Wealth of Nations' (1776), "It isn't from the benevolence of the butcher, the brewer, or the baker that we expect our dinner, but from their reference to their own self-interest." Smith believed that when individuals pursued their own best interests, they might be guided toward decisions that benefited others. The baker, for instance, wants to earn a living to support his family. To accomplish this, he produces a product, bread, which feeds and nourishes many people. Social entrepreneurs are individuals with business insights who are on a social mission and who can provide new approaches needed to hasten the method of social development. Creative and logical business approach of social entrepreneurs when combined with efficient technologies of sustainable engineering brings about positive transformation in the existing socio- economic and environmental problems. In spite of varying problems in several dimensions, social entrepreneurs are successful in formulating and implementing an ideal solution to their problems. They need proper support, funding and mentoring to shape their dreams.

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## **UNPAID CARE WORK AND ECONOMY OF HAPPINESS**

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### **Abstract**

The core objective of the paper is to study about unpaid care work and how it creates economy of happiness. Unpaid care work is an important aspect of economic activity as well as indispensable factor because it is contributing to the well-being of individuals, their families as well as to the society. Unpaid care work is commonly left out of the policy agendas due to its difficulty to measurement and less relevance for policy making. Hence it plays a vital role for making a happiest society. Without unpaid care work the family will not be happy so that the society also will not reach happiness. Due to lack of common measuring rod the efforts of unpaid care couldn't reach the mainstream. This paper attempts to study about how the unpaid care work contributes to economy of happiness.

**Key Words:** Unpaid care work, Care Economy, Gender Inequality, Economy of Happiness

### **Introduction**

Care economy is the economy where public services for childcare, care for ill and elder care exists. There exists unpaid care work in this sector. Unpaid care work means all unpaid services and non-market activities provided in a household for its members including care of persons mainly to children and elderly people, (direct activities) cleaning, cooking etc (indirect activities). Especially women are the group which spends their time for unpaid care work. It reduces their time for involving in paid work.

Unpaid care work refers to all unpaid services provided within a household for its members, including care of persons, housework and voluntary community work. The word "Unpaid" means the person who performs the activity is not remunerated. "Care work" means the activities that provides for the health, well-being and maintenance of someone or something. Everyday individuals spend their time for cooking; caring of children and elderly people in their house comes under the unpaid care work. Due to difficulty in measuring, it doesn't being a policy agenda. Neglecting unpaid care work leads to incorrect inferences about levels and changes in individual's well-being and the value of time which in turn leads to limit effectiveness of policy across socio-economic areas especially gender inequalities in employment.

Women spend disproportionately more time on unpaid care work than men. All women engage in unpaid care work along if they have paid work. It create double burden of work for women. The unequal distribution of unpaid care work between women and men represents a hindrance to their economic empowerment. Many of the women couldn't showcase their talents to the mainstream of the society. The gender gap in unpaid care work has significant role for women's ability to actively take part in labour market and the type of employment available to them. Time is a limited resource which is divided between labour and leisure, paid and unpaid work. Every minute that a women spends on unpaid care work represents one minute less she could potentially spending on her educational and vocational skills.

### Discussion

Gender inequality in unpaid care work can be analyzed in three areas: gender gaps in labour force participation rates, quality of employment and quality of wages.

- Unpaid care work and labour force participation rates: - the amount of time devoted to unpaid care work is negatively correlated to labour force participation. Especially the woman devotes more time than men for unpaid care work. Therefore the labour force participation rate of women is low than men. If women spend an average of 5 hours on unpaid care work, 50% of the working age populations are passive. Gender inequalities in unpaid care work are linked to gender gaps in labour force. Higher the distribution of responsibilities of care work between men and women results higher the inequality in gender gaps in labour force.
- Unpaid care work and quality of employment: - Unpaid care work inversely related to quality of employment. The time spent for unpaid care work leads to depend mainly on part-time and vulnerable jobs. Unpaid care work constitute a time and energy consuming occupation, it limits access to labour market and force them to accept low-income and insecure employment. Part time employment and informal sector are the alternatives for them. Its quality is low due to low income and low superannuation contributions.
- Unpaid care work and gender wage gaps: - Unpaid care work is directly related to gender wage gap. If women spend more time for unpaid care work, there exists a large gender gap in time spent. They can earn only 65% of wage if men earn for the same job. Due to consuming more energy for unpaid care work, there exist gender wage gap if there is unpaid care work. Gender wage gap and unpaid care work are linearly related to each other.

Unpaid care work includes caring for children, elderly and sick people. It also includes washing, cooking, shopping, cleaning and helping other family members with their chores. In common families, societies, markets and non- formal sector share the responsibility for unpaid care work. Especially in low income countries girls and women spend most of their time for unpaid care work. This will reduce their access to paid work and to reach the mainstream of the society. In the calculation of a country's GDP the participation of women and girls unpaid work is not considered. However it makes the happiness in economy by balancing the activities. The major pros and cons of unpaid care work are:-

- Care work is a benefit to the society as it provides well-being to both the caregiver and care receiver. It thereby creates close relations between them.
- Paid and unpaid care work adds value to the economy and should be included in economic calculations.
- Studies show that the unpaid care work are calculated, it will contribute 10 % to 15 % of total GDP
- The increasing enrolment rate of girls in schools and participation of women in labour market reveal their decreasing willingness to involve on unpaid care work.
- Women can actively participate in labour market and showcase their talents.

Prof. Diane Elson has suggested a model with three interconnected dimensions that seeks to address and incorporate unpaid care work in the development agenda. The strategies which address the unpaid care work are Recognition, Reduction and Redistribution. Popularly known as 3 R's, which provides practical solution for solving the unpaid care work burden. They are;

- Recognition: - It involves gathering of information both quantitative and qualitative about unpaid care work and distribute the burden to community and individuals. It provides a basis for monitoring and measuring the governmental policies and other initiatives that tries to end the existence of the unpaid care work. It also tries to analyze the previous initiatives which existed among unpaid care work that paved way to hinder the entry of women into the mainstream of society.
- Reduction: - If the nature and consequences of unpaid care work was analyzed, there arise the steps to reduce and redistribute it. The unpaid care work should be reduced among women and girls and allow them to participate in the formal job market. It is important to make sure that the time is not allocated for unpaid work and such activities.



- **Redistribution:** - Along with reduce the unpaid care work; it is necessary to take initiatives to redistribute the unpaid care work. Unpaid care work should be distributed equally among men and women, government and private sector etc.

The unpaid care work can be estimated by calculating the time spent by them for care. The economic contribution of women is 17% of India's GDP –less than half the global average. The Covid-19 pandemic exist, many accounts reveals the situation about 49% of total job losses by women during this time.

In 1972, the International Wages for Housework Campaign was launched in Italy and spread to UK, while wages for Housework Committees were formed in various US cities. In 2012 the women and child development minister said that the government was considering the mandating of a salary for housework to women from husbands. Its aim was to empower women financially. But the proposal does not come into existence.

Unpaid and paid care works are crucial for the well-being of individuals and society as a whole. Certain unpaid tasks are more enjoyable than others like spending time with children and time spent for the purpose of preparing dinner are the activities which is healthy and productive. The unpaid care work contributes balance of the economy by balancing all the activities which is done by households. Certain women population will actively participate in both paid and unpaid activities. It will regularize both economic and non-economic activities. Apart from unpaid care work women also engage in paid care work involves working in old age home, working in Child care and day care etc.

During the present COVID-19 scenario, individual spend more time for unpaid care work. The Covid-19 crisis has amplified the unpaid care work .Due to reduced care supply through both formal care facilities as well as informal through elder's health care. Many people who were working at their home try to reconcile their job and the care activities in the family. Many of the women population working in the essential service sector especially in healthcare needs to attend their job with extra workload, could not efficiently do their unpaid care work. At the same time Covid-19 has drastically affected sectors with high shares of female participation. Some of the women have been left without jobs and income and prompting them to stay in the private sphere of home and perform more domestic responsibilities. It will results there is more time to spend for unpaid care work. This helps to create close relationship with the family and thereby create happiness in the atmosphere. The analytical review of COVID-19 impact on unpaid care work in the current paper has

identifies the following unprecedented effect of the crisis, which are likely to have far-reaching implications for gender equality, labour productivity and economic development.

In the calculation of the country's GDP the participation of unpaid care work does not considered. Even though, these activities balance the economy by providing happiness within the family as well as to the economy. If an economy involves only paid work, there is no happiness in the family as well as to the entire economy. Unpaid care work does not comes to the main scenario, but it provides economic stability by imparting active existence of care to the children and the elderly individuals who wants more care.

Unpaid care work directly correlated to happiness of economy. Unpaid care refers to the activities which is providing within the household. Unpaid care work means to all unpaid services provided within a household for its members, including care of persons, housework and voluntary community work. If there exists only paid work in the economy there is no existence of balanced and happiest economy. Women and girls spend more time for unpaid care work. It will create gender inequalities, issues quality of employment, and also gender wage gap etc. In order to create a happiest economy, there should exist both paid and unpaid care work. Unpaid care work creates happiness within the family and also in the economy by providing care to the most required group of individuals. Unpaid care work creates a happiest economy.

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## **RAMIFICATIONS OF COVID 19 ON THE EDUCATIONAL SPHERE IN KERALA**

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### **Abstract**

The unexpected invasion of the corona virus hit mankind hard and fast. It left man reeling under its impact for a long time. We struggled to return to normalcy. In fact we are yet to get back to the normal. What is currently prevailing is called the 'new normal'. Covid 19 is an unprecedented pandemic which has affected the entire world. The corona virus that spreads very quickly is not being contained even after vaccination and the only way to conquer it is to maintain social distance and observe personal hygiene. Almost all nations called for a national lockdown and as a result of this all human activities were literally put to a halt. People were forced to stay at home to remain healthy and unaffected by the virus. As a result, various sectors of the economy such as industrial sector, health sector banking sector, education sector etc. have been adversely affected. The new normal in education is E-learning. This study focuses mainly on studying how Covid 19 has influenced the education system. The main measure adopted by several institutions to mitigate the problem even while preserving social isolation and personal hygiene, was to embrace online platforms such as Zoom, WebEx, Google, Meet, Microsoft Teams etc. Hence the study aims to analyze the impact of COVID-19 on E-learning and use of E-learning platforms. It enables us to understand preferences and satisfaction levels of Students and other people, and thereby bringing new suggestions for change. The study is significant as it analyses the impact of using various E-learning platforms and satisfaction level it delivers among students.

**Keywords:** Covid 19 Pandemic, online education, online platforms

**Introduction**

Although Covid 19 is a persistent pandemic, institutions and organizations will face numerous restrictions in their normal operations. The closure of schools and colleges as a result of Covid 19 has a negative impact on students' academic lives. But, because we cannot allow the situation to continue in this manner, our country has decided to begin online learning until the situation is stabilized and regular classes resume.

The major benefit is that technology is constantly evolving, making the learning process much easier and more flexible. A person who has access to a reliable network and adequate facilities can work from any location. However, this is not the case for students, particularly schoolchildren, who do not have their own devices or adequate network access to participate in online classes. Students in small classes must always rely on their parents or elders for this.

In many parts of Kerala, there are still no proper electricity connections or network facilities. Students face numerous challenges in such environments. Even if students participate in online classes, which are a relatively new practice, it is impossible to predict how effective it will be. Because students learn from the comfort of their own homes, there is a lack of social interaction and communication, and continued online learning can lead to health problems such as vision problems, headaches, and a lack of concentration, among other things. Even if there are numerous obstacles, the only way to continue learning is to go online.

Here, in this study on topic 'Ramifications of COVID 19 in Educational Sphere in Kerala' we mainly focus on how COVID 19 impacted the education system and how it mitigate the issues.

**Significance of the study**

The unexpected invasion of the corona virus hit mankind hard and fast. It left man reeling under its impact for a long time. We struggled to return to normalcy. In fact we are yet to get back to the normal. What is currently prevailing is called the 'new normal'.

The new normal in education is E-learning. The study aims is to analyze the impact of COVID-19 on E-learning and use of E-learning platforms. It enables us to understand preferences and satisfaction levels of Students and other people, and thereby bringing new suggestions for change.

The study is significant as it analyses the impact of E-learning platforms on students.

### Scope of the study

The paper studies the problems faced, satisfaction level and effectiveness of online learning among students.

### Objectives

- To understand the impact of COVID-19 on E-learning.
- To identify the problems/difficulties faced during online learning.
- To find out the awareness and satisfaction of students towards the various E-learning platforms
- To put forward findings and suggestions based on the study.

### Hypothesis of the study

**H0:** There is no significant association between the online mode opted and satisfaction level among students.

**H0:** There is a significant association between the online mode opted and satisfaction level among students.

### Methodology of study

#### ❖ Area of the study

The study was confined to students from different part of Kerala and data was gathered through internet platform using Google forms.

#### ❖ Method of study

The study is based on primary data collected through questionnaires specially designed for this survey and collected using Google Forms and from Secondary data has been collected from various websites, articles and journals

#### ❖ Sample size

Data was collected from 100 respondents hailing from different districts of Kerala.

#### ❖ Sampling Technique

Stratified sampling technique is used for selecting appropriate samples of student in such a manner that respondents belonged to different districts of Kerala.

#### ❖ Tools of Analysis

Simple statistical tools such as percentages, Likerts Scale and ranking method are used for verifying validity of data collected and interpretation. The pictorial representation used for the study is bar chart.

### Limitations

1. The study mainly focuses on the problems faced and the satisfaction level of students towards the measures taken to mitigate the issues in education sector caused due to covid 19
2. The study was conducted among 100 students; hence the study suffers from the limitation of sample size used.
3. Lack of awareness and non-responsive attitude of the students was also an issue.
4. Findings of the survey are based on the assumption that the respondents have given correct answers.

### Literature review

1. **Marcia D. Dixso (2 June 2010):** In their study they examined the importance of developing real connections in online courses. Professors need to create active learning situations in which students can execute what they are learning. However, meaningful communication possibilities also need to be unified into online courses. Such connections truly help students to feel engage with the courses they are taking even with the lack of a physical presence of instructor or other scholar.
2. **R. Radha, K. Mahalakshmi, DR. Sathish Kumar and DR. AR Saravanakumar (April 2020):** In their study they stated that e-learning come across as the coming trend. It has been expanded worldwide. The online method of learning is appropriate for every day. Depending on their accessibility and contentment, a lot of people refer to learn at a suitable time. This entitles the learners to access modified content at any time they need it. In the end, this study presented that e-learning has approved among students across the globe especially, the lockdown period due to the COVID-19 pandemic.
3. **Shatakshi Lall, Nardev Singh (April 17, 2020):** Their study revealed that maximum students are in favour of studying through online classes, but they feel that there is a lack of co-curricular activities in the online mode of conducting classes. The universities should design a plan so that along with studying their regular course, students also get to participate in some fun-loving activities so that they honestly continue to have an interest in the online lectures.
4. **Wei Bao (April 2020):** Their study revealed that it concluded with five principles of high impact teaching practice to effectively deliver large scale online education, through the case analysis of peeking universities online education. First, the principle of appropriate relevance. The quantity, difficulty and length of teaching content should match



up with the academic readiness and online learning behaviour of characteristics of students. Second, the principle of effective learning. Due to student's characteristics of low attentiveness in online learning, it is essential to adopt the teaching speed in order to assure the effective delivery of teaching information. Third, the principle of sufficed support. Faculty and teaching assistants need to provide students with timely feedback, including online video tutoring and email guidance after class. Fourth, the principle of high-quality participation. It is necessary to look after some measures to enhance the degree and depth of student's class participation. Last, the principle of contingency plan preparation.

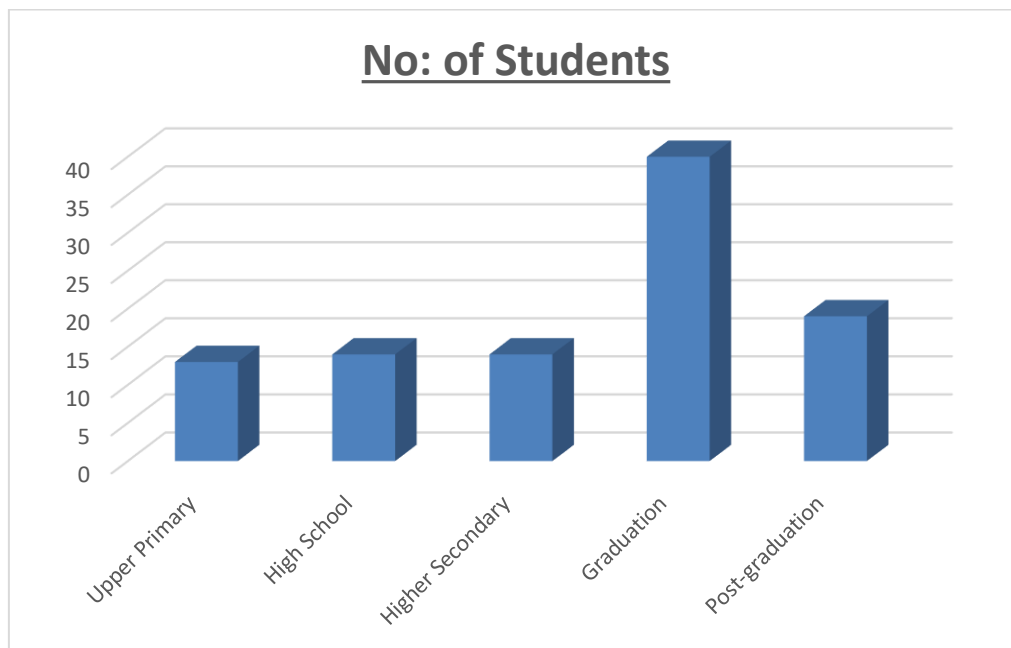
**5. Vaishali Bokde, H.L. Kharbikar, M.L. Roy, Prathibha Joshi and Atheequlla G.A. (May 2020):** They study found out that the education plays an essential role for socio-economic progress of the persons in any nation. In India, there are some gaps in education sector and currently country facing a problem of new novel- corona virus widespread. The lockdown situations may affect the social-economic conditions of the people and the educational institutions of the country.. With the implementation of these suggestive measures, the country will move forward and assure the complete progress in education sector.

### Data Analysis and Interpretation

**Table: 1 - No: of Students**

Student Group	Number	Percentage
Upper Primary	13	13%
High School	14	14%
Higher Secondary	14	14%
Graduation	40	40%
Post-graduation	19	19%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source: Primary Data

**Figure: 1****No: of Students**

Source: Table 1

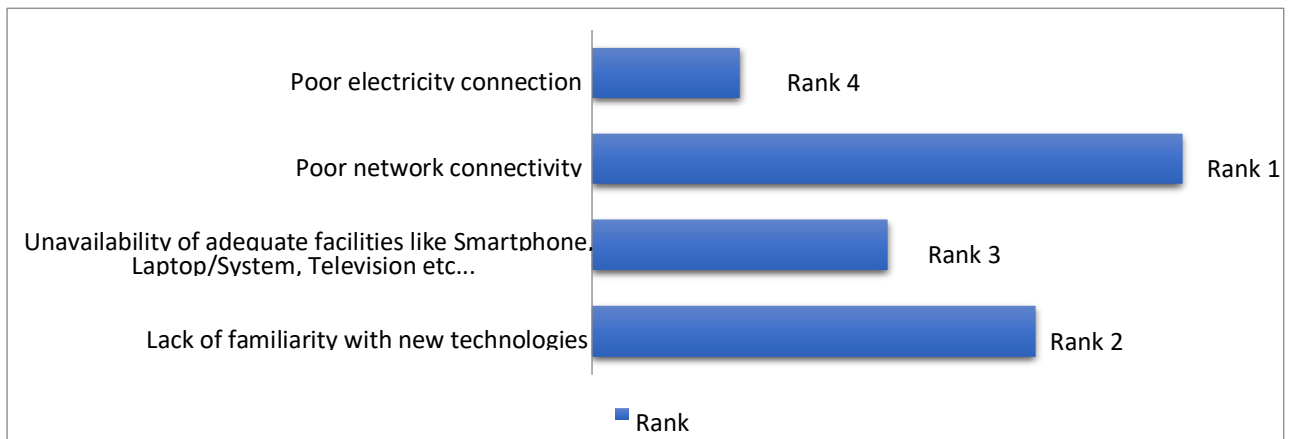
**Table: 2 - Problems faced during Online Learning**

Parameter	Total	Rank
Lack of familiarity with new technologies	277	2
Unavailability of adequate facilities like Smartphone, Laptop/System, Television etc...	241	3
Poor network connectivity	298	1
Poor electricity connection	218	4

Source: Primary Data

Table 2 reveals that majority of respondents face problem of poor network connectivity, Lack of familiarities with new technologies rank 2, Unavailability of adequate facilities like Smartphone, Laptop/System, and Television etc... rank 3 and Poor electricity connection rank 4.

