

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,
Indian Citation Index (ICI), J-Gate, India [link of the same is duly available at Infibnet of University Grants Commission (U.G.C.)],
Index Copernicus Publishers Panel, Poland with IC Value of 5.09 (2012) & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 7144 Cities in 197 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	MURDER ON HIGHWAYS AS A RESULT OF RASH DRIVING IN URBAN AND RURAL INDIA <i>Dr. SANGEETA MOHAN</i>	1
2.	MITIGATING STRESS USING SOCIAL MEDIA: A STUDY OF DIFFERENT AGE-GROUP INDIVIDUALS IN KOLKATA <i>SOUVIK ROY CHOUDHURY & Dr. ANJU THAPA</i>	7
	REQUEST FOR FEEDBACK & DISCLAIMER	12

FOUNDER PATRON**Late Sh. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR**Dr. BHAVET**

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ADVISOR**Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**Dr. PARVEEN KUMAR**

Professor, Department of Computer Science, NIMS University, Jaipur

CO-EDITOR**Dr. A. SASI KUMAR**

Professor, Vels Institute of Science, Technology & Advanced Studies (Deemed to be University), Pallavaram

EDITORIAL ADVISORY BOARD**Dr. S. P. TIWARI**

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

Dr. CHRISTIAN EHIUBUCHE

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, USA

Dr. SIKANDER KUMAR

Vice Chancellor, Himachal Pradesh University, Shimla, Himachal Pradesh

Dr. JOSÉ G. VARGAS-HERNÁNDEZ

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

Dr. TEGUH WIDODO

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

Dr. M. S. SENAM RAJU

Professor, School of Management Studies, I.G.N.O.U., New Delhi

Dr. A SAJEEVAN RAO

Professor & Director, Accurate Institute of Advanced Management, Greater Noida

Dr. D. S. CHAUBEY

Professor & Dean (Research & Studies), Uttarakhand University, Dehradun

Dr. CLIFFORD OBIYO OFURUM

Professor of Accounting & Finance, Faculty of Management Sciences, University of Port Harcourt, Nigeria

Dr. KAUP MOHAMED

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

Dr. VIRENDRA KUMAR SHRIVASTAVA

Director, Asia Pacific Institute of Information Technology, Panipat

Dr. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya

Dr. SYED TABASSUM SULTANA

Principal, Matrusri Institute of Post Graduate Studies, Hyderabad

Dr. BOYINA RUPINI

Director, School of ITS, Indira Gandhi National Open University, New Delhi

Dr. NEPOMUCENO TIU

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

Dr. SANJIV MITTAL

Professor & Dean, University School of Management Studies, GGS Indraprastha University, Delhi

Dr. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

Dr. SHIB SHANKAR ROY

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

Dr. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

Dr. NAWAB ALI KHAN

Professor & Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.

MUDENDA COLLINS

Head, Operations & Supply Chain, School of Business, The Copperbelt University, Zambia

Dr. EGWAKHE A. JOHNSON

Professor & Director, Babcock Centre for Executive Development, Babcock University, Nigeria

Dr. A. SURYANARAYANA

Professor, Department of Business Management, Osmania University, Hyderabad

P. SARVAHARANA

Asst. Registrar, Indian Institute of Technology (IIT), Madras

Dr. MURAT DARÇIN

Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey

Dr. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engg. & Tech., Amity University, Noida

Dr. YOUNOS VAKIL ALROAIA

Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran

WILLIAM NKOMO

Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana

Dr. JAYASHREE SHANTARAM PATIL (DAKE)

Faculty in Economics, KPB Hinduja College of Commerce, Mumbai

SHASHI KHURANA

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

Dr. SEOW TA WEEA

Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia

Dr. OKAN VELI ŞAFAKLI

Professor & Dean, European University of Lefke, Lefke, Cyprus

Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

Dr. BORIS MILOVIC

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

Dr. LALIT KUMAR

Course Director, Faculty of Financial Management, Haryana Institute of Public Administration, Gurugram

Dr. MOHAMMAD TALHA

Associate Professor, Department of Accounting & MIS, College of Industrial Management, King Fahd University of Petroleum & Minerals, Dhahran, Saudi Arabia

Dr. V. SELVAM

Associate Professor, SSL, VIT University, Vellore

Dr. IQBAL THONSE HAWALDAR

Associate Professor, College of Business Administration, Kingdom University, Bahrain

Dr. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

Dr. ALEXANDER MOSESOV

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

Dr. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

Dr. BHAVET

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

YU-BING WANG

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

SURJEET SINGH

Faculty, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

Dr. TITUS AMODU UMORU

Professor, Kwara State University, Kwara State, Nigeria

Dr. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

Dr. SAMBHAVNA

Faculty, I.I.T.M., Delhi

Dr. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

Dr. SHIVAKUMAR DEENE

Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

SURAJ GAUDEL

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

FORMER TECHNICAL ADVISOR

AMITA

FINANCIAL ADVISOR

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR :
 Designation/Post* :
 Institution/College/University with full address & Pin Code :
 Residential address with Pin Code :
 Mobile Number (s) with country ISD code :
 Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :
 Landline Number (s) with country ISD code :
 E-mail Address :
 Alternate E-mail Address :
 Nationality :

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation **etc.** The qualification of author is not acceptable for the purpose.

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
 - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully Italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** *It should be ensured that the tables/figures are referred to from the main text.*
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

MURDER ON HIGHWAYS AS A RESULT OF RASH DRIVING IN URBAN AND RURAL INDIA

Dr. SANGEETA MOHAN
ASST. PROFESSOR
DEEN DAYAL UPADHYAYA COLLEGE
NEW DELHI

ABSTRACT

The study examines a general but a serious problem of road accident death in India. Road accidents accounts for about 30 % taking place at the national highways and 44% at state highways and about 25% at the other roadways. In most road accidents mainly two wheelers are involved due to rash driving affecting the life of mainly young people. It is in this context, the study focuses on an analysis of the pattern of road traffic accidents, socio-demographic profile of road traffic injury, road safety measures, availability of first aid at the time of critically injured persons, impact of lighting and signage, traffic rules and licensing process, faulty number plates, liquor/drug consumption, working hours and fatigue of driving, it is in the light of the light of the focus of the study. Hypothetical statements have been made to test the empirical situation. Globally, road accidents account for 1.3 million deaths and 50 million injuries. Of this, India's contribution to the fatalities is 11%. The major causes of the accidents on the NHs were vehicle design and condition, road engineering, speeding, drunken driving/ consumption of alcohol and drugs, driving on the wrong side, jumping the red light, use of mobile phones, Poor Signage on no lights on road etc. India's socio-economic cost of road traffic accidents amounts to 0.55–1.35% of the GDP. To study this project N=1000 was collected from Maharashtra, Andhra Pradesh, Tamilnadu, Uttar Pradesh, Delhi & NCR by applying convenient sampling method. Measures of central tendency Mean, Median and Modes was used to calculate the average percentage.

KEYWORDS

road safety, accident prevention, pedestrian safety, accident classification, helmet, rash driving.

JEL CODES

R41, R40.

INTRODUCTION

Distracted driving is the most common cause of road accidents in the resulting in more crashes every year than speeding, drunk driving, and other major accident causes. Drivers can become distracted behind the wheel for a variety of reasons. Since 2000, while road network in the country has grown by 39%, the number of registered vehicles has grown by about 158%. While growth in road network will be limited (due to physical constraints), a constant increase in the number of vehicles on roads may lead to congestion and road fatalities.

Road accidents, death dropped by over 20 percent in 2020 partly due to Covid-19. Even changes in travel routines during Corona, which affect the split of vehicle kilometrage between the different road-user categories such as passenger car, cycle, moped, motorcycle has played a significant role. India has recorded a significant drop in road crashes and deaths in the first three quarters of calendar 2020 against same time in 2019. Social-economic losses from accident deaths amount to a shocking 3.14% of GDP every year. The government aims to reduce road accidents and deaths by half before 2025. "India has seen 26.48% reduction in road accidents and 22% drop in deaths in 2020 against 2019...Covid-19 has contributed to this reduction in accidents and deaths," "A total of 150,000 people died, while more than 450,000 people got injured in road accidents every year. Social-economic losses from accident deaths amount to a shocking 3.14% of GDP every year," India is a signatory to the United Nation's Brasilia Declaration with the target of reducing road fatalities by 50% by 2025.

