

A Study on the Impact of Electronic Media in Relation to Social Awareness among High School Students in Coimbatore District

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Abstract

Electronic media has a powerful impact on everyone's life today, particularly younger generation of students. They are addicted to electronic media especially the 'monster', Internet, mainly through mobile phones. They are totally immersed in the mobile phones being unaware of what is happening around them at that particular moment. Recently, we came across students who played deadly online games like 'The Blue Whale Challenge' and 'Momo' which ended in taking the life of students. This could have been avoided if the students had avoided the use of internet and if their parents were "media literate". This was the background of this proposal. The students should spend more time on studies so that they can score good marks, improve their knowledge and understand about the society. The students should be aware of what is happening in and around the society they live in. This can be done by reading daily newspapers and most importantly electronic media like Television, Radio and internet connected mobile phones in a purposeful way. The social problems like honor killings, gender inequality, sanitation and cleanliness, pollution etc and their happenings are easily and quickly available to them. The students should use this opportunity and update themselves and analyze the good and bad effects of each. This proposal studies the impact of electronic media in relation to social awareness among high school students in Coimbatore District.

Keywords: Electronic Media, Internet, Society, Social Awareness and High School Students.

Introduction

Electronic media plays a crucial role in our everyday lives and has a very strong influence in moulding the student. Examples of electronic media are television, radio, internet and e-magazines. There are lots of positive aspects in electronic media. Students receive loads of information and knowledge from electronic media. Electronic media is the best way to bring awareness in the society because everyone depends on some kind of electronic media for the updates. The positive effects of electronic media are welcomed by everyone. But, there is a need to prevent the electronic media from having a negative influence in moulding the student. The students at home and at school, must be taught to distinguish between the good and ill effects of the Electronic Media, especially, Internet. The negative effects of electronic media in a student's life change their mental set-up. Students should spend their time in reading good books, studying, playing traditional game outdoors, exercising or engaging in social activities. But, today, they spend their time glued to the television and their cell phones. The internet, which is easily accessible even for a small child exposes them to undesired contents which they should not know and will not understand.

Parents have a huge responsibility to protect their children from such kind of unwanted exposures. With the advanced development of technology, the access to the information is a necessity. Internet is the good example for development of electronic media based on technology.

Internet is a kind of freely available electronic media which is misused by some people. Most of the commercial advertisements, commercial films, reality shows and music videos prepare their creations based on sexuality and lust in order to attract the young ones. The students are our next generation. Moulding the student in the right shape is very much essential. Now-a-days in the era of globalization, students' lives are more and more influenced by the electronic media.

The objective of this work is to check the impact of electronic media which includes cable T.V, internet etc on the social awareness of students.

Literature Review

Studies Conducted in India

N.Naveena (2015) showed that the mass media provides an important link between the rural residents and vital national information. The mass media, in the form of the radio and television, are an effective way to persuade target audiences to adopt new behaviors, or to remind them of critical information. Besides informing the public about new diseases and where to seek help, they can also keep the public updated.

Neethu Joseph (2016) showed that the traditional games have been replaced by the electronic media. Although the students are engaged more in the electronic media, its judicial use has a positive impact on the wellbeing of the students. Demographic variables such as age, gender, type of family and family income does not affect the usage of electronic media among the school children.

Akashdeep Bhardwaj, Vinay Avasthi and Sam Goundar (2017) reviewed benefits of the social networking sites in culture development, building self-identity, developing relationships and acquisition of social, communication, and technical skills. For future research, there is a need to increase the sample size and select a better representative sample.

Gaurav Singh, Makhanalal Chaturvedi and Nity Pandey (2017) tells that social media is the most used medium among the respondents. It was also found that respondents use both newspapers as well as TV for information gathering. The researchers found that more than 70% of the respondents use media daily for getting up to date information.

Monica Munjial Singh and Mohammad Amiri (2017) observed that over utilization of social media is growing among the youth, between the ages of 16 years to 25 years. Majority of the selected youth are using social media for the purpose of site surfing, chatting, entertainment etc.

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Gitanjali Kalia (2017) studied the relevance and importance of social media. The study concludes that our education system needs change and social media should be widely utilized for the educational purposes.

