

ROLE OF SOCIAL MEDIA IN PROMOTING ENVIRONMENTAL AWARENESS AMONG RURAL RESIDENTS

Vipra Bhardwaj

Research Scholar

Dr. Nirmal Sharma

Research Supervisor

(Associate Professor)

Glocal School of Science, Glocal University UP

DECLARATION: I AS AN AUTHOR OF THIS PAPER /ARTICLE, HERE BY DECLARE THAT HE PAPER SUBMITTED BY ME FOR PUBLICATION IN THE JOURNAL IS COMPLETELY MY OWN GENUINE PAPER. IF ANY ISSUE REGARDING COPYRIGHT/PATENT/ OTHER REAL AUTHOR ARISES, THE PUBLISHER WILL NOT BE LEGALLY RESPONSIBLE. IF ANY OF SUCH MATTERS OCCUR PUBLISHER MAY REMOVE MY CONTENT FROM THE JOURNAL WEBSITE FOR THE REASON OF CONTENT AMENDMENT /OR ANY TECHNICAL ISSUE WITH NO VISIBILITY ON WEBSITE /UPDATES, I HAVE RESUBMITTED THIS PAPER FOR THE PUBLICATION. FOR ANY PUBLICATION MATTERS OR ANY INFORMATION INTENTIONALLY HIDDEN BY ME OR OTHERWISE, I SHALL BE LEGALLY RESPONSIBLE. (COMPLETE DECLARATION OF THE AUTHOR AT THE LAST PAGE OF THIS PAPER/ARTICLE)

Abstract

This study assesses the efficacy of mass media in conveying environmental information while examining the level of environmental awareness and knowledge among rural populations in Kaithal district, Haryana, India. With the use of a mixed-approaches strategy that included interviews and household surveys, data were gathered from 220 people, including locals and college students, and 100 houses. The results show that different people have different levels of knowledge and awareness about environmental concerns such as waste management, biodiversity preservation, sustainable agriculture, and water conservation. In addition, the study evaluates how rural populations' environmental consciousness has been shaped by mass media outlets such as radio, television, newspapers, and the internet. The findings offer insightful information about the environmental beliefs and behaviours that are common in rural Haryana. They also have implications for future interventions and policy frameworks that aim to advance sustainable development and raise environmental literacy in rural areas.

Keywords: Social Media, Environmental Awareness, Rural Residents, Promotion, Communication.

1. INTRODUCTION

Nowadays, many individuals are know about the terms Facebook, QQ, WhatsApp, QZone, WeChat, LinkedIn, Skype, Google+, Instagram, Twitter, and Snapchat. These are the most well-known web-based entertainment stages that are encouraging overall connections. Each person-to-person communication site has an extraordinary configuration, tasteful, charm, and set of purposes. In light of everything; these person-to-person communication destinations are working effectively of empowering activity on various ecological issues. Many individuals, particularly the younger generation, participate in these highly active social media platforms, which cover a wide range of topics from solid waste management to renewable energy news, global warming, and climate change. Individuals can now direct perfect and green business and alter portions of their conduct thanks to innovation, but since of the reckless utilization of regular assets, individuals are as yet unfit to stay aware of the rate at which the climate is changing both locally and around the world. Web-based entertainment has formed into a crucial instrument for giving the public a voice and a method for taking part in impacting or obstructing choices about the climate that legislatures and organizations have that affect everybody. This has made a way for individuals to interface with local natural issues and comprehend greater stories that affect the world local area.

