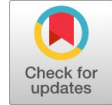


Generating Awareness Among Rural Individuals: Essential in Leading to Their Progression

Radhika Kapur



Abstract: *In rural communities, individuals are overwhelmed by various types of social problems of poverty, illiteracy, unemployment, and gender inequality. These social problems give rise impediments within the course of putting into operation different types of tasks and activities. Hence, in order to lead to progression of rural individuals and communities, it is of utmost significance to generate awareness among rural individuals in terms of strategies that would be facilitating in leading to progression. The individuals, belonging to rural communities are required to be well-informed in terms of job duties and responsibilities within personal and professional lives. Furthermore, they are required to generate awareness in terms of methodologies and procedures, which are facilitating in doing well in one's job duties and generating desired outcomes. As a consequence, they will render an important contribution in doing well in one's job duties and achievement of desired goals. In this manner, one will contribute efficiently in bringing about improvements in their overall standards of living. Furthermore, one has to inculcate the traits of diligence, resourcefulness and conscientiousness. These are the key in coping with different types of dilemmas and challenging situations. Therefore, it is well-understood that generating awareness among rural individuals are essential in leading to their progression. The main concepts that are taken into account in this research paper are, objectives of generating awareness among rural individuals, areas in terms of which awareness is to be generated among rural individuals and benefits of generating awareness in terms of various areas.*

Keywords: *Abilities, Awareness, Competencies, Job Duties, Methodologies, Rural Individuals, Well-being*

I. INTRODUCTION

In India, more than 70 percent of the population resides in rural communities. In these communities, individuals have one of the primary goals of bringing about improvements in their overall quality of lives (Jenkinson, 2020) [3]. The agriculture and farming practices are regarded as primary occupations of individuals, belonging to rural communities. The research studies have indicated that in the agricultural sector and farming practices, individuals are employed, only when the productive season is high. In some cases, agricultural labourers and farmers are employed for six months in a year. In order to supplement their income, individuals are engaged in production of various items.

These include, artworks, handicrafts, jewellery, garments, candle making, weaving, basket making, making of different products with bamboo, pottery making, food items and so forth. Furthermore, they are ironsmiths, goldsmiths and so forth. Hence, they work diligently in order to supplement their income. But it is unfortunate to note that rural individuals are unaware in terms of various factors and are residing in backwardness [6][7][8]. Therefore, it is well-understood that rural individuals need to be aware in order to bring about improvements in their overall quality of lives.

The rural individuals are overwhelmed by the social problems of poverty, illiteracy, unemployment, crime and violence and gender inequality. Hence, in order to lead to their progression, it is necessary for them to generate awareness regarding ways to eradicate all the social problems. The rural individuals need to acknowledge the meaning and significance of education [9][10]. They have to form the viewpoint that education is the instrument, which not only imparts information in terms of academic subjects and concepts, but also in terms of ways that are necessary in emerging into moral and ethical human beings and productive citizens of the country. As a consequence of generating awareness in terms of significance of education, rural individuals will not only be able to eliminate illiteracy, but they will be well-prepared to cope with all types of challenges. Furthermore, they will contribute significantly in bringing about improvements in their overall quality of lives. Therefore, when rural individuals generate awareness in terms of significance of education, they will be able to get engaged in good employment opportunities, generate income and promote enhancement of their overall standards of living.

A. Objectives of Generating Awareness among Rural Individuals

The individuals, belonging to rural communities are to be generated awareness in terms of different types of areas, factors and methodologies, which are facilitating in bringing about improvements in their overall standards of living. The rural individuals need to be well-prepared in terms of various factors, which are facilitating in overcoming all types of setbacks. Furthermore, they need to reinforce a constructive approach and put in their best efforts in doing well in one's job duties and generating desired outcomes. Therefore, there are numerous subjects and factors in terms of which rural individuals are required to augment their knowledge and understanding. When conducting research on generating awareness among rural individuals, it is necessary to be well-equipped in terms of objectives. These are stated as follows:

1. Implementing effective communication processes.
2. Acquiring good-quality education.

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3. Getting engaged in employment opportunities.
4. Utilizing pioneering methods and materials.
5. Augmenting skills and abilities.
6. Making wise and productive decisions.
7. Being well-informed in terms of job duties and responsibilities.
8. Being well-equipped in terms of methodologies and procedures.
9. Inculcating the traits of morality and ethics.
10. Implementing the traits of diligence, resourcefulness and conscientiousness.
11. Forming positive viewpoints in terms of all individuals.
12. Reinforcing a constructive approach.
13. Coping with various types of problems in an effective manner.
14. Taking out sufficient time for all job duties.
15. Promoting Good health and well-being.
16. Promoting family and community well-being.
17. Promoting cleanliness.
18. Preserving the environmental conditions.
19. Putting in efforts to one's best abilities in generating desired outcomes.
20. Carrying out job duties in a well-organized and regimented manner.

B. Areas in terms of which Awareness is to be generated among Rural Individuals

The individuals, belonging to rural communities are to be generated awareness in terms of different types of areas, factors and methodologies, which are facilitating in doing well in one's job duties and generating desired outcomes. In order to generate awareness, it is necessary for rural individuals to stimulate their mind-sets. These are necessary in leading to up-gradation of motivation and concentration levels towards putting into operation all types of job duties and responsibilities. The rural individuals are required to promote enhancement of their overall confidence levels (7 Human Resource Best Practices, 2019) [1]. This is regarded to be of utmost significance in overcoming all types of setbacks. As a consequence, they will render an important contribution in doing well in their job duties and generating desired outcomes. Furthermore, they will contribute in meeting the expectations of other individuals within and outside the homes. The awareness is to be generated among rural individuals in terms of different areas, which are essential in leading to progression of individuals and communities on the whole. Therefore, areas in terms of which awareness is to be generated among rural individuals are stated as follows:

II. ACQUISITION OF EDUCATION

The rural individuals need to acknowledge the meaning and significance of education. They have to form the viewpoint that education is the instrument, which not only imparts information in terms of academic subjects and concepts, but also in terms of ways that are necessary in emerging into moral and ethical human beings and productive citizens of the country. As a consequence of generating awareness in terms of significance of education, rural individuals will not only be able to eliminate illiteracy, but they will be well-prepared to cope with all types of challenges. This will be facilitating in leading to up-gradation

of confidence and motivation levels towards putting into operation different types of tasks and activities.

As a consequence, mind-sets of the individuals will be stimulated towards doing well in one's job duties and generating desired outcomes. Furthermore, they will contribute significantly in acquiring employment opportunities that would be suitable to them. In this manner, rural individuals will bring about improvements in their overall quality of lives. Therefore, acquisition of education is regarded as one of the indispensable areas in terms of which awareness is to be generated among rural individuals.

A. Augmenting Competencies and Abilities

The rural individuals are required to be aware of the factor that they need to promote enhancement of overall standards of living, hence, they need to put emphasis on augmenting their competencies and abilities. The different types of competencies and abilities, which need to be augmented are, convincing, persuasion, administration, management, planning, decision-making, analysing, emotional intelligence, systems thinking, putting in efforts to one's best abilities, possessing the abilities to work under stress, coping with various types of dilemmas and challenging situations in an adequate manner and carrying out all tasks and activities in a well-ordered manner.

Throughout the lives of rural individuals, they need to be well-informed in terms of ways of augmenting competencies and abilities. The ways are manageable or complicated, but rural individuals need to ensure, these are utilized effectively. One should benefit from putting into practice these ways. The different types of competencies and abilities are utilized by the rural individuals throughout their lives within and outside the homes. Hence, one needs to reinforce the traits of morality, ethics, diligence and conscientiousness. Therefore, augmenting competencies and abilities is one of the significant areas in terms of which awareness is to be generated among rural individuals.

B. Overcoming Seclusion

The rural individuals are residing in seclusion and loneliness. They have their own norms, values and cultures on the basis of which they live their lives. They integrate among their own communities, but remain in seclusion. Hence, they need to be generated information in terms of the factor that residing in seclusion is an impediment within the course of their progression. They need to overcome seclusion and integrate with the mainstream society. This will be facilitating in generating information in terms of various types of pioneering methods and materials.

