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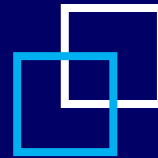
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(A Bi-Annual, Refereed International Publication)




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At a Glance

The current issue of the journal deals with different areas like Management, Social Work, Business and Trade, Journalism, Mass Media and English Literature. It focuses on various topics like impact of social media on disabled people, the role of innovations in organization's growth. film adaptation, identity formation and existentialism.

The first paper, 'Assistive Technologies and Mass Media: An Empirical Study on the Influence of their Usage and Consumption on Persons with Disabilities in Ahmedabad' by Parth Shastri and Dr. Niti Chopra encompasses the findings of four focused group discussions (FGDs) organized at four Ahmedabad-based NGO's working with disability spectrum and finds out that the assimilative technology plays very crucial role in the life of PwDs. While Shivani Raval and Dr. Abhishek Parikh's paper, 'Crucial Role of Innovation in Growth and Success of Organization' aims to identify the role of innovation in the success and growth of the organization and suggests strategies to increase profitability. Whereas Dharmagna Joshi and Dr. Usha Kaushik's research paper, 'Measuring English Teachers' Awareness on Film Adaptations of Chetan Bhagat's Works and their Preference of Media: Empirical Evidence' measures the awareness of English teachers of Higher Secondary schools of Junagadh district about Chetan Bhagat's novels and their film adaptation, and investigates teacher's preference for adapting media for teaching. While research on 'Education in Global Pandemic Globalized Era: Challenges and Opportunities' by Dr. Unnat Patel discusses the challenges being faced by education in the era of global pandemic in globalized era and attempts to show how any challenge can be effectively meted out through tactful and sensible application of available resources and technology. While Meghal Brahmhatt's article, 'Role of Patriarchy and Sisterhood in the Formation of Identity in Alice Walker's Novel "The Color Purple' looks deeply at the difficulties, sufferings, and crises of protagonists. Dr. Mirav Patel and Himani Vyas' article, 'The Feeling of Existential Crisis and Alienation in the Character of Paul Morel in *Sons and Lovers*' is about the struggle of central characters for the existence.

Dr. Abhishek Parikh
Chief Editor

Assistive Technologies and Mass Media: An Empirical Study on the Influence of Their Usage and Consumption on Persons with Disabilities in Ahmedabad

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Abstract

The exponential rise of smartphones and devices in recent years has changed the way Persons with Disabilities (PwDs) interact with the world. India's Rights of Persons with Disabilities Act, 2016 recognizes the role assistive technology plays in the inclusion of PwDs in the mainstream. The present study encompasses the findings of four focused group discussions (FGDs) organized at four Ahmedabad-based NGOs working with disability spectrum including visual impairment, speech and hearing impairment and orthopaedic impairment to understand the usage of assistive devices by PwDs and its role in helping their assimilation in the society. Key findings pointed at a very high rate of smartphone usage by the PwDs for their daily activities and connect to the world, reliance on computer skills to find a good job and adopting new technologies for improved mobility. The 5As of Access – Availability, Accessibility, Affordability, Appropriateness and Acceptability – play a crucial role in the PwDs to adopt new technology. The respondents also pointed out the role of media and society at large to create inclusiveness and creating opportunities for the PwDs.

Keywords: *Accessible India, RPwD Act, Disability, Persons with Disabilities, Assistive technology*

Citation:

Shastri, Parth. & Chopra, Niti. (2021). Assistive Technologies and Mass Media: An Empirical Study on the Influence of Their Usage and Consumption on Persons with Disabilities in Ahmedabad. *Ganpat University Journal of Applied Research In Social Sciences & Humanities (GUJARISSH)*, Vol. 9 (2), 1-24.

Crucial Role of Innovation in Growth and Success of Organization

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Abstract

This paper has the main purpose of measuring the importance of innovation in regards to organizations. In today's competitive environment that activity must be a part of leadership. The main aim of this study is to identify the role of innovation in the success and growth of the organization. This research work will help organizations and firms to understand the importance of innovation in a firm in a target market. This paper also helps the organizations to deal with the innovation strategy which is used for increasing profitability. This paper provides clear knowledge about the innovation with relevant examples showing merger and blends of innovation and organization in the north Gujarat region. To the future researcher, this can become a source of identifying the innovation process strategy in the organization to succeed in the target market. An organization can easily build upon existing data gathering tools and instruments to make the task or work very easy and less time consuming, modifying existing product innovation, process innovation, position innovation, and paradigm innovation. This paper also useful for creating a positive impact on innovation in the target market or customers. This is also important for making clear sites for uses of the various innovations in the development of the organization of a business firm. This study is also useful for growing and developing organization in the target market by making more creative, profitable or innovative.