Passenger cars account for more than 90 per cent of the vehicle kilometrage. Motorcycle traffic has in recent years increased at a fast rate but still accounts for only 2-3 per cent of the vehicle kilometrage on the roads. If you put the different kinds of traffic together it amounts to an average annual increase of just over one per cent. It has been observed that with a moderate traffic growth of 1-2 per cent per year the number of fatalities has decreased by 3 per cent. According to the World Health Organization (WHO), road traffic injuries are the sixth leading cause of death in India with a greater share of hospitalization, deaths, disabilities and socio-economic losses in the young and middle-aged population.

Road traffic injuries also place a huge burden on the health sector in terms of pre-hospital and acute care and rehabilitation. As per the government data, almost 1.5 Lakh people lost their lives in road accidents, which means every hour 17 people died on the road due to an accident. The number of fatalities is one third of the number of accidents, which amounts to 53 road accidents every hour. Uttar Pradesh is the worst affected state with 20,124 people losing their lives in road accidents, followed by Tamil Nadu with 16,157 fatalities. Maharashtra, Karnataka and Rajasthan are among the top 5 states.

The road transport system is an open system where a number of more or less non-controllable surrounding factors influence the safety and by that the cases of injury. The growth of the economy is of great significance to car owners and the total vehicle kilometrage and it is maybe the surrounding factor that is most significant for the cases of injury. Other important factors include the age of the population, the number of new drivers and climate changes in both the short-term and the long-term.

REVIEW OF LITERATURE

Maqbool Y (2019) In his study titled Road safety and Road Accidents: An Insight concludes his work by saying that Road safety measures. Strict adherence to road safety measures reduces road accident injuries and road accidents. Road related accidents are undoubtedly the most frequent and, overall, the cause of the most damage. The main reasons for this are the extremely dense road traffic and the relatively great freedom of movement given to drivers. In today's modern era road and transport has become a central part of every human being. Everybody is a road user in one way or the other. The present transport system has reduced the distances but it has on the other hand increased the risk of life road accidents.

Pal Ranbir et.al (2019) in his study titled Public health crisis of road traffic accidents in India: Risk factor assessment reveals that the taxi drivers in north India noted that three-fourths (77.38%) had formal training, yet nearly all were consistently using seat belts and pursued front-seat passengers to use seat belts. The participants admitted avoidable risky behaviour during driving, namely, talk in speaker mode (73.44%), calling (87.21%), and hearing music (49.84%), while a minority (4.92%) confessed watching video and using Bluetooth headphone (11.80%); all these risky behaviours culminated to missing road signs by 71.80%. Another Indian study noted that formal training, retraining, and sensitization on avoidable risky behaviours be imparted to professional and nonprofessional drivers in a systematic manner and to be a part of curricular education.

Panda et al (2019) Burden, pattern, and causes of road traffic accidents in South India: Estimate of years of life lost, revealed that. Most of the cases 16,995 reported RTA are from rural areas. The time slot with the highest rate of road accidents in the morning was 09:00 am–12:00 am and in the evening was 06:00 pm–09:00 pm. The age group 25–34 years were the most vulnerable toward road accidental death of which male and female died in RTA were 929 (26.57%) and 101 (28.06%), respectively. Most of the RTA occurred at T-Junctions causing 5548 accidents with a share of 31.52% the total RTA on Junctions, the total YLL was 89,557, and highest YLL was 25,486 in 25–34 years of age group. We conclude that there is high fatal mortality and YLL in young age group in Andhra Pradesh. These are preventable events, and efforts to reduce the associated economic and social burden must be made.

Venkata (2018) In this paper titled a study on victims of road traffic accidents attending casualty revealed Road traffic accidents were more in young age groups and in males. Road safety education should be promoted. Out of the 280 victims, majority 206 (73.57%) of study participants were males. The highest numbers of

victims (34.20%) were between 21-30 years of age group. 40.71% were using two wheelers. Most of the accidents took place in the evening (6 pm to 12 am) i.e. 39.10%. Most common site of presenting injury was lower limb (40.71%). In this study 22.5% were under influence of alcohol while driving. Majority of road users were two wheelers and the most common site of injury was lower limb.

Harnam & Aggarwal (2018) in his paper titled Fatal Road Traffic Accidents among Young Children revealed that Fatal road traffic accidents in childhood constitute a significant public health problem. Young children are extremely vulnerable to such injuries which are vastly preventable. 59 cases of fatal road traffic accidents in children aged below 16 years, autopsied during 1-year period were studied. Males accounted for 83.1% cases with male female ratio of 4.9. The most common age group involved was 13- 16 years. The most frequent victims of road traffic accidents were pedestrians (61%) followed by cyclists (13.6%). More than half of the cases occurred in winter season and majority occurred at 12-4 PM. Children themselves were at fault in majority of cases. Head injury alone was fatal in 72.9% cases. None of the victim received any treatment or first-aid at the site of accident. 72.9% of victims died within 6 hrs. of accident. The study highlights the pattern of fatalities due to road accidents in children and suggests suitable preventive measures to reduce burden of childhood mortality due to road accidents.

Hemlatha & Prabhakar (2018), In this paper titled Prevalence of childhood injuries a survey of injury epidemiology in rural population of Tamil Nadu, India, reveals a total of 410 children have participated in this study. Injuries were more common among children aged 6–9 years compared to children of other age groups. Male children (52.8%) had a greater number of injuries than female children (47.2%). Lower limb (33.9%) was the most common body part injured. Cut injuries and laceration accounted for 56.2% of the injuries. Majority (43%) of the injuries occurred due to falls. Eighty-seven percent of the injuries were mild. Severity of injury was mild in most of the injuries. Still pediatric injuries had contributed to economic loss to the family and affected schooling of the children.

IMPORTANCE OF THE STUDY

Study comes out with the data regarding road accidents which can be used in policy making and in taking measures to reduce road accident because it is big source of loss of young population of the society. The accident due to one or other reason is affecting the section of the society particularly the young. Almost 50% of the cities face higher fatality risk than their most counterparts. In general, while in many developed and developing countries including China, road safety situation is generally improving, India faces a worsening situation. Without increased efforts and new initiatives, the total number of road traffic deaths in India is likely to cross the mark of 250,000 by the year 2025. There is thus an urgent need to recognize the worsening situation in road deaths and injuries and to take appropriate action. Therefore, study is the relevant not only for policy making but also for the society as a whole

STATEMENT OF THE PROBLEM

Many people in the economy today should be aware of distractions that cause most common traffic accidents. Most traffic accidents are caused by the use of the cell phone, the use of the car system, and the way the driver feels while driving a vehicle. The most common traffic accidents are caused by distractions. First, the most common traffic accident is the use of the cell phone while driving. While driving, answering a phone call could be troublesome. For example: Someone calls, then the driver. Traffic accidents are on the rise these days. Most of the accidents caused injuries or either worse death. Research have found that most of the accidents are caused by inexperienced drivers, for example young drivers. Young drivers tend to be more daring and are unable to avoid a crash when they face one. They tend to be more daring after drinking alcohol at night and this causes them to lose control of the car. Drunk driving will not only risk a person's own life but may also cause a danger/threat of life to innocent.

Ninety-one percent of the world's fatalities on the roads occur in low-income and middle-income countries, even though these countries have approximately half of the world's vehicles. Half of those dying on the world's roads are 'vulnerable road users': Pedestrians, cyclists, and motorcyclists. Only 28 countries, representing 416 million people (7% of the world's population), have adequate laws that address all five behavioral risk factors (speed, drink-driving, helmets, seat-belts, and child restraints). If no action is taken, road traffic crashes are predicted to result in the deaths of around 1.9 million people annually by 2020. Hence the goal of the United Nations' Decade of Action for Road Safety 2021- 2030 is to save five million lives by enforcing stringent road safety measures and making people aware about traffic rules.

OBJECTIVES

1. To study Impact of poor lighting and Signage on roads and its impact on Road accident during night.
2. To study availability of ambulance/ first aid on Highway and its response time to take a critically injured person to specialized hospitals.
3. To study impact of existing traffic rules, licensing process and Education of Driver in Road accident

HYPOTHESIS (ES)

1. There would be a negative correlation between lighting and Signage on roads and frequency of road accident during night.
2. There would be a significant positive impact of availability of ambulance/ first aid on Highway and its response time to take a critically injured person to specialized hospitals, on causalities in road accidents.
3. There would be a negative correlation between existing traffic rules, licensing process and Education of Driver and Road accident.

RESEARCH METHODOLOGY

The present project has been initiated to study the accidents on highways as a result of Rash driving in rural and urban India.

Sample Size

Simple convenient sampling Method was used, where N= 1000 was the total sample size out of which 200 each from locality along NH and surrounding rural Expressways/Roads approaching state headquarters of Maharashtra, Tamilnadu, Andhra Pradesh, Uttar Pradesh and from Delhi & NCR was collected.