These are put into operation by the individuals, belonging to all fields and occupations. For example, in the agricultural sector and production processes as well, these are utilized. As a consequence, different types of tasks and activities will be put into operation in an effective manner. Furthermore, one will be able to augment information in terms of various factors, which are necessary in promoting enrichment of overall standards of living.



In this manner, rural individuals realise that overcoming seclusion and integrating with the mainstream society is vital in leading to progression. Therefore, overcoming seclusion is an expedient area in terms of which awareness is to be generated among rural individuals.

C. Integrating with Mainstream Society

The rural individuals are residing in isolation in all the rural communities, throughout their country. They have their own traditions and cultures which have an influence on their overall personality traits and quality of lives. They integrate among their own communities, but remain in isolation from the mainstream society. Hence, they need to be generated information in terms of the factor that residing in isolation is an impediment within the course of their progression. They need to overcome isolation and integrate with the mainstream society. This will be facilitating in generating information in terms of various types of subjects and concepts.

The information generated needs to be put into operation by the rural individuals within the course of implementation of different types of tasks and activities. Hence, it is well-understood, integrating with the mainstream society is regarded as one of the major factors that lead to up-gradation of living standards. Furthermore, rural individuals will lead to up-gradation of their confidence levels and overcome the feelings of apprehensiveness and vulnerability. Therefore, integrating with mainstream society is an eminent area in terms of which awareness is to be generated among rural individuals.

D. Getting Engaged in Employment Opportunities

Getting engaged in employment opportunities is regarded as one of the major goals of the individuals, belonging to rural communities. The agriculture and farming practices are regarded as primary occupations of individuals in rural areas. Furthermore, they are engaged in production processes of various types of products in order to supplement their income. The rural individuals need to be aware of the factor that they are required to augment their educational qualifications, skills and abilities, which would be facilitating in getting engaged in employment opportunities, suitable to them.

This is not only regarded as vital in bringing about improvements in one's financial positions, but individuals will render an important contribution in promoting enhancement of their career prospects. Furthermore, they will be able to promote well-being and goodwill of family and community members as well. Hence, individuals, belonging to rural communities also need to acquire an efficient understanding in terms of significance of education, augment competencies and abilities and focus on promoting enhancement of one's overall standards of living. Therefore, getting engaged in employment opportunities is a renowned area in terms of which awareness is to be generated among rural individuals.

III. HONING TECHNICAL SKILLS

The technical skills are regarded as the skills that are vital in making use of different types of technologies. These include, computers, lap-tops, I pads, scanners, printers, photo-copiers, audio-visual aids and so forth. Within rural communities, individuals are making use of digital

technologies on a comprehensive basis. In all fields and in putting into operation various job duties, i.e. communicating with others, technologies are utilized on a comprehensive basis. Furthermore, rural individuals are making use of these for leisure and recreation purposes as well. In order to hone technical skills, one needs to acquire an efficient understanding of the concepts. Furthermore, one needs to get engaged in regular practice. This is facilitating in acquiring an efficient understanding of the concepts and clarifying different types of doubts. The internet is regarded as the key in augmenting information regarding all subjects and concepts. In most cases, they make use of phones, but they need to ensure, they hone their technical skills in terms of lap-tops, desk-tops and other types of technologies. Therefore, honing technical skills is a noteworthy area in terms of which awareness is to be generated among rural individuals.

A. Making Wise and Productive Decisions

The rural individuals are required to make wise and productive decisions in terms of various factors, i.e. education, employment opportunities, careers, settlement and so forth. The decisions made are major or minor. Hence, they need to be well-aware in terms of meaning and significance of decision-making skills. Throughout the lives of rural individuals, they need to hone these skills. In the implementation of these skills, individuals are required to conduct the analysis of options and alternatives that are available. After the analysis is conducted, selection is made of the most worthwhile and suitable alternative or option.