➤ **Newspapers& Magazines**

Newspapers are seen to be a great place to learn about environmental issues. For instance, when they inform farmers about the dangers of using pesticides, how to start organic farming, new agricultural technologies, etc., they serve as a source of incentive. Additionally, they support the disclosure of environmentally harmful policies and practices that different industrial organizations adhere to. Local authorities, governments, businesses, and other units are compelled to alter their strategies and procedures, strictly enforce laws and regulations, and give up on development projects whose negative effects on the environment and society outweigh any positive ones as a result of these exposures and the public pressure that followed. Comparably, it was discovered that environmental magazines such as "Down to Earth" covered a wide range of environmental issues and their scientific underpinnings, from local to global levels and from policy to science. By publishing insightful articles, poetry, and cartoons about environmental issues, newspapers also contribute to the promotion of environmental

awareness. Although mass media is tremendously helpful, it still has the drawback that only literate individuals can benefit from it.

➤ **Radio**

Radio is inexpensive, very accessible, and its signals are nearly universal across the nation. FM radio offers essential environmental information in addition to enjoyment. It has been reported that Delhi FM, with support from the Ministry of Environment & Forests, was airing two weekly environmental programs called "Kinare-Kinare" and "Ao Dilli Savarino." News about environmental issues is extremely rare at the federal level, and when it is, it is usually at the regional level. This media is quite appropriate for the rural, illiterate, and less educated populace.

➤ **Television**

Compared to newspapers and radio, television is the most widely used mass medium since it appeals to both the country's impoverished countryside populace and its educated elite, as well as the literate and illiterate. The government is currently considering giving environmental TV shows important airtime in relation to environmental issues. Certain channels, including Animal Planet, National Geographic, and Discovery Channel, focus only on wildlife, marine life, and endangered animals when they air. Of all the channels, door darshan is the most significant and well-liked by the lower classes of society. Programs such as "Virasat," "Race to Save the Plant," "Terr quiz," and "Earth" were broadcast by Door Dashan in collaboration with the Ministry of Environment & Forests. A few episodes of the TV series "Satyamev Jayate" that aired recently focused on environmental issues.

➤ **Internet**

Nowadays, more people use the web to advance natural mindfulness since it allows them the opportunity to respond and become involved immediately. The Web is one of the best places for people to find data about environmentalism, environmental change, and green residing rehearses in light of its immense reach and availability. It offers data on ecological issues locally and broadly, yet additionally universally. Web-based entertainment stages like "Facebook," "Twitter," and others are magnificent for dispersing articles, news, and other substance, making them the most supportive for being current on ecological issues. However, only some demographics are able to utilize the internet. Only anyone with computer

competence can benefit from it. Additionally, there is the issue of poor connectivity in rural areas.

2. LITERATURE REVIEW

In 2020, Joo, Y., Seok, H., and Nam, Y. This study utilized the hypothesis of arranged conduct (TPB) model to inspect the key factors that impact how forthcoming guests to provincial the travel industry might act. Utilizing the TPB model, it additionally endeavored to decide how the reception of interpersonal interaction administrations (SNS) impacted country the travel industry. A halfway least squares primary condition model (PLS-SEM) was utilized for the review. The discoveries showed that emotional standard and saw conduct control affected guests, with emotional standard making a more grounded difference. A huge calculate the strength of the relationship between appearance aim and emotional standard was the utilization of SNS by purchasers. The discoveries might be utilized by advertisers and backers of feasible the travel industry to assist them with pursuing better business decisions.

In 2020, Liu, P., Teng, M., and Han, C. This examination explores the manners by which ecological perspectives, conduct aims, and favorable to natural exercises are impacted by broad ecological information in association with the general climate. Utilizing a broadly delegate test of 2824 respondents from China, underlying condition demonstrating (SEM) with bootstrapping gauges was utilized to assess a causal chain from natural information to supportive of ecological activities. The discoveries demonstrate that natural social aims and supportive of ecological ways of behaving are essentially affected by ecological conduct information, natural mentalities are altogether impacted by ecological information, and natural conduct goals are fundamentally affected by favorable to natural ways of behaving. Furthermore, we reached the resolution that albeit natural information is a basic distal variable whose impressive impact is completely interceded by ecological perspectives and natural conduct expectations, it significantly affects supportive of ecological activities. The multigroup underlying condition displaying (SEM) results showed that different segment factors (e.g., orientation, metropolitan versus provincial home, training level, and area) differently affect the model in this review. Furthermore, the directing impact of outer setting on the connection between ecological conduct aims and favorable to natural ways of behaving was additionally illustrated.