Data Collection

Data was collected from individuals, Groups of people, and also organizations, comprising Bikers/Drivers/Traffic Police, Doctors and Experts. A well-structured questionnaire based on the objectives of study was formulated. The questionnaire was administered individually to a 1000 people and response was recorded.

Statistical Tools

Measures of central tendency Mean, Median and Modes was used to calculate the average percentage. Same was also depicted through graphic representation.

Data Analysis

All the collected data were entered into computer by using Excel Program and tabulated for statistical analysis. Data collected were edited and coded by using the tally bars Average percentage method was applied to analyze the finding of study.

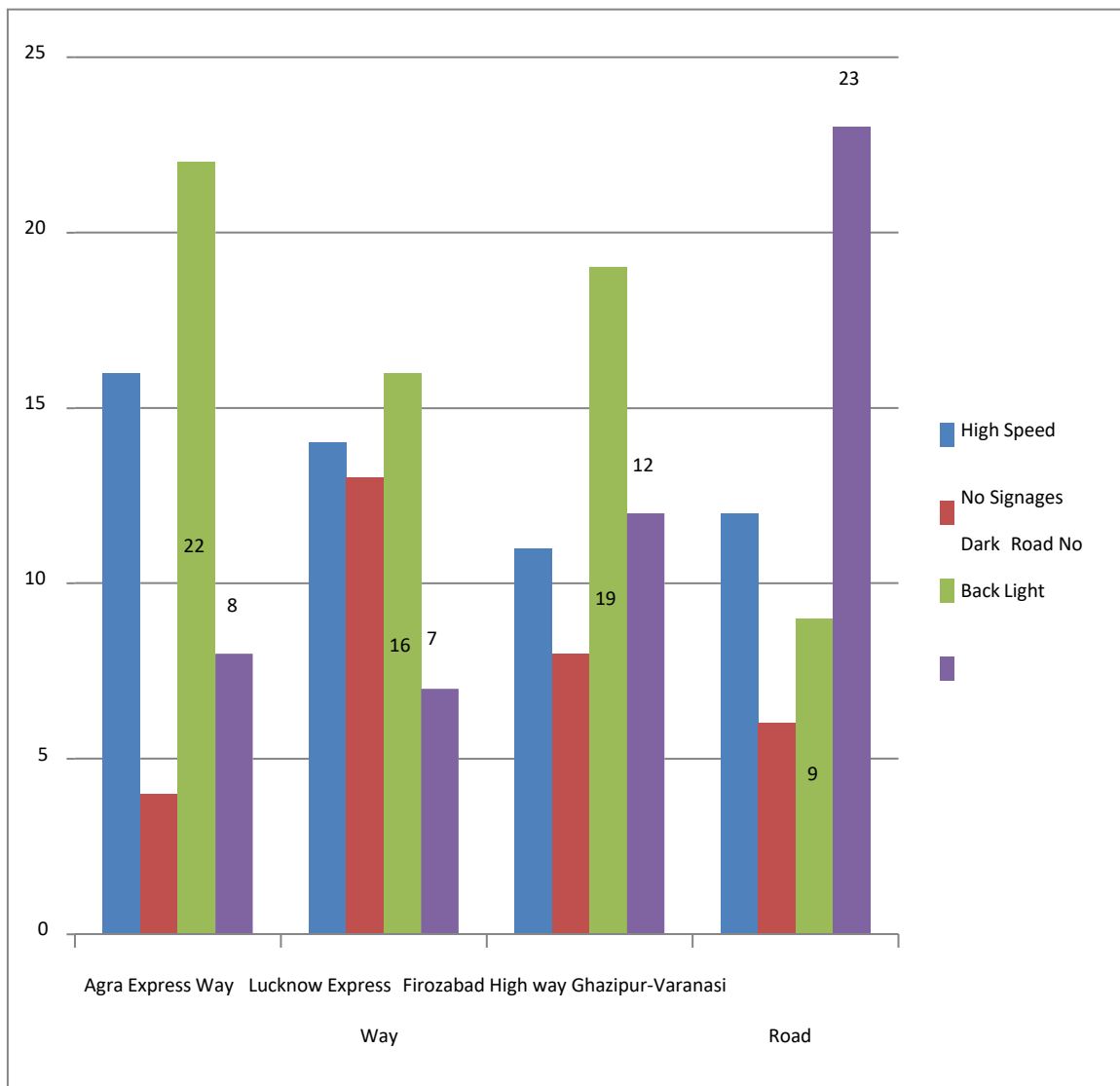
RESULTS & DISCUSSION

The surge in motorization coupled with expansion of the road network has brought with it the challenge of addressing adverse factors such as the increase in road accidents. Road traffic injuries are the sixth leading cause of death in India with a greater share of hospitalization, deaths, disabilities and socio-economic losses in the young and middle-aged population. India overtook China in 2006 as the country with the world's deadliest roads. Road accidents in India claimed over 1.5 lakh lives in the country in 2018, with over-speeding of vehicles being the biggest reason for casualties. According to a report issued by Ministry of Road Transport and Highways showed that Road accidents in India in 2018, which showed that road accidents last year increased by 0.46% as compared to 2017. "A total of 4,67,044 road accidents have been reported by States and Union Territories (UTs) in the calendar year 2018, claiming 1,51,417 lives and causing injuries to 4,69,418 persons," the report said. Over-speeding accounted for 64.4% of the persons killed.

Effect of lighting conditions on the frequency and severity of road accidents at both urban and rural roads has important and very significant role on Road accidents. A total of 200 police-recorded accidents were analyzed and the proposed models were developed with the use of log-normal regression. The application of these

models allowed the investigation of the influence of road lighting and other parameters such as weather conditions, accident type and vehicle type on the number of casualties and injuries. It appears that road lighting contributes to the reduction of the number of accidents and their severity and that this influence increases with the increase of the severity of the accidents. The absence of street lighting during nighttime has the highest impact on the number of fatalities and serious injuries.

TABLE 1: NIGHT LIGHT AND ROAD ACCIDENT



The results show that nighttime lighting has great potential in improving traffic safety and reducing the accident severity, especially for persons killed and seriously injured. Identification of the effect of lighting on road safety should benefit road safety policy decision makers in designing and implementing appropriate road safety measures. Table (1) Night Light and Road accident shows that out of total 50 cases studied of such road accidents victim 34 (68 %) on Agra Expressway, 35 (70%) on Lucknow Expressway, 39 (76%) on Firozabad Highway and 37 (74%) on Ghazipur- Varanasi Highways died because of No Signage’s, Dark Road, and No Back Light on vehicle that Broke Down in the Middle of Road Like Truck, Tractor and Mini Buses. Hence hypothesis “**There would be a negative correlation between lighting and Signage on roads and frequency of road accident during night**” is accepted. Data explain it well that if there would have been better signage’s and Lighting system on these road accidents would have been less than what is actually reported. High Speed on these Roads alone contributed to 26.5 % Road Death and majority who died in this accident were between 15 to 39 Years of age.

The **transport ministry** has set **norms** for all new **ambulances** that will operate on **roads**. The taxis cannot operate as **ambulances** if they are merely fitted with flashers, sirens and hardly equipped with gadgets to carry patients safely to hospitals. The National Ambulance Code classifies road ambulances into four types (A, B, C & D) that is First Responder, Patient Transport, Basic Life Support and Advanced Life Support, respectively. The category of First Responder, which also includes two wheeled ambulances, has been specially introduced for the first time in India to cater to the need for providing prompt medical care in congested by-lanes and high traffic areas. Special care has been given to Care Ergonomics, Patient Safety, Oxygen System Design, Infection Control, Crash Rescue, etc. in the Code. Once implemented, this Code will ensure uniformity and standardization in ambulance design and a minimum level of patient care as per the ambulance designation when appropriately staffed and equipped. So far, no guidelines were available for hospitals and other procuring agencies for floating tenders and for industry outlining required specifications. Critical four minutes: One of the most common causes of a **road accident death** is due to loss of oxygen supply. This is mostly **caused by** a block airway If proper **first aid** is given; **road accident** victims have a greater chance of survival and a reduction in the severity of their injuries.