N.Ram (2018) முகநூல், வாட்ஸ்அப் உள்ளிட்ட சமூக ஊடகங்கள் ஏற்படுத்தும் பாதிப்புகள், தாக்கங்கள் குறித்து பள்ளியில் இருந்தே மாணவர்களுக்கு விழிப்புணர்வு ஏற்படுத்துவது அவசியம் என்று 'தி இந்து' குழுமம் நடத்திய கருத்தரங்கில் 'இந்து' என். ராம் வலியுறுத்தினார். தகவல்கள் அனைத்து தரப்பினரையும் சென்றடைவது உண்மைதான். ஆனால், அவை ஏற்படுத்தும் பாதிப்புகளையும் கருத்தில் கொள்ள வேண்டியுள்ளது. மக்களின் அன்றாட வாழ்க்கை, கல்வி, அரசியல் என அனைத்து துறைகளிலும் அவை உண்டாக்கும் தாக்கங்கள் அதிகம். பயணிகள் தகவல்கள் பரப்பப்படும் அதேநேரம், தேவையற்ற விஷயங்கள், வதந்திகள், வெறுப்புணர்வு மற்றும் வன்முறையை தூண்டும் தகவல்களும் பரப்பப்படுவதையும் மனதில் கொள்ள வேண்டும். தவறான தகவல்களுக்கு சம்பந்தப்பட சமூக ஊடகங்கள் பொறுப்பு ஏற்படுதல்லை. இத்தகைய சூழலில் அவற்றை ஒழுங்குபடுத்துவது அவசியமாகிறது. <https://tamil.thehindu.com/tamilnadu/article25330500.ece>

Studies Conducted Abroad

Brett Brown and Pilar Marin (2009) over the last decade the daily experience of adolescents has been transformed by developments in electronic media, including the computer, the Internet, and cell phones. Beyond access, content and capabilities have exploded. Even television, long a ubiquitous

presence in American households, has seen content change and has grown dramatically.

Doaa Alaa El Din Farag (2010) the purpose of this study is to answer the main research question, which is, to what extent does electronic media affect public policy making in Egypt, with regards to three cases studies. The objective is to determine whether electronic media has the power to mobilize public opinion towards a certain cause, which may then affect government action.

Monika Nalewajek and Radosław M cik (2013) the paper shows that shaping responsible consumption in offline world could be ineffective, and using social media can be beneficial. The authors attempted to determine whether there are present and how can be developed responsible consumption behavior on social networking sites like: Face book, Pinterest and YouTube.

Yunus, Ender (2013) this thesis research focuses on the strength of social media in creating political awareness and mobilizing political protests in Turkey. In this study the recent social movements in Turkey are examined as case studies, to understand the role of social media in political movements, to be able to make predictions for the future. The problem was approached with combining qualitative and quantitative research methods.

Anwaar Ahmad Bhatti, Hassan Ali and Ammar Hassan (2016) the main objective of this research was to find out the influence of electronic media upon youth's perception about the prevailing political conditions and to evaluate which electronic media (internet or TV) is more effective in bringing political awareness in the behavior of the youth generation.

Helen Lazaratou, Angeliki Konsta, Konstantina Magklara and Dimitrios Dikeos (2017) their study provides a review of findings on the impact of electronic media use and school starting time on a number of sleeps characteristics in adolescence.

Objectives of the Study

1. To study the impact of electronic media in relation to social awareness among the selected high school students.
2. Research and adapt a tool for the impact of

electronic media in relation to social awareness among the selected high school students.

3. To find out the role of electronic media in relation to social awareness among the selected high school students.
4. To find the impact on role of electronic media in relation to social awareness on personal variables such as gender, locality, age etc. among the selected high school students.

Research Questions

1. Is there any difference in the impact of electronic media in relation to social awareness among selected high school students?
2. Is there any significant mean score difference based on age in the impact of electronic media in relation to social awareness among selected high school students?
3. Is there any significant mean score difference between boys and girls in the impact of electronic media in relation to social awareness among selected high school students?
4. Is there any significant mean score difference based on locality in the impact of electronic media in relation to social awareness among selected high school students?
5. Is there any significant mean score difference based on the type of school in the impact of electronic media in relation to social awareness among selected high school students?
6. Is there any significant mean score difference based on the medium of instruction in the impact of electronic media in relation to social awareness among selected high school students?

