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From the Desk of the Vice-Chancellor



I am delighted to offer my heartfelt congratulations to the editorial team, contributors, and readers of the NEHU Journal for presenting yet another compelling edition. As a leading academic institution in the North-East, North-Eastern Hill University (NEHU) continues to be a beacon of academic excellence, research, and regional development.

The NEHU Journal's latest publication stands as a testament to our shared commitment to knowledge, innovation, and intellectual advancement. In an era of rapid change, academic journals like ours are essential for sharing research that tackles current issues while celebrating and addressing the unique cultural and socio-economic challenges of the North-Eastern region of India.

This edition features a rich array of scholarly articles, reflecting the interdisciplinary approach we champion at NEHU. These contributions highlight the crucial role of academia in fostering sustainable development, particularly in our region, where diverse ecosystems, cultural richness, and development challenges demand creative and inclusive solutions.

I encourage all our readers—students, faculty, and researchers—to immerse themselves in the ideas presented here. They embody our collective drive toward a more sustainable and prosperous future for the North-East.


Prof. Prabha Shankar Shukla

From the Editorial Desk

The NEHU Journal is a multi-disciplinary, peer-reviewed bi-annual journal. The present volume looks at research and review articles from various schools of thought, keeping in mind the NEP's requirement for intellectual prowess leading to human resource management and nation building.

The first paper 'Exploring Co-Creation and Service Failures: A Bibliometric Study' by Rani and Sharma investigates the interrelationships among co-creation, co-production, and service failure, with a specific focus on conducting a bibliometric analysis within these domains. The findings confirm that 181 authors were engaged in multiple research projects, and four thematic clusters emerged, emphasizing collaboration, stakeholder engagement, and various aspects of co-creation and service failure research, contributing to the understanding of these concepts in diverse contexts with potential implications for the evolving digital landscape.

The second paper entitled 'Exploring Cultural Views on Prenatal and Postnatal Care in the Khasi-Jaintia Hills: A Traditional Healthcare Approach' by Linda Bessy Lyngdoh delves into the traditional healthcare practices of the Khasi community, specifically focusing on their customs related to pregnancy, childbirth and the well-being of both infants and mothers. The goal is to draw parallels between these indigenous approaches and modern medical advancements, highlighting the potential for holistic care for mothers and infants through their integration.

The third paper 'Interior Scaping for a Better Living – A review' by Mahesh et al. highlights the use of indoor plants as a cost-effective way of indoor air-purification that could be adapted for a variety of environments adding aesthetic value as well as indirectly impacting human health. The goal is to create a synergistic environment for both plants and humans.

The fourth paper entitled 'Exploring the Conservation and Sustainable Utilisation Potential of *Parkia timoriana* (DC) Merr: An Underutilized Multipurpose Tree Bean in North Eastern India', authored by Dinesha et al. explores the sustainable utilisation of *Parkia timoriana* in the North Eastern Region (NER) and also studies the challenges posed by degradation, afforestation and unsustainable harvesting practices. Both flowers and fruit have high demand due to their nutritional and medicinal properties and are grown in home gardens, agroforestry systems and fallow lands of shifting cultivation as a dietary supplement. However, the population of this native

edible fruit species has been steadily declining and needs emphasis on conservation.

The fifth paper 'Contract Farming for Transformation in Agriculture with reference to North East Region', by Jangir et al. looks at a possible strategy for transforming agriculture in North East India through contract farming. Some key factors that play a transformative role include the benefits of institutional credit, farm size, formal visits from extension personnel, personal transportation ownership, market access and public-private partnerships that are pivotal contributors towards higher profit, higher yields and low production costs.

The sixth paper 'Khawhar in as a Space for Mourning and Collective Grieving: Spatial dynamics of mortuary practices among the Zo hnaathlak' by Anup Shekhar Chakraborty analyses the fact that the spatial configuration being discussed includes various forms, such as a physical enclosure in a mortuary establishment and a digital space for virtual commemorations. The provision of this space acknowledges the importance of facilitating open mourning processes, allowing individuals to engage in introspection, recollection, and emotional healing. This study examines the spatial dynamics of mortuary practices among the Zo hnaathlak.

The seventh paper 'Mapping Geographies of Domestic Violence During Covid-19 Lockdown: A Case Study of Chandigarh City, India' by Amit Kumar examines the rise of domestic violence during the first four phases of the Covid-19 lockdown by analysing news clippings and a case study on filed complaints of domestic violence in Chandigarh, India. The high surge in domestic violence complaints during the lockdown shifted the world's attention towards women trapped with their violent partners. Issues labelled responsible for this chaos ranged from the government's inefficient approach to the policing system of the nation. The study locates women trying to adjust amidst a crisis never experienced before and explores the crisis from various dimensions that triggered man's violent nature.

The insights presented in this volume will undoubtedly pave the way forward for the evolving landscape of research disciplines. I would like to thank all the contributors, peer reviewers and the editorial board and look forward to your contribution in the forthcoming issues of the Journal.

Prof. Sujata Gurudev

Chief Editor