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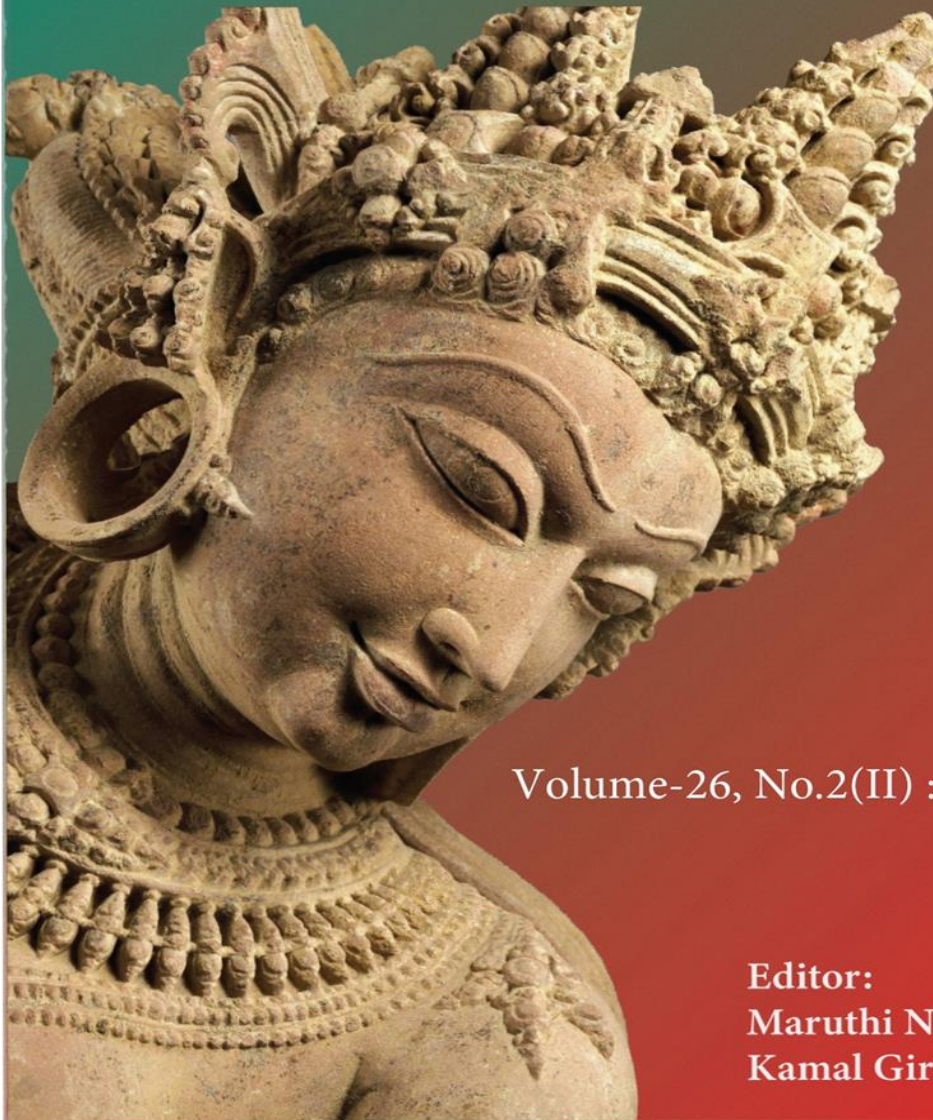


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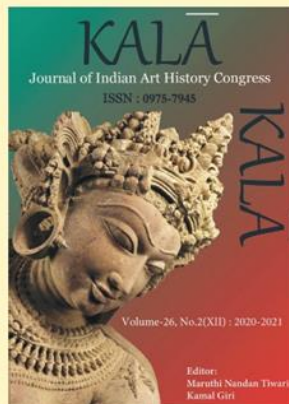
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DR. MARUTHI NANDAN TIWARI

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Special Issue

NATIONAL CONFERENCE ON CO-CREATING A POSITIVE & SUSTAINABLE URBAN ENVIRONMENT

DEPARTMENT OF SOCIAL WORK

PATRICIAN COLLEGE OF ARTS & SCIENCE

(Affiliated to the University of Madras & Accredited 'A' Grade By NAAC)

