# Journal of Research and Development

*A Multidisciplinary International Level Referred Journal*

**April-2021        Volume-11        Issue-8**

## Recent Trends in Social Sciences

**Address**
'Ravichandram' Survey No-101/1, Plot, No-23,
Mundada Nagar, Jalgaon (M.S.) 425102

# Journal of Research and Development

*A Multidisciplinary International Level Referred and Peer Reviewed Journal*

*April-2021    Volume-11    Issue-8*

*On*

*Recent Trends in Social Sciences*

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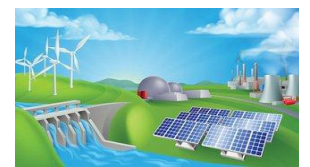## Executive Editors

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# CONTENTS

# Significance of ICT in Teacher Education

*Dr. S. Tephillah Vasantham*

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**Abstract**

*Dynamic ICT is a logical, innovative and designing order and the board strategy utilized in taking care of data, its application and relationship with social, monetary and social issue (UNESCO, 2002). ICT represents Information and Communication Technologies. ICT is a piece of our lives throughout the previous few decades influencing our general public just as individual life. ICT which is currently comprehensively utilized in educational world. Teacher, Student, manager and each individual identified with education are prevalently utilized ICT. Teacher use ICT for making showing learning measure simple and fascinating. An able teacher has a few abilities and strategies for giving fruitful instructing. So improvement and increment of abilities and skills of teacher required information on ICT and Science and Technology. Presently – a-days ICT"s are changing schools and study halls another look by acquiring new educational plan dependent on certifiable issues, projects, giving devices to upgrading getting the hang of, giving teachers and understudies more offices and openings for criticism. ICT likewise helps teachers, understudies and guardians to meet up. Nonstop and Comprehensive Evaluation (CCE) assists understudies with welling teachers to utilize more innovation for making showing learning more alluring for the improvement of our group of people yet to come. Teachers should know the utilization of ICT in their branches of knowledge to help the students for learning all the more successfully. In this way, the information on ICT is a lot of fundamental for the both planned teachers just as in-administration teachers moreover. This will assist teachers to know incorporated innovation with homeroom instructing. This paper examined about the job of ICT in 21st Century's teacher education.*

*Keywords: ICT, innovation, pre-administration, in–administration, understudy teacher, teacher preparing.*

**Introduction**

Today's time of 21st Century and it is likewise the time of data and innovation (IT). Each part of life are identified with science and innovation. Gigantic progression of data is arising on the whole fields all through the world. Presently data and innovation is prominently utilizing in educational field for making showing learning measure fruitful and intriguing for understudies and teacher both. In 1998, UNESCO World Education report alludes about understudy and teachers should have adequate admittance to improve computerized innovation and the web in their homeroom, schools, teacher educational organizations. Teachers should have the information and abilities to utilize new advanced instruments to assist all understudies with accomplishing scholarly norm. The nature of expert improvement of teacher education relies upon the degree of ICT mix in teacher education program. As per UNESCO (2002) "ICT is a logical, mechanical and designing order and the board method utilized in taking care of data, its application and relationship with social, monetary and social issue". Teachers are at the center of any living society. Advances assume a significant part in preparing project of teachers. Students" gets to information and data through TV, advanced media, link organization, web and online media I. e. Facebook, Twitter, Whatsapp, Linkedinn, Igo, Line, Wechat and so forth ICT is vital for Pre-administration teacher education program in the 21st Century. Without legitimate information on ICT teacher can't act in his/her study hall and it couldn't be supposed to be a finished one.

**Use ICT in Teacher Education**

The study hall is presently changing its look from the customary one I. e. from one approach to two way correspondence. Presently teachers just as understudies take an interest in homeroom conversation. Presently Education depends on youngster driven education. So the teacher ought to plan to adapt up to various innovation for utilizing them in the study hall for making showing learning intrigued. For successful execution of certain understudy driven systems, for example, project-based realizing which places the understudies in the part of dynamic explores and innovation turns into the fitting apparatus. ICT has empowered better and swifter correspondence; introduction of thoughts more viable and applicable way. It is a viable apparatus for data getting accordingly understudies are urged to search for data from numerous sources and they are presently more educated than previously. So hence ICT is a lot of essential for Teacher Education.

**Ongoing Trends in Teacher Education**

In view of different changing requirements of our general public now accentuation is additionally given to the different educational hypothesis and educational practices. As indicated by these hypotheses and practices changes are additionally go through in teacher education moreover. It is normal that teacher education should incorporate new innovation. Teachers ought to likewise know the correct perspectives and qualities, other than being capable in abilities identified with educating. As we probably are aware the base necessity of any preparation program is that it should assist the learner with securing the essential abilities and skills of a decent teacher. Presently a-days new patterns in teacher education are Inter-disciplinary Approach, Correspondence courses, direction courses and so on Reproduced Teaching, Micro Teaching, Programmed Instruction, Team Teaching are additionally utilized in teacher education. Presently a-day Action Research likewise executed in Teacher Education. ICT goes about as the doorway to the universe of data and encourages teachers to be

refreshed. It makes consciousness of inventive patterns in instructional techniques, assessment system and so on for proficient turn of events.

## Various Strategies for Applying ICT in Teacher Education

1.Providing satisfactory framework and specialized help. 2. Applying ICT taking all things together subjects. 3.Applying new Pre-administration teacher Education educational program. 4. By utilizing application programming, utilizing interactive media, Internet email, networks, understanding framework programming.

## Part of ICT In 21st Century's Teacher Education

ICT helps teachers in both pre-administration and in-Service teachers preparing. ICT causes teachers to communicate with understudies. It causes them in readiness their educating, give input. ICT likewise encourages teachers to access with organizations and Universities, NCERT, NAAC NCTE and UGC and so on It additionally helps in viable utilization of ICT programming and equipment for instructing – learning measure. It helps in improve Teaching expertise, helps in inventive Teaching. It helps in viability of study hall. It additionally helps in improving proficient Development and Educational administration just as upgrades Active Learning of teacher Trainees. It is presently supplanting the antiquated innovation. As we probably are aware now-a day"s understudies are consistently have serious psyche. So teacher should have the information regarding the matter. This should be possible through ICT. ICT helps teachers in anticipation of educating. To present ICT in pre-administration teacher education various techniques and procedures are applied. Various devices are utilized, for example, word preparing, Database, Spreadsheet and so forth Different innovation based plans are utilized to help the teachers for their work on instructing. ICT gets ready teacher for the utilization of their abilities in the genuine homeroom circumstance and furthermore make understudies for their future occupation and public activity. ICT utilized as a „assisting tool‟ for instance while making tasks, conveying, gathering information and documentation, and leading examination. Commonly, ICT is utilized autonomously from the topic. ICT as a vehicle for instructing and learning. It is a device for educating and learning itself, the medium through which teachers can instruct and students can learn. It shows up in various structures, for example, drill and practice works out, in reenactments and educational organizations. ICT as a famous device for association and the board in Institutions. Teachers should offer mechanical help to master utilizing film, liveliness, reenactment preparing which encouraged understudy teachers to give model introduction. On the off chance that the teacher is profoundly furnished with innovation, the understudy will likewise be outfitted with innovation. It eliminates the customary strategy for educating and get ready teacher to apply present day technique for instructing. ICT is assumes a significant part in understudy assessment. ICT is storage facility of educational organization since all educational data can securely store through ICT. ICT causes Teacher to discuss appropriately with their understudies. So ICT overcome any barrier among teacher and understudies. ICT causes Teacher to pass data to understudies inside an almost no time. ICT causes Teacher to plan educational climate. ICT encourages Teacher to distinguish inventive kid in educational foundation.

ICT encourages Teacher to inspire understudies and developing revenue in learning. ICT helps Teacher for authoritative preconditions (vision, strategy and culture). It is likewise helps Teacher for their staff uphold (information, disposition, and abilities). ICT supportive for specialized preconditions (foundation). ICT supportive for planned learning circumstances which are required for both professional education and the preparation of future teachers (in the teacher preparing organizations). Teacher preparing establishments can build up their educational plan utilizing ICT. With the assistance of ICT Teacher preparing foundations can create correspondence organization. Teachers gain most from their own organizations (gaining from others) with the assistance of ICT.

## Conclusion

Teaching possesses a noteworthy situation in the general public. ICT causes the teacher to refresh the new information, abilities to utilize the new advanced devices and assets. By utilizing and secure the information on ICT, understudy teacher will become successful teachers. ICT is one of the major factors for producing the rapid changes in our society. It can change the nature of education and roles of students and teacher in teaching learning process. Teachers in India now started using technology in the class room. Laptops, LCD projector, Desktop, EDUCOM, Smart classes, Memory sticks are becoming the common media for teacher education institutions. So we should use information & communication Technology in Teacher Education in 21st Century as because now teachers only can create a bright future for students.

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# The Geographical Analysis of Rural Settlements Name Associated with Physical and Cultural factors in Daund Tahsil, Pune District (M.S.)

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## Abstract

The rural settlement is a essential part of India and the overall World. The household and settlement is a chief basic of humanoid life. All rural settlement part is vigorous in the country. The each rural settlement has a designation. Sant Tukaram and Ramdas, the two designers of the social - cultural life of Maharashtra, get up in the space of Shivaji, Ramdas located the foundation of the spiritual and national society of Maharashtra by giving it a gospel of 'Maratha Tituka Melawawa' (union of all Marathas) and 'Maharashtra Dharma'. Place-names are therefore of chief social significance. The Daund Tahsil is a energetic part of the Deccan Plateau of Maharashtra, geographically and historically. Its independence and diversity of scenery are simulated in rural settlement place-names, including composed physical and cultural features. In the paper outcomes show that over all rural settlements place-name are associated with the physical and cultural factors in the study area. Physical and cultural elements, which affect settlements in rural areas. Though the physical factor is dominant in rural settlement but the cultural factor also plays an associative role.

**Keyword -** *Rural Settlements Place Name associated with Physical and Cultural Factors; Daund Tahsil Revenue Circle; Physical Factors- Flora, Fauna, Topography, Water bodies (Drainage System); Cultural Factors- Gods, Deities, Cast, Religion, Person, Surname, Historical, Cultural etc.*

## Introduction

All rural settlements place has a designation. The rural villages study of the name of is very stimulating. It give ideas and suggestions about the origin of rural settlements . "The study of rural place names is of excessive help as the names bear recognizable relations with physical and social- cultural characteristics of the area and help as a basic of information about geographical surroundings." (Mandal, 1978). The rural place names is of rural villages, thus distant, we have studied the sequent occupancies of the villages in the study region. The numerous ancient times, an effort has been complete to study the place names and their meaning the various physical, social, historical, cultural, behavior and economic conditions of the study area. The place names are identical rank, since they deliver the basis of material to rebuild the physical geography of several past ages. They also deliver appreciated data for the study of development and being of social and cultural landscape. In India S.M.Singh (1962), S.S.Padhye (1967) have worked in detailed on place names of rural settlements. The rural settlements system growth is currently one of the basic objectives in terrestrial usage planning, which is important for Daund Tahsil. India is the most urbanized and population nation in the asian region. Historical, cultural, social, cast, religion, flora, fauna, water system, topography factors analysis is the greatest real approach for reviewing the transformational variations in rural settlements name in study area.



Location of Study Region

## Study Area

Daund Tahsil is situated in the western Maharashtra, in Pune District. The geographical locality of the Tahsil is between $18^0$ 18'' to $18^0$ 40'' North latitudes and 74$^0$ 06'' to 74$^0$ 50'' East longitude. Tahsil total area is 1288.04 Sq. Km. and the total of 13 Tahsil in the Pune district. The Tahsil total 102 villages and one city (Daund) and Six revenue circle. The study area elevation is 500 to 600 mt in MSL. The space is divided by numerous river basin like Bhima and its tributary Mula-Mutha. The certain lake are available in study region Warvand, Kasurdi etc. The area experienced semi arid weather and rain shadow zone with light rainfall. In this area black soil founded. The Sugarcane, Bajara, Jawar, Onoion, Groundnut crop taking study area. According to 2011 census, The Daund tahsil total population is 3,82,535 ( Male-1,98,269 & Female- 1,84,266 ). The Daund tehsil density is 297 persons per Sq. km. The study area irrigated land is 74,463 hectares (58.05%). The Transport & communication system very good developed in study area. Daund railway junction, Solapur Pune National highway, other major state roads are obtainable in region. The Kurkumbh is a industrial area.

## Objectives

1. The collect rural settlements place name associated with physical and cultural factors in the study area;
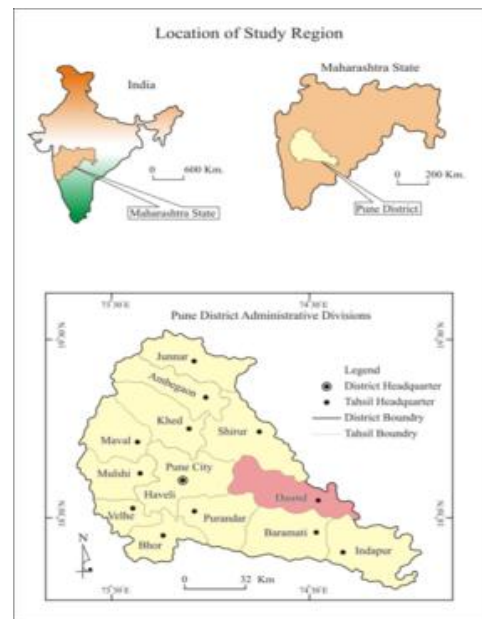
2. To understand the rural settlements place name associated with physical and cultural factors, revenue circle wise distribution in Daund Tahsil.

**Materials and Methods**

1. Census of India, (2011), "Registrar General of Census Report", Government of India, New Delhi.( Daund Tahsil, Pune district, Maharashtra.)
2. Data for analysis of the rural settlements name of Daund Tahsil has been collected from District Census Handbook. (1991, 2001, 2011)
3. The data is split up in major six groups in rural settlements name associated with flora, fauna, water bodies, topography, cast, religion, surname, historical in Daund Tahsil.
4. This six group categorize the revenue circle- Rahu, Yavat, Kedgaon, Patas, Daund, Ravangaon etc.
5. The comparison study of these six revenue circle in physical and cultural factors.
6. The Daund Tahsil revenue circle wise rural settlements place name associated with physical and cultural factors, use excel and draw a chart.

**The Rural Settlements Names Associated with Physical and Cultural factors**

| Sr. No | Circle Name | Physical Factors | | | | Cultural Factors | | | | Total Villages |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Flora | Fauna | Water Bodies | Topography | Gods / Deities | Cast /Religion | Person /Surname | Cultural / Historic | |
| 1. | Rahu | 03 | 02 | 01 | 04 | 02 | - | 03 | 02 | 17 |
| 2. | Yawat | 06 | 03 | - | 02 | 01 | 01 | 04 | 04 | 21 |
| 3. | Kedgaon | 01 | 02 | 01 | 01 | 02 | 01 | 03 | 05 | 16 |
| 4. | Patas | 03 | 02 | 03 | 04 | 02 | - | 01 | 01 | 16 |
| 5. | Daund | 03 | 03 | - | 01 | 02 | 01 | 02 | 05 | 17 |
| 6. | Ravangaon | 03 | - | 02 | 03 | 02 | - | 02 | 03 | 15 |
| | Total Village | 19 | 12 | 07 | 15 | 11 | 03 | 15 | 20 | 102 |
| | Percentage% | 18.62 | 11.76 | 6.86 | 14.70 | 10.78 | 2.94 | 14.70 | 19.60 | 100% |
| | | 51.96% | | | | 48.04 | | | | 100% |

Resource- Computed by researcher.

**Results and Discussion**

The study region is a large number of instances the Rural settlements place name are connected with physical feature like a forest, tree, vegetables, fruits, fauna, animal, human body, nala, odha, river, tributary, plain area, mountain, peak, plateau and pond (tank ). The cultural feature like cast, religion, gods, deities, person names, surnames, historical etc. affect the villages name in the study area.

**I. Rural settlements place name associated with Physical (Natural) factors-**

The study region understanding of physical and cultural landmarks invites pre requisites of place orientation and geographical correlations . This is true in the case of settlements , since settlements bear a definite relationship to space . The Place names are good indicators of such relationship to space . The place names bear recognizable associations with the physical (natural) and cultural (cultural) characteristics of the area and serve as basic source of information about geographical surroundings. The physical factors are like land features, rocks (Topography), soils, vegetation (Flora), animal (fauna) and hydrological (water bodies) features are reflected in a large number of place names in the Daund tahsil total numbers of such place names are 53 and its contribution is 51.96 % to the total rural settlements place names. The study region was completely covered with dense forest in the past period, so there are many settlements named related to vegetation (Tree), Such villages as like Takali, Naygaon, Pimpalgaon, Pimpalachiwadi, Boribel, Boriaindi, Boripardhi , Boribhadak, Vadgaon Bande, Nangaon Alegaon, Roti, Chincholi, Wadgaon Dearekar, Hingni Berdi, Hingnigada etc. In the Daund tahsil total numbers of such place names are 19 and its contribution is 18.62 % to the total rural settlements place name. In the study area Yawat circle higher place names are 6 and its contribution is 5.88 % to the total rural place names and lowest is kedgaon circle place names are 1 and its contribution is 0.98 % to the total rural place name. In Rahu, Patas, Daund and Ravangaon circle same place names are 3 and each circle contribution is 2.94 % to total rural settlements place name. In the area some place names are related to the various types of animals and their products, parts act such as Dahitane, Padvi, Kangaon, Pilanwadi, Hatwalan, Khor etc. In the Daund tahsil total numbers of such place names are 12 and its contribution is 11.76 % to the total rural place names. In the study area Yawat and Daund circle higher place name are 3 and each circle contribution is 2.94 % to the total rural place names and lowest is Ravangaon circle place names is zero and its contribution is 0.00 % to the total rural place name. In Rahu and Kedgaon circle same place names are 2 and each cercal contribution is 1.96 % to total rural place names. The Patas circle place name is 1 and its contribution is 0.98 % of the total rural place name.

The study region some place names occur after the names of water bodies like Panwali, Jiregaon, Kasurdi , Pargaon, Gar, Navingar, Khanote etc. In the Daund Tahsil total numbers of such place names are 7 and its contribution is 6.86 % to the total rural place names. In the study area Patas circle higher place name are 3 and its contribution is 2.94 % to the total rural place names, The lowest is Yawat and Daund circle place names is zero and each circle contribution is 0.00 % to the total rural place name. In Ravangaon circle place names are 2 and its contribution is 1.96 % to total rural place names. The Rahu and Kedgaon circle same place name is 1 and each circle contribution is 0.98 % of the total rural settlements place name. A scrutiny of the place names and the place names after miscellaneous geographical features including various landforms having suffixes or prefixes. In the study region some hill or plateau type settlement like Patethan, Koregaon Bhiwar, Telewadi, Kadethanwadi, Malthan, Kauthadi, Malwadi, Amoni Mal etc. The some place names occur as Kusegaon, Khopodi , Dapodi, Khorodi, (at the foot slope or on the gentle slope), Undavadi, Mirwadi (on plateau area). The Village name is contain a component to denote a rock i.e. khadaki . In the Daund tahsil total numbers of such place names are 15 and its contribution is 14.70 % to the total rural place names. In the study area Patas circle higher place name are 5 and its contribution is 4.90 % to the total rural place names and lowest is kedgaon and Daund circle place names is 1 and each circle contribution is 0.98 % to the total rural place name. In Rahu circle place names are 4 and its contribution is 3.94 % to total rural place names. The Ravangaon circle place names are 3 and its contribution is 2.94 % to total rural place names and Yawat circle place names are 2 and its contribution is 1.96 % to total rural place names.

**II. Rural settlements place name associated with Cultural (Human) factors-**
The Place names is also the influence of cultural (Human) factors and may easily be co related with the period and culture throw which they might have developed. According to Savita (1981)"place names are suggestive to cultural heritage, cultural diffusion and cultural borrowing. As such, they help in reconstructing a chronicle of settlement processes and they associated cultures and thereby facilities and analysis of cultural geography of an area". The some place names are named after God, deities, persons, surname, castes, religion, ethnic groups, culture, historical, size and settlement process. In the Daund tahsil total numbers of such place names are 49 and its contribution is 48.03% to the total rural place names. The Place names show, also the Influence of cultural factor and it easily co related with the period and culture, through which they must have evolved. The some place names are named after Gods and Deities. The study area have also been found as Rahu, Nathachiwadi, Jawaje buwachiwadi, Ganesh Road, Deulgaon Gada, Virobawadi, Kurkumbh, Lingali, Deulgaon Raje, Ravangaon, Nandadevi etc. In the Daund tahsil total numbers of such place names are 11 and its contribution is 10.78 % to the total rural place names. In the study area only Yawat circle lower place name is 1 and its contribution is 0.98 % to the total rural place names. The Rahu, Kedgaon, Patas, Daund and Ravangaon circle place names are same 2 and each circle contribution is 1.96 % to the total rural place name. The place names is many instances depict Caste elements, Religion, predominating at present or the past in a village, such place names are like Gopalwadi, Boripardhi, Yawat etc. In the Daund tahsil total numbers of such place names are 3 and its contribution is 2.94 % to the total rural place names. In the study area only Yawat , Kedgaon and Daund circle place name is 1 and each cercal contribution is 0.98 % to the total rural place names. The Rahu, Patas and Ravangaon circle place names are same, zero and each circle contribution is 0.00 % to the total rural place name.

The some villages are named after individuals, who were important persons or saints like Bharatgaon, Mirwadi etc. The study area most of the place names are followed by suffixes as 'wadi'. These 'wadi' settlements are mostly named after individuals name or surname, such as Devkarwadi, Ladkatwadi, Boratewadi, Tamhanwadi, Galandwadi, Handalwadi, Nimbalkar Vasti, Pandharewadi, Kalewadi, Kadamwasti, Gadewadi, Gadebagade Wasti etc. In the Daund tahsil total numbers of such place names are 15 and its contribution is 14.70 % to the total rural place names. In the study area Yawat circle higher place name are 4 and its contribution is 3.94 % to the total rural place names and lowest is Patas circle place names is 1 and its contribution is 0.98 % to the total rural place name. In Rahu and Kedgaon circle same place names are 3 and each cercal contribution is 2.94 % to total rural place names. In Daund and Ravangaon circle same place names are 2 and each circle contribution is 1.96 % to total rural settlements place name.In the study region some place names are cultural history, cultural area ,historical land, size of settlements, space and function of settlements related. Such place name like Dahitane, Valki, Yawat Station, Kamthwadi , Sahajpurwadi, Bhandgaon, Kedgaon Station, Deshmukh Mala, Dapodi, Kedgaon, Dhumalicha Mala, Wasunde, Nanwij, Sonwadi, Girim , Pedgaon, Maladpatas, Watluj, Rajegaon etc. In the Daund tahsil total numbers of such place names are 20 and its contribution is 19.60 % to the total rural place names. In the study area Kedgaon and Daund circle higher same place name are 5 and each circle contribution is 4.90 % to the total rural place names and lowest is Patas circle place names is 1 and its contribution is 0.98 % to the total rural place name. In Yawat circle place names are 4 and its contribution is 3.94 % to total rural place names. In Ravangaon circle place names are 3 and its contribution is 2.94 % to total rural place names. In Rahu circle place names are 2 and its contribution is 1.96 % to total rural place names.
**Conclusion**

The overhead conversation has accepted out clearly the social, historical, political, religion, personality and cultural development of Maharashtra and its sub-regions meanwhile ancient periods. The geographical diversity characterizing sub-regions of Maharashtra located the foundation of sub-sequent social and cultural development. The Diplomatically conscious history of Maharashtra from ancient periods to modern period, trendy on the basis of geographical diversity has clear the future system of social and cultural growth. The above study, it can be concluded that the place names associate with physical factors that are Flora (18.62 %), Fauna (12.76%), Water bodies (Drainage system) (6.86 %), Topography (14.70 %) contributed 51.96 % of the total place names. The place names associated with human / cultural factor This is followed by God and Deity (10.78 %), Personality and Surname (14.70 %), Cast and Community (Religion) (2.94 %), Cultural History, Cultural Area and Settlements Process and Historical (19.60 %) The Human/ Cultural factors contributed 48.04 %. This means that plants, birds, animals, deities, personality, community, cultural history play vital role in determining the place names of the rural settlement of the Daund tahsil. This study is most valuable information to the subject and study region. The investigation certainly perform the basic function of identification and present study may be used to the various aspects of human and natural past.

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# Global Climate Change and It's Social, Economic and Environmental Consequences

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**Abstract**:

*Climate change is one of the foremost challenges of our time and adds significant stress to our society and the atmosphere. From variable weather patterns that pressure food production, to growing sea levels that boost the risk of terrible flood, the impact of climate change are global in capacity and unique in balance. Without severe action now, adapt to these impacts in the potential will be more hard and rich. This outline deals with the thought of Global Climate Change, the related conditions, causes, consequences, solutions, and its possible fitness impact. It shows the want to proceed directly if we are to let alone a permanent build-up of greenhouse gases and global warming at a potentially vast cost to the wealth and civilization global. Therefore, address climate change require a "unique altitude of collaboration, not only among country but also between unusual levels of government, secret segment, and persons.*

*Keywords: greenhouse gases Global; Climate Change*

**Introduction:**

Climate change is a severe risk to scarcity decline and could open decades of progress efforts. While climate change is universal, its harmful impacts are more strictly felt by poor citizens and poor countries. They are more helpless because of their high confidence in natural wealth and partial ability to get by with climate changeability and extreme. Restore and maintain key ecosystems can help a community in their adjustment hard work and hold up livelihoods that depend ahead on the services of these ecosystems. Affecting towards low-carbon society can help decrease greenhouse gas emission, civilizing human fitness, and well-being and create the green job. Climate change is an actuality of days. We need to act immediately if we are to let alone a permanent build-up of greenhouse gases and global warming at a potentially vast cost to the financial system and humanity universal. Society for financial assistance and growth study suggests that if we act at present, we have ten to fifteen years of breathing space through which act is potential at a rather diffident charge. But each year of delay reduces this breathing space, while require ever more severe events to create a distinction. Present financial confusion is not a motive to wait. Its macro-financial penalty will be determined in a relatively short point, after which increase will begin again, while the penalty of functional on global warming will maintain to cultivate more and more dear over point. This study presents a summary of Global Climate Change intending to help value the idea, its pressure and to give a coming to the ways it affects civilization and the natural situation and proffering solution

**Objectives:**

1. To understand concept of greenhouse effect
2. To study social, economic and environmentalconsequences of global climate change

**Methodology and Data sources:**

The present research article is theoretical in nature. The data collected from various published and unpublished articles, newspapers, journalsand books.

**Greenhouse Effect**

A normal structure is known as the "greenhouse effect" which regulates temperature in the world. Just as wineglass in a greenhouse keeps heat in, our feeling traps the sun's heat near the earth's plane, above all during heat-trapping properties of confident "greenhouse gases". Earth is fiery by daylight. The majority of the sun's force passes during the atmosphere, to temperate the earth's plane, oceans, and atmosphere. The normal process is well-known as the greenhouse effect. Devoid of greenhouse gases, Earth's regular hotness would be $-19°C$ in its place of $+14°C$, or $33°C$ colder. Above the history ten thousand years, the quantity of greenhouse gases in our atmosphere has been rather steady. Then little centuries ago, their concentration begins to rise due to the growing requirement for energy caused by industrialization and growing populations, and due to shifting land use and human being settlement patterns.

Greenhouse Gases

The greenhouse gases and their sources are as below:

**Water vapor** is the main general greenhouse gas but others are especially important too. Some occur obviously and some approach from human being activity.

**CO2:** is the most significant greenhouse gas released by human activities, mostly through the burning of fossil fuels. It is the main contributor to climate change.

**CH4:** is formed when vegetation is burned, digested, or rotted with no O2 present. Compost dumps, rice paddies, and grazing cows and other livestock release lots of methane

**N2O:** can be found naturally in the environment but human being activities are growing the amounts. Nitrous oxide is at large when chemical fertilizers. Nitrous oxide is released when chemical fertilizers and measures are used in crop growing.

**Halocarbons** are a family of chemicals that comprise CFCs (which also harm the ozone cover), and other human-made chemicals that include chlorine and fluorine.

Causes of Global Climate Change

Earth's climate changes in nature. Changes in the power of sunshine reaching the earth cause cycles of warming and cooling that have been a normal feature of the Earth's climatic history. Some of these astrophysical cycles, like the four glacial-interglacial swings during the past four lac years. Extend over very long time scales and can have large amplitudes of 5˚C to 6˚C. For the past ten thousand years, the globe has been in the temperate interglacial segment of such a cycle. Other planetary cycles are a lot shorter, with the direction being the eleven-year sunspot phase. Hotness and the stability of heat-trapping greenhouse gases have remained just correct for humans, vegetation, and flora to stay alive. But today we're having trouble trust this stability.

Consequences of Global Climate Change

While the penalty of climate change could be discussed under several different categories, the extent of this dialogue confines it to together natural and economic consequences.

**Natural Consequences**

At present already the consequences are verifiable and most likely they will only augment in extent and regularity in the potential.

The IPCC predicts that climate change will grow to be apparent in the following main ways:

By around 2100 global temperature will have risen by between 1.1 degree Celsius and 6.4˚degree Celsius. The accurate increase depends on the potential emission of greenhouse gases and other pollutants and the collective action of physical and chemical processes in the environment. Several parts of the world will obtain more rainfall, with others attractive drier. This is because heater water occupies more freedom than frosty water and because of the runaway of glaciers and Antarctic ice sheets. Our considerate of the melting of Greenland and polar ice sheets are still partial. These both with the fact that there may be big area variation in maritime height increase, income that in some parts of the world the consequences may be even more theatrical than predicted by IPCC.

**Economic Consequences**

Avoid excessive climate change is also significant if the ***"Millennium Development Goals"*** are to be achieved, formulated by the U N as follows:

Destroy excessive scarcity and famine. Realize worldwide prime learning. Encourage sexual category equality and empower women. Reduce kid humanity. Get better motherly physical condition. Combat HIV, Malaria, and other diseases. Make certain ecological sustainability. Develop a universal partnership for growth. Etc

**Potential Health Impacts of Climate Change**

Global climate change would influence human being health via the pathway of varying difficulty, amount, and sincerity and with different timing. Equally, impacts would vary in nature as a function together with of environment and geography and the weakness of the local population. The impact would be both positive and negative. This is no surprise while the climatic change would disturb or otherwise alter a large range of natural environmental and physical systems that are an integral part of Earth's life hold structure. Via climate change, humans are causative to a change in the situation of life in the world.

For vector-borne infection, the division and profusion of vector organisms and in-between hosts are affected by various physical and biotic factors.

**Mitigation Solutions**

In many of the world's regions and countries, the government has introduced the policy to decrease the emission of Carbon dioxide and other greenhouse gases. These are frequently referred to as mitigation strategies. A container in point is the Kyoto Protocol, under which manufacturing countries have faithful themselves to a sure cut in emissions. This has not been ratifying by Australia or the United States, however. The European Union has a further strategy aim of falling its Carbon dioxide emissions by 20 to 30 percent by the year 2020 comparative to 1990

**Adaptation Solutions**

The IPCC defines adaptation as 'adjustment in natural or human systems in response to actual or expected climatic stimuli or their effects, which moderates harm or exploits beneficial opportunities (IPCC, 2009). The consequences of climate change can be seen all over humanity. Maritime height increase, flood, severe summers, and wetted winters are the depiction of present and potential.

We have to become aware of the fact that we will not always be safe anymore but we must get used to ourselves to the changes:

**Sea level rising/floods/water nuisance.**

When allowing for the increasing of the maritime height and the augmented opportunity of flood in a country, the Netherlands for example, present are two courses to an explanation. On the one side, the Dutch can protect their country even better by raising the dikes and reinforcing the coastal areas. But by doing this, the consequences in case of a failure will only be worse.

**Drought and Desertification.**

The UN-plan that was passed in 1994 underlines a ***"bottom-up"***-approach, with which one hungers to find mostly native results to prevent desertification organized with the native societies. One attempts to find the explanation in sustainable development, undertaking societal, economic, and ecologic difficulties at one time. A related insolence requires quite a co-ordination and close teamwork between local, national, and international bodies, but conservationists are not converted that the party-political will to take events is solid sufficient to crack the current.

**Conclusion:**

Climate change is fashionable and it is caused largely by anthropological motion. Its impacts are establishment to be touched and will be degraded in the periods onward except we take action. The growing rate of global warming consideration of co2 and other greenhouse gas releases from social activities have run to climatic changes and environmental deprivation, which in crack have caused great experiments concerning diseases and social health. Many sicknesses which were before nameless in convinced climatic zones are now conclusion their way to such areas, due to variations in the climate situations. Extra, many sicknesses that had been thought destroyed are resurfacing in areas with altered weather situations that favor their retaliation. It is then essential that backers and decision-makers at manufacturing, government, and international plan levels come up with severe and practical means of critical down on greenhouse gases emission to fight the feast of global warming belongings, and the subsequent climate change, which has fashioned shocking impacts especially among minor nations. More, there should be bigger funding of version and handling programs and schemes in affected zones to minimalize the influences on social health and decrease the feast of sicknesses.

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# A Brief Study on Dalit Feminism in Baby Kamble's *The Prison We Broke*

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**Abstract**

*Dalit Literature has so many aims, one of them is to reveal to the readers thr injustice, oppression, struggle and helplessness as well as the subordinate place for them in Indian society. Dalit feminism immerged as unique in Indian context. Orthodox Indian society beguiled Dalit women toward exploitation and suppression. Dalit feminist like other Dalit writers follow the ideology of Dr Babasaheb Ambedkar- 'Educate, agitate and organize'.Baby Kamble's The Prison We Broke deals with her life experiences as Dalit Community's struggle for life and against Upper Caste people, rituals and customs. The book also focuses on the exploitation of Dalit women by their own community. Especially daughters-in-law were easy prey for such oppression. The book is full with the exploitation of Dalit women. In those days, it was custom to keep women at home, behind the threshold. The honour enjoyed by a family was in proportion to the restrictions imposed on the women of the house. (p.05) If no one see the nail of the woman thus confined within the four walls of the house. Then this honour became talk of the town. Writer's father had locked her mother in the house, like a bird in a cage. This incident shows that the women were treated like a personal property of their husbands. They locked them in the cage like the birds.This research paper brings the Dalit feminist elements from the autobiography The Prison We Broke. Dalit women were as subaltern, this book became the voice for their doubly margined exploitation.*

**Key Words:** *Dalit Feminism, Exploitation, Slavery*

Baby Kamble born in Socially Backward community or Scheduled Caste- Mahar Community. She wrote her life experiences and story as the representation of whole Mahar community; it is just not only about the community but caste structure of Maharashtra or India in her autobiography *The Prisons We Broke.* She also depicted that how these entire folks have converted or embraced Buddhism under the leadership of the Greatest person, Dr Babasaheb Ambedkar on 14 October 1956. The book reveals the cries, lives, struggle, helplessness, cries and sufferings of the people of Mahar community. The book is a voice of subaltern women of this down trodden community. The women from Mahar community have doubly suppressed due her femaleness and that they belong to Mahar caste of Maharashtra. In our country, women are thought to be things of show, beauty or things which satisfy hunger of lust, love etc. As patriarchal Indian Society, most of the women stay at home to do domestic works and men got more freedom to earn from outside. This makes them more powerful than women and thrust on women their superiority. Hence, women got their subordinate status because Men subjugated women by limiting their space to hearth and children's cradle.Women were denied freedom and separate existence. The society created separates codes of conduct for women. The result of this, women barely get any opportunity to understand their true self. They did not live free life as men enjoyed.Simone De Beauvoir criticized patriarchy as, "man defines himself as man and woman as other. Woman describes not in herself but as relative to him. She is not regarded as an autonomous being. Man is the subject; he is the absolute. She is the other. He sets himself up as essential as oppressed to the other, the inessential, the object." (Beauvoir, p.16). The main theme of the autobiography is to bring forward the struggle of Mahar people with the upper caste society. But the book is an excellent example of Dalit Feminism. Baby Kamble who experienced the patriarchal social codes of conduct, wrote this book when she was alone, and kept it hidden from her family members. This autobiography portrays exploitation of women in Mahar community. Baby Kamble has depicted the suffering and cries of Mahar people; but she recreates the sufferings of women through the pages of her book. Women suffered because of the mentality of the people that they should enslave others or exploit them as they were slaves of Upper Castes people. Therefore, they enslaved their daughters-in-law.

