

UNLOCKING THE CREATIVITY DURING LOCKDOWN: ROLE OF E-COMPETITIONS IN OVERALL GROWTH OF STUDENTS**Prof. Madhavi Tarani¹, Prof. Vidhi Paryani²**¹Assistant Professor. Dept. of Commerce, St. Paul Institute of Professional Studies Indore²Assistant Professor. Dept. of Commerce, St. Paul Institute of Professional Studies Indore

Abstract - The nation-wide curfew due to COVID-19 threat has literally kept elders and youngsters alike indoors. All are literally trapped in home & there is no way out. But where there is a will there is a way. Thanks to technology that even in these worst days of COVID-19, we are able to communicate & keep in touch with our near & dears. Not only this but students are pursuing their study online & participating in no. of competitions to keep themselves far from boredom. This Paper will mainly focus on this aspect only that how these E-competitions has unlocked the way, for keeping students alive, providing them opportunity for being more creative, innovative & participative, during this lockdown. Lockdown can also be considered as quality time to think upon ourselves & finding out what we really want. These E-competitions are really a good platform to see ourselves & review our opinion about ourselves, especially Students. Along with these this paper has also tried to check whether there is any different between perceived benefits among students of different stream. This is going to be a very interesting study about students & what motivates them to participate more.

Key-words: E-competitions, technology, unlocked creativity, perceived Benefits

1 INTRODUCTION

“Once you stop learning, you start dying” -Albert Einstein

The world has come to a standstill due to COVID-19 and almost everyone including students are confined to their homes. The prolonged lockdown has also left everyone in boredom. But in this boredom period, to stop learning, working is not the solution. We have to keep moving. To beat their boredom and add colour to the unexpected break from their regular chores, various colleges & other Institutions has come up with a series of competitions for students and parents that will help them to hone their artistic skills. When even elders are finding it difficult to while away time during the lockdown, it will be a bigger challenge for children, who miss their studies & friends.

The lockdown is a stressful period for everyone & idea behind E-competitions is to not only reduce panic but also develop a strong sense of community involvement. From essay writing, poetry, painting, mask making, science projects, spelling bee, cooking, Hairstyling, Dancing to Quizzes, no. of different competitions have organized for students & to encourage their maximum participation various Awards in the form of coupons and cash prizes are given to winners. So whether this E-competitions have really proved helpful for overall growth of students is really an interesting thing to know.

2 LITERATURE REVIEW

1. **Lam, Shui-fong & Yim, Pui-shan & Law, Josephine & Cheung, Rebecca. (2001)**, The findings of the present study were primarily consistent with the predictions of goal theory in achievement motivation. Competitiveness induces performance goals and a more negative self-evaluation after failure for Chinese students in a classroom setting than it would for Western students in a laboratory setting.
2. **Cantador, I., & Conde, J. M. (2010)**, e-learning can be beneficial if it is designed following a number of principles, such as having a symbolic or little value prize, a short duration, and a goal clearly set into the (learning) process instead of into results.
3. **Jwaifell, M., & Al-Atyat, K. (2015)**, While Internet and e-learning environments are available in Web 2.0, instructors can make use of those technologies to insure quality in education and build a very interactive environment which can help students be more active and achieve their goals in a competitive environment. It is the nature of human beings to prove themselves in life.
4. **Eckardt, L., Grogorick, S., & Robra-Bissantz, S. (2018)**, The integration of game elements in education is a widespread trend to increase learner’s engagement and motivation. Nevertheless, many game-based learning applications failure because they are not fun. Game design processes that are used to iteratively develop commercial

games include playtests during the entire design process to make sure that the desired gaming experience is achieved.

5. **Kulkarni, P.P.(2019)**, There is indeed a positive connection between the experiential learning of the business model tools by the shortlisted students and their participation in Venture Further competition, which implies that these students did have an experiential learning of using these tools, from their participation. These results have also paved ways for further research investigations in the areas of entrepreneurship and business education.

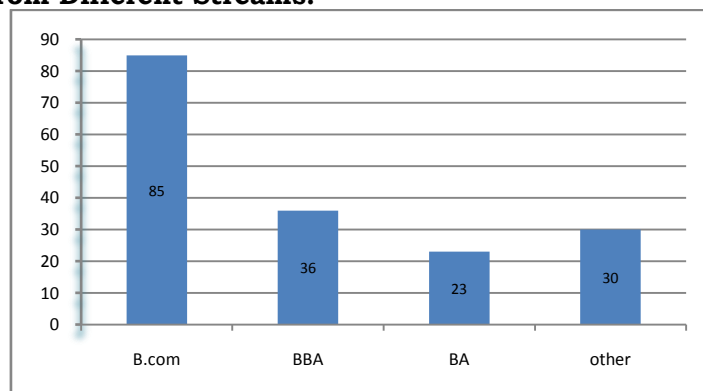
2.1 Objectives of Study

1. To depict the positive sides of Lockdown for students via E-competitions & Development during COVID19
2. To know whether E-competitions has contributed to Increase Creativity
3. To know about how E-Competitions works as good Platform to showcase talent.
4. To know about how E-Competitions help students to keep themselves active.
5. To know about whether E-competition has worked as stress buster for students.
6. To study whether students from different streams have perceived benefits of E-competitions differently.

