



PSYCHOLOGICAL VIOLENCE IN THE DIGITAL AGE THE MENTAL HEALTH CONSEQUENCES OF CYBER BULLYING AND ONLINE ABUSE





"Don't let the opinions of those who don't understand you define your worth. You are more than their limited perceptions..."

- Anonymous

Dear Friends,

It's simple to lose sight of your identity in a world full with judgments, expectations, and opinions. Many people make the mistake of letting other people determine their identity, values, or value. This occurs when we allow the voices of the outside world to overpower our inner ones. In actuality, though, you should craft your own story because it is your life to live. Here are some tips on how to be true to yourself and why it's so important to avoid letting other people define you. Each individual is a special combination of skills, viewpoints, and experiences. Your uniqueness and potential are diminished when you try to fit into someone else's mold. Allowing other people to define you restricts you to their idea of who you are rather than allowing yourself to be fully realized. Keep in mind that your strength is in your individuality. People's perceptions of you can vary over time, so what they think of you now might not be true tomorrow. Focus on developing your inner confidence rather than seeking approval from others. Even as the world changes, knowing your principles and worth will keep you rooted. You may discover that your life feels empty or unauthentic when you live up to the expectations of others. Later in life, when you realize you never really lived for yourself, this might cause you to feel a great deal of regret.

Take a deep breath, silence the critics, and boldly declare: "I define me." Your life is your masterpiece, and you hold the brush. Don't let others dictate the colors or strokes. Define your own path, live authentically, and embrace your individuality. When you stop letting others define you, you unlock the freedom to live a life that is meaningful, fulfilling, and uniquely yours.

Best Wishes!

Arun Kumar

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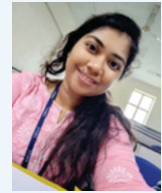
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PSYCHOLOGICAL VIOLENCE IN THE DIGITAL AGE

THE MENTAL HEALTH CONSEQUENCES
OF CYBER BULLYING AND ONLINE ABUSE



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The rise of digital technology has revolutionized communication, education, and work, creating unprecedented opportunities for connectivity and innovation. However, this transformation has also ushered in a darker reality: the proliferation of psychological violence in digital spaces. Cyberbullying and online abuse have emerged as significant societal issues, with far-reaching consequences for individuals across all demographics. These forms of psychological violence have profound implications for mental health, necessitating urgent attention from researchers, policymakers, educators, and society at large.

Defining Cyberbullying and Online Abuse

Cyberbullying refers to the use of digital platforms, such as social media, messaging apps, and online forums, to harass, intimidate, or humiliate individuals. It often manifests through harmful behaviours such as spreading rumours, sending threatening messages, or sharing private information without consent. Online abuse encompasses a broader range of behaviours, including cyberstalking, doxing (publishing private or identifying information about an individual), hates speech, and coordinated harassment campaigns. These behaviours are distinct from traditional bullying in several keyways:

- **24/7 Nature:** Unlike face-to-face bullying, cyberbullying can occur at any time, leaving victims with little respite.
- **Anonymity:** Perpetrators can hide behind pseudonyms or anonymous accounts, emboldening them to act without fear of immediate consequences.

- **Amplification:** Digital platforms allow harmful content to reach a vast audience almost instantaneously, exacerbating the victim's humiliation and distress.

Prevalence and Vulnerable Groups

The prevalence of cyber bullying and online abuse is alarmingly high. Studies consistently reveal that a significant proportion of internet users have experienced some form of online harassment. A 2021 survey by Pew Research Centre found that 41% of U.S. adults had encountered online harassment, with even higher rates reported among specific groups:

- **Women:** Women, particularly those in public-facing roles, often face gender-based harassment, including threats of sexual violence and misogynistic attacks.
- **Minorities:** Ethnic and racial minorities frequently experience hate speech and discriminatory abuse online.
- **LGBTQ+ Individuals:** Members of the LGBTQ+ community are disproportionately targeted by homophobic and transphobic abuse.
- **Adolescents and Young Adults:** Young people are especially vulnerable due to their high levels of social media use and developmental susceptibility to peer influences.