Kurpayanidi, K. I., Tirasawasdichai, T., and Tsoy, D. (2021) The purpose of the study is to use the EPPM model and PMT theory to examine how social media use during COVID-19 affected people's perceptions of effectiveness and danger. We highlight how the "Stay at home" behavior of the EPPM model interacts with SDT (self-determination) theory. The potential of social media in helping individuals achieve better preventative outcomes is discussed in the study. Because of social media's enormous power to shape public opinion and perceptions of danger, governments, security and reconnaissance personnel, and legislators must handle crisis communication. collaborating with top experts in a range of fields, including psychology, governance, economics, and epidemiology, to produce compelling, powerful material for social media platforms and health promotion programs. The news should adhere to the recommendations of the EPPM model standard and convey the message in an accurate and consistent manner. Specialists ought to aggregate important photographs, information, and data as per the trepidation driving model for the "Remain at home" crusade, which urges sticking to social removing proposals. They ought to likewise offer dependable rules in regards to the defensive estimates that residents can take to guarantee their security. Misleading publicity ought to accentuate schooling and the benefit of sticking to the norm, aside from cargo impelling strategies.

Naz, S., Khan, A., Qalati, S. A., Ahmed, N., Li, C., & Rana, F. (2021). In order to better understand the purchasing intentions of young Chinese customers, namely those between the ages of 18 and 30, who attend college and university, this research proposes an expanded model of the theory of planned behavior (TPB). Analysis were performed using structural equation modeling on a sample of 515. Young consumers' purchase intention for organic food is positively influenced by attitude (A), subjective norms (SNs), and perceived behavioral control (PBC), according to the results. Furthermore, attitudes about environmental issues are favorable (EC). Additionally, EC influences young customers' propensity to buy organic food in a good way. The results showed that attitude and young customers' intentions to buy organic food are favorably mediated by EC. More notably, environmental awareness positively moderates the link between all latent variables (A, SNs, PBC) and young consumers' purchase intention.

Dellarmelin, M. L., Guimarães, J. C. F., and Severo, E. A. (2021). The COVID-19 Pandemic has grown to be a serious global public health problem that may have an effect on social responsibility, environmental sustainability, and people's quality of life. In this setting, social

behaviors, sustainable consumption, and environmental awareness have all significantly altered as a result of the pandemic-related health crises, social isolation, and quarantine that occurred. The purpose of this research is to examine how Brazilian and Portuguese Baby Boomers, as well as members of the X and Y generations, perceive environmental consciousness, sustainable consumerism, and social responsibility in the context of the COVID-19 pandemic. The approach used was descriptive quantitative research using a survey given to 3236 respondents, which was then examined using structural equation modeling. The findings show that the COVID-19 Pandemic has had a significant impact on people's behavior, which has an impact on social responsibility and environmental sustainability. Remarkably, the COVID-19 Pandemic had a stronger effect on environmentally conscious consumption, sustainable consumption, and social responsibility to a lesser degree. Furthermore, the Baby Boomer generation's perspective and importance were also higher in Portugal.