The decisions are to be made in less or more amount of time. The family members, i.e. grandparents, parents and siblings do participate in decision-making processes, but individuals need to ensure, they make decisions, which would be wise and productive. Furthermore, the decisions would be facilitating in promoting well-being and goodwill of family and community members as well. In some cases, the decisions made have an important influence on the overall living conditions of individuals. Therefore, making wise and productive decisions is a notable area in terms of which awareness is to be generated among rural individuals.

B. Generating Information regarding Pioneering Methods and Materials

With advancements taking place and with the advent of modernization and globalization, it is necessary to be well-equipped in terms of pioneering methods and materials. Generating information in terms of various types of pioneering methods and materials and implementing these is normally advantageous. These are put into operation by the individuals, belonging to all fields and occupations. For example, in the agricultural sector and production processes as well, these are utilized. As a consequence, different types of tasks and activities will be put into operation in an efficient and well-organized manner. The different types of pioneering methods and materials are, charts, graphs, maps, tools, devices, machinery, equipment, images, pictures, designs, models, structures and various types of technologies.

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As a consequence of utilizing these in an efficient manner, one will be able to augment information in terms of various types of factors, which are necessary in doing well in one's job duties. In this manner, rural individuals realise that they will lead to an increase in productivity and profitability. Therefore, generating information regarding pioneering methods and materials is a vital area in terms of which awareness is to be generated among rural individuals.

C. Promoting Family and Community Well-being

The rural individuals need to be aware of the factor that they are required to augment their educational qualifications, skills and abilities, which would be facilitating in getting engaged in different types of employment opportunities, suitable to them. This is not only regarded as vital in bringing about improvements in one's financial positions, but individuals will render an important contribution in promoting enhancement of their career prospects.

Furthermore, they will be able to promote well-being and goodwill of family and community members as well. Hence, individuals, belonging to rural communities also need to acquire an efficient understanding in terms of significance of education. Furthermore, they are required to augment competencies and abilities and focus on promoting family and community well-being. When rural individuals migrate to urban communities in order to acquire higher education, they need to ensure, they utilize their learning in order to promote community well-being. As a consequence, family members will also incur the feelings of pleasure and contentment that their individuals are performing good deeds. Therefore, promoting family and community well-being is a crucial area in terms of which awareness is to be generated among rural individuals.

D. Coping with Problems satisfactorily

The rural individuals are overwhelmed by different types of problems, i.e. poverty, illiteracy, unemployment, crime and violence and gender inequality. The experiencing of these problems are regarded as major impediments within the course of progression of rural individuals. The rural individuals are required to promote enhancement of analytical, critical-thinking and problem-solving skills. These are the skills that enable the individuals to conduct the analysis of causes of problems. After the causes have been identified, individuals will be able to contribute efficiently in putting into operation the solutions.

It is necessary for the individuals to lead to up-gradation of determination and commitment levels towards leading to up-gradation of one's overall standards of living. As a consequence, they will put in their best efforts in doing well in one's job duties and achieving desired goals. Furthermore, various types of problems will be prevented from giving rise to impediments within the course of putting into operation different job duties. As a consequence, rural individuals will generate awareness in terms of different factors, which are facilitating in leading to progression. Therefore, coping with problems satisfactorily is a meaningful area in terms of which awareness is to be generated among rural individuals.

IV. PROMOTING CLEANLINESS

The rural individuals need to be imparted information in terms of meaning and significance of cleanliness. They are dependent on the natural environmental conditions for

obtaining various resources. Hence, they need to promote cleanliness within natural environment. The water bodies are utilised to obtain water, hence, rural individuals need to ensure, they do not throw any types of waste materials into the water bodies. In this manner, they are contributing in curbing water pollution. One needs to get their vehicles checked and curb the omission of gaseous fumes into the air. This will be facilitating in curbing air pollution.

The rural individuals also need to ensure, they do not throw any waste materials on land. This is essential in alleviating land pollution. Within the homes of rural individuals as well, they promote cleanliness in all areas. Hence, they should be generated awareness that promoting cleanliness will be facilitating in promoting good health as well from physical as well as psychological perspectives. This is regarded as vital in promoting enhancement of one's living conditions. Therefore, promoting cleanliness is a worthwhile area in terms of which awareness is to be generated among rural individuals.