The Mental Health Consequences

The psychological toll of cyberbullying and online abuse is profound and multifaceted, with effects that can persist long after the abuse has ended. Key mental health consequences include:



- **Anxiety and Depression:** Victims of cyber bullying often experience heightened levels of anxiety and depressive symptoms. Persistent exposure to harmful messages and public humiliation can lead to feelings of worthlessness, hopelessness, and chronic stress. Adolescents, whose brains are still developing, are particularly at risk, as their ability to regulate emotions and cope with stress is less mature than that of adults.
- **Post-Traumatic Stress Disorder (PTSD):** Repeated exposure to online abuse can result in PTSD-like symptoms. Victims may experience intrusive thoughts, flashbacks, hypervigilance, and emotional numbness. The pervasive and inescapable nature of digital abuse compounds these effects, as victims often find it difficult to avoid reminders of their trauma.
- **Low Self-Esteem:** The relentless criticism and humiliation associated with cyber bullying can severely damage an individual's self-worth. This is particularly concerning among adolescents, whose self-identity is still forming. Negative self-perceptions instilled during these formative years can have lasting consequences for personal development and future relationships.
- **Social Withdrawal:** Many victims of cyber bullying retreat from social interactions, fearing judgment or further victimization. This isolation can exacerbate feelings of loneliness, depression, and alienation. In extreme cases, it may lead to agoraphobia or complete withdrawal from online and offline activities.
- **Increased Risk of Suicide:** The link between cyber bullying and suicidal ideation is well-documented. Victims of severe online abuse may perceive suicide as the only escape from their torment. High-profile cases of youth suicides linked to cyber bullying have

underscored the urgent need for preventive measures and support systems.

Mechanisms of Harm

The unique characteristics of digital communication amplify the psychological impact of

Cyberbullying and online abuse:

1. **Permanence:** Digital content is often permanent, leaving victims unable to escape or erase evidence of the abuse. This ongoing visibility can prolong emotional distress and prevent closure.
2. **Anonymity:** The anonymity afforded by online platforms encourages perpetrators to act without fear of accountability. This emboldens them to engage in more aggressive and harmful behaviors.
3. **Virality:** Harmful content can spread rapidly, reaching a wide audience within minutes. This magnifies the victim's humiliation and increases the likelihood of further victimization.
4. **Lack of Accountability:** Weak enforcement of community guidelines and insufficient consequences for abusive behavior allow perpetrators to continue their actions unchecked.

Interventions and Solutions

Addressing the mental health consequences of cyberbullying and online abuse requires a comprehensive, multi-pronged approach that involves education, policy reform, mental health support, and community engagement. Key strategies include:

Education and Awareness

- **Schools and Educational Institutions:** Integrate digital literacy and anti-cyberbullying programs into school curricula. Teach students about the ethical use of technology, the impact of online behavior, and strategies for responding to cyber bullying.
- **Public Awareness Campaigns:** Launch campaigns to educate the



broader public about the signs of cyberbullying, its mental health consequences, and available resources for victims.

Stronger Policies and Regulations

- **Government Legislation:** Enact and enforce laws that criminalize severe forms of online abuse, such as cyber stalking and doxxing.
- **Platform Accountability:** Require tech companies to implement robust mechanisms for reporting and addressing abusive behavior. This includes transparent content moderation policies, faster response times, and meaningful penalties for violations.

Mental Health Support

- **Counselling Services:** Provide accessible mental health resources for victims of cyberbullying, including therapy, support groups, and helplines.
- **Online Support Platforms:** Create safe spaces where victims can share their experiences and receive peer support.
- **Training for Mental Health Professionals:** Equip counselors and therapists with the knowledge and tools to address the unique challenges posed by digital abuse.

Empowering Bystanders

- **Encouraging Intervention:** Train individuals to recognize and intervene in instances of cyberbullying. Bystanders who report abusive content or offer support to victims can play a crucial role in mitigating harm.
- **Creating a Supportive Culture:** Foster online communities that prioritize empathy, inclusivity, and

mutual respect. Positive reinforcement of pro-social behavior can help counteract toxic online environments.

Parental and Community Involvement

- **Parental Guidance:** Educate parents about the risks of cyberbullying and how to monitor their children's online activities without invading their privacy. Open communication between parents and children is essential.
- **Community Initiatives:** Encourage community leaders to promote digital safety through workshops, seminars, and public discussions.

The Role of Technology

Advances in technology can also contribute to combating cyberbullying and online abuse:

1. **AI-Powered Moderation:** Use artificial intelligence to identify and remove harmful content more efficiently.
2. **Improved Privacy Settings:** Develop tools that give users greater control over their online presence and interactions.
3. **Education Apps:** Create apps that teach digital literacy and promote mental health awareness among users of all ages.