Keywords: Innovation, Growth, Success, Organization

Citation: Raval, Shivani. & Parikh, Abhishek. (2021). Crucial Role of Innovation in Growth and Success of Organization Ganpat University *Journal of Applied Research In Social Sciences & Humanities (GUJARISSH)*, Vol. 9 (2), 25-43

Measuring English Teachers' Awareness on Film Adaptations of Chetan Bhagat's Works and their Preference of Media: Empirical Evidence

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Abstract

This research aims to study the awareness of Adaptation of Chetan Bhagat's novels into Film and the media of preference among English teachers of Higher Secondary schools of Junagadh district. The study was carried out at Junagadh in the state of Gujarat. The sample of the study is 70 English teachers of the Government as well as Grant-in-aid Higher Secondary schools of Junagadh district. The tool used for data collection of English teachers' awareness of reading novels and watching adapted films is a questionnaire. While personal interview method was conducted by the researchers to get some choice-based detailed answers. The result of the analysis shows that the awareness level of English teachers of Higher Secondary Government and Grant-in-aid schools of Junagadh district is high which is a positive sign. The positive correlation indicates that the increase in reading novels and watching their film adaptations can, in a long run, be useful to these teachers to make their teaching more effective as they can show the text-based film as a teaching technique.

Keywords: *awareness, novels, film adaptations, media preference.*

Citation:

Joshi, Dharmagna. & Kaushik, Usha. (2021). Measuring English Teachers' Awareness on Film Adaptations of Chetan Bhagat's Works and their Preference of Media: Empirical Evidence. *Ganpat University Journal of Applied Research In Social Sciences & Humanities (GUJARISSH)*, Vol. 9 (2), 44-56.

Education in Global Pandemic Globalized Era: Challenges and Opportunities

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Abstract

When the entire world is severely hit by Corona Pandemic (Covid-19), a new world order called 'New Normal' seems to have emerged from the ashes of difficult times. When all the facets of human life are facing a paradigm shift, education cannot remain unaffected by it. The growing death worldwide presents a very strong evidence of several stark realities. Education can undoubtedly act as a sure-cure for any challenge threatening the existence of the human race on this lovely earth. Moreover, globalization can act as a boon by providing an opportunity for the best of the brains to come together and make joint efforts in fighting out the challenges. Globalization facilitates technology exchange and knowledge sharing. Teacher is a central and important catalyst of a civilized society, and technology without the presence of a dynamic teacher is cripple. The present paper aims at discussing the challenges being faced by education in the era of global pandemic in globalized era and attempts to show how any challenge can be effectively meted out through tactful and sensible application of available resources and technology. The fate of any nation rests on its education and proper integration of technical inventions with talented teachers can do wonders. There is no recourse but to adopt and adapt the way education is disseminated.

Keywords: *Corona, COVID-19, pandemic, technology, globalization, pedagogy, synchronous, asynchronous*

Citation: Patel, Unnat. (2000). Education in Global Pandemic Globalized Era: Challenges and Opportunities. *Ganpat University Journal of Applied Research In Social Science & Humanities*, 9 (2), 57-68.

Role of Patriarchy and Sisterhood in the Formation of Identity in Alice Walker's Novel *The Color Purple*

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Abstract

Alice Walker's novels mainly focus on the lives and problems of Black female characters and their hardships and struggle to achieve independent identities. Alice Walker's third novel, The Color Purple was written in 1982. The themes of patriarchy, male domination, the subordination of women, and violence are shown in the relationship between Celie and the men in her life. Education and economic independence are shown as a way to get oneself free from the clutches of male domination. The importance of sisterhood is shown as an important factor in shaping and forming the identity of one's own. This paper tries to look deeply at the difficulties, sufferings, and crises that are partly created by the female characters themselves and partly by the external factors. The relationship between Celie's development as a woman and her relationship with the women around her is analysed as she leads towards freedom because of the sisterhood and motivation provided by the other female characters.

Keywords: *Identity crisis, sisterhood, patriarchy, independence, freedom, education, violence*

Citation: Brahmbhatt, Meghal.(2021) Role of Patriarchy and Sisterhood in the Formation of Identity in Alice Walker's Novel *The Color Purple*. Ganpat University Journal of Applied Research In Social Science & Humanities, 9 (2), 69-81.

The Feeling of Existential Crisis and Alienation in the Character of Paul Morel in *Sons and Lovers*

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Abstract

Existential crises and Alienation have become very essential parts of human characteristics in the world today. The literature produced years back also talks about these aspects of human life, however, they have seldom been a focus of the study and the theme. Sons and Lovers by D.H Lawrence also include the proper and detailed meanings of both the themes. This study is an attempt to reveal the existence of these characteristics in Paul Morel, who is the central character of Sons and Lovers by D.H. Lawrence. The main purpose of this study is to explore these themes in the novel, which are unexplored till now. Since the time the novel is written, it is read and researched on the perceptions and themes like adultery, Oedipus Complex, religion, physicality, self-destruction, grief, etc. This study explores these new themes especially in the character of Paul and it will also give a scope to connect other characters with these themes.

Keywords: *Existential Crisis, Existentialism, Alienation, Self-actualization, Oedipus Complex.*

Citation:

Patel, Mirav and Vyas, Himani.(2021). The Feeling of Existential Crisis and Alienation in the Character of Paul Morel in *Sons and Lovers*. *Ganpat University Journal of Applied Research In Social Sciences & Humanities (GUJARISSH)*, Vol. 9 (2), 82-92.

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