**Figure: 2 - Problems faced during Online Learning**



Source: Table 2

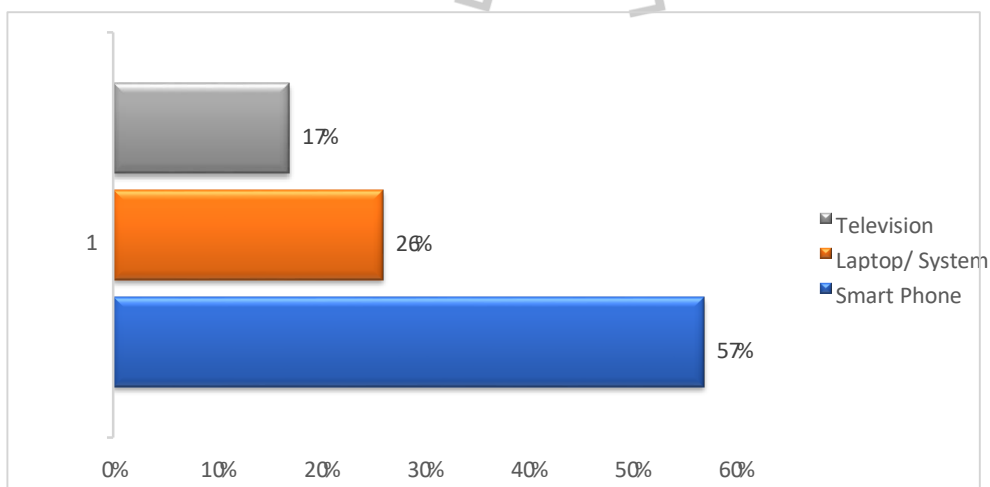
**Table 3 - Equipment used to engage in Online Class**

Equipment	Number	Percentage
Smart Phone	57	57%
Laptop/ System	26	26%
Television	17	17%
Total	100	100%

Source: Primary Data

From table 3 it is clear that 57% of respondents use Smartphone, 26% of respondents use Laptop/System and 17% of respondents use Television to engage in online classes.

**Figure: 3 - Equipment used to engage in Online Class**



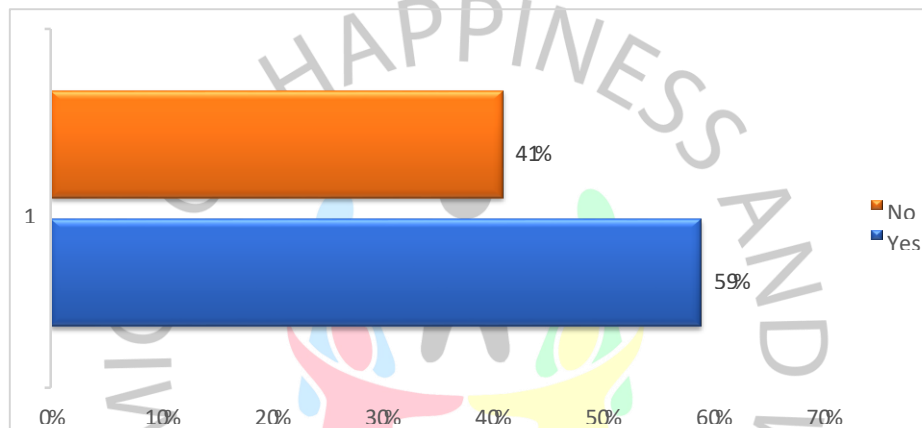
Source: Table 3

**Table: 4 - No: of Students who owns Mobile phone/ Laptop**

Response	Number	Percentage
Yes	59	59%
No	41	41%
Total	100	100%

Source: Primary Data

Table 4 shows that 59% of respondents have their own Mobile phone or laptop where as 41% of respondents don't have mobile phone/laptop.

**Figure: 4 - No: of Students who owns Mobile phone/ Laptop**

Source: Table 4

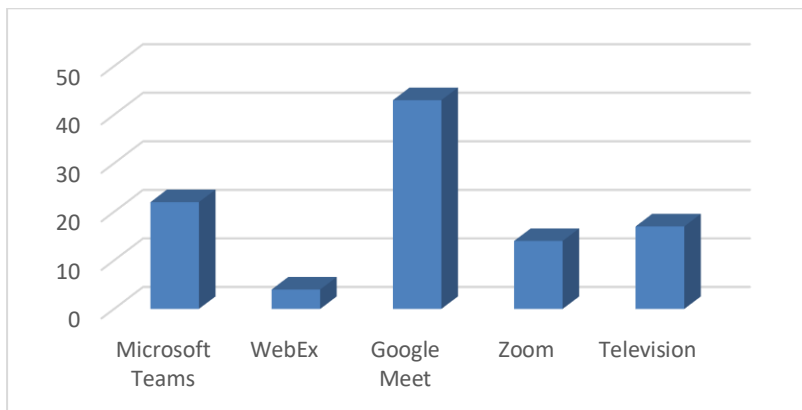
**Table: 5 - Applications that are used for Online Education**

Application used	Number	Percentage
Microsoft Teams	22	22%
WebEx	4	4%
Google Meet	43	43%
Zoom	14	14%
Television	17	17%
Total	100	100%

Source: Primary Data

It is clear from Table 5 that 22% of respondents use Microsoft Teams, 4% of respondents use WebEx, 43% of respondents use Google Meet, 14% of respondents use Zoom and 17% of respondents use Television for Online Education.

**Figure: 5 - Applications that are used for Online Education**



Source: Table 5

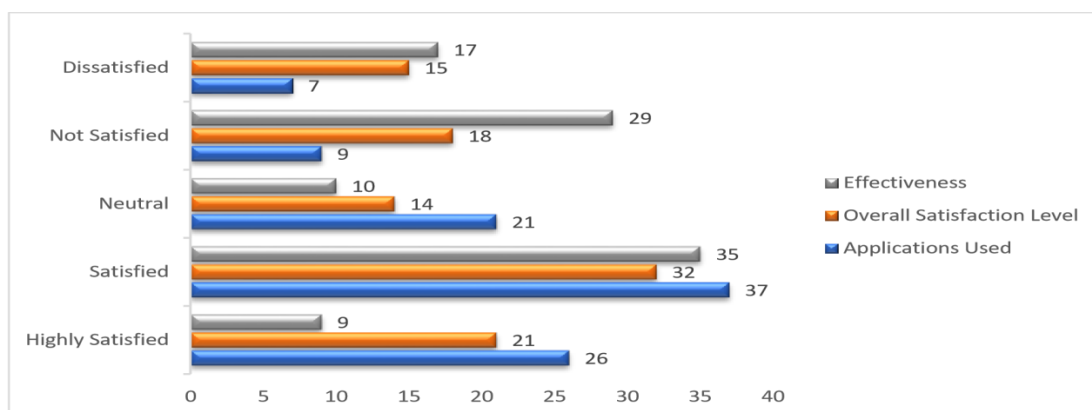
**Table: 6 - Satisfaction level to various Application used, Overall Satisfaction Level and Effectiveness of Online Class**

Particulars	Highly Satisfied	Satisfied	Neutral	Not Satisfied	Dissatisfied
Applications Used	26	37	21	9	7
Overall Satisfaction Level	21	32	14	18	15
Effectiveness	9	35	10	29	17

Source: Primary Data

It is evident from the above data that majority of students are satisfied with various applications used, effectiveness of online class and their overall satisfaction level towards new way of learning.

**Figure: 6 - Satisfaction level to various Application used, Overall Satisfaction Level and Effectiveness of Online Class**



Source: Table 6

### Testing of Hypothesis

**Null Hypothesis (H<sub>0</sub>):** There is no significant difference between level of satisfaction among students and the digital mode.

**Alternative Hypothesis (H<sub>1</sub>):** There is significant difference between level of satisfaction among students and the digital mode.

### Data: Contingency Table

Particulars	Yes	No	Total
Microsoft Teams	22	5	27
WebEx	8	11	19
Google Meet	12	5	17
Zoom	6	8	14
Television	13	10	23
<b>Total</b>	<b>61</b>	<b>39</b>	<b>100</b>

### Expected: Contingency Table

Particulars	Yes	No
Microsoft Teams	16.5	10.5
WebEx	11.6	7.41
Google Meet	10.4	6.63
Zoom	8.54	5.46
Television	14.0	8.97

Chi-square = 10.4

Degree of freedom =  $(r-1)(c-2) = (5-1)(2-1) = 4$

Probability = 0.034

Table Value at 5% level of significance = 9.488

Here the calculated value is more than the table value. So, the null hypothesis (H<sub>0</sub>) is rejected.

### Findings of the study

The study was conducted with the objective of understanding the problems faced, satisfaction level and effectiveness of online learning. The study has come with following findings:



1. According to the study 40% of the respondents are graduation students, 19% are post-graduation students, 14% respondents are from higher secondary section and class high school respectively and 13% of respondents are from upper primary section
2. The study reveals that majority of respondents face problem with poor network connectivity and lack of familiarities with new technologies.
3. About 57% of respondents use Smart phone and rest of the respondents use laptop/ system and television.
4. Majority of respondents have their own mobile phone or laptop where as 41% of respondents doesn't have mobile phone or laptop.
5. 43% of respondents use Google Meet and 22% of respondents use Microsoft Teams for online class.
6. Majority of respondents are satisfied with the technologies they used to engage in online class, the overall satisfaction level and effectiveness of new way of learning.

### **Suggestions**

1. The students should accept the present situation and should efficiently use online platform for learning purpose.
2. The institutions should make an effort to provide an orientation classes to the students about the online learning and how to use the application.
3. Engage in agreement with telecom companies to provide access to resources.
4. Students who are facing problem with poor network connectivity should use Dongle or wifi for better connectivity.
5. The institutions should provide Quality education and effective learning techniques for the overall development of students.
6. The institutions should provide training to the faculty to effectively utilize online teaching method e.g. (webCt, blackboard) and that will make the online class more effective.
7. It is recommended to include flexible application for the easiness of online learning.

### **Conclusion**

By doing this project we arrived at a conclusion that students are highly satisfied with new way of learning. Currently our country is facing problems with corona virus pandemic. To mitigate the effects of the pandemic immediate measures are required are to be taken. The lockdown circumstance affects the education sector of the country. Some light was shed on the negative factors like poor network connectivity, lack of familiarity with new technology

etc... With the implementation of these suggestive measures country will move forward and ensure the overall progress in the education sector.

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## BIBLIOMETRIC ANALYSIS OF SUSTAINABLE INVESTING IN SCOPUS

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### **Abstract**

Over the previous several decades, sustainable investing has progressed. We define sustainable investment as all types of socially responsible investment including environmental, social, and governance (ESG) investment. Sustainable investment addresses changing external circumstances, while SRI is driven by the values of the investors. Sustainable investing is a kind of investment that takes into account environmental, social, and corporate governance (ESG) factors in order to achieve long-term competitive financial returns while also having a good societal effect. The field's literature is also expanding and becoming more interdisciplinary in nature. Bibliometric analysis is a comparative evaluation of written journal articles, books, or book pages, and it's a valuable tool for assessing the effect of a publication on the scientific world. The number of times a piece of study has been cited by other scholars is an excellent measure of its scholarly importance. A bibliometric analysis, also known as a citation classics research style, is a widely used method for assessing an article's effect. This paper aims to provide a succinct update on the effects of bibliometric research on publications in the field of Sustainable Investing as a key word in Scopus.

**Keywords:** *Bibliometric Analysis, Sustainable Investing*

### **Introduction**

Over the previous several decades, sustainable investing has progressed. We define sustainable investment as all types of socially responsible investment including environmental, social, and governance (ESG) investment. Sustainable investment addresses changing external circumstances, while SRI is driven by the values of the investors.

Sustainable investing is a kind of investment that takes into account environmental, social, and corporate governance (ESG) factors in order to achieve long-term competitive financial returns while also having a good societal effect. (Fulton M, Kahn BM, Sharples C, 2012)

### **Statement of the Problem**

Bibliometric analysis is a comparative evaluation of written scientific articles, books, or book pages, and it is a valuable tool for assessing the effect of publishing on the scientific world. The number of times a piece of study is cited by other scholars is a strong measure of its intellectual value. A bibliometric analysis, also known as a citation classics research style, is a popular method for assessing an article's impact as well as identifying prominent authors and sources.

### **Objective of the Study**

This paper attempts to present a concise report of the bibliometric analysis results on articles in the area of Sustainable Investing as a key word in Scopus.

### **Methodology**

Sustainable Investing being an emerging field of study, 1993 documents could be traced from the Scopus database for the period from 1982-2021. The most prominent authors and sources are identified using the built in tools of Scopus database.

### **Results**

- Table 1 shows the top 25 articles from Google Scholar. Document from GSI Alliance in 2016 is found to be the most cited document, while the document from M Fulton, B Kahn and C Sharples are ranked one in Google Scholar.
- Considering the annual production of documents, 2020 marked the highest contribution with 281 documents. The same is expected to be overtaken this year as already we have 119 publications in 2021. (Exhibit 1)
- Sustainability (Switzerland) and Journal of Cleaner Production head the list of prominent sources in this area by the count of articles. (Exhibit 2)
- Krosinsky C and Richardson BJ are the top contributing authors in this field through more number of articles. (Exhibit 3)
- University of Oxford, Imperial College of London, Organisation Mondiale de la Santé and University of Cambridge are the top contributing affiliations of authors in this area of research. (Exhibit 4)

- United States and USA heads the list of top contributing countries in the areas of sustainable investing. (Exhibit 5)
- 60% of the documents in Scopus database in the area of sustainable investing are research articles and 18% are conference papers. (Exhibit 6)

### Discussion

Sustainable investment techniques work together to support ethical corporate practises and to deploy money for social and environmental benefit throughout the economy. More research in this emerging field is expected in India also. Premier institutions in India have started contributing to the field via research projects and articles in this area.

### Appendix – Tables and Exhibits

**Table 1 Top 25 articles in Google Scholar**

GS Rank	Cites	Authors	Title	Year	Source	Publisher
1	139	M Fulton, B Kahn, C Sharples	Sustainable investing: Establishing long-term value and performance	2012	Available at SSRN 2222740	papers.ssrn.com
2	90	C Krosinsky, N Robins	Sustainable investing: The art of long-term performance	2012		books.google.com
3	81	E Pástor, RF Stambaugh, LA Taylor	Sustainable investing in equilibrium	2020	Journal of Financial Economics	Elsevier
4	106	C Woods, R Urwin	Putting sustainable investing into practice: A governance framework for pension funds	2010	Journal of Business Ethics	Springer
5	24	DBCC Advisors	Sustainable investing	2012	Establishing Long-Term Value and Performance	dacdb.com
6	60	F Paetzold, T Busch	Unleashing the powerful few: Sustainable investing behaviour of wealthy private investors	2014	Organization & Environment	journals.sagepub.com
7	34	M Staub-	Sustainable	2012		books.google.com

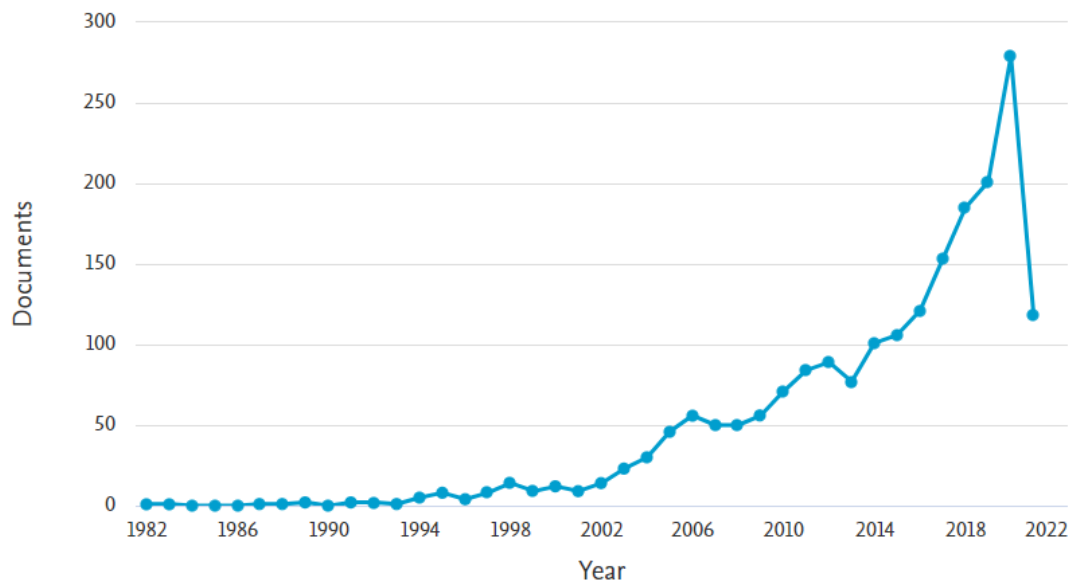
		Bisang	Investing for Institutional Investors: Risks, Regulations and Strategies			
8	149	GSI Alliance	Global sustainable investment review 2016	2016		apo.org.au
9	43	C Krosinsky, N Robins, S Viederman	Evolutions in sustainable investing: strategies, funds and thought leadership	2011		books.google.com
10	4	D Uzsocki	Sustainable Investing	2020	International Institute for Sustainable ...	greenfinanceplatform.org
11	32	K Narula	'Sustainable Investing' via the FDI route for sustainable development	2012	Procedia-Social and Behavioral Sciences	Elsevier
12	13	C Krosinsky, S Purdom	Sustainable investing: Revolutions in theory and practice	2016		books.google.com
13	24	F Paetzold, T Busch, M Chesney	More than money: exploring the role of investment advisors for sustainable investing	2015	Annals in Social Responsibility	emerald.com
14	14	JF Kölbel, F Heeb, F Paetzold...	Can sustainable investing save the world? Reviewing the mechanisms of investor impact	2020	Organization & ...	journals.sagepub.com
15	14	N Robins	The emergence of sustainable investing	2012	Sustainable Investing	taylorfrancis.com
16	4	D Schoenmaker	Sustainable investing: How to do it	2018		econstor.eu
17	13	MA Camilleri	Socially responsible and sustainable	2017	Corporate Sustainability, Social	Springer



			investing		Responsibility and ...	
18	15	R Urwin	Allocations to sustainable investing	2010	Towers Watson Technical Paper	top1000funds.com
19	18	B Townsend	From SRI to ESG: The Origins of Socially Responsible and Sustainable Investing	2020	The Journal of Impact and ESG Investing	jesg.pm-research.com
20	49	S Bonini, J Emerson	Maximizing blended value– Building beyond the blended value map to sustainable investing, philanthropy and organizations	2005	Retrieved form <a href="http://community-wealth.org">http://community-wealth.org</a> ...	community-wealth.org
21	14	C Spulbar, A Ejaz, R Birau, J Trivedi	Sustainable investing based on momentum strategies in emerging stock markets: A case study for Bombay Stock Exchange (BSE) of India	2019	Scientific Annals of Economics and ...	ceeol.com
22	4	B Novick, B Deese, T Clark, C Evans...	Towards a Common Language for Sustainable Investing	2020	Harvard Law School ...	buriedtruth.com
23	4	A Madhavan, A Sobczyk	On the Factor Implications of Sustainable Investing in Fixed-Income Active Funds	2020	The Journal of Portfolio ...	jpm.pm-research.com
24	11	S Formankova, O Trenz, O Faldik...	The future of investing– sustainable and responsible investing	2018	Маркетинг і ...	irbis-nbuv.gov.ua
25	9	C Krosinsky	The short guide to sustainable investing	2017		books.google.com

**Exhibit 1 Documents by Year**

Documents by year



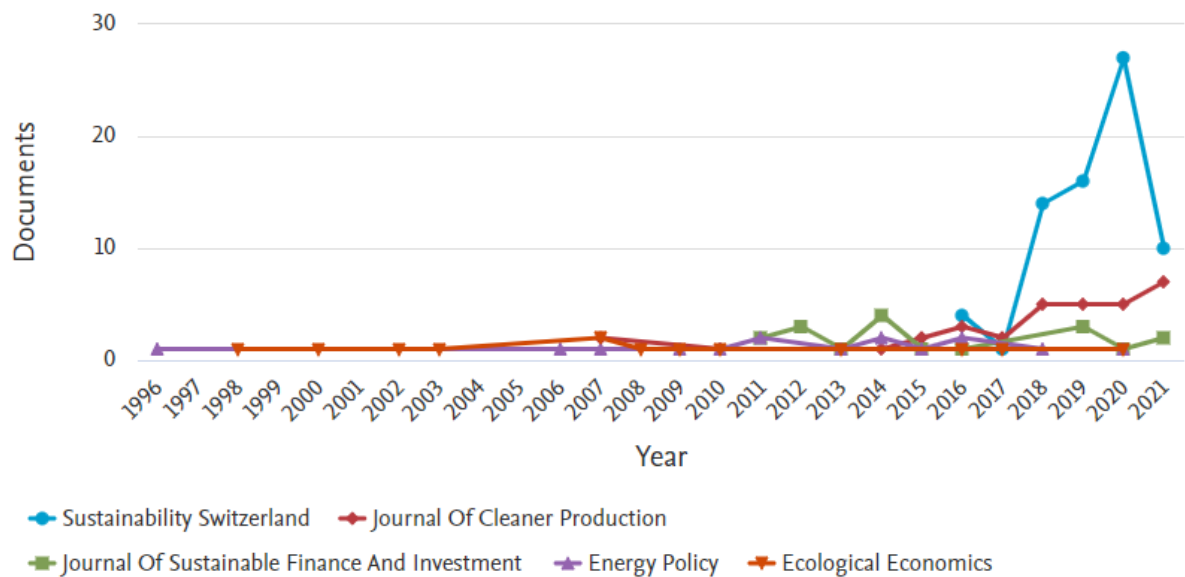
Source: Generated from Scopus

**Exhibit 2 Documents per Year by Source**

Documents per year by source

Compare the document counts for up to 10 sources.