Conclusion

Psychological violence in the digital age poses a grave threat to mental health, with cyberbullying and online abuse leaving deep and lasting scars on victims. Addressing this issue requires a collective effort from individuals, communities, governments, and tech companies. By fostering a culture of empathy, accountability, and resilience, society can mitigate the harmful impact of digital psychological violence and create safer online environments for all. The time to act is now, as the mental health of current and future generations depend on our ability to rise to this challenge.

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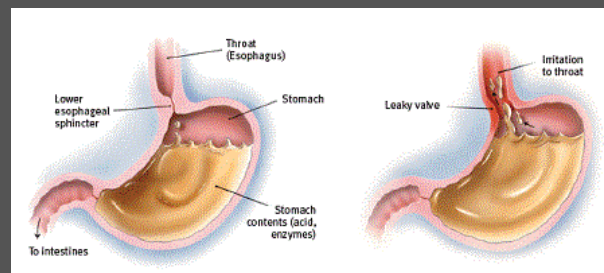
- Which among the following is not an objective of SEBI
 - To regulate securities market
 - To protect interests of inventors
 - To promote individual businesses
 - To promote the development of the market
- From which of the following is a ledger account prepared
 - Transactions
 - Journal
 - Events
 - None of the above
- An account is having debit balance is established when
 - The last entry of the accounting period was posted on the debit side
 - The amount of debit exceeds the amount of the credits
 - There are more entries on the debit side than on the credit side
 - None of above
- For which kind of firm is process costing appropriate
 - Bricklaying firms
 - Transport firms
 - Hospitals
 - Oil refining firms
- What is the total of all direct costs known as
 - Cost of production
 - Cost of sales
 - Prime cost
 - Works cost

CELIAC DISEASE

An immunological response to gluten consumption is the cause of celiac disease. The protein gluten is present in foods made from wheat, barley, or rye. The gluten protein in your small intestine causes an immunological reaction if you have celiac disease. The lining of your small intestine becomes damaged over time by this reaction, which stops it from absorbing nutrients. This disease is known as malabsorption.

Symptoms: Celiac disease symptoms can vary widely. Additionally, they could differ in adults and children. Adult digestive symptoms include: diarrhea, fatigue, weight loss, bloating and gas, abdominal pain, nausea and vomiting, and constipation. Nonetheless, symptoms unrelated to the digestive system are present in over half of individuals with celiac disease, such as: Loss of bone density, called osteoporosis, or softening of bones, called osteomalacia, Itchy, blistering skin rash, called dermatitis herpetiformis, Mouth ulcers, Headaches and fatigue, Nervous system injury, including numbness and tingling in the feet and hands, possible problems with balance, and cognitive impairment etc.

Causes: Celiac disease may be caused by your genes, gluten-containing foods, and other factors. The exact cause is unknown, though. Although these causes have not been established, infant



feeding patterns, gastrointestinal diseases, and gut microbes may be involved. Following surgery, pregnancy, childbirth, viral infections, or extreme emotional stress, celiac disease can occasionally flare up.

Treatment and Precautions: includes, Gluten-Free Diet i.e. Avoid foods containing wheat, barley, rye, and their derivatives, including safe foods in diet, be cautious of gluten contamination in shared cooking spaces or utensils to avoid cross contamination. Include given supplements to address nutrient deficiencies caused by malabsorption (Iron, Calcium and Vitamin D, Vitamin B12, and Zinc and folate, certain medications prescribed by doctor, Regular check-ups to monitor symptom improvement and intestinal healing. And some precautions like, Dietary Precautions, Cross-Contamination, Social and Dining Out, Lifestyle Adjustments, and Psychological and Emotional Health.



THE GROWING NEED FOR DIGITAL MARKETING FOR MARKETERS



Neha Pandey

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In the rapidly evolving world of business, digital marketing has emerged as a cornerstone of success for marketers. As technology continues to reshape consumer behavior, businesses are increasingly leaning on digital strategies to remain competitive and relevant. The rise of the internet, social media, and mobile technology has made digital marketing an indispensable tool for marketers looking to reach their audiences effectively. Below, we explore why the need for digital marketing is growing and how it is transforming the marketing landscape.

Shift in Consumer Behaviour

Today's consumers are more digitally connected than ever before. They rely on the internet to research products, compare prices, read reviews, and make purchasing decisions. With over 5 billion internet users worldwide, businesses cannot afford to ignore the digital space. A strong digital presence allows marketers to meet consumers where they are, offering personalized and timely interactions.