The autobiography begins with pre-independence of India. Indian society had a big family system. Children grew up at their grandparents' home under the shelter of love because they often born at their maternal grandparents' home. Baby Kamble was born at her grandparents' home at Veergaon, a village in the Purander Taluka in Pune district, Maharashtra. Mahar people were considered as untouchables. Therefore, they had to live in the village at some distance. The place of any village, where these folks lived, called as Maharwada. The Maharwada was so small because the village was too small.

Then the book covers types restrictions for Mahar folks as untouchables. They had only one right that is to serve upper castes. They always get leftover food instead of payment of their works for people from Upper Castes. They were physical as well as psychological slaves of Upper Caste people. The book also elaborates how Dr. Babasaheb Ambedkar shattered the prison of slavery. At the other hand the book is the voice of those suppressed and oppressed Mahar women who were doubly exploited as women and as Mahar women by men of Upper Caste and their own caste. The autobiography illustrated the people of Maharwada who were poor but they were very affectionate, simple and large-hearted.

The book is full with the exploitation of Dalit women. In those days, it was custom to keep women at home, behind the threshold. The honour enjoyed by a family was in proportion to the restrictions imposed on the women of the house. (p.05) If no one see the nail of the woman thus confined within the four walls of the house.

Then this honour became talk of the town. Writer's father had locked her mother in the house, like a bird in a cage. This incident shows that the women were treated like a personal property of their husbands. They locked them in the cage like the birds.

Baby Kamble witnessed the heinous acts of untouchability from her childhood. She has written various incidents that they had to keep some distance from the upper castes people. In the month of Ashad, women had to buy some things from the shop. When they entered the courtyard of the shop, they had to stand at some distance and asked things which they want to buy. Shopkeeper's children were playing there. Shopkeeper's wife shouted at her children who played in courtyard, "Chabu, hey you, can't you see the dirty Mahar woman standing there? Now don't you touch her. Keep your distance." (p.14) then shopkeeper throw things from a distance. He took money which did not pollute him. The mere touch of the Mahar woman could pollute the high caste shopkeeper but on the contrary, the money of the untouchable would not pollute him. Through this incident, it is clear that the high castes people were giving their children the lessons in social conducts. Untouchables were denied education, knowledge and access of the sources like land, water and social involvement. The book lights on the very important aspects of Mahar community. According to Jacques Rousseau, "Man is born free, but he is everywhere in chains" (Rousseau, P. 49). They were slaves of high castes people. But they were also human beings. It has become the habit of us to dominate and exploit someone. We enjoyed by giving trouble to others. Mahar folks also found their slaves. As they suffered their subordinate status in the society, they made their daughters-in-law suffer from oppression. They had to work so hard at homes. Then they had to go outside for work with their mothers-in-law. In our society, there was a tradition to get marry girls and boys in very young age. At the dinner or lunch time, men had served the meal first then women could eat. Mahar people were very hungry people whatever they get children first eat it. Then other men could get to eat and if something remained then women could eat. Baby has described the incident as, "At homes, children jumped and snatched the food from their parents' hands. Poor hungry daughters-in-law were helplessly waiting for their turn without saying a single word. They looked at the food. Sasu noticed this and threw a piece of morsel at her and said, "Push that down your throat, you shameless hussy! Aren't you ashamed to stare so at a child who's eating? At least let the food get down his throat! Your evil eye will make the child choke. Don't you know how to behave like a good daughter-in-law?" (p.30). Baby writes, "There is saying that a black cow has survive even on thrones. Our women were like that proverbial black cow. Even one occasions when they had a right to be indulged a bit, they had to fill their stomachs with thrones to stay alive." (p.57) Smita Patil writes, "Dalits have been victimized through the structural hierarchy of caste that perpetuates the ethos of inequality and maintains the segregation of power. Dalits are oppressed, exploited and discriminated against, and are being methodically erased through graded inequality at every level. So, there is hardly any space for Dalit women in either the public or private sphere. Subjugation of Dalit women persists through the obnoxious linkages of caste, gender and class." (Patil, p.11-12)

To conclude, The Prison We Broke by Baby Kamble is incredible example of Dalit Feminism. The book describes not only the physical and psychological atrocities inflicted on Mahar women in public and domestic spheres but it emerges as a reliable testimony of the counter revolution brought up by Dr. Ambedkar and further effectively practiced by Mahar community in Phaltan and entire Maharashtra and India. The book gives a number of references of how Mahars rejected the high caste culture, festivals, and leadership. It depicted that they formed their own culture of equality and humanity. The autobiography is very important because it focuses upon the progress of Mahar community from pre-Ambedkar days to its rapid transformation through education and mass conversion to Buddhism.

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# Women Empowerment: An Essential Way to Achieve the Goal of Social Development

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## Abstract

*Women are the primary foundations for building a progressive society. They play a key role for strengthening and developing our nation. But in some parts of our country, their role is still limited to the household chores and still they become the victim of domestic violence and social evils. Their freedom is still restricted and they lack the opportunity to put their ideas before others. So there is the great need of women empowerment which doesn't only mean to educate the female child but it also means to uplift and improve women social, economic and political life and involving them in decision making, recognizing their potential, raising their status and developing their skills through technical and Vocational education. Women empowerment means boosting the self-esteem and self-confidence of women by incorporating their equal participation in every sphere. But the gender stereotype thinking is the biggest challenge in the way of women empowerment. Our society underestimates the role of women and denies their participation in many aspects. This attitude of society restricts the capacities of women and thus leads to the exploitation of women and their rights. For the social development of our country, it is necessary to elevate the women and to recognize her contributions. The progress of any society can be reflected through the status of the women of that society. This is the need of the hour to overcome from the challenges that are restricting the women development and empowerment. This paper explores the scenario of women empowerment especially in India. Additionally this paper also throws light on the different challenges coming in the way of women empowerment and the ways to overcome it.*

**Keywords:** *Women Empowerment, Social Development, Equal Participation, Self Esteem.*

## Introduction

Women are the key pillars of the society. They are bestowed with the same abilities, capacities, strengths, and power, as the men is bestowed. Nowadays Women are performing multiple tasks simultaneously. They are handling household work, their children, their professional life as well as they are also contributing allot towards our country. Although maximum of the men are also multitaskers and multitalented as they believe there should be no division of work on the name of their gender. But still we can see a large number of men are still stocked in the thinking that their work is only to handle their professional life. It's the reason that compels us to talk about women empowerment. Because this thinking leads to gender inequality, domestic violence, Abusive behaviour towards women, social evils, stereotype thinking and prejudice. If we talk about the era of deities, we can see the women holding a great position of power, respect, knowledge and strength. But gradually, the role of women started deteriorating in our society. In Vedic age itself, we can see the prevalent gender inequality, when there is no right to education to women. They were denied to have education from the gurus. They didn't get admission in the Ashrams. So the tradition of gender inequality or discrimination against women had started from the ancient era.

If we step into next era, there were different rules for men and women, like sati pratha, where the women had to burn herself to death on the funeral of her husband. And in some societies, there were a tradition, where women have to shave her head after the death of her husband. So these were the rules that were made only for women, that is the key reason of gender inequality and girl feticide. Because due to these traditions, parents got scared to give birth to their girl child as they didn't wanted that their girl child would suffer due to these social evils. Dowry system is also one of the significant reasons of gender inequality and discrimination against women. Dowry system commenced, when our rich Indian rulers started to give gifts to their son-in-law on the occasion of their daughter's marriage. But gradually this tradition of giving gifts on the marriage became a curse for the people who were still struggling to fulfill their basic needs. So they started to treat their girl child as a burden and they used to kill her in the womb of her mother. So discrimination against women is not a new issue. It has its foundation in ancient era and knowledge is the only key that can help us to overcome this issue. But if we talk about India, now it's becoming the knowledge enriched society, literacy rate is also increasing and now there is a great awareness among people regarding the rights of women. But even then, we need to talk about women empowerment because only decreasing the rate of girl feticide or increasing women literacy are not the sign of gender equality but there are many grounds on which our society rates the women.

Our society always underestimates the women capacities that lower their self confidence and self esteem. Women have the great role to play for our nation as she can imbibe cultural values and build strong character of the children. It is well known saying that if you educate a man, you educate an individual. But if you educate a woman, you educate a nation. Similarly if we channelize women abilities properly and give opportunities for nourishing her talents, we can develop and strengthen our nation.

**Women Empowerment In India**

Women empowerment doesn't only limit to stop the female feticide or to end the dowry system. But it has a broad meaning. Women empowerment means to uplift the women in all aspects be it is social, economic, political, professional or domestic. Women empowerment means to end up gender stereotyping and treating everyone as a human. In India there is generally one notion among people about women empowerment, they think women empowerment only means to educate the girl child and to stop female feticide. So basically there are three categories of families in India in relation to the awareness of gender empowerment:

a. The families who still believe that there is no need to teach girl child as they have to marry and leave their homes. So they deprive them from education which becomes the reason of their deteriorating position in the society. These category of families are orthodox and they believe that, women should not raise their voice and do whatever told by their elders or husbands.

b. The second category belongs to those people, who believe educating their girl child means women empowerment whereas at home they are still denied of the various opportunities on the ground of their gender. So these category of families need to understand that only education the girl child doesn't lead to women empowerment but they should be treated as the male child of the family. They should be given the opportunity to put their points before their family .They should be given equal freedom to make their decisions and they should be given equal chance to help their family economically.

c. And third category belongs to the family, who understands the real concept of women empowerment. And these types of families are often criticized by our Indian society as they give open space to the women to nourish their talents. And these families are very less in number.

In present times, if we talk about women empowerment in India, the scenario is very much changed nowadays. Because now women know their rights, the media and other nongovernmental organizations are spreading awareness regarding women rights and they are also supporting the women. And most of the women are working nowadays; they are handling their professional life and household chores smoothly. But even then there are certain regions in our country that have still stenotype thinking about women, who still think that the women only work is to handle their household work, who still consider them inferior and who still don't consider women decisions important. There is a great need to uplift women economically, socially, politically and emotionally. We need to change our perspective and stop looking humans into fragments, treating everyone as a human is the only way to achieve the women empowerment in India.

**Women Empowerment And Social Development**

Women empowerment and social development are interconnected with each other. No society can develop without the contribution and participation of women. Many scholars believed that if we want to judge the progress or worth of a society, look at the progress and status of their women. Only well empowered women can make the well empowered society. When we uplift women and provide them equal roles in every sphere, they can create a conducive environment in society. As we know that what we sow, so shall we reap , if we give the opportunities to women that they deserve, i believe they can give more healthy outputs , they can preserve the social values if the society and thus can transform it to the next generation. Only the well empowered women can raise the voice against social evils and can critically evaluate the social processes.

**Challenges Coming In The Way Of Women Empowerment**

1. Resistance to accept the women as superior.
2. Stereotype thinking and prejudice against women is also one of the important challenges in the way of women empowerment.
3. The psychology of the society is the biggest hindrance in the way of women empowerment.
4. Sexual harassment is also the challenge that compels parents to restrict their female child.
5. Labeling the works on the basis of gender.
6. Narrow minded thinking of the society creates a bridge on the way of women empowerment.
7. Underestimating the role of women is the also the biggest challenge in the upliftment of women.
8. Resistance to appreciate the women roles in society.
9. Lack of skill education for women is also the hindrance in the way of women empowerment.
10. Looking humans into fragmenents is also the cause that restricts the women empowerment.

**Suggestions**

1. We should consider household works as life skills and not to label the household work on the basis of gender.
2. We should not only try to build character and values among women but we should also focus to build these values among men, so that the fear of sexual harrasment doesn't restrict the female child freedom.
3. We should perceive every human as a human; we should not see the humans into fragments. This will also change our stereotype thinking related to women.
4. Start empowering the women from your home itself doesn't wait for others to take a step.
5. Understanding the fact that women also share the equal burden as men shares.

6. Don't restrict the women thinking, their voices. Even from the childhood, teach your female child to speak and to raise their voice when it's necessary.
7. Don't hesitate to appreciate the women and to listen to their voice.
8. Providing skill and technical education to women.
9. Welcoming the economic participation of women.
10. Don't validate her on the basis of their colour or background.
11. Try to aware people about gender issues and about the importance of women empowerment

**Conclusion**

In nutshell, we can say that the women empowerment doesn't only refer to educating the girl child but it's a broad term with a broad meaning. It means treating them in the way that they don't need to feel about their empowerment. It means to respect their decisions, to give them equal opportunities, to enhance their skills and to involve their participation in every sphere. In India, women empowerment can be seen differently on the basis of various factors like geographical factors, socio-economic factors, and cultural factors and so on. In India, every region is on the different ladder on the way of women empowerment. India is a developing country and is trying to overcome from various problems. So if we talk about women empowerment, India is still struggling to overcome from the challenges of women empowerment. There is the need of some time to achieve the complete goal of women empowerment. There is the need to change the attitude of people regarding women empowerment because women empowerment is the only way which can lead our country to greater heights.

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# Impact of COVID 19 On E Commerce in India

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**Abstract:**
*The Indian E commerce has been one of the biggest beneficiaries of the pandemic, Many Indians were introduced to online shopping during the pandemic for the first time and found it to be convenient. Large number of users and increasing use of broadband spread the e commerce activities to smaller towns and villages. This paper studies about how Covid 19 impacted e-commerce business and discusses some of the strategies adopted by e commerce players. Trends observed in e commerce are also discussed The paper is based on secondary data. The articles in journals and business magazine are referred to study the im-pact of Covid 19 on E Commerce.*

**Key words:** *E Commerce, non-contact format, first time users, Unified Commerce, Digital transactions*

**Introduction:**

The worldwide spread of the COVID-19 pandemic has disrupted how people buy products and services and how they perceive e-commerce. The standardized lockdown rules across India and the growing hesitation among consumers to go outside and shop for essential goods have tilted the nation towards e-commerce.

Consumers have switched from shops, supermarkets, and shopping malls to online portals for the purchase of products, ranging from basic commodities to branded goods. Work from home increased the demand for laptops, headphones, furniture consumer electronics items etc. there was a rise in the demand for personal grooming products , masks, sanitizers etc. Learning from home was the trend this year for school and college students. The e commerce companies had the initial problem in completing the deliveries in the initial lockdown as transportation and men movement stopped. The challenges which the pandemic brought to life for various companies and service providers were majorly those of manpower as people were back home, transportation as making products available across borders became a problem, cost which skyrocketed during this time and supply chain..Apart from posing challenges, Covid-19 was as a blessing for many platforms as it resonated the message of 'Digital is the way to go', promoted contextual buying and helped create more content as demand grew manifolds.Digital wallets (40 per cent) followed by credit cards (15 per cent) and debit cards (15 per cent) were the most popular payment methods online in 2020.  E Commerce capability is no longer limited to just traditional websites, and physical retail has blended with the digital world. The shop floor is now in the palm of our hands and consumers expect the same hassle free and convenient shopping experience whether they are purchasing in app, through their social feeds or in the real world. The Indian E commerce has been one of the biggest beneficiaries of the pandemic, Many Indians were introduced to  online shopping during  the pandemic for the first time  and found it be  convenient. Large number of users and increasing use of broadband spread the e commerce activities to smaller towns and villages.

**Trends in E commerce**: The trends in e commerce observed during the lockdown are discussed below

**64% were first time shoppers**: Among all the new users on its platform about 64% were first time shoppers and completely new to e commerce platform.

**Online commerce in India are expected to touch $200 billion by 2026** Amazingly, the performance of the ecommerce industry surpassed all expectations. Red Seer in its report said the gross ecommerce sale starting from mid-October till November 2020, touched $8.3 billion as compared to $5 billion in 2019. It had earlier estimated that the festive season would bring in $7 billion in gross sales. In a similar vein, Unicommerce, an ecommerce focused SaaS company, said the industry had reported 56 percent growth in order volume as compared to the festive season last year. The increasing order volume also led to a 50 percent growth in gross merchandise value (GMV), as compared to last year's festive season.

China is the largest e-commerce market in the world, with a value of around $672 billion. According to IBEF, the market opportunities for online commerce in India are expected to touch $200 billion by 2026 from $30 billion in 2017. The report also states that the Indian e-commerce industry is expected to overtake its US counterpart to become the second-largest market for e-commerce in the world by 2034.

**Boost from Tier-II cities and beyond:** The festive season also saw increased participation from consumers belonging to Tier-II cities and beyond, a view shared by many observers across the industry. Flipkart, at the conclusion of this year's festive season sale, said the company recorded over 666 million visits during the Big Billion Days sale, and 52 percent of these were from the Tier-III cities and beyond. Even RedSeer Consulting noted that the festive season for this year saw 88 percent customer growth from last year, driven by about 40 million shoppers from Tier-II+ cities.

**Emergence of Direct to Consumer (D2C) brands:** This trend shows that smaller companies with its own range of products do not depend on large online marketplaces anymore for reach or access to customers. By Smart positioning of products along with innovative marketing campaigns  the organizations  are able to build their own customer base

**Use of voice  assistant and vernacular interface in multiple languages to assist online buyers:**  Flipkart witnessed the growth of 50% soon after the lock down with Tier 3 region and beyond registering  65% growth

during the unlock period of June to Sept 2020. Flipkart had the voice assistant and vernacular interface in multiple languages to help the customers during buying online. Flipkart app is now accessible in six major languages: English, Hindi, Marathi, Tamil, Telugu and Kannada.

**Tying up with local grocery stores** : Online delivery platforms such as Jiomart, Swiggy and Zomato were able to meet consumer demands at a faster pace by making hyperlocal deliveries after tying up with local grocery stores.

**Need for use of newer technologies and non contact formats** :

There is a structural shift in the shopping behavior with increasing reliance on e commerce platforms. The outbreak has necessitated the need for use of newer technologies and non contact formats. There is a need for social distancing and safety of the customers which has made the consumers to look to e commerce platform.

**Sudden shift towards health, hygiene and wellness products** : Consumer habits have always been evolving over the years. Given the infection's threat, part of the transition saw the sudden shift towards health, hygiene and wellness products. Moreover, as market disruptions and uncertainties led to job losses and salary cuts, discretionary spends dropped.

**Contactless mode of digital transactions** ; Restrictions and social distancing norms meant buying from brick-and-mortar outlets was not possible or safe, the contactless mode of digital transactions offered a safe way to purchase daily essentials and other items

**Direct Deliveries and Consumer Satisfaction;**

The supply chain problems during COVID-19 have prompted many companies to deploy new-age channels. New alliances are also being formed in ensuring last-mile delivery, which was a major barrier during the nationwide lockdown in March-April-May2019. They have expanded delivery footprints into rural regions, which has seen a rise in online orders.The experience of zero-touch shopping should be personalized as best possible, taking into consideration the customers' latest preferences, including various digital modes of payment.

**BOPIS (Buy Online Pickup In-Store) model**. : Customers may continue shopping online, even as physical sales keep rising. These trends will lead to the BOPIS (buy online pickup in-store) model.

**Deploying AI, machine learning and other digital tools.** For driving greater customer satisfaction, companies have been deploying AI, machine learning. Many brands have now created their portals for joining the revolution. Direct interactions with online customers help them in creating a repository of customer data

**Use of unified commerce** : Unified Commerce is used to give customers a consistent & real-time view of data about products, pricing, and availability. A unified commerce approach is about creating a harmony between important customer touch points by syncing the sales channels and consolidating the backend operations, A customer today is very specific in terms of her/his requirements and looks for a fulfilling shopping experience. They also expect their favorite brands to offer a frictionless experience, allowing them to see the products and fulfil purchases across channels.

Apart from Ease of Product Discovery, Availability of Product and wider assortment, customers in the current situation will also seek deeper Product information and Contactless buying options that includes contactless discovery, flexible payment and flexible delivery as well.

Hence, retailers and brands need to evolve in terms of revamping how customers interact with the stores and how engagement tactics with customers need to change. Technology needs to play a crucial role here. The decisive factor in choosing a solution lies in how close the new innovation is to the already existing seamless experience that customers expect from the brand. The experience needs to be consistent whether the customer is at the store or at home. The various phases of retail including Product discovery, payment, customer interaction and delivery needs to be built on the convenience factor that provides multiple options to customers. Deeper product information, real-time tracking of product availability, flexibility in payment and delivery options will be the key game changers. Not only will these innovations help in greater customer engagement, it will also help in stabilizing the growth and boost sales for brands as it will involve smart optimization of inventory across various stock points including physical stores.

**Strategies for E commerce Business Today:**

- Offer niche products that aren't available on other online platforms
- There has to be an established inventory blueprint to cope up with the sudden increase in the demand for products and services in the country.
- All online payment methods to be made available.
- About 60% of e-commerce orders in India are processed through cash-on-delivery payments. Customer today prefers to pay only on arrival of the goods ordered at the destination.
- With the help of an AI engine, e-commerce businesses can identify and profile risky orders with ease . There is a increase in impulse purchases and unexpectedly large number of cancelled orders. It has to be minimized to increase the profits. It will increase the expenses and cost and reduce the profits. .

**Opinion about E commerce from experts :**

- Shauravi Malik, Co-founder, Slurrp Farm commented that "What we would have wanted to do in a decade, **happened in a span of almost 6 months**. E-commerce which was earlier associated with young, disruptive and innovative brands has now become a major focus area for MNC's and other big companies.
- Mansi Zaveri, Founder, Kids Stop Pess Media said , "Very **crucial pillars** determining how the consumer will buy would be in form of a triangle with **trust** at its epicenter and its three vertices being **community, connect, creation and convenience**. Coupled with this, the role of digital and social will have to mirror the sentiment and thought of the consumer in indulge the consumer to buy their product."
- Deep Bajaj, Founder, Sirona Hygiene said , "We saw a lot of new shoppers who came from Tier 2 and Tier 3 cities along with many elderlies and this trend is here to stay. The pandemic also posed newer hygienic requirements for the brand, which led to the **birth of various new products**. Further, cost, transportation, material and labor posed major challenges during the pandemic."
- Chinu Kala- Founder, Rubans said, "For a country like India, with a huge population where people want to see more, dress up more, buy more, the opportunities are large. But the challenge here is to create a niche, to bring in innovation at its best. If you're able to create a niche, India has potential for any segment."
- Aditi Handa -Chef & Director the Baker's Dozen said ,"There is a **huge potential for younger companies** to come together and bring about discoverability for new and small-scale businesses."
- In order to remain agile with what one has learnt as one moves up the ladder Abhinav Jain, Co-Founder & CEO, Almond commented "the process that I follow is fail fast, where we take up a project as a small one and then find out where we fail and how fast we can revamp it up which creates the real balance between the legacy management and the new age agility. **I'd also like to add listening to your customers is key, but listening to your people is the bigger key, which can crack bigger locks**"
- With a rapid pace, ever widening scope for newer ideas and platforms the e-commerce sector in the next couple for years sure to boom
- Kazim Rizvi, Founding Director, The Dialogue told The Sunday Guardian: "E-commerce platforms have realized that they have to shelf all kinds of products on their platforms to serve the needs of the people. The surge in demand and the preference to buy from the online platforms meant **that people will not only be looking for branded products, but also what they expect from local shops or Make in India products**. To do so, e-commerce companies have to ensure that sellers are available on their platforms who can cater to such needs. At the same time, the companies will also have to cater to the people who have the buying capacity and expect branded products."

Despite the economic impact of the Covid-19 pandemic, several Indian start-ups, including Unacademy and Nykaa, crossed the $1 billion mark in valuation and entered into unicorn tag. Vaibhav Lall, Founder, Khojdeal, told The Sunday Guardian: "During the initials days of the nationwide lockdown imposed by the Central Government, e-commerce companies had a tough time ensuring timely deliveries. This had a negative impact on customer loyalty too. Consumers have embraced online ordering for goods, services, and food during the Covid-19 pandemic, and many are unlikely to revert to their old ways. Many late adopters are also discovering the benefits of the online experience for home delivery or in-store pickup options, and may not look back. Over the last 5 years, the Indian e-Commerce industry has witnessed has an upsurge and there is significant headroom for future growth too. This growth will be spurred by an increase in internet usage, smartphone penetration & the pandemic, and will propel **the Gross Merchandise Value (GMV) of the Indian e-commerce industry to grow to $100-120 billion at a CAGR of 30%."**

**Future of E Commerce**

The future seems both promising and challenging for the Indian ecommerce industry. The year 2021 is likely to see the sector be more watchful about policy pronouncements, especially new ecommerce policies. Also, the industry will try to onboard more small players to enable a deeper reach into the country. Competition is sure to be heightened, The market opportunity is huge and competition is going to be intense for the Indian ecommerce industry.The only winner out of this will be the consumer at the end.

India's e-commerce industry will grow 84 per cent to $111 billion by 2024 as it gains from demand created by the coronavirus pandemic's impact. The 2021 Global Payments Report by Worldpay FIS, a financial technology product and services provider, tracked trends in 41 countries to find that digital commerce accelerated during the pandemic.The report said India's e-commerce market will be driven by mobile shopping, projecting it to grow 21 per cent annually .

**Conclusion :**

This pandemic seems to be a "blessing" as it bought a lot of positive impact on the e-commerce sector. "Though the initial few weeks of the lockdown were testing for e-commerce players, they were eventually able to emerge as winners. The pandemic brought a lot of positive impact on the e-commerce sector. Many e-commerce players have started assessing consumer preferences and have started aligning product categories and offer accordingly. In the long-term, being highly responsive towards consumer trends will be critical. Organizations have also

started adapting their supply chain to ensure adequate supplies are on hand to meet demand along with a "buffer" stock of essential items. E-tailers are also working towards creating a frictionless digital experience for their customers with a focus on innovative and personalized customer engagement strategies,

E-commerce emerged as an ideal solution providing delivery services without compromising social distancing practice. When everything came to a standstill, e-commerce/ virtual shopping ensured continuity in the country's economic operations. Enjoying comprehensive outreach e-commerce can generate demand and likewise contribute to the country's revenue model. Incidentally, this creates the opportunity for distributors, manufacturers, and small sellers. Masses adopted online shopping mode with alacrity, even essential goods saw a fillip in purchase through e-commerce platforms. Customers enjoyed a personalized experience. It highly eliminated the hassle of visiting various shops, reducing the possibilities of contracting the disease

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# Trends in Balance Sheet of Fish Processing Industry in Maharashtra

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**Abstract**

*This paper aims to study trends in balance sheet of fish processing industry in Maharashtra state. components of total assets such as current investment, inventories, trade receivables, cash and bank balance, short-term loans, fixed tangible assets, fixed intangible assets, non-current investments, deferred tax assets (Net), long term loans and advances components of total liabilities like short term borrowings, long term borrowings, trade payables, Short term provision, etc. are studied. Also attempt has been made to explain the profile of fish processing industry such as the various types of units, year of establishment, location of units, suppliers of raw material, and type of fish products. Problems like Inadequate raw material supply, Lower utilization of Production capacity, Low efficiency of labour, etc. are found to be major ones.*

**Key words**: *Total Assets, Total Liabilities, Fish processing, etc.*

**Trends in Balance Sheet Of Fish Processing Industry In Maharashtra**

**Introduction**

Maharashtra has 720 Km. long coastal line along with the Arabian sea. However there are only 48 EU approved fish processing units in Maharashtra. (EIA) Out of them, 16 units were closed due to various problems related to finance, raw material, marketing etc. To utilize marine resources at optimum level, there is need to establish more units so that fisheries products could be exported after processing. Processed fisheries products like agriculture products, last long period as well as could receive good prices.

**Importance of the study**

Substantial research about social and economic aspects has not been done compared to the fundamental research in fisheries. Social scientists have not paid attention, particularly, towards modern fish processing units. The industrial sector in India assimilates with various problems regarding production, marketing, infrastructure facilities, finance, competition, etc. The fish processing industry is an important part of India's industrial sector. This industry, also, continues various problems. This study has made for the sake of seeking some suggestions which would become assistive in the future for the progress of the fish processing industry and thereby the betterment of fishermen as well as people living in the coastal part of Maharashtra, especially, Konkan region.

**Objectives of the study**

Following are the objectives of this study

1. To study the overall fish processing industry in Maharashtra.
2. To find out trends in assets and liabilities of fish processing Industry
3. To find out the problems faced by fish processing Industry.
4. To suggest measures   for progress of fish processing industry.

**Hypotheses**

The hypotheses of this study are as follows

1. Fish processing industry does not significantly generate direct as well as indirect employment opportunities.
2. Fish processing industry does not play a significant role in India's foreign trade.

**Sampling design**

Research area for this study was Fish processing units in Maharashtra state. EU approved fish processing units in Maharashtra are very few i.e. 48 (EIA Mumbai), therefore both EU approved and non approved units were selected for the study. In order to draw the sample, a multi stage sampling technique was used. At the first stage, Maharashtra state was selected which has most of the processing units within five districts. i.e. Mumbai,Thane, Raigad, Ratnagiri and Sindhudurg. Therefore at the second stage, these five districts were selected. At the third stage (32 EU units and 16 non EU units) 48 units were selected randomly for sample.

**Data sources**

The present study is based on both primary and secondary data. Survey and Interview methods was used to collect primary data. Secondary data was collected from various sources, such as books, journals and reports of various government departments and research centres.

**Methods of data analysis**

For the analysis of the quantitative data collected through the interview, various statistical tools such as Percentage, Range, Mean, were used. ANOVA and F test were applied for testing the various hypothesis. The Garrett ranking technique was used to identify the major problems of fish processing units.

**Profile of units in the study area**

1. Out of 48 sample units, 34 were freezing and cold storage plants, 5 were surimi plants and 9 were value added product plants.
2. Only after 1960, modern fish processing industry has been developed in India. almost 67 % of sample units were established after 1991. this is because of globalisation, fishery industry has got free access into foreign markets.

3. Marine fish processing units are located only in the coastal districts of Maharashtra**.**
4. 23 units purchased fish from fisherman by taking part in auctions at nearby landing centres, 20 units from traders and only 5 units have their own farm land.
5. About 49 varieties of fish are found in the sea-water of the State. Fish units are producing both ordinary and value added products such as Frozen shrimp - 41%, Cuttlefish - 45%, Frozen squids, octopus, Frozen fish - 79%, dried fish, surimi and Ready to eat products -28 %.

**Analysis of balance sheet**

Balance sheet is a statement that consists of assets and liabilities, which reflects the financial soundness of a business concern at a given date (Periasamy P., 2009 p.7)

**Share Capital and Reserve funds**

Mean of Authorized share capital in terms of value was Rs.5 Crore. Mean of Paid up capital in terms of value was Rs.4 crore. 11 units had negative reserves with an average of Rs.-15 crore, while 37 units had positive reserves with an average of Rs.32 crore,

**Total Liabilities and assets**

The analysis of total liabilities of units shows that short term borrowings are the dominant and constitute the maximum share i.e. 34.08 per cent of the total liabilities. The other components like trade payables, Short term provisions are found a minor component of the total liabilities. In all together short term liabilities constitute 85.21 per cent, whereas long term constitute 14.79 per cent of the total liabilities.

One way ANOVA was used to describe the relationship between type of units and their total liability. The average of total liability of surumi plants was Rs.130 crore whereas it was Rs.124 crore of value added product plants. It was observed to be no significant difference in the total liabilities of Freezing plants, surumi plants and value added product plants. Type of units does not influence their total liabilities.

The analysis of total assets of units shows that inventories and Trade receivables constitute the maximum share 20.93 and 22.53 per cent of the total assets respectively. The other components i.e.Cash, bank balance and other current asset are found a minor component of the total assets.

In all together, short term assets constitute 55.20 per cent, whereas long term assets constitute 44.80 per cent of the total assets.

Total assets of all units ranges from Rs.25 lacs to Rs. 876 crore. It was found to be significant difference in the total assets of Freezing plants, surumi plants and value added product plants. Surimi plants and value added product plants had more assets than Freezing plants.

**Problems of fish processing units**

Among the all problems of fish processing units, Inadequate raw material supply has a highest Garrett mean score 56.23. which means 56.23 per cent fish processing units were facing this problem in the study area. As supply of raw-material is less than demand for it, prices of raw material is showing increasing trend. Next 55.90 per cent of units were facing the problem of lower utilization of Production capacity. 52.85 per cent units had the problem of low efficiency of labour. 47.42 per cent of units could not procure loans adequately. 45.69 and 44.33 per cent of units were facing the problem of high competition in foreign market and low quality of products respectively. Small firms can not purchase and use of modern machineries in production activities. Therefore they can not produce high quality products. Low quality products have low demand in the markets. Only 33.17 per cent units said that they are affected by tariff and Non-Tariff barriers imposed by buyer country.

**Recommendations for improving and strengthening of marine Fish processing industry**

1. There should be coordination between, Department of Agriculture of the Union Government, Fishery department of state Government and other public organizations.
2. The raw material base could be widened through exploitation of deep sea resources, Mari culture, utilisation of brackish water aquaculture resources to minimize the gap between actual fish production and potential of production.
3. There is need to strengthen State Departments to collect reliable data of marine fishery resources for effective management and policy making.
4. Marine Fishermen Cooperatives should be strengthen by providing adequate technical and financial support for their efficiency improvement.
5. Utilization of deep sea resources to develop new value added fish products should be encouraged.
6. There should be restriction free import of raw material and machineries for fish industry.

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# Rural Development through SGSY in Sindhudurg District

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**Abstract:**

*Rural Development is the development of rural poor. Rural poor means below poverty line people especially from SC, ST, Farmers, Landless labour, Laborer Artisan, etc. category residing in rural area. The Government of India has launched various rural development schemes before and after independence period. These schemes have contributed rural development process by and large. These schemes includes employment generation schemes, poverty alleviation schemes, agricultural schemes, entrepreneurship schemes, supply of food grain, medical & health facilities & fulfillment of basic minimum needs of rural poor people. Implementation of these schemes is a hard task & needs continuous and joint efforts by the government, NGOs, Banks, & beneficiaries of the schemes. Further above mentioned agencies are facing numerous problems & challenges. This research paper is an attempt to highlight these problems & challenges.*

**Introduction:**

International Labour Organization (ILO-1978) has defined "It is a strategy designed to improve the Economic & Social Life of a specific group of people-the rural poor. It involves extending the benefits of development to the poorest among those who seek a livelihood in the rural area." **Today, Inclusive rural development is more specific concept than the concept of rural development of earlier. In broader terms, inclusive rural development is about improving the quality of life of all rural people. More specifically, inclusive rural development covers three different but interrelated dimensions: Economic dimension, Social dimension & Political dimension. Economic dimension** refers to providing both capacity and opportunities for the poor and low-income households in particular, benefit from the economic growth. **Social dimension** supports social development of poor and low-income households, promotes gender equality and women's empowerment and provides social safety nets for vulnerable groups. **Political dimension** improves the opportunities for the poor and low income people in rural areas to effectively and equally participate the political processes at the village level.