TABLE 2: PREVALENCE OF AMBULANCE AND ROAD ACCIDENT DEATH

SN	States	Ambulance	First Aid	Critical Care Facility	Total Death
1	Delhi	12 Minutes	20 (08)	20 (02)	10
2	Maharashtra	16 Minutes	20 (09)	20 (03)	12
3	Tamil Nadu	27 Minutes	20 (12)	20 (05)	17
4	Andhra Pradesh	30 Minutes	20 (09)	20 (7)	16
5	Uttar Pradesh	45 Minutes	20 (07)	20 (10)	17

Data from table shows that average time for ambulance in case of Road accident victims are 26 minutes. However, in case of Delhi and Maharashtra is 12 and 16 minutes respectively which is far better than national average. In Delhi and Maharashtra death in case of critically injured person is reduced to approximately half 10 and 12 respectively out of 20 in each state. In case of Delhi 08 people out of 20 died during first aid and 02 died in critical care. So, in case of Maharashtra 9 out of 20 died during first aid and 03 died in critical care treatment. Uttar Pradesh stands worst in case of availability of ambulance average time is 45 Minutes because of delay in first aid 07 (14 %) injured died at the time of hospitalization and states lack good critical care facilities for Road accident Victim. Condition of other two states in terms of care and facilities for road accidents victim namely Tamil Nadu and Andhra Pradesh is very grim and states needs to look into enhancing such facilities. Hence hypothesis "There would be a significant positive impact of availability of ambulance/ first aid on Highway and its response time to take a critically injured person to specialized hospitals, on casualties in road accidents", is accepted. Ministry of Road Transport is working in coordination with state government and various agencies to provide ambulance at an average time of 08 Minutes and at distance of 12 KMs on Highways. World parameters advocates availability of ambulance at gap of 04 Minutes and ambulance at every 08 KMs on e-way or highways.

The road accidents are happening most often due to the reckless and speedy driving of the vehicles, not obeying or following traffic rules, the attitudes of the "right of the mighty" bigger vehicles toward the smaller vehicles, overburdened or overcapacity hauling of public and transport vehicles, poor maintenance of the vehicles, drunk and driving, driver fatigue, and above all the appalling condition of the already choked roads with every inch encroached by unauthorized persons and properties. Human factor contributes significantly to increasing number of road accidents in India. Most drivers continue to be acting like maniacs in a tearing hurry and error in judgment often leads to major accidents. Reckless driving, over speeding, decline to follow traffic rules, and drunken driving are main reasons for road accidents.

The problem of road accidents in India also gets aggravated due to mixed nature of road traffic on its roads – with pedestrians, bicycles, mopeds, scooters, motorcycles, auto-rickshaws, taxis, vans, cars, trucks, and buses sharing the same road space. In other words, the same road network is used by different categories of motorized and non-motorized vehicles, of varying width and speed. To reduce the exposure to risk, there is a need not only to segregate fast moving from slow moving vehicles and heavy from light vehicles but also enforce speed limit on fast moving vehicles.

TABLE 3: MAIN CAUSES OF ROAD TRAFFIC ACCIDENTS

SN	Cause of Road Accidents	Percentage Fault (in %) N=1000
1	Fault of the driver	78.5
2	Fault of the Pedestrian	02.2
3	Defect of Vehicle	01.8
4	Defect of Road	01.3
5	Fault of the Cyclist	01.2
6	Weather Condition	00.8
7	All other causes	14.2

Finding of the data shows that the road accidents are happening most often due to the reckless and speedy driving of the vehicles, not obeying or following traffic rules, the attitudes of the "right of the mighty" bigger vehicles toward the smaller vehicles. It has been observed that 78.5 % accident is recorded because of fault of driver 785 (1000). In 2.2% of cases accident occur because of fault of pedestrian and all other causes include like drunken driving, double shift, fatigue, color blindness amount to 14.2 % 142(N=1000). Hence hypothesis "There would be a negative correlation between existing traffic rules, licensing process and Education of Driver and Road accident", is accepted. Licensing process is found to be faulty in India and 92.1% respondents 921 (N=1000) supported that license should be issued only to those who are 10 Class pass or at least who could "Read or Write". Hence hypothesis "There would be a significant impact of Tractors, Taxis and Vehicle with Faulty Number plates and Bribery on Road accidents". is also accepted. During course of interaction with more than 200 peoples on road it has been found that following 10 driving tips can reduce accidents on road.

CONCLUSIONS

The government has already undertaken a number of steps and is putting in efforts to reduce road accidents, injuries and fatalities in the country. It has implemented measures that was outlined in the National Road Safety Policy, and has formulated a multi-pronged road safety strategy based on 4 Es: Education, Engineering (both of roads and vehicles), Enforcement and Emergency Care. The Road Transport Ministry has said that it has made road safety an integral part of road design at planning stage and safety audit of selected stretches of National Highways. And it has also given high priority to rectification of black spots on national highways. At the state level, model driving training institutes are being set up that will also provide refresher training to drivers of Heavy Motor Vehicles (CVs) in the unorganized sector. Advocacy/publicity campaigns on road safety through the electronic and print media have been sustained and broadened. It has also included road safety activities in Schedule (vii) of the Companies Act, 2013, to enable companies to undertake road safety related activities under CSR (Corporate Social Responsibility).

In terms of vehicular safety, mandated standards for vehicles, like seatbelts and anti-lock braking system among others, has been tightened. Under the National Highway Accident Relief Service Scheme, the states are provided with cranes and ambulances and the National Highways Authority of India (NHAI) also provides ambulances at a distance of every 50km on its completed stretches of NHs under its operation and maintenance contracts.

FINDINGS RECOMMENDATIONS/SUGGESTIONS

Road safety may be ensured through education of the road users frequently involved and injured in road traffic crashes (e.g., students, youth). Adolescents and youth can be taught about responsible driving behaviors such as reaction time, braking distance, defensive driving and hazards of alcoholic drinks and drugs, at their respective educational institutions as well as in the unorganized sector through special road safety awareness campaigns. Strict enforcement of the rules and regulations pertaining to the traffic control and use of appropriate protective gears should be ensured by the concerned agencies.

The recommendations addressed here present some options for policy implications. These include practical interventions to minimize the level of impact of road traffic accident on human security. To that end, the following recommendations are in order:

1. In view of the gravity of road traffic crashes and injuries in developing countries like Africa, experience of best practices from developed countries should be borrowed.
2. Police control of speed and drunk driving must be intensified on the highways to stem the high incidence of traffic fatalities and injuries;
3. Governments should have national road safety policies and strategies.
4. Governments should allocate adequate financial and human resources to ensure road safety strategies.
5. Coordination works among stakeholders should be improved. Traffic concerned bodies and the larger public should work cooperatively in general and cooperation and coordinating activities.

6. Governments should create regular public education programmes on road safety should be mounted and adopted in all states of the federation. Awareness rising programs should be increased. Awareness creating activities should be given to all people about the cause and effects of traffic accident on human lives and property damage. Therefore, continuing, comprehensive and holistic awareness creation programs should be conducted regularly.
7. Governments should flow and control driving training centres whether they give enough training skills and knowledge to trainee. Moreover, vehicle training centres should be owned and controlled by government because private vehicle training centres are working only for sake of maximizing profit without regarding for measuring and assessing skill, knowledge and ability of the trainee (drivers).
8. As mobility plays a crucial role in the development of any country, India has seen tremendous improvement in creation of new roads, highway and bridges among others. Unfortunately, road safety rules and vehicle safety (safety equipment standards) have not been able to match this fast pace of infrastructure development or with the same commitment.

Better road signs such as avoidance of construction of sharp curves in hilly terrain and markings can be highly effective and cost-effective ways of improving road safety. Professional drivers should be given a minimum knowledge on first aid care to take care of crash victims. Health care institutions should evolve a protocol to deal with the road traffic crash victims.

It has been known for some time that a disproportionate number of road traffic injuries occur after dark. By comparing road injury data under dim and bright conditions. The extent of the role of low lighting is difficult to estimate quantitatively. The presence of road lighting leads to an approximate factor of 3 decrease in the severity of injuries at large in Rural as well as in Urban India, despite the fact that they have dramatically different injury rates. Injuries to pedestrians are not discussed here, but it is important to note that pedestrians are particularly vulnerable when they present a low contrast target, such as when wearing dark clothing.

A credible physiological explanation for the importance of good lighting for road safety is provided; low luminance, low contrast images are processed slowly by the visual apparatus, due mainly to the limited temporal characteristics of the rod photoreceptors. Visual RTs are described as a measure of performance, which both reflect the underlying physiology and can be used to estimate the stopping distances required when visibility is good compared with when it is poor. It is important to recognize that even the most conservative driver cannot be aware of the significant effect's low luminance and low contrast scenes can have on his ability to respond to an emergency.