A. Preserving the Environmental Conditions

The rural individuals need to be well-equipped in terms of ways of preserving the environmental conditions. These are, preventing deforestation; encouraging the plantation of trees; encouraging environmental education within schools; curbing air, water and land pollution; utilizing all types of natural resources in an efficient manner; preventing exploitation of different types of resources; utilizing glass bottles and tins; curbing the utilization of plastic bottles; preventing soil erosion and recycling all types of waste materials. As a consequence of preserving the natural environmental conditions, rural individuals are rendering an important contribution in promoting community well-being.

When the individuals are residing in a clean and green environment, they are contributing efficiently in promoting good health from physical as well as psychological perspectives. Furthermore, all rural individuals, irrespective of their age groups and genders will feel satisfied. In addition, they will incur the feeling of pleasure (Keim, 2018) [4]. This is regarded as vital in promoting enhancement of one's overall living conditions. In this manner, up-gradation will take place of all rural communities as well. Therefore, preserving the environmental conditions is an essential area in terms of which awareness is to be generated among rural individuals.

B. Benefits of Generating Awareness in Terms of various Areas

The rural individuals, belonging to all age groups and genders are required to generate information in terms of various areas. The possession of adequate information will be facilitating in leading to up-gradation of overall personality traits and standards of living (Hussein, & Al-Mamary, 2019) [2]. The individuals, belonging to rural communities need to be well-equipped in terms of their job duties and responsibilities. Furthermore, they are required to be well-informed in terms of methodologies and procedures as well.

These are necessary in doing well in one's job duties and generating desired outcomes. In addition, it is of utmost significance to be well-informed in terms of traits of morality, ethics, diligence and conscientiousness. These need to be honed and implemented throughout one's lives.

Furthermore, there are number of factors in terms of which rural individuals need to generate awareness. Their efforts will be augmented, when they will acquire an understanding of benefits of generating awareness in terms of various areas. These are, promoting good health; coping with psychological problems of anger, stress, anxiety, frustration and depression in an adequate manner; developing mutual understanding with others; promoting enhancement of career prospects; promoting enrichment of personality traits and leading to up-gradation of overall standards of living. These are stated as follows:

C. Promoting Good Health

When rural individuals are generating awareness regarding different types of subjects and concepts, they understand that in order to promote enhancement of their overall standards of living, they are required to promote good health from physical as well as psychological perspectives. It is apparently understood that individuals, belonging to all age groups are overwhelmed by various types of health problems and illnesses. Hence, they need to be well-informed in terms of different types of strategies, which are necessary in promoting good health. One of the important aspects is, all the rural individuals need to put emphasis on reinforcing a constructive approach. Furthermore, they are required to form positive viewpoints in terms of job duties and individuals, whom one is communicating and working with. Therefore, promoting good health is regarded as one of the indispensable benefits of generating awareness in terms of various areas.

D. Coping with Psychological Problems of Anger, Stress, Anxiety, Frustration and Depression in an Adequate Manner

As a consequence of generating awareness in terms of various factors, individuals will be able to cope with psychological problems of anger, stress, anxiety, frustration and depression in an adequate manner. They understand that these problems need to be prevented from having detrimental effects on health conditions, as well as other types of job duties of individuals. Hence, they are required to be well-informed in terms of methodologies and procedures as well. These are necessary in doing well in one's job duties and generating desired outcomes. As a consequence, rural individuals will contribute efficiently in promoting a normal mind-set. When they will be successful in their tasks, they will contribute in incurring the feelings of pleasure and contentment. Therefore, coping with psychological problems of anger, stress, anxiety, frustration and depression in an adequate manner is one of the significant benefits of generating awareness in terms of various areas.