2.2 Summarized Analysis of Questionnaire

Sr. No.	Various perceived Benefits	Agree %	Neutral%	Disagree%	Total
1	Lockdown is a kind of Golden Opportunity to know yourself	0.821839	0.155172	0.0229885	1
2	Lockdown Encourage you to keep on trying NEW things.	0.833333	0.143678	0.0229885	1
3	It helped you to identify Your Hidden Talent	0.781609	0.183908	0.0344828	1
4	During Lockdown Online Competitions Works as Stress Burster	0.413793	0.45977	0.1264368	1
5	In E-competitions you express yourself through intense preparation	0.695402	0.252874	0.0517241	1
6	E-competitions help you to gain confidence.	0.752874	0.189655	0.0574713	1
7	increased your participation Ratio compared to Normal Days.	0.614943	0.287356	0.0977011	1
8	E- Competitions have helped you to think Out of Box	0.752874	0.206897	0.0402299	1
9	Score/Certificate keeps you motivating for more better performance	0.833333	0.132184	0.0344828	1
10	E Competitions helped you to find your Passion	0.62069	0.298851	0.0804598	1
11	It helped you to improve Your overall Personality	0.712644	0.235632	0.0517241	1
12	It has given me a chance to come out of comfort zone	0.683908	0.258621	0.0574713	1
13	I learnt about various New Apps & Technology	0.781609	0.178161	0.0402299	1
14	It helped me to be presentable in front of Camera.	0.752874	0.195402	0.045977	1
15	It helped me know about newer trend of doing things.	0.758621	0.189655	0.0517241	1

No. of Students from Different Streams.



3 RESEARCH METHODOLOGY

To satisfy the objectives of the study, qualitative methodologies along with quantitative techniques are employed. The study is descriptive in nature. Out of sample of 175, 173 students responded in this survey. The primary data was collected by Investigators.

Questionnaire was framed after detailed discussions to get idea about how this lockdown has become a golden opportunity for students to unleash their talent. In this paper ANOVA single factor between four streams of different courses are measured. Completely convenient sampling was taken. Questionnaire was conceded to all the Students through Google form.

The Secondary Data is composed from various magazines, newspapers & internet websites on different aspects of E-competitions especially during lock down. After collecting the data from various sources, the data is subjected to verification, quantification & coding with referred coding keys. SPSS, Microsoft-Excel are used for Calculation of ANOVA Single factor.

3.1 Analysis & Results

Researchers wanted to study that there is difference between the perceived benefits & students from different streams.

The following Hypothesis is considered for the determination of study:-

Null Hypothesis:H₀:There is no significant difference between the perceived benefits (from various E-competitions) & students from different Streams

Alternate Hypothesis:H₁: There is significant difference between the perceived benefits & students from different Streams.

The students were asked to fill questionnaire on 3 point Likert Scale. Almost every benefit that a student can get through E-competitions was considered. Average of all responses were taken to decide what he/she feels about overall role of E-competitions in their growth.

SUMMARY				
Groups	Count	Sum	Average	Variance
B.com	85	225.0667	2.647843	0.147049
BBA	36	94.53333	2.625926	0.177594
BA	23	61.4	2.669565	0.106052
Others	30	82.8	2.76	0.043709

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	0.351167	3	0.117056	0.897643	0.443697	2.657762
Within Groups	22.1686	170	0.130404			
Total	22.51977	173				

From the above Analysis we can say that

F-test Statistics= $F = 0.89$

F-Critical = 2.65

$F < F \text{ Critical}, 0.89 < 2.65$

So we accept the Null Hypothesis & we can say that there is no significant difference between perceived benefits & students from different streams. All students are considering or perceiving E-competitions as same only.

3.2 Limitations of Study

1. Research was directed through convenient sampling method and only 175 sample size was taken for the same. It could have been taken more for more extended results.
2. Investigators have applied the ANNOVA single factor only. Furthermore test could have been applied considering different combination & giving the result about particular perceived benefit.
3. This Research has focused solitary on college students of Indore region only.

4 CONCLUSION & FUTURE WORK

With the help of questionnaire & secondary data, we tried to depict the role of e-competitions in overall growth of students. Study was really very interesting to know the various new things about student learning. This E-competitions is really very helpful in learning lot many new things. Students' approach towards this competitions was really positive & they found this very crucial in their growth process. Moreover analysis was also done like if student from specific stream perceive this E-competitions more beneficial.

In future Researchers may continue this study with more exploration like is there any association between two perceived benefits, does gender ratio affect the Results etc. This study can be extended to school students also and that result can also be compared with result of college students.

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