Compare sources and view CiteScore, SJR, and SNIP data

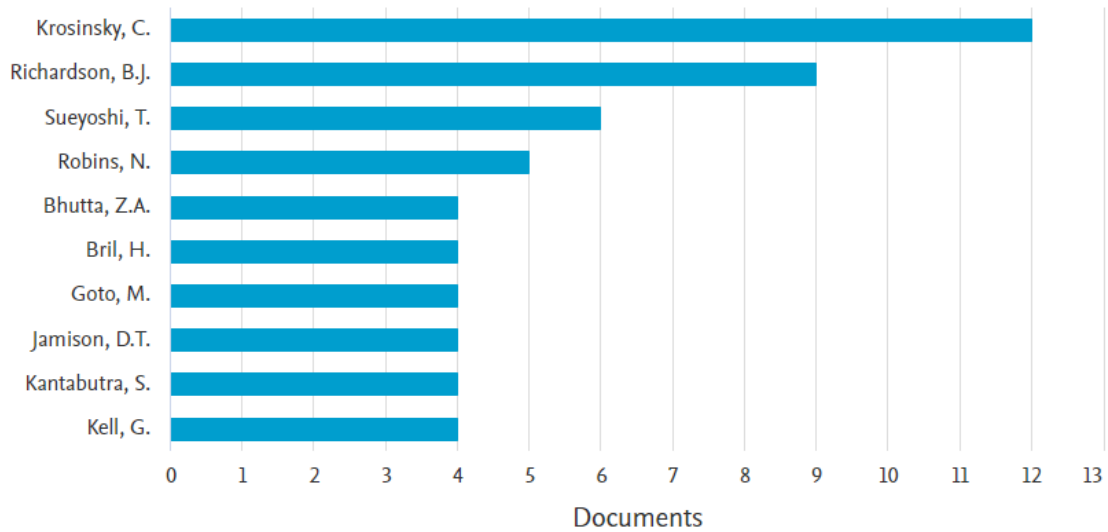


Source: Generated from Scopus

**Exhibit 3 Documents by Author**

Documents by author

Compare the document counts for up to 15 authors.

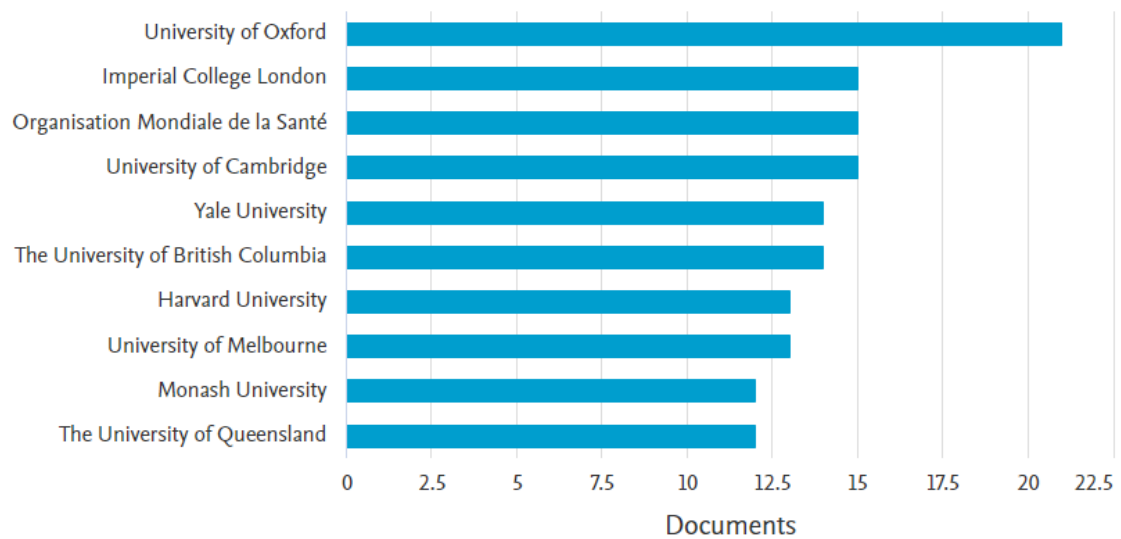


Source: Generated from Scopus

**Exhibit 4 Documents by Affiliation**

Documents by affiliation

Compare the document counts for up to 15 affiliations.

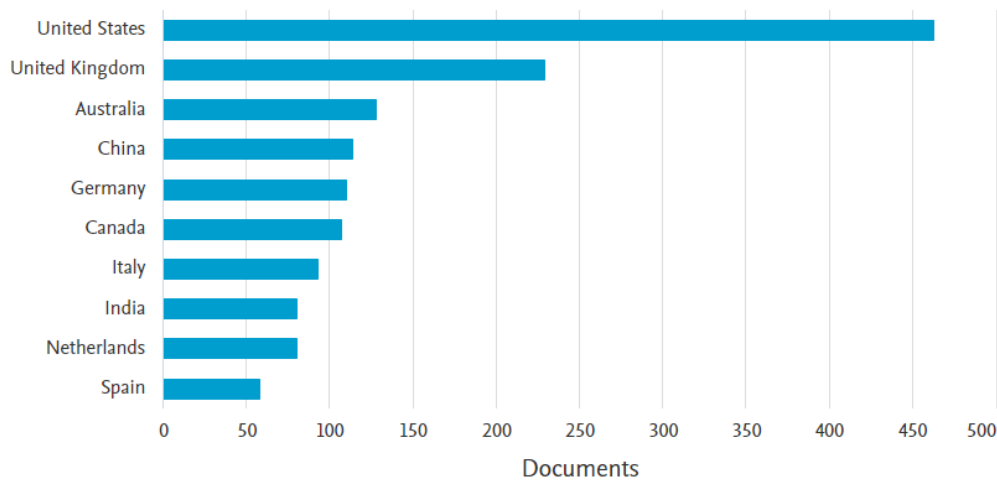


Source: Generated from Scopus

### Exhibit 5 Documents by Country or Territory

#### Documents by country or territory

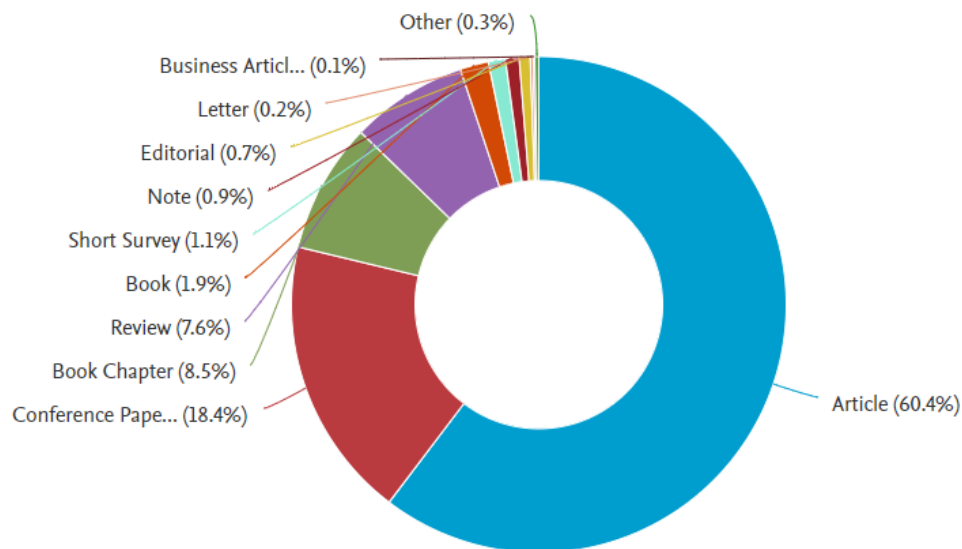
Compare the document counts for up to 15 countries/territories.



Source: Generated from Scopus

### Exhibit 6 Documents by Type

#### Documents by type



Source: Generated from Scopus

### References

1. Fulton, M., Kahn, B.M., & Sharples, C. (2012). Sustainable Investing: Establishing Long-Term Value and Performance. Corporate Governance & Finance eJournal
2. www.scopus.com

## **FINANCIAL ANXIETY AMONG SALARIED INDIVIDUALS**

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### **Abstract**

Every human person is a bundle of feelings and emotions. Even with a new born baby, we were able to distinguish between the different types of emotions. It is one of the emotional states that may limit the amount of happiness that one may experience in their life. Anxiety is one of the emotions that may do this. Threat or danger prompts a person's entire reaction, which includes all of his or her senses. Financial anxiety is defined as anything that causes individuals to be concerned or fearful about their financial conditions, such as a lack of income, too much debt, wondering about the future, and so on. In the event that someone is faced with it, they may attempt to escape it, which will only serve to exacerbate the problem and eventually lead to greater worry. Individual success is dependent on one's capacity to make educated and successful judgments on the management of one's finances.

**Keywords:** *Financial Anxiety, Financial Skills, Happiness*

### **Introduction**

Every human person is a bundle of feelings and emotions. Even with a newborn baby, we were able to distinguish between the different types of emotions. It is one of the emotional states that may limit the amount of happiness that one may experience in their life. Anxiety is one of the emotions that may do this. Threat or danger prompts a person's entire reaction, which includes all of his or her senses. Worrying thoughts and bodily changes such as elevated blood pressure describe the emotion of anxiety (APA). Financial anxiety is defined as anything that causes individuals to be concerned or fearful about their financial conditions, such as a lack of income, too much debt, wondering about the future, and so on. It is also caused by a lack of comprehension of digits or numbers on the part of the general public. In the event that someone is faced with it, they may attempt to escape it, which will only serve to exacerbate the problem and eventually lead to greater worry. Individual success is

dependent on one's capacity to make educated and successful judgments on the management of one's finances. (Jorgensen, 2007)

**Table 1 Select Review on Financial Anxiety**

Sl. No	Name of the author	Year	Method used	Tool used	Constructs used	Findings	Citation
1.	Kristy L. Archuleta, Anita Dale, and Scott M. Spann	2013	Exploratory Study	Financial Anxiety Scale (FAS) 7-Point Likert type scale.	Financial Anxiety (Dependent variable) Debt, Financial satisfaction, financial knowledge and demographic information (Independent variables)	Financial satisfaction, student loans and gender are associated with financial anxiety	Kristy L. Archuleta, Anita Dale, and Scott M. Spann (2013). College students and financial distress: Exploring debt, Satisfaction, and Financial Anxiety. Journal of financial counseling and planning, Vol 24, Issue 2
2.	Gilla K. Shapiro, and Brendan J. Burchell	2012	Intuitive study	Emotional Stroop Test (EST) and Dot-Probe Paradigm (DPP), Financial Anxiety Scale (FAS)	Financial anxiety, depression, general anxiety.	Higher levels of financial anxiety displays reaction latencies while processing financial information.	Gilla K. Shapiro, and Brendan J. Burchell (2012). Measuring financial anxiety. Journal of Neuroscience, Psychology and Economics. Vol. 5, No. 2, 92-103.
3.	John E Grable, Wookjae Heo and Abed Rabbani	2015	Exploratory Study	Kruskal-Wallis non-parametric test, Multivariate analysis of variance (MANOVA) test.	Financial anxiety, Physiological arousal and financial planning	Those who seek the assistance of a financial advisor exhibit low levels of financial anxiety And moderate to high levels of physiological arousal.	John E Grable, Wookjae Heo and Abed Rabbani (2014). Financial Anxiety, Physiological Arousal and Planning Intention. Journal of Financial Therapy. Vol 5, Issue 2 (2014)
4.	Paul Gerrans and Douglas A Hershey	2016	Exploratory Study	Financial literacy measurement core questions.	Financial literacy, Financial advice seeking, Financial advisor anxiety	Persons with lower levels of financial literacy remain less likely to seek professional financial advice.	Paul Gerrans and Douglas A Hershey (2016). Financial Adviser Anxiety, Financial Literacy, and Financial Advice Seeking. The Journal of Consumer Affairs, 2016



5.	Alisia G.T.T.Tran, Christina K. Lam and Eric Legg	2018	Exploratory study	Pearson correlation, Independent sample t-test	Perceived family support, Gender, Financial Stress, General anxiety	The civil family support and gender were moderators of financial stress in relation to general anxiety.	Alisia G.T.T.Tran, Christina K. Lam and Eric Legg(2018). Financial Stress, Social Supports, Gender,and Anxiety During College: A Stress-Buffering Perspective. SAGE. The Counseling Psychologist,2018. Vol46(7)846-869
6.	Yoshihiko Kadoya, Mostafa Saidur Rahim Khan, Tomomi Hamada, Alvaro Dominguez	2017	Empirical study	Probit regression model, Generalized structural equation model (GSEM)	Financial literacy, financial anxiety	Financial literacy is not directly related to the level of anxiety.	Yoshihiko Kadoya, Mostafa Saidur Rahim Khan, Tomomi Hamada, Alvaro Dominguez(2017). Financial Literacy and anxiety about life in old age: evidence from the USA. Springer Science+Business Media LLC, Part of Springer Nature 2018
7	Kristy L Archuleta , Katherine S Mielitz, David Jayne, Vincent Le	2019	Exploratory study	Solution focused brief therapy (SFBT), Solution focused financial therapy (SFFT) Financial anxiety scale( FAS) Paired t- test	Solution focused financial therapy, financial goal setting, financial anxiety	Solution focused financial therapy to setting financial goals has a positive impact on self reported financial anxiety.	Kristy L Archuleta , Katherine S Mielitz, David Jayne, Vincent Le(2019). Financial Goal Setting, Financial Anxiety, and Solution-Focused Financial Therapy(SFFT): A Quasi- experimental Outcome Study. Springer Science+Business Media LLC, Part of Springer Nature 2019
8	Rimantas Vosylis and Rasa Erentaite	2019	Exploratory study	Family Financial Socialisation (FFS)	Family Financial Socialisation, Financial Identity, Financial Behaviours and well-being, Financial Anxiety.	Financial identity is an important proximal outcome of family financial socialisation.	Rimantas Vosylis and Rasa Erentaite (2019). Linking Family Financial Socialization With Its Proximal and Distal Outcomes: Which Socialization Dimensions Matter Most for Emerging Adults' Financial Identity, Financial , and Financial Anxiety?. SAGE Publishing.
9	Derek Potter,	2020	Exploratory	Spearman correlation,	Financial Anxiety,	It is found that financial	Derek Potter, David Jayne and Sonya

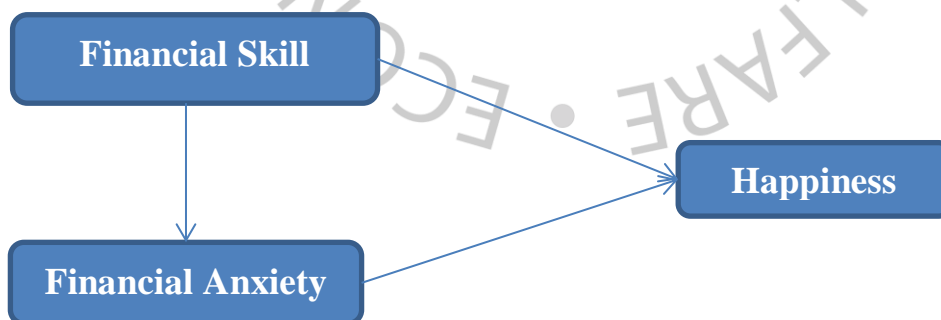
	David Jayne and Sonya Britt		study	Mann Whitney U test	Financial advice, electronic payment system use (EPS).	anxiety may lead to financial advice and financial advice encourages electronic payment system use..	Britt(2020). Financial Anxiety Among College Students : The Role of Generational Status. Journal of financial counseling and planning Vol.31,No.2,2020, 284-295
10	Khurram Ajaz Khan, Mohammad Anam Akhtar, Sandeep Kumar Dey, Rafia Ibrahim	2020	Exploratory study	Roy Adaptation Model and ordinary least squares(OLS) regression analysis	Financial anxiety, Basic financial needs, Self concept, Role function, Interdependence	It is found that students role functions and social interdependence are tied to their levels of financial anxiety.	Khurram Ajaz Khan, Mohammad Anam Akhtar, Sandeep Kumar Dey, Rafia Ibrahim(2020) Financial Anxiety, Financial Advice, and E - payment use : Relationship and perceived differences between males and females of Generation Z. Journal of Critical Reviews. Vol.7. Issue 18,2020

Source: Compiled from Review of Literature

**Statement of the Problem**

Financial Anxiety is a major hindrance in the financial satisfaction and overall happiness of individuals. The skills of individuals in managing finance also influence the level of financial anxiety as well as overall happiness.

**Conceptual Model**



**Objectives of the Study**

The present study aims to assess the relationship between Financial Anxiety, Financial Skill and Happiness of salaried individuals.

**Research Hypotheses**

- There is a significant relationship between Financial Skill and Financial Anxiety
- There is a significant relationship between Financial Anxiety and Happiness
- There is a significant relationship between Financial Skill and Happiness

**Methodology**

The present study is empirical in nature using primary data collected through Google Forms. Scale items for Financial Anxiety and Financial Skill has been adopted from Kristy L et.al. (2013). Scale items for Happiness has been adopted from Lyubomirsky & Lepper (1999). The survey could produce 236 valid responses which form the basis of the study. Table 2 shows the demographic profile of the sample.

**Test of Reliability**

The constructs are found to be reliable and eligible for further statistical procedures with a Cronbach's Alpha above 0.7 as depicted in Table 3 (Nunally, 1978)

**Test of Normality**

The data is not found to be normally distributed ( $p < 0.05$ ). Tests results are depicted in Table 4. Hence, nonparametric procedures are used to draw inferences.

**Results**

- Salaried individuals expressed a lower Financial Anxiety (Mean 2.7875) and the same is found to be statistically significant. ( $p < 0.05$ )
- Salaried individuals possess moderate financial skills (Mean 3.6137) and the same is found to be statistically significant. ( $p < 0.05$ )
- Happiness among salaried individuals is also found to be moderate in the context (Mean 3.6494) and the same is found to be statistically significant ( $p < 0.05$ )
- Significant negative correlation ( $r = -0.255$ ,  $p < 0.05$ ) is found between Financial Skills and Financial Anxiety which could very well be inferred as a reason for lesser financial anxiety.
- Significant positive correlation ( $r = 0.379$ ,  $p < 0.05$ ) is found between Financial Skills and Happiness.
- Significant negative correlation ( $r = -0.187$ ,  $p < 0.05$ ) is found between Financial Anxiety and Happiness.

**Discussion**

The present study affirms the negative influence of Financial Anxiety on Happiness of individuals. Financial Skills are also found vital in reducing anxiety and increasing happiness. Policy initiatives shall be undertaken to increase the income base and Financial Skills to reduce Financial Anxiety and thereby increase Happiness of individuals.

## Annexure – Analysis Tables

Table 2 Profile of the Sample

Variable	Category	Count	%
Gender	Female	91	38.6
	Male	145	61.4
	Total	236	100.0
Age	30 to 50	172	72.9
	Above 50	11	4.7
	Below 30	53	22.5
	Total	236	100.0
Education	Below Graduation	10	4.2
	Graduate	101	42.8
	Post Graduate	125	53.0
	Total	236	100.0
Occupation	Salaried - Private Sector	158	66.9
	Salaried - Public Sector	78	33.1
	Total	236	100.0
Sector of Employment	Audit and Consultancy	4	1.7
	Banking, Insurance and Financial Services	59	25.0
	Building materials and Construction	25	10.6
	Business	2	.8
	Hospitality	2	.8
	Defence	2	.8
	Education	46	19.5
	Fire and Safety	1	.4
	FMCG	6	2.5
	Government Department	31	13.1
	Healthcare	32	13.6
	Information Technology	11	4.7
	KSEB	1	.4
	Mechanical	1	.4
	Oil & Gas	7	3.0
	Perfumes and Cosmetics	1	.4
	Postal service	1	.4
	Agriculture	1	.4
	Security services	3	1.3
	Total	236	100.0
Annual Income	Above Rs 10 Lakhs	53	22.5
	Rs 2,00,001 to Rs 5 Lakhs	70	29.7
	Rs 5,00,001 to Rs 10 Lakhs	70	29.7
	Upto Rs 2 Lakhs	43	18.2
	Total	236	100.0
Region	Rural	103	43.6
	Urban	133	56.4
	Total	236	100.0

Source: Survey Data

**Table 3 Test of Reliability**

Construct	Cronbach's Alpha	N of Items
Financial Anxiety	0.952	7
Financial Skill	0.877	10
Happiness	0.715	4

Source: Computed from Survey Data

**Table 4 Test of Normality**

Construct	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	df	Sig.
Happiness	0.102	235	0.000	0.966	235	0.000
Financial Anxiety	0.096	235	0.000	0.972	235	0.000
Financial Skill	0.090	235	0.000	0.981	235	0.004

Source: Computed from Survey Data

**Table 5 Financial Anxiety, Skill and Happiness**

Construct	N	Mean	Median	Z	P Value <sup>#</sup>
Financial Anxiety	236	2.7875	3.0000	-3.257	0.001**
Financial Skill	236	3.6137	3.6833	-11.654	0.000**
Happiness	236	3.6494	3.750	-10.483	0.000**

Source: Computed from Survey Data

#Wilcoxon Signed Rank Test

\*\*Significant at 1% level of significance

**Table 6 Correlation between Financial Anxiety, Skill and Happiness**

			Financial Anxiety	Financial Skill	Happiness
Spearman's Rho	Financial Anxiety	Correlation Coefficient	1.000		
		Sig. (2-tailed)	.		
		N	236		
	Financial Skill	Correlation Coefficient	<b>-0.255**</b>	1.000	
		Sig. (2-tailed)	0.000	.	
		N	236	236	
	Happiness	Correlation Coefficient	<b>-0.187**</b>	<b>0.379**</b>	1.000
		Sig. (2-tailed)	0.004	0.000	.
		N	236	236	236

Source: computed from survey Data

\*\* Correlation is significant at the 0.01 level (2-tailed).