Chaney, B. H., Stollefson, M., Paige, S. R., and Chaney, J. D. (2020). Because web-based entertainment might separate actual obstructions that have generally kept individuals from getting to medical care administrations and help, its use in general wellbeing schooling has been developing. Wellbeing schooling experts are confronted with the test of fostering their capability in PC intervened settings that improve purchaser wellbeing encounters in both on the web and disconnected settings, as wellbeing advancement turns out to be more coordinated into Web based programming. As wellbeing training experts keep on adjusting the advantages of web-based entertainment against potential worries and obstacles to utilization, a more noteworthy information on the benefits and drawbacks of virtual entertainment really should use in the space be created. Thusly, by spanning the standards of wellbeing training and wellbeing correspondence, this Unique Issue intends to explore virtual entertainment as a translational device for wellbeing advancement. It does as such by seeing three key regions: (1) how virtual entertainment clients access, arrange, and produce wellbeing data that is effective and significant for various crowds; (2) how to conquer impediments to involving online entertainment for wellbeing advancement; and (3) prescribed procedures for making, executing, and surveying web-based entertainment discussions in general wellbeing. In this examination.

In 2021, Liu, P., Han, C., and Teng, M. A coordinated hypothetical and scientific methodology is created in this paper to address the subject of what Web use means for favorable to ecological way of behaving. Utilizing a broadly delegate test of 9,473 respondents from China, primary

condition displaying with bootstrapping gauges was utilized to assess a causal chain from Web use to favorable to ecological ways of behaving. The discoveries exhibit that Web utilization impacts fulfillment with legislative natural insurance (SGEP) and an impressive positive effect on apparent ecological contamination dangers (PEPTs) and natural information (EK). We likewise arrived at the resolution that, regardless of the effect being little, Web use straightforwardly as well as by implication advances supportive of ecological ways of behaving by means of the interceding jobs of EK, PEPTs, and SGEP. Among these, SGEP has a negative intervening effect while EK and PEPTs have ideal ones. One of the concentrate's most captivating discoveries is that utilizing the Web doesn't necessarily have a decent preparing influence. At last, utilizing this sweeping worldview, there are clear differentiations between the Web and traditional media, including papers, TV, and magazines, regarding their effect on favorable to ecological ways of behaving.

Huang, Y., Liu, Q., and Zhong, B. (2021). This research takes a gander at any likely connections between web-based entertainment use and the effect the Covid had on psychological well-being during Wuhan's Coronavirus pandemic. It offers a reasonable model to research how people used web-based entertainment and its ramifications on clients' psychological well-being issues and wellbeing conduct change in Wuhan, the underlying focal point of the overall Coronavirus pestilence. The model is educated by the Emergency and Crisis Chance Correspondence Model and Wellbeing Conviction Model. As per the discoveries, utilizing web-based entertainment was connected to optional injury and trouble, and it additionally anticipated changes in wellbeing related conduct. In any case, no association was found between changes in wellbeing conduct and emotional well-being issues. Individuals in Wuhan observed that utilizing online entertainment was valuable when the infection spread since it gave them peer, close to home, and educational help notwithstanding wellbeing related data. Notwithstanding, over the top web-based entertainment utilization brought about emotional well-being issues. The discoveries propose that moving back from web-based entertainment during the pestilence could upgrade prosperity, which is fundamental for decreasing the effect the pandemic is causing to psychological wellness.

3. RESEARCH METHODOLOGY

This research was carried out with great care in the rural areas of Haryana, India, with a particular emphasis on the district of Kaithal, which is located in the state's northern region.

The district of Kaithal is around 2317 square kilometres in size, and it is located at 29°.80' N latitude and 76°.39' E longitude. This area is a perfect place to look at rural residents' awareness of and knowledge about the environment because of its varied biological landscape and rich agricultural legacy.

The climate in the Kaithal area is subtropical with notable seasonal fluctuations in temperature. Summertime temperatures are often between 25 and 40°C, while wintertime lows are between 7 and 20°C. The district's distinct biodiversity is a result of its unusual climatic circumstances as well as its topographical characteristics, which makes it an interesting topic for environmental study.

The study's methodology demonstrates an all-encompassing approach meant to capture the subtleties of rural dwellers' environmental consciousness. In order to learn more about the community's comprehension of different environmental concerns and the effectiveness of mass media in raising environmental consciousness, the study design combines both home surveys and interviews.