E. Developing Mutual Understanding with others

As a consequence of generating awareness in terms of various factors, rural individuals will be able to develop mutual understanding with others, including, family members, relatives, friends and other community members. There are some job duties, which are carried out on an

individual basis, whereas, there are others, which are carried out through working in co-ordination with others. Hence, development of mutual understanding will be facilitating to the individuals in not only augmenting their understanding, but they will obtain assistance in carrying out job duties successfully. As a consequence, rural individuals will contribute efficiently in promoting a normal mind-set. When they will be successful in their tasks, they will contribute in incurring the feelings of pleasure and contentment. Furthermore, one will contribute in forming cordial and amiable terms and relationships with other individuals. Therefore, developing mutual understanding with others is a vital benefit of generating awareness in terms of various areas.

F. Promoting Enhancement of Career Prospects

Promoting enhancement of career prospects is regarded as one of the primary goals of rural individuals. The rural individuals need to acknowledge the meaning and significance of education. They have formed the viewpoint that education is the instrument, which not only imparts information in terms of academic subjects and concepts, but also in terms of ways that are necessary in promoting enhancement of career prospects. As a consequence of generating awareness in terms of significance of careers, rural individuals will be well-prepared in leading to progression. As a consequence, mind-sets of the individuals will be stimulated towards doing well in one's job duties and generating desired outcomes. Furthermore, they will contribute significantly in acquiring employment opportunities that would be suitable to them. In this manner, rural individuals will promote enhancement of careers and bring about improvements in their overall quality of lives. Therefore, promoting enhancement of career prospects is a crucial benefit of generating awareness in terms of various areas.

G. Promoting Enrichment of Personality Traits

As a consequence of generating awareness in terms of various factors, rural individuals will be able to promote enrichment of their personality traits. The individuals, belonging to rural communities need to be well-equipped in terms of their job duties and responsibilities. Furthermore, they are required to be well-informed in terms of methodologies and procedures as well. These are necessary in doing well in one's job duties and generating desired outcomes. In addition, it is of utmost significance to be well-informed in terms of traits of morality, ethics, diligence and conscientiousness. These need to be honed and implemented throughout one's lives. As a consequence, one will contribute efficiently in acquiring appreciation and reverence from others. In this manner, one will incur the feelings of pleasure and contentment (Lewis, 2017) [5]. Furthermore, up-gradation will take place in the overall personality traits of rural individuals. Therefore, promoting enrichment of personality traits is an essential benefit of generating awareness in terms of various areas.

H. Leading to Up-gradation of overall Standards of Living

Leading to up-gradation of overall standards of living is regarded as one of the primary goals of rural individuals. As a consequence of generating awareness in terms of various factors, rural individuals will render an important contribution in promoting enhancement of one's overall standards of living. They will augment information in terms of different types of subjects and concepts, which would be facilitating in the achievement of this goal. The rural individuals are required to acknowledge and implement certain factors, i.e. implementing effective communication processes; augmenting skills and abilities; making wise and productive decisions; inculcating the traits of morality and ethics; implementing the traits of diligence, resourcefulness and conscientiousness; coping with various types of problems in an effective manner; promoting family and community well-being; promoting cleanliness; reinforcing a constructive approach and putting in efforts to one's best abilities in generating desired outcomes. As a consequence, rural individuals will contribute efficiently in leading to progression. Therefore, leading to up-gradation of overall standards of living is a prominent benefit of generating awareness in terms of various areas.

V. CONCLUSION

The rural individuals are to be generated awareness regarding different areas. Areas in terms of which awareness is to be generated among rural individuals are, acquisition of education, augmenting competencies and abilities, overcoming seclusion, integrating with mainstream society, getting engaged in employment opportunities, honing technical skills, making wise and productive decisions, generating information regarding pioneering methods and materials, promoting family and community well-being, coping with problems satisfactorily, promoting cleanliness and preserving the environmental conditions. Benefits of generating awareness in terms of various areas are, promoting good health; coping with psychological problems of anger, stress, anxiety, frustration and depression in an adequate manner; developing mutual understanding with others; promoting enhancement of career prospects; promoting enrichment of personality traits and leading to up-gradation of overall standards of living. Finally, it can be stated, generating awareness is essential in leading to progression of rural individuals and communities.

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| | |
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