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CONTENTS

1. Urban Policy and Its Impact on the Urban Poor	1
P. Anne Carolin and P. Mary Jessi Rani	
2. Impact of Government Scheme (Amrut) in Developing Sustainable Urban Environment in Chennai	7
Kalkipriyanga A P and Dr Amuthalakshmi P	
3. Gender Equality and Violence Against Middle - Aged Women in Slums of Chennai	11
Belinda, Aishwarya Gopinath and Preethi Mariam Oommen P.	
4. Awareness Among College Students on Child Sexual Abuse and its Prevention Strategies	17
John Clinton and Usha Jose.K.	
5. A Study on Challenges Faced by the Migrants During the Covid- 19 Pandemic	25
Raichel Diana	
6. A Study on Socio-Economic and Educational Problems Faced by Children at Chemmancherry SCB	31
Francis Dhivakar J P and Martin Philps J	
7. Attitude of the Adolescent Girls with Respect to Male Infatuation with Female in Chennai, Tamil Nadu	37
Preenu Ashok and Mary Dayana	
8. Capacity Building for Students Residing in Women's Welfare Hostels in Chennai Through Theatre for Transformation	43
Shravanthi Rekha M R and Gladston Xavier	
9. Adolescent Emotional & Behavioral Problems	51
Jijo Joy	
10. Challenges Faced by Migrant Labourers and their Alternative Livelihood Options.	57
Giffin Jose and Justus Wallis C J	
11. Psychological Wellbeing and Life Satisfaction of Hostel Youth	61
Sumi Joseph and Dr. S Paul Raj	
12. Social Exclusion of SC and ST's- A Statistical Analysis	65
Satish B	
13. A Study on Quality of Family Well Being of Working Persons	69
Dominic B	
14. The Impact of Excessive Mobile Gaming Among Youth	73
Jennifer Sonya Rani D.J and John Jeyakumar. A	



Contents	x
15. The Contributions of Shg in the Socio-Economic Empowerment of Women	77
Jennifer Sonya Rani D.J and John Jeyakumar. A	
16. Child Marriage: An Untold Reality of Health and Child Rights Issues	81
Rashmi.G.M and Dr. Ravindra.D. Gadkar	
17. A Role of Non-Government Organization's (NGO) in the Course of Covid-19 Pandemic	89
Parimala. S and Sushma. M	
18. A Study on Psychosocial Impacts Faced by Returned NRIs in Kerala Due to Covid 19	97
Sudha O E and Dr. Thanuja Thomas	
19. A Study on the Challenges Faced by the Wives of Alcohol Dependents in Urban Communities in Chennai.	101
Joyce Basilica J and C. Roselin Jeya Mary	
20. Homosexuality: A Modern Mental Health Crisis	111
X. Rashmitha Iruthaya Varshini and Ms. Divya. J	
21. Employment Status and Skill Gaps Among Migrant Youth in Sriperumbudur, Tamilnadu	117
S. Kumaravel	
22. Psychological Well-Being and Quality of Life of Destitute Women in Swadhar Home	125
Venkatesan S and Dr. J. M. Arul Kamaraj	
23. Study on the Level of Assertiveness in College Students	133
N. Vishal, N. Uma and J. Divya	
24. Towards Sustainability: A Case Study on Understanding the Factors and Strategies in Building a Sustainable Livelihood for Migrant Workers in Puducherry	141
Leanne Maria	
25. A Study on Effectiveness of Online Classes Conducted During Covid 19	147
Vinola Sharobell	
26. A Critical Review on Impact of Urbanization on Consumer Behaviour and It's Challenges	159
Unika D	
27. Safety Level of Migrant Workers in Tamil Nadu	163
E. Reena Rachel	
28. Gender Disparities on Child Labour in the Urban Community - A Review of Previous Studies	167
M. Indhumathi	
29. Menstrual Health Seeking Behaviour of Adolescents in Urban Slum	173
G. F. Alban Nishanth Lalu	



Contents	xi
30. Where are we Heading?	179
Justus Wallis C J, Giffin K Jose and Evangeline Joy Kiruba C J	
31. Sexual Harassment of Women Employees at Workplace	183
Priya. P and Sindhu Sivan	
32. A Study on Balance and Conflict in the Context of Work and Family Demand among Working Women	187
D Ram Kumar, V Kamalnath and J Divya	
33. Health and Illness in Urban Context: A Polycentric Approach	193
P. Paul Ebenezar	
34. The Attitude of Change	199
Divya.J	
35. Family Relationships and Intimate Partner Violence	205
Angeline Nivedha J	
36. Psychogenic Stress in Urban Areas	209
Ciju Silpa. B. P	



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A STUDY ON WORK FROM HOME: A NEW BUSINESS OPPORTUNITY

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Abstract

Entrepreneurship is crucial to a vital and thriving economy. Since an increasing number of entrepreneurs start from home, achieving this aim calls for an understanding of the combination of workplace and home. This article explores the processes within work from home businesses. Our empirical evidence provides several refinements to the concept of implementation in this specific domain. The home-based business requires, flexibility, affordability – effectuation to be associated with low levels of entrepreneurial self-efficacy and experience. To conclude, exploring business online or through traditional method or door to door or shop sales etc., may seem to be convenient and manageable but it requires to be smart and work effectively to be successful.

Key words - Implementation, Homebased, Flexibility, Affordability.

1.1. INTRODUCTION

Owning and operating a business, is always related to renting commercial real estate, commuting to an office, or managing employees. But with the rise of home businesses, more and more people are discovering ways to use remote work to pursue entrepreneurship with their headquarters at home. In today's connected world where technology affords us more flexibility in how and where we work, home-based businesses come in a wide variety of forms. Some businesses require to convert a spare room into a mini warehouse for products, while others can be run completely online. But generally, one can start these types of businesses using the existing space and means by making it affordable.

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