## References

1. Kristy L.Archuleta, Anita Dale, and Scott M.Spann(2013).College students and financial distress:Exploring debt,Financial Satisfaction, and Financial Anxiety.Journal of financial counseling and planning. Vol 24.Issue 2
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3. John E Grable, Wookjae Heo and Abed Rabbani(2014). Financial Anxiety, Physiological Arousal and Planning Intention. *Journal of Financial Therapy*. Vol 5, Issue 2 (2014)
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5. Alisia G.T.T.Tran, Christina K. Lam and Eric Legg(2018). Financial Stress, Social Supports, Gender,and Anxiety During College: A Stress-Buffering Perspective.SAGE. *The Counseling Psychologist*,2018. Vol46(7)846-869
6. Yoshihiko Kadoya, Mostafa Saidur Rahim Khan,Tomomi Hamada, Alvaro Dominguez(2017). Financial Literacy and anxiety about life in old age: evidence from the USA. Springer Science+Business Media LLC, Part of Springer Nature 2018
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## BIBLIOMETRIC ANALYSIS OF GREEN HRM IN SCOPUS

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### **Abstract**

Green HRM is a relatively new notion that is gaining traction across the globe. Various individuals have different interpretations of it. Efforts to enhance energy efficiency or minimise pollutants caused by our homes, businesses, and general living patterns are referred to as "going green." The primary goal of being green is to lessen the negative environmental effect that energy consumption and pollutants may have. The phrase "green HRM" is most often used to describe how HR policies and practises contribute to a company's overall environmental strategy. . The field's literature is also expanding and becoming more interdisciplinary in nature. Bibliometric analysis is a comparative evaluation of written journal articles, books, or book pages, and it's a valuable tool for assessing the effect of a publication on the scientific world. The number of times a piece of study has been cited by other scholars is an excellent measure of its scholarly importance. A bibliometric analysis, also known as a citation classics research style, is a widely used method for assessing an article's effect. This paper aims to provide a succinct update on the effects of bibliometric research on publications in the field of Green HRM as a key word in Scopus.

**Keywords:** *Bibliometric Analysis, Green HRM*

### **Introduction**

Green HRM is a relatively new notion that is gaining traction across the globe. Various individuals have different interpretations of it. Efforts to enhance energy efficiency or minimise pollutants caused by our homes, businesses, and general living patterns are referred to as "going green." The primary goal of being green is to lessen the negative environmental effect that energy consumption and pollutants may have. The phrase "green HRM" is most often used to describe how HR policies and practises contribute to a company's overall environmental strategy. It refers to enlisting the help of each and every employee to promote sustainable practises and raise employee knowledge and commitment to the problem. It is

obvious from the evaluations that a growing GHRM paradigm of people-management practise is emerging as one organisational reaction to environmental degradation. Employee involvement in Environmental Management efforts is the area with the best established empirical research base. Employee Involvement in Environmental Management has a positive impact on the environment, according to the review, with evidence of an association with key outcomes such as efficient resource use, reduced waste, and pollution, as well as some evidence of a positive impact on employee outcomes such as increased job satisfaction. (D Renwick, S Maguire, 2012)

### **Statement of the Problem**

Bibliometric analysis is a comparative evaluation of written scientific articles, books, or book pages, and it is a valuable tool for assessing the effect of publishing on the scientific world. The number of times a piece of study is cited by other scholars is a strong measure of its intellectual value. A bibliometric analysis, also known as a citation classics research style, is a popular method for assessing an article's impact as well as identifying prominent authors and sources.

### **Objective of the Study**

This paper attempts to present a concise report of the bibliometric analysis results on articles in the area of Green HRM as a key word in Scopus.

### **Methodology**

Green HRM being an emerging field of study, 256 documents could be traced from the Scopus database for the period from 1982 - 2021. The most prominent authors and sources are identified using the built in tools of Scopus database.

### **Results**

- Table 1 shows the top 25 articles from Google Scholar. Article from D Renwick, T Redman and S Maguire have the maximum citations followed by the article by K Jyothi.
- The research output via publications is showing a tremendous increase in recent years as compared to previous decades. 66 documents were produced in 2020 which has been the highest so far. 2021 have witnessed 26 documents till May 2021. (Exhibit 1)
- Journal of Cleaner Production and International Journal of Human Resource Management have the maximum number of articles so far in this filed with Green HRM as key word. (Exhibit 2)

- Yusliza MY and Jabbour CJC are the top contributing authors with maximum articles in Green HRM (Exhibit 3)
- Universiti Sans Malaysia and Universiti Malaysia Terengganu are the most prominent affiliations of authors in the area of Green HRM (Exhibit 4)
- Malaysia is the top contributing country in this field of research followed by US, China and India. (Exhibit 5)
- 84% of the documents in the scopus database are research articles in this field with 5 % each in Conference papers and Reviews. (Exhibit 6)

## Discussion

Green Human Resources Management (GHRM) is a set of policies, practises, and systems that encourage employees to engage in environmentally conscious, resource-efficient, and socially responsible behaviour in order to create an environmentally conscious, resource-efficient, and socially responsible organisation. The research in this field is emerging. More theories are expected to arise with policy implications.

## Appendix – Tables and Exhibits

**Table 1 Top 25 Articles in Google Scholar**

GS Rank	Cites	Authors	Title	Year	Source	Publisher
1	308	D Renwick, T Redman, S Maguire	Green HRM: A review, process model, and research agenda	2008	University of Sheffield ...	academia.edu
2	195	V Muster, U Schrader	Green work-life balance: A new perspective for green HRM	2011	German Journal of Human Resource ...	journals.sagepub.com
3	306	K Jyoti	Green HRM–people management commitment to environmental sustainability	2019	proceedings of 10th international conference on digital ...	papers.ssrn.com
4	257	J Dumont, J Shen, X Deng	Effects of green HRM practices on employee workplace green behavior: The role of psychological green	2017	Human resource management	Wiley Online Library
			climate and employee green values			
5	65	S Rani, K Mishra	Green HRM: Practices and strategic implementation in the organizations	2014	International Journal on Recent and Innovation ...	academia.edu
6	41	M Alzgool	Nexus between green HRM and green management towards fostering green values	2019	Management Science Letters	growingscience.com

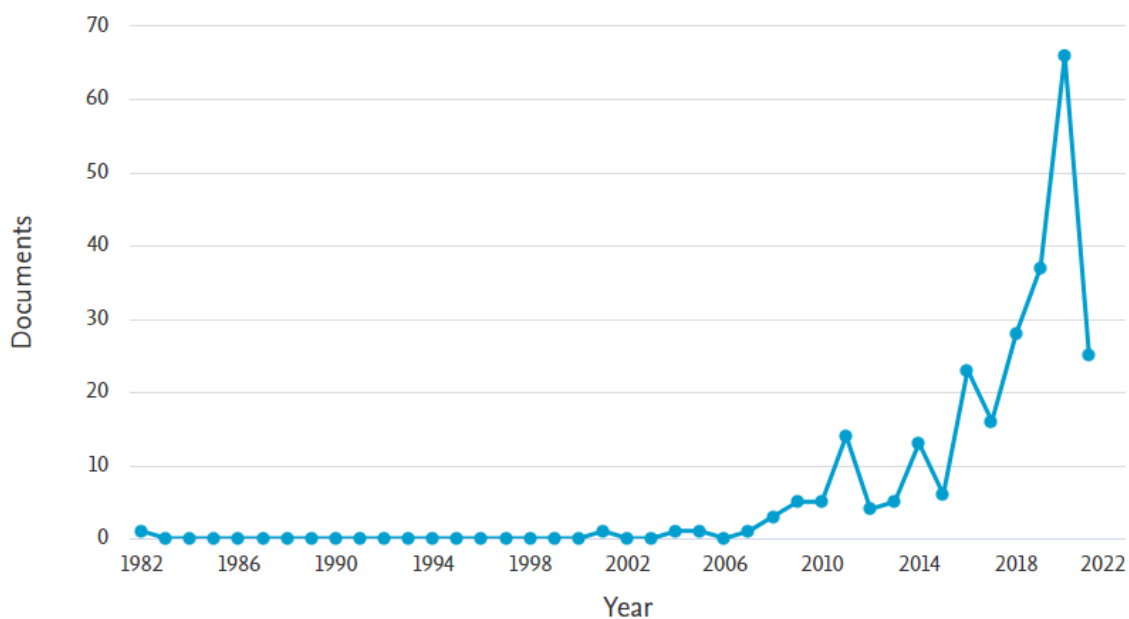
7	194	DB Zoogah	The dynamics of Green HRM behaviors: A cognitive social information processing approach	2011	German Journal of Human Resource ...	journals.sagepub.com
8	78	RK Mishra, S Sarkar, J Kiranmai	Green HRM: innovative approach in Indian public enterprises	2014	World Review of Science ...	inderscienceonline.com
9	53	R Sharma, N Gupta	Green HRM: An innovative approach to environmental sustainability	2015	Proceeding of the Twelfth AIMS International ...	academia.edu
10	112	S Sudin	Strategic green HRM: A proposed model that supports corporate environmental citizenship	2011	International Conference on Sociality and Economics ...	ipedr.com
11	170	M Guerci, A Longoni, D Luzzini	Translating stakeholder pressures into environmental performance—the mediating role of green HRM practices	2016	The International Journal of ...	Taylor & Francis
12	62	D Bangwal, P Tiwari	Green HRM—A way to greening the environment	2015	IOSR Journal of Business and Management	researchgate.net
13	66	P Deshwal	Green HRM: An organizational strategy of greening people	2015	International Journal of applied research	academia.edu
14	132	M Pinzone, M Guerci, E Lettieri, T Redman	Progressing in the change journey towards sustainability in healthcare: the role of 'Green'HRM	2016	Journal of Cleaner Production	Elsevier
15	38	Z Hameed, IU Khan, T Islam, Z Sheikh...	Do green HRM practices influence employees' environmental performance?	2020	International Journal of ...	emerald.com
16	34	S Aggarwal, B Sharma	Green HRM: Need of the hour	2015	International Journal of Management and Social ...	Citeseer
17	96	J Shen, J Dumont, X Deng	Employees' perceptions of green HRM and non-green employee work outcomes: The social identity and stakeholder perspectives	2018	Group & Organization ...	journals.sagepub.com
18	72	K Mehta, PK Chugan	Green HRM in pursuit of environmentally sustainable business	2015	... Business (June 1, 2015). Universal Journal ...	papers.ssrn.com
19	102	H Gholami, G Rezaei, MZM Saman, S Sharif...	State-of-the-art Green HRM System: Sustainability in the sports center in Malaysia using a multi-methods approach and opportunities for future research	2016	Journal of Cleaner ...	Elsevier

20	129	W O'Donohue, N Torugsa	The moderating effect of 'Green'HRM on the association between proactive environmental management and financial performance in small firms	2016	The International Journal of Human ...	Taylor & Francis
21	47	YM Yusoff, T Ramayah, NZ Othman	Why examining adoption factors, HR role and attitude towards using E-HRM is the start-off in determining the successfulness of green HRM	2015	Journal of Advanced ...	researchgate.net
22	18	K Sharma	Conceptualization of green HRM and green HRM practices: Commitment to environment sustainability	2016	International Journal of Advanced Scientific Research ...	ijasrm.com
23	10	DSS Zubair, M Khan	Sustainable development: The role of green HRM	2019	International Journal of Research in Human ...	papers.ssrn.com
24	13	N Jain, C D'lima	Green HRM—a study on the perception of Generation Y as prospective internal customers	2018	International Journal of Business ...	inderscienceonline.com
25	18	M Aboramadan	The effect of green HRM on employee green behaviors in higher education: the mediating mechanism of green work engagement	2020	International Journal of Organizational Analysis	emerald.com

Source: Generated from Google Scholar using Publish or Perish App

**Exhibit 1 Documents by Year**

Documents by year



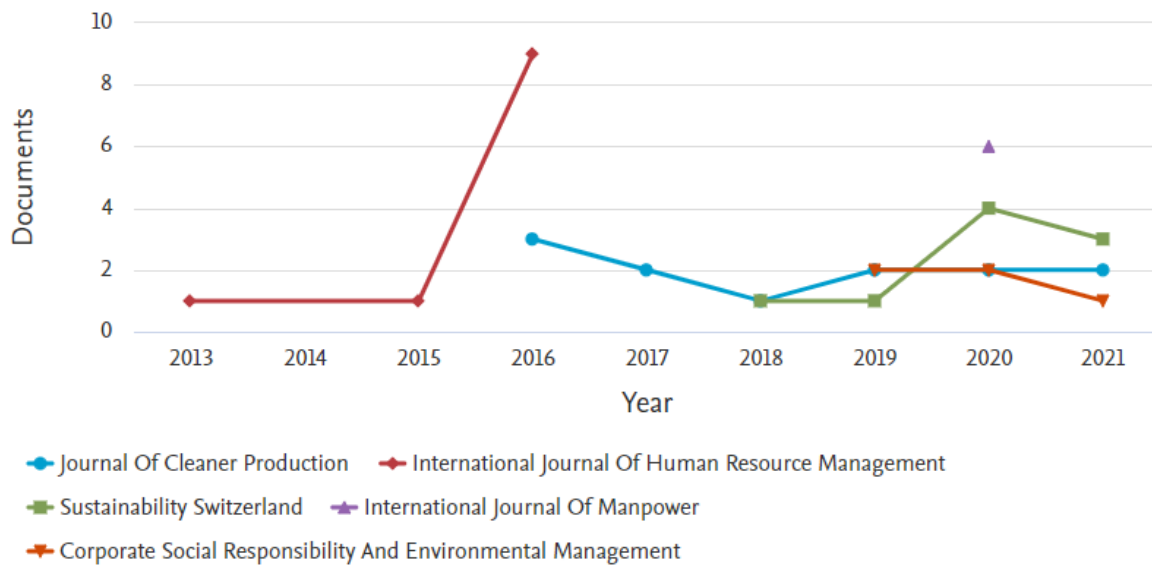
Source: Generated from Scopus

**Exhibit 2 Documents per Year by Source**

Documents per year by source

Compare the document counts for up to 10 sources.

Compare sources and view CiteScore, SJR, and SNIP data

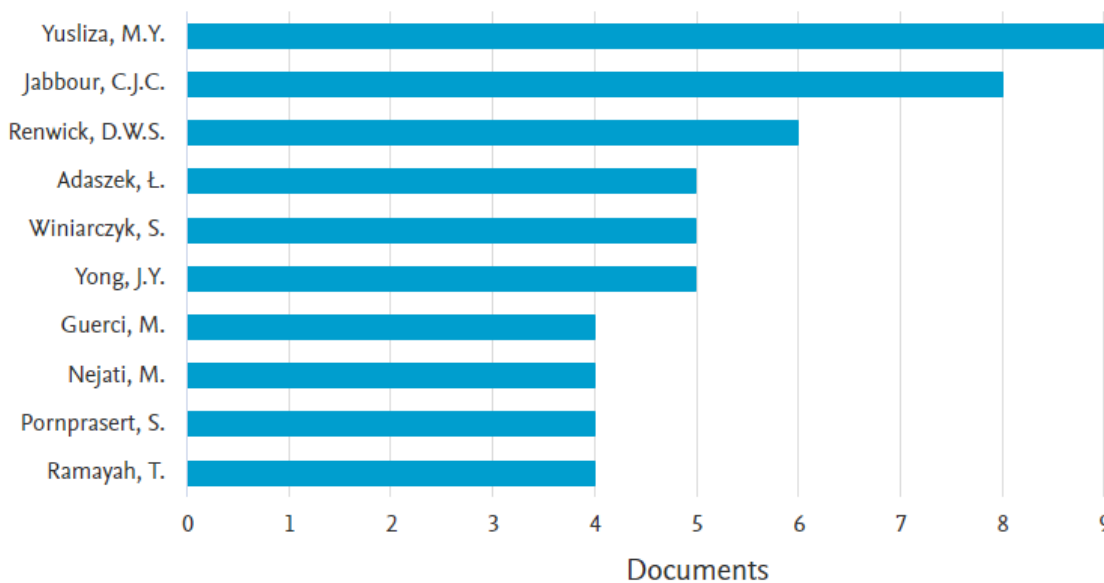


Source: Generated from Scopus

**Exhibit 3 Documents by Author**

Documents by author

Compare the document counts for up to 15 authors.



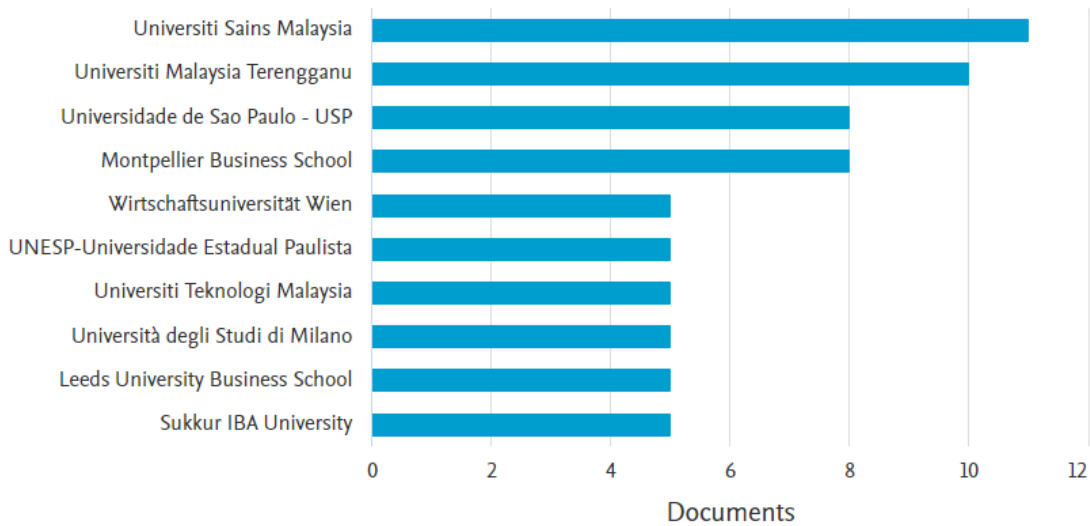
Source: Generated from Scopus



**Exhibit 4 Documents by Affiliation**

Documents by affiliation

Compare the document counts for up to 15 affiliations.