**Swarnjayanti Gram Swarojgar Yojana (SGSY) –**

The SGSY Launched on 1st April 1999 after restructuring IRDP & other 6 Rural Development Programs including TRYSEM, DWCRA, SITRA, GKY & MWS.The objective of SGSY is to bring the assisted poor families (Swarojgaries) above poverty line by providing them income generating assets through a mix of Bank Credit & Government Subsidy. The program aims at establishing a larger number of micro enterprises in Rural Area based on the ability of the poor & potential of each area.

**Objectives of the study:** The following are objectives of this research.

1. To understand Socio-Economic background the SGSY Beneficiaries.
2. To study the Employment & Income generated by the SGSY Projects.
3. To study the Government officers procedure of implementation of the SGSY Projects.

**Data Collection:**

**Primary Data:**

Primary data includes data regarding Socio-economic background employment & Income generated by SGSY Beneficiaries collected through Questionnaires.

**Secondary Data:** The Secondary data is used for this research work and is collected from Reference books, Research articles & Internet.

**Sample Design**

| Sr. No. | Name of Taluka/ Block | Total Beneficiaries | No. of Sample Beneficiaries | Block Wise Sample Percentage | Proportionate Sample Size |
|---|---|---|---|---|---|
| 1 | Vaibhavwadi | 198 | 42 | 28.38 | 10.00 |
| 2 | Kankavli | 220 | 48 | 21.81 | 11.43 |
| 3 | Devgad | 310 | 74 | 23.87 | 17.62 |
| 4 | Malvan | 415 | 94 | 22.65 | 22.38 |
| 5 | Kudal | 247 | 40 | 16.19 | 9.52 |
| 6 | Sawantwadi | 256 | 47 | 18.36 | 11.20 |
| 7 | Vengurla | 351 | 50 | 14.25 | 11.90 |
| 8 | Dodamarg | 189 | 25 | 13.23 | 5.95 |
| | **Total** | **2186** | **420** | **19.21** | **100** |

**II. Implementation of SGSY in Sindhudurg District:**

| Sr. No. | Particulars | Percentage |
|---|---|---|
| 1. | Selection of Beneficiaries on Cast Criteria | |
| | General Category | 65.95 % |
| | Reserve Category | 34.04 % |
| 2. | Selection of Beneficiaries on Gender Criteria | |
| | Male | 4.52 % |
| | Female | 95.47 % |
| 3. | Selection of Beneficiaries on Age Criteria | |
| | Young | 7.61 % |
| | Adult | 79.04 % |
| 4. | Selection of Beneficiaries on Occupation Criteria | |
| | Farmer | 61.19 % |
| | Labour | 18.83 % |
| | Artisan | 1.42 % |
| 5. | Selection of Beneficiaries on Income Criteria | |
| | Low Income | 67.14 % |
| | Middle Income | 27.14 % |
| 6. | Employment Generated | |
| | Self-Employment | 100 % |
| | Workers Employment | 23.81 % |
| 7. | Way of Selection of Beneficiaries | |
| | Personal Relation | 34.76 % |
| | Income Survey | 23.80 % |
| | Cast | 1.90 % |
| 8. | Guidance from Government Officers | |
| | Yes | 83.57 % |
| | No | 16.42 % |
| 9. | Feedback by Government Agencies | |
| | Yes | 68.33 % |
| | No | 31.67 % |
| 10. | Loan Disbursement by Banks | |
| | Up to 3 Months | 66.19 % |
| | Up to 6 Months | 21.19 % |
| | Up to 1 Year | 6.19 % |
| 11. | Income Improvement | |
| | Low Income Group (Up to Rs. 25,000) | 26.19 % |
| | Middle Income Group (Rs. 25001 to 50,000) | 45.48 % |

**III. Conclusions of Study:**

1. **Identification of Beneficiaries** - Age & Gender Criteria is followed but cast & occupation criteria is not followed while identification of SGSY beneficiaries in Sindhudurg District
2. **Government Officers Procedure** – The Supervision, Guidance, Feedback & co-operation by Government officers in implementing SGSY in Sindhudurg District is good.
3. **Role of Banking Agencies** – In some cases Banks have delayed disbursement **of** loan amount to SGSY beneficiaries.
4. **Employment & Income Generation** – The SGSY has generated self-employment as well as employment for external people. It has also improve income of low & middle income SGSY beneficiaries.

**Overall Conclusion:** Apart from strengthening the agricultural sector, rural entrepreneurship plays a vital role in the economic development of India, particularly in the rural economy. It helps in generating employment opportunities in the rural areas with low capital, raising the real income of the people, contributing in reducing disguised unemployment, under employment, unemployment, poverty, migration and economic disparity. Government should go for appraisal of various rural development schemes and programmes in order to uplift rural areas. Rural entrepreneurship finds it difficult to take off is due to lack of capital accumulation, risk taking and innovation. Monitoring rural development programmes by supplying right information at the right time, providing timely and adequate credit and continuous motivation by the Government, bankers, Village Panchayat and NGOs will lead to the development of rural entrepreneurship and in turn rural development.

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# An overview of Open Access e-Resources: An academic Perspective

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**Abstract:**

*Information explosion and advancement in Information and communication technology has brought changes in various sector and library is not an exception. However, many library professionals are coming up new ideas and trying to deploy innovative tools to attract the users and provided information as per user interest. This paper presents an overview of open access e-resources in India like Repositories, Open access journal, etc.*

**Keywords:** *Open access, e-resources, DOAJ, e-journal, e-book*

**Introduction:**

Internet and its endless possibilities for information processing and distribution been acting as catalyst for the development of the open access initiatives. Paul Ginsparg started the first free scientific online archive for physicists. During 1998 American scientists open access forum was launched, but really gained momentum in 2001. First global OA initiative was in 2002 at Budapest and during 2003 the Berlin Declaration on Open Access to discovery and knowledge in the Sciences and Humanities was published. Open access means something that is free. However, it is not only free but available online and in an unrestricted manner. Open access scholarly communication process is changing, open access is clearly beginning to impact traditional publishing models but the issues like quality assurance and peer review, copyright, plagiarism, time constraints, undermining of tried and tested system status of open archive publications have been the concern of academics to the adoption of OA. Many of the open access e-resources are scholarly journals that are available on internet to the user without financial, legal or technical barriers. This paper is discussed about some open access resources as e-journal, e-books, e-databases etc. which are available online for free.

**Review of Literature:**

Surendar kumar sahu (2013) studied their paper about open access practices in India. Stanton and liew (2012) studied awareness of open access and the concept of institutional repository, publishing behavior and perceptions of benefit and risks of open access publishing were explored. S. Baskaran (2013) discussed about open access resources available on internet. Ajay Kumar (2011) studies and stated that in his paper that internet promoted the revolutionary movement to free access to scholarly journals. He has highlighted some open access journal in the area of geography.

**Objective of the Study:**

To identify the various types of Resources

To know the Open Access E-resources

To create awareness to use of Open access e-resources

**Some Open Access E- Resources**

- ❖ **National Digital Library (NDL):** is a pilot undertaking to build up a structure of virtual store of learning assets with a solitary window search feature. It incorporates Educational materials going from essential to post-graguate level. To make accessible to the students' community learning assets through a solitary window, National Mission on Education through Information and Communication Technology (NMEICT) has supported the National Digital Library of India (NDLI) project and orchestrated financing through Ministry of Education.

- ❖ **e-PG Pathashala:** National Mission on Education through ICT and UGC activity: An educational program based, intelligent substance in various subjects across all orders is being created under this activity.

- • **e-Adhyayan (e-books)**: e-Adhyayan is a stage to give 700+ e- books to the Post-Graduate Courses. All the e-books are gotten from e-PG Pathshala courses.

- • **UGC MOOCs (Online Courses):** (University Grant Commission): UGC-MOOCs is one of vertical to create seminar on Post Graduate subjects in SWAYAM (Online Courses, A MHRD activities). UGC is one of the National organizer of SWAYAM and INFLIBNET is technical partner for UGC-MOOCs.

- • **e-Pathya (Offline Access)**: e-Pathya is one the verticals of e-PG Pathshala which is software driven course/content bundle that encourages understudies seeking after advanced education (PG level) in distance learning just as campus learning mode

❖ **CEC advanced media library:** It is central archive (repository) of all instructive video programs created by EMRC centers.

❖ **NPTEL (National programmer on Technology Enhanced Learning):** Provides E-learning through online web and video courses for stream of Engineering, Science and Humanities.

❖ **Swayam:** This is a programme started by Government of India. The objective of this exertion is to take the best showing learning assets to all. This stage gives every one of the courses, instructed in homerooms from ninth class till post-graduation and it is gotten to by anybody, anyplace whenever.

❖ **DOAJ (Directory of Open Access Journals)** under this initiatives user can accesses Free, full text, quality controlled scientific and scholarly journals, covering numerous subjects and many languages.

❖ **NISCAIR Online Periodicals Repository:** User can get to full content articles from research journals published by CSIR-NISCAIR! Full text access is accommodated nineteen Research journal under this project.

❖ **Journal of Ayurveda and Integrative Medicine (J-AIM):** J-AIM is an open-access, peer reviewed journal published together by The Institute of Trans-Disciplinary Health Sciences and Technology (TDU) and The World Ayurveda Foundation (WAF), and published on Elsevier. It provides trans-disciplinary platform for publishing on integrative health sciences. J-AIM publishes articles that investigate and explore the relationship between Ayurveda, biomedicine, science and other contemporary normal and sociologies. All compositions added to J-AIM are assessed by master analysts for inventiveness and development. This journal is published quarterly and accessible in both print and electronic arrangements.

❖ **PLOS:** Public Library of Science is a not-for-profit open access scientific publishing project pointed toward making a library of open-access journal of medication and so forth field.

❖ **Open Access Library (OALIB):** Open Access Library provides academic research papers. under this initiative more than 263,388 papers are freely available presently in digital format.

❖ **Google Scholar**: Google Scholar is an uninhibitedly search engine that indexes the full text metadata of insightful writing across variety of publishing format and disciplines.

❖ **Online library and publication platform:** OAPEN advances and supports the progress to open access for scholastic books by providing open framework administrations to stakeholders in academic correspondence. publisher to construct a quality-controlled collection of open access resource and provide services for publishers, libraries and researchers in the areas of deposit, hosting dissemination and digital preservation.

❖ **Internet Archive:** Internet Archive is a non-benefit library of millions of free books, motion pictures, programming, software's, music, websites and more resources are available in this initiative.

❖ **Project Gutenberg:** Project Gutenberg Choose among free e-publication and Kindle e-Books, download them or read them on the web. user will brows the world's good literature here, with center around more established works for which U.S. copyright has expired. A large number of volunteers digitized and constantly edit the eBooks under this project.

❖ **Springer Nature:** Springer nature publishes open access (OA) books and Chapter under its Springer, Palgrave Macmillan and Press imprints. springer assisted with pioneer open access book publishing, first directing open access publication and distribution for books in 2011. Springer distribute open access books across a wide scope of stream in science, technology, medicine, Social Sciences and Humanities.

❖ **Open Access and Academic Monographs**

❖ Oxford University Press (OUP): is mission-headed to support the expansive dissemination of top Quality Professional Research. OUP accept that open access (OA) can increase the value of the insightful publishing measure by augmenting discoverability and circulation of research materials online through an unmistakable structure for reuse. This project has a demonstrated history around there fruitful journals open access program started in 2004.

❖ **Intech Open:** under this initiative Intech open has available 5200+ open access e-book on internet. Users can access this book through their website.

❖ **MDPI' Books:** In accordance with MDPI's qualities, MDPI Publish all substance in open access, Promoting to the exchange of thoughts, ideas and knowledge in a universalized world. MDPI Books incorporates every one of the advantages of open access—high accessibility, as well as wide and quick dissemination. MDPI Books are published and distributed under the terms and condition of the Creative Commons Attribution

License as a writer (author), user can hold the copyright for their work. In addition, with MDPI Books, author can complement the digital version of your work with a high-quality printed counterpart.

❖ **Shodhganga:** INFLIBNET (Information and Library Network) Center provides a platform for researcher to submitted their Ph.D. theses and make it accessible to the whole academic communities in full text open access. A repository has archive, capture, index and disseminate ETDs submitted by the researchers.

❖ **Shodhgangotri:** Researchers/research guide in university and colleges are requested to upload their approved synopsis under project called "ShodhGangotri" by the INFLIBNET. The repository on reveal the trends and directions of research being conducted in Indian universities, on the other hand it would avoid duplication of research.

**Summing up:**

The web based resources are to contribute to the economy and welfare for user. Open access Scholarly literature, e-journals, e-books are providing highest number of free access to the user across the world. Academic Librarians have a critical role in the in the use an advantages of open access. To aware the students, researchers and faculty by the way of conducting orientation programme, workshop, awareness programme is essential. This paper is one of the try to create awareness among user by this paper as discussed some open access initiatives.

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# Economics of Information

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**Abstract-**

*This Research paper shows how to use economic theories, statistical and econometric methods for conducting research to find answers to puzzling issues in modern economies. How to test predications of models based on theoretical analysis from optimizing models in micro or macro, finance or business related fields of economics using empirical evidence using basic econometric or statistical or applied general equilibrium or strategic analyses is discussed and illustrated. It is argued that a researcher needs to be more open and comprehensive while thinking about alternative research techniques applicable to analysis of a particular issue under consideration. Aim of this workbook is to complement to the programmer in order to achieve an excellence in research methods required for various fields including economics, finance, business, marketing or management in the academic environment of a Business School. Home-works and assignments are integral part of this study programmer.*

**Introduction**-

Knowledge has many branches and economics is an important and useful branch of knowledge In recent years, the science of economics has assumed greater significance in view of the fact that knowledge of economics is being used for initiating and accelerating growth in the economics of the world and thus for eradicating want, poverty and unemployment from the human race. Besides, the nature of so many other problems such as inflation, food, stagnation and recession population explosion, adverse balance of payments and so on that confront the economics of today cannot be understood and solution for them cannot be provided without the adequate knowledge of the science of economics.

But before we start the study of the principles of modern economics, it will be desirable to explain to the students what economics is about or what we study in economics, or, in other words, what the subject matter of economics is. Every science or a branch of knowledge is concerned with a particular subject. Thus, the science of physics deals with the properties of matter and energy, the science of chemistry deals with the constitution or composition of matter. Political science studies the nature of State and Government In biology we study the constituent and evolution of living organisms. Therefore, the question which a beginner is likely to ask is: "What is the subject matter of economics? Therefore, economists have also tried to define the subject matter of economics.

**Theme or idea**-

By defining the subject matter of economics they have tried to deliver the scope of economics and to distinguish it from other branches of knowledge Perhaps there is no other science or a Body of knowledge in regard to which there has been such a great controversy about its subject matter or its proper definition as about economics.

J.N. Keynes is night when he says that "Political Economy is said to have strangled itself with definitions. "Economics has been variously defined by different economists from time to time. This is partly because economics is an unfinished science. With the passage of time there have been significant developments in economic theory and new subjects have been included in it. It is still in The process of growth and development. Therefore, the old definitions of economics have become irrelevant.

The definition of a science or a body of knowledge delimits its subject matter that is already in existence. But in a science like economics that is growing and developing its correct and satisfice tory definition can be given only after it has sufficiently developed and grown. Now that the science of economies has sufficiently developed, we can provide an adequate and satisfactory definition of economics after discussing some old famous definitions of economics, we shall give some modern.

**Methodology of Economics-**

Ecommerce's that is plaice of statistical methods to test economic hypotheses have popularity is these different methods will be explained below the other aspect of the method or technique of economic analysis is whether it should be effect nature of static.

Comparative statics or dynamics. These methods along with the concept of tequila rim all are explained in the next chapter Nature of a Scientific Theory a scientific theory sets up a relationship between fates, in other words, it describes cause and effect relationship between vanes variables. The variables with which economists are concert are prices quantities demanded and supplied the money supply, national income, employment

wipes, profits, etc. Every theory is based upon a set of assumptions, often called premises or post late.

**Methods of Economic Analysis-**

After having explained the scientific nature of economic theory we are now in a position to explain in detail how the generalizations in economics are derived and to clearly bring out the nature of economic reasoning. Economic generalizations describe the laws or statements of tendencies in various branches of economies such as production, consumption, exchange and distribution of income. In the view of Robbins, economic generalizations or laws are statements of uniformities which describe human behavior in the allocation of scarce resources between alternative ends. The generalizations of economics like the laws of other sciences, state cause and effect relationships between variables and describe those economic hypotheses which have been found consistent with facts or, in other words, have been found to be true by empirical evidence.

But a distinction may be drawn between a generalization (law) and a theory.

**Deductive Method –**

Generalizations in economies have been derived in two ways:

**(1) Deductive Method.**

**(2) Indicative Method.**

We shall first explain the deductive method of deriving economic generalizations. The deductive method is also called abstract, analytical and a priori method and represents an abstract "approach to the derivation of economic generalizations and theories. to be inquired into defining precisely the technical terms and making appropriate

cap padding that des them t to the of local And the Problem in the way of the drive realizations The next step in the diving memo ration is to define eely and ambits the tem in the analysis as well as rally the one he makes Deductive method, assumes may be behavioral pertaining to the ha Endowment Thermos are made on the basis of derivation of the variables or their technological relating to the state of technology Al that have times that consumers try to maximize and try to me their polis kewpies it is assumed that invest is worthwhile to note that in denying analytically sound hypotheses, one should guard age committing logical fall in the process of logical deduction For instance,

**a) Perception of the problem-**

It is inappropriate conclude that must be the cause of happens to precede B. Further, it is logically fallacy here the best over problem is by means an easy machine the expected rate of their profess be quite realize the actual economic wale quite complex astral of details in which numerous factors play a part and act and interact one when the introduction of complying assumption is quite necessary in order to bring out importance of really significant factors havinga bearing on the problem under investigations.

**b) Definition of terms and making assumption-**

Prof. Houlis, economic theory represents just a map of the real world phenomenon Boater picture of it.t expect a map to show every tree, even bind of grass in a landscape, so we should not expect economic analysis to take into account detail and quick of real economies behavior. Therefore, follows that each and every assumed made by a theory may not be relate. The crucial factor in building up a valid theory is whether predictions are corroborated by the facts in the world correct scientific theory or generalization must be expressed in the form of a hypothesis that is conceivably refutable.

As mentioned above Professor Friedman in his now well-known article. "The Methodology of Positive Economics expressed the view that under importance should not be given to the realism of assumption to predict things accurately what matter mast from the viewpoint of scientific theory, according to him, is whether it enables.

**c) Deducing hypotheses through logical Deduction**.

The next step in deriving generalization through deductive lop is deducing hypotheses from the assumptions or premises taken. , through logical process hypothesis is deduced from the assumptions made. This logical reasoning may be carried out verbal or it may be conducted in symbolic terms using the language of what is known as symbolic lope .The geometric or graphic technique is also usually employed to deduce the hypotheses about the relationship between factors besides, the process logical deduction may be done with the help of more formal mathematics.

These days in almost all branches of modem economics, mathematics tool of analysis for deriving economic theories and generalizations is being increasingly used.

The derivation of economic hypotheses more rigorous and exact the analysis more complicated to comprehend. Besides, the use of mathematical method makes the

Followed information of economies theories and generalizations through deductive amassed as given below fig1.

**Various Steps in Deductive Method**
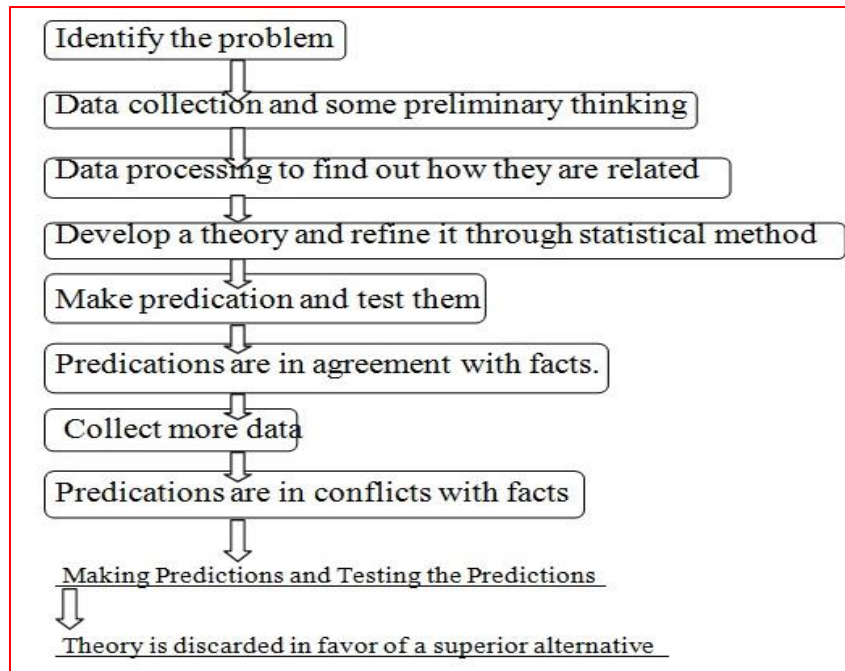
**d) Merit and Demerits of Deductive Method –**

The deductive approach to establish economic generalizations was extensively used by Classical and Neo - Classical economists such as Ricardo, Malthus, Senior, J. S. Mill, Marx, and Marshall.It still remains popular with modem economists as it has several merits

First, useful math ethical techniques can be employed to derive laws and theories of economics. With the aid of rigorous mathematical logic, economic theories can be developed through the process of deduction which can successfully explain economic phenomena. Secondly, through deductive logic useful economic theories can be derived without the tenuous and detailed collection and analysis of data which are required under the inductive method. Thus, as compared to inductive method, deduction less time - consuming and less expensive Thirdly, in view of the limited scope for controlled experimentation in economics, the method of deduction is extremely useful method of constructing economic theories.

The various steps in the construction and development of economic theories through inductive method are illustrated in Figure 2.

**Various Steps in Inductive Method-**
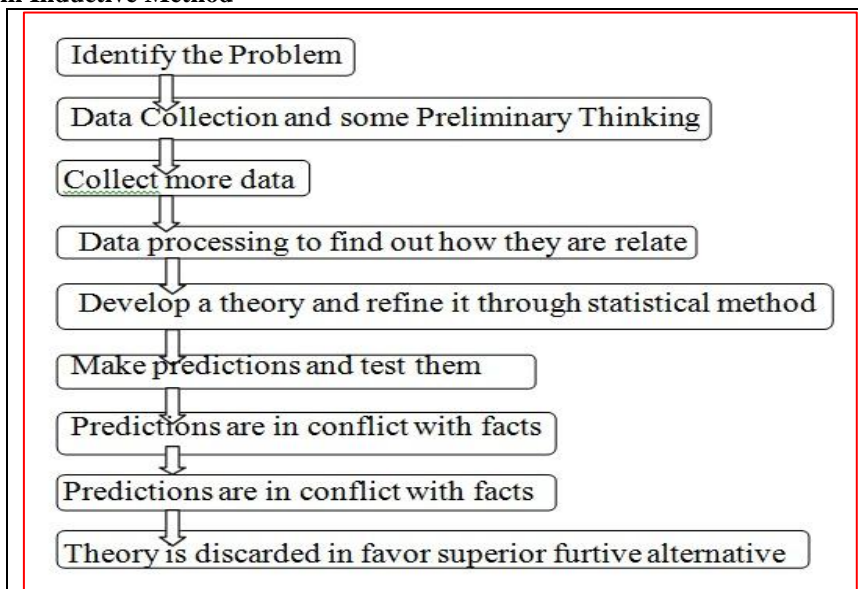


**Evaluation of Inductive Method-**

As has been explained above, observations of facts through collection of detailed data and the One of what how the art or collecting. The inductive upon and exchange of wealth by bodies economic laws are also once mil also they well as that create a developing me the and theoretic a guide to the selection of data are quite useless. the national product poise be the level of come and even national of the develop de reweave

who are Clues Integration of the first through the press of logical the statistical etic method Marshall rightly www walk Empirical stats made through statistical or inductive method this one of genies through the approach of Deductive loge without hen there in dative method is about quite proper. Empirical studies made in perch also bring to light giant factor phenomena which require on deductive la France Farm Management Studies in India is led to the desert of a face per eaten on the smelled farms is higher than that farms. This led to the various themes lavations of the phenomenon observed in the studies on the other hand they or hypnosis is first developed through desiccative lost miens and the prices heel the hypothesis are tested through indo apical method the predicted to be constant with fact, the hypothesis rejected proved and if the price of the theory are found to be inconsistent with facto the

**Conclusion-**

We have discussed the subject of economics and have seen that it is very comprehensive. Economics other sciences it also has its laws But are also known as per prime The come laws describe man behaves as a producer and access the economics we are also concerned with come system well and operates Most come life produces wealth consumes exchanges it with other Therefore, we have to use this tools while study economics and related things. Deductive method is known as the analytical abstract a priori method. Here we start with certain formal data and assumptions.

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# Problems of Tourism Development in Sindhudurg

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**Abstract:**

*Today tourism has became one of the most significant forces for changes and also biggest industry in the world. It has became one of the important sectors and plays an important role in the overall development of the nation. In India , Sindhudurg (Maharashtra) plays very important role in the development of tourism. Sindhudurg is declared as first Tourism District in Maharashtra (India). In Sindhudurg district there are many places where tourism will flourish. Though there are some limitations on tourism development, environment and natural resources in Sindhudurg district are helpful for tourists.*

**Introduction:**

Tourism is a highly developed economic activity and good source of income for many countries. Tourism is the fastest growing service sector which has a unique and phenomenal ability to bring about socio-economic changes. It provides opportunities for employment in different tourism related activities and has a great social contribution by way of bringing people together who belong to different cultural, social and economic background. Today every country in the world is looking to tourism as an important factor in the growth of national prosperity. Tourism is not only a means of enjoyment but it is a novel way to know the culture and to understand local life style.

Sindhudurg is declared as first Tourism District in Maharashtra (India) in 1997. It is situated along with the west coast and south part of the Konkan covering an area about 5207 sq.km with having 848868 as total population according to 2011 Census. It covers 748 inhabited villages and 8 Tahasils. Sindhudurg has a coast line of about 121 km. It is also one of the important maritime district in Maharashtra. Natural resources in Sindhudurg includes activities like climate, natural beauty, wild life, hills, rocks and lakes, ponds, rivers, waterfalls and hot springs. Sindhudurg has lush and mist covered mountains and cascading waterfalls in the rainy season with green paddy fields and coconut groves interspersed with enchanting waterways, golden beaches, sparkling reefs attracting sun seekers, divers, spot fishermen and Romantic couples. Adventurous traveller's and holiday makers are drawn to this beautiful paradise for many reasons. In Sindhudurg district there are many places where tourism will flourish. Environment and natural resources in Sindhudurg district are helpful for tourists. Sindhudurg has become one of the most popular tourist destination at National and International level. .

**Definition:**

According to Bukart and Medlik, Tourism denotes the temporary and short-term movement of people to destinations outside the places where they normally live and work and their activities at those destinations'

**Objectives:**

The primary purpose of the presenting this paper is to highlight the tourist attractions and problems of tourism development in Sindhudurg District.

**Hypotheses:**

Tourism helps to create additional employment opportunities and increase the income of local people.

**Methodology:**

In the present study, use of secondary resources is made to evaluate the problems of tourism development in Sindhudurg.

**Significance Of The Study::**

This paper brings to light valuable analysis pertaining to tourist attractions and problems of tourism development in Sindhudurg.

**Tourist Attractions In The District:**

**1. Vaibhavwadi Taluka:**

By dividing 37 villages in Gaganbawada Taluka, a separate Vaibhavwadi Taluka came to exist before 25 years. With natural beauty, Napane (Sharpe) waterfall, outburst (Umala) at Nadhavade and a mountain pass roads are the main tourist attractions in this Taluka. Aaynari caves from the time of Pandawas, is also the main tourist attraction. Hotel M.R. Paradise at Sharpe is providing rappelling and river crossing facilities to tourists. There are many waterfalls on Gaganbawada – Karul – Vaibhavwadi Road during the rainy season which attract the tourists in large scale from all over Maharashtra. Some another important tourist attractions in this area are Napane Waterfall, Shri Rameshwar Temple, Shri Kurladevi Temple and Aaynari Caves.

**2. Deogad Taluka:**

Deogad is the tahasil place where world famous 'Deogad Alphonso' mangoes are available here during the season. Deogad is famous for its temples, forts, fisheries, natural port and a beach. Among the places of interest in Deogad include Gajbadevi, Vimleshwar and Shiva temple, Deogad beach, ruins of the Deogad fort and modern Wind Mills. In the South, between Deogad and Kunkeshwar is the Tara Mumbri beach. Some important tourist attractions in this area includes natural port Devgad , Vijaydurg fort, Sadanandgad,. Saitavade Waterfall and famous Kunkeshwar Temple.

**3.Kankavali Taluka:**

Kankavli is the central place of Sindhudurg district on Mumbai – Panajim National Highway (NH-66). It is also one major rail head of Konkan railway. Due to Bhalchandra Maharaj Mutt, Kankavli is known as a place of pilgrimage. Konkan Gandhi's (Appasaheb Patwardhan) Gopuri Ashram is located at Gopuri (Wagade), just 1 km. away from Kankavli. Kankavli Town Council has been organizing 'Tourist Festival' since 2004 in the month of April every year to attract foreign as well as domestic tourists on large scale. Some important tourist attractions in this areas are: Bhalchandra Maharaj Mutt, Gopuri Ashram, Shri Rameshwar Temple at Bhirwande, Ramgad and Shivgad etc.

**4.Kudal Taluka:**

On the Mumbai - Goa National Highway, Kudal is a scenic town on the Bhangsal river side. Places of interest include the Agro Research Center and Kudaleshwar temple. Kudal is a birth place of great litterateur Shri. C.T. Khanolkar. A temple of Kudaleshwar is scenic place for tourists. Kudal was the capital place during the period of king Chandraditya. Historical Kudal Kot, Gadi and Wada, Shri. Macchindranath temple at Pavasi are the main tourist places in this area. Some other important tourist attractions are: Mahalaxmi Temple , Rawool Maharaj mutt, Manohar –Mansantoshgad , Ranganagad and Datt Temple.

**5. Malavan Taluka:**

Malvan city situated approximately 6 km. away north of Tarkarli, is the prominent settlement of Malvan, virtually hidden by Palm trees. Once a maritime trading center, the place is famous for its Salt – pan.

A beautifully developed coastline, Malvan is famous for the Sindhudurg Fort which was built by Chhatrapati Shivaji. The journey from the coast to fort takes just ten minutes. Also Malvani cuisine is well known all over India. The Marine sanctuary here covers an area of 9.25 square km. and is rich in coral and other sea life. Some important tourist attractions in this area includes Sindhudurg fort, Rajkot Fort and Shivrajeshwar Temple. Beautiful beaches at Tarkarli , Tondavali, Devbaug, Achara, & Dhamampur Lake. Famous shri Bharadeedevi Temple and Laxminarayan Temple is also located in this area. Scuba Diving and Snorkelling facilities are also available at Tarkarli side.

**6. Vengurla Taluka:**

Vengurla is a seaside town. Vengurla's coast line is dotted with some of the exotic and virgin beaches in Maharashtra. Places of interest in Vengurla are Light House, Fruit Research Center, Vengurla's market, Devi Sateri Temple, Shri. Rameshwar Temple, Hanuman Temple, Sagareshwar Beach, Vayangani Beach, Mochemad fishing village and Beach, Vengurla port and Duch Warehouse , Nivati, Sagartirtha, Mochemad, Shiroda,Khavana etc. Temples like Vetoba, Navdurga, Ganesh and Natural port Vengurla are attracting local as well as foreign tourists.

**7.Sawantwadi Taluka:**

Rich, artistic and cultural heritage of Sawantwadi is the lifeline of it's economy. Colourful wooden toys which are seen in most parts of India are manufactured in Sawantwadi. These local tradition going back to seven decades using simple raw material such as timber, paper-mache and laqour. The artisans of Sawantwadi create colourful toys painted with natural dyes. The local artisans are skilled in the art of painting of playing card (Ganjifa), wooden and slay artifacts, jewellary and other embellishments. Some important tourist attractions includes Palace Sawantwadi, Raghunath market, Wooden toys & Fruits, Shipgram, Nangartas and other many waterfalls at Amboli roadside.

**8.Dodamarg Taluka:**

Variety of birds, wild animals, babbles of hills gorges, rivers and beautiful scenic nature is the gift available to Daudamarg Taluka. Different activities are undertaken to develop tourism in this area. Tilari's natural beauty is the main attraction of the tourists. Hilly area at both sides and origin of Tilari river is beautiful scenic place for the tourists. The work of Tilari project, one of the major irrigation project in the district, is going on this river since last 20 years. Maharashtra and Goa are the main beneficiaries of this project. A garden at Tilari is going to develop like Saint Dnyaneshwar garden, Mysore. Kasainath hill also attract tourists due to availability of wild animals and birds. A temple of Shri Shankar, constructed during the period of Pandavas is also attracting tourists on large scale. During rainy season, many tourists visit and enjoy this beautiful place. The main areas like Talkat, Sasoli, Kumbral, Kolzer and Zolambe are the famous for horticulture. Some important tourist attractions in the areas includes Chorla Waterfall and Pargad for Adventure Sports, also some other famous places for Hand-Gliding and Rope climbing.

**Agro-Tourism:**

In Sindhudurg, to attract tourists in low investment through local people is possible with the help of agro-tourism. Every village in Konkan is a good tourist center. Cleanliness, safety and affectionate minds are the main characteristics of the people in Konkan. Tourists can spend their leisure time in farming activities such as tree plantation, a harb, scented plants, bamboo plantation, preservation of mango, cashew, coconut, eraca trees, a clove, cinnamon, nutmeg, black pepper etc. By way of agricultural tourism farmers would be encouraged to host those people keen on a Week-end or a day-long getaway and spend some leisure time with their families in rural surroundings.

Now a days farmers in villages are ready to play host to people from the city.  Many farmers have been hosting people at their farms for  a few days who initially started it as a social activity, whose farms are lying close to a pond and who have sown green there.. Tourists can relay and enjoy natural surrounding i.e. trilling of birds, heighten trees (high and high) and water streams with fresh coconut water , a village deities and livelihood,  rural life,  tour by bullock-cart, move in garden, Malvani  cusine,  night journey and horticulture. Tourists can take deep interest in swimming in ponds, 'Hurda Party', Watching birds and Tame animals like buffalo, bullock, cat, coney, cow, dog, goat, rabbit and ram etc.  Tourists can  also enjoy the night with moon light games, singing poems, folk dances like Koli and Dhangar  (Gaj) etc.  Tourists can purchase fresh agro-products in reasonable prices.

