

PREFACE

Indian society is experiencing a change in its human resources development. Improving quality of life is the “*mantra*’. Globalization and modernization is a welcome concept, but not at the cost of our values and culture. Adolescent and peer groups lead their lives by transforming challenges into opportunities, transforming adverse and harmful practices into productive ones, changing attitudes and values in family, community and society at large.

Adolescents of twenty-first century are geared up to face global family norms. The exchange of students brings exchange of culture and values. The development in telecommunication and IT brought the sea change in sourcing of information with a click. The lifestyle, the beliefs and values will get adjusted with social and economic changes.

The emphasis is on shaping the individual and social life through rational action. The development of body and mind during puberty; will last for lifetime. The reproductive maturity attained during these four to seven years will pave the way for happy and healthy life.

Sincere efforts are made to bring out the current status of awareness among adolescents and their parents about body and mind development during puberty. The marketing strategies suggested to impart complete knowledge of physical, emotional, social, intellectual changes through their preferred sources of information.

The objectives of this research can be summarized as under:

1. To study the onset of different physical changes with respect to transition from child to adult, among girls and boys.
2. To study the existing sources of information as well as preferred additional sources of information on reproductive healthcare and personality development.
3. To study the awareness about teenage products and reproductive healthcare issues.
4. To study the importance of life skills development among the target groups.

The study is divided into two parts. First part covers the secondary data research mainly from books and similar research work carried out, while second part covers the primary data research and the recommendations for marketing strategies for adolescence education in Gujarat, Western India. The chapters are divided to facilitate the reading as under:

Part - I

- Chapter-I Relevance of adolescence education in human development.
- Chapter-II Initiatives of Indian Government on adolescence education
- Chapter-III Adolescence changes: Physical, Emotional, Social and Cognitive
- Chapter-IV Service marketing of adolescence education

Part- II

- Chapter-V Research Methodology
- Chapter-VI Data Analysis: Adolescents, Parents, Teachers,
- Chapter-VII Synthesis, conclusions and recommendations for marketing strategies

I hope that the objectives set out for this study have been meaningfully achieved.

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