Consumers today expect seamless experiences across multiple digital platforms. Whether they are browsing a company website, engaging on social media, or receiving email newsletters, consistency is key. Moreover, the growing prevalence of voice searches and AI-powered assistants like Alexa and Google Assistant is reshaping how consumers seek information. Businesses need to optimize their digital content to cater to these emerging technologies.

Another notable trend is the rise of video content. Platforms like YouTube, TikTok, and

Instagram Reels are capturing the attention of billions of users worldwide. Short, engaging video content can significantly influence consumer decisions, making video marketing a priority for modern marketers. In addition, consumers are increasingly drawn to brands that align with their values, making authenticity and transparency critical aspects of digital marketing strategies.

Cost-Effectiveness and Measurable Results

Traditional marketing channels like TV, radio, and print often require substantial investments with limited metrics to gauge success. Digital marketing, on the other hand, offers cost-effective solutions such as social media advertising, email campaigns, and pay-per-click (PPC) advertising.

One of the most appealing aspects of digital marketing is its scalability. Businesses with limited budgets can start with small investments and expand as they see results, unlike traditional methods that often demand significant upfront costs. Social media platforms like Facebook and Instagram allow marketers to set budgets as low as a few dollars per day, making digital campaigns accessible even to startups and small businesses.

Moreover, tools like Google Analytics, HubSpot, and social media insights provide real-time data, enabling marketers to measure campaign performance with precision. Marketers can track metrics such as website traffic, click-through rates (CTR), conversion rates, and customer acquisition costs (CAC). These insights empower businesses to refine their strategies, allocate budgets more

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effectively, and maximize return on investment (ROI).

Furthermore, A/B testing is a powerful feature unique to digital marketing. By testing different versions of ads, landing pages, or email campaigns, businesses can identify what resonates most with their audience. This iterative approach ensures continuous improvement and helps marketers achieve better results over time.

Targeted Audience Engagement

One of the most significant advantages of digital marketing is its ability to target specific audience segments. Marketers can tailor their campaigns based on demographics, interests, behavior, and even geographical locations. This precision ensures that marketing efforts are more relevant and impactful, leading to higher engagement rates and conversions.

Social media platforms like Facebook, Instagram, LinkedIn, and TikTok have become integral to people's daily lives. These platforms provide marketers with unparalleled opportunities to interact with their audiences, build brand awareness, and foster loyalty. By leveraging social media marketing, businesses can create authentic connections and stay top-of-mind with their customers.

The Role of SEO and Content Marketing

Search Engine Optimization (SEO) and content marketing are vital components of a robust digital marketing strategy. High-quality content that is optimized for search engines helps businesses rank higher in search results, driving organic traffic to their websites. Blogs, videos, infographics, and podcasts are powerful tools to educate, engage, and convert prospects into loyal customers.

Mobile-First Approach

With the majority of internet users accessing the web through mobile devices, a mobile-first approach has become a necessity. Responsive websites, mobile apps, and SMS marketing ensure that businesses can connect with their audiences seamlessly across devices. Mobile marketing also opens up avenues for location-

based targeting and instant communication.

The Power of Data and Analytics

Data-driven decision-making is revolutionizing marketing. Digital marketing tools provide marketers with valuable insights into consumer behavior, preferences, and trends. This data enables businesses to craft personalized campaigns, predict market shifts, and stay ahead of competitors. Artificial Intelligence (AI) and machine learning further enhance data analysis, offering predictive analytics and automated solutions.

Adaptability and Scalability

Unlike traditional marketing, digital marketing campaigns can be quickly adjusted to respond to market changes. Whether it's tweaking ad copy, targeting new audience segments, or launching a flash sale, digital marketing offers unmatched flexibility. Marketers can respond to real-time events or trends, ensuring their campaigns remain relevant and impactful.

Additionally, digital campaigns can scale easily, accommodating businesses of all sizes, from startups to global corporations. For small businesses, this means starting with modest budgets and expanding efforts as they grow. Larger companies, on the other hand, can leverage advanced tools and strategies to reach global audiences while maintaining control over costs. Digital marketing's ability to adapt and scale ensures that businesses can optimize their campaigns regardless of market conditions or economic fluctuations.

Conclusion

As the digital landscape continues to evolve, the need for digital marketing is only set to grow. For marketers, embracing digital strategies is no longer optional but essential. From reaching global audiences to delivering personalized experiences, digital marketing offers endless possibilities for innovation and growth. By staying updated with the latest trends and tools, marketers can harness the power of digital marketing to achieve their goals and drive business success.