Using a stratified random sample approach, 100 homes from various villages in the Kaithal area were chosen for the household surveys. As a result, the district was guaranteed representation from a range of socioeconomic backgrounds and geographical areas. The questionnaires were carefully crafted to evaluate the inhabitants' perspectives and understanding of environmental problems that are common in their neighborhood. In parallel, 220 carefully selected people were interviewed in order to present a comprehensive viewpoint. 110 locals between the ages of 25 and 60 who worked in a variety of jobs common in rural areas, including small-scale manufacturing, agriculture, and animal husbandry, were interviewed. In order to assess the views and knowledge of the younger generation about environmental concerns, an additional 100 students, who were enrolled at nearby institutions and ranged in age from 18 to 25, were included.

The interviews included a wide range of environmental issues, such as waste management, biodiversity protection, sustainable agricultural methods, water conservation, and the function of traditional knowledge in environmental stewardship. In addition, questions about respondents' exposure to environmental information via newspapers, radio, television, and the internet were asked.

This research attempts to give a nuanced picture of the environmental knowledge, attitudes, and behaviours common among rural inhabitants of Kaithal region by carefully examining the data gathered via surveys and interviews. Furthermore, it aims to assess how well mass media outlets promote environmental consciousness in this population, offering insightful information for future initiatives and the creation of policies that support sustainable development in rural Haryana.

4. DATA ANALYSIS

The study's technique, which includes interviews and household surveys, provides a reliable way to capture the variety of dimensions of environmental consciousness among the rural Kaithal district's population. The research assures representation across different socio-economic backgrounds and geographic regions within the district by using a stratified random sample approach for home surveys. This improves the generalizability of the results. Researchers may evaluate individuals' attitudes and behaviors toward environmental concerns that are widespread in their neighbourhood as well as their degree of environmental awareness thanks to this careful design.

The interview section with local people and college students offers a broad viewpoint on environmental awareness spanning various age groups and vocations common in rural areas. This method recognizes the variety of life experiences and viewpoints that influence people's perceptions of environmental challenges and their involvement in sustainable behaviors. Furthermore, via exploring several environmental issues including conserving water, implementing sustainable farming methods, handling garbage, and protecting biodiversity, the research demonstrates the range of obstacles and prospects for environmental responsibility in rural Haryana.

Moreover, it is especially illuminating to examine how well mass media—which includes radio, television, newspapers, and the internet—can promote environmental consciousness among people living in rural areas. The analysis's conclusions may provide insightful information on the influence and reach of various media outlets in influencing public opinion and distributing environmental information. Enhancing environmental communication and education programs in rural areas might benefit from an understanding of the most widely used and regarded media sources.

Overall, the technique used in this research provides a solid framework for evaluating rural Kaithal area inhabitants' environmental awareness and knowledge in a thorough manner. The results obtained from this methodology possess the capacity to guide focused interventions and policy creation intended to foster sustainable development and augment environmental literacy in rural areas of Haryana.

Table 1: Responses Of Respondents Regarding Mass Media Tools In Creating Environmental Awareness

	Local residents	College students
TV	45	20
Radio	20	10
News paper and magazines	18	24
Internet sources	16	50

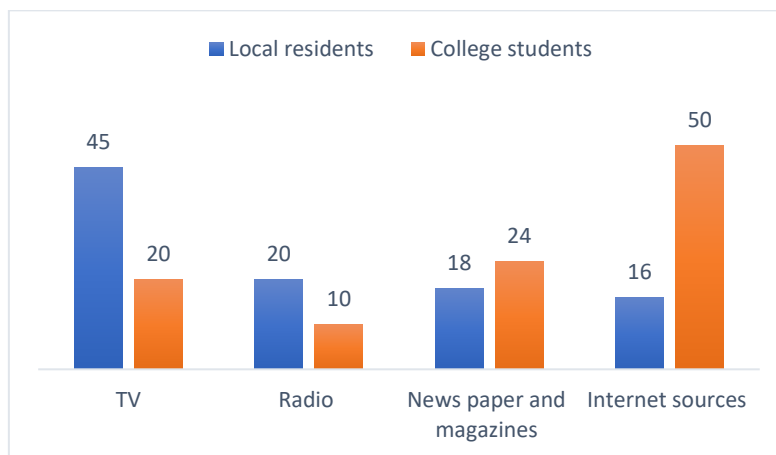


Figure 1: Responses Of Respondents Regarding Mass Media Tools In Creating Environmental Awareness.