Hypotheses of the Study

1. There will be difference in the impact of electronic media in relation to social awareness among selected high school students.
2. There will be significant mean score difference based on age in the impact of electronic media in relation to social awareness among selected high school students.
3. There will be significant mean score difference between boys and girls in the impact of electronic media in relation to social awareness among selected high school students.

4. There will be significant mean score difference based on locality in the impact of electronic media in relation to social awareness among selected high school students.
5. There will be significant mean score difference based on the type of school in the impact of electronic media in relation to social awareness among selected high school students.
6. There will be significant mean score difference based on the medium of instruction in the impact of electronic media in relation to social awareness among selected high school students.

Design of the Study

Locale of the Study

The locale of the present study is Suler taluk in Coimbatore District of Tamil Nadu state. The taluk of Suler is spread over an area of 13.87 sq km with a total population of nearly 24,359 persons. It is located about 19 km to the south of Coimbatore and situated 340 meters, above sea level. Suler is popular location for various textile mills and weaving slots and has a Air Force Base. There are nearly 30 schools in total in Suler.

Population and Sample

Population

Population of the study comprised of all the high school students of Government, Aided and Private Schools in Suler in Coimbatore. The average literacy rate in Suler is 78%.

Sample

A sample is a subset of population selected for observation and analysis. Sample size of the study was 302. The sample after leaving out not properly filled questionnaires was 300. The sample will contain three groups of students namely government, private and aided school students studying 8th, 9th and 10th standard.

Research Tool Used

This study has been conducted for assessing the social awareness of high school students. This is a descriptive survey type study. A survey was conducted on the high school students of Suler and data was collected with the help of a adapted tool

developed by R.Kiruthika in 2014.

Variables of the Study

Variables are anything that can effect or change the results of a study. In research, this term refers to measurable characteristics, qualities, traits or attributes of a particular individual, object or situation being studied. Researchers often refer to variables by the terms dependent or independent. Dependent variables represent outcomes of interest and they are affected by independent variables. In this study the investigator followed both the independent and dependent variables.

a) Independent Variables

An independent variable is the one that is expected to influence the dependent variable. Its value may be changed or altered, which is independent of any other variables. This study focused on five independent variables namely students' gender, locality, age, type of school and medium of instruction.

b) Dependent Variable

The dependent variable is the one that depends on the independent variable. Any changes in independent variable will affect the dependent variable. This study focused on one dependent variable namely students' social awareness.

Sampling Technique

Sampling procedure is a definite plan determined before any data are actually collected for obtaining a sample from a given population under the simple random sampling technique. This sampling method is used for selecting samples. Simple random sampling is a method in which each and every element in the population has an equal chance of getting selected. The study is based on primary data collected which is collected from school students. 302 students of 8th, 9th and 10th standard were considered as samples for the present study using simple random sampling method. The sample which was collected from various schools in and around Suler Taluk is shown below:

Table 1: List of Schools used for Data Collection

S. No	Name of the School	No. of Students
1	Govt. Higher Secondary School	84
2	Panchayat Union Middle school	51
3	R.V.S Matriculation Higher Secondary School	95
4	Govt. aided Girls Higher Secondary School	72
Total		302

After rejecting the TWO not properly filled forms, the samples were distributed according to the variables as given below.

Table 2: Distribution of Samples based on Variables

Category	Sub Groups	No.	%	Total
Age	13 Years	90	30	300
	14 Years	119	39.66	
	15 Years	74	24.66	
	16 Years	17	5.66	
Gender	Male	146	48.66	300
	Female	154	51.33	
Locality	Urban	93	31	300
	Rural	207	69	
Type of School	Govt. School	133	44.33	300
	Pvt. School	95	31.66	
	Govt. Aided School	72	24	
Medium of Instruction	Tamil	205	68.33	300
	English	95	31.66	
Using Computer / Laptop	Yes	105	35	300
	No	195	65	
Using Internet	Always	90	30	300
	Sometimes	143	47.67	
	Never	67	22.33	
Watching TV	Always	108	36	300
	Sometimes	174	58	
	Never	18	6	
Listening to Radio	Always	32	10.66	300
	Sometimes	123	41	
	Never	145	48.33	

Hypotheses

Testing Hypothesis I

There will be difference in the impact of electronic media in relation to social awareness among the selected high school students.