**Problems Of Tourism Development In Sindhudurg District:**
*   Important problems of tourism development in Sindhudurg District are as follows:
*   Problem of accommodation facilities mainly non- availability of Star facilities
*   Air and Water transport problems
*   Parking problems   at various tourists places
*   Sanitation problems  and changing rooms
*   Narrow and star roads
*   Problem of tourism literature and   hoardings
 *   Problem of cleanliness at beaches
*   Prohibition on drinking liquor
*    Problem of tourist vehicles and guide services
*   Non-availability of currency exchange facility
*   Wayside amenities
*   Police  security on beaches
*   load shedding
*   Waste management

**Major  Findings Of The Stufy:**
*   Tourists visiting from western Europe, Central, South and North America
*   Professional and Middle income group tourists are travelling with their family'
*   Majority of tourists prefer to stay at Goa instead of Sindhudurg
*   Tourists are unsatisfied with guide, shopping and toilet blocks
*   Tourists are appreciated with the natural beauty of Sindhudurg

**Suggestions:**
**A) Suggestions To M.T.D.C:**
*    Prepare well designed guide book for tourists
*    Training facilities to local job seekers
*    Regular meetings with tourism industrialists
*    Use of social media for tourism related facilities
*    Wide publicity for Bed and Breakfast Scheme
*    Permission to tourist vehicles

**B) Suggestions To Government:**
*    Special incentives to film makers
*    Use of social media for tourism publicity
*    Single window system for tourism related  industries
*    Development of infrastructure facilities

**C) Suggestions To Tourism Co-Operative Societies:**
*    Provide incentives to members for agro and nature tourism
*    Training programme for tour management
*   Tourism awareness among members
*    Support for temporary stalls in tourism festivals
*   Timely granting loan proposals

**D)  General Suggestions:**
*    Arrange regularly tourism festivals
*    Proper plan of village tourism
*    Planning for Collection of parking and other taxes
*    Special trains and reservation facilities
*    Availability of Guide facilities
*    Development of tourists places on B. O .T principles
*    To succeed in agro-tourism, farmers must be aware of different languages, first aid        facilities, habits of good conduct and knowledge of nature.

**Conclusion :**

Spots of scenic beauty, Beaches, waterfalls, cultural heritage, scuba diving and snorkelling, wide scope for Marine, Adventure , Village , Agro, Eco, Spiritual, wildlife and  Medical tourism , Chipi airport and celebration of tourism festivals will be helpful for better prospects of tourism in Sindhudurg. The promotion of tourism can be a great encouragement to economic development of Sindhudurg and especially huge employment opportunities for local people.

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# Study of Changing Customer Behaviour in Palus Taluka

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**Abstract**

*India is among one of the fastest growing economies with an impressive average growth of over 7.4% Gross Domestic Product (GDP) for the last five years. Over the next two decades, India is going to become fifth largest customer market from its present twelfth position and overtakes Germany to be behind the US, Japan, China and the UK. The noticeable structural shifts in consumption pattern, changing lifestyles, eating and food habits have also immensely contributed to the growth and development of Indian retailing. According to A T Kearney's Global Retail Development Index (GRDI) Report -2015, the Indian retailing is estimated at USD $ 410 billion in 2015, which grew from $ 120 billion in 2010. Customer is that basic foundation of every business. Customer behaviour refers to the act of individuals who are directly involved in obtaining and using goods and services. It also includes the decision-making process which leads to the act of purchase. The main purpose of the study is to find out the current performance of the Kirana shops in and around Plaus taluka of Sangli district (Maharashtra). An attempt is made to find out the impact of organized retailing such as local bazaars, supermarkets on unorganized retailers who deals with food and grocery and to what extend they provide customer satisfaction.*

**Key Words**: *Rural, Retailing, Customer Behaviour, Kirana Shops, Bazaars*

**Introduction:**

The Indian economy has witnessed phenomenal growth during the last decade. The country posted positive growth even during the recent economic slowdown. India is among one of the fastest growing economies with an impressive average growth of over 7.4% Gross Domestic Product (GDP) for the last five years. The real Gross Domestic Product (GDP) stood at 6.9% in 2009- 2010. Over the next two decades, India is going to become fifth largest customer market from its present twelfth position and overtakes Germany to be behind the US, Japan, China and the UK. That real consumption would grow from current Rs 17 trillion to Rs 70 trillion by 2025. The noticeable structural shifts in consumption pattern, changing lifestyles, eating and food habits have also immensely contributed to the growth and development of Indian retailing. The fastest growing retail sector in Indian economy is expected to be dynamic and sales are expected to follow an upward trajectory with 8% constant value CAGR (Compound Average Growth Rate). According to A T Kearney's Global Retail Development Index (GRDI) Report -2015, the Indian retailing is estimated at USD $ 410 billion in 2015, which grew from $ 120 billion in 2010. It reveals that the growth in the retail sector has grown by around 4 times. Similarly the organized retail is estimated at USD 20 billion in 2015 which has grown about 35 times from USD 0.6 billion in 2010.Customer is that basic foundation of every business. What customer sees, thinks, prefers and buys is of great importance to marketers to fine tune their marketing offers and achieve high level of customer acceptance and satisfaction. Customer behaviour refers to the act of individuals who are directly involved in obtaining and using goods and services. It also includes the decision-making process which leads to the act of purchase. Customer behaviour is not only the study of what people consume but also 'where', 'how often' and 'under what conditions'. Customer behaviour has no history or body of research of its own.

**Objectives:**

1. To study the growth and development of Kirana Shops and Supermarkets in Palus taluka in Sangli district (Maharashtra).
2. To examine the effect visit, monthly income, purchase volume and various reasons affected on changing customer behaviour.

**Research Methodology:**

Researcher has taken 5 villages according to direction in the study area and 100 customers in those 5 villages randomly. 'Descriptive Research Method' has been used in the present study. Descriptive studies are designed to obtain pertinent and precise information concerning the current status of phenomena and whenever possible, to draw valid general conclusions from the facts discussed. The main purpose of the study is to find out the current performance of the Kirana shops in and around Palus taluka of Sangli district. An attempt is made to find out the impact of organized retailing such as local bazaars, supermarkets on unorganized retailers who deals with food and grocery and to what extend they provide customer satisfaction.

**Table No. 1: Number of Kirana shop, Bazaars, Population and Samples selected**

| Village | Direction | No. of Kirana shops | No. of Bazaars | Population | No. of customers taken |
|---|---|---|---|---|---|
| **Palus Taluka** | | **396** | **133** | **351,506** | **100** |
| Chinchani | East | 28 | 04 | 8,383 | 17 |
| Ankalkhop | South | 34 | 05 | 10,477 | 22 |
| Kundal | Central | 25 | 03 | 11,328 | 24 |
| Takari | West | 29 | 07 | 13,581 | 28 |
| Borgaon | North | 12 | 07 | 4,088 | 09 |
| **Total** | | **128** | **26** | **47,857** | **100** |

(***Source:*** APMC, Islampur and Daily 'Pudhari' dated on 20th Sept. 2013.)

From the above table No. 1 showing that number of kirana shops and number of bazaars and population in the Palus taluka. The customers have been taken proportionately according to the population of villages to total population of Palus taluka. There are 396 licensed/registered kirana shops and 133 local and co-operative bazaars in the Palus taluka. The population of Palus taluka is 351,506. The total number of kirana shops in selected 5 villages is 128 and bazaars are 26. The total population of respected villages is 47,857. There are 28 kirana shops and 04 bazaars in Chinchani village which is situated in east side of the taluka place i. e. Palus. The population of Chinchani village is 8,383 and 17customers has selected.  The village Kundal is situated near to Palus taluka. So, it is considered as central. In village Kundal, there are 25 and 03 kirana shops and bazaars respectively. The population of that village is 11,328 and customers are selected 24. Borgaon is situated on north side of the Palus. There are 12 kirana shops and 7 bazaars in Borgaon. The population of Borgaon is 4,088 and 09 customers are selected.

**Table No. 2: General information about the customers in Palus Taluka**

| Sr. No. | Particulars | Frequency |
|---|---|---|
| 1 | Occupation: Agriculture | 47 |
| 2 | Monthly Income: Less than Rs. 10,000 | 43 |
| 3 | Monthly Expenses of Kirana goods: Rs. 2,501-3,000 | 28 |
| 4 | Effect of location, Advertisement and convenience | 55 |
| 5 | Increasing Purchasing power due to Bazaar: More than 30% | 37 |
| 6 | Comparative excess prices in: Kirana Shops | 42 |
| 7 | Satisfied about the services provided by the Kirana Shopkeeper: 21-40% | 29 |
| 8 | Bazaars are compotator to Kirana Shops: Yes | 72 |

Sources: Field Work

From the table No. 2 has showing that general information about the customers in the Palus taluka. Agriculture is the main occupation in Palus taluka have said by the customers. 43 customers have told that their monthly income is less than Rs. 10,000. The monthly expenses of kirana goods Rs. 2,501-3,000 have argued by 28 customers. 55 respondents have told that they have affected location, advertisement and convenience, while they purchased kirana goods. 37 customers have told that their purchasing power is increased more than 30% due to bazaars. 42 respondents have answered that the prices are high in kirana shops as compared to bazaars. Only 29 customers have satisfied upto 21-40% about the services is provided by kirana shopkeepers. 72 customers have told that bazaars are compotator to kirana shops in Palus taluka.

It has interpreted that the expenses are high to purchase kirana goods as compared to average monthly income which is very less than Rs. 10,000. In the modern world, customers are very much aware about the location, advertisement and convenience. They are purchased kirana goods which they feel more convenient and comfort. Bazaars are provided convenience to purchase kirana goods. Customers are touching the goods in bazaars and then they purchased. That's why their purchasing power is increased upto 30% due to bazaars. The prices of kirana goods are high as compared to bazaars. So, customers have purchased kirana goods in bazaars. Kirana shopkeepers have not provided sufficient and needy services to customers. They are provided very few services. So, customers are diverted to bazaars for purchasing kirana goods.

**Table No. 3: Frequency of purchases in kirana shops and Bazaars**

| Sr. No. | Sources / Frequency | Kirana Shops | Bazaars | Total |
|---|---|---|---|---|
| 1 | Daily | 33 | 09 | 42 |
| 2 | Weekly | 07 | 22 | 29 |
| 3 | Biweekly | 02 | 06 | 08 |
| 4 | Monthly | 06 | 15 | 21 |
| | Total | 48 | 52 | 100 |

Sources: Field Work

From table No. 3 has showed frequency of purchases kirana goods either in Kirana Shops or Bazaars. 33 customers have purchased kirana goods daily from kirana shops and only 09 customers have purchased from bazaars. 22 customers have purchased kirana goods weekly from bazaars and 07 customers from kirana shops. Only 2 and 6 customers have purchased kirana goods biweekly from kirana shops and bazaars respectively. As well as 15 customers have purchased kirana goods from bazaars and only 6 customers have purchased kirana goods from kirana shops monthly. 42 customers have purchased kirana goods daily from kirana shops and bazaars. 29 customers have purchased kirana goods weekly from kirana shops and bazaars. 21 customers have purchased kirana goods monthly from the sources like kirana shops and bazaars. On the contrary, only 8 customers have purchased biweekly kirana goods from the kirana shops and bazaars. The occupation of customers in Palus taluka is agriculture. So, most of the customers are either farmers and farm workers. The farm workers are earns daily wages and purchased necessity goods daily. Researcher has observed that the

customers are chosen kirana shops for credit purchases of kirana goods and they went to bazaars for cash purchasing. Those who are salaried persons have purchased kirana goods monthly from bazaars. The customers have chosen kirana shops for daily purchases and also they have chosen bazaars for monthly purchases. The overall view of the table, it has interrelated that 48 persons have purchased kirana goods from kirana shops and 52 customers have purchased kirana goods from bazaars. It has clearly depicted that customers behaviour is shifted from kirana shops to bazaars in the sample area.

**Table No. 4: Reasons for purchasing kirana goods from the sources**

| Sr. No. | Reasons | Kirana Shop | Bazaar |
|---|---|---|---|
| 1 | Near to Home | 74 | 26 |
| 2 | Getting Qualitative Goods | 12 | 88 |
| 3 | Getting Goods on Credit | 86 | 14 |
| 4 | Handling of Goods | 15 | 85 |
| 5 | Reasonable Rates | 28 | 72 |
| 6 | Telling the information about the Goods | 38 | 62 |
| 7 | Good Business relations | 65 | 35 |
| 8 | Attractive Schemes & Incentives | 17 | 83 |
| 9 | Getting goods in a single roof | 08 | 92 |

Source: Field Work

**Graph No. 1: Reasons for purchasing kirana goods from the sources**
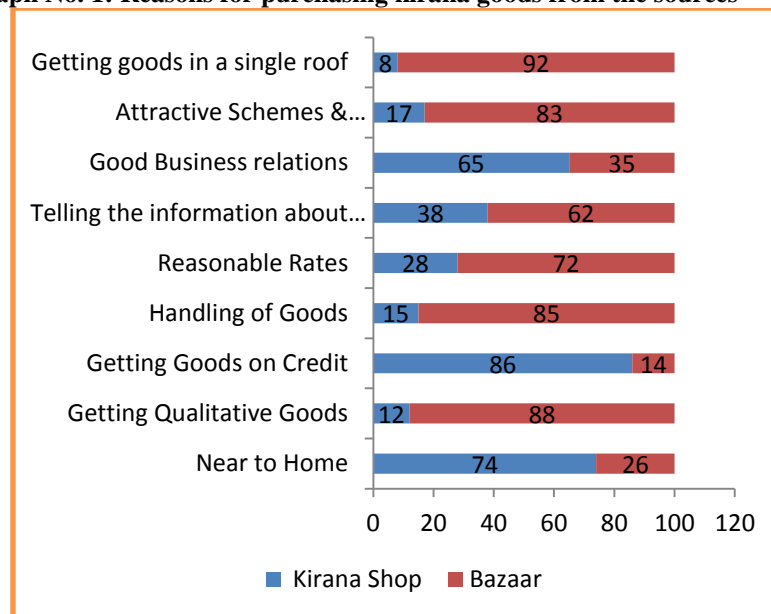


Table No. 4 and graph No. 1 showing that the selected reasons for purchasing kirana goods from the two sources i.e. kirana shops and bazaars. The reasons are affected to customers for purchasing the kirana goods either from kirana shops or bazaars. Location plays an important role while purchasing the kirana goods. In rural areas, Customers are purchased kirana goods as and when they needed. So, they preferred kirana shops which are located nearby the home or corner of the street. 74 customers have purchased kirana goods in kirana shops because it is near to home. There is the custom that kirana shops are not provided good qualitative goods. So, 88 customers have purchased kirana goods in bazaars because of bazaars are provided qualitative goods. Kirana shopkeepers are provided credit facilities to their customers. So, 86 customers are purchased kirana goods in kirana shops because of kirana shopkeepers have given goods on credit basis. Bazaars are provided the services like to handle the goods and to choose the goods those they needed. So, 85 respondents have purchased kirana goods in bazaars due to bazaars are provided to handle the goods. 72 customers are purchased kirana goods in bazaars because of reasonable rates. 62 respondents have purchased kirana goods in bazaars because they have told the necessary information about the goods. The customers are very well known to kirana shopkeepers and maintain good business relations with them. So, 65 customers have purchased kirana goods in kirana shops because of goods business relations. Bazaars have provided attractive schemes and incentives, that's why 83 customers have purchased kirana goods from bazaars. 92 customers have purchased kirana goods from bazaars because of they are getting goods in a single roof.

**Conclusion:**

The new retail formats changed the total concept of shopping and shopper's buying behaviour, ushering a revolution in shopping in India. As there is high growth being registered in the retail sector in the developed countries and the developing countries such as India which is almost on the verge of a retail revolution, there is a high research interest in this area. In addition to the high growth in the organized retail in the recent times, the retail format choice becomes an area of concern for a retailer as well as customer. Indian food and grocery retailing has witnessed a rapid transformation in many areas of the business by setting scalable and profitable retail formats across categories.

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# Roles of Extension in Krishi Vigyan Kendra (KVK)

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## ABSTRACT

*The Krishi Vigyan Kendra (KVK) plays an important role in transferring new agricultural technologies and enhancing the productivity of crops through trainings and FLDs. The consistent effort of KVK Subject Matter Specialists have helped to develop farmers' faith on the Krishi Vigyan Kendra (KVK) for technology demonstration and transfer at the door step with use of various field extension and information and communication technologies (ICTs) tools. Regarding technology transfer, it is essential to adopt and upgrade the technologies according to changing needs of farming community. This article is about how KVK is upgrading its role to cater the changing needs of farming community.*

**Key words**: *KVK, role of extension, transfer of technology etc.*

**Introduction**:

The concept of Krishi Vigyan Kendra was framed by Professor Swaminathan, Father of Agriculture Research of India. Professor M S Swaminathan convinced Government of India that there is absolute necessity to develop Krishi Viigyan Kendra in each district of India with an objective to cater following Mandate and Activities for the farming community of the District. The world economy is largely dominated by agriculture, which has played a vital role in the economic development of many agriculture-based countries. However, the Agriculture sector has experienced a phase of crises that need to be dispensed with in order to attain sustainable economic development (Mariappan et al. 2019). Indian Council of Agricultural Research (ICAR) introduced Krishi Vigyan Kendras (KVKs) as a grass-root training center for providing vocational training to needy persons. KVKs has been appeared as the one stop shop for transfer of various agri and allied technologies through various activities like Technology adaptation OFT (On-farm testing), FLD (Frontline demonstration), capacity building of stakeholders, regular updating knowledge & skills of extension personnel and farmers. KVKs are grass-roots level organizations meant for application of technology through assessment, refinement, and demonstration of proven technologies under different 'micro-farming' situations in a district (Das, 2007). KVK witnessed its mandate in the form of Technology Assessment followed by Demonstration for its Application it field level and Capacity Development of various stakeholders.

**Objective of the study:**
1. To study the structure & purpose of KVK.
2. To understand the role of Extension in KVK.

**Methodology:**

Secondary data has been used for the purpose of study collected from various reputed research journals, books, magazines, internet on KVK.

**Mandate of KVK:**
➢ The mandate of the KVK includes technology assessment, refinement and demonstration of technology product.

**Activities of KVK:**
➢ On-farm testing to identify the location specificity of agricultural technologies under various farming systems.
➢ Organize Frontline Demonstrations to establish production potential of technologies on the farmers' fields.
➢ Training of farmers to update their knowledge and skills in modern agricultural technologies.
➢ Training of extension personnel to orient them in the frontier areas of technology development.
➢ To work as resource and knowledge centre of agricultural technology for supporting initiatives of public, private and voluntary sector for improving the agricultural economy of the district.

**New Initiatives in transfer of technology (ToT):**

Sustainable agricultural future technologies will require systemic approaches to design, local solutions which will be capable of contributing to larger-scale solutions that will be enriched with knowledge of the local context, needs and culture while also involving a range of actors and local user communities (Pigford et al., 2018.) Technological empowerment of farmers needs to be assessed in the form of regular training and handholding support for entrepreneurship development. The priority areas need to be focused on Floriculture (Chrysanthemum, tuberose, and marigold production), development of protected cultivation technologies (Polyhouse, Shadenet etc.), Input and resource-saving (Balance use of fertilizer, Drip irrigation) and resource sharing, demonstrating and promoting crop and livestock models for one acre of land. Climate-smart agricultural technologies need to be promoted to overcome the vulnerability due to climate change. Farmers' knowledge should enriched with scientific knowledge (Use of leaf color chart, INM, IPM) and Mobile Applications. Different up scaling strategies needs to be developed for successful innovations and technologies. For better functioning at grass root level there is need to develop linkages with other departments on the convergence model (public-private partnership Mode).

**Knowledge Management:**

ICAR institutes developed technologies for the benefits of farming community and these technologies used by various institutions. There is always a need to update technology inventory as per changing climatic scenario of different farming systems and creation of relevant content for technology dissemination. Similarly there is need to provide personalized advisory and Real-time knowledge sharing through smartphones (weekly twice weather data based agro-advisories under NMRWFS) through different Communication strategy through the media mix. Database management is necessary for available technologies, beneficiaries, activities, and achievements. Regular refresher training of Programme Coordinators and Subject Matter Specialists of KVKs for up-scaling of agricultural technologies, training methodologies, competencies, sensitivity to gender, participatory approaches and leadership skills. Linkages and Convergence KVKs need to have strong linkages with ICAR institutes/line departments/corporations/ rural development institutes/ banks working for the development of knowledge and resource sharing. There is need to link Producer Organizations/Associations/Groups to supply chains/value chains through KVKs. KVKs should developing linkage with line departments for promoting social entrepreneurship and encourage youth to adopt the models in agriculture and allied sectors.

**Enhancing the visibility of KVK :**
➢ A storehouse of knowledge through instructional farms
➢ Training center for specialized solutions for sustainable agriculture
➢ Active demonstration units at KVK to serve as good models for training farmers
➢ Intensive fieldwork in selected Taluka of new KVK
➢ Serving as knowledge dissemination center for all line departments of district

**Field Extension Work:**
➢ Sensitizing farmers about new technologies
➢ Conducting benchmark surveys for problem identification through Agro-ecosystem analysis
➢ Prioritizing research and extension targets
➢ Conducting on-farm trials on selected technologies
➢ Impact assessment of technologies
➢ Quality seed production of important crops, seedlings
➢ Livestock development and demonstration center

**Capacity Building:**
➢ Training of farmers on Resource conservation technologies
➢ Organizing farmers into groups – farmer clubs, clusters, and FPOs
➢ Forming farmers group for common property resource management
➢ Training of Para Extension Trainers
➢ Training women on post-harvest and value addition processing technologies for microenterprise development
➢ Training of extension functionaries for updating their knowledge
➢ Training of youths on entrepreneurial motivation and enterprise development

**Harnessing ICT as a viable option:**
➢ Establish a web interface with social media and networking platform
➢ Developing crop-specific mobile apps (Diagnostic purposes)
➢ Maintaining a knowledge repository (Database management) in coordination with ATARI
➢ Developing video modules for different farming practices
➢ Maintaining the KVK website with new technologies and success stories
➢ Developing online ferti-meter for the proper combination of fertilizers use based on soil health cards
➢ Linking of market and crop insurance information on the website with agmarknet / eNAM

**Role of ATARI:**
The Indian Council of Agricultural Research has established 11 Agricultural Technology Application Research Institutes (ATARIs) for performing monitoring, review and coordinating activities of the KVK system. The prime mandate is to coordinate and monitoring of technology application and frontline extension programs for strengthening agricultural extension research and knowledge management. ATARI performs major Activities such as Planning, monitoring and reviewing of KVK activities in the zone; to identify, prioritize and implement various activities related to technology integration and dissemination. ATARI establish coordinating with SAUs, ICAR institutes/organizations, line departments and voluntary organizations in the zone for implementation of KVK mandated activities and facilitating financial and infrastructural support to KVKs for effective functioning. ATARI is an important institutional innovation. It has to provide much-needed leadership role at zonal level in respective areas of their operation as far as applied research in agricultural extension is concerned.

**Conclusion:**
While drawing conclusions from the various issues, views and facts discussed above with a pointed focus of strengthening agricultural extension through Krishi Vigyan Kendras in the Indian context, it

may be said that as the agricultural extension is the most guiding and determinant factor of stimulating agricultural development, the KVK, is the most vibrant, efficient and apt component of agricultural extension instrument. KVK can enhance the visibility of extension research, methodologies, approaches and outcome for the benefits of the farming community. KVK can provide capacity development of different stakeholders in effective decision making in production, post-production and marketing by large scale adoption of technologies. Similarly, there is a need for the development of commodity, region and situation-specific innovative extension models/approaches for effective outreach. KVK should develop the sustainable rural livelihood models, augmented farm income for inclusive clientele (including smallholder farm families). Database Management Information System for KVK is needed for future technological research and outreach for effective clientele services. For effective functioning of KVKs, Regular monitoring and review workshops should be conducted. As a future hub of technologies KVKs would emerge as a well equipped institution for serving farmers and working as a link in the technology generation and dissemination system. This will leads the KVKs to generate funds for self-sustaining.

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# Eradication of Female Foeticide and Infanticide Through Cradle Baby Scheme in Villupuram District

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**Abstract**
          *This article mainly focused on how the cradle baby scheme helps to protect the girls against feticide and infanticide. India has been renowned as 'mother country' where women were highly affected in the society. Patriarchal form of society dominated and suppressed women always. Being women, they are facing lot of difficulties to survive this society.  Perhaps, births to death women have faced several obstacles only because of being on women. Not only have they struggled to survive the life, even feticide and infanticide. A women's position is measuring stick of the nation's pride. Without safeguard women a nation will not get top position. Hence, a country or Government plan to protect women and given tremendous schemes and programmes for the same. On the great consequences, to protect the baby in the womb and infant time, a unique scheme was planned and executed by the State Government of Tamil Nadu, even before Central Government of India and other States from India. The lack of awareness, illiteracy, rural background, social stigma leads the scheme to fail.*
*Keywords: Feticide, infanticide, cradle baby scheme, mother country, Illiteracy, Lack of Awareness*

## Introduction

          India has been renowned as 'mother country' where women were highly affected in the society. Patriarchal form of society dominated and suppressed women always. Being women, they are facing lot of difficulties to survive this society.  Perhaps, births to death women have faced several obstacles only because of being on women. Not only have they struggled to survive the life, even feticide and infanticide. Perhaps, women continue to be the victims of exploration, discrimination, subjugation and abuse in home as well as outside. India has special and most inhuman and unethical killing methods-dowry deaths, rape leading to suicide or homicide, female feticide and human sacrifice. [1] Though number of laws has been passed to ameliorate their condition, significant improvement can come in their status only when women become aware of their social, economic, economic and political rights. The prevention of Female infanticide bill, 2014 has to to prevent female infanticide, and care of child [2].  Apart from legal protection, some of the unique schemes and programmes planned by the Central and State Government of Tamil Nadu to save girl child and women.  On the great path, Cradle baby scheme may lead in the front in Tamil Nadu which helps to protect the child against feticide and infanticide. This article mainly focused on how the cradle baby scheme helps to protect the girls against feticide and infanticide.

## Villupuram District

          Villupuram district has been bifurcated from erstwhile South Arcot District having highest population which ranked 6th place in Tamil Nadu.         It lies between $110^0$ 38' 25" and 120.20'44" (Latitude) , $78^0$ 15' oo" and $79^0$ 42'55"(Longitude).[3] According to 2011 census, Villupuram districts comprises the population around 34,58,873 people, included 17,40,819 males and 17,18,054. The urban population is 5,19,088 and rural population is 29,39,785.[4] Being a low literacy in entire Tamil Nadu, Villupuram has competitive other districts in  education and economy.

## Female feticide

          Both India and State of Tamil Nadu, girl babies are killed, aborted and abandoned simply for being girls. Unfortunately girl children might be the target of attack on before to see the world[5] The modern technologies should be the important social hazard which identify the child using ultrasound technology to proceed foeticide.[6]

          Female infanticide, an act of killing a female child within one year of its birth either directly by utilizing poisonous inorganic and organic chemicals, both  directly or indirectly ,  both parents or other family persons. Unfortunately, the killing of baby girls happen might be the pressure of their husbands. Mostly, the husbands would beat up their wives and force them to kill the female child because she is an economic burden. [7] In particular India china Pakistan and Nepal have deep-rooted preference of sons over daughters[8] Because of various religious cultural social and economical reason which continue to make males more socially and economically valuable than female. Religious lore in these countries for instance promotes son preference.The cradle baby scheme was planned to save the female child against feticide and infanticide. However, the repots says that both female and male children were identified in the cradle. From 2001 to 2021 around 30 male babies and 47 female babies rescued by the department of Welfare in Villupuram district.

## Female infanticide

          Female infanticide is an indicator of Women's position in India. The girl babies were killed the only because of girl. According to the traditional view female infanticide is considered a general pattern in the community which has now become part of the customs has spread throughout the state. The cruel methods were followed to eliminate girl babies while born. By using poison, starvation, throat splitting, drowning the water

bodies, also throw the streets or dustbin..[9] further, the evidence surfaced that people were poisoning their girl children; they began to adopt methods such as starving the baby to death. [10]

**Cradle baby scheme**

The cradle Baby scheme was a brainchild of chief minister Jayalalitha alias AMMA. Her dream project has to safeguard girl child for first time in the State and country. The Cradle Baby Scheme (CBS) was initiated from Government of Tamil Badu on 1992 in outbreak of cruel practice of female infanticide. Suprisingly, the Non-Governmental organizations were agitate the scheme, and told it might be the against the civil society and affected human rights.The State Government of Tamil Nadu introduced this scheme to aims to providing a safety space to receive babies unwanted by parents. To counter the menace of female infanticide in certain parts of Tamil Nadu a unique scheme called the "Cradle Baby Scheme" extended other districts too.. [11] Perhaps, Cradle baby scheme might be the first scheme to product new born babies. Later Government of India has initiated the important scheme to product the girl babies as "Bati Bachao". However, Cradle baby scheme rocks on two decades ago.

This scheme extended to Cuddalore, Ariyalur, Perambalur, Villupuram and Tiruvannamalai district in 2011., after the census report of 2011, bringout the sex ratiot in thsese districts.The cradle baby scheme was earlier launched at Salem District with unique objective to eradicated female infanticide even foeticide. Later, it would be extended the other districts like Theni, Madurai, Dharmapuri, Dindigul, Namakkal and Erode. Perhaps, Jaylaitha took the charge as chief minister in second time will be extended the scheme all over Tamil Nadu. Till 2019, more than 5200 infants were rescued from abandoned, of which more than 4000 were girls. [12]Each year the around 10 babies were rescued by the official of Cradle baby Scheme. The report says that around 76 (Table No;1) babies were rescued last 10 years.

**Table No:1- Cradle baby scheme Villupuram district- Babies rescued list**
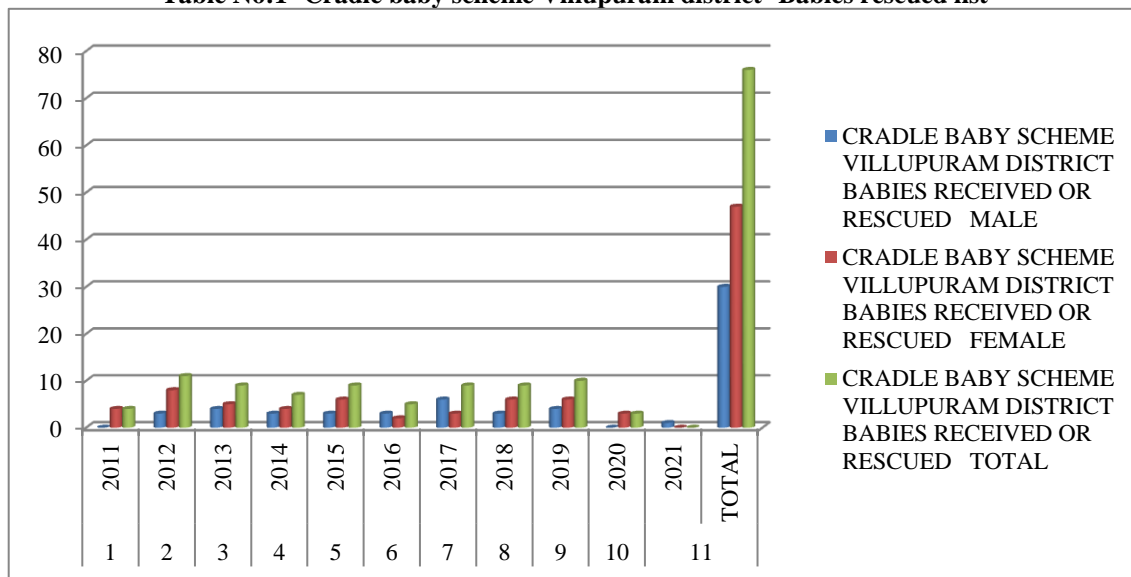


**\*SOURCE: Directorate of Social Welfare, Villupuram district (2001-2021)**

**Cradle were placed**

Under this scheme, cradles were placed in important places such as Hospitals, Primary Health Centres, Orphanages and Children runs 25 Orphanages[13] throughout the State of Tamil Nadu by providing food, education, clothing, shelter, and health care completely free of cost. Most of time babies were found in garbage pits, temple , ditches in sometimes alive or dead.Nowadays, parents without any hesitation simply giving the new born to officer as easy. This could be a great success of Cradle baby scheme. A medical superintend and an Assistant Nurse would be posted in those centers and a stock of necessary goods including milk powder and medicines will be maintained there. The centre will be set up at a budget of Rs.47.45 lakh in 2011.[14]

**Absorption**

Those family doesn't have a baby including better medical treatment are eligible to adopt a child. They are adopting a child in orphanage or from parents. Parents willing give their child to adoption to other couples may be very easy. But for getting a child into an orphanage would be long process. The parents were registered their name in the orphanage for adoption and receive the adoption deed. As per the seniority the child will be given to adoption for couples later. The cradle baby schemes babies were sent to orphanage and given adoption as per the law. The Hindus adoptions and maintenance act, 1956 and Guardians and wards Act, 1890 were followed at present. Moreover, the Guidelines Governing Adoption of Children, 2015 , Juvenile Justice(Care and Protection of Children) Act, 2000, Hague convention on the protection of Children and Co-operation in Respect of Inter-country Adoption Act, 1993 are given protection to the adopted child.

**Conclusion**

A women's position is key factor of the nation's pride. Without safeguard women a nation will not get top position. Hence, a country or Government plan to protect women and given tremendous schemes and programmes for the same. On the great consequences, to protect the baby in the womb and infant time, a unique scheme was planned and executed by the State Government of Tamil Nadu, even before Central Government of India and other States from India. The impact of Cradle baby scheme resulted the positive approach, will change sex ratio 942/1000 into 943/1000 between 2001 and 2011 (10 Years) in Tamil Nadu. Similarly, child sex ratio in Villupuram district was 941/1000 in 2011, has risen to 987/1000. last 10 years of success this scheme gradually diluted. The lack of awareness, illiteracy, rural background, social stigma leads the scheme to fail. However, lot of souls were rescued under this scheme should be great success. Hence, it will protect the babies against feticide and infanticide directly or indirectly always. This scheme will move on the primary concept of "Without girls no society".

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# Biodiversiy in the Western Ghats of Karnataka

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**Abstract**

*Its ecological resource base is under threat, with extensive destruction of natural habitats, widespread degradation of ecosystems and a growing burden of air and water pollution. Simultaneously, knowledge base of uses of biodiversity is also being eroded, with the present generation becoming increasingly alienated from the natural world. We need to carefully plan on conserving, sustainably using and restoring the biological diversity of the Western Ghats. We also need to conserve and benefit from the knowledge of uses and the traditions of conservation of this biological diversity. Also, we must ensure that benefits flowing from our heritage of biodiversity and related folk knowledge percolate down to the people at the grass-roots.*

**Introduction :**

Karnataka, one of the Southern states of India has 3.83 Million ha of recorded forest area which is around 20 percent of its geographical area. Karnataka is endowed with most magnificent forests in the country ranging from majestic evergreen forests of the Western Ghats to the scrub jungles of the plains. The Western Ghats of Karnataka are one of the 25 global priority hotspots for conservation and one of the two on the Indian subcontinent. Several economically important species such as Sandalwood, Rosewood, Teak, White cedar grow naturally in these forests. Karnataka forest is endowed with rich wildlife, harbors 25 percent of the elephant population of India, 10% of the Tiger population. The state has 5 National parks and 21 sanctuaries comprising about 17.3% of total forest area as protected area for wildlife and biodiversity. The state ranks 4th among all the state and union territories in respect of area under tree cover.

## 1. Karnataka Forest

The State of Karnataka is a part of highly biodiversity rich regions of India. The Western Ghats of Karnataka is one of the mega biodiversities of the world. The State is endowed with great diversity of climate, topography and soil. Karnataka has great diversity of species, including the human being which has co evolved since centuries. Geographically the State can be divided into three major zones. With the Western Ghats (Sahyadri) forming a major water divide, there are short and swift flowing rivers in the west draining into the Arabian sea. Notable among them are Sharavati, Kali, Netravati, Bedthi/Gangavalli, Aghanashini, Varahi and Chakra. To the east of the major divide, flow the river Krishna and Cauvery. A major part of the upstream of river Krishna and its tributaries Tungabhadra, Ghataprabha, Malaprabha, Bhima and Vedavati flow through northern Karnataka, pass through Andhra Pradesh before joining the Bay of Bengal. The Cauvery river in the south flows down the eastern slopes of the ghats, passes through Tamil Nadu before joining the Bay of Bengal. The main tributaries are Hemavathi, Kabini, Arkavati, Shimsha, Palar, Uttara and Dakshina Pinakini, Manjira and Karanja are the only tributaries of river Godavary found within the State boundary.