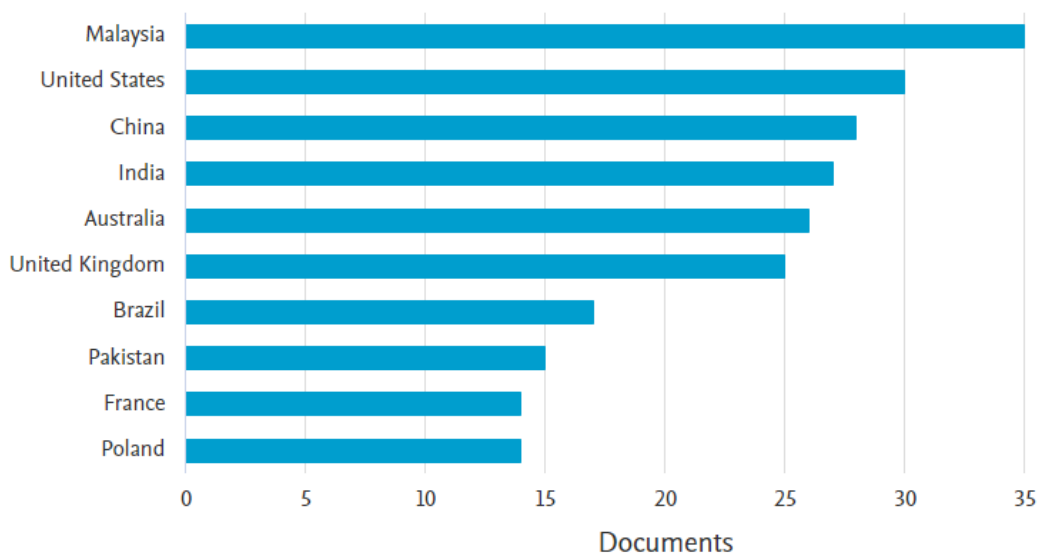


Source: Generated from Scopus

**Exhibit 5 Documents by Country or Territory**

Documents by country or territory

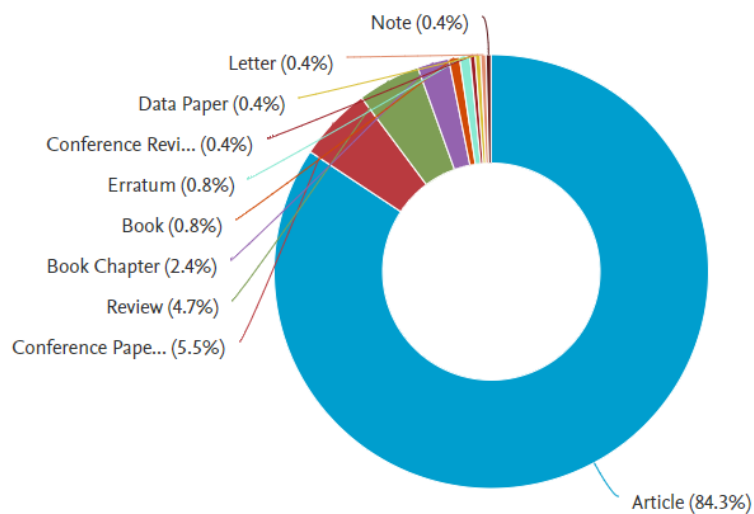
Compare the document counts for up to 15 countries/territories.



Source: Generated from Scopus

**Exhibit 6 Documents by Type**

Documents by type



Source: Generated from Scopus

**References**

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## DIFFICULTIES OF SUSTAINABLE AGRICULTURE DEVELOPMENT IN INDIA

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### **Abstract**

The bigger target for the improvement of horticulture area can be acknowledged through fast development of agribusiness, which relies on expanding the space of development, editing power, and efficiency. Yet, for a nation like India, expanding usefulness is a higher priority than the remainder of the two. This is just a result of expanding urbanization, industrialization and the restricted land size of the country. The usefulness can be expanded by two different ways. Well being and Pollution Chemicals, pesticides, and manures seriously influence the neighbourhood environment just as the populace. Aimless utilization of pesticides, ill-advised capacity and so forth may prompt medical issues. Supportable horticulture lessens the utilization of risky substance and control bothers. It is a mainstream misguided judgment that particular products guarantee high financial returns. Yet, market creation suggests certain dangers as business sectors are whimsical and change rapidly. Modest unfamiliar food may clear into the public market, leaving Indian ranchers without a market. As a World Trade Organization signatory, the Indian government is feeling the squeeze to liberate and open its economy to the world market so it can't ensure its ranchers behind levy dividers. Indian Agriculture creation in most piece of the nation is close identified with the ideal utilization of accessible normal and HR of the country. Consequently, riding on the rear of agro climatic condition and rich regular asset base, India today has become the world's biggest maker of various wares. The nation is a main maker of coconuts, mangoes, milk, bananas, dairy items, ginger, turmeric, cashew nut, heartbeats and dark pepper. New freedoms are opening the eyes of ranchers, advancement labourers, specialists, and strategy creators like agro related organizations, dairy cultivating, poultry cultivating palace cultivating and fisheries.

**Keywords:** *Sustainable Agriculture Development, Soil Fertility, Land use pattern, Social Sustainability*

**Introduction**

The job of farming area in Indian economy can be seen through its commitment to GDP (Gross home-grown Product) and work. This area likewise contributes essentially to supportable monetary advancement of the country. The feasible horticulture advancement of any nation relies on the wise blend of their accessible characteristic assets. Indeed farming decide the destiny of a nation like India where around 66% of the populace actually lives in rustic India with horticulture as its business, notwithstanding the expanding urbanization that has been occurring since numerous many years. Consequently if farming turns out badly, it will be truly downright awful the economy as the falling of horticultural development influences work as well as GDP as well (hence expanding neediness). The bigger target for the improvement of horticulture area can be acknowledged through fast development of agribusiness, which relies on expanding the space of development, editing power, and efficiency. Yet, for a nation like India, expanding usefulness is a higher priority than the remainder of the two. This is just a result of expanding urbanization, industrialization and the restricted land size of the country. The usefulness can be expanded by two different ways. To start with, expanding yield by proficient use of accessible assets. Second, expanding yield by variety of info. The principal technique is better concerning efficiency and maintainability. Yet, because of expanding populace, this strategy can't give a perpetual arrangement. Consequently, we can go for the subsequent technique, which may conceivably cause ecological corruption in the economy and influence its maintainability. Thus there is need to handle the issues identified with practical agribusiness advancement.

**Objectives**

1. To consider the issues and difficulties with status of the rural area and patterns.
2. To recognize the effect of monetary change on Indian horticulture and key factors those empower the development of farming area.
3. To distinguish spaces of mediation that could accomplish feasible rural development.
4. To track down the future possibilities and answer for India.

**Practical Agriculture Development**

The issues of practical advancement can be examined under three wide sorts of cultivating frameworks viz. conventional creation framework, current horticulture framework and economical farming framework. Further, we can analyse them across three measurements, environmental, financial, and social manageability.

### **Natural Sustainability**

The greater part of the customary and traditional homestead rehearses are not environmentally economical. They abuse characteristic assets, diminishing soil fruitfulness causing soil disintegration and adding to worldwide climatic change. Yet, feasible farming enjoys some significant upper hands over conventional practices.

### **Soil Fertility**

Persistent fall in soil fruitfulness is one of the serious issues in numerous pieces of India. Practical farming improves fruitfulness and soil structure.

1. Water Irrigation is the greatest buyer of new water, and manure and pesticides debase both surface and ground water. Supportable horticulture increment the natural matter substance of the top soil, subsequently raising its capacity to hold and store water that falls as downpour.
2. Biodiversity Sustainable farming practices include blended editing, along these lines expanding the variety of harvests delivered and raising the variety of creepy crawlies and different animals and plants in and around the fields.
3. Wellbeing and Pollution Chemicals, pesticides, and manures seriously influence the neighbourhood environment just as the populace. Aimless utilization of pesticides, ill-advised capacity and so forth may prompt medical issues. Supportable horticulture lessens the utilization of risky substance and control bothers.

### **Land Use Pattern**

Over-misuse of land causes disintegration, avalanches, and flooding obstructs water system channels and lessens the arability of the land. Supportable horticulture maintains a strategic distance from these issues by improving usefulness, rationing the dirt and so on Environment Conventional agribusiness adds to the creation of ozone depleting substances in different manners like lessening the measure of carbon put away in the dirt and in vegetation, through the creation of Methane in watered field and creation of counterfeit composts and so forth By embracing economical farming framework, one can undoubtedly defeat this issue.

### **Financial Sustainability**

For farming to be feasible, it ought to be monetarily reasonable over the long haul. Customary farming implies more monetary danger than supportable horticulture in the long haul. In some cases governments are slanted to see export oriented creation frameworks as more significant than supply home-grown requests. This isn't right. Zeroing in on sends out

alone includes covered up costs: in transport, in guaranteeing neighbourhood food security, and so forth. Approaches should treat home-grown interest and specifically food security as similarly imperative to the apparent exchange balance. It is a mainstream misguided judgment that particular products guarantee high financial returns. Yet, market creation suggests certain dangers as business sectors are whimsical and change rapidly. Modest unfamiliar food may clear into the public market, leaving Indian ranchers without a market. As a World Trade Organization signatory, the Indian government is feeling the squeeze to liberate and open its economy to the world market so it can't ensure its ranchers behind levy dividers. The fundamental wellspring of work for rustic individuals is cultivating. Patterns towards specialization and motorization may increment barely estimated "productivity," however they diminish work on the land. The government assistance expenses of joblessness should be considered when planning public horticultural help programs. Economical horticulture, with its accentuation on limited scope, work concentrated exercises, beats these issues.

### **Social Sustainability**

Social maintainability in cultivating strategies is identified with the thoughts of social worthiness and equity. Advancement can't be practical except if it lessens neediness. The public authority should discover approaches to empower the provincial poor to profit by horticulture improvement. Social shamefulness is the place where some segment of the general public is ignored from improvement openings. In any case, having hearty arrangement of social manageability can overcome any barrier among "haves" and „have-nots". Numerous new advancements neglect to get appropriate in horticulture area because of absence of adequacy by the neighbourhood society. Maintainable horticulture rehearses are valuable since it depends on neighbourhood social traditions, customs, and so forth. In light of being recognizable, the nearby individuals are bound to acknowledge and receive them. Moreover, reasonable agribusiness rehearses depend on customary ability and neighbourhood advancement. Neighbourhood individuals have the information about their current circumstance yields and animals. Customary farming is more sex arranged, where lady bear the heaviest weight as far as work. Reasonable horticulture guarantees that the weight and advantages are shared fairly among man and lady. While regular cultivating centres around a couple of wares, maintainable horticulture improves food security by improving quality and dietary benefit of food, and by delivering greater scope of items consistently. Conventional cultivating was likewise determined by the standing and



abundance situated individuals. The rich and higher ranks profited more, while poor people and lower standings are forgotten about. Reasonable horticulture endeavours to guarantee equivalent interest, which perceives the voice and discourse of each individual.

### **Indian Agriculture Sector**

Agriculture is quite possibly the most transcendent areas of the Indian economy. It is the wellspring of business for very nearly two third of the provincial populace labour force in the nation living in country regions. Indian horticulture gives work to 65% of the workforce, represents about 27% of GDP, and contributes 21% of complete fares and crude material to a few businesses. The animal's area contributes an expected 8.4% to the nation GDP and 35.85% of the agribusiness yield.

In India about 75% individuals are living in provincial regions are as yet subject to farming, about 43% of India's geological region is utilized for horticulture exercises. The assessed food grain creation is about 211.17 metric tons in the country. The complete topographical region goes under the farming are 329 MH out of which 265MH address differing level of expected creation. The net planted region is 143 MH out of which 56MH are net inundated region in the country. India is a tremendous country with assortment of landforms, environment, topography, geography, and vegetation.

### **Horticultural Production in India**

Indian Agriculture creation in most piece of the nation is close identified with the ideal utilization of accessible normal and HR of the country. Consequently, riding on the rear of agro climatic condition and rich regular asset base, India today has become the world's biggest maker of various wares. The nation is a main maker of coconuts, mangoes, milk, bananas, dairy items, ginger, turmeric, cashew nut, heartbeats and dark pepper. It is likewise the second biggest maker of rice, wheat, sugar, cotton, products of the soil. Indian horticulture creation is firmly identified with adequate and astute water the board rehearses. The vast majority of the farming practices in India limited to a couple of rainstorm months. During the rainstorm season, India is typically enriched with liberal precipitation; albeit not inconsistently, this abundant storm transforms into dread, causing wild floods in various pieces of the country and at last influencing horticulture creation.

### **Achievement in Indian Agriculture**

Strategy creators and organizers, worried about public autonomy, security and political dependability understood that independence in food creation was a flat out pre essential for

supportable farming turn of events. The approaches viewed as an achievement in agribusiness improvement of the nation are:

1. Green Revolution (1968): This unrest incorporates bundles of projects like, Intensive Agriculture District Program (IADP), which ultimately prompted the Green Revolution. The accentuation was on high yielding assortments alongside other present day inputs like synthetics, composts, pesticides, and motorization and on how usefulness could be brought up in agribusiness area without having considerable effects on expanding region under development.
2. At any point Green Revolution (1996): Father of India's Green unrest, M.S. Swami Nathan professes to be pro nature, favourable to nature, and supportive of poor. The protection of biodiversity, keeping up soil richness, expanding the environment obstruction of food crops joined with better and more instruction and mechanical advancement are the way in to the always green insurgency. The primary point of this unrest is to deliver seriously utilizing less land, less water and less manure. The new visit of US President in New Delhi in March 2010, reported another organization with India in a horticulture area for an evergreen unrest to accomplish worldwide food security.
3. White and Yellow Revolution: The Green Revolution produced a disposition of fearlessness in our horticulture ability, which prompted the following stage described by the Technology Mission. Under this methodology, the attention was on preservation, utilization, and business. A start to finish approach was acquainted including consideration with all connections in the creation utilization chain, inferable from which progress was consistent and once in a while striking as on account of milk and egg creation.
4. Blue Revolution (Water, Fish): It has been achieved to some extent by a pattern towards better eating which has expanded the utilization of Fish. Also the stockpile of wild fish is declining. This unrest could give landless workers and ladies an extraordinary chance for business which engaged them.
5. Bio-Technology Revolution: India is all around situated to arise as a huge part in the Global Biotech Arena. Agribusiness biotech in India has monstrous development opportunity and the nation could turn into the trailblazer in the transgenic creation rise and a few other hereditarily designed vegetables by 2010. In agro-biotech area India has been developing at a blinding pace of 30% since the most recent five years. The

food preparing areas which is viewed as prime drivers of Indian economy is right now developing at 13.5%.

### **Effects of Economic Reform on Indian Agriculture**

The Indian agribusiness area has been going through financial change since 1990s in a transition to change the economy to profit by globalization. India, which is one of the biggest horticulture based economies, stayed shut until the mid-1990s.

### **Future Prospects and Solution For India**

Farming area is a significant supporter of the Indian economy around which financial advantages and hardships spin and any adjustment of its design is probably going to correspondingly affect the current example of social value. Manageable farming creation relies on the proficient utilization of soil, water, domesticated animals, plant hereditary qualities, backwoods, environment, precipitation, and geography. Indian farming faces asset imperatives, infrastructural requirements, institutional imperatives, mechanical imperatives and strategy initiated limits. Maintainable improvement is the administration and protection of the characteristic asset base and the direction of mechanical and institutional change in such a way as to guarantee the achievement and proceeded with fulfilment of human requirements for the present and people in the future. Such practical turn of events (in the agribusiness, ranger service and fisheries area) saves land, water, plant and creature hereditary assets, is earth non-corrupting, in fact fitting, monetarily feasible and socially worthy. In this way, to accomplish supportable farming advancement the ideal utilization of regular assets, HR, capital assets and specialized assets are required. In India, the harvest yield is intensely subject to rain, which is the primary justification the declining development pace of farming area. These vulnerabilities hit the little ranchers and workers most exceedingly terrible, which are generally driving a hand to mouth life. Hence, something should be done to help ranchers and adequate measure of water and power should be provided to them as they feel unreliable and keep on dying of dry season, flood, and fire. India is the second biggest nation of the world as far as populace; it ought to acknowledge it is an extraordinary asset for the country. India has countless inactive individuals. There is a need to discover approaches to investigate their ability and cause the numbers to contribute towards the development. Particularly in horticulture, latent joblessness can be taken note. The supportable improvement in India can likewise be accomplished by full usage of HR .A huge piece of helpless populace of the nation is occupied with farming, except if we increment their expectation for everyday comforts, generally speaking development of this

nation is preposterous. In the event that we continue to disregard poor people, this uniqueness will continue expanding between classes. Obligation traps in nation are compelling ranchers to submit suicides. Individuals are moving towards city with the expectation of better vocation however it is likewise expanding the ghetto populace in urban areas. Subsequently, rustic populace should be given work in their spaces and an opportunity to flourish.

### **Conclusion**

The rural innovation needs to move from creation situated to benefit arranged practical cultivating. The conditions for improvement of feasible horticulture are getting increasingly positive. New freedoms are opening the eyes of ranchers, advancement labourers, specialists, and strategy creators like agro related organizations, dairy cultivating, poultry cultivating palace cultivating and fisheries. Presently the time is to see the potential and significance of these practices for their monetary interest as well as the reason for additional strengthening and environmental manageability. To close, a little ranch the board to improve efficiency, productivity and supportability of the cultivating framework will go far to guarantee all round maintainability.

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## **TIGER AND THE DRAGON: A COMPARATIVE ANALYSIS OF DEVELOPMENT INDICATORS OF INDIA AND CHINA**

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### **Abstract**

The research is done on a comparative development analysis of India and China and how it impacts individual lives. As we all know, India and China started their journey towards development together, but their policies and implementation and growth rates are different. The Indian Economy has seen many ups and downs in recent years. In 2015, India's GDP growth was 7.5% as compared to China's 7% making China a fastest growing economy, India shrank to -23.9% making it much worse than the 18.3% drop predicted in 2020, where China has become a leading economy.

This problem is severe as it impacts the whole economy and every individual life in the country. We are here to understand the problem and mark its possible solutions by the following steps:

1. Targeting ways for an increment of macroeconomics indicators like GDP and world happiness report.
2. Studying human development indicators like inequalities in income, Education and unemployment of the population of both India and China with a fundamental aim in mind to compare and realise their growth in the past several years.
3. Comparing economic policies of both countries- and how they lack efficiency and suggesting better ways to implement them.

We estimate development indicators for both India and China and find evidence to state them as the reason for increment in GDP and World happiness report for both countries.

**Keywords:** *India, China, development, happiness Index, GDP*

### **Introduction**

India and China have crucial aspects of being compared. The earlier researches like "China and India: A comparison of Economic growth Dynamics (1980 – 2018)" by Vasil Gechev, explained a comparison of India and China on their growing economic aspect where the results were that China has superior economic development than India as he justified by

stating that China's leadership was ambitious to turn around the economy and the country got huge investment from foreign countries to upgrade the country's infrastructure(i).what he left behind is that why India was not able to develop even after having many similar policies. Vasil didn't discuss the economic development indicators, which were crucial to claim why India didn't have as good economic development as China.

In my research, I have mentioned what were economic development indicators for India and China and how they impacted the country's growth. The purpose of the research is to know the inefficiency of the economic policies of India as compared to China through comparing economic growth aspects like GDP and world happiness report and economic development indicators like education, employment and inequality.

### **Purposes**

According to the World Economic Forum (2018), India's Long term economic growth was steady, stable, diversified and resilient.The average economic growth was 4.4 per cent per year during the 1970s and 1980s, it accelerated to 5.5 per cent during the 1990s-early 2000s, and further to 7.1 per cent in the past one decade. (ii) As compared with some of the world's largest emerging economies, this steady acceleration of growth stands out as unique to India. The long term growth of the Indian economy remains positive due to its young population and corresponding low dependency ratio, healthy savings and investment rates, whereas the economy started showing a slowdown in 2016, due to shocks of demonetisation and the introduction of Good Services Tax in 2017.

If we analyse the dynamic conditions of GDP growth of India and China through graph 1, we can observe that China has been consistently better off than India in 25 years of span, whereas India is seen struggling towards its growth path.

Where we can see China at its utmost maximum in 2007, India dropped to at least in 2008. Where India takes off to become the fastest growing economy in 2011, China starts declining rapidly. But in 2016, the game completely changes, and India falls to negative, and China becomes the highest GDP growth economy of 2020.

World Happiness Report: focusing on India and China analysis. The data is provided from 2013 to 2020. The average value of India during this period is 4.26, with the lowest rates being 3.57 in 2020 and the highest being 4.77 in 2013. If we compare this report with the world average in 2020 of 150 countries is 5.48 points.



Whereas, China's happiness index, the average value of China during 2013 till 2020 is 5.07 as compared with the world average in 2020. The highest rates being 5.27 in 2017 and the lowest average happiness rates.

### Literature Review

- ✓ **China and India: A comparison of Economic growth Dynamics (1980 – 2018) by Vasil Gechev'** claims to answer the question of how did china manage to outgrow India economically in four decades by examining economic reforms in the late 1970s, the 1980s, the 1990s, macroeconomic indicators and human capital indicators

- ✓ **The Dragon and the Elephant: Understanding the Development of Innovation Capacity in China and India: Summary of a Conference (2010)**

This document is a summary report of the presentations and the growing importance of China and India, their potential to profoundly affect the distribution of innovative activity and investment around the world, an ad hoc committee under the STEP program decided to organize a symposium focusing specifically on the role that those two countries are beginning and likely to play in the globalization of innovation

- ✓ **China vs India: Economic Growth Comparison across Various Data Points.**

They have compiled various macro-economic growth indicators of the two countries to understand what led to the rapid growth of China vs India.

- ✓ **Comparing China and India by Economy**

China and India are the two emerging economies in the world. As of 2019, China and India are 2nd and 5th largest country of the world, respectively in nominal basis. On a PPP basis, China is at 1st and India is at 3rd place. Both countries share 19.46% and 27.18% of total global wealth in nominal and PPP terms, respectively. Among Asian countries, China and India together contribute more than half of Asia's GDP

### Methodology

The data is collected from secondary sources, specifically from the world bank's data bank, human development report, macro trends. The information is then formed in a table, and graphical representation is made through infograms.com, through which the average is estimated, and a comparative analysis is completed.