The analysis shows that the distribution of road accidental deaths and injuries in India varies according to age, gender, month and time. It is found that the economically active age group is the most vulnerable population group. In general, males face higher fatality and accident risk than their female counterparts. Moreover, road accidents are relatively higher in May-June and December-January which shows that extreme weather influences the occurrence of road accidents. Accidents are relatively constant and high during 9 AM to 9 PM and variable but low during mid-night and early hours of the day. There are several factors responsible for accidents but drivers' fault is the most important factor; drivers' fault accounted for 78% of total accidents, 76.5% of total injuries and 73.7% of total fatalities. The study also analysed road accident scenario across Indian states and cities. It is found that during the year 2013, three states, Tamil Nadu (22.8), Haryana (17.2), and Andhra Pradesh (16.9), faced 50% higher fatality risk than all India average (11.2). It is also found that the burden of road traffic accidents in India is marginally lower in its metropolitan cities. However, there is a huge variation in fatality risk across cities of India, ranging from 3.0 fatalities per 100,000 people for Kolkata to 25.5 fatalities per 100,000 people for Jaipur.

The various reasons reflect mistake on both driver and Govt. Instead of wasting time and energy in trying to implement senseless bans, governments should focus on issues that are literally life-and-death for citizens. For deaths caused by potholes, governments must compensate the families of victims and hold contractors, government officials and ministers criminally liable for sub-standard roads. There is huge corruption in the award of road contracts, and it's time those responsible for (a) looting taxpayer's money and (b) killing people were brought to book. We should bear in mind that it's those on two wheelers who are at greatest risk.

SCOPE FOR FURTHER RESEARCH

The future works may focus on the utilization of outer factors such as vehicle states, sleeping hours, weather conditions, mechanical data, etc, for fatigue measurement. Driver drowsiness pose a major threat to highway safety, and the problem is particularly severe for commercial motor vehicle operators. Twenty-four-hour operations, high annual mileage, exposure to challenging environmental conditions, and demanding work schedules all contribute to this serious safety issue. Monitoring the driver's state of drowsiness and vigilance and providing feedback on their condition so that they can take appropriate action is one crucial step in a series of preventive measures necessary to address this problem. Currently there is not adjustment in zoom or direction of the camera during operation. Future work may be to automatically zoom in on the eyes once they are localized.

REFERENCES

BOOKS

1. **Peden M, McGee K, Sharma G. (2002):** The injury chart book: a graphical overview of the global burden of injuries. Geneva, World Health Organization.
2. **Road traffic injuries (2004):** World report on road traffic injury prevention: World Health Organization

CONTRIBUTIONS TO BOOKS

3. **Bengt Brorsson, Jan Ifver, Hans Rydgren (1986):** "Injuries from single-vehicle crashes and snow depth". Accident Analysis and Prevention 1986. Pp: 367- 77.

JOURNAL AND OTHER ARTICLES

4. **Babu PS., Ranganath TS, (2014):** Study on pattern and mechanism of road traffic injury in hospitalized injury victims and its ICD classification. IJCRR. 2014; 6(23): 44-48. ISSN: 2231-2196.
5. **Biswas G., Verma SK, Sharma JJ, Aggarwal NK, (2003):** Pattern of Road Traffic Accidents in North East Delhi. Journal of Forensic Medicine & Toxicology.2003; 20(1):27-32. ISSN 0971-1929
6. **Chaudhary BL., Singh D, Tirpude BH, Sharma RK, Veena M. (2005):** Profile of Road Traffic Accident Cases in Kasturba Hospital of M.G.I.M.S., Sevagram, Wardha, Maharashtra. Ind-Medica; 5(4). ISSN: 0973-516X.
7. **Dalbir., S (2016):** Epidemiology of road traffic accident deaths in children in Chandigarh zone of North West India, Egyptian Journal of Forensic Sciences Volume 6, Issue 3, Sept 2016, Pages 255- 260
8. **Gharde., PM. (2017):** International Journal of Community Medicine and Public Health ;4(10):3819-3824, ISSN; 23946032
9. **Hanna, C.L., Hasselberg, M., Laflamme, L. et al.** Road traffic crash circumstances and consequences among young unlicensed drivers: A Swedish cohort study on socioeconomic disparities. *BMC Public Health* 10, 14 (2010). <https://doi.org/10.1186/1471-2458-10-14>
10. **Jha N, Agrawal CS. (2004):** Epidemiological Study of Road Traffic Accident Cases: A Study from Eastern Nepal. Regional Health Forum WHO South-East Asia-Region. 2004;8(1) PMID: PMC2888338
11. **Neelakantan, A. (2016):** "Determinants of injuries and Road Traffic Accidents amongst service personnel in a large Defence station". Med J Armed Forces India. 2017 Jul; 73(3): 216-221
12. **Pal Ranbir et.al (2019):** "Public health crisis of road traffic accidents in India: Risk factor assessment", Journal of Family Medicine and Primary Care 2019 Mar; 8(3): 775-783. ISSN: 2249-4863
13. **Panda et al (2019):** Burden, pattern, and causes of road traffic accidents in South India: Estimate of years of life lost, CHRISMED J Health Res [serial online] <https://www.cjhr.org/article.asp?issn=2348-3334;year=2019;volume=6;issue=1;spage=52;epage=56;aulast=Panda>
14. **Sahdev P, Laeque MD, Singh B and Dogra TD., (1994):** Road Traffic Accidents in Delhi, causes, Injury Pattern and incidence of preventable deaths. *Accid Anal Prev* 1994 Jun;26(3):377-84. doi: 10.1016/0001-4575(94)90011-6
15. **Sharma D, Singh US, Mukherjee D (2011):** "A study on road traffic accidents in Anand-Gujarat", Health line, Vol;2(2):12-5. ISSN : 2229-337X
16. **Shruthi et al. (2013):** Analysis of Fatal Road Traffic Accidents in a Metropolitan City of South India, J Indian Acad Forensic Med. October-December 2013, Vol. 35, No. 4 ISSN: ISSN 0971-0973 301

17. Jain T. R., Mukesh T, Ranju T. (2012): Indian Economy. FK Publications. Pp. 457. ISBN 978-81- 87140-37-5. Retrieved 3 May 2012.

UNPUBLISHED DISSERTATIONS

18. Road Safety Data Analysis and Evaluation Using Accident Database (2018): All Answers Ltd. Retrieved from <https://ukdiss.com/examples/road-safety-data-analysis.php?vref=1>

WEBSITES

19. Dinesh M., Geetham T, Kavi B (2015) "Road Safety in India" report by TRIPP, [http://www.jhpolice.gov.in/roadsafety/ common-causes-of-road-accidents](http://www.jhpolice.gov.in/roadsafety/common-causes-of-road-accidents).

20. Jeepara P, Pirasath J. (2011): Road traffic accidents in Eastern Sri Lanka: An analysis of admissions and outcome. <https://www.researchgate.net/journal/Sri-Lanka-Journal-of-Surgery-2279-2201>

21. Maqbool, Y.(2019): Road Safety and Road Accidents: An Insight, <https://www.researchgate.net/publication/332862334>

22. Cynthia, O (2000): "Visual risk factors for driving difficulty among older drivers," Accident Analysis & Prevention: Vol. 32: 735-744 <https://www.sciencedirect.com/science/article/abs/pii/S0001457599001232>

MITIGATING STRESS USING SOCIAL MEDIA: A STUDY OF DIFFERENT AGE-GROUP INDIVIDUALS IN KOLKATA

SOUVIK ROY CHOUDHURY
RESEARCH SCHOLAR
MARKETING & SUPPLY CHAIN MANAGEMENT
CENTRAL UNIVERSITY OF JAMMU
JAMMU

Dr. ANJU THAPA
ASST. PROFESSOR
MARKETING & SUPPLY CHAIN MANAGEMENT
CENTRAL UNIVERSITY OF JAMMU
JAMMU

ABSTRACT

In the above project, a study on the effects of social media in Kolkata with an emphasis on stress is carried out. A Questionnaire is used for data collection for a total number of 100 respondents in total. Different age groups were considered: below 25, 26-35, 36-45, 46-55, above 55 years analysis of data is done in the overall sample as well as for different age groups and comparison is also provided between the overall sample and sample for all groups. Our findings indicate that 64% of the respondents think that social media cannot help us in reducing stress. Although, only the age group of 18-25 in which 53.33% of the respondents mainly consists of individuals from those who just started college to those who just started their first jobs after doing graduation and some post-graduation thinks that social media can help us in reducing stress and at the other extreme 80% of the individuals who belong to the age group of above 55 years thinks that social media cannot be used as a medium to reduce stress.

KEYWORDS

social media, stress, age groups.

JEL CODES

I82, I12.

INTRODUCTION

Social media speak of technology that deals with sharing ideas, thoughts, and data using a virtual network. Social media is based on the internet and provides the users quick access to electronic content such as images, documents, videos etc. Users take part in social media communication using electronic devices like computers, mobile phones and tablets via web-delivered applications or software. Whereas social media is pervasive in Europe and America, a country in Asia such as Indonesia leading the list as per social media usage is concerned. A little over 4.5 billion individuals make use of social media, as of October 2021 (Dollarhide, August 31, 2021, What is Social Media?)