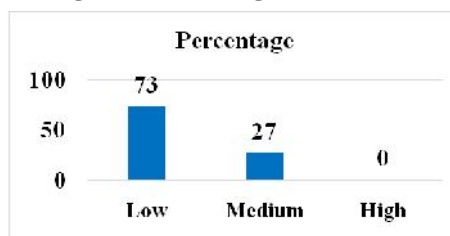
Table 3: Frequency and Percentage Difference in the Impact of Electronic Media in Relation to Social Awareness among the Selected High School Students

S. No	Low			Moderate			High		
	Q1	F	%	Q2	F	%	Q3	F	%
Total	49	220	73	63	80	27	0	0	0

Interpretation

The table 3 shows the level of difference in the impact of electronic media in relation to social awareness among the selected high school students. According to the table, totally 73 % of students belong to low level of social awareness, 27% of students belong to moderate level of social awareness, and shockingly high level of social awareness among the selected high school students is zero. So, the HYPOTHESIS 1 IS ACCEPTED. Thus it is inferred that there is a difference in the impact of electronic media in relation to social awareness among selected high school students.

Chart 1: Percentage difference in the impact of electronic media in relation to social awareness among the selected high school students



Testing Hypothesis II

There will be significant mean score difference in the impact of electronic media in relation to social awareness BASED ON AGE among the selected high school students.

Table 4: Mean Score Difference in the Impact of Electronic Media in Relation to Social Awareness Based on Age among the Selected High School Students

Age Group	Mean	N	Std.deviation
13 Years	57.88	90	15.06
14 Years	57.99	119	16.79

15 Years	61.20	74	17.77
16 Years	62.00	17	20.53

The result inferred that the mean value of students whose age is '16 years' are having high social awareness compared to other age group School Students.

Table 5: F-Value in the Impact of Electronic Media in Relation to Social Awareness based on Age among the Selected High School Students

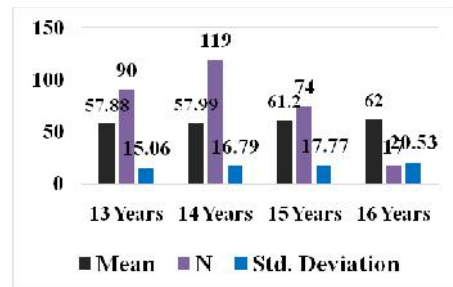
ANOVA						
Medium Sum	Sum of Squares	df	Mean Square	F	p-value	Result
Between Groups	746.23	3	248.74	0.88	0.44	Not Significant
Within Groups	83228.60	296	281.17			
Total	83974.83	299				

(at 0.05 significant level the table value of 'F' is 3.09)

Interpretation

The table 5 shows the mean score difference in the impact of electronic media in relation to social awareness BASED ON AGE among the selected high school students. From table, the f value is 0.88 and the p-value is 0.44. Here $0.44 > 0.05$, so HYPOTHESIS 2 IS REJECTED. It is inferred that there is no significant mean score difference in the impact of electronic media in relation to social awareness BASED ON AGE among the selected high school students.

Chart 2: Mean score difference in the impact of electronic media in relation to social awareness based on age among the selected high school students



Testing Hypothesis III

There will be significant mean score difference BETWEEN BOYS & GIRLS in the impact of electronic media in relation to social awareness among the selected high school students.

Table 6: Mean Score Difference and t- Ratio between Boys and Girls in the Impact of Electronic Media in Relation to Social Awareness among the Selected High School Students

Gender	Subject	N	Mean	SD	d.f	t-value	p-value	Result
Gender	Male	146	56.53	16.78	298	-2.48	0.013	Significant
	Female	154	61.30	16.46				
	Total				300			

(at 0.05 significant level the table value of 't' is 1.98)

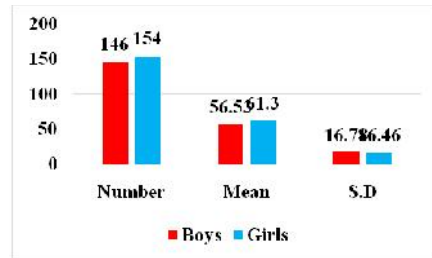
Interpretation

The table 6 shows the mean score difference

BETWEEN BOYS AND GIRLS in the impact of electronic media in relation to social awareness

among the selected high school students. From table, the t value is 2.48 and the p-value is 0.013. Here $0.013 < 0.05$, so HYPOTHESIS 3 IS ACCEPTED. Hence there is a significant mean score difference BETWEEN BOYS AND GIRLS in the impact of electronic media in relation to social awareness among selected high school students. The observed mean difference between the boys and girls are 56.53 and 61.30 respectively which infers that the Girl students are having high social awareness than the Boy students.