**Karnataka consists of 3 regions- 1. Coastal Zone, 2. The Western Ghats, 3. The Eastern Plains.** In the present paper we discussed about only Karnataka's Western Ghats.

## 2. The Western Ghats Biodiversity Hotspot :

The Western Ghats one of the 34 biodiversity hotspots of the world is a chain of mountain ranges stretching North- South along the western peninsular India for about 1600 Kms. Western Ghats are the habitats for the elephants and endangered lion tailed macaque. Western Ghats are also known as Sahyadri mountain ranges in Karnataka. It runs North to South along the Western edge of Deccan Plateau. 60% of Western Ghats are located in Karnataka. The average elevation is about 1200 meters MSL and receives rainfall between 3000 and 4000mm. the average annual temperature is around 15°C. The monsoon season runs between June and September.

<div align="center">

### BIODIVERSITY OF KARNATAKA

| | |
|---|---|
| 1. Number of Species… | 1.2 lakhs |
| 2. Flowering plants… | 4500 species |
| 3. Birds… | 508 species |
| 4. Mammals… | 150 species |
| 5. Reptiles… | 156 species |
| 6. Amphibians | 135 species |

</div>

7. Fishes (marine & brackish water)…     405 species
8. Fishes (fresh water)…                289 species
9. Butterflies…                          330 speices
10. Medicinal plants…                   1493 species which
Includes 300 species in commercial use.

Forest types found are tropical evergreen, moist and dry deciduous, high altitude sholas, savannas and scrubs. There are over 4500 species of flowering plants (38% endemic) 330 butterflies (11% endemic), 156 reptiles (62% endemics) 508 species birds (4% endemics) 150 mammals (12% endemics) 289 fishes (41% endemics) 135 amphibians (75% endemics) are among the known biodiversity of Western Ghats. Forest types ound are tropical evergreen, moist and dry deciduous, high altitude sholas, savannas and scrubs. There are over 4500 species of flowering plants (38% endemic) 330 butterflies (11% endemic), 156 reptiles (62% endemics) 508 species birds (4% endemics) 150 mammals (12% endemics) 289 fishes (41% endemics) 135 amphibians (75% endemics) are among the known biodiversity of Western Ghats.The rich biodiversity coupled with higher endemism can be attributed to the humid tropical climate, topographical and geographical characters. Western Ghats form an important watershed for the entire peninsular India, and is a source of west flowing rivers and three major east flowing rivers. The Western Ghats belong to one of the oldest mountain ranges of the planet; harbor numerous elements of flora and fauna having linage to the Gondavana land. The important endemic tree species of the region are Dipterocarpus indicus, Hopea parivflora, Myristica fauna, Gymnacranthera canarica, Vateria indica, Pinanga dicksonal Semi carpus Kathalekanensis is one of the lofty evergreen trees which have been discovered for the first time in the Myristica swamps of Western Ghats. Western Ghats.

### The Western Ghats some highlights:

- One of the biologically richest regions of the world.
- Of the 13,000 species of flowering plants found in India, some 4,500 are found in the Western Ghats. Of these, some 1,500 are unique to the region.
- Wild relatives of many economically valuable plants, like pepper, cardamom ginger, mango, jackfruit, millets, rice, etc. originate in the Western Ghats.
- The Western Ghats is the 'hotspot' of natural evolution.
- The evergreen forest dominated by trees of Cullenia, persea, Dipterocarpus, Diosphyros, Holigarna and Memcylon found only in the Western Ghats.
- The deciduous forests – dominated by Terminalia, Largerstroemia, preterocarpus, Xylia, Tectona and Anogeissus species are some of the most valuable commercial timber on earth.
- The Western Ghats is a valuable source of bamboo/cane.
- It is home of wildlife in the sub-continent–the last remnant habitat of major animals such as the tiger, leopard, elephant, gaur, lion tailed macaque etc.
- The region is rich in species of birds, amphibians and reptiles.

**The Western Ghats some highlights:**

**3. Wildlife:**

The State of Karnataka located in South India has a rich diversity of flora and fauna. The forests support 25% of the elephant population and 10% of the tiger population of India. Many regions are yet unexplored and new species of flora and fauna are found periodically. The Niligiri biosphere was established reserve in 1986, The Bandipur and Nagarhole National parks were included in the reserve. In Karnataka there are 5 National Parks and 21 wildlife sanctuaries.The faunal species found in various forests in Western Ghats region of Karnataka among others includes. Elephant, Gaur, Sambar, Chital Bonnet, Common giant, Tiger, Leopard, Sloth bear, Striped hyena, Indian Pangolin, Indian Chameleon, Geckos, Russell's viper, Common Krait and Indian Python.The animals in the forest of dry districts include Wolf, Leopard and Pangolin etc. The Blackbucks are found in Ranebennur. Peacocks are being protected in Bankapur Sanctuary and Daroji Wild life sanctuary is famous for Sloth Bears.

*Wildlife population in Karnataka*

| Tiger | Elephant | Panther | Bear | Wild bear | Deer | Bison | Sambar | Fox |
|---|---|---|---|---|---|---|---|---|
| 395 | 6185 | 817 | 2324 | 15760 | 25850 | 8484 | 4998 | 957 |

**4. National Parks :**

| Name of the National parks | Area (sq.km) | son to Visit |
|---|---|---|
| Anshi National park | 250.00 | Nov-jun |
| Bandipur National Park | 874.20 | Jun-oct |
| Bannergatta NationalPark | 104.27 | All seasons |
| Kudremukha National Park | 600.32 | Dec-May |
| Nagarahole NationalPark | 643.39 | Sept.-Mar |

**5. Sanctuaries :**

| Name of the Sanctuary | Area (sq.km) | Season to Visit |
|---|---|---|
| Adichuchanagiri Peacock Sanctuary | 0.84 | All seasons |
| Arabithittu WildlifeSanctuary | 13.50 | Dec-Feb |
| Attiveri Bird Sanctuary | 2.23 | Oct.-Dec |
| BRT Wildlife Sanctuary | 539.58 | Oct.-May |
| Bhadra Wildlife Sanctuary | 492.46 | Sept.-Mar |
| Brahmagiri WildlifeSanctuary | 181.80 | Jan-Mar |
| Cauvery Wildlife Sanctuary | 102.59 | May-Nov |
| Dandeli Wildlife Sanctuary | 475.02 | Sept.-May |
| Doraji Bear Sanctuary | 55.87 | Sept.-jan |
| Ghataprabha Wildlife Sanctuary | 20.78 | Oct.-Dec |
| Gudavi Bird Sanctuary | 0.73 | Jun-Nov |
| Melukote WildlifeSanctuary | 45.82 | Oct-Apr. |
| Mookambika WildlifeSanctuary | 247.00 | Nov-Apr |
| Nugu Wildlife Sanctuary | 30.32 | Oct-Apr |
| Pushpagiri Wildlife Sanctuary | 102.59 | Jan.-Mar |
| Ranganathittu BirdSanctuary | 0.67 | All seasons |
| Ranibennur Blackbuck Sanctuary | 119.0 | May-Jan |
| Sharavathi WildlifeSanctuary | 431.23 | Nov-may |
| Shettihalla Wildlife Sanctuary | 395.60 | Nov-May |
| Someshwara WildlifeSanctuary | 88.40 | Nov-May |
| Thalakaveri WildlifeSanctuary | 105.00 | May-Jun Oct-Jan |

**6. Tiger Reserves**

| Name of the Tiger Reserve | Area (Sq. kms) | Year of Establishment |
|---|---|---|
| Bandipur | 874 | 1973 |
| Bhadra | 492 | 1998 |

**7. Biosphere Reserve :**

| Name of the Reserve | Area (Sq. kms) | Year of Establishment |
|---|---|---|
| Nilgiri | 5520 | 1986 |

**8. Endangered species**

Karnataka is the home of few critically endangered species of flora that include evergreen trees like Dipterocarpus bourdilloni, Hopea erosa and Hopea jacobi Croton lawianus (a small tree) and Pinnatella limbata (a type of moss). Some of the critically endangered species of fauna found in Karnataka include Gyps indicus (the Indian vulture) and two species of frogs, Indirana gundia (found only in Gundia range, Sakleshpur) and Micrixalus Kottigeharensis (found only near Kottigehara, Chikkamagaluru district).

Some of the endangered species of flora include evergreen trees like Cynometra bourdillonii, Cynometra travancorica, Hopea glabra, Hopea parviflora, Hopea ponga, Hopea racophloea, Hopea wightinana, shored roxburghii and Tarenna agumbensis and flowering plants like Glochidion pauciflorum, Glochidion tomentosum, Ixora lawsoni and Syszgium stocksii. Other endangered trees found in Karnataka include Isonandra stocksii, Kingiodendron Pinnatum, Maesa velutina, Myristica magnifica, Rapanea striata and xylosma latifolium.

Endangered species of fauna found in Karnataka include the tiger, Indian Elephant, Lion- tailed macaque, turtle and dhole, the Indian wild dog. Many endangered species of amphibians are found here including frogs, Indirana brachytarsus, Microhyla sholigari, Minervarya sahyadris, Nyctibatrachus aliciae, Nyctibatrachus hussaini, Nyctibatrachus sanctipalustris, philautus charius, philautus wyaadensis, Ramanells mormorata and Rhycophorus laterals and a toad, Bufo Beddomii. Other endangered species of fauna include Hipposideros hypophyllus (the Kolar leaf-nosed bat) and Pseudomulleria dalyi (a molluse)

**9. Richness and uniqueness of Western ghat of Karnataka**

♦ The Western Ghats comprises the mountain range that runs along the west coast of India from the Vindhya-Satpura ranges in the north to the southern tip. The ecosystems of the Western Ghats include the tropical wet evergreen forests, the montane evergreen forests, moist deciduous force etc. The Shola grassland ecosystems found in the higher reaches of Western Ghats are unique to this region and harbour a number of endemic species.

♦ World Conservation Monitoring Centre (WCMC) has identified Western Ghats region as one of the important

areas of biodiversity.

♦ The varied topographic, climatic and geological factors have made significant contribution to biodiversity. Almost one-third of all the flowering plant species in India are found in this region.

♦ The Nilgiri BR spread over three states in Western Ghats was the first BR to be set up in the country.
*Threat status*

♦ In the past, the forests of the Western Ghats had been selectively logged. Large tracts of forests were also converted to agricultural land for monoculture plantations of tea, coffee, rubber, oil palm teak, eucalyptus, building reservoirs, roads and railways.

♦ Over 20% of the original forest cover remains more or less in pristine condition and the remaining is subject to varying degrees of human pressure including large scale collection of fuel wood and NTFPs, Mass tourism, Grazing and forest fires are other concerns.

♦ The poverty is rife and economic development is poor in regions adjacent to forests including the PAs. The competing needs of the people residing in the forest fringes lead to frequent human wildlife conflicts.

♦ Of the total known fauna, 102 species fall under different categories of threat and of these, mammals (30 species, 21.9%) and amphibians (52 species; 33.3%) are the prominent groups.

**Conclusion:**

Many areas of Karnataka, especially in the forests of Malnad region are unexplored and new species of flora and fauna are discovered from time to time. Some of the new species of flora recently discovered in Karnataka include Paracautleya bhatii ( a ginger) and Isachne veldampii (a grass), both of which were discovered near Manipal in Udupi district. Two species of algae, Cosmarium bourrellyi and Cosmarium desikacharyi were discovered in a paddy field in Belgaum. Other new species of flora discovered in Karnataka include Isoetes Udupiensis (a flowering plant) and Pisolithus indicus (a fungus). Some of the new species of fauna discovered include two species of ants, Dilobocondyla bangalorica which was discovered on the campus of Indian Institute of Science, Bangalore and Discothyrea sringerensis which was discovered near Sringeri. Three new species of frogs; Philautus luteolus, Philautus tuberohumerus and Nyctibatrachus petraeus have been discovered in Karnataka. Explorations in the Sharavathi river have yielded new fish species like Batasio sharavatiensis (a bagrid catfish), Schistura nagodiensis and Schinstura Sharavathiensis. Another fish species, puntius coorgensis has been discovered near Bhagamandala in the Kaveri river. Some other species of fauna discovered in Karnataka include two species of whiteflies Distinctaleyrodes setosus and Aleurocanthus arecae and a caecilian, Gegeneophis madhavai. Explorations in the soil around the Linganamakki reservoir have revealed eleven new species of earth worms.

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# Social Study of Baby Kambles 'Prison We Broke'

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**Extract :**

" The prisons We Broke "is an autobiography by Baby Kamble .It is considered to be the first autobiography written by any dalit woman .It is originally written in Marathi .Entitled as ;Jina Amucha .'It is translated in English by Maya Pandit .The autobiography is significant as it is a part of Ambedkarite literature as well as it highlights the gender discrimination .It also presents the miserable life of dalit women .Who were oppressed by the society on different levels?

Autobiography is a presentation of self .It present the uniqueness of the life led by a particular person and especially, dalit autobiography expresses the oppression, exploitation done to them and their agony, grief . The autobiography "The prisons We Broke "portrays the social, economical cultural condition of the dalit people and specially the dalit women who were treated brutally by the so called 'savarnas '.It highlights the plight of dalit women who are from mahar community of western Maharashtra .The book represents the journey of Mahar women from exploitation to exploration due to Ambedkarite movement.

**Keywords :**Dalit Women, patriarchy, gender discrimination, Ambedkarite movement, Varna system, untouchability.

Baby Kamble's 'The prisons We Broke 'is different from other autobiographies because it does not celebrate the uniqueness individuality or achievement of the writer but it brings forth the miserable condition of the mahar women, the brutal treatment given to them, the effect of religious practices on their life .The book focuses on the patriarchal social system .The book also focuses on the practice of untouchability prevalent them.

The number of dalit women autobiographets is less than the dalit man writers on account of deprivation of education in the past .The condition slowly changed but then also there is always a difference between a book written by a man and book written by a woman from because a woman writer sees the world from a different point of view than a man .A woman writer brings forth the gender discrimination writer brings forth the gender discrimination and patriarchal issues of the society .Same is the case with 'The Prisons We Broke '.The book is a sociocultural analysis of the contemporary Indian society.

In India, 'Varna 'system from Hindu religion was followed .According to Varna system, Women were considered as 'Shudras 'whichever caste they belong to .Apart from it, Indian community is a patriarchal community where men in the home are considered as the head and women were considered secondary though they take equal responsibility of the family .Due to both these factors, the condition of women was miserable in the past and if you were in from a dalit community, the condition would be worst as dalits were considered as the lower section of Indian society .Dalit women were doubly exploitated; first because of being 'dalits 'and second, because, they were 'women '.So, the dalit women were subjugated because of their gender, caste and thirdly by the societal format i .e .patriarchy .These factors added extra troubles in their lives .They had to struggle hard to fulfill their needs, i.e .food, clothing, water and even education which was not in the scenario them .

Mahars led a very parthetic life .They were the poorest people in the society .They had nothing to eat and were .Their huts were made up of stones, covered by mud .They used utensils made up of day and coconut shell for a cup .Their life was filled with filth and dirt .Upper caste people enjoyed all the privileges but they were the one who were also responsible for the inhuman treatment given to dalits.

Untouchability was deeply rooted in the mind of upper caste people .The practice was followed and transferred from generation to generation .The upper caste young girls would neglect mahar girls with the fear of being polluted .Even if the mahar girls pass from their side, the upper caste girls would cover their noses as if the mahar girls ware not human beings but stingy, foul smelling creatures .As Kamble narrates in her autobiography, one girls also mentions that she had to take bath once she reached home as she sits in the same class with mahar girls .The mahar would serve their masters honestly .They were supposed to fell at the feet of their masters or give way to their masters when the master came across their way .They had to say "The Kamble Mahar women fall at your feet master, This was like a chant, which they had to repear innumerable times …
If a newlywed young girls does not bow down before the upper caste master .It would be made a big issue .He would come to the made a big issue .He would come to the mahar community and shout.

:Who, just tell me, who the hell is that new girl? Doesn't she know that she has to bow down to the master? Shameless bitch !How dare she pass me without showing due respect?"

To which the elderly people would ask request him to forgive her and fall down at the man's feet .Not bowing befre the savarnas 'was considered as a crime .There was a difference between the upper caste and the mahar women regarding the use of cloth and jewellery .Dalit women could not use the same cloth and jewellery as the upper caste women .If the mahar woman would were a saree with border, she had to hide the border of the saree .Higher class women were also treated as slaves by the males but they never showed sympathy to the lower class women.

The treatment that was given to women was and is dual .In the past, they were worshipped as a goddess .They would be the Centre of all supernatural element .The contradiction can be seen in the description of the month of 'Aashadh '.This was the only month that the mahars liked the most .They would take bath, wear clear sarees, visit different places .In this month the women would be on the forefront and they would be possessed by spirit .The whole community would participate .In it at that time, women would be respected, worshipped by people .They would be givenattention .But once it is over the next day, these women used to be treated as earlier .Mahar community was completely encircled with such dreadful superstitions and practices . Nobady came to help them, guide them, noone supported them except Dr .B .R .Ambedkar.

Women were enslaved by the patriarchate socirty .But daughter –in-laws would be the main target . They would be treated inhumanely .By both men and women .Young girls of eight to ten years would be brought to home as daughter-in-laws .They would be enslaved, abused and insulted .They had to endure it .They were beaten .They were considered to be evil presence in the home .As daughter-in-laws, there would be a lot of responsibilities given to them .They had to do all the household chores .The first task they had to do was to prepare 'bhakaris', to show their cooking skill .Instead of striving hard, they would never get any kind word of appreciation .When it comes to rituals, had to plaster the house, clean all the utensils and cloths .They were physically and mentally tortured .They would be given taunts .They were put down .If the daughter-in-laws were not good at household chores, their mother would be abused and cursed .Their mother-in-laws would take the revenge of the treatment given to them by their in-laws.

"What's your aai really? Tell me !Is she a good married women at all? Or does she know only how to run after the pot-maker donkeys? Didn't she teach you anything? I pamper you ……my own sasu was spilfire-A burning coal !Holding a burnig coal in one's palm was easier than liying with her"!

As Kamble has mentioned at least one women in a hundred would have her nose chopped off .They were tortured to nose chopped off .They were tortured to nose limit .If the daughter-in-law runs away, she would be taken book to the in-laws house and thereafter the condition would become worse .The mother-in-law would poison the mind of her son against his wife .She would be called as a disgrace to the family and her nose would be chopped off .Father would encourage his son to be a man and behave like one.

"You are a man .You must behave like one !You must be proud and firm .You must walk tall .Twirf your moustache and show us that you are a man ………Never mind if you have to go to prison for six month". And the obedient son would follow it .His wife would be left and the mother would arrange second marriage of her son such was the life of the mahar women .Slavery was so much in their mind, that even the mahars wanted to enslave someone else .As they higher class enslave them .They would enslave their daughter-in-laws .Though their husbands would only give them .Path, sufferings, torture & sorrow; for the mahar women, the Kumkam on their foreheads was very precious .Again on their foreheads wasvery precious .Again it means lack of self-respect .Again it means lack of the societal framework   .

These mahar women would the collect the leaflover food from the highders household .They would clean their animal pens .They had to work hard to earn their livelihood .Most of the times, they habn't eaten anything .As the writer mentions,

"Having had no breakfast in the morning and no food in the house, hunger gnawed at their empty stomach like wildfire".

While giveng birth to a baby, the condition would be unhygienic .They would never get proper nursing and care .Even the newborns would be cleaned by elder's Saliva .These women were used for sexual object .The contradiction was that, as unlouchables they were not even allowed to come close but for sexual pleasure, they were used .These women would face hardships, do laborious work, sacrifice for the family and yet they were never appreciated, they would only get curses and abuses for what they do.

Baby Kambale brings out the pathetic condition of dalits and she also praises Dr .B .R .Ambedkar because be was the only person who fought for dalits .The condition oof dalits was so pathetic that they were dehumanized . It is because of Dr .B.R .Ambedkar that a revolution took place .She was influenced by Ambedkar's thoughts.

As she mentions.You must remember that it was one man who achieved the impossible task of transforming beasts into human beings .The glorious ray filled millions of lives with brightness.

She also appreciates mahar women who were instrumental in bringing about the change Education developed self-respect among them Thet tried to search their identity .They became independent .They started sending their children to school .They actively participated in the movement and social reform .The society & its framework was just like a prison for these women and so the title is really apt as it is the prison which the women broke

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# Information Revolution and Changing Character of International Relations

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**Abstract:**

*Information Revolution, an important component of International Relations, earned rich dividends during eighties. Globalization of hi tech culture dramatically changed the traditional outlook of world politics. Several international theories like non-liberalism, neo Marxism and neo-realism, supported the application of Information Revolution. It led major confrontation between classical and modern thinkers. Important parameters of International System like national security, geo-political management, warfare and strategic policy helped to address the cause and effects on international relations which opted new dialogue within the jurisdiction of information revolution to suit the interest of global governance. Information being a promoter of global village supported by smart governance, hi tech culture and cyber security motivator, have grater relevance over International System during digital information age. Data is extensively collected from online access apart of literary sources.*

**Keywords**: *Information Revolution, International System, Security, Digital Age*

## Concept of Information Revolution

Information Revolution has traditionally been derived from computer technology which remains a unique machine, an instrument of change and the brain power. The device follows set of systems, coded instructions, software programming, data access, and remains a single solution of problem. Knowingly, the world has experienced phenomenal reformation and changes after the impact of LPG (Liberalization Privatization Globalization) culture in 1990s. In multiple ways, information is an innovation of industrial revolution, scientific discoveries, productive force, technological society, cybernetics, energy, matters, agricultural innovations, capital, labour, business cycle, commodity, design, research and development. Besides, it also includes: distribution of knowledge, writing, printing, mass media, and entertainment alternatives. Thus, Information Revolution has been instrumental in networking management, capacity building, and sustained growth. By a conservative estimate, world's information units have reached to optimum level: say from zero (1970) to 75% (2020). It is expected that Information Revolution will reach to climax by 2030 when the 'U-Turn Process'.

## Background

Information Revolution is not a new phenomenon rather it started in late eighties during the early phase of globalization. Computer Revolution is often associated with the pace of technology and machine age. Some critiques believe Information Revolution appeared during the second world war (1939). However, the emergence of UNO and large number of alliances during cold war (1945-1990) added priorities to International System which dramatically changed the structure. These manifested through the emergence of NATO (1949), superpower rivalry (1950-1990), Warsaw Pact (1955), NPT (1968), START (1982), INFT (1987), unification of Berlin Wall (1990), disintegration of USSR (1991) and CTBT (1996) which dramatically and decisively added various priorities. International Relations being an important subject cannot be left lonely without influencing Information Revolution that has entered all streams and disciplines. It briefly include: intelligence system, cyber security, military policy, diplomacy, territorial sovereignty, maritime security, cross border terrorism, international trade, transnational sensitivity, digital intelligence system, uni-polar world order and defense management. There is hardly any aspect of material and moral circle left untouched by Information Revolution, now the need of the hours.

## Information Revolution: A Global Scenario

Information is a smart device in international relations which is no more confined to limited boundary rather its influence is global thereby affecting every aspect of global and regional system. Let us have some selected references: neo bio-polar system (USA and China) block politics (East and West Europe), Balance of Power, détente, policy of appeasement, multi-polar world order. Other factors like new state system, regional alliances and common regional security have also worked as alternatives to promote the theory of Information Revolution in international relations. Besides, some important and sensitive issues related to information in international system also include: collective security dilemma (India-Pakistan, Arab-Israel, Syrian Crisis), coup d'état (Myanmar), terrorism (J&K, Afghanistan), oil diplomacy (Gulf Emirs), disarmament policies (USA, Russia Federation, North Korea), Brexit (UK and EU) East-West Matrix (European Union, changing parameter of communism), trade embargo (American policy towards Libya, Iran, Iraq), economic nationalism (China, Taiwan, South Korea), and energy crisis (petroleum and gas price diplomacy) are some interesting cases directly linked with information revolution. Some other areas in international relations are not free from informational revolutions which include: cultural nationalism, policy of extradition, Diaspora, Islamic fundamentalism, insurgency, refugee crisis, genocide, geo-politics, local warfare, nation state, space technology, multi-polar world system, veto power, proxy war, sanctions, peace movements, and green policies. Several regional and global crises are also incorporated under information system. Selected ones include: First world war (1914), second world war (1939), Arab-Israel War (1948, 1953, 1968, 1973), Korean Crisis (1950),

USA-Vietnam War (1968-1975), Indo-China War (1962), India-Pakistan War (1947 & 1965), Liberation of Bangladesh (1971), Gulf War (1990 & 2003), Iran-Iraq war (1978-1988), Afghan war (1979-1989), ethnic cleansing in Bosnia- Herzegovina ( 1995-1999), and Syrian Crisis (2000 till date).   In short,   'Information Revolution International System Model' can be beautifully adopted to understand the changing global system.

**Information Revolution  and its Impact on International  Relations**

It is  a well known fact  the Information Revolution  has dramatically changed the structure  of global politics which  works through email, internet services, wahtsApp, satellite TV, WhatsApp, mobile phones and hundreds of other applications. It has actually resulted in speed by saving time, cost,    and management services. There is hardly any aspect of global  governance which remain untouched from information system, a part of    new generation 1-D  to 5- D.  Emergence of virtual states, new ICT policies   and  digital based security programmes are more  exposed than ever before. Information Revolution   is more prone to risk, an easy access and chances of exploration is very high.  Powers like USA, UK, Germany, Italy, France, Japan, China, South Korea and even India have developed strong ICT- Security System  to assess any risk factor. But China's Economic  Model  of international politics  is cited as the best example whereas Japan's  as the original leader  of ICT is well  known to global politics.   In short, international  relations  have  increased transparency which  means  the states no longer need to protect for unknown potential threat. Information can easily be transmitted in  decided time framework with no further delay. One can have access anywhere and anytime. [1]

**Information Revolution &  Dimensions of  International  Relations**

It is the universal fact that 'Man' is a social creature and centre of knowledge bank  who shapes the destiny  and control the  techniques which affect the dynamic process even beyond the boundary of ICT norms. Various important parameters: national information  policies with special reference  to  Third World or developing countries, the process of globalization,  economic transformation, global  governance, digital diplomacy, power dynamics, and international economy are increasingly important.  But  the  impact  of Information Revolution on social institutions  (race, colour, nationality, ethnicity and religion),   political culture  (leadership, government, democracy, political parties and pressure groups), economic system (trade, business, banking, insurance, monetary system, and industrial management) and environmental issues (migration, refugees, diasporas, human rights and  sustainability)  are imperatives of international relations.  The following table gives an overview of some of these facts.

**Table:  Information Revolution & International Relations:  A Parameter**

| SL. No. | Events/Ideologies/ | Action Lines/ Agencies |
|---|---|---|
| 1. | 1st and 2nd World  Wars | October Revolution (1917),  League  of  Nations (1919), Fascism ( 1919) Nazism  (1939) |
| 2. | United Nations | UNSC, UNGA, ECOSOC, UNESCO, UNICEF, ILO, IBRD, UNHRC, UNEP |
| 3. | Major Peace Treaties & Summits | NPT (1968),  SALT (1972)  INFT (1987), START (1991)  and  CTBT (1996) |
| 4. | Nation  States | First World (Western Powers), Second World  (Socialist Blocs), Third World (Asia, Africa, Latin America) |
| 5. | Theories /Approaches | Realism, Idealism, Neo Realisms, Neo Liberalism, Game Theory, Marxism, etc. |
| 6. | Foreign  Policy | Diplomacy, Intelligence System,  Sovereignty, Trade, Cultural  Exchanges, Hi Tech Visa, Counselor Services |
| 7. | Regional Alliances | SAARC, SAFTA, ASEAN, GCC, OPEC, APEC, ADB, EU and  OIC |
| 8. | Power Actors | USA, Russia, UK, France, Germany, Japan, China, South Korea, Australia |
| 9. | Non State Actors | Globalization, Multinational, Transnational, NGOs, Greenpeace, Amnesty International |
| 10. | Education | Global Universities,  R&D Bodies |

**Source**: Data collected  from various online access

**Information Revolution: Major Agents**

Information    Revolution technology enabled, close ally of globalization, scientifically proven, a productive force, post revolutionary notion of development and great advocate of international system often associated Technetronic Society". [2] At the positive scale, Information Revolution has added precision, smartness, time manager, distance saver, quickness, promptness, transparency, economic benefits and portability of management. On the contrary, it has resulted in fiscal crisis in forms of scam, fraudulent practices, black marketing, cyber centric crimes, and even materialistic gains with no moral and ethical support. Active agents like distorted communications, censorship of media,  printing technology,   corporate minded people, share market, exaggeration of  dividends,  fraud online messengers, and  information managers (labour, capital, resources, market conditions) are serious concerns.[3]  Furthermore, the agents of information  revolution also helps in market survey, gold appreciation-depreciation, international  & local markets, currency value (Dollar, Ponds-Sterling, Euro),  exchange valuation,  innovative designs, research and development activities. More importantly, info revolution in international  system also deals   management  principles related to structure, policy, programme, implementation, bureaucracy, accountability of civil servants, elite workers, production,

distribution, market access, patents and business cycles. In nutshell, information revolution encircles all kinds of communication, intelligence services, international trade, transnational sensitivities, global village, information pollution, digital transformation, business cycle, knowledge revolution, software-hardware services, telecommunication networking, technological capacity building, diplomatic theories & practices and foreign policy mechanisms. There is no doubt that the global technological capacity have gone up many fold since the beginning of new millennium. [4]

## Conclusions

Information Revolution is not a new phenomenon rather it travelled long course of history since the development of printing press. However, new ICT is transforming global politics in a more diverse ways. Now more transcontinental channels of contacts are available to more and more people around the world. Its impact on diplomacy, security, foreign policy, and war are more preeminent. Consequences of Information Revolution on global economy, nation states and sovereignty are largely based on environmental debates. To understand international relations, the important parameters like origin of information revolution, globalization of communication, war-peace methods, economic system, global communication, timeline computation, post industrial society, sleeping modernity, and issues and choices; need to be given due consideration. The broad dynamics of Information Revolution needs to be looked into historical realities of International Relations where the interdisciplinary discussion are important to understand the contemporary character information revolution and society. No doubt, information revolution has reduced the distance by 90%, life style is easier by 50%, developments increased by 75% and technological capacity upgraded by 60% through opening 'single window' services and 24x7 Online Services. Life is more luxurious, system is workable through finger tips and multimedia mobile as the best solution of day - today business. On the contrary, life span is reduced dramatically, health conditions are questionable, young generation are the privileged victims of new technology, suicidal-death cases have increased multifold, and hundreds of problems related to socio-economic set ups are unavoidable.

## Findings

Let us put together 'Information Revolution Model' based on classical theory, suited to the needs and requirements of common men. Let us make a significant step forward through social revolution to ensure that everyone is happy. Let computer programming be truly 'user friendly' rather than distortion of mind and action. Data and information should be linked with sustainable development, productive rewards, true information, and comfortable enough to go with parity of geometrical and arithmetical development. It should play a mediator as how people behave, interact, work, communicate, learn, and live in prospective world. Flat-screen televisions, ICTs, I-pads, tablets, smart phones and other Smart digital policies, which are being constantly upgraded; need to compensate with the reality of life. While talking about International Relations where security issues is largely confined to information warfare and cyber security, continues to promote greater understanding about language, culture, race, ethnicity, symbols, and images. There is no reason why the scholars of India and the world should try to develop a new theory of digital age security for proper insights to understand the depth of human relations.

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# Digital Marketing and User Satisfaction: A Research Framework

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**Abstract:**

*Digital marketing techniques are becoming more common in our advancing technology currently.Some of populardigital marketing techniques such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, display advertising, e–books, and optical disks and games. The purpose of this study is to gain the performance of digital marketing regarding to the social media usage in the library environment such as Instagram, YouTube, Facebook and other platforms connectivity and communication related to user satisfaction in library environment. This paper enables librarians and stakeholder of the library to have a better understanding on the social media phenomenon in libraries.*

**Keywords** –*Digital Marketing, Social Media, User Satisfaction, Library 2.0*

## Introduction

Nowadays, digital marketing is widely use in the world of business by many people around the globe. It is like a booming in marketing environment. To meet the objectives in mutual exchange and fulfilment of promises, relationship marketing need to identify, establish, maintain and enhance the relationship. Besides , if necessary, marketers can discontinue connection with customers and other stakeholders(Gro ̈nroos, 1994). In this new era, global digital revolution has led to the technological developments. Therefore, information sources have turn resulted in exuberance(Morgan, 1998; Kassel,1999; Wolpert, 1999; Cullen, 2001). Duckers define "Marketing is management". He articulates the strategy as "identical customer needs, company capabilities and management vision. The objectives of strategy want through a sequence of option with long-run survival and profitability" (Webster, 2009).By using marketing principles and techniques, libraries can be better understand their user needs, justify funding, and communicate more effectively. They must identified the needs of their clients International Journal of Academic Research in Business and Social Sciences2017, Vol. 7, No. 12ISSN: 2222-6990516www.hrmars.comwith a variety of extraneous audiences and attain greater efficiency and highest results cover delivering products and services(Spaldingand Wang, 2006a, 2006b).Every user is able to contribute content through Web 2.0 as a set of technologies that offers in academic libraries (Anderson, 2007).The variety of platforms such as Facebook, Instagram and others can spread the information and awareness that occur beyond various channels. The online users and social networks users can easily create content and publish their opinions, experiences and feelings about many topics and products (Damian Ryan, 2014).

## Literature Review

Social media application had brought a lot of benefits to the library. This phenomenon can be seen in many aspects as such marketing and promoting library services to the users. Therefore, libraries are using latest trends to market their services in the developed countries. In addition, social media tools and Web 2.0 applications are widely use in USA libraries to connect with the users and to make services accessible in the library programs (ALA, 2001).This paper intended to create a conceptual framework to relate user satisfactions in social media and networking that include Facebook, Twitter, Whatsapp, WeChat and Instagram.