Initially, social media dealt as a medium of exchange of information with families and friends. A little later, social media was used as a business tool by organizations around the globe to extend their reach to customers in an economical manner. The potential of social media is to bridge the gap among people irrespective of their location. Since its inception, no field has evolved like social media. Newer apps are getting developed and are competing with older ones. Apps such as Clubhouse, and TikTok has matched the popularity of the older apps like Instagram, Youtube, Facebook etc. In considering the United States alone, the social media population will reach almost 257 million by 2023 (Dollarhide, August 31, 2021, Understanding Social Media)

Social media can be used for a variety of purposes like sharing photos, gaming, networking, sharing of videos, online reviews and many other activities. Social media is even utilized to reach out to voters by the politicians and the people working in different government departments. In addition to that, social media is used to find job opportunities and helps in searching for individuals with similar kinds of mindsets and passions. Furthermore, it helps the collection of proper information about the market on time, targets the potential customers, and assists the company's promotion of services and products (Dollarhide, August 31, 2021, Types of Social Media)

Social media is beneficial in many ways too. It helps us in discovering what is going on in and around the world without experiencing any kind of delay, staying in touch with friends who are quite far away from each other. It also assists in accessing any kind of information just with the help of a mouse click. The whole world seems very much accessible without moving from the point of location of the electronic devices which are used as a medium for information retrieval. As per the study conducted by the pew research centre which is located in the United States in Washington D.C., social media is positively associated with having an increased number of friends and enhancing the diversification of the individual's network. As teenagers are mostly attached to social media, 57 per cent of them initiate their friendship journey virtually (Dollarhide, August 31, 2021, Benefits of Social Media)

Social media has its share of dark sides too. One of the features which are common among individuals of different age groups relates to addiction. Suspicion, absent-mindedness, and stress are some of the other factors that are considered the side effects of stress. Depression is another major symptom that is heavily linked to social media. Sharing fallacious information is also a very common trait that is experienced in social media (Dollarhide, August 31, 2021, Examples of Social Media)

Social media can give rise to a considerable amount of distress, especially among teenagers. A sense of comparison is an intrinsic quality that is experienced among teenagers, without them realizing that they are involved in this. If they feel inferior in some aspects like looks while making a comparison among their friends a sense of loss in dignity is experienced within them which gives rise to distress. Friends commencing a relationship, a smaller number of like in their posts are some of the other factors which can hurt them leading to distress. Disembarking from this addiction is a difficult thing. Mindfulness is one of the prime techniques to deal with distress. Performing activities like running, yoga activities, offline friendship, and chilling in nature are some of the tasks which can make teenagers escalate their self-acceptance leading to winning a fight against one of the most dangerous mental problems, i.e., distress (Ehmke, n.d., Managing Social Media Stress with Mindfulness).

From a negative viewpoint, social media usage for elderly people may lead to the adoption of unhealthy information by dint of the communities in the online mode. This may lead them to mishandle their data and to become a sufferer of maleficent behaviour. From a positive point of view, participating in social media can help people gain information regarding health-related troubles. Furthermore, social media can aid in recovering from the problem of isolation together with supplementing feelings of supremacy and self-awareness (Leist A.K., 2013)

REVIEW OF LITERATURE

As humans are social creatures and it is in our instinct from the day we were born to have some or other form of interaction (Beier & Spelke, 2012; Bornstein, Suwalsky, & Breakstone, 2012). Indeed, from the viewpoint of the evolutionary process, being connected socially is something that let us remain lively and in good health. Almost 92.6 per cent of people access the internet using mobile devices. 4G coverage reached a little over 80 per cent by 2020 and is estimated to reach around 95 per cent by 2027 with 5G network connectivity slowly spreading, information sharing has become a lot faster (Ericsson, 2020, Network coverage forecast). Nonetheless, all kinds of exchange of views that take place via social media are not equal. As per Neuropsychological research on the social habit of human beings, distinct regions of our brain are affected by dissimilar sorts of interactions that takes place via social networking sites (Young S.N., 2008). Social media has garnered more attention than anything else at the time even when it was at a nascent stage. As of 2020, a little more than 3.6 billion people around the globe use social media which is forecasted to reach 2025 and around 4.41 billion (Statista, 2022, Number of social network users worldwide from 2017 to 2025). Owing to this, social media may be interpreted as a medium in which people not only exchange information with others but also get rid of the phenomenon known as the fear of missing out or FOMO.

Stress is one of the prime, rudimentary causes and corresponds to a long-time bodily illness that affects our health mentally in an adverse manner. Stress is elucidated as something which is regarded as suffering in which interaction takes place between a person and their surroundings (Cohen, Miller, and Rabin 2001). The coping skill of a person is an important factor that helps one to deal with stress. Stress is a sole, inescapable trait that leads to health hazards utilizing affecting a wide range of negative emotional states and bodily pathways (McEwen and Stellar 1993). Even information regarding mental states, and soliciting support are some of the pieces of information which are shared among individuals in addition to pursuing their interests and preferences. Studies have found the indicators of self-discovery which examine ADHD, personality, consumption of alcohol, schizophrenia, and depression. Posts made on social media about the experiences concerning travel and work are considered semantic characteristics of stress related to events (Lin et al., 2014). Chronic stress and events which are stressful are both distinct and separate. For example, exam preparation is considered to be a stressful event, while feeling flooded with duties is deemed as chronic stress.

(De Choudhury et al., 2013) were probably the first group of researchers who carried out extensive studies about social media for predictions of depression. (Tsugawa et al., 2015) based on the postings made on Twitter predicted a connection with depression for the users whose mother tongue is Japanese. (Lim M.S. and Choi S.B., 2017) found in their study that social media networking sites induced stress affects the user's response both behaviorally and psychologically. Exhaustion related to emotional factors switch intentions, user resistance is the three factors that lead to an elevation in the stress level which takes place due to the interactions on social networking sites. Furthermore, coping as a mediating variable leads to alleviation of the user's resistance and emotional exhaustion. (Bucher E. et al., 2013) found in their study that being literate is an important factor to cope with stress. It is because being literate helps an individual in better retrieval and processing of information.

(Revathy V.R. et al., 2018) found in their study that, 10% of the people who were part of the survey posted on their Facebook up-to-date information regarding content about stress. Women who are less than 25 years meticulously noticed the posts made concerning stress and other similar topics on social media. Women who are more than 35 years of age constitute only 5% who keep themselves updated with stress-related content. Nearly 45% of the respondents who are quite young used the heart symbol while reacting to posts which helps in reducing the amount of stress that they have acquired from their everyday schedule. Nearly 45% of the formats of videos on Youtube, provide us with much-needed information about getting assistance in fighting stress and depression. 35% of the formats of the videos talk about displaying information about workouts and exercises in countering stress and depression. The majority of the women find Facebook to be a more important medium compared to Youtube for getting relief from stress and depression. (Wang Q. et al., 2011) mentioned about social media is negatively correlated with grades of the university students. As per the findings, 2/3rd of the students are using one or more social media sites in the classroom and this leads to a hindrance in understanding the lectures in the classes and this is reflected in their grades. 57% of the respondents in the survey admitted that they are less productive due to the influence of social media in their lives. Several studies in the past revealed that compared to Men, Women are involved in a greater manner in making posts on Social networking sites and making comments on posts made by other people (Hampton, Goulet, Rainie, & Purcell, 2011). Women have also a greater number of online friends in comparison with Men (Pempek, Yermolayeva, & Calvert, 2009). (Sundaram A., 2017) discussed in the study about individuals who are a moron and get pleasure by making fun of others, and belittling others. Youth who falls in the age range from thirteen to nineteen are becoming victims of depression more nowadays compared to the pre-social media period. Even adults feel frustrated and may fall victim to depression due to social media because of the non-responsiveness of their tweets on Twitter and posts on Facebook. Social media also promotes terror by directing messages in an encrypted form to a large number of people and many attacks in the present era are due to this reason. Thus, the above points discussed proves that social media is a culprit in many ways and thus must be used in such a manner that this kind of negativities can be minimized. (Coto M. et al., 2017) discussed concerning a feeling of loneliness as one of the major problems faced by elderly people. The wide range of networks that are used for communication like laptops, smartphones, tablets, etc. devices is helping the elderly people to remain connected to their near and dear ones. Even elderly people who are not able to move from one place to another due to their health are also benefitted due to these social networking sites. They can get connected with professionals in the health sector and can get information related to diseases that are specific to them.