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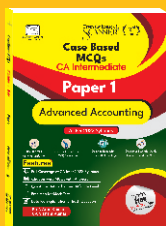
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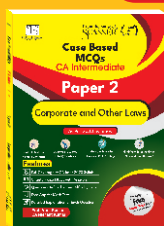
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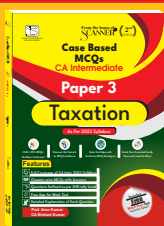
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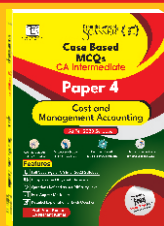
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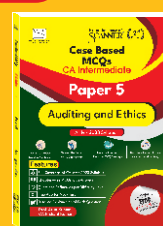
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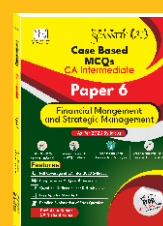
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9	7	4	2	1	3	6	8	5
5	8	6	4	7	9	3	2	1
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**Answer
of the Previous
puzzle**

Complete the Grid so that every row, column, and every 3 x 3 box contains the digits 1 to 9. Solve the puzzle by logic and reasoning alone, there is no maths involved,

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INTERESTING FACTS ABOUT ChatGPT

Fact 1. The journey of ChatGPT began when OpenAI released the first version of the Generative Pre-Train Transformer (GPT) artificial intelligence language model in June 2018. OpenAI, which owns ChatGPT, was started as a non-profit in 2015 by Sam Altman, Elon Musk, Ilya Sutskever, Greg Brockman, and others, and is backed by Microsoft and led by Sam Altman.

Fact 2. GPT-1 and GPT-2 laid the foundations for GPT-3.

Fact 3. BookCorpus, a massive dataset of over 11,000 unpublished books created for training and assessing machine learning models with a major focus on language interpretation, was used to train GPT-1.

Fact 4. On Valentine's Day 2019, GPT-2 was launched with the slogan "too dangerous to release."

Fact 5. GPT-2 was trained with 40 billion tokens of text extracted from more than 8 million web pages linked in Reddit articles with over 3 upvotes.

Fact 6. Later, GPT-2 was utilized to create musical compositions that mimicked over ten different instruments using MuseNet and JukeBox, a generative music technology that can mimic human voices and has lyrics.

Fact 7. In June 2020, GPT-3 was released, trained with over 175 billion parameters, the first generative artificial intelligence with the ability to comprehend and write human-like texts.

Fact 8. Some of the applications that were developed based on GPT-3 are:

- **ChatGPT:** launched in November 2020, it is a chatbot, article writer, and code writer.
- **DALL-E:** first appearing in January 2021, it creates images from text.
- **Whisper:** released in September 2022, it performs as a multilingual voice-to-text.

Fact 9. GPT-3 has been fine-tuned for a variety of language tasks, such as translation, summarization, and question-answering. Even service desk software can leverage AI capabilities to process requests and enhance the quality of responses.

Fact 10. GPT-3 is now accessible via an API from OpenAI, enabling programmers to design their own AI applications. Actually, GPT-based AI solutions have been incorporated into programs like Microsoft Teams and InvGate Service Management to increase support effectiveness.

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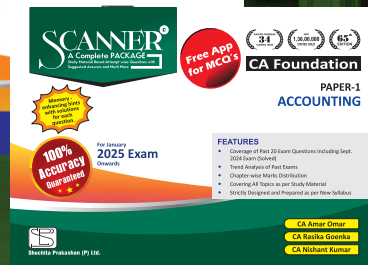
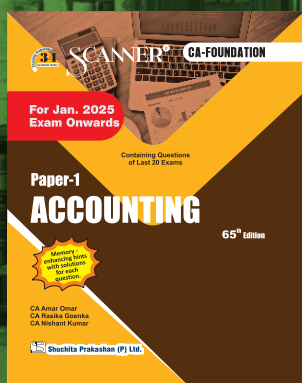
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ALAKH PANDEY