## Facebook

Conversation principles could be used to create the number of lover in the Facebook Pages. It is suggested by an examination of university health centre(Waters et al.,2011). The opportunity of using paid advertising is not mention. In academic library, they discussing about the Facebook involvement. Facebook pages are "hard to publicize without paying for Facebook advertisements", said by (Graham et al., 2009). The paid advertisement is not something that many libraries will consider even though they do not imply their statement. Advertising would be expensive if the result of a belief that such this attitude. Facebook fan raises brand awareness and builds customer relationships at a very low cost. This is writing from the perspective of the benefits small businesses(Harris and Rae, 2009). Facebook enables the precise targeting of consumers on advertising at an absolute minimum by advertisers (Anon., 2011).In October 2006, the profile accounts for a library on Facebook began shutting down(e.g. Rutgers University Libraries). The way that librarians used web sites to market their libraries are influenced by the changing of Facebook operation. (Charnigo and Barnett-Ellis, 2007) claiming that profiles had to perform specific people. Librarians started creating individual profiles instead Group Accounts which are "it may be impractical to think that large numbers of undergraduate students would want to count librarians among their Facebook Friends". Therefore, students have been uncertain from receiving any encroachment in their social lives by librarians(Breeding, 2007).Majority of undergraduate students were hesitant about contacting librarians through Facebook. It is revealed by a conducted survey at the University of Michigan(Chapman et al.,2007).International Journal of Academic Research in Business and Social Sciences2017, Vol. 7, No. 12ISSN: 2222-6990517www.hrmars.com

## Wechat

WeChat is the most popular social media in China. It is launched by Tencent™in January 2011. It offers a free instant messaging application service for smartphones. It also enables voice, text, pictures, videos and location information exchange via mobile phones(Xu et al., 2015).One of the mobile service platforms developed and personalized by a library is WeChat Library. It is basedon the WeChat platform which uses mobile service functions by connecting with the library management system such as OPAC retrieval,digital resource retrieval,personal library and e-books. There have been several case studies across the library literature in China that covers the extensive and positive uses of WeChat for outreach or virtual services. From its general features such as sending text, videos and images by undergraduates (Mao, 2014) to special features such as "shaking the phone" tofind other nearby users to connect with(Zhang, 2013). (Chen, 2014)said WeChat Library is a library service of new type with the library knowledge as the main content. WeChat embraced as the platform as a WeChat public service platform. It is opened up the API interface and offers the capabilities of interactivities between the WeChat public platform and patrons and all types of possibilities for developing various customized functions. WeChat Library is receiving wide application among libraries in China. (Xu et al., 2015) stated that generally one-third of the top 39 academic libraries in China use WeChat as a marketing tool. It is because, they want to promote their services and collections to users. (Pun, 2015) introduced the use of WeChat as a new virtual reference service in New York University Shanghai. To comprehensively determine the current situation of WeChat Libraries applied in the libraries of Chinese colleges, the present study found that there are 39 "Project 985" (Wikipedia,2015) university libraries as the basis for theinvestigation objectives.

## Whatsapp

The Pew Research Center's report on Mobile Messaging and Social Media2015 found that 36 per cent of smartphone owners in the USA report using messaging apps such as WhatsApp, Kik or iMessage (Duggan,2015). An international digital measurement site,SimilarWeb, reports that WhatsApp isthe world leader on Android as the top messaging app in 109 of the 187examined countries, or 55.6 per cent ofthe world (Schwartz, 2016). With one billion users as of February 2016, WhatsApp is a clear leader of the pack that includes Facebook Messenger and WeChat, two other very popular messaging applications with a large numbers of international users (Olson, 2016).The ability to communicate internationally without cost is an extremely important part of MM and a major factor in the creation of what is becoming known as the most popular one, WhatsApp. WhatsApp was developed in 2009 by Jan Koum, a college dropout and self-taught engineer, who came to the USA from the Ukraine as a teenager. He developed the app while working on ways to communicate with international friends. While working at Yahoo, he met Brian Acton who became the cofounder of WhatsApp after assisting with procuring investment money (Olson, 2014).International Journal of Academic Research in Business and Social Sciences2017, Vol. 7, No. 12ISSN: 2222-6990518www.hrmars.comLibraries can providea wide array of services to interested users on Whatsapp. Current Awareness Services (CAS) services assist the library users in keeping up-to-date with latest document additions in the library. A library can use WhatsApp to deliver CAS on themobile of the user in real time. Library staff can take pictures of the book or journal alongwith table of content and send it to the library user. A user will aware about his librarycollection development without going into the library. Selective Dissemination of Information, SDI is a type of CAS which keeps the users in touch with the latest developments in the field of users' interest. A library can create groups of users of different area of interest to provide them specialized information. A library can scan an article and upload it in the group so that, user can easily download them without losing time.A library can offer reference service through WhatsApp. Users can text to reference librarian before reaching library to ask the location of a document or an information source (Ansari, 2016).

## Twitter

The social networking platform that grants users to broadcast short messages of no more than 140 characters is a Twitter. This limitation must be informative and on point to the message and need for quick. Twitter allows their users update this platform by mobile phones, e-mail,website and instant messages(Java et al.2007). Even though, it is launched in 2006 as another tool for friends and family to keep in touch (Aharony, 2010). (Holland and Verploeg, 2009) explored the difficulties that library administrators deal with on a daily basis and named free advertising as the main reason behind why libraries turn to Twitter and SNS. The Library Twitter Feed widget was created by one of my colleagues who have a Twitter account. She generated the widget code by using Twitter's widget creation tool. In order to use this tool, she logged into her Twitter account and then selected Settings from the menu and then going to "Widgets" followed by "Create New" and then "Create Widget". She then proceeded to copy the html coding and pasted it into an email which she sent to me. With the code in hand, I could setup a widget in EBSCO Admin for EDS. The process was similar for all the other widgets incorporated into the discovery interface.Our Twitter feed includes postings of trendy information and news as well as important library announcements. Itis primarily geared toward students and library users comfortable with social media. Often, library events, activities or services (e.g. free books, hot chocolate during finals, etc.) that might interest our student patrons will be highlighted in the Twitter Feed (Shapiro, 2014).In particular, (Murray, 2010)argued that Twitter could assist library administration and leadership by promoting a

sense of community. This sense of community was also identified by (Verheul, 2011) who argued that Web 2.0 tools help in developing a community around the digital library. Similarly, the importance of libraries reaching out to users through Twitter was also promoted in several studies. Stephens, (2007) argued that libraries could use Twitter to change the way they exchange messages. (Wilson, 2008), (Milstein, 2009) and (Click and Petit, 2010) argued that Twitter could be used to deliver technology news and engage in interaction with library users. Wells and Mason (2010) and Tagtmeier, (2010) recognizedthe use of SNSs, such as Twitter and Facebook, as one more way to reach users.International Journal of Academic Research in Business and Social Sciences2017, Vol. 7, No. 12ISSN: 2222-6990519www.hrmars.comIn particular, (Ovadia, 2009) suggested that, as well as accomplishing user outreach and collecting valuable feedback, Twitter's functionality could assist librarians in behavioral and social sciences. Finally, (Fields, 2010) explored librarian's adoption of Twitter professionally and personally, specifically suggesting that there are differences between the two types of use and questioning the personal adoption of Twitter for promoting reference services or for enhancing his/her professional status. Specifically,(Donahue and Gamtso, 2010) investigated the potential use of Twitter for retrieving information when conducting academic research. Sharing the same views, (Mathews, 2010) explored whether students were using their library Twitter account during theirdaily interaction with Twitter and found that their library's account was regularly usedfor homework and assignments.

**Instagram**

Bergstrom and Backman (2013) have founded the Instagram platform in 2010.Users can share their photos and videos to their followers through this mobile application (Dubovik, 2013). Dennis (2014) cited the Instagram started off providing functions on editing and sharing photos and then added in the functions of sharing videos and photo messaging directly to another user. Besides, Instagram let users to snap photo or video anywhere 24/7. Users are able to take 15 seconds video and 13 artistic filters that are available for user to edit their photos (Bevins, 2014).Instagram started to develop when Kevin Systrom andMike Kriegerwant to focus on the HTML5 check-in application named Burbn, which let the function of location, earn point upon meeting friends and post photos according to (Systrom, 2010). However, they decided to focus on the application of photo function after some confusion and soon they renamed Burbn to Instagram. The word comes from the combination of "instant" and "telegram" (Maravic, 2013). There are staffs and students Roesch Library serves facultywho decided to sign up for Instagram by a student worker's suggestion at the University of Dayton, located in Dayton, Ohio. Instagram has provided a function known as "hash tags" (#) for the convenience of indicating the relevant photos and video to the products of a business. This allowed the librarian to see how users interacted with one another like (hashtags, etc.) before introducing the library as a user according to (Barnes, 2014) as cited in (Dennis, 2014).They also use Instagramto provide a novel outreach program successfully to their users. Users could explicit their passion in a personalized scavenger hunt on the Instagram and the user can get the directions through Instagram's direct message feature(Tilton, 2014).A small prize of a Howard Tilton pin was waiting at the end of the scavenger hunt. Users write down their success through a reposted photos and specific tag. The reposted photos were publishing on the official library account. This scavenger hunt catersastepto connect social media with teaching students about the physical library. Moreover, Instagram has provided a tool known as direct messaging. This tool could give the VIP customers another step to interact with the organization (Herman, 2014). He added that the direct message tool allows the user to send message that only the specific receiver can view and each message can send out to 15 users each time.International Journal of Academic Research in Business and Social Sciences2017, Vol. 7, No. 12ISSN: 2222-6990520www.hrmars.com2.6

**User Satisfaction In Social Media**

User satisfaction refers to the user's psychological or affective state resulting from a cognitive appraisal of disconfirmation (Bhattacherjee, 2001). Researchers have investigated user satisfaction from different theoretical perspectives. Another stream of literature investigated user satisfaction through the theoretical lens of EDM (Bhattacherjee, 2001; McKinneyet al., 2002), and suggested that the formation of satisfaction includes three processes:perceptual, evaluative, and psychological.User satisfaction has been extensively studied in different contexts, such as online shopping (Lin and Lekhawipat, 2014; Shih, 2004), mobile services (Koivumäki et al.,2008; San-Martin and López-Catalán, 2013), mobile sites (Zhou, 2013), online games(Huang and Hsieh, 2011), and internet banking (Liébana-Cabanillas et al., 2013). It is recognized as a core factor that determines the continuance use of an information system. For instance, (Sung and Hahn, 2007) found that user satisfaction contributes tothe success of a network service. (Assensoh-Kodua and Lekhanya, 2014) showed that satisfaction is one of the salient determinants of continuance intention in the SNSs context. (Shiau and Chau, 2012) also reported that satisfaction influences bloggers continuance intention to use the blog.The presence of social media has deeply changed people's life style, thus may change their attitude and judgment about life. Extant literatures have examined the effects of socialmedia on people's life satisfaction, but the results are still ambiguous (Ang et al., 2015; Best et al., 2014; Kalpidou et al., 2011). Some scholars contended that using social media could enhance people's life satisfaction (Liu and Yu, Nabi et al., 2013), while some studies proposed negative relationship between using social media and life satisfaction(Brooks, 2015; Chou and Edge, 2012).Satisfaction and gender differences have been recognized as a critical factors influencing information technology use

(Bhattacherjee, 2001; Debrand and Johnson, 2008). Satisfaction determines the continuance intention to use an information system (Bhattacherjee, 2001), whereas gender differences influence the attitudes, beliefs and usage patterns toward an information system (Debrand and Johnson, 2008; Fallows, 2005). Individuals who have higher quality of friendships and extended social group may also have higher well-being about their lives (Best et al., 2014). The usage of social media can bring users a closer relationship and a broader social range, thus their affection is to be fulfilled by the feeling of decreased loneliness and the perception of love, understanding and acceptance (Steverink and Lindenberg, 2006). Likewise, (Ang et al., 2015) examined the relationships between computer-mediated communication and life satisfaction,demonstrating that friendships obtained online and online communication will meet individuals' psychological needs and positively predict life satisfaction.

International Journal of Academic Research in Business and Social Sciences2017, Vol. 7, No. 12ISSN: 2222-6990521www.hrmars.com3.0

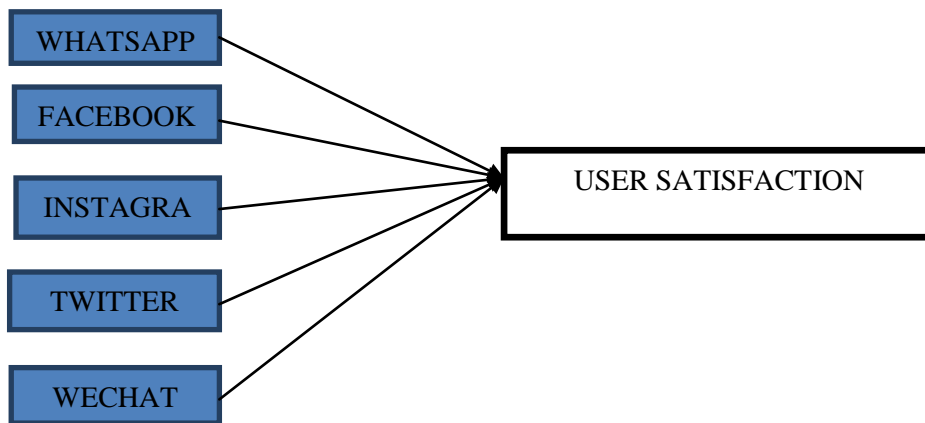**Conceptual Framework**

This section is a conceptual framework that explains the relationship between the digital marketing through social media in library environment. Furthermore, this framework provides an



Independent Variable (IV)   Dependent Variable (DV)

Figure 1: Conceptual Framework of digital marketing in library environment

**Conclusion**

In conclusion, this study provides the literature review the most important step is deciding exactly what type of social media and networking is being marketed and to which user group. For example, the marketing of existing and new library services can be carried out directly to existing users via web links. Marketing and technical skills are required to do the digital library services to diverse user groups. The Internet allows LIS professionals to deliver services regardless of time and place. The libraries must keep in mind the users and their information requirement and facilities that available for the production and services. Library must use the latest technology and know library strengths and weaknesses in terms of resources, personnel and expertise. This will help university libraries in providing services/products which are more responsive to the needs of the users. Thus it is on the introduction of the successful marketing mechanism in the libraries Facebook WeChat Whatsapp Twitter Instagram User Satisfaction Social Media and Networking that the survival of libraries depends as non-profit organizations for the supply of services and products at subsidized rates in an era of advancing technology.

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# The Rise of Reformation towards Journals and Literature in Tamil Nadu

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**Abstract**

*This article mainly focused how the journals and literature helps to communicate the people on reformative ideas and thoughts. Yesteryear, journals and literature might be important medium to communicate the ideas on people in Tamil Nadu. On the great consequence, some of the journal and literature raise the reformative ideas to the people. Perhaps, there is no option for the contemporary leaders. So they chose to communicate the ideas to people easy way. The Important phase in the development of Tamil prose is the publication of journals and other reformist literature. In this direction too, the original lead was given by the Christian Missionaries. The earliest periodical journal, the Tamil Patrikä was begun in 1831 through missionary effort. This journal provided pre-eminently essay on religion and theology, though articles of secular interest too appeared occasionally. About the middle of the Nineteenth century, there arose several monthly magazines, established by the Missionaries. Over the years, the reformative journals and literature impacted the life of people, and the inner thoughts. People read the journals and seriously, to knowing the unknown facts and helps to survive against discrimination and hegemonic pattern. Perhaps, the medium of communication towards journal has been successfully changed the ideas and social reformation ever.*

**Keywords:** *Journals and literature, Christian missionaries, discrimination, magazine, hegemony*

**Introduction**

Yesteryear, journals and literature might be important medium to communicate the ideas on people in Tamil Nadu. On the great consequence, some of the journal and literature raise the reformative ideas to the people. Perhaps, there is no option for the contemporary leaders. So they chose to communicate the ideas to people easy way. The Important phase in the development of Tamil prose is the publication of journals and other reformist literature. In this direction too, the original lead was given by the Christian Missionaries. The earliest periodical journal, the *Tamil Patrikä* was begun in 1831 through missionary effort. This journal provided pre-eminently essay on religion and theology, though articles of secular interest too appeared occasionally. About the middle of the Nineteenth century, there arose several monthly magazines, established by the Missionaries. This article mainly focused how the journals and literature helps to communicate the people on reformative ideas and thoughts.

The Cuvicöca Prapäla-Vilakkam of Nakercöil, the Narpötakam, Näna Snékan, Tina-Vartamäni of Pällayamköttai and Técöpakäri of Neyyör were some of the most prominent among them. The primary object of these journals was religious propaganda. They condemned the evils prevalent at that time and solicited the attention of the Tamils to the glaring evils of caste system, early marriage, position of women, etc. Soon the impetus given by the Missionaries was followed by the Hindu scholars. They became suspicious and critical of the missionary activities. The criticism of the missionaries against malpractices in Hindu society gave the Hindus, a sense of awareness to the existing evils among them. With the result, in 1865, a Tamil journal Vivékam was started with the object of drawing the attention of the people to the glaring superstitions which permeated the Hindu society. About the same time there appeared the Amrita Vacani and still later Cintämani which were all intended to provide up-to-date knowledge on current affairs and to improve the position of women in particular. Little later Cittanta Tipikai was started to propagate Saiva Siddhänta philosophy. Madras had the honour of being the birth place of the Indian National Social Conference which was first held at Madras in1887. In 1892, the Madras Hindu Social Reform Association was established in Madras, "to promote social reform among Hindus including female education, removal of restriction as to the marriageable age and the remarriage of widows, relaxation of the rules of caste and discouragement and abolition of such other customs, habits, practices of prohibition as are injurious to wellbeing of individuals and of society. The contemporary reformist Literature clearly brings out the position of women. Advocating the claim of women to a higher status, G. Subramania Iyer stated: "It is self-love, narrow sympathy, and a low standard of conduct that constitute the cause of the subordination of woman to man."We hold that the true test of civilisation is the position of women, and the incongruity between our pretensions outside our home and our practice within it, should gradually lead to a greater harmony between the two lives. He also pleaded that their education should be as high, as scientific and as invigorating as the education of men. The third social conference which met in Madras in 1889 passed a resolution thus: "With a view to preventing early completion of marriages, which lead to the impairment of physical health of both husband and wife, and to the growth of a weakly progeny, cohabitation before the wife is 12 years old should be punishable as a criminal offence, and every effort should be made to awaken public conscience to the grave dangers incurred and to postpone the completion of marriage till the age of 14 at least as being in accordance with the dictates of our ancient medical works or modern science, and countenanced by the approved sentiment and practice of the country, that member, joining any of the Social Reform Association connected with this conference should be asked to pledge himself not to contemplate in his own case or in the case of the children, who are minors any marriages before the bride completes her 14th year.

The issue of child marriage was a burning problem and was widely discussed. The progressives were in favour of a post puberty marriages and wrote many articles and propagated this in many public platforms. A correspondent of Cutécamitran (a leading Tamil daily at that time) of the 18th of July, 1890, referred to in which a girl of 11 years died from the effects of injury caused her husband being allowed to cohabit with her. He urged the le of the country, the necessity of removing this evil practice' In these dailies many cases regarding ill-sorted marriages were quoted and condemned. In one instance, "a child of nine months was married to a man of thirty-five years". It pleaded that the Government should step in and fix an age of consent. The conservatives, on the other hand, were opposed to any change and reforms. A few orthodox dailies like Hindu Jana Bhüshani of the 15th November, 1890, condemned the demand of the progressives and observed that the Government of India was totally wrong in coming forward to act against the policy of neutrality on the representations of a few educated natives and that if Government should take action in the matter before ascertaining the opinion of the whole population, people would, to a certainty, become discontented and even disloyal.". Another paper by name Kömäli of Madurai of the 24th of November, 1890, also opposed the demand on the ground that the proposed legislation raising the age of consent,93 would, instead of eradicating any of the existing evils, only increase them by subjecting the Indian girls to unnecessary medical examinations in cases in which charges would frequently be brought against families of the bridegroom and the bride by their enemies who would be ever ready to take advantage of the proposed measure. Nevertheless the Government of India rose the Age of Consent from 10 to 12. To the progressives and to the educated elite this was a great success. Further in the last decade of the nineteenth century, "Social Purity Movement" as it was called, got its start in Madras. This movement focused its attention on temperance and the abolition of nautch dancing. "To pursue pleasure as the purpose of life is the animal; to subject pleasure to the purposed life is man for whom the spectacle of public and temple nautch dancing by women of double chastity, and liquor consumption by cultivated men were disgraceful blemishes on Indian society". Besides Venkata Ratnam condemned on moral grounds the entire system Of popular mythology and representations of established Hindu divinities which seemed to convey No sexual wonder, licentiousness, he suggested or what that he called "sanctimonious sin"

Europeans "Devotion, ridiculed Hinduism, that re-joining In strong of the soul terms in the he wrote graces that of Lord, degenerates into vagaries that embody themselves in images and pictures of ruthless realism with dissolute details and express themselves in song or verse that bigoted partisans alone can miss-name piety. Esotericism, that panacea for all the spiritual ailments of India, would fain galvanise these dead bones into life; but while the subtle apologist points to a mystic inside the simple world accepts the pleading to justify the palpable Outside and vulgar orgies and voluptuous, amorous ditties and unholy holies stand out among the main features of the faith of the majority. Venkata Ratnam's crusade against the nautch girl gained momentum and the Madras Hindu Social Reform Association too supported it. The members were required to pledge not to keep a concubine, not to hire nautch dancers, and to avoid the use of liquor. Besides they were called for education of girls, postponement of the marriages of daughters until they reached puberty or at least 10 years of age; postponement of the marriage of sons until they reached the age of 18; dining with remarried couples and foreign travelled Hindus; and joining in light refreshments with other caste individuals. This summed up the common denominator of liberal behaviour in Madras in the last decade of the nineteenth century. Untouchable too was felt as social evil. R. Venkata Ratnam with a few other reformers focused the public attention on the condition of the depressed classes. The Hindu reformers generally acknowledged that the successes of Christian missionary conversions from among the out-caste groups were the initial incentive for Hindus to come to the rescue of their dishonoured countrymen. The progressives of the tenth social conference passed a resolution in 1896 condemning untouchable. "That in the opinion of the conference, the education and the social amelioration of the pariahs and other outcastes in all parts of India is a duty which rests on all those who have the permanent good of their country at heart and every effort should be made to raise these classes to a position" through education and industry. The amelioration of the outcastes is indeed one of the greatest social transformations in Southern India and the role played by the progressives in this endeavour is indeed ennobling.

**Conclusion**

Over the years, the reformative journals and literature impacted the life of people, and the inner thoughts. People read the journals and seriously, to knowing the unknown facts and helps to survive against discrimination and hegemonic pattern. Perhaps, the medium of communication towards journal has been successfully changed the ideas and social reformation ever.

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# Genesis of Female Education in India During Colonial Period

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**Abstract**

This article mainly focused to exhibit the educational system of British especially Female Education. After the identification of direct sea route from Europe to India have resulted dramatic changes in India? The coming of Europeans, contributed several fields like social, economical and cultural areas. On the path, Europeans made an attempt to change reformation in educational field. However, British have dominated in India and ruled more than 200 hundred, would made renaissance in Education. Before coming of the British Indians have been followed in the traditional system of education. So British nominated the committee to solve the issues and implemented innovative educational systems as per reports. Indeed, British implemented wise plan and system to transform the education into modern vision. Moreover, they are equally arranged some schemes for female education. Thus, British given the lot of good things to India, particularly female education was remarkable ever.

**Keywords: Female Education, British India, traditional system, innovative schemes**

**Introduction**

After the identification of direct sea route from Europe to India have resulted dramatic changes in India. The coming of Europeans, contributed several fields like social, economical and cultural areas. On the path, Europeans made an attempt to change reformation in educational field. however, British have dominated in India and ruled more than 200 hundred, would made renaissance in Education. Before coming of the British Indian education Indian have been followed in the traditional system of education. So British nominated the committee to solve the issues and implemented innovative educational systems as per reports. Indeed, British implemented wise plan and system to transform the education into modern vision. Education is not exotic in India. There is no country where the love of learning had so early an origin or has exercised so lasting and powerful an influence" says F.W. Thomas in the famous report on Indian education ˙ But during the period under review, learning was at a low ebb due to Internal feuds and incessant wars. As a result, grants of land which were made for the support Indigenous schools by ancient Hindu and Muslim rulers had fallen into disuse and in some places, entirely disappeared. With no new industries worth the name, with a languishing weaving manufacture, with low prices and high taxes, the country was on the verge of collapse. Consequently, as Campbell, one of the collectors reported in response to the request made by the Board of Revenue, "the greatest part of the middling and lower classes of the people are now unable to defray the expenses incident upon the education of their offspring, while their necessities require the assistance of their children, as soon as their tender limbs are capable of the smallest labour" It was mostly confined to Brahmanas and a few higher caste Hindus who had the means and leisure to acquire it. Amongst the farmers, generally speaking and probably amongst one half of its population, the most common forms of education were entirely unknown. This article mainly focused to exhibit the educational system of British especially Female Education.

**Munro's Scheme of Education**

Sir Thomas Munro reviewed all the reports sent by the collectors of various districts and recorded his opinion in his famous minute of the 10th March 1823. In this regard a careful analysis of the statistics submitted by the various collectors would be very interesting and revealing The reports submitted by them in 1826, exhibited an aggregate of schools and collagen whom that there were 12,498 to population amounting to 12, 850,941 that is there roughly one to every of population. A further will denote that only 1 in 6760 received education, an females hall 01 the population on, the male population was roughly According to Munro the males between the ages 015 10 year might roughly be 9th of the total male population. The above assumption Munro calculated that the number of boys of the school going age might be taken at But the number 01 boys actually attended the schools was 1811 or little more than the figure arrived at by Munro. To this number, he added those who received instruction at home. In the city of Madras roughly about 26,963 received instruction at home. This was five times greater than those taught in the schools l% Exact number for the whole country is not known. Munro had come to a conclusion that the proportion of the males receiving instructions was nearer one -third than one-fourth of the total male population. In other words, according to him, 29 per thousand 5q of the males were receiving education. Munro was totally disappointed by this system of education prevailed then and felt it was due to poverty of the people. He also felt the low quality of education was mainly due to incompetent teachers with whom he viewed that "no progress can be made without a body of better instructed teachers than we have at present, but such a body cannot had without an income sufficient to afford a comfortable livelihood to each individual belonging to it". He, therefore, urged that "allowance should, therefore, be secured to them by Government, sufficient to place those above want and the rest should be derived from there on industry". If teachers happened to be superior both in knowledge and diligence, the scholars would "flock to them and augment their income", he argued. In the meantime, the committee of Madras School Book Society took interest in the cause of education and requested the Government of Madras to permit it to establish a school for training teachers. Munro accepted it immediately and ordered the sanction of Rs. 700 p.m. to the Society to run the

school but then he felt such a small measure would not be sufficient. He thought some principal schools should be started in taluks and districts by taking the nature of thecountry into account and recommended for the establishment of two principal schools, one for the Hindus and the other for the Muslims in each Tashildari (Taluk) and i t was proposed to start 300 such schools. Likewise he was in favour of starting two collector ate schools in each district for higher learning and accordingly it was decided to start 40 collectorate schools in all the 20 districts of the presidency. The salary of the teachers was also fixed which was Rs. 15 to collector ate teachers Rs. 9 to Tashildari teachers per museum. He agreed that the allowance was small but he felt "the Tahsildari school master who received 9 rupees monthly from Government will get at least as much more from his scholars, and considering all circumstances his station will practically be better than that of a parish school master in Scotland".  He calculated the total expenses and sent his proposal to the court of Directors for approval so that he would implement it with their consent to whom he wrote: "whatever expenses Government may incur in the education of the people will be amply repaid by the improvement of the country; for the general diffusion of knowledge is inseparably followed by orderly habits, by increasing industry, by a taste for the comforts of life, by exertion to acquire them and by growing prosperity of the people.The Madras School Book Society was interested in the scheme and the Government too was in favour of entrusting the task to it' But as the school would from a very important part of the general system for the improvement of education, it seemed advisable" to make it a public institution subject to the direction and superintendence of the committee of public Instruction rather than to afford the necessary pecuniary aid to the School Book Society in order that they might establish and maintain it.

**Female Education**

 Tradition of the history of the educated women in early times conserved in classical literature, had become almost a thing of the past, In the eighteenth and nineteenth centuries, the number of educated women was negligible. Systematic survey on education of women was taken only in 1826 thanks to Munro. According to it only 5,480 girls were in schools out of total enrolment of 18, 110. 283 Education among them was almost confined to dancing girls who needed it as a complement to their profession. To other women reading and writing were almost un known as Munro says: "To the Women of Brahmana's and of Hindu in general, they reading and writing are unknown, because the knowledge of them prescribed and regarded as unbecoming of the modesty of the sex and fit only for public dances, but, among the women of Rajabundah and some other tribes of Hindus, who seem to have no prejudice of this kind, they are generally taught to some extent, domestic education for them was in vogue. But it was limited to a few well to do who had such pursuits. This neglect was due to child practice of pardah which were the chief obstacles to their  all prudence against the education of women, the Company did not want to meddle with it. They did not have any definite policy in regard to female education before the despatch of 1854 which was an antithesis to policies pursued hitherto. Only some Christian missionaries were interested in their education. The first attempt to educate them was made by the Church of England Societies in Tirunelvelly in the early years of the nineteenth century. But they, out of compassion, concentrated mainly on the education of the daughters of the Christian converts. Only in 1841 the missionaries of the Scottish Church took interest in the education of the Hindu girls in Madras. In 1845, with the help of some Indian gentlemen they opened a school for girls. In 1854, according to the Woods Despatch 1854 only 8,000 girls were found in missionary schools and 1,110 of them were in boarding schools. There were roughly about 256 schools for them. Only in 1854, some serious concern was shown to their education.

The Wood's Despatch, 1854, clearly states: "the importance of female education in India cannot be overrated  we have already observed that schools for females are included among those to which grant-in-aid may be given, and we cannot refrain from expressing our cordial sympathy with the efforts which are being made in this direction. For the first time thanks this Despatch, the policy of non-intervention pursued so far was given up and an active support of the Government to it was set in motion. The Despatch of 1854, though stressed the importance of Female education, was silent about ways and means to promote it. Even fourteen years after the passing of the Wood's Despatch, the Government of Fort St. George did not have any concrete plan to foster female education. In 1868, the Government of India in a plan envisaged starting of a female normal school at each of the Presidency towns which needed such schools very badly Accordingly, a female normal school was started in Madras. In 1880, the Inspectors of girls' schools were appointed to supervise and suggest ways and means to promote female education. Mrs. Isabel 13rander was the first inspectors of schools appointed in '1880 to encourage female education.

A great step was taken towards that direction only in 1882 by the Education Commission which suggested that "Female education should be treated as a legitimate charge alike on provincial or municipal funds and must receive special encouragement. The greatest care was to be exercised in the selection of suitable text-books for girls' schools and that the preparation teachers in girls' of such schools books must  gradually be encouraged. be superseded The female by female teachers a female inspecting agency is to be set up This had given a great thrust to female education. By 1900 there were three women's colleges (i) the Sarah Tucker College, Palancottah, (ii) The Presentation Convent College, Veapery, (iii) St. Mary's Presentation Convent

College, Black Town, Madras in which there was an aggregate strength of 10 in each. Parents did not evince any interest in sending their girls to these colleges due to the stigma attached in sending grown up girls to colleges. In the beginning of the twentieth century, their literacy percentage was only 0.9.287 Female education practically was confined to primary stage only .Though the number of females receiving instruction at every stage had increased during the above period, the number had greatly decreased at the upper secondary stage. This is a clear evidence to prove that female higher education was not favoured.

The establishment of Model Primary Schools for girls at important centres, initiated a number measures such as liberal grants, appointment of additional female staff and creation of inspecting agency. As a result of such steps taken, there was some visible progress in their education. In 1902-03 there were 478 primary school exclusively meant for them with a strength of 3,975. After a decade (1911) the number of schools increased to 883 with a strength of 54,337 pupils.291 At the secondary stage also the growth was impressive. The number increased from 2,800 in 1902-03 to 3,348 in 1911-12. During 1911. 12 there were 19 girls in colleges. It is to be noted that during the quantum 1897-1902, three women students took the M A. Degree of the Madras University. In order to make their education real and meaningful instruction was given in health, house management, music, domestic science and some industrial subjects. Despite such measures, only one percentage of them was in schools in 1912. Even after a quarter century (1927), the percentage was only 2.5  During the period between 1900-25 in the field of their higher education also not much advancement was made. There were four colleges exclusively meant for women in which the strength was 348. It was far from satisfactory and hence it could hardly be said that there were even the faint beginnings of higher education among the girls

**conclusion.**

During the second quarter of the twentieth century it is gratifying to note that about 155 of them received instruction in Indian medicine and 2 in medical schools. During 1933-34, 77 of them were in Medical Colleges and 2 in Law College. After 1940, large number of them took to higher education. Between 1937 and 42, out of every 200 persons who have taken higher education 40 were females. The post war Educational reconstruction Report, 1944 was fully aware of the importance of their education and emphasised that "whatever is needed boys and men not less than will be required for girls and women. This may even apply to technical education not so many years since. Madras University is one of the earliest to provide special courses suited to women and women' s education has flourished in this University to a much greater extent than in any part Of the country. Degree courses like B. Sc. M. Sc. in Home Science were offered in order to make them good wives, mothers and citizens. It is most disheartening to note that despite all such laudable attempts, the women who were in schools and colleges were roughly about 3 per cent even on the eve of Independence. Despite many attempts to introduce education suited to women, it is still a far cry.

**Conclusion**

British came to India for the trade and commerce, to export Indian goods to Europe, particularly, spices and tea. For the long year, they captured the places from India and made permanent settlement for their protection. Later, they are involved in administration and also made social reforms voluntarily. On the path, they have implemented innovative educational plans and execute wisely. Moreover, they are equally arranged some schemes for female education. Thus, British given the lot of good things to India, particularly female education was remarkable ever.

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# Effects of Ladder Training on Selected Motor Fitness Variables Among Water Polo Players

## Dr. Pravin Lamkhade
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**Abstract**

*The purpose of the study was to find out the effects of ladder training on selected motor fitness variables among 40 men Water Polo players from Colleges of Physical Education under Rashtrasant Tukadoji Maharaj Nagpur University, were selected randomly as subjects. The age of the students ranged from 18 to 25 years. The selected subjects were divided into two groups. Group A underwent ladder training, Group B acted as control group. The experimental group was subjected to the training for three days in a week for the period of 8 weeks. The motor fitness variables namely speed and agility were measured by 20 meter dash and shuttle run. The Data were collected from each subject before and after the training period and statistically analyzed by using 't' test and analysis of covariance (ANCOVA). It was found that there was a significant improvement in ladder training group on motor fitness variables namely speed and agility among Water Polo players.*

**Key Words**: *Agility ladder training, Speed, Agility, 20 meter dash and Shuttle run.*

**Introduction**

Fitness is an essential component in the concept of wellness which might be defined as persistent endeavor to achieve highest probability for total well-being. The basic concern is human movement, primarily in the sense of larger movements rather than the more minutes or finer movements of body. More specifically, physical education is concerned with the relation between human movement and other areas of education that is, with the relationship of the body's physical development to the mind and soul as they are being developed. This concern for the effect of physical development and other areas contributes to the uniqueness broad scope of physical development for the broadest possible view of that field.