Recent research by (Brailovskaia J., 2021) in the study using cross-sectional analysis for both countries: namely, Italy and Germany revealed that social media usage has a positive association with symptoms of stress and burden. Furthermore, the symptom of stress mediates the relationship between burden and social media use. Longitudinal analysis which was conducted in Germany corroborates the same results. (Ngien A. & Jiang S., 2021) proposed and tested a moderated mediation route from the usage of social media to that of stress in the young adult population during the time of the pandemic. As per the study, Social media is unsuccessful in establishing a direct relationship which affects the stress of the young adults. (Winstone L. et al., 2022) mentioned the discrete categories of social media usage on different stressors in the digital world. Wastage of time, a feeling of guilt in the digital world, vulnerability to the detrimental content and privacy risks are some of the digital stressors mentioned in the study. Strengthening emotional and social means in offline mode and encouragement of efficacious application of private settings may ameliorate pliability at odds with different sources of stress in the digital world. (Arrivillaga C. et al., 2022) found that stress and depression related to social media usage is a burgeoning issue among the youth population. Intelligence related to the psyche is having no significant impact on social media use. (Matang M. et al., 2022) mentioned in the study that issues related to conflict, such as lowering of achievement in the academic field, uneasiness, isolation, stress, and dignity are affected by the usage of social media. (Rodriguez M. et al., 2022) usage of social media in both active and passive forms was found to have an insubstantial effect on symptoms of depression for the majority of the individuals.

RESEARCH OBJECTIVES

1. To study the usage of social media by different age-group individuals in the selected city.
2. To study the impact of Social Media on mitigating stress among different age-group individuals.

METHODOLOGY

The primary data has been collected by asking different questions from the respondents using surveying with the help of a Questionnaire. The Secondary data has been collected from various books, journals, annual reports, magazines, newspapers, published papers, websites, etc. The study has been conducted in the selected city of Kolkata. The respondents of the research study comprised of the different age-group individuals using social media. The questionnaire used for studying the usage of social media and its impact on mitigating stress was based on both closed and open-ended types. A total of 436 questionnaires were distributed to people in and around Kolkata in the form of hardcopy and also by utilizing creating Google forms. 400 Questionnaires (Male =204 and Female =196) were used to conduct the research and 36 responses were rejected because they were incomplete. Percentages were calculated for every question as mentioned in the questionnaire considering all age groups.

RESULTS AND DISCUSSION**DEMOGRAPHIC PROFILE OF THE RESPONDENTS**

The demographic profile of the respondents in the selected city of Kolkata has been discussed in detail as follows:

GENDER: Based on gender, respondents have been classified into two categories viz. male and female. Analysis has revealed that out of a total number 51% were males whereas 49% are females. The results show that male respondents are more willing to respond as compared to their counterparts.

AGE: Based on age, 154 respondents (38.5%) the below the age of 25 years followed by 80 respondents (20%) from the age (26-35 years), 72 respondents (18%) from the age (36-45 years), 60 respondents i.e 15% falls in the age above 55 years followed by 34 respondents (8.5%) from the age (46-55 years), were considered.

MONTHLY FAMILY INCOME: As far as the monthly family income of the respondents is concerned, respondents have been divided into four categories viz. Less than Rs.20,000; ranging between Rs.20,000-30,000; ranging from 30,000-40,000 and above Rs.40,000. More than half of the total numbers of respondents (52%) have a monthly family income ranging from Rs.30,000-to 40,000 followed by those with a family income above Rs.40,000 (21 %), that is followed by respondents having family income ranging from 20,000-to 30,000 (19%) and remaining with income below Rs.20,000 (8%) respectively.

QUALIFICATION: Respondents are divided into four categories based on qualification. As revealed from the data majority of the respondents are under-graduates (45%), followed by the respondents who are postgraduates (24%), graduates (21%) and others (10%).

FINDINGS**TABLE 1**

Statements	<25 yrs	26-35 yrs	36-45 yrs	46-55 yrs	> 55 yrs
Affected by Stress	63.33	30	27.77	41.18	33.33
Social media makes sad/happy	66.67	40	38.88	17.65	41.18
Use 4 or more sites	46.67	20	20	17.65	20
Prefer WhatsApp	53.33	50	61.11	100	53.33
Spend 0-2 hrs on Social Media	40	45	61.11	100	53.33
Follow news on Social Media	28.26	38.71	45.16	42.86	43.48
Do not face inferiority complex	76.67	65	72.22	82.35	86.67
Depression	30	36.67	50	35.29	73.33
Interaction on Social Media Sites	90	75	72.22	58.82	60
Interact with personally known	63.33	55	77.77	94.12	86.67
Difference in the behavior/ personality	66.67	20	33.33	23.53	40
Popularity	53.33	40	55.55	76.47	66.67
Activities are informative	40	25	33.33	35.29	60
Provokes further stress	50	25	66.67	23.53	53.33
Age group 10-20 yrs affected	46.67	46.67	16.67	23.53	53.33
Reducing Stress	46.67	75	61.11	58.82	80

Percentage of the respondents (100%)

- **44% of respondents are affected by stress in the overall sample.** While analyzing the sample of each group, it is found that respondents in the age group (below 25) years are mostly affected with 63.33% and respondents in the age group of (36-45) years are least affected with 27.77%.
- **48% of respondents replied that social media affects them by making them sad as well as happy in the overall sample.** While analyzing the sample of each group, it is found that respondents in the age (below 25) years constitute 66.67% (highest) and respondents in the age of (46-55) constitute 17.65% (lowest) who are affected by social media using both sadness and happiness.
- **31% of respondents replied that they use 4 or more social media sites in the overall sample.** While analyzing the sample of each group, it is found that respondents in the age group (below 25) years constitute 46.67% (highest) and respondents in the age bracket of (46-55) constitute 17.65% (least) who uses 4 or more social media sites.
- **55% of respondents replied that they prefer WhatsApp over other social media sites in the overall sample.** While analyzing the sample of each group, it is found that respondents in the age of (below 25) years constitute 53.33%, as well as respondents in the age group (above 55), constitute 53.33% who prefer WhatsApp over other social media sites and WhatsApp is the least popular among the age group of (46-55) years with 41.18%.
- **58% of respondents replied that they spend anywhere between 0-2 hours on social media daily in the overall sample.** While analyzing the sample of each group, it is found that respondents in the age bracket of (46-55) years constitute 100% (highest) and respondents in the age bracket of (below 25) constitute 40% (lowest) who spend anywhere between 0-2 hours on social media daily.
- **38.62% of respondents replied that they follow information about news on social media in the overall sample.** While analyzing the sample of each group, it is found that respondents in the age bracket of (36-45) years constitute 45.16% (highest) and respondents in the age bracket of (below 25) constitutes 28.26% (lowest) who follow information about news on social media.
- **80% of respondents replied that they do not face any kind of inferiority complex on social media in the overall sample.** While analyzing the sample of each group, it is found that respondents in the age group (above 55) years constitute 86.67% (highest) and respondents in the age bracket of (26-35) constitutes 65% (lowest) who do not face any kind of inferiority complex on social media.
- **44% of respondents replied that they do not spend more time on social media when they are depressed in the overall sample.** While analyzing the sample of each group, it is found that respondents in the age group (above 55) years constitute 73.33% (highest) and respondents in the age bracket (below 25) constitute 30% (lowest) who do not spend more time on social media.
- **74% of respondents replied that sometimes they interact with people on social media sites in the overall sample.** While analyzing the sample of each group, it is found that respondents in the age group (below 25) years constitute 90% (highest) and respondents in the age bracket of (46-55) constitute 58.82% (lowest) who sometimes interact with people on social media sites.
- **73% of respondents replied that they generally interact on social media with only those people whom they know personally.** While analyzing the sample of each group, it is found that respondents in the age group of (46-55) years constitute 94.12% (highest) and respondents in the age bracket of (26-35) constitutes 55% (lowest) who responded that they generally interact in social media with only those people whom they personally.
- **35% of the respondents feel that there is a difference in the behaviour/personality of a person on social media and reality.** While analyzing the sample of each group, it is found that respondents in the age group of (below 25) years constitutes 66.67% (highest) and respondents in the age bracket of (26-35) constitutes 20% (lowest) who responded that they generally feel that there is a difference in the behaviour/personality of a person on social media and reality.
- **52% of the respondents agree that popularity in social media is prioritized a lot nowadays.** While analyzing the sample of each group, it is found that respondents in the age group (46-55) years constitute 76.47% (highest) and respondents in the age bracket (26-35) constitutes 40% (lowest) who feels that social media is prioritized a lot nowadays.
- **34% of the respondents feel that activities in social media are quite informative.** While analyzing the sample of each group, it is found that respondents in the age group (above 55) years constitute 60% (highest) and respondents in the age bracket of (36-45) constitutes 33.33% (lowest) who feel that activities in social media are quite informative.