Alakh Pandey, famously known as the founder of Physics Wallah, is a quintessential example of how passion, perseverance, and the desire to make education accessible can lead to phenomenal success. His path, which began with modest beginnings and led to the creation of one of India's most reputable educational platforms, serves as an inspiration to both educators and students. He was born in Prayagraj, Uttar Pradesh (formerly Allahabad), and raised in a humble household. He showed a strong interest in academics, especially mathematics and physics, at a young age. His will to succeed academically remained unwavering in the face of financial difficulties. Alakh had to begin teaching at an early age in order to help his family because of their financial difficulties. In addition to honing his teaching abilities, this duty laid the groundwork for his future pursuits. He attended Harcourt Butler Technical University (HBTU) in Kanpur to complete his engineering degree. But while in college, he came to the realization that his love of teaching exceeded his ambition to become an engineer. One of the most significant decisions of his life was to leave college and focus entirely on teaching. He launched the "Physics Wallah" YouTube channel in 2014 with the express intent of instructing students in physics in order to help them prepare for competitive tests such as IIT-JEE and NEET. Students all around India responded favorably to his distinctive teaching style, which was characterized by humor,

simplicity, and thorough explanations. He created interesting classes with little more than a whiteboard, a marker, and his own expertise. He soon gained devoted following thanks to his ability to simplify complex ideas. Initially, the journey was not easy. Alakh faced criticism and struggled financially. However, his unwavering dedication and belief in his mission to provide affordable quality education kept him going. Over time, his channel gained massive popularity, crossing millions of subscribers. He formally introduced the Physics Wallah EdTech platform in 2020, providing study guides, test series, and structured courses at incredibly low costs. Particularly for kids from economically disadvantaged backgrounds who were unable to pay for pricey coaching sessions, the platform was revolutionary. He has achieved many milestones, like, in 2022, Physics Wallah became India's 101st unicorn after raising \$100 million in a Series A funding round. Today, Physics Wallah serves over 10 million students across India, with dedicated offline centers in various cities and an app that has been downloaded millions of times.



THE VAIN JACKDAW & HIS BORROWED FEATHERS

A Jackdaw chanced to fly over the garden of the King's palace. There he saw with much wonder and envy a flock of royal Peacocks in all the glory of their splendid plumage.

Now the black Jackdaw was not a very handsome bird, nor very refined in manner. Yet he imagined that all he needed to make himself fit for the society of the Peacocks was a dress like theirs. So he picked up some castoff feathers of the Peacocks and stuck them among his own black plumes.

Dressed in his borrowed finery he strutted loftily among the birds of his own kind. Then he flew down into the garden among the Peacocks. But they soon saw who he was. Angry at the cheat, they flew at him, plucking away the borrowed feathers and also some of his own.

The poor Jackdaw returned sadly to his former



companions. There another unpleasant surprise awaited him. They had not forgotten his superior airs toward them, and, to punish him, they drove him away with a rain of pecks and jeers.

Moral: Borrowed feathers do not make fine birds

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Warm regards,
Editor
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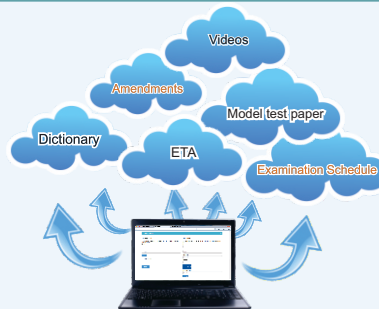
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-Editor

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CYNOSURE OF THE MONTH

Devesh Lakhotia

AIR: 5th (CA Final, February 2022)
Howrah, Kolkata, West Bengal.



1. How do you feel after passing CA Final Examination?

I was extremely elated when I got to know the results of my CA Finals – realizing my hard work had paid off. I am proud to be a Chartered Accountant – not just because of the rank, but because of what the title symbolises.

2. What all has contributed to this success?

More than anything else, the continuous support of my parents and grandmother, who stood by and facilitated all my requirements as I prepared for the exams and sat for them, and who prayed for my success.

3. What challenges did you face during your preparation?

The first important problem is time management. There is no sufficient time to read the syllabus and to write tests. It was also difficult to complete the exam papers in time. The second problem is to revise the syllabus.

4. How could you cope up with them? How did your coaching/teacher(s) help you?

I was inspired and encouraged to study by my teachers. They would stay in contact with me all the time. They would also take examinations that assessed my skills.

5. Your advice to the aspirant for CA Inter Examination.

Nothing is impossible. You can achieve your dreams with constant hard work coupled with determination.

6. Your view about Scanner?

Scanner is very useful. Scanner contains the previous year questions divided chapter wise. So one can test their knowledge after the completion of chapter. With the scanner one can know the type of questions asking in the exam, accordingly they can prepare.