Ladder training will **improve our speed, coordination, timing and balance** and also it will set our calves on fire. We are not a muscle isolationist, but it is seriously effective calf training because this engages the fast twitch muscles. Olympic lifts, sprinting and other power training will help our move large distances quickly and that is a very important component of sports movement. Agility ladder training will add precision to those last few steps that get our body into perfect position. The importance of quick adjustment steps cannot be understated. They are like putting in golf. Adding it to our workout program is simple. We can throw it in as a warm-up. It elevates our heart rate and awakens our CNS. We can add it into any workout where we might normally put jump roping. Or we can place the ladder training at the end for a nice finisher. We only need 3-5 minutes a couple times a week to improve. After only a few weeks of training, we will notice **significant improvements in our movement quality.** A well-balanced athlete has good coordination and control when performing sports actions. When a player absorbs a heat in Water Polo players or Swimming, it is clear that maintaining balance is difficult. Air resistance, friction, and gravity also affect how well an athlete can maintain balance. The way in which an athlete resists and handles these outside forces is called stability. The better and more sports persons, specifically athletes train their bodies, the more balance and stable they will be during sports performance. And in the recent years the term that is very much related to balance is proprioception. The term components of physical fitness refers to the several key components required to facilitate quality overall fitness. In most traditional circles, there are considered to be five general components of fitness: cardio respiratory Agility, coordination, flexibility, and body composition, although healthy body composition is most often a by-product of the other components, and is therefore not recognized in some circles as an actual "component" of fitness. Following the five general components of fitness are the components of "motor" fitness, which most affect athletic performance. These include muscular power, speed, balance, coordination, accuracy, and agility. Reaction time is also considered by some to be a component of motor fitness; however, some also contend that it is a type of speed, i.e. "reaction speed". Improvements in endurance, stamina, strength, and flexibility come about through conditioning/training. Training refers to activity that improves performance through a measurable organic change in the body. Concurrently, improvements in coordination, agility, balance, and accuracy are developed through practice. Practice refers to activity that improves performance through changes in the nervous system. Power and speed are adaptations of both training and practice. Motor learning and motor performance are inextricably linked to sensation. As a motor task is practiced, the individual learns to anticipate and correct or modify movements based on sensory input organized and integrated by the central nervous system (CNS). The CNS uses this information to influence movement by both feedback and feed forward control. Feedback control uses sensory information received during the movement to monitor and adjust output. Feed forward control is a proactive strategy that uses sensory information obtained from experience. Signals area sent in advance of movement allowing for anticipatory adjustments in postural control or movement. The primary role of sensation in movement is to guide selection of motor responses for effective interaction with the environment and adapt movements and shape motor Programs through feedback for corrective action. (Susin B.O Sullivan2007)

Success in field Swimming is often associated with speed, but balance and quick feet, or agility, are the most important physical attributes to possess. Little can do to improve your innate sprint

speed, but balance and foot agility can be improved significantly through practice. Proper body balance is controlled by the head, feet, and hands with the speed. When these extremities are in balance your body is ready to move quickly and skillfully. It is essential to have control of the body, arm, and feet before attempting to perform skills rapidly. Rushing your execution of Swimming techniques will only promote mistakes, which reflect a lack of emotional balance as well as a lack of balance. Quickness is specific to the Swimming skill being performed. The successful Swimming player must seed a point of balance in her relationship to the ball with every offensive and defensive technique. Like the golfer who attempts to prefer her body posture before swinging the club, the field of water polo player must also prepare the body for performing skills, unlike the golfer who has plenty of time to position her feet, head and hands before striking the ball, a Water Polo players usually moving or swimming when performing a skill, whether you are passing, receiving, dogging or tackling. The body must be momentarily in control before any skill can be performed successfully. Balance is closely related to footwork, which is basic to all fundamental Swimming skills. Effective footwork allows starting, stopping and changing direction with quickness and balance. The footwork also prepares the body to perform skills. Good footwork is important to all the attack roles and defense roles in Swimming.

**Objective of the Study**

The purpose of the study was to find out the "Effects of Ladder Training on Selected Motor Fitness Variables among university Water Polo players**."**

**Hypothesis**

1. There would be a significant improvement on speed and agility due to ladder training programme among university men Water Polo players.
2. There would be a significance difference between ladder training group and control group on speed and agility among university men Water Polo players.

**Methodology**

The purpose of the study was to find out the effects of ladder training on selected motor fitness variables among university men Water Polo players from College of Physical Education under Rashtrasant Tukadoji Maharaj Nagpur University, 40 Water Polo players were selected randomly as subjects. The age of the students ranged from 18 to 25 years. The selected subjects were divided into two groups. Group A underwent ladder training, Group B acted as control group. The experimental group was subjected to the training for three days in a week for a period of 8 weeks. The motor fitness variables namely speed and agility were measured by 20 meter dash and shuttle run. The data were collected from each subject before and after the training period and statistically analyzed by dependent 't' test which is used to find out the significant improvement on selected criterion variables and Analysis of Covariance (ANCOVA) was used to find out the significant difference between the experimental and control groups on each variables separately. All the cases 0.05 level of confidence was fixed as a level of confidence to test the hypotheses.

**Analysis Of The Data**

The effects of independent variables on selected speed and agility were determined through the collected data by using appropriate statistical techniques and the results are presented below. The analysis of dependent 't' test on the data obtained for speed and agility of the pre-test and post-test means of Experimental group and control groups have been analyzed and presented in table I.

**Table –I, The Summary of Mean And Dependent 't' Test For The Pre And Post Tests On Speed And Agility Of Experimental group And Control Groups**

| Variables | Name of the test | Experimental group | Control group |
|---|---|---|---|
| Speed | Pre test mean | 8.54 | 8.52 |
| | Post test mean | 7.60 | 8.51 |
| | 't'test | **7.12*** | 0.62 |
| Agility | Pre test mean | 12.42 | 12.47 |
| | Post test mean | 11.53 | 12.44 |
| | 't'test | **9.24*** | 0.22 |

* Significant at 0.05 level

The Table **I** show that the pre-test mean value of motor fitness variables namely speed and agility in Experimental group and control group are 8.54 & 8.52 and 12.42 & 12.47 respectively and the post test means are 7.60 & 8.51 and 11.53 & 12.44 respectively. The obtained dependent t-ratio values between the pre and post test means of speed and agility in Experimental group are 7.12 and 9.24. The obtained dependent t-ratio values between the pre and post test means of speed and agility in control group are 0.62 and 0.22 respectively. The table value required for significant difference with df 9 at 0.05 level is 2.15. Since, the obtained 't' ratio value of experimental group is greater than the table value, it is understood that Experimental group had significantly

improved the speed and agility. However, the control group has not improved significantly because the obtained 't' value is less than the table value, as they were not subjected to any specific training.

**Graph –I, The comparison of Mean For The Pre And Post Tests On Speed And Agility Of Experimental group And Control Groups**

| | Pre test mean (Speed) | Post test mean (Speed) | Pre test mean (Agility) | Post test mean (Agility) |
|---|---|---|---|---|
| Experimental group | 8.54 | 7.6 | 12.42 | 11.53 |
| Control group | 8.52 | 8.51 | 12.47 | 12.44 |
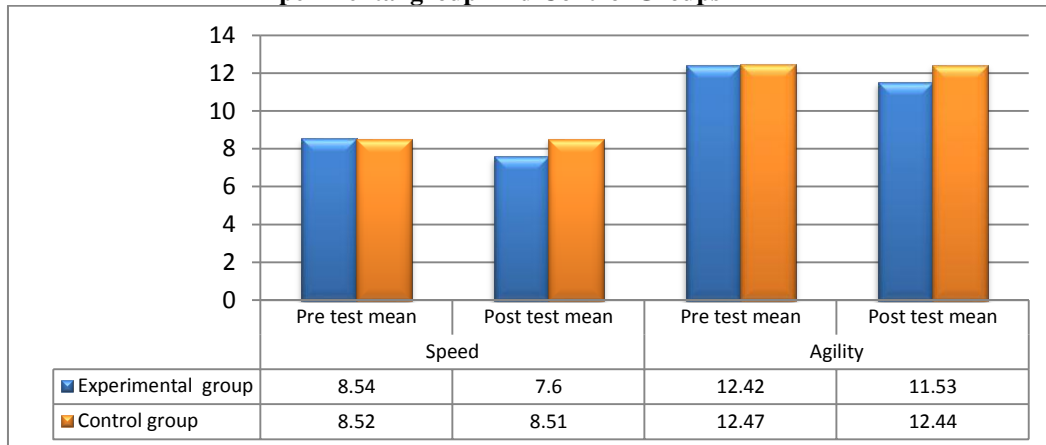
The analysis of covariance on speed and agility of Experimental group and control groups have been analysed and presented in Table II

**Table – II, Analysis of Covariance on Speed and Agility of Experimental group And Control Groups**

| Variables | Adjusted post test means | | Source of variance | Sum of squares | DF | Mean squares | Obtained *f* Ratio |
|---|---|---|---|---|---|---|---|
| | Experimental group | Control group | | | | | |
| Speed | 7.62 | 8.53 | Between | 9.015 | 1 | 9.015 | 15.28* |
| | | | Within | 0.035 | 17 | 0.59 | |
| Agility | | | Between | 16.20 | 1 | 16.20 | 25.08* |
| | 11.56 | 12.46 | Within | 0.038 | 17 | 0.646 | |

*Significant at .05 level

The table II shows that the adjusted post test means of speed and agility of Experimental group and control groups are 7.62 & 8.53 and 11.56 & 12.46 respectively. The obtained 'F' ratio value of speed and agility are 15.28 and 25.08 which are higher than the table value of 4.21 with df 1 and 17 required for significance at 0.05 level. Since the value of F- ratio is higher than the table value, it indicates that there is significant difference among the adjusted post test means of Experimental group and control groups on selected variables namely speed and agility.The results of the study showed that there was a significance difference between the adjusted post test mean of agility ladder training group and control group on speed and agility among men Water Polo players.

**Conclusion**

1. There was a significant improvement on speed and agility due to the effects of the ladder training among college men Water Polo players.

2. There was a significance difference between ladder training group and control group on speed and agility among college men Water Polo players.

3. Finally it was concluded that ladder training group is merely better than control group. Hence I recommended that physical education experts and coaches should give due to the importance of ladder training which helps the swimmers to do better performance in sports events.

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# E-commerce in India: Challenges and Opportunities

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*Abstract:*

*Today the internet and E-commerce are daily routine in our life. It is no longer a device to be used only by highly wealthy and technologically advanced people. Now it is very popular today with all kinds of people from rich to poor, from businessmen to employees, from scientists to school going students. E-commerce has unleashed yet another revolution, which is changing the way the business and changing the way traditional commerce is conducted. E-commerce or Electronic commerce consists primarily of the distribution, buying, selling, marketing, advertising and servicing of products or services with the help of internet and other computer networks. The birth of companies such as eBay and Amazon (launched in 1994) really began to lead the way in E- commerce. In response to expert opinions, between 1998 and 2000, a substantial number of businesses in Western Europe and the United States built out their first rudimentary E-commerce websites. Now a day's E- commerce companies play most important role in world commerce. The E-commerce sector has seen tremendous growth in recent years. The growth was driven by rapid technology adoption led by the increasing use of devices such as smart phones, tablets, access to the internet through broadband, 3G, 4G and credibility of E-commerce companies etc, which led to an increased online consumer base. This paper describes the recent trends in E-commerce business.*

**Key Words:** *Computer Networks, E-commerce, Internet, Traditional commerce*

## Introduction

E-Commerce stands for electronic commerce. Dealing in goods and services through the electronic media and internet is called as E-commerce. E-Commerce or E-business involves carrying on a business with the help of the internet and by using the information technology like Electronic Data Interchange (EDI). E-Commerce relates to the website of the vendor, who sells products or services directly to the customer from the portal using a digital shopping cart or digital shopping basket system and allows payment through credit card, debit card or electronic fund transfer payments. E-Commerce is the movement of business onto the World Wide Web (WWW). E-Commerce facilitates new types of information based business processes for reaching and interacting with customers. It can also reduce costs in managing orders and interacting with a wide range of suppliers and trading partners. For developing countries like India, E-Commerce offers considerable opportunities. Electronic commerce or E-Commerce refers to a wide range of online business activities for products and services. It also pertains to "any form of business transaction in which the parties interact electronically rather than by physical exchanges or direct physical contact." E-Commerce is the use of electronic communications and digital information processing technology in business transactions to create, transform and redefine relationships for value creation between or among organizations and between organizations and individuals. Today E-commerce in Indian society has become an integral part of everyday life. Accessibility to E-commerce platforms is not a privilege but rather a necessity for most people, particularly in the urban areas. Today the number of internet users in the world is close to 3 billion, out of this; India has a total of 259.14 million internet and broadband subscribers. This penetration of internet coupled with the increasing confidence of the internet users to purchase on line. This leads to an enormous growth in the E-commerce space, with an increasing number of customers registering on E-commerce websites and purchasing products through the use of mobile phones. India is in a prime position for the growth and development of the E-commerce sector. As per the report, the compound annual growth rates in the mature E-commerce markets of Japan, South Korea and Australia will run 11% to 12% over the next few years. In the rapidly growing markets of China and India, these growth rates will be 25% and 57% respectively. The report also highlights the rapid growth of E-commerce markets in neighboring China where, the compound annual growth rates of over 20% will take the market to over $ 350 billion. A report by the Internet and Mobile Association of India (IMAI) has revealed that India's E-commerce market expected to grow by 37% to reach U.S. Dollar 20 billion by 2015.

## Research Design And Methodology

### Selection Of Research Topic

E Commerce in India is still in nascent stage. Over the last two decades, rising Internet and mobile phone penetration has changed the way use communicate and do business. Growing Internet penetration, especially across major cities and evolving consumer mind set has enable e-commerce space to touch new heights with consumer habits changing, more and more people are finding it convenient to purchase among a wide range of product via Internet. Many sites are now selling a diverse range of product and services. Therefore I have selected Research Topic **"E-Commerce in India: Challenges and Opportunities"** for the study.

### Objectives Of The Study

1. To analyze the concept of E-Commerce.
2. To study the various ecommerce models.
3. To reviewed challenges and opportunities of E-commerce in India.

**Research Methodology**

The paper is based on secondary data. The data has been collected from internet, references books, journals, and percentile method has been used to analyze the data.

**Limitations Of The Study**

1. The study has been conducted on secondary data.
2. The study focuses on importance, challenges and opportunities of E-commerce.

**Concept Of E-Commerce**

E-commerce means buying and selling of products or services over electronic systems such as the internet and other computer networks. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, Electronic Data Interchange (EDI), inventory management systems, and automated data collection systems. E-commerce businesses employ the following:

- Online shopping web sites for retail sales direct to consumers
- Providing or participating in online marketplaces, which process third-party business-to-consumer or
- consumer-to-consumer sales
- Business-to-business buying and selling
- Gathering and using demographic data through web contacts and social media
- Business-to-Business (B2B) electronic data interchange
- Marketing to prospective and established customers by e-mail or fax (for example, with newsletters)
- Online financial exchanges for currency exchanges or trading purposes

Electronic commerce or E-commerce consists primarily of the distributing, buying, selling, marketing, and servicing of products or services over electronic systems such as the Internet and other computer networks. In the broad meaning electronic commerce is a means of conducting business using one of many electronic methods, usually involving internet, computers or both. E-Commerce is not about the technology itself, it is about doing business using the technology. It is an electronic business application and involves electronic fund transfer, supply chain management, online transaction processing, e-marketing, corporate purchasing, value chain integrations etc. E-commerce creates new opportunities for profitable activities online. It promotes easier cooperation between different groups, business sharing information's to improve customer relations, build new products or services, more personalization, better customer service etc.

**E-Commerce Models**

**The different categories or Models of E Commerce:**

A. **B2B (Business to Business):** Under B2B model one business sells to other business. Companies doing business with each other such as manufacturers selling to distributers, wholesalers selling to retailers are the examples of B2B e commerce model. Pricing under this model is based on quantity of order and is often negotiable.

B. **B2C (Business to Consumers):** In this model business sells products and services directly to consumers over the internet. They display their products or services on their Websites or Apps and the consumers can order the product or service directly on their Websites or Apps.

C. **C2B (Consumer to Business):** Consumer to Business E Commerce model involves consumers selling products or services to business. In C2B consumers create value and business consume that value. In C2B consumers can offer products and services to companies and the company pay the consumers. The C2B model at work in blogs or internet forums in which the author offers a link back to an online business thereby facilitating the purchase of a product, for which the author might receive affiliate revenues from a successful sale.

D. **C2C (Consumers to Consumers):**
C2C is a business model that facilitates the transaction of products or services between customers. C2C provide an innovative way to allow customers to interact with each other. IT involves the electronically facilitated transactions between consumers through some third party.

**E-Commerce In India**

**Challenges:**

1. **Poor Internet Facilities:**
Internet is considered the backbone of the e commerce. But the penetration of internet facilities in India especially in rural area is very less. Speed of Internet is also the major challenge in our country. No doubt we are moving towards 4G internet services but still a lot has to be done.

2. **Feeling Unsecure:**
Feeling unsecure by customer is one of the major and continuing challenges for e commerce in our country. Customers have to be confident about the integrity of the e dealers and payment process before making a purchase order online. Risk of hacking and cybercrimes are also there. Privacy has also become a major concern for consumers with identity theft and impersonation. Security challenges are not restricted to consumers only in e commerce, corporate firms also face security challenge as their vital information, records and reputation is at stake.

3. **Logistic and Supply Chain:**

Logistics and supply chain has been the major challenge to the e commerce companies. Most of the population in India lives in villages. To reach the consumer in the village is a big challenge. The e commerce companies' needs to invest more on setting up warehouse and signing up more suppliers across the country to ensure customers get order delivered by nearest suppliers.

4. **Cash on Delivery (COD):**
   Cash on delivery is big problem for e commerce companies. In the era of digital payments, cash on delivery is still the most favoured mode of payment used by the consumers. This mode is very expensive for e commerce companies. Sometime courier companies take 30 40 days to return the cash collected from customers to dealers. If the customer return the product than it becomes very expensive for the company as the company pay two way courier charges.

5. **High Competition:**
   There is a cut throat competition among the player in the e commerce market. With intense competition, the profitability of the of the companies decreases as they use aggressive pricing strategy and offer huge discounts and commissions.

6. **Tax Structure:**
   Tax structure is another factor for lesser growth of e commerce sector in India in comparison to developed countries. In India there are different types of taxes and these taxes create accounting problems to online business. Some states are even charging separate tax one commerce transactions. Government has implemented the GST Act, which is expected to solve this problem to great extent.

7. **Absence of Cyber Laws:**
   Absence of cyber laws to regulate the online business transactions is another bottleneck to e commerce in India. The new technology has created huge legal uncertainty in our country. The existing Consumer Protection Act 1986 needs to be amended to update and widen the scope of the Act.

8. **Physical Purchase:**
   Most of Indian customers are more comfortable in buying product physically. They want to see and touch the product before buying. So they do not prefer to buy product online.

9. Lack of clarity in laws governing E-Commerce.
10. Rapidly changing business model.
11. Low rural penetration.
12. Bureaucratic wrangles.
13. Cultural Changes.
14. Problem of retaining customer.
15. Lack of trust of customer.

**Opportunities:**

1. **Strategies for growth**: The growth rate of e-commerce in India is mentionable and higher than other countries. In terms of e-commerce it places the third position in the world but due to lack of proper IT infrastructure, logistic support and financial infrastructure it faces challenges for its development. The smartphone user and internet subscriber in India are growing rapidly which stimulates the e-commerce growth in India. Now e-commerce traders provide a wide range of services from daily necessities to logistics which help them to spread the e-commerce business all over in India.

2. **Low inventory cost:** Inventory cost is an important element for maintain business. E-commerce traders are getting benefit for reducing their inventory cost due to living as a big country like India. It helps them to minimize the cost by storing the product at any places in India. It also provides a big opportunity for e-commerce traders to provide just-in-time (JIT) services and forecast the demand of the product more accurately.

3. **Better customer service**: E-commerce is a best approach to provide maximum level customer services in terms of low cost, quality products, and just in time. Customer satisfaction is an asset for businessman to increase their business growth. Best level customer satisfaction can be given by e-commerce business. In this business, both traders and customers get benefit from it. It is an alternative system of traditional business which provides an opportunity to deal their business from distant places and without physical interaction by saving money, cost and minimizing risk.

4. **Reducing distribution costs**: since e-commerce is based on virtual market i.e. internet, so it reduces distribution cost and time by providing just-in-time (JIT) services. It is a great opportunity for buyer and sellers to deal their business by sitting their own places. It helps to avoid all kinds of risk. Generally traditional business requires a mentionable amount for its distribution cost but e-commerce is an alternative system of traditional business which helps to reduce distribution cost and easily spread the business all over the country and sometimes out of the boundary of the country.

5. **Globalizing business**: E-commerce is a business platform which can provide the same kind of services to its customer crossing the country's boundary The people can easily buy products from an online shop which is situated within the country or from abroad by online payment through debit or credit card, m-cash and other

related methods. It also helps to market the products easily to mass people over the world within a short time. India is a country which is favorable for globalizing the e-commerce business as well as crores of Indian people.

6. **Quick marketing of products**: Since e-commerce is mainly based on internet and connected with the virtual arena, so it is a big opportunity for e-commerce trader to do marketing to a large number of people through various social networking site and websites. It is a platform to explain all details about the product to its consumers. E-commerce is providing a complete solution for purchasing the products from online and pay online by avoiding so many types of hassle and risk. It provides an opportunity to reach the product information to people of the domestic country as well as abroad within a short time.

7. **Integration of E-commerce**: Integration among various stakeholders is an essential tool for making the business easily. E-commerce business is usually connected to the other service providers like internet service provider, government agency, commercial bank, the central bank, payment gateway, businessman, and business cooperative society for maintaining the smooth running of e-commerce business. Coordination is necessary among all stakeholders. Integration should be done by including e-commerce in the academic syllabus, including latest business-related technology to e-commerce, coordination among e-commerce businessman, university professors, expert, IT experts and government agency for proper implementation and enhancement of e-commerce in India.

a) Online Travelling and Services, b) E-tailing, c) Financial Services, d) Banking, e) Classified Like Online Job, Matrimonial, real estate.

**Conclusion**

Internet penetration in India has been increasing exponentially. In 2006, there were only 21 million active internet users, which rose to about 624 million by January 2021. The number of internet uses in India increased by 47 million (+8.2%) between 2020 and 2021. Internet penetration in India stood at 45% in January 2021. This significant rise has given a trust to E-Commerce. According to study conducted by the Internet and Mobile Association of India, the e-commerce is to reach by 1,366,417,754 and Internet uses reach 755,820,000. The study also stated that online travel account for 60% of E-Commerce market while e-tailing contributes around 29%. According to Google India, Online shoppers in India are cross 100 million mark. Electronic and Apparel are biggest categories in term of sales. By 2021, India is expected to generate $100 Billion online retail revenue out of which $35 billion will be through fashion E-Commerce.

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# Well-being and Inequality: A Study in Indian States during 2000-2010

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**Abstract**

*The changes in the level of living has been estimated through money-metric measure and it is used to enumerate the level of well-being in India and its fifteen (15) major states during 2000-2010 separately for rural and urban areas. Engel's Law has also been examined in this context. Inequality has been measured among the different expenditure classes for both rural and urban areas. The change in social welfare and the rate of its change over 2000 to 2010 has been estimated. Policy measures are suggested towards enhancing the level of living.*

**Keywords:** *Well-being, Inequality, Engel's Law*

**Introduction**

A person maintains her/his level of living through consumption of goods and services. Consumption basket consists of both necessary and luxury goods. The well-being a person derives from purchase of goods is measured through the amount spent on the consumption basket. In the two-good ordinal-utility framework, the (equilibrium) commodity basket whose money value at the given prices is the total expenditure the person incurs is indicated by the point of tangency between the expenditure line and the indifference curve which yields to the person a particular level of utility i.e., well-being. In the n-good model, this will hence give the equilibrium commodity bundle, which will, of course, correspond, to a particular level of utility. It thus follows that the amount of actual expenditure, being on ex post phenomenon, indicates the level of well-being of a person. Expenditure is hence taken as a money-metric measure of well- being. Given the prices, higher (lower) the amount of expenditure, higher (lower) the level of well-being (Gravelle and Rees 1981,Varian 1992, Mas-Colell at al, 1995). Expenditure thus serves as an indicator of living at the micro level. The aggregate expenditure (so to say, per capita expenditure) may hence be used as an indicator of social well-being at the macro level provided all persons have quasi-homothetic preferences with similar expenditure function (Gravelle and Rees, 1981).Per capita expenditure (income) changes over time, which leads to changes in the level of living. Based on the NSSO household data on average monthly per capita consumption expenditure (MPCE) Chakraborty, Pal and Sen (2004) have estimated the changes in actual levels of living in India and four constituent states during 1993-2000. They have examined the differences in living among the poor and the non-poor people. They have found the Engel law operative in respect of living. Pal and Sen (2004) in another study have analyzed poverty at both the absolute level and the relative level (relative deprivation) and observed their declining trends in India during 1993-2000. The present paper is an updated version of the work done by Pal and Chakraborty (2009). Here, all the 15 major states of India have been considered and MPCE data of 2000 to 2010 has been used. From 1991 onwards a series of reform measures have been introduced in India in the spheres of industry, service, trade, money & baking and agriculture with a view to increasing efficiency and growth on the one hand and reducing poverty and inequality and all the more, raising people's well-being on the other. The impacts of structural reforms in India have been expectedly diverse across regions (states). Rural-urban divergences in per capita expenditure (income) and hence in the pattern of living are specifically examined across the states.Economic reforms lead to changes in the income distribution in the country. But all the states in India have not experienced similar changes in both the magnitude of per capita income (expenditure) and the degree of inequality in income distribution. This means states have experienced variations in growth and distribution of income. Such variations are expectedly manifest in the level of living causing disparities among the states in India along with the disparity between rural and urban areas. The growth effect and the distribution effect hitherto not yet quantified in the context of the India's social wellbeing are examined across the states in a decomposition framework formulated in the paper.Household size-class data on average monthly per capita consumption expenditure (MPCE) are taken from the NSSO publications of 1999-2000, 2004-05 and 2009-10 (Level and Pattern of Consumer Expenditure). MPCE data are deflated at the constant prices of 1986-87. The same set of deflators has been used for all the states (15) under study. The estimates for the states are hence to be considered with such limitation.

**Methodology**

Let Yi be the expenditure the ith person incurs in purchasing a commodity bundle. The social well-being function for the economy having n persons is then written as:

$$W = W (Y_1, ----, Y_n) \qquad \ldots\ldots (1)$$

which is non-decreasing and symmetric in $Y_i$. W satisfies the Pigou-Dalton condition of expenditure (income) transfers. Define $\mu = \sum Y_i/n$, the average expenditure. When $Y_i = \mu$ for each i, W becomes maximum and is equal to $\mu$. That is to say, social welfare becomes maximum when each person spends the equal sum of $\mu$. It corresponds to the egalitarian distribution of expenditure (income). It thus follows that due to the unequal distribution of expenditure actual social welfare falls short of $\mu$. Following Aitkinson (1970), actual average social welfare is written as:

$$W = \mu \ (1 - I) \qquad \ldots\ldots (2)$$

where I is an index of inequality in the expenditure (income) distribution of the society .

Equation (2) reveals the following:

(i)   Actual average social welfare (W) has two components: (a) the per capita expenditure ($\mu$) and (b) the degree of inequality in the expenditure (income) distribution of the society (I). Changes in either of the two components or in both cause changes in the level of social welfare. The time derivative of (2) is:

$$\frac{dW}{dt} = (i - I)\frac{d\mu}{dt} - \mu\frac{dI}{dt} \qquad \dots \dots (3)$$

(ii)   Changes in $\mu$ reveal the effect of growth on W: per capita income changes and in turn, per capita expenditure and per capita savings change, causing changes in W (the growth effect).

(iii)   Income distribution changes due to different pro-poor policy measures adopted by the government. The degree of income inequality (I) changes. Change in I reveals the effect of changes in the expenditure (income) distribution on W (the distribution effect). In estimation the Gini-coefficient (G) is used to measure the degree of inequality so that equation (2) is written as:

$$W = \mu(1 - G) \qquad \dots \dots (2a)$$

(iv)   When $\mu$ changes, the commodity basket purchased changes in composition. The cut-off line between necessaries and luxuries changes. The consumption items hitherto considered as luxuries become necessaries and above all, the items of less quality become replaced by those of superior quality. That is to say, the relative importance of the consumption items changes over time. The compositional changes may be captured by some macro index of diversification. Theil's index of equality (inequality) may be used in this respect (Chakravarty, Pal, et al. 2004). Or if one is interested in accounting for the changes in person's responsiveness to some commodity items, one may compute the Engel elasticity for commodities and make their inter-temporal comparisons. In computing the changes in $\mu$, one should, however, take note of the effect of price changes. Due to abnormal price changes, $\mu$ may change abnormally over time. So the price effect should be netted out using the price deflator. The price-adjusted $\mu$ (per capita expenditure) will then reflect the real social well-being.

(v)   To examine rural (r)-urban (u) differentials in the level of living, the following equations are estimated:

Rural     $W_r = \mu_r (1 - G_r)$     .....     (4)

Urban     $W_u = \mu_u (1 - G_u)$     .....     (5)

From (4 and 5) we get:

$$\frac{W_r}{W_u} = \left(\frac{\mu_r}{\mu_u}\right)\left(\frac{1 - G_r}{1 - G_u}\right) \qquad \dots \dots (6)$$

$\dfrac{W_r}{W_u}$ is rural average social welfare expressed as a percentage of urban average social welfare. It is factored into (i) $\dfrac{\mu_r}{\mu_u}$ which is the rural average MPCE expressed as a proportion of the urban average MPCE, and (ii) $\left(\dfrac{1 - G_r}{1 - G_u}\right)$ which is the rural Gini-coefficient expressed as a proportion of the urban Gini-coefficient.

The index (a pure number) $\dfrac{W_r}{W_u}$ indicates the level of living of the rural people relative to that of the urban people. The relative difference in the actual level of living of the rural people is hence explained by the relative differences in average MPCE and Gini-coefficient. Factor (i) is regarded as the growth factor while factor (ii) is the distribution factor. The nature and the amount of changes in these factors determine the nature and the pattern of changes in $\dfrac{W_r}{W_u}$ (Pal 2004).

**Findings**

**Average Mpce**

In almost all the stats under study, average MPCE has been all through less in rural India than in urban India, in all the three years. Across the states it has undergone wide variations (Table 1). The range of its variation has risen in both rural and urban India : (i) in rural India the range has risen from Rs. 140.21 in 2000 to Rs. 197.57 in 2005 and to Rs. 251.59 in 2010; the corresponding figures for urban India have been Rs. 133.19, Rs. 176.10 and Rs. 340.08. Clearly, the range of variation in average MPCE has been less in urban India than in rural India as revealed by the coefficient of variation (CV). (ii) CV has risen over time both in rural and urban India and become more in the former than in the latter. Interstate disparity in average MPCE has risen during the

post reform period both in rural India and in urban India.

### Table 1: Average Mpce (μ) and Gini Coefficient (G) Of Expenditure Distribution In India

| States | 2000 | | | | 2005 | | | | 2010 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Rural (r) | | Urban (u) | | Rural (r) | | Urban (u) | | Rural (r) | | Urban (u) | |
| | μ (Rs.) | G | μ (Rs.) | G | μ (Rs.) | G | μ (Rs.) | G | μ (Rs.) | G | μ (Rs.) | G |
| A.P | 167.07 | 0.23 | 277.87 | 0.31 | 191.05 | 0.34 | 330.60 | 0.43 | 219.39 | 0.28 | 426.28 | 0.38 |
| Assam | 156.77 | 0.20 | 292.23 | 0.31 | 182.48 | 0.31 | 305.70 | 0.41 | 185.67 | 0.24 | 331.26 | 0.32 |
| Bihar | 141.68 | 0.21 | 216.12 | 0.32 | 151.95 | 0.32 | 235.20 | 0.35 | 146.48 | 0.23 | 233.46 | 0.33 |
| Gujarat | 202.77 | 0.23 | 320.23 | 0.28 | 210.26 | 0.31 | 327.60 | 0.39 | 213.94 | 0.25 | 399.87 | 0.33 |
| Haryana | 262.75 | 0.23 | 327.41 | 0.29 | 301.15 | 0.36 | 315.00 | 0.42 | 299.83 | 0.30 | 407.98 | 0.36 |
| Karnataka | 184.00 | 0.24 | 327.05 | 0.32 | 171.84 | 0.35 | 281.10 | 0.40 | 173.45 | 0.23 | 369.08 | 0.33 |
| Kerala | 281.89 | 0.27 | 334.95 | 0.32 | 339.57 | 0.35 | 411.30 | 0.44 | 398.07 | 0.42 | 573.54 | 0.50 |
| M.P. | 147.57 | 0.24 | 248.79 | 0.33 | 149.89 | 0.32 | 237.90 | 0.43 | 171.31 | 0.29 | 315.97 | 0.36 |
| Maharastra | 182.90 | 0.26 | 349.31 | 0.35 | 194.82 | 0.35 | 378.00 | 0.42 | 217.37 | 0.27 | 479.51 | 0.41 |
| Orissa | 174.60 | 0.24 | 221.86 | 0.29 | 142.00 | 0.33 | 261.60 | 0.39 | 146.85 | 0.26 | 307.15 | 0.39 |
| Punjab | 273.42 | 0.24 | 322.74 | 0.29 | 324.82 | 0.33 | 317.70 | 0.47 | 317.85 | 0.29 | 427.83 | 0.37 |
| Rajasthan | 202.03 | 0.21 | 285.76 | 0.28 | 198.94 | 0.33 | 298.50 | 0.43 | 215.99 | 0.22 | 359.21 | 0.38 |
| Tamil Nadu | 189.15 | 0.28 | 349.31 | 0.38 | 206.83 | 0.37 | 339.00 | 0.40 | 208.27 | 0.26 | 360.91 | 0.33 |
| Uttar Pradesh | 171.87 | 0.25 | 247.71 | 0.33 | 184.53 | 0.35 | 248.10 | 0.43 | 178.21 | 0.26 | 293.90 | 0.36 |
| West Bengal | 167.44 | 0.22 | 311.25 | 0.34 | 198.94 | 0.35 | 339.90 | 0.43 | 183.95 | 0.24 | 373.25 | 0.38 |
| All India | 178.85 | 0.26 | 306.95 | 0.34 | 194.48 | 0.34 | 318.00 | 0.42 | 199.51 | 0.29 | 384.12 | 0.38 |
| Range (Rs.) | 140.21 | | 133.19 | | 197.57 | | 176.10 | | 251.59 | | 340.08 | |
| CV (%) | 22.98 | | 15.02 | | 29.47 | | 16.29 | | 30.92 | | 21.02 | |

Source: NSSO data and Author's Calculation

Average MPCE has risen during the period in both rural and urban India, except a few states under study. During 2000-10, Kerala (Rs11.62 per year] has shown the highest rise in the rural average MPCE, followed by Andhra Pradesh (Rs. 5.23 per year); for the urban average MPCE, the corresponding states are the same: Kerala (Rs. 23.86) and AP (Rs. 14.84). The state, which has enjoyed the fall in average MPCE, are Karnataka (-Re 1.06) and Orissa (-Re. 2.78) for rural areas. Urban India has exhibited more increase in the average MPCE than rural India, in most of the states under study (Table 2).We have already said that average MPCE is all through less in rural India than in urban India except in Punjab (only in 2005). Expressed as a percentage of urban MPCE, rural MPCE has lied in the intervals of (i) 52-84 in 2000, (ii) 51-102 in 2005 (figure 102 corresponds to Punjab where rural MPCE exceeds urban MPCE) and (iii) 45-74 in 2010 (Table 2). Inequality among states has declined in 2010 after a rise in 2005 in both rural and urban areas. Interestingly, the rural urban differential in MPCE has come down in 2005, but again it increased in 2010, as measured by rural MPCE as a percentage of urban MPCE. So, it can be concluded that over time interstate disparity has come down after 2005, but the rural urban differential has increased over the same period.