- **42% of the respondents believe that social media provokes further stress for a person who is already provoked.** While analyzing the sample of each group, it is found that respondents in the age group of (36-45) years constitute 66.67% (highest) and respondents in the age bracket of (46-55) constitute 23.53% (lowest) who believe that social media provokes further stress for a person who is already provoked.
- **37% of the respondents feel that the age group 10-20 years is mostly affected due to social media.** While analyzing the sample of each group, it is found that respondents in the age group (above 55) years constitute 53.33% (highest) and respondents in the age bracket (36-45) constitute 16.67% (lowest) think that age group 10-20 years is affected due to social media.
- **64% of the respondents think that social media cannot help us in reducing stress.** While analyzing the sample of each group, it is found that respondents in the age group of (>55) years constitute 80% (highest) and respondents in the age bracket of (below 25) constitutes 46.67% (lowest) think that social media cannot help us in reducing stress.

CONCLUSION

It may be concluded that life has become much simpler after the advent of social media. There are many positive sides of social media like it makes us more socially aware, makes conversations have become much simpler, problems of loneliness especially for the elderly people can be removed, stress and depression can be relieved to some extent using reading about stress-related activities and following videos about meditation, exercise and other related activities to combat stress and depression, connecting with doctors to help you get the solution to your health issue immediately. Similarly, there are many negative sides to it like attention disorder for school and college students, making friendships with the unknown person which may give rise to problems for the individual, resorting to social networking sites while we are stressed and depressed and seeing that there is less number of liking, sharing, a retweet of your status and feeling unimportant which further increases our stress and makes us more depressed, getting too much online oriented and not making time for important persons in our life including family members, aberrations in the proper sleep patterns which results in the reduction of memory etc. So, it must be used for resolving problems, learning new things, and making quality friendships rather than falling a victim to stress and depression, suffering from insomnia etc. issues to make our life much happier and stress-free.

RECOMMENDATIONS

People should not spend more time on social networking sites and make sure that they are reading informative materials leading to broadening of their knowledge. It may make a positive impact in the society and help the community, city and at large the country to prosper and play a role as a torchbearer for the future generations to come. Special care should be taken by the elders in the family to make sure their child should not get involved in activities utilizing social media which leads to an aggressive nature in them, maintaining a perfect balance between social networking sites and studies, jobs, giving time to family, etc. activities which are more important than the addiction of these sites just to check the status, tweets again and again and see who reacted to it and how many followers they may have and the growth rate of followers etc.

REFERENCES

1. Arrivillaga C, Rey L, Extremera N. A mediated path from emotional intelligence to problematic social media use in adolescents: The serial mediation of perceived stress and depressive symptoms. *Addict Behav.* 2022 Jan;124:107095. doi: 10.1016/j.addbeh.2021.107095. Epub 2021 Aug 23. PMID: 34479068.
2. Beier, J.S. and Spelke, E.S., 2012. Infants' developing understanding of social gaze. *Child development*, 83(2), pp.486-496.
3. Bornstein, M.H., Suwalsky, J.T. and Breakstone, D.A., 2012. Emotional relationships between mothers and infants: Knowns, unknowns, and unknown unknowns. *Development and psychopathology*, 24(1), pp.113-123.
4. Brailovskaia J, Cosci F, Mansueto G, Miragall M, Herrero R, Baños RM, Krasavtseva Y, Kochetkov Y, Margraf J. The association between depression symptoms, psychological burden caused by Covid-19 and physical activity: An investigation in Germany, Italy, Russia, and Spain. *Psychiatry Res.* 2021 Jan;295:113596. doi: 10.1016/j.psychres.2020.113596. Epub 2020 Nov 26. PMID: 33261924; PMCID: PMC7688416.
5. Bucher, E., Fieseler, C. and Suphan, A., 2013. The stress potential of social media in the workplace. *Information, Communication & Society*, 16(10), pp.1639-1667.
6. Cohen, S., Miller, G.E. and Rabin, B.S., 2001. Psychological stress and antibody response to immunization: a critical review of the human literature. *Psychosomatic medicine*, 63(1), pp.7-18.
7. Coto, M., Lizano, F., Mora, S. and Fuentes, J., 2017, July. Social media and elderly people: research trends. In *International conference on social computing and social media* (pp. 65-81). Springer, Cham.
8. De Choudhury, M., Gamon, M., Counts, S. and Horvitz, E., 2013, June. 'Predicting depression via social media'. In *Seventh international AAAI conference on weblogs and social media*, MIT Media Lab and Microsoft in Cambridge, Massachusetts, USA, July 8–11.
9. Dollarhide M., August 31, 2021, accessed 19 April 2022, Social Media, <https://www.investopedia.com/terms/s/social-media.asp>
10. Ehmke, n.d., accessed on 18 April 2022, Managing Social Media Stress with Mindfulness
11. <https://childmind.org/article/social-media-stress-mindfulness/>
12. Ericsson, 2020, Network coverage forecast, accessed 19 March 2022, <https://www.ericsson.com/en/reports-and-papers/mobility-report/dataforecasts/network-coverage/>
13. Hampton, K.N., Goulet, L.S., Rainie, L. and Purcell, K., 2011. *Social networking sites and our lives* (Vol. 1, pp. 1-85). Washington, DC: Pew Internet & American Life Project.
14. Leist, A.K., 2013. Social media use of older adults: a mini-review. *Gerontology*, 59(4), pp.378-384.
15. Lim, M.S. and Choi, S.B., 2017. Stress caused by social media network applications and user responses. *Multimedia Tools and Applications*, 76(17), pp.17685-17698.
16. Lin, H., Jia, J., Guo, Q., Xue, Y., Li, Q., Huang, J., Cai, L. and Feng, L., 2014, November. 'User-level psychological stress detection from social media using deep neural network'. In *Proceedings of the 22nd ACM international conference on Multimedia*, Orlando, Florida, USA, November 3–7, (pp. 507-516). ACM.
17. Matang, M., Maftuh, B., Malihah, E. and Hudi, I., 2022, January. Student Indicator of Social Media Addiction That Lead to Conflict. In *Annual Civic Education Conference (ACEC 2021)* (pp. 230-236). Atlantis Press.
18. McEwen, B.S. and Stellar, E., 1993. Stress and the individual: Mechanisms leading to disease. *Archives of internal medicine*, 153(18), pp.2093-2101.
19. Ngien, A. and Jiang, S., 2021. The effect of social media on stress among young adults during COVID-19 pandemic: Taking into account fatalism and social media exhaustion. *Health Communication*, pp.1-8. DOI: 10.1080/10410236.2021.1888438
20. Pempek, T.A., Yermolayeva, Y.A. and Calvert, S.L., 2009. College students' social networking experiences on Facebook. *Journal of applied developmental psychology*, 30(3), pp.227-238.
21. Revathy, V.R., Aram, I.A. and Sharmila, V.S., 2018. Social media as a means to overcome stress and depression among women. *Journal of Media and Communication Studies*, 10(6), pp.46-64.
22. Rodriguez, M., Aalbers, G. and McNally, R.J., 2022. Idiographic network models of social media use and depression symptoms. *Cognitive Therapy and Research*, 46(1), pp.124-132.
23. Statista, 2022, Number of social network users worldwide from 2017 to 2025, accessed on 16 April 2022, <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>
24. Sundaram, A., 2018. The Dark Side of Social Media: A Reality Becoming More Contemporary by the Day. *Asian Social Science*, 14(1).

25. Tsugawa, S., Kikuchi, Y., Kishino, F., Nakajima, K., Itoh, Y. and Ohsaki, H., 2015, April. 'Recognizing depression from twitter activity'. In *Proceedings of the 33rd annual ACM conference on human factors in computing systems, Seoul, Republic of Korea*, April 18–23, (pp. 3187-3196).ACM.
26. Wang, Q., Chen, W. and Liang, Y., 2011. The effects of social media on college students. *MBA Student Scholarship*, 5(13), pp.1548-1379.
27. Winstone, L., Mars, B., Haworth, C.M. and Kidger, J., 2022. Types of social media use and digital stress in early adolescence. *Journal of early adolescence*. <https://osf.io/preprints>, accessed 9 May 2022
28. Young, S.N., 2008. The neurobiology of human social behaviour: an important but neglected topic. *Journal of psychiatry & neuroscience: JPN*, 33(5), p.391.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, IT & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