The distribution of college students' and locals' favourite sources of environmental knowledge in the Kaithal district is shown in the table. According to the survey, television (TV) is the preferred medium for both categories, with 20% of college students and 45% of locals claiming it as their main source of environmental information. Conversely, radio has somewhat lesser choice; 20% of locals and 10% of college students say they would rather listen to it. It's interesting to note that while just 18% of locals say they prefer newspapers and magazines, 24% of college students say they prefer print media. The most notable difference, however, is

in how often college students use the internet—only 16% of locals depend on it, whereas 50% of students use it frequently. This disparity highlights how important internet channels are becoming for spreading environmental awareness, especially to younger people. Overall, the chart shows how varied locals' and college students' media consumption patterns are, highlighting the necessity for customized communication tactics to successfully reach and engage various population groups in environmental education and awareness programs.

5. CONCLUSION

According to this research, rural populations in Kaithal district, Haryana, have differing degrees of environmental awareness. There are especially large knowledge gaps when it comes to waste management, sustainable agriculture, and water conservation. The impact of mass media, which includes both digital and conventional channels, is evident, but more focused message is required to properly reach rural populations. In order to tackle these obstacles and advance sustainable development, it is critical to fortify environmental education programs, create customized communication plans, support neighbourhood-based conservation projects, and cultivate partnerships with regional stakeholders. By putting these suggestions into practice, we can improve environmental literacy and foster a culture of environmental responsibility, which will eventually help Haryana's rural villages remain sustainable over the long run.

REFERENCES

1. Ahmed, N., Li, C., Khan, A., Qalati, S. A., Naz, S., & Rana, F. (2021). *Purchase intention toward organic food among young consumers using theory of planned behavior: role of environmental concerns and environmental awareness. Journal of Environmental Planning and Management, 64(5), 796-822.*
2. Habes, M., Alghizzawi, M., Ali, S., SalihAlnaser, A., & Salloum, S. A. (2020). *The Relation among Marketing ads, via Digital Media and mitigate (COVID-19) pandemic in Jordan. International Journal of Advanced Science and Technology, 29(7), 12326-12348.*
3. Joo, Y., Seok, H., & Nam, Y. (2020). *The moderating effect of social media use on sustainable rural tourism: A theory of planned behavior model. Sustainability, 12(10), 4095.*