Chart 3: Mean score difference between boys and girls in the impact of electronic media in relation to social awareness among the selected high school students



Testing Hypothesis IV

There will be significant mean score difference in the impact of electronic media in relation to social awareness BASED ON LOCALITY among the selected high school students.

Table 7: Mean Score Difference and t-Ratio in the Impact of Electronic Media in Relation to Social Awareness based on Locality among the Selected High School Students

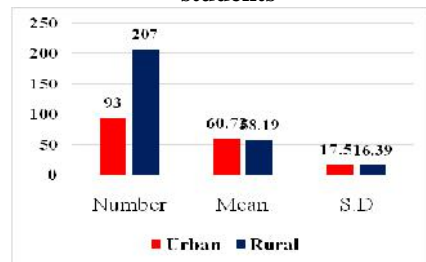
Locality	Subject	N	Mean	S.d	D.f	t-value	p-value	Result
Locality	Urban	93	60.72	17.51	298	1.20	0.11	Not significant
	Rural	207	58.19	16.39				
Total		300						

(at 0.05 significant level the table value of ‘t’ is 1.98)

Interpretation

The table 7 shows the mean score difference in the impact of electronic media in relation to social awareness BASED ON LOCALITY among the selected high school students. From table, the t value is 1.20 and the p-value is 0.11. Here $0.11 > 0.05$, so HYPOTHESIS 4 IS REJECTED. Hence there is no significant mean score difference in the impact of electronic media in relation to social awareness BASED ON LOCALITY among the selected high school students. The observed mean difference between the urban and rural school students are 60.72 and 58.19 respectively which infers that the urban school students are having high social awareness than the rural school students.

Chart 4: Mean score difference in the impact of electronic media in relation to social awareness based on locality among the selected high school students



Testing Hypothesis V

There will be significant mean score difference in the impact of electronic media in relation to the social awareness BASED ON TYPE OF SCHOOL among the selected high school students.

Table 8: Mean Score Difference in the Impact of Electronic Media in Relation to Social Awareness based on Type of School among the Selected High School Students

Type of School	Mean	N	S.D
Govt. School	58.71	133	17.56
Private School	58.25	95	16.62
Govt.Aided School	60.43	72	15.50

From the table 8, the mean value of students from ‘Government School’ students is 58.71 whereas the mean value of students from ‘Private School’ students is 58.25 and the mean value of students from ‘Government Aided School’ students is 60.43. The result inferred that the mean value of students from ‘Government Aided School Students’ are having high social awareness compared to Government School and Private School Students.

Table 9: F-Value based on the Type of School in the Role of Electronic Media in Relation to Social Awareness among the Selected Higher Secondary Students

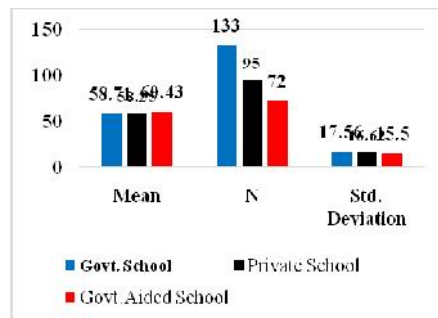
ANOVA						
Medium sum	Sum of squares	D.f	Mean square	F	P-value	Result
Between groups	211.68	2	105.84	0.37	0.68	Not Significant
Within groups	83763.15	297	282.03			
Total	83974.83	299				

(at 0.05 significant level the table value of ‘F’ is 3.09)

Interpretation

The table 9 shows the mean score difference in the impact of electronic media in relation to social awareness BASED ON TYPE OF SCHOOL among the selected high school students. From table, the t value is 0.37 and the p-value is 0.68. Here $0.68 > 0.05$, so HYPOTHESIS 5 IS REJECTED. Hence there is no significant mean score difference in the impact of electronic media in relation to social awareness BASED ON TYPE OF SCHOOL among the selected high school students.