### Table 2: Welfare Indicator (W) And Its Components In India

| States | 2000 | | 2010 | | $W_r / W_u$ (%) | | $MPCE_r / MPCE_u$ (%) | | |
|---|---|---|---|---|---|---|---|---|---|
| | $W_r$(Rs.) | $W_u$(Rs.) | $W_r$(Rs.) | $W_u$(Rs.) | 2000 | 2010 | 2000 | 2005 | 2010 |
| A.P | 128.64 | 191.73 | 136.52 | 225.85 | 67.10 | 60.08 | 60.13 | 57.79 | 51.47 |
| Assam | 125.42 | 201.64 | 152.90 | 241.33 | 62.20 | 62.70 | 53.65 | 59.69 | 56.05 |
| Bihar | 111.93 | 146.96 | 127.56 | 205.22 | 76.16 | 72.74 | 65.56 | 64.60 | 62.74 |
| Gujarat | 156.13 | 230.57 | 182.89 | 249.91 | 67.72 | 59.44 | 63.32 | 64.18 | 53.50 |
| Haryana | 202.32 | 232.46 | 233.94 | 244.62 | 67.03 | 80.18 | 80.25 | 95.60 | 73.49 |
| Karnataka | 139.84 | 222.39 | 157.30 | 243.31 | 62.88 | 53.99 | 56.26 | 61.13 | 47.00 |
| Kerala | 205.78 | 227.77 | 279.49 | 237.65 | 90.35 | 80.70 | 84.16 | 82.56 | 69.41 |
| M.P. | 112.15 | 166.69 | 133.95 | 173.91 | 67.28 | 60.32 | 59.32 | 63.01 | 54.22 |
| Maharastra | 135.35 | 227.05 | 159.77 | 246.24 | 59.61 | 56.20 | 52.36 | 51.54 | 45.33 |
| Orissa | 132.70 | 157.52 | 144.16 | 172.60 | 84.24 | 57.78 | 78.70 | 54.28 | 47.81 |
| Punjab | 207.80 | 229.15 | 251.75 | 250.67 | 90.68 | 84.09 | 84.72 | 102.24 | 74.29 |
| Rajasthan | 159.60 | 205.75 | 178.57 | 238.68 | 77.57 | 74.96 | 70.70 | 66.65 | 60.13 |
| Tamil Nadu | 136.19 | 216.57 | 152.99 | 244.86 | 62.88 | 63.61 | 54.15 | 61.01 | 57.71 |
| Uttar Pardesh | 128.90 | 165.97 | 131.08 | 172.89 | 77.67 | 70.01 | 69.38 | 74.38 | 60.63 |
| West Bengal | 130.60 | 205.43 | 151.28 | 269.77 | 63.58 | 60.88 | 53.80 | 58.53 | 49.28 |
| All India | 132.35 | 202.59 | 138.07 | 214.43 | 65.33 | 59.58 | 58.27 | 61.16 | 51.94 |

(contd) Table 2

| States | $G_r / G_u$ (%) | | $(1-G_r) / (1-G_u)$ | | $\Delta$ MPCE$_r$ / $_T$ (Rs. / year) | | $\Delta$ MPCE$_U$ / $_T$ (Rs. / year) | | $\Delta$ W / T : 2000-10 (Rs. / year) | |
|---|---|---|---|---|---|---|---|---|---|---|
| | 2000 | 2010 | 2000 | 2010 | 2000-05 | 2000-10 | 2000-05 | 2000-10 | Rural | Urban |
| A.P | 74.19 | 72.86 | 1.12 | 1.17 | 4.80 | 5.23 | 10.55 | 14.84 | 0.79 | 3.41 |
| Assam | 64.52 | 75.25 | 1.16 | 1.12 | 5.14 | 2.89 | 2.69 | 3.90 | 2.75 | 3.97 |
| Bihar | 65.63 | 67.92 | 1.16 | 1.16 | 2.05 | 0.48 | 3.82 | 1.73 | 1.56 | 5.83 |
| Gujarat | 82.14 | 77.26 | 1.07 | 1.11 | 1.50 | 1.12 | 1.47 | 7.96 | 2.68 | 1.93 |
| Haryana | 79.31 | 83.79 | 1.08 | 1.09 | 7.68 | 3.71 | -2.48 | 8.06 | 3.16 | 1.22 |
| Karnataka | 75.00 | 70.29 | 1.12 | 1.15 | -2.43 | -1.06 | -9.19 | 4.20 | 1.75 | 2.09 |
| Kerala | 84.38 | 83.62 | 1.07 | 1.16 | 11.54 | 11.62 | 15.27 | 23.86 | 7.37 | 0.99 |
| M.P. | 72.73 | 80.30 | 1.13 | 1.11 | 0.46 | 2.37 | -2.18 | 6.72 | 2.18 | 0.72 |
| Maharastra | 74.29 | 65.44 | 1.14 | 1.24 | 2.38 | 3.45 | 5.74 | 13.02 | 2.44 | 1.92 |
| Orissa | 82.76 | 67.26 | 1.07 | 1.21 | -6.52 | -2.78 | 7.95 | 8.53 | 1.15 | 1.51 |
| Punjab | 82.76 | 77.66 | 1.07 | 1.13 | 10.28 | 4.44 | -1.01 | 10.51 | 4.40 | 2.15 |
| Rajasthan | 75.00 | 59.45 | 1.10 | 1.25 | -0.62 | 1.40 | 2.55 | 7.35 | 1.90 | 3.29 |
| Tamil Nadu | 73.68 | 79.43 | 1.16 | 1.10 | 3.54 | 1.91 | -2.06 | 1.16 | 1.68 | 2.83 |
| Uttar Pradesh | 75.76 | 72.67 | 1.12 | 1.15 | 2.53 | 0.63 | 0.08 | 4.62 | 0.22 | 0.69 |
| West Bengal | 64.71 | 62.19 | 1.18 | 1.24 | 6.30 | 1.65 | 5.73 | 6.20 | 2.07 | 6.43 |
| All India | 76.47 | 76.15 | 1.12 | 1.15 | 3.13 | 2.07 | 2.21 | 7.72 | 0.57 | 1.18 |

Source: NSSO Reports and Author's Calculation

**Average Social Welfare**

Expenditure (income) distribution is nowhere egalitarian in India. People have different levels of consumption expenditure. Their level of living is hence different. Actual level of average social welfare is computed from the average MPCE by netting out the effect of inequality in the expenditure distribution. Equation (2a) is used in estimation. Economic reform of 1991 has brought a number of structural changes in the economy. Consequently the growth and distribution pattern of the economy has changed. Rural-urban differences in expenditure have changed. All these have affected the level of living of the rural people relative to their urban counterparts.Irrespective of the states under study, social welfare (W) has risen over time, though it is at the higher level in urban India than in rural India. Kerala and the Punjab are the two top states to enjoy the relatively higher level of social welfare in rural areas. In urban areas West Bengal and Punjab are enjoying relatively higher level of social welfare.Social welfare has risen in India. The two components of W − μ and G− have changed in the same directions. μ (MPCE) has risen (growth-effect) and G has also risen (distribution–effect). But the proportion of rise in μ is much higher than that of G. In effect, these two together have increased W in all the states in India over time.

Rural − urban differentials in well-being are revealed by the movement of $\dfrac{W_r}{W_u}$. $\dfrac{W_r}{W_u}$ has fallen during 2000-10 in India and in most of the states under study (Table 2). The reasons are:

(i) $\dfrac{1 - G_r}{1 - G_u}$ has been greater than unity and its value has risen over time in most cases, meaning that the distribution effect has been more pronounced in rural India than in urban India.

(ii) $\dfrac{\mu_r}{\mu_u}$ has been all through less than unity but it has fallen in most of the states, meaning that the growth effect has been more pronounced in urban India them in rural India.

(iii) Statements (i) and (ii) together assert that the relatively stronger distribution effect in rural India has been more than offset by the relatively stronger growth effect in urban India, resulting in a fall in the relative social welfare of the rural people in India as a whole and in its major states.

**Pattern of Consumption**

Development is manifest in the level of living; and the nature of living is manifest in the consumption of food and non-food items. With economic growth and development, people's well-being rises and the composition of the consumption basket changes. Consumption items hitherto less important become more important and items hitherto more important become less important. At the aggregate level, the food basket loses importance in favour of the non-food basket. The proportion of total expenditure spent on food items declines as total (income) expenditure rises: the proportion of non-food expenditure rises. That is, the Engel law becomes operative in the economy.

The on-going reforms in India have brought about drastic changes in the consumption pattern of the people. At the all − India level (rural), the proportion of food expenditure (Table 3) in total expenditure has declined from

59% in 2000 to 53% in 2010. During the period of 10 years, almost 6% fall is observed in the proportion of food expenditure in rural India. Such a declining trend is observed in all the states.

**Table 3: Proportion (%) Of Food Expenditure in Total MPCE (RS.) In India**

| States | Rural | | | Urban | | |
|---|---|---|---|---|---|---|
| | 2000 | 2005 | 2010 | 2000 | 2005 | 2010 |
| A.P | 60.35 | 55.83 | 56.05 | 47.42 | 37.84 | 39.71 |
| Assam | 67.61 | 62.41 | 60.93 | 55.41 | 46.81 | 50.43 |
| Bihar | 66.49 | 59.05 | 60.36 | 57.31 | 47.83 | 48.46 |
| Gujarat | 59.89 | 54.49 | 56.04 | 49.55 | 43.68 | 41.88 |
| Haryana | 55.60 | 49.94 | 51.11 | 45.83 | 41.71 | 41.39 |
| Karnataka | 59.00 | 54.38 | 57.46 | 46.32 | 43.44 | 43.47 |
| Kerala | 53.66 | 46.57 | 37.83 | 48.98 | 40.74 | 31.03 |
| M.P. | 57.96 | 53.55 | 51.63 | 47.55 | 42.37 | 38.27 |
| Maharastra | 54.73 | 50.97 | 50.96 | 46.77 | 39.24 | 37.04 |
| Orissa | 64.08 | 58.45 | 59.20 | 56.96 | 47.71 | 42.65 |
| Punjab | 52.22 | 45.62 | 47.81 | 47.16 | 39.38 | 39.84 |
| Rajasthan | 59.38 | 54.48 | 54.52 | 50.75 | 43.32 | 40.58 |
| Tamil Nadu | 58.56 | 52.40 | 51.64 | 45.58 | 38.64 | 42.68 |
| Uttar Pradesh | 57.39 | 52.04 | 53.97 | 50.58 | 44.01 | 44.58 |
| West Bengal | 65.93 | 59.83 | 57.77 | 52.25 | 45.54 | 42.51 |
| All India | 59.26 | 53.81 | 53.58 | 48.07 | 41.56 | 40.74 |

Source: NSSO Reports and Author's Calculation

The declining trend in the food expenditure proportion is also observed in urban India and in the urban areas of the states. The percentage fall has been 8, more than in rural India. In some of the states the percentage fall has been in the range, 14 to 17. This is quite likely. The urban areas enjoy the growth effect (rising per capita expenditure) relatively more than the rural areas. The Engel law has been operative in India in the period of on-going reforms. All these indicate that the Indian economy has entered during the post-reform period into a phase of transformation in respect of well-being of the people.

**Policy Measures and Concluding Remarks**

The level of living during 2000-2010 has risen in India and in the constituent states. But all the states have not been uniform in the pattern of changes in living. Especially the rural urban differential has become a very big concern in recent times, which had come down in 2005 but again risen around 2010. The interstate differential, which was rising till 2005, had come down significantly in both rural and urban areas. Minimizing the rural-urban differentials in well-being is the major challenge. For this, selective appropriate rural employment policy measures should be undertaken so that per capita income (expenditure) is raised and inequality in income (expenditure) distribution is reduced. Skill enhancement programmes through education and training may lead to higher income in the rural areas. Rural institutions like Panchayets should be more and more involved in the formulation, implementation and monitoring of the programmes.

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# Force of Retrenchment on Staffs Morale in Private Arts and Science Colleges at Kanyakumari District

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**Abstract**

Retrenchment denotes disconnection of employees mainly due to decreased amount of work owing to recession of work. Based on the prior studies was focused on retrenchment in relation to pay, employee benefits, jobs security, alternative work schedule, job stress, participation in decision making, work place democracy, pension rights, and neglected the aspect of employee morale. This study sought to investigate the force of retrenchment on staff's morale in private arts and science colleges in Kanyakumari district. Overall objective is to establish whether the announcement process of retrenchment and staff's contribution on matters of retrenchment has influence on staff's morale. This study adopted descriptive design. The data collected from 100 staffs out of 26 private arts and science colleges. Using stratified random sampling method primary and secondary data used for this study. Weighted average method is used in for analysis of the data. All the practices on human resource should be geared towards improving the morale of the staffs; this can be done through by engaging the staffs in all the activities of the institution. The study enhanced better attitudes of the staffs towards retrenchments and they may link the present performance with past experiences and even have ways to overcome challenges that come their way. According to the opinion of the staffs of private arts and science colleges this issues are not addressed adequately as evidenced by the results that rates most of them as low. Consequently, this negatively affects the morale of the employees at private arts and Science College's hence low performance.

**Keywords**: Retrenchment, staff's morale, staff's contribution

**Retrenchment:**

Retrenchment strategy is followed when an institute aims at a contraction of its activities through substantial reduction or the elimination of the scope of one or more of its institutions, in terms of their respective employees groups, employees function or alternative technologies either single or jointly in order to improve is overall performance. Retrenchments should be done as the last alternative to reduce costs, corporate strategy or make the business more competitive. Retrenchment for the sake of cost reduction alone has been castigated intellectually as short sighted and neglectful of what resources will be needed to increase the revenue stream of the future.

**Reviews**

Biller,(1976), found that organizational cost increase as a result of retrenchment due to the package granted on retrenchment and catering for the needs of retraining the retained in the organization. He said that although lay-offs are intended to reduce the costs, some cost like the severance package, out of placement benefit, pension and administrative processing costs may be increase

Levine, (1984), found that retrenchment resulted in fiscal stress and human resource shrinkage that caused many difficult problems for government employees. The major problem is decrease in human resource that results from cost cutting measures which brings loss of skills, energy, morale, commitment, physical and mental health degradation the results from employees withdrawing physically and emotionally. Detrimental also cause reduced co-operative attitudes, greater fear and distrust, poor communication lowered performance goals, and increased turnover.

**Problem Statement:**

The earlier studies majorly focused on the view that retrenchment increased organizational cost due to package granted on retrenchment and catering for the needs of retraining the retained employees. Based on the preceding studies was focused on retrenchment in relation to pay, employee benefits, jobs security, alternative work schedule, job stress, participation in decision making, work place democracy, profit sharing, pension rights, and neglected the aspect of staff's morale. This study sought to investigate the force of retrenchment on staff's morale in private arts and science colleges in Kanyakumari district.

**Objective of The Study:**

- To reveals whether the announcement process of retrenchment has influence on staff's morale
- To study whether staff's contribution on matters of retrenchment has influence on staff's morale
- To establish whether the changes in scheme of service has influence on staff's morale
- To find out whether human resources practices rerated to retrenchment has influence on staff's morale

**Research Methodology**

This study adopted descriptive research design. The survey was conducted in 100 Staffs of 26 Private arts and science colleges in kanyakumari District. The study used stratified random sampling method in the study. The primary source comprised of information gathered from the respondent through questionnaires. Weighted Average Method is used in tools for analysis.

### General Information of Respondents

| S. NO | Gender | No. Of respondents | Percentage | Marital Status | No. Of respondents | Percentage |
|---|---|---|---|---|---|---|
| 1 | Male | 41 | 41 | Married | 78 | 78 |
| 2 | Female | 59 | 59 | UnMarried | 22 | 22 |
| | **Age Group** | | | **Experience** | | |
| 1 | Below 25 yrs | 13 | 13 | Below 5 yrs | 17 | 17 |
| 2 | 25 - 35 yrs | 36 | 36 | 5 - 10 yrs | 30 | 30 |
| 3 | 36 - 45 yrs | 30 | 30 | 10 - 15 yrs | 37 | 37 |
| 4 | 46 – 55 yrs | 14 | 14 | 15 - 20 yrs | 11 | 11 |
| 5 | Above 55 yrs | 7 | 7 | Above 20 yrs | 5 | 5 |
| | **Highest qualification** | | | **Income** | | |
| 1 | MBA / MCA | 18 | 18 | Below Rs.10000 | 17 | 17 |
| 2 | MA / MSc/ M.Phil | 30 | 30 | Rs. 10000-15000 | 23 | 23 |
| 3 | Ph.D | 52 | 52 | Rs. 15000 - 20000 | 32 | 32 |
| | | | | Rs. 20000-25000 | 17 | 17 |
| | | | | Above Rs. 25000 | 11 | 11 |

### Methods of Retrenchment Were Announcement to Staffs

| S.no | Method of retrenchment | SA | A | N | DA | SDA | Total | Weighted average Score | Rank |
|---|---|---|---|---|---|---|---|---|---|
| 1 | Induced retirement | 40 | 100 | 90 | 54 | 10 | 294 | 19.6 | **IV** |
| 2 | Partition of benefits | 280 | 92 | 36 | 14 | 2 | 424 | 28.2 | **I** |
| 3 | Voluntary retirement | 275 | 96 | 30 | 12 | 5 | 418 | 27.8 | **II** |
| 4 | Hiring freeze | 80 | 80 | 96 | 26 | 19 | 301 | 20 | **III** |
| 5 | Involuntary retirement | 10 | 28 | 36 | 46 | 56 | 176 | 11.7 | **V** |

The weighted average score of separation with benefits is 28.2 (rank 1). The score of voluntary retirement is 27.8 (rank 2). The score of hiring freeze is 20 (rank 3). The score of induced retirement is 19.6. (rank 5). The score of involuntary retirement is 11.7 (rank 6).

### CRITERIA FOR RETRENCHMENT WERE ANNOUNCEMENT TO STAFFS

| S.no | Criteria for retrenchment | SA | A | N | DA | SDA | Total | Weighted average | Rank |
|---|---|---|---|---|---|---|---|---|---|
| 1 | Number of years in service | 300 | 116 | 21 | 4 | 2 | 443 | 29.5 | **I** |
| 2 | Education level | 170 | 44 | 78 | 34 | 12 | 338 | 22.5 | **III** |
| 3 | Gender | 10 | 28 | 36 | 112 | 23 | 209 | 13.9 | **IV** |
| 4 | Terms of employment | 45 | 104 | 186 | 6 | 0 | 341 | 22.7 | **II** |

The weighted average score of number of years in service is 29.5 (rank 1). The score of terms of employment is 22.7 (rank 2). The score of education level is 22.5 (rank 3). The score of gender is 13.9 (rank 4).

### Method of Announcement Done the Retrenchment Atinstitution

| S.no | Method of announcement | SA | A | N | DA | SDA | Total | Weighted average | Rank |
|---|---|---|---|---|---|---|---|---|---|
| 1 | Notice boards | 15 | 24 | 30 | 42 | 60 | 171 | 11.4 | **VIII** |
| 2 | Meetings | 85 | 140 | 114 | 14 | 3 | 356 | 23.7 | **III** |
| 3 | Verbally by the HOD | 55 | 36 | 153 | 52 | 3 | 299 | 19.9 | **VI** |
| 4 | Verbally by the Principal | 240 | 132 | 33 | 12 | 2 | 419 | 27.9 | **I** |
| 5 | Verbally by the Correspondent/Chairman | 130 | 136 | 33 | 34 | 12 | 345 | 23 | **IV** |
| 6 | Through Staffs Representatives | 0 | 4 | 9 | 58 | 67 | 138 | 9.2 | **X** |
| 7 | Letter | 190 | 108 | 36 | 36 | 5 | 375 | 25 | **II** |
| 8 | Email | 100 | 104 | 111 | 22 | 6 | 343 | 22.8 | **V** |
| 9 | SMS | 0 | 8 | 21 | 92 | 45 | 166 | 11 | **IX** |
| 10 | Any other(Specify) | 10 | 4 | 39 | 76 | 46 | 175 | 11.6 | **VII** |

The weighted average score of verbally by the principal is 27.9 (rank 1). The score of letter is 25. (rank 2). The score of meetings is 23.7 (rank 3). The score of verbally by the correspondent and chairman is 23 (rank 4). The score of email is 22.8 (rank 5). The score of verbally by the HOD is 19.9 (rank 6). The score of any

other specify 11.6 (rank 7). The score of notice boards is 11.4 (rank 8). The score of SMS is 11 (rank 9). The score through staffs representatives is 9.2 (rank 10).

**Staffs Contribution on Matters of Retrenchment**

| **S.no** | Activity | SA | A | N | DA | SDA | Total | Weighted average | Rank |
|---|---|---|---|---|---|---|---|---|---|
| 1 | Planning for retrenchment | 280 | 92 | 36 | 14 | 2 | 424 | 28.2 | **II** |
| 2 | Criteria on who to be retrenched | 85 | 140 | 114 | 6 | 7 | 352 | 23.4 | **III** |
| 3 | Methods of communication to employees | 120 | 40 | 165 | 10 | 6 | 341 | 22.7 | **IV** |
| 4 | Suitable methods of retrenchment | 335 | 116 | 6 | 4 | 0 | 461 | 30.7 | **I** |
| 5 | Handling of survivors of retrenchment | 0 | 16 | 51 | 108 | 25 | 200 | 13.3 | **V** |

The weighted average score of suitable methods of retrenchment is 30.7 (rank1). The score of planning for retrenchment is 28.2 (rank 2). The score of criteria on who to be retrenched is 23.4 (rank 3). The score of methods of communication to employees is 22.7 (rank 4). The score of handling of survivors of retrenchment is 13(rank 5).

**Staffs Contribution On Decision Making**

| S.no | Decision | SA | A | N | DA | SDA | Total | Weighted average | Rank |
|---|---|---|---|---|---|---|---|---|---|
| 1 | Roles and Responsibilities | 225 | 116 | 30 | 20 | 6 | 397 | 26.4 | **II** |
| 2 | Profit sharing | 0 | 20 | 30 | 100 | 35 | 185 | 12.3 | **VII** |
| 3 | Increment | 30 | 8 | 159 | 32 | 23 | 252 | 16.8 | **VI** |
| 4 | Working hours | 115 | 104 | 135 | 10 | 1 | 365 | 24.3 | **IV** |
| 5 | Expansion | 100 | 128 | 132 | 4 | 2 | 366 | 24.4 | **III** |
| 6 | Concession | 40 | 48 | 96 | 60 | 18 | 262 | 17.4 | **V** |
| 7 | Self Development | 200 | 128 | 60 | 16 | 0 | 404 | 26.9 | **I** |

The weighted average score of self development is 26.9 (rank 1). The score of roles and responsibilities is 26.4 (rank 2). The score of expansion is 24.4 (rank 3). The score of working hours is 24.3 (rank 4). The score of concession is 17.4 (rank 5). The score of increment is 16.8 (rank 6). The score of profit sharing is 12.3 (rank 7).

**Staffs Opinion on Scheme of Service Issues**

| S.no | Changes in scheme of service | SA | A | N | DA | SDA | Total | Weighted average | Rank |
|---|---|---|---|---|---|---|---|---|---|
| 1 | Salary | 50 | 184 | 108 | 12 | 2 | 356 | 23.7 | **V** |
| 2 | Employee benefits | 50 | 200 | 78 | 24 | 2 | 354 | 23.6 | **VI** |
| 3 | Pension | 120 | 88 | 90 | 40 | 4 | 342 | 22.8 | **VIII** |
| 4 | Allowances | 70 | 136 | 60 | 40 | 12 | 318 | 21.2 | **X** |
| 5 | Leaves | 100 | 208 | 42 | 20 | 4 | 374 | 24.9 | **II** |
| 6 | Promotions | 80 | 208 | 66 | 12 | 4 | 370 | 24.6 | **III** |
| 7 | Working hours | 140 | 228 | 45 | 0 | 0 | 413 | 27.5 | **I** |
| 8 | Retirement age | 95 | 100 | 153 | 10 | 0 | 358 | 23.8 | **IV** |
| 9 | Welfare issues | 25 | 180 | 120 | 14 | 3 | 342 | 22.8 | **VIII** |
| 10 | Vacation | 40 | 140 | 153 | 8 | 2 | 343 | 22.86 | **VII** |

The weighted average score of working hours is 27.5 (rank 1). The score of leaves is 24.9 (rank 2). The score of promotions is 24.6 (rank 3). The score of retirement age is 23.8 (rank 4). The score of salary is 23.7 (rank 5). The score of employee benefits is 23.6 (rank 6). The score of vacation is 22.86 (rank 7). The score of welfare issues and pension is 22.8 (rank 8). The score of allowances is 21.2 (rank 10).

**Human Resource Practices Affects Morale of Staffs**

| S.no | Human Resource practices | SA | A | N | DA | SDA | Total | Weighted average | Rank |
|---|---|---|---|---|---|---|---|---|---|
| 1 | Transfers | 200 | 208 | 24 | 0 | 0 | 432 | 28.8 | **I** |
| 2 | Employee benefits | 80 | 200 | 90 | 4 | 2 | 376 | 25 | **V** |
| 3 | Recruitment procedures | 185 | 180 | 45 | 6 | 0 | 416 | 27.7 | **II** |
| 4 | Selection procedure | 170 | 164 | 57 | 12 | 0 | 403 | 26.8 | **III** |
| 5 | Placement procedure | 30 | 112 | 105 | 38 | 12 | 297 | 19.8 | **VIII** |
| 6 | Promotions | 45 | 148 | 105 | 22 | 8 | 328 | 21.8 | **VII** |
| 7 | Remuneration | 75 | 156 | 72 | 36 | 4 | 343 | 22.8 | **VI** |
| 8 | Layoffs | 125 | 164 | 78 | 12 | 2 | 381 | 25.4 | **IV** |

The weighted average score of transfers is 28.8 (rank 1). The score of recruitment procedures is 27.7 (rank 2). The score of selection procedures is 26.8 (rank 3). The score of layoffs is 25.4 (rank 4). The score of

employee benefits is 25 (rank 5). The score of remuneration is 22.8 (rank 6). The score of promotions is 21.8 (rank 7). The score of placement procedures is 19.8 (rank 8).

**Factors Affect The Morale Of Staffs In Private Engineering College Of The Retrenchment**

| S.no | Factors | SA | A | N | DA | SDA | Total | Weighted average | Rank |
|------|---------|-----|-----|-----|-----|-----|-------|------------------|------|
| 1 | Method of communication | 200 | 92 | 105 | 4 | 0 | 401 | 26.7 | **IV** |
| 2 | Working conditions | 250 | 100 | 39 | 22 | 1 | 412 | 27.4 | **II** |
| 3 | Dignity and respect | 110 | 160 | 78 | 14 | 5 | 367 | 24.4 | **V** |
| 4 | Human Resource practices | 175 | 20 | 123 | 30 | 4 | 352 | 23.4 | **VI** |
| 5 | Salary | 265 | 76 | 54 | 16 | 2 | 413 | 27.5 | **I** |
| 6 | Level of contribution | 205 | 116 | 78 | 8 | 0 | 407 | 27.1 | **III** |
| 7 | Changes in scheme of service | 50 | 192 | 78 | 26 | 3 | 349 | 23.2 | **VII** |

The weighted average score of salary is 27.5 (rank 1). The score of working conditions is 27.4 (rank 2). The score of level of contribution is 27.1 (rank 3). The score of method of communication is 26.7 (rank 4). The score of dignity and respect is 24.4 (rank 5). The score of human resource practices is 23.4 (rank 6). The score changes in scheme of service is 23.2 (rank 7).

**Recommendations**

**1.**The management of private arts and science colleges to increase the salaries of the staffs in order to match the high cost of living, this will make the staffs settle down and work with dedicated efforts since they earning can meet their basic needs. The staffs who indicated that they carry a big burden due to high dependency ration. 2.The management should embrace the use of writing letters to the affected staffs as well as holding meetings to discuss the matters of retrenchment to the staffs. This will prepare them for retrenchment and probably get psychologically prepared to go home and get involved in other income generating activities.3.The management should organize and conduct seminars and workshop to the retrenches in order to advise them on how to utilize spent the golden shake given to them as they leave jobs. This can act as a coping mechanism to the retrenches and to the new environment. 4.Staffs should be involved in decision making processes concerning retrenchment. This will empower them on realization that whatever the organization is implementing is owned by the staffs hence improving their morale towards work.

All the practices on human resource should be geared towards improving the morale of the staffs this can be done through by engaging the staffs in all the activities of the institutions.

**Conclusion**

From the foregoing, discussion it is evident that the management of private arts and science colleges address the matters of communication, staffs contribution, schemes of service and human resource practices. However, according to the opinion of the staffs of Private arts and science colleges these issues are not addressed adequately as evidenced by the results that rates most of them as low. Consequently, this negatively affects the morale of the staffs at private arts and science colleges hence low performance.

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# Natural Language Processing for Enhancing Education

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## Abstract

*The development of Natural Language Processing (NLP) has advanced to a level that affects the research landscape of many academic domains. On the other hand, educational environment has also been improved to impact the world society, such as the emergence of MOOCs (Massive Open Online Courses). Educational applications differ in many ways, however, from the types of applications for which NLP systems are typically developed. Natural Language Processing provides solution in a variety of different fields associated with the social and cultural context of language learning. It is an effective approach for teachers, students, authors and educators for providing assistance for writing, analysis, and assessment procedures. Natural Language Processing is widely integrated with the large number of educational contexts such as research, science, linguistics, e-learning, evaluations system, and contributes resulting positive outcomes in other educational settings such as schools, higher education system, and universities. With these trends, this study focuses on the NLP techniques which can be applied to the educational environment to enhance teaching and learning.*

**Keywords**: *Natural Language Processing, MOOCs (Massive Open Online Courses),e-learning, linguistics.*

## Introduction

Natural language processing NLP is a major factor associated with the branch of science, which focus on the development and improvement in the process of learning. NLP provides theoretical grounds to assist in the process of developing techniques and effective approaches for providing assistance in the scientific learning by utilizing the effective theories and approaches. NLP can be effectively applied in the education for promoting the language learning and enhancing the academic performance of the students. [1] Natural language processing assists in developing effective process of learning in the educational setting by developing scientific approaches, which can assist in the process of using computer and internet for improvement the learning. In order to provide assistance, there are a number of different computer programs and effective language learning approaches to ensure that students can easily develop understanding of education in the natural settings. This is based on utilizing the effective and efficient language learning process in the natural settings [1]. NLP utilize the natural language process and utilize this process for developing effective approaches in order to bring improvement in the educational settings. The approach in NLP is more focused on developing educational software systems and educational strategies that can assist in utilizing the natural languages for education, for example, e-rater and Text Adaptor [2]. The software systems with the NLP have the ability to identify the process of language learning in natural settings.

## Material And Methods

This study is based on qualitative approach. Method of data collection is based on gathering information from the secondary resources and analysis of the theories, which support and assist in understanding the natural language process and its implementation in the education. Various problems faced by the teachers and students for understanding the context due to obstacles of language. The use of effective linguistic tools such as grammar, syntax, and textual patterns are very effective for learning and assessment of text. The study is based on a qualitative approach.

## NLP AND EDUCATION SETTING.

1. Assisting Process Of Learning.

Natural language process is an effective process to assist students in the process of scientific learning. Implementing NLP in the educational setting not only helps in developing effective language process, but it is also significant for enhancing the academic performance. The NLP techniques follow the approach of the natural process of language acquisition integrated with the scientific approach of using computer programs. The study also highlights how NLP can be utilized with scientific computer programs to enhance the process of education. The study follows qualitative approach.

2. Amazon Alexa

Artificial intelligence (AI) will be an integral part of student's work and personal lives in the future, and to an extent it already is as we are in a midst of a pandemic and online teaching and learning has become a part and parcel of a students life. One form of artificial intelligence which has an emerging use case in education is natural language processing (NLP), the oral-language technology behind products like Amazon Alexa. At their core these tools allow information on the internet to be accessed (both requested and received) using oral language rather than written text. The devices also have a defined role in administrative tasks such as keeping lists or setting reminders and alarms.

3. Plagiarism Checker

Artificial intelligence serves as a blessing for plagiarism checker. Natural language processing is a process to detect plagiarism hidden within. Natural Language Processing or NLP is the way to extract materials from the raw and unconstructed data. The NLP process can make the whole data complex, and the supervised process is

said to be the most used NLP process, among the other. The varied kinds of NLP processes have been explained and elaborated below:

- NLP based on Semantic analysis: this is a process used to detect plagiarism between two words or more and whether they are near in meaning with each other or semantically same. After comparing it gets deduced, the smaller the value, the more is the similarity between the words.
- NLP based on Lexical analysis: the method detects plagiarism involving the structure and grammar usage in a sentence. In any NLP, the selected text gets divided into tokens or words, while searching for similarity or dissimilarity in the text. Structural copying detected and besides flaws in structures are also pointed, and necessary changes are done well ahead. However, this process has its drawbacks and is a bit imperfect. The disadvantage is that it analyzes only small sentences.
- NLP based on Syntactic analysis: similar to any other NLP after the breakdown of the sentences into tokens, each portion is compared with the grammar or vocabulary used. After that, the final decision depends on whether the words are used correctly and are grammatically error-free

4. NATURAL LANGUAGE PROCESSING FOR LEARNING BEHAVIOR AND MOTIVATION

Beyond improving students' language skills directly, NLP features can also be used to help educators better understand what is happening cognitively with their students. By analyzing language use in the classroom NLP can help identify and predict students' mental states during learning. Studies in this area are still nascent, and should be improved upon. But recent research provides evidence that text features in students' written and spoken production both in-person and online can be predictive of success in math and science domains. Automatically assessing mental states can provide teachers with a better understanding of how well their students are prepared to learn. This information may help teachers better manage the classroom, identify struggling students early on, and improve student learning.

NLP can also identify individual differences in learners. Recent research has focused on NLP predictors of students' individual differences, including vocabulary knowledge, working memory, and identity.

5. NATURAL LANGUAGE PROCESSING FOR READING AND WRITING

NLP can help students learn to write better essays by providing formative feedback (i.e., actionable feedback on specific essay parts) that can be used during the revising process to improve more than just grammar and mechanics. For instance, NLP can help identify the presence of absence of important discourse elements like claims, arguments, and evidence. In addition, NLP can provide feedback to learners about the organization of an essay. These NLP solutions can be combined into automatic writing evaluation (AWE) systems that can provide low level feedback (e.g., tips about vocabulary) or higher level feedback (e.g., advice about the cohesion of discourse).

Beyond writing, NLP can also go a long way toward helping struggling readers in the classroom. NLP algorithms can provide automatic feedback to students about the strength of self-explanations and summaries of reading samples, both of which are key elements of reading comprehension. However, teachers often don't have the time to provide students with detailed and individualized feedback on these tasks.

Newer readability formulas based on NLP can also help educators better match texts to students to ensure reading assignments are suitably challenging and productive. These new metrics provide information about the complexity of language in terms of vocabulary, cohesion, and syntactic complexity. Not only are they better predictors of reading speed and comprehension, but they better match cognitive models of text processing. They also work for a variety of different readers and genres. NLP techniques are even being used in text simplification algorithms that can automatically modify texts to make them better fit with the reading skills of students.

6. Curriculum Material

Primarily with teachers in mind, NLP is being used to try to automate tasks that traditionally have required manual effort, e.g., creating curriculum or assessment materials. NLP methods can be used to support fine-grained personalization of curriculum materials by automatically finding materials from electronic sources such as the web that are particularly tailored to a student's reading level and/or topics of interests. Semantic similarity shows promise in identifying core concepts from science education resources, while text simplification is being studied as a method for enabling the reuse of existing materials across student proficiency levels [5].

For students, NLP is being used to help them better navigate text and speech-based course related materials. For example, knowledge of speech has been used to develop tools that allow students to better access and process external online lecture materials related to course content.

7. Assessment

With respect to assessment, NLP-based methods for automatically generating multiple-choice, wordbank, and other types of test questions