4. Liu, C., Dou, X., Li, J., & Cai, L. A. (2020). *Analyzing government role in rural tourism development: An empirical investigation from China*. *Journal of Rural Studies*, 79, 177-188.
5. Liu, P., Han, C., & Teng, M. (2021). *The influence of Internet use on pro-environmental behaviors: An integrated theoretical framework*. *Resources, Conservation and Recycling*, 164, 105162.
6. Liu, P., Teng, M., & Han, C. (2020). *How does environmental knowledge translate into pro-environmental behaviors?: The mediating role of environmental attitudes and behavioral intentions*. *Science of the total environment*, 728, 138126.
7. Naeem, M., & Ozuem, W. (2021). *The role of social media in internet banking transition during COVID-19 pandemic: Using multiple methods and sources in qualitative research*. *Journal of Retailing and Consumer Services*, 60, 102483.
8. Oscarius Yudhi Ari Wijaya, A. P., Sulistiyani, S., Pudjowati, J., Kartikawati, T. S., Kurniasih, N., & Purwanto, A. (2021). *The role of social media marketing, entertainment, customization, trendiness, interaction and word-of-mouth on purchase intention: An empirical study from Indonesian smartphone consumer*. *International Journal of Data and Network Science*, 5(3), 231-238.
9. Severo, E. A., De Guimarães, J. C. F., & Dellarmelin, M. L. (2021). *Impact of the COVID-19 pandemic on environmental awareness, sustainable consumption and social responsibility: Evidence from generations in Brazil and Portugal*. *Journal of cleaner production*, 286, 124947.
10. Stollefson, M., Paige, S. R., Chaney, B. H., & Chaney, J. D. (2020). *Evolving role of social media in health promotion: updated responsibilities for health education specialists*. *International journal of environmental research and public health*, 17(4), 1153.
11. Sun, Y., & Wang, S. (2020). *Understanding consumers' intentions to purchase green products in the social media marketing context*. *Asia pacific journal of marketing and logistics*, 32(4), 860-878.
12. Tsoy, D., Tirasawasdichai, T., & Kurpayanidi, K. I. (2021). *Role of social media in shaping public risk perception during COVID-19 pandemic: A theoretical review*. *International Journal of Management Science and Business Administration*, 7(2), 35-41.
13. Uralovich, K. S., Toshmamatovich, T. U., Kubayevich, K. F., Sapaev, I. B., Saylaubaevna, S. S., Beknazarova, Z. F., & Khurramov, A. (2023). *A primary factor in sustainable*

development and environmental sustainability is environmental education. Caspian Journal of Environmental Sciences, 21(4), 965-975.

14. Zheng, J., Ma, G., Wei, J., Wei, W., He, Y., Jiao, Y., & Han, X. (2020). *Evolutionary process of household waste separation behavior based on social networks. Resources, Conservation and Recycling, 161, 105009.*
15. Zhong, B., Huang, Y., & Liu, Q. (2021). *Mental health toll from the coronavirus: Social media usage reveals Wuhan residents' depression and secondary trauma in the COVID-19 outbreak. Computers in human behavior, 114, 106524.*

Author's Declaration

I as an author of the above research paper/article, hereby, declare that the content of this paper is prepared by me and if any person having copyright issue or patent or anything otherwise related to the content, I shall always be legally responsible for any issue. For the reason of invisibility of my research paper on the website/amendments/updates, I have resubmitted my paper for publication on the same date. If any data or information given by me is not correct, I shall always be legally responsible. With my whole responsibility legally and formally have intimated the publisher (Publisher) that my paper has been checked by my guide (if any) or expert to make it sure that paper is technically right and there is no unaccepted plagiarism and hentriconane is genuinely mine. If any issue arises related to Plagiarism/ Guide Name/ Educational Qualification/ Designation/ Address of my university/ college /institution/ Structure or Formatting/ Resubmission /Submission /Copyright /Patent/Submission for any higher degree or Job/Primary Data/Secondary Data Issues. I will be solely/entirely responsible for any legal issues. I have been informed that the most of the data from the website is invisible or shuffled or vanished from the database due to some technical fault or hacking and therefore the process of resubmission is there for the scholars/students who finds trouble in getting their paper on the website. At the time of resubmission of my paper I take all the legal and formal responsibilities, If I hide or do not submit the copy of my original documents(Andhra/Driving License/Any Identity Proof and Photo) in spite of demand from the publisher then my paper maybe rejected or removed from the website anytime and may not be consider for verification. I accept the fact that As the content of this paper and the resubmission legal responsibilities

and reasons are only mine then the Publisher (Airo International Journal/Airo National Research Journal) is never responsible. I also declare that if publisher finds Any complication or error or anything hidden or implemented otherwise, my paper maybe removed from the website or the watermark of remark/actuality maybe mentioned on my paper. Even if anything is found illegal publisher may also take legal action against me

Vipra Bhardwaj
Dr. Nirmal Sharma