Chart 5: Mean score difference in the impact of electronic media in relation to social awareness based on type of school among the selected high school students



Testing Hypothesis VI

There will be significant mean score difference in the impact of electronic media in relation to social awareness BASED ON MEDIUM OF INSTRUCTION among the selected high school students.

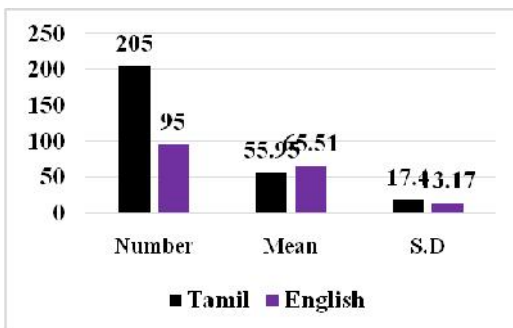
Table 10: Mean Score Difference and t- Ratio in the Impact of Electronic Media in Relation to Social Awareness Based on Medium of Instruction among the Selected High School Students

Medium of Instruction	Subject	N	Mean	S.d	D.f	t-value	p-value	Result
	Tamil	205	55.95	17.40	298	4.72	<0.01	Significant
English	95	65.51	13.17					
Total					300			

Interpretation

The table 10 shows the mean score difference in the impact of electronic media in relation to social awareness BASED ON MEDIUM OF INSTRUCTION among the selected high school students. From table, the t value is 4.72 and the p-value is less than 0.01. Here $0.01 < 0.05$, so HYPOTHESIS 6 IS ACCEPTED. Hence there is a significant mean score difference in the impact of electronic media in relation to the social awareness based on medium of instruction among the selected high school students. The observed mean difference between the Tamil and English medium students are 55.95 and 65.51 respectively which infers that the English medium students are having high social awareness than the Tamil medium students.

Chart 6: Mean score difference in the impact of electronic media in relation to social awareness based on medium of instruction among the selected high school students



Findings of the Study

- Totally 73 % of students belong to low level of social awareness, 27 % of students belong to moderate level of social awareness, and shockingly high level of social awareness among the selected high school students is zero.
- There is a difference in the impact of electronic media in relation to social awareness among selected high school students.
- Students whose age is '16 years' are having high social awareness compare to other age group School Students.
- Girl students are having high social awareness than the Boy students.
- The urban school students are having high social awareness than the rural school students.

- Government Aided School Students' are having high social awareness compared to Government School and Private School Students.
- The English medium students are having high social awareness than the Tamil medium students.
- 43% of students use Mobile phone with internet facility.
- There is no significant mean score difference in the impact of electronic media in relation to social awareness BASED ON AGE among the selected high school students.
- There is a significant mean score difference BETWEEN BOYS AND GIRLS in the impact of electronic media in relation to social awareness among selected high school students.
- There is no significant mean score difference in the impact of electronic media in relation to social awareness BASED ON LOCALITY among the selected high school students.
- There is no significant mean score difference in the impact of electronic media in relation to social awareness BASED ON TYPE OF SCHOOL among the selected high school students.
- There is a significant mean score difference in the impact of electronic media in relation to social awareness BASED ON MEDIUM OF INSTRUCTION among the selected high school students.

Summary

- A study on the impact of electronic media in relation to social awareness among high school students in Coimbatore district reveal that there is significant mean score difference based on medium of instruction and gender.
- A study on the impact of electronic media in relation to social awareness among high school students in Coimbatore district reveal that there is no significant mean score difference based on age, locality and type of school.

Limitations of the Study

- Only 302 students were selected as samples for the study.
- The study is restricted to High School Students in Coimbatore District only.
- The study is restricted to analyze the impact of

electronic media in creating social awareness among students.

- The study is restricted only to few schools in Coimbatore.

Conclusion and Future Recommendations

- A similar study can be conducted can be conducted by taking more number of students.
- The study can be conducted among other school students around Tamilnadu.
- Present study helps to investigate the level of social awareness among High school students.
- A similar study can be conducted using various variables.

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