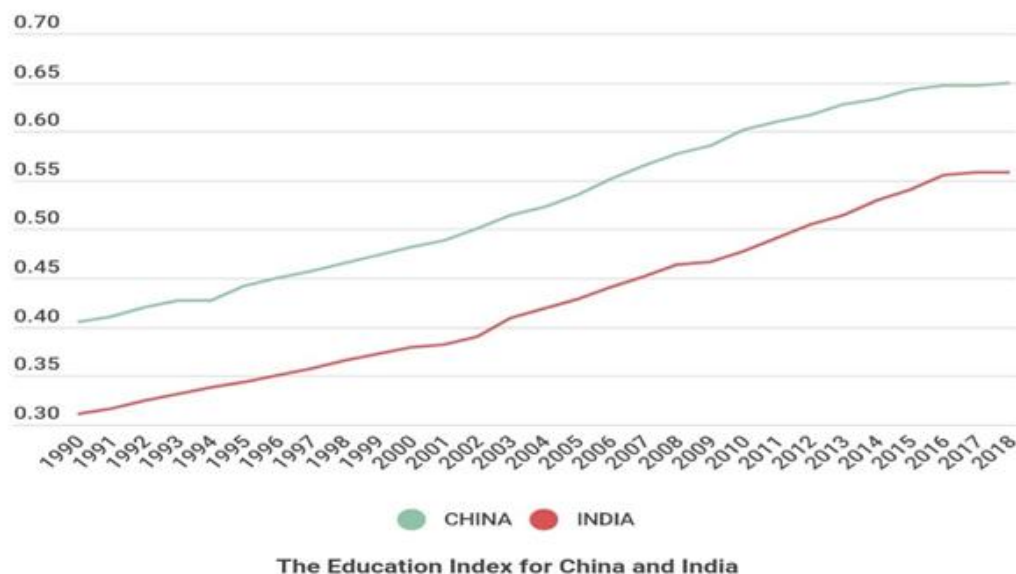
We are going to analyse three development indicators, which are inequalities, education and unemployment, We will use annual data for both China and India from secondary sources by the method of ex-post-facto scientific research which aims at discovering the connection and

interaction among social structures, as this research aims at finding the relation between the policies of India and China in different development fields. Hence, the research here is correlative and explanatory as it tries to explain the reason behind a relation, a relation which is in the development policies of India and China. The data collection process is highly quantitative with some qualitative explanations. The inquiry mode of the research is structured where quantitative data is arranged in numbers as average, mode etc.

The variables used in the research include independent development indicators like education, inequality in income and employment, which have both qualitative and quantitative aspects to explain. Hence the research studies the secondary source of information of India and China, to compare their development indicators by representing graphs and calculating mean and medians and comparing dependency ratio, co-integration, static variables, the significance of dependence through regression analysis and bound test through ADRL equation in Eviews with unit root test. The estimation is to find out the resulting development of India and China and why India's policies are lagging behind China.

**Education Index:** As we compare the development indicators, we analyze the education Index of India and China for the last 28 years.

As we compare the statistics for both the countries, the education index is a part of the human development index published annually by the United Nations to measure an educational attainment. This indicator is defined as the average number of years of education received by people aged 25 and older. The education index indicates China ranking 108 with its education index 0.631 whereas India ranked 112 with education index 0.629. This shows that China has a better Gross enrolment ratio than India as according to economic survey, we see India's education expenditure from GDP, we get that India spent 3% of its total GDP on education in 2018-19, whereas the expenditure by China is accounted as 4.11 per cent of GDP. Hence the expenditure on education is more by China than India, hence the ranking is more. The graph shows a parallel relation between the education index for China and India. The calculated growth is 2% for both of them (estimated annual growth rate) which means India needs to spend more on its education sector to boost the overall economy.



### Data Analysis through Reviews

Explanation of Bound Test: here, we have derived a bound test from ARDL Autoregressive distributed lag model in Eviews through Akaike info criterion where the coefficient covariance matrix is kept ordinary. There is only one dependent variable and zero regressors. GDP has been marked as a dependent variable in all bound tests. There are 6 Bound tests in the overall research explaining different variables impacting GDP of a country, which are discussed further:

#### 1) Education Index and GDP: Bound Test for China

The first bound test is done on the GDP of China being a dependent variable and Education being an independent variable of China's development. We have conducted the test to know whether Education and GDP has a long Term positive significance on GDP or not. While estimating, we found that F- statistics which is 0.939787, is lower than upper f stats, which is less than 4.16, proving the null hypothesis to be true. Hence, there is no long term relationship between Education and GDP.

The table below explains the long term relationship between education and GDP in India. As we estimate the f statistics, we get the value (7.395779) more than the upper model, which is 4.16, indicating that the null hypothesis here has been rejected and GDP and Education has a long term relation. After discussing f statistics, we further discuss the probability for constant C is less than 0.05, which indicates that a constant has a significant impact on GDP.

ARDL Long Run Form and Bounds Test				
Dependent Variable: D(GDP)				
Selected Model: ARDL(1, 0)				
Case 2: Restricted Constant and No Trend				
Date: 12/24/20 Time: 16:12				
Sample: 1995 2018				
Included observations: 23				
Conditional Error Correction Regression				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.138315	0.128841	1.073528	0.2958
GDP(-1)*	-0.194678	0.137798	-1.412774	0.1731
EDUCATION**	-0.153040	0.210773	-0.726087	0.4762
* p-value incompatible with t-Bounds distribution.				
** Variable interpreted as $Z = Z(-1) + D(Z)$ .				
Levels Equation				
Case 2: Restricted Constant and No Trend				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
EDUCATION	-0.786118	1.073483	-0.732306	0.4725
C	0.710479	0.290726	2.443812	0.0239
EC = GDP - (-0.7861*EDUCATION + 0.7105)				
F-Bounds Test		Null Hypothesis: No levels relationship		
Test Statistic	Value	Signif.	I(0)	I(1)
Asymptotic: n=1000				
F-statistic	0.939787	10%	3.02	3.51
k	1	5%	3.62	4.16
		2.5%	4.18	4.79
		1%	4.94	5.58
Finite Sample: n=35				
Actual Sample Size	23	10%	3.223	3.757
		5%	3.957	4.53
		1%	5.763	6.48
Finite Sample: n=30				
		10%	3.303	3.797
		5%	4.09	4.663
		1%	6.027	6.76

### Education Index and GDP: Bound Test for India

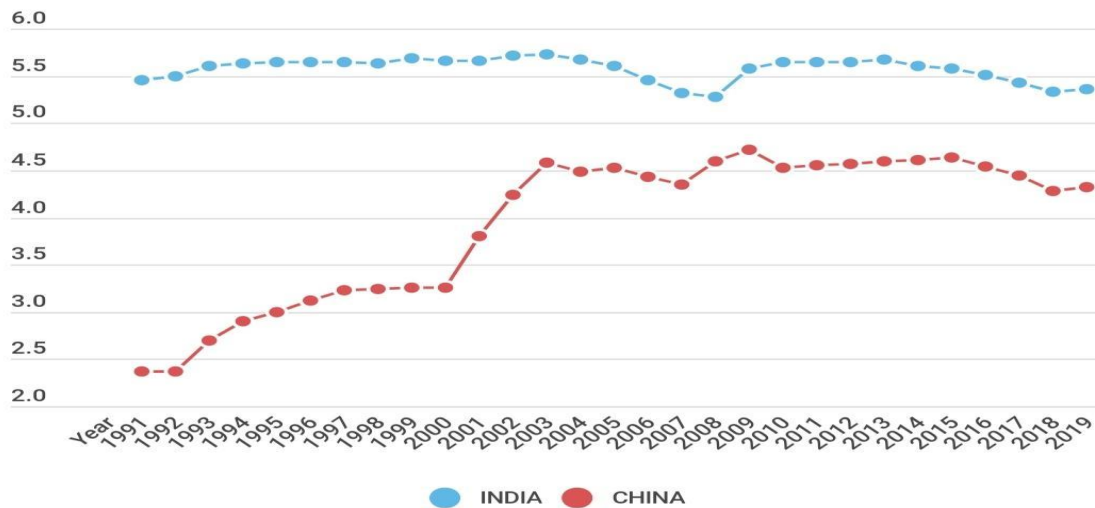
Furthermore, probability for Education index is not less than 0.05, and t statistics for Education has a value less than 2, both of which indicate that Education won't have a significant impact on the GDP of India, still, it will be a long term relationship. Further, the coefficient at conditional error correction regression explains that education has a value of 0.61, which means that if we increase education by 1 per cent, the GDP will increase by 0.61 per cent.

### Data Analysis of Unemployment

India's unemployment stood at the highest rates till record of about 23.50% in April of 2020, with the lowest form being 6.7 % in November 2018 in recent years. The average

unemployment rate for 1991 till 2019 for China being 3.34%, whereas for India, the average calculated is 5.57%.

### The Unemployment Data for India and China



### 3) Unemployment Index and GDP: Bound Test for India

In this test, a null hypothesis is formed that GDP and Employment have no relationship and the alternative hypothesis explains a long term relationship among them. If we estimate, we observe that f statistics here is 9.569735.

It is much higher than the upper model of F statistics, becoming evidence to reject the null hypothesis and proving an alternative hypothesis that the Unemployment and GDP of India has a long term relationship. Furthermore, if we observe the conditional error correction regression, we observe that the probability for unemployment is less than 0.05 which is 0.0377, which proves a significant relationship between GDP and unemployment where the coefficient of unemployment explains a negative relationship between GDP and unemployment, 1 percent increase in unemployment, leads to -6.9 percent of fall in GDP. Hence unemployment has a significant impact on the GDP of India.



ARDL Long Run Form and Bounds Test				
Dependent Variable: D(GDP)				
Selected Model: ARDL(1, 0)				
Case 2: Restricted Constant and No Trend				
Date: 12/24/20 Time: 20:11				
Sample: 1995 2018				
Included observations: 22				
Conditional Error Correction Regression				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-7.679017	3.796627	-2.022590	0.0574
GDP(-1)*	-1.272027	0.239340	-5.314720	0.0000
UNEMPLOYMENT**	-6.939482	3.106310	-2.233995	0.0377
* p-value incompatible with t-Bounds distribution.				
** Variable interpreted as $Z = Z(-1) + D(Z)$ .				
Levels Equation				
Case 2: Restricted Constant and No Trend				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
UNEMPLOYMENT	-5.455452	2.089654	-2.610697	0.0172
C	-6.036835	2.620149	-2.304005	0.0327
EC = GDP - (-5.4555*UNEMPLOYMENT - 6.0368)				
F-Bounds Test		Null Hypothesis: No levels relationship		
Test Statistic	Value	Signif.	I(0)	I(1)
F-statistic k	9.569735 1	Asymptotic: n=1000		
		10%	3.02	3.51
		5%	3.62	4.16
		2.5%	4.18	4.79
		1%	4.94	5.58
Actual Sample Size	22	Finite Sample: n=35		
		10%	3.223	3.757
		5%	3.957	4.53
		1%	5.763	6.48
		Finite Sample: n=30		
		10%	3.303	3.797
		5%	4.09	4.663
		1%	6.027	6.76

#### 4) Unemployment Index: Bound Test of China

Here we have calculated an ADRL equation for unemployment in china impacting its GDP.



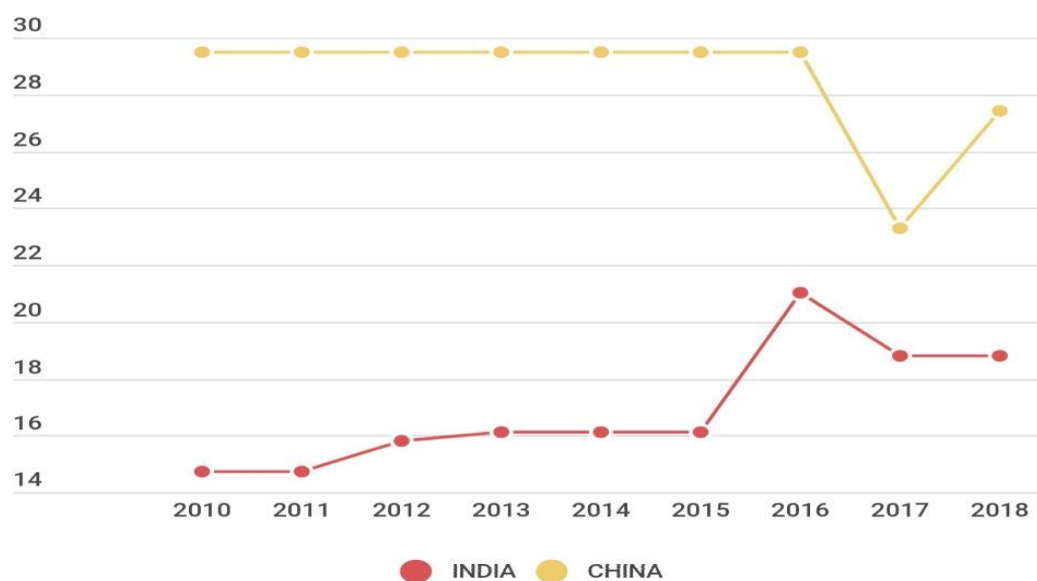
Dependent Variable: GDP				
Method: ARDL				
Date: 12/24/20 Time: 15:49				
Sample (adjusted): 1996 2018				
Included observations: 23 after adjustments				
Maximum dependent lags: 1 (Automatic selection)				
Model selection method: Akaike info criterion (AIC)				
Dynamic regressors (0 lag, automatic): UNEMPLOYMENT				
Fixed regressors: C				
Variable	Coefficient	Std. Error	t-Statistic	Prob.*
GDP(-1)	0.772699	0.146856	5.261626	0.0000
UNEMPLOYMENT	19.12648	49.42319	0.386994	0.7028
C	1.121494	2.424187	0.462627	0.6486

The observation shows that probability for unemployment is 0.7028, which is more than 0.05, and the t statistics showing a value of 0.386994 which is less than 0.05, both the observations indicate that unemployment is an insignificant factor in influencing the GDP of China. Hence, a Bound test will be inappropriate to calculate.

### Income inequalities in India and China

Income inequality refers to the unequal distribution of wealth and income among people. The Gini index measures the income inequalities in the country. India has ranked 95<sup>th</sup> out of 157 whereas China is ranking 68<sup>th</sup> out of 157.

According to the graph below, the income inequality is based on the survey conducted on households using the Atkinson inequality index, Where China has a high level of stable inequality. This proves that China is higher in income inequality than India as per the human development report.



Comparitive Analysis of Inequality in income in India and China

## 4) Inequality of Income: Bound Test of China

Here, we observe how inequality of income in the country impacts the GDP of the country. By observing the bound test, we estimate that the f statistics value is 0.557041, which is less than the upper and lower model of F statistics, which are 4.16 and 3.36, respectively. It states null hypothesis proven, and there is no long term relation between GDP and income inequalities in China.

ARDL Long Run Form and Bounds Test				
Dependent Variable: D(GDP)				
Selected Model: ARDL(1, 0)				
Case 2: Restricted Constant and No Trend				
Date: 12/24/20 Time: 15:31				
Sample: 1 9				
Included observations: 8				
Conditional Error Correction Regression				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.141354	0.696530	-0.202940	0.8472
GDP(-1)*	-0.168612	0.313260	-0.538248	0.6135
INEQUALITY**	0.192794	0.560735	0.343823	0.7450
* p-value incompatible with t-Bounds distribution.				
** Variable interpreted as Z = Z(-1) + D(Z).				
Levels Equation				
Case 2: Restricted Constant and No Trend				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
INEQUALITY	1.143418	2.780623	0.411209	0.6980
C	-0.838338	4.067087	-0.206128	0.8448
EC = GDP - (1.1434*INEQUALITY - 0.8383)				
F-Bounds Test				
Null Hypothesis: No levels relationship				
Test Statistic	Value	Signif.	I(0)	I(1)
F-statistic k	0.557041 1	Asymptotic: n=1000		
		10%	3.02	3.51
		5%	3.62	4.16
		2.5%	4.18	4.79
Actual Sample Size	8	Finite Sample: n=35		
		10%	4.94	5.58
		5%	3.223	3.757
		1%	3.957	4.53
		Finite Sample: n=30		
		10%	5.763	6.48
		5%	3.303	3.797
		1%	4.09	4.663
			6.027	6.76

## 5) Inequality Of income: Bound Test for India

In this bound test, we assume GDP to be a dependent variable for Inequalities of income where income is an independent variable. A bound test is conducted to estimate cointegration among both variables. The test interpreted that F statistics being 4.748464 is slightly more than the upper model of F statistics which is 4.16, proving the null hypothesis rejected and proving that inequality and GDP has a long term relationship in India.

ARDL Long Run Form and Bounds Test				
Dependent Variable: D(GDP)				
Selected Model: ARDL(1, 0)				
Case 2: Restricted Constant and No Trend				
Date: 12/24/20 Time: 20:55				
Sample: 19				
Included observations: 8				
Conditional Error Correction Regression				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	4.487937	2.227677	2.014627	0.1001
GDP(-1)*	-1.893246	0.543046	-3.486348	0.0175
INEQUALITY**	-2.495660	1.551464	-1.608584	0.1686
* p-value incompatible with t-Bounds distribution.				
** Variable interpreted as $Z = Z(-1) + D(Z)$ .				
Levels Equation				
Case 2: Restricted Constant and No Trend				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
INEQUALITY	-1.318191	0.596673	-2.209237	0.0782
C	2.370499	0.735392	3.223451	0.0234
EC = GDP - (-1.3182*INEQUALITY + 2.3705)				
F-Bounds Test		Null Hypothesis: No levels relationship		
Test Statistic	Value	Signif.	I(0)	I(1)
Asymptotic: n=1000				
F-statistic	4.748464	10%	3.02	3.51
k	1	5%	3.62	4.16
		2.5%	4.18	4.79
		1%	4.94	5.58
Actual Sample Size 8				
Finite Sample: n=35				
		10%	3.223	3.757
		5%	3.957	4.53
		1%	5.763	6.48
Finite Sample: n=30				
		10%	3.303	3.797
		5%	4.09	4.663
		1%	6.027	6.76

Observing Furthermore, we see that in error correction regression, the inequality has a probability of 0.1686 which is more than average 0.05. This indicates that GDP and Inequalities in income have a less significant relationship, which means inequalities won't impact GDP growth significantly. While observing the coefficient of inequalities, we follow the result that if inequalities in income in India increased by 1 percent, then the GDP will fall by 2.4 per cent, as the value for inequality coefficient is -2.495660.

## Results

Among three indicators of development, India is worsening in Education and Unemployment whereas income inequalities are more in China as compared to India. The unemployment rate of India is 2% more than that in China. On average, the education index performs 0.53 for China and 0.43 for India for the years 1990 till 2018. Hence, China's economy is in better condition than India because of the right policies of expenditure and investment.

## Discussion

The findings of this study clearly show that China has better policy implementations and strategies. One of the reasons for China being better off than India includes a more significant amount of Investment in Education, as China realised the importance of Education and worked on improving it.

## Conclusion

The conclusion of this research done on comparative analysis of India and China's development indicators remarks many new aspects of development. It explains the reasons behind a difference between India and China's development in theoretical and quantitative factors. To conclude, the research found that:

- A. The World Happiness Report for India has been non-correlated with the country's GDP as the correlation stands at  $-0.11989$ , concluding that it isn't necessary that the living standard of people will also increase with an increase in GDP.
- B. The Education index also plays a crucial role in India's GDP, which is negatively impacting the case of China with a correlation of  $-0.33$ . At the same time, India has a significant and positive correlation between Education and GDP, which is  $0.22$ .
- C. When Employment as a development indicator was estimated for India and China, a different correlation for both countries was formed. India has a significant long term relation between GDP and unemployment, whereas unemployment is negatively correlated with GDP by  $-0.38$ . On the other hand, China has no significant relationship between unemployment rates and GDP being positively correlated with  $0.011$  rates of correlation for China.
- D. The Inequality of Income as a development indicator has performed negatively for India, being  $-0.297$ , and positively for China, being  $0.53$ . It means that India has an insignificant long term negative relation between inequality and GDP of the country. At the same time, China has no significant relationship between GDP and inequality of income.

If we conclude these points, we understand that India's GDP is highly impacted by the development indicators like employment, education and income inequalities. A good amount of expenditure to improve these development indicators can lead to positive growth in our GDP. Also, GDP is not positively correlated with the happiness index for India in the short run, hence such aspects should also be considered, which helps in increasing the happiness index along with the GDP of the country.

While estimating China's development indicators, we found out that China's GDP has no significant impact due to development indicators, still, it was its long term policies of investment and innovation that led to an increase in its GDP.

Hence India and China are countries with different economic conditions and can be treated with different economic policies. However, we can still state that China's policies have outperformed India's policies in 25 years.

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## **BIBLIOMETRIC ANALYSIS OF ECONOMICS OF HAPPINESS IN SCOPUS**

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### **Abstract**

Happiness Economics is a qualitative and quantitative study of happiness and quality of life, including positive and negative effects, well-being, life satisfaction, and related concepts – typically tying economics more closely than usual with other social sciences, such as sociology and psychology, as well as physical health. It often views subjective happiness-related indicators, as well as more objective quality-of-life indices, as something to be maximised rather than money, income, or profit. The field's literature is also slowly growing and becoming more interdisciplinary in nature. Bibliometric analysis is a comparative evaluation of written journal articles, books, or book pages, and it's a valuable tool for assessing the effect of a publication on the scientific world. The number of times a piece of study has been cited by other scholars is an excellent measure of its scholarly importance. A bibliometric analysis, also known as a citation classics research style, is a widely used method for assessing an article's effect. This paper aims to provide a succinct update on the effects of bibliometric research on publications in the field of Economics of Happiness as a key word in Scopus.

**Key Words:** *Bibliometric Analysis, Economics of Happiness, Happiness Economics*

### **Introduction**

Happiness Economics is a qualitative and quantitative study of happiness and quality of life, including positive and negative effects, well-being, life satisfaction, and related concepts – typically tying economics more closely than usual with other social sciences, such as sociology and psychology, as well as physical health. It often views subjective happiness-related indicators, as well as more objective quality-of-life indices, as something to be maximised rather than money, income, or profit. Since the late twentieth century, the



discipline has expanded significantly, thanks to the development of tools, surveys, and indices for measuring happiness and related concepts, as well as quality of life.

### **Statement of the Problem**

Bibliometric analysis is a comparative evaluation of written scientific articles, books, or book pages, and it is a valuable tool for assessing the effect of publishing on the scientific world. The number of times a piece of study is cited by other scholars is a strong measure of its intellectual value. A bibliometric analysis, also known as a citation classics research style, is a popular method for assessing an article's impact as well as identifying prominent authors and sources.

### **Objectives of the Study**

This paper attempts to present a concise report of the bibliometric analysis results on articles in the area of Economics of Happiness as a key word in Scopus.

### **Methodology**

Economics of Happiness being a field of study getting attraction recently 862 documents could be traced from the Scopus database from the period from 1936- 2021. The most prominent authors and sources are identified using the built in tools of Scopus database.

### **Results**

- Table 1 shows the Top 25 articles in Google Scholar with the key word Economics of Happiness. L Bruni and P L Porta are found to be the most cited authors in this area of research.
- The number of documents in this topic is found to increase at a healthy rate after 2000. 862 documents are found to exist in Scopus database from 1936 to 2021 in this area of research with Economics of Happiness as a key word. 17 articles are so far in 2021. The number is expected to rise as more people find serious research interest in the area. (Exhibit 1)
- Journal of Happiness Studies, Social Indicators Research and Ecological Economics are found to be prominent sources in this area with increased attention in the 21<sup>st</sup> century. (Exhibit 2)
- Ng, Yewkwang of Monash University, Australia is found to be the prominent author in this area followed by Bruni Luigino of Libera Università Maria Ss. Assunta, Italy. Frey BS and Graham C are net in the list. (Exhibit 3)

- London School of Economics and Political Science is found to be the most prominent affiliation by the count of research out in this area. (Exhibit 4)
- USA and UK head the list of prominent countries contributing to this area of research. India is yet to make into the frame of Top 10 contributing nations in this regard. (Exhibit 5)
- 64% of the documents in the Scopus database are articles, 9% are book chapters and then followed by Books, Reviews and Conference papers. (Exhibit 6)

## DISCUSSION

The discoveries of happiness have been considered as a challenge to economic theory and practise. More research outputs are expected covering the different dimensions of human life, existence and survival in relation to qualitative and quantitative measures of happiness along with its associations.

### Annexure – Tables and Exhibits

**Table 1 – Top 25 Articles in Google Scholar**

GS Rank	Cites	Authors	Title	Year	Source	Publisher
1	527	L Bruni PL Porta	Economics and happiness: Framing the analysis	2005		books.google.com
2	254	RA Easterlin	The economics of happiness	2004	Daedalus	MIT Press
3	402	BS Frey A Stutzer	Economics of happiness	2018		Springer
4	371	L Bruni	Handbook on the Economics of Happiness	2007		books.google.com
5	218	C Graham	Insights on development from the economics of happiness	2005	The World Bank Research Observer	academic.oup.com
6	221	JE De Neve	Genes, economics,	2012	... , and	psycnet.apa.org

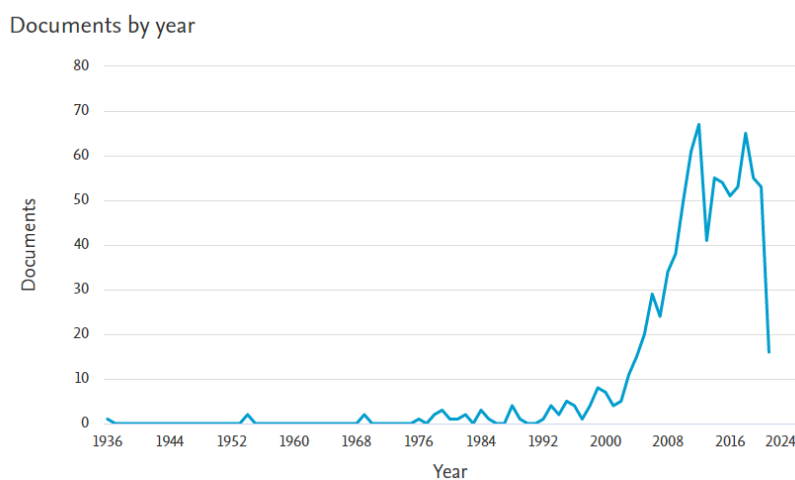
		NA Christakis JH Fowler	and happiness.		Economics	
7	145	A Sen	The economics of happiness and capability	2008	Capabilities and happiness	books.google.com
8	115	AE Clark	Four decades of the economics of happiness: Where next?	2018	Review of Income and Wealth	Wiley Online Library
9	430	C Graham	The economics of happiness	2005	World economics	World Economics, 1 Ivory Square ...
10	114	N Powdthavee	Economics of happiness: A review of literature and applications	2007	... ASIAN JOURNAL OF ECONOMICS	so05.tci-thaijo.org
11	221	M Anielski	The economics of happiness: Building genuine wealth	2007		books.google.com
12	84	A Stutzer BS Frey	Recent developments in the economics of happiness: A selective overview	2012	... Developments in the Economics of Happiness ...	papers.ssrn.com
13	36	H Norberg-Hodge	Economics of happiness	2010	Gaian economics: Living well within planetary ...	academia.edu
14	18	M Rojas	The Economics of Happiness	2019		Springer
15	62	P Barrotta	Why economists	2008	Economics	pdfs.semanticscholar.org

			should be unhappy with the economics of happiness		and Philosophy	
16	344	G MacKerron	Happiness economics from 35 000 feet	2012	Journal of Economic Surveys	Wiley Online Library
17	175	H Johns P Ormerod	Happiness, economics and public policy	2007	Institute of Economic Affairs, Research ...	papers.ssrn.com
18	11	M Jain GD Sharma M Mahendru	Can i sustain my happiness? A review, critique and research agenda for economics of happiness	2019	Sustainability	mdpi.com
19	82	L Stanca	The geography of economics and happiness: Spatial patterns in the effects of economic conditions on well-being	2010	Social Indicators Research	Springer
20	25	M Pugno	Scitovsky's The Joyless Economy and the economics of happiness	2014	The European Journal of the History of Economic ...	Taylor & Francis
21	18	B Frey A Stutzer	Recent developments in the economics of	2013		econpapers.repec.org

			happiness			
22	25	RA Easterlin O Sawangfa	Happiness and domain satisfaction: New directions for the economics of happiness	2009	Happiness, economics and politics ...	books.google.com
23	18	HD Dixon R Frank Y Ng A Oswald	Economics and happiness	1997	The Economic Journal	
24	23	C Graham S Chattopadhyay	Gender and well-being around the world: Some insights from the economics of happiness	2012		ideas.repec.org
25	13	JD Sachs	The economics of happiness	2011	Economics	labonne.paul.free.fr

Source: Generated from Google Scholar using Publish of Perish App

**Exhibit 1 Documents per Year**



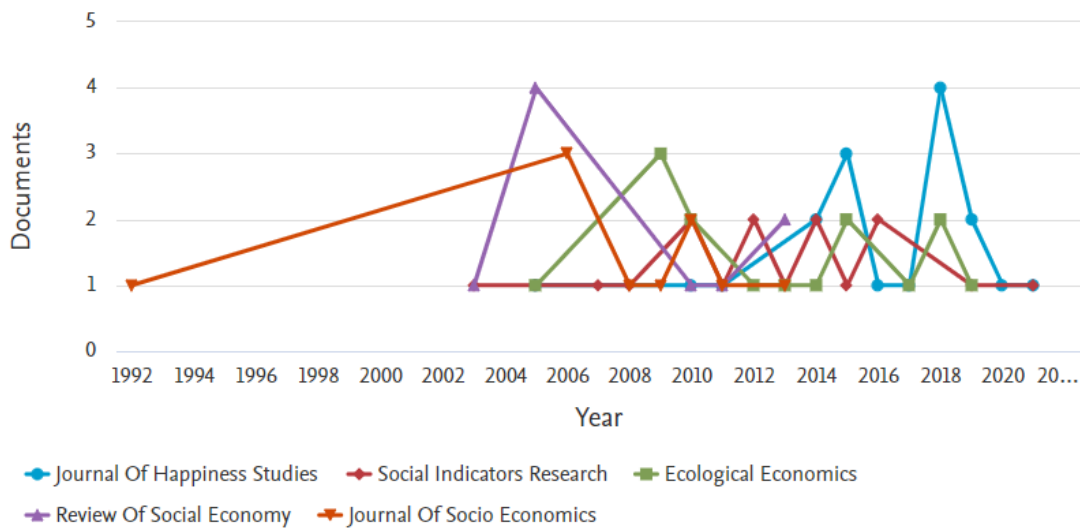
Source: Generated from Scopus

**Exhibit 2 Document per Year per Source**

Documents per year by source

Compare the document counts for up to 10 sources.

Compare sources and view CiteScore, SJR, and SNIP data

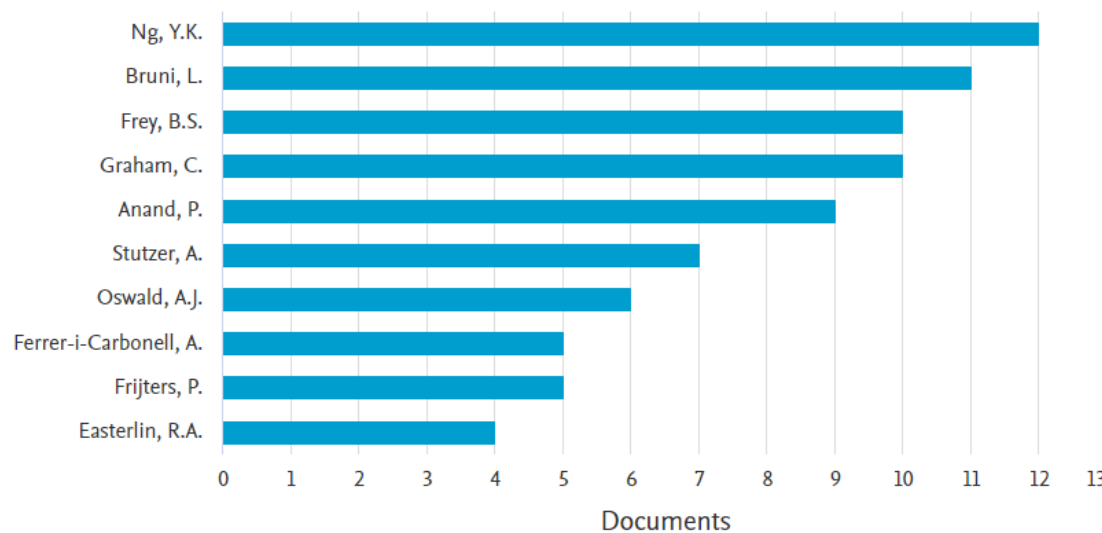


Source: Generated from Scopus

**Exhibit 3 Documents by Author**

Documents by author

Compare the document counts for up to 15 authors.



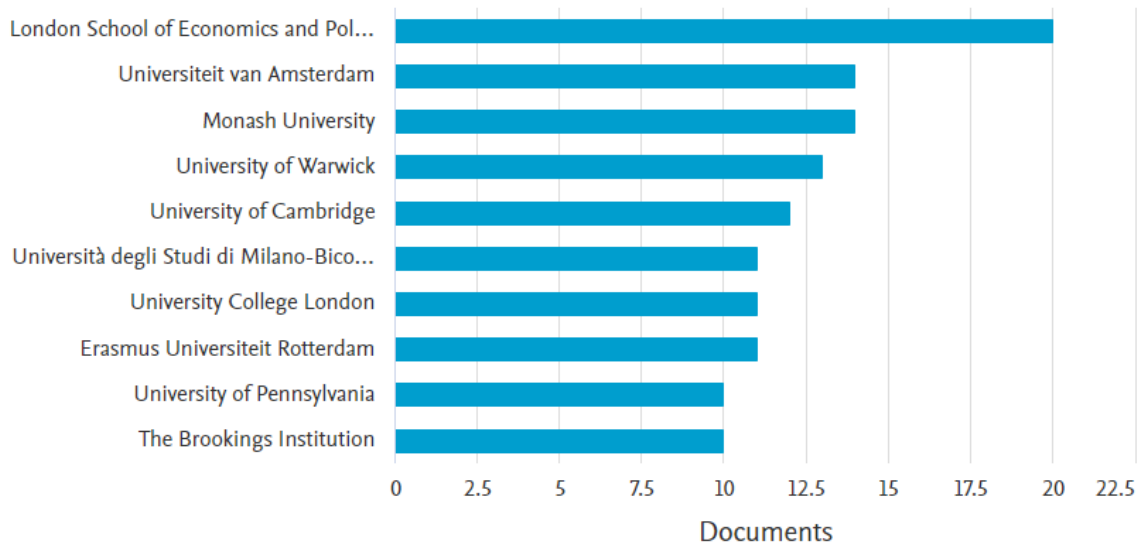
Source: Generated from Scopus



**Exhibit 4 Documents by Affiliation**

Documents by affiliation

Compare the document counts for up to 15 affiliations.

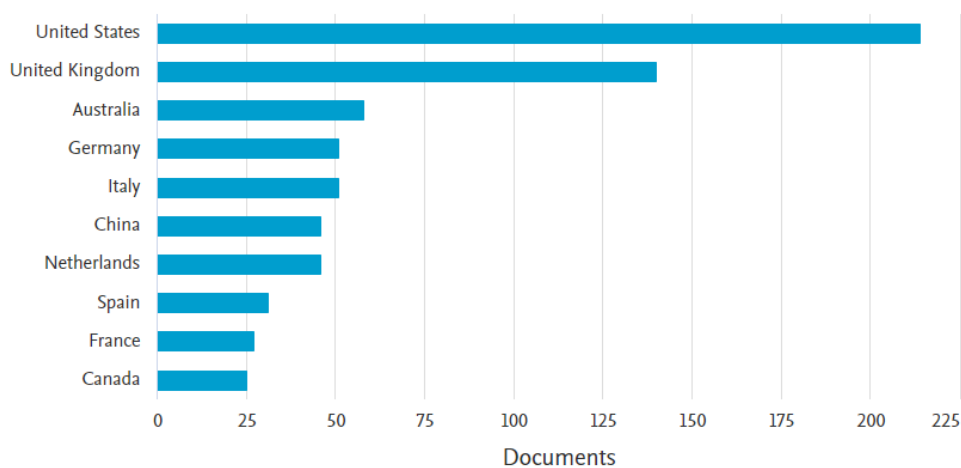


Source: Generated from Scopus

**Exhibit 5 Documents by Country or Territory**

Documents by country or territory

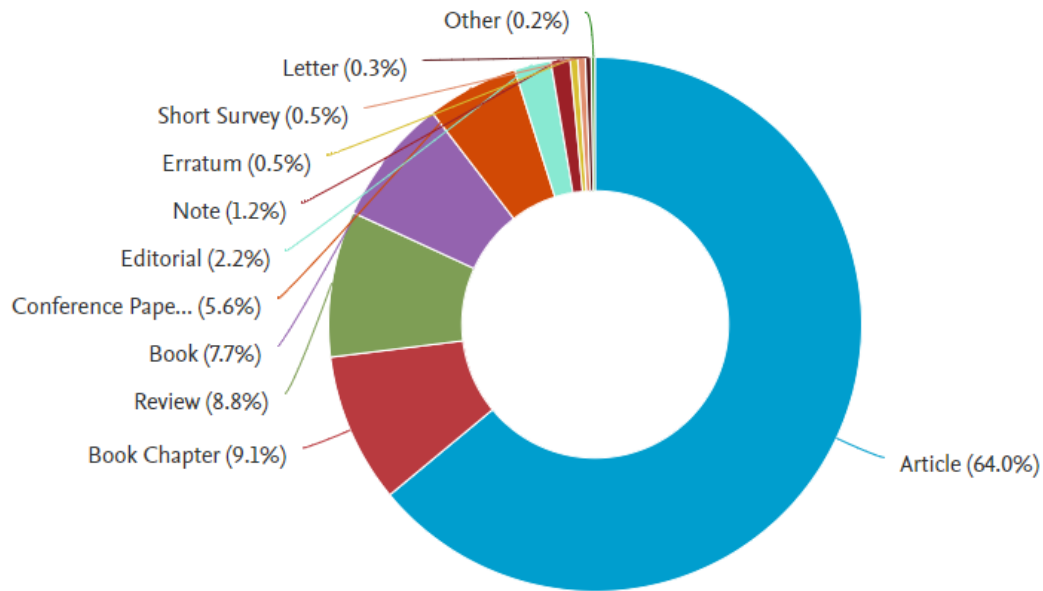
Compare the document counts for up to 15 countries/territories.



Source: Generated from Scopus

**Exhibit 6 Document Type**

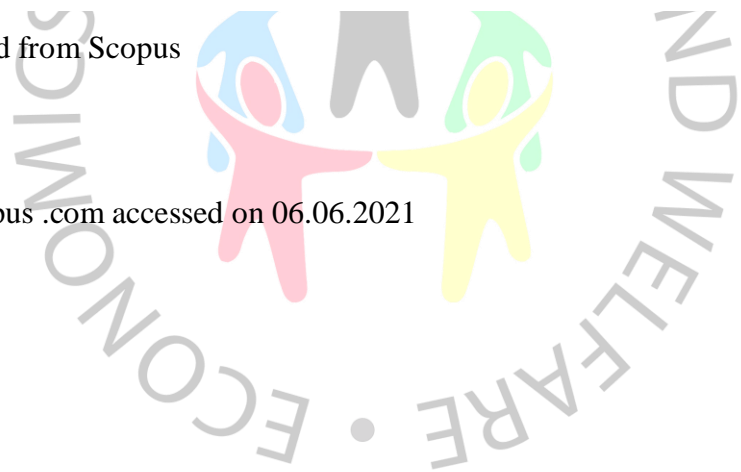
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**WHY DOES HAPPINESS ELUDE INDIA?  
ELUCIDATING THE WORLD HAPPINESS REPORT (WHR) 2021**

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**Abstract**

International Happiness Day is celebrated every year on 20<sup>th</sup> March to highlight the importance of happiness in the diurnal lives of people. The United Nations started to celebrate the International Day of Happiness in 2013 but a resolution for the same was passed in July, 2012. This resolution was first initiated by Bhutan which emphasised on the importance of national happiness over national income since the early 1970s, thereby adopting the Gross National Happiness (GNH) over Gross National Product (GNP). The phrase 'Gross National Happiness' was first coined by the 4<sup>th</sup> King of Bhutan, King Jigme Singye Wangchuck, in 1972. The concept implies that sustainable development should take a holistic approach towards notions of progress and give equal importance to non-economic aspects of wellbeing. Since 2002, the World Happiness Report has used statistical analysis to determine the world's happiest countries. In its 2021 update, the report concluded that Finland is the happiest country in the world. To determine the world's happiest country, researchers analyzed comprehensive Gallup polling data from 149 countries for the past three years, specifically monitoring performance in six particular categories: Gross domestic product per capita, Social support, Healthy life expectancy, Freedom to make your own life choices, Generosity of the general population, Perceptions of internal and external corruption levels. In order to properly compare each country's data, the researchers created a fictional country—christened Dystopia—filled with "the world's least-happy people." They then set Dystopia as the rock bottom value in each of the six categories and measured the scores of the real-world countries against this value. All six variables were then blended to create a single combined score for each country. This paper examines the World Happiness Report (WHR) 2021 and the position of India in WHR 2021.

**Keywords:** *Gross National Happiness (GNH), Happiness, life, wellbeing, World Happiness Report (WHR)*

## Introduction

The World Happiness Report, one of the best tools for evaluating global happiness, is based on how ecstatic people perceive themselves to be. It considers six characteristics to rank countries on overall happiness: GDP per capita, social support, life expectancy, freedom to make choices, generosity, and perception of corruption. In July 2011, the UN General Assembly adopted resolution 65/309 Happiness: Towards a Holistic Definition of Development inviting member countries to measure the happiness of their people and to use the data to help guide public policy. On April 2, 2012, this was followed by the first UN High Level Meeting called Wellbeing and Happiness: Defining a New Economic Paradigm, which was chaired by UN Secretary General Ban Ki-moon and Prime Minister Jigmi Thinley of Bhutan, a nation that adopted gross national happiness instead of gross domestic product as their main development indicator. The first World Happiness Report was released on April 1, 2012 as a foundational text for the UN High Level Meeting: Well-being and Happiness: Defining a New Economic Paradigm, drawing international attention. The first report outlined the state of world happiness, causes of happiness and misery, and policy implications highlighted by case studies. In 2013, the second World Happiness Report was issued, and in 2015 the third. Since 2016, it has been issued on an annual basis on the 20<sup>th</sup> of March, to coincide with the UN's International Day of Happiness.

## World Happiness Report 2021

This ninth World Happiness Report is unlike any that have come before. COVID-19 has shaken, taken, and reshaped lives everywhere. The pandemic's worst effect has been the 2 million deaths from COVID-19 in 2020. A rise of nearly 4% in the annual number of deaths worldwide represents a serious social welfare loss. For the living there has been greater economic insecurity, anxiety, disruption of every aspect of life, and, for many people, stress and challenges to mental and physical health. The World Happiness Report 2021 focuses on the effects of COVID-19 and how people all over the world have fared. The theme of 2021 is "Happiness For All, Forever". The aim of the study was two-fold, first to focus on the effects of COVID-19 on the structure and quality of people's lives, and second to describe and evaluate how governments all over the world have dealt with the pandemic. In particular, the report tries to explain why some countries have done so much better than others.

Finland has been ranked as the happiest country in the world for the fourth consecutive year. The Nordic nation is followed by Iceland, Denmark, Switzerland, The Netherlands, Sweden, Germany and Norway. Pakistan is on 105<sup>th</sup>, Bangladesh on 101<sup>st</sup> and China on 84<sup>th</sup>,

according to the report. People in war-torn Afghanistan are the most unhappy with their lives, followed by Zimbabwe (148), Rwanda (147), Botswana (146) and Lesotho (145). The happiness study ranks the countries of the world on the basis of questions from the Gallup World Poll. The results are then correlated with other factors, including GDP and social security. The United States ranks at 19<sup>th</sup> place for happiness, despite being one of the richest countries in the world. Overall, the index showed little change in happiness levels compared to last years' report, which was based on information from before the Covid-19 pandemic.

**Table 1: Happiest Countries in the World 2021**

Rank	Country name	Regional indicator	Happiness 2021
1	Finland	Western Europe	7.842
2	Denmark	Western Europe	7.620
3	Switzerland	Western Europe	7.571
4	Iceland	Western Europe	7.554
5	Netherlands	Western Europe	7.464
6	Norway	Western Europe	7.392
7	Sweden	Western Europe	7.363
8	Luxembourg	Western Europe	7.324
9	New Zealand	North America and ANZ	7.277
10	Austria	Western Europe	7.268
11	Australia	North America and ANZ	7.183
12	Israel	Middle East and North Africa	7.157
13	Germany	Western Europe	7.155
14	Canada	North America and ANZ	7.103
15	Ireland	Western Europe	7.085
16	Costa Rica	Latin America and Caribbean	7.069
17	United Kingdom	Western Europe	7.064
18	Czech Republic	Central and Eastern Europe	6.965

19	United States	North America and ANZ	6.951
20	Belgium	Western Europe	6.834
21	France	Western Europe	6.690
22	Bahrain	Middle East and North Africa	6.647
23	Malta	Western Europe	6.602
24	Taiwan Province of China	East Asia	6.584
25	United Arab Emirates	Middle East and North Africa	6.561
26	Saudi Arabia	Middle East and North Africa	6.494
27	Spain	Western Europe	6.491
28	Italy	Western Europe	6.483
29	Slovenia	Central and Eastern Europe	6.461
30	Guatemala	Latin America and Caribbean	6.435
31	Uruguay	Latin America and Caribbean	6.431
32	Singapore	Southeast Asia	6.377
33	Kosovo	Central and Eastern Europe	6.372
34	Slovakia	Central and Eastern Europe	6.331
35	Brazil	Latin America and Caribbean	6.330
36	Mexico	Latin America and Caribbean	6.317
37	Jamaica	Latin America and Caribbean	6.309
38	Lithuania	Central and Eastern Europe	6.255
39	Cyprus	Western Europe	6.223
40	Estonia	Central and Eastern Europe	6.189
41	Panama	Latin America and Caribbean	6.180
42	Uzbekistan	Commonwealth of Independent States	6.179



43	Chile	Latin America and Caribbean	6.172
44	Poland	Central and Eastern Europe	6.166
45	Kazakhstan	Commonwealth of Independent States	6.152
46	Romania	Central and Eastern Europe	6.140
47	Kuwait	Middle East and North Africa	6.106
48	Serbia	Central and Eastern Europe	6.078
49	El Salvador	Latin America and Caribbean	6.061
50	Mauritius	Sub-Saharan Africa	6.049
51	Latvia	Central and Eastern Europe	6.032
52	Colombia	Latin America and Caribbean	6.012
53	Hungary	Central and Eastern Europe	5.992
54	Thailand	Southeast Asia	5.985
55	Nicaragua	Latin America and Caribbean	5.972
56	Japan	East Asia	5.940
57	Argentina	Latin America and Caribbean	5.929
58	Portugal	Western Europe	5.929
59	Honduras	Latin America and Caribbean	5.919
60	Croatia	Central and Eastern Europe	5.882
61	Philippines	Southeast Asia	5.880
62	South Korea	East Asia	5.845
63	Peru	Latin America and Caribbean	5.840
64	Bosnia and Herzegovina	Central and Eastern Europe	5.813
65	Moldova	Commonwealth of Independent States	5.766

66	Ecuador	Latin America and Caribbean	5.764
67	Kyrgyzstan	Commonwealth of Independent States	5.744
68	Greece	Western Europe	5.723
69	Bolivia	Latin America and Caribbean	5.716
70	Mongolia	East Asia	5.677
71	Paraguay	Latin America and Caribbean	5.653
72	Montenegro	Central and Eastern Europe	5.581
73	Dominican Republic	Latin America and Caribbean	5.545
75	North Cyprus	Western Europe	5.536
74	Belarus	Commonwealth of Independent States	5.534
76	Russia	Commonwealth of Independent States	5.477
77	Hong Kong S.A.R. of China	East Asia	5.477
78	Tajikistan	Commonwealth of Independent States	5.466
79	Vietnam	Southeast Asia	5.411
80	Libya	Middle East and North Africa	5.410
81	Malaysia	Southeast Asia	5.384
82	Indonesia	Southeast Asia	5.345
83	Congo (Brazzaville)	Sub-Saharan Africa	5.342
84	China	East Asia	5.339
85	Ivory Coast	Sub-Saharan Africa	5.306
86	Armenia	Commonwealth of Independent States	5.283

87	Nepal	South Asia	5.269
88	Bulgaria	Central and Eastern Europe	5.266
89	Maldives	South Asia	5.198
90	Azerbaijan	Commonwealth of Independent States	5.171
91	Cameroon	Sub-Saharan Africa	5.142
92	Senegal	Sub-Saharan Africa	5.132
93	Albania	Central and Eastern Europe	5.117
94	North Macedonia	Central and Eastern Europe	5.101
95	Ghana	Sub-Saharan Africa	5.088
96	Niger	Sub-Saharan Africa	5.074
97	Turkmenistan	Commonwealth of Independent States	5.066
98	Gambia	Sub-Saharan Africa	5.051
99	Benin	Sub-Saharan Africa	5.045
100	Laos	Southeast Asia	5.030
101	Bangladesh	South Asia	5.025
102	Guinea	Sub-Saharan Africa	4.984
103	South Africa	Sub-Saharan Africa	4.956
104	Turkey	Middle East and North Africa	4.948
105	Pakistan	South Asia	4.934
106	Morocco	Middle East and North Africa	4.918
107	Venezuela	Latin America and Caribbean	4.892
108	Georgia	Commonwealth of Independent States	4.891
109	Algeria	Middle East and North Africa	4.887

110	Ukraine	Commonwealth of Independent States	4.875
111	Iraq	Middle East and North Africa	4.854
112	Gabon	Sub-Saharan Africa	4.852
113	Burkina Faso	Sub-Saharan Africa	4.834
114	Cambodia	Southeast Asia	4.830
115	Mozambique	Sub-Saharan Africa	4.794
116	Nigeria	Sub-Saharan Africa	4.759
117	Mali	Sub-Saharan Africa	4.723
118	Iran	Middle East and North Africa	4.721
119	Uganda	Sub-Saharan Africa	4.636
120	Liberia	Sub-Saharan Africa	4.625
121	Kenya	Sub-Saharan Africa	4.607
122	Tunisia	Middle East and North Africa	4.596
123	Lebanon	Middle East and North Africa	4.584
124	Namibia	Sub-Saharan Africa	4.574
125	Palestinian Territories	Middle East and North Africa	4.517
126	Myanmar	Southeast Asia	4.426
127	Jordan	Middle East and North Africa	4.395
128	Chad	Sub-Saharan Africa	4.355
129	Sri Lanka	South Asia	4.325
130	Swaziland	Sub-Saharan Africa	4.308
131	Comoros	Sub-Saharan Africa	4.289
132	Egypt	Middle East and North Africa	4.283
133	Ethiopia	Sub-Saharan Africa	4.275

134	Mauritania	Sub-Saharan Africa	4.227
135	Madagascar	Sub-Saharan Africa	4.208
136	Togo	Sub-Saharan Africa	4.107
137	Zambia	Sub-Saharan Africa	4.073
138	Sierra Leone	Sub-Saharan Africa	3.849
139	India	South Asia	3.819
140	Burundi	Sub-Saharan Africa	3.775
141	Yemen	Middle East and North Africa	3.658
142	Tanzania	Sub-Saharan Africa	3.623
143	Haiti	Latin America and Caribbean	3.615
144	Malawi	Sub-Saharan Africa	3.600
145	Lesotho	Sub-Saharan Africa	3.512
146	Botswana	Sub-Saharan Africa	3.467
147	Rwanda	Sub-Saharan Africa	3.415
148	Zimbabwe	Sub-Saharan Africa	3.145
149	Afghanistan	South Asia	2.523

Source: Statistical Appendix - WHR 2021

### World Happiness Report (WHR) & India

The Happiness Index of the World Happiness Report (WHR) indicates that India's rank has deteriorated over the years. Starting with rank 111 in 2013, it has consistently been going down and was a dismal 139 in the 2021 report – a dip of 25%. This decline has happened irrespective of successive governments and apparent economic progress, and India being one of the fastest-growing economies in the world in the last several years.

India's rank in GDP per capita has remained low at 102 and hardly changed despite a high GDP growth rate in the last four, pre-Covid years of 6%-8%. This decrease seems to indicate that even though GDP increased, the increase in population nulled it out. Similarly, there has been only a marginal improvement in India's rank (2021 rank: 104) for Healthy Life

Expectancy despite being a pharma capital of the world, growing medical tourism or an overall increase in healthcare facilities in the country.

India has shown notable improvement in its ranking for intangible criteria like Generosity and Freedom to make choices. Interestingly, amidst all the talk about freedom of speech, India consistently improved its ranking from 56 in 2018 to 37 in 2021. However, the long-lasting problem of corruption is there, and the perception of corruption has only increased. The Happiness Index also considers positive and negative effects: positive effect measured in happiness, laugh and enjoyment, whereas negative effect measured in worry, sadness and anger. On both these factors, India's ranking has slipped.

**Table 2: World Happiness Report (WHR) and India**

WHR India Ranking	2021	2020	2019	2018
Ranking of Happiness	139	144	140	133
Happiness score	3.82	3.57	4.02	4.19
Natural Log of GDP Per Capita	102	102	103	103
Social Support	141	145	142	144
Healthy Life Expectancy	104	104	105	107
Freedom to make life choice	31	37	41	56
Generosity	44	49	65	84
Ranking of Positive Effect	102	100	93	NA
Ranking of Negative Effect (reversed*)	14	17	41	NA
Perception of Corruption (reversed*)	75	79	76	84

*Source: WHR 2018-2021*

### **An Unhappy India, Happier Neighbours! - Comparison with other countries**

One may argue that India is still a developing country, and it will be unfair to compare with the western nations. However, comparison with neighbouring countries reveals a shocking



reality. India has the lowest happiness score among the neighbourhood: Nepal, Pakistan, Bangladesh and Sri Lanka are ahead of it. It has a lower rank for social support (meaning having someone to count on during times of trouble) than most of its neighbours. On criteria such as generosity and perception of corruption, it sits in the middle. In freedom to make choices, India fares much better than its neighbours except Bangladesh, which is at 26 vs India at 31 in WHR 2021 report. In terms of intangible criteria such as happiness, laughter and enjoyment, India is better than most neighbouring countries. However, in terms of sadness, worry and anger, it stands at the worst footing. These results indicate that people are generally more negative in India and that India represents a diverse group of people.

In the last eight years, India lost 28 spots in the Happiness Ranking, whereas some of its neighbours like Nepal improved by 48 places, Sri Lanka by 8 and Bangladesh by 7. Pakistan is 34 spots higher than India in WHR 2021. The gap was much more significant in WHR 2020, with Pakistan being 78 spots ahead of India.

**Table 3: India and Neighbours – World Happiness Report 2021**

WHR Report (2021)	India	Pakistan	Bangladesh	Nepal	Sri Lanka
Ranking of Happiness	139	105	101	87	129
Happiness score	3.82	4.93	5.03	5.27	4.33
Natural Log of GDP Per Capita	102	111	112	117	76
Social Support	141	133	126	105	80
Healthy Life Expectancy	104	113	88	93	61
Freedom to make life choice	31	108	39	83	59
Generosity	44	49	102	38	36
Ranking of Positive Effect	102	132	138	139	21
Ranking of Negative Effect (reversed*)	14	15	39	32	59
Perception of Corruption (reversed*)	75	71	102	91	28

Source: WHR 2021

Another neighbouring country not covered in the 2021 WHR is Bhutan, which continues to be an inspiration to the entire world and, in fact, inspired the World Happiness Report to come into being. Bhutan's explicit use of the 'Gross national happiness' measure and how it influenced the country to avoid even a single COVID-19 death in 2020 is something for every country, particularly India, to learn from.

Among the BRICS nations, India is ranked the lowest on the happiest index and this actually is disheartening.

**Table 4: India and BRICS - World Happiness Report 2021**

Country	Happiness Score	Rank
Brazil	6.33	35
Russia	5.477	76
India	3.82	139
China	5.339	84
South Africa	4.956	103

Source: WHR 2021

### **Five reasons for an unhappy India**

The picture about India's happiness quotient presented by the World Happiness Report 2021 is quite disappointing. The top five reasons for an unhappy India can be analyzed as follows.

#### **✓ Declining incomes and unemployment**

The year 2020 is a testimony to how an unprecedented humanitarian crisis in the form of the COVID-19 pandemic wreaked havoc around the world. One of the immediate responses to the onset of this crisis was the imposition of a lockdown in many countries. India was one of them. In fact, Oxford University stringency index christened India's lockdown as one of the world's strictest. This lockdown dealt a severe blow to the Indian economy. The most severe repercussion of this lockdown manifested as the migrant crisis in the country. Loss of livelihoods and a consequent decline in incomes were inevitable. Of course, consistent with the timing and relative stringency of the lockdown, the steepest decline in incomes were

witnessed in April 2020, of 19 percent and 41 percent in rural and urban India respectively. This decline corresponds to an economic de-growth of 23.9 percent and an unemployment rate of around 24 percent. Recoveries in both employment and income have at best been patchy. Decent employment and an adequate source of income may definitely not be sufficient to ensure life satisfaction, as is often argued, but are surely necessary for the same. What worsens the situation in India is that about 90 percent of the workforce operates in the informal sector. Consequently, they are deprived of social security and the kind of income security that ensures savings and resources that can act as a buffer in the face of shocks like the one levied by the ongoing pandemic. As such, the economic burden of the pandemic was disproportionately heavier and the misery that followed was much more for the informally employed.

✓ **Unfavourable perceptions about corruption in the country**

On the Corruption Perceptions Index (CPI) 2020, India scores 40 on 100. Scores in between 90–100 represent a very clean nation, while a score in the range 0–9 represents a highly corrupt nation. India ranks 86 among 180 nations on CPI 2020. There are experts who believe that this score fails to capture the true greater extent of corruption in India. Echoing this belief are the findings of the survey called the Global Corruption Barometer Asia, published by Transparency International. According to this survey, India has the highest overall bribery rate (39 percent) and the highest rate of citizens using personal connections (46 percent) in Asia. To quote the findings of the report, “Of the people surveyed in India, who came into contact with the police, 42% had paid bribes. The use of bribes was also rampant (41%) to obtain official documents such as identity papers. Use of personal connections was also largely made in dealings with the police (39%), procurement of identity documents (42%), and in relation to courts (38%).”

✓ **Lack of social support**

The national scores on social support are the national average of the binary responses (either 0 or 1) to the question “If you were in trouble, do you have relatives or friends you can count on to help you whenever you need them, or not?” India attained a score of 0.617, higher only to the scores of three countries out of the total 95 nations for which data was collected in the 2020 survey. In other words, as far as social support is concerned, India ranks as low as 92 among 95 nations for which data were available.

✓ **Low levels of educational attainment****Table 5: Percentage Distribution of workers by educational qualifications (2018–19)**

Education Level	Regular Formal	Regular Informal	RWS	Self-Employed	Casual Workers	Total
Not literate	2.29	11.79	7.93	25.70	37.41	24.30
Literate without formal education	0.04	0.19	0.13	0.43	0.50	0.38
Literate below Primary	1.25	3.90	2.83	5.67	8.03	5.56
Primary	3.28	12.66	8.85	14.20	18.14	13.88
Middle	10.52	23.57	18.27	22.46	21.72	21.28
Secondary	10.99	15.00	13.37	12.99	8.90	12.09
Higher Secondary	20.16	14.79	16.97	10.06	4.24	10.30
Graduates and above	51.48	18.09	31.65	8.51	1.06	12.22
Total	100	100	100	100	100	100

Source: PLFS unit data (2018–19)

As the table above indicates, 87.79 percent of the workforce have higher secondary education or below. Jobs with social security, a written job contract and other employment benefits generally employ those with higher educational qualification — which represent a minority in India. Jobs that engage highly qualified people are usually those that are amenable to becoming digital. For instance, a labourer's job cannot move online while many dimensions of the knowledge economy can easily make such a shift. In the COVID-19 era, it is obvious then that those with higher educational qualifications and in turn better job prospects are better placed to cope with the impending economic disruptions. No wonder then that education is an important driver of life satisfaction and more so in the COVID-19 era. Those with higher educational attainment are likely to find it easier to migrate to digital modes in maintaining social relationships which are crucial for life satisfaction.

✓ **Age composition of India's population**

India's demography is predominantly young. About 67 percent of India is in the age -group 15–64 years. The WHR 2021 informs us that there has been a significant reduction in the frequency of reported health problems from 23 percent to 20 percent for the population as a whole, while such increments being more pronounced among those above the age of 60. As

far as India is concerned, these gains went to a minority of the population thanks to its youth-dominated structure. Furthermore, life evaluations are considerably higher among those below the age of 30 and above the age of 60. Roughly 50 percent of the population lies in these age intervals. Gains in life evaluations enjoyed by this half of the population might have very well been offset by the worry, anger, and sadness experienced by the loss of livelihoods and income experienced by the remainder half of the population. As already argued, the burden of these losses was heavier in the Indian context. What was once celebrated as an opportunity to reap demographic dividends has now turned into a national liability, given the unemployment levels in the country.

### **Conclusion**

Even though India has been one of the fastest developing countries, the happiness score has worsened year by year. Amid the pandemic, happiness has become more elusive than ever. COVID-19 has also taught us how to value immaterial aspects more than anything and the true purpose of a country. These findings suggest that the country needs to focus on intangible aspects and happiness during these challenging times. Finland and Bhutan, amongst the happiest countries, have adopted various strategies to reach where they are today. Finland, for example, has invested in its education system. India needs to learn from such trends and rethink its strategy to become one of the happiest and the fastest economies globally. There is much to ponder upon as far as India's happiness quotient is concerned. No better words than that of the late President Pranab Mukherjee to summarise the key takeaway. To quote him, "A narrow vision focus on economic development may have given us a better GDP and increase in per capita income but moved our focus from environmental sustainability, social welfare, emotional and mental wellbeing of our people... The quest of happiness is closely tied to the quest for sustainable development which is a combination of social inclusion and environmental sustainability." Indeed, for pursuing progress in its truest sense which is reflected no better than in happiness, India has to embrace sustainability and inclusivity in all economic, social, and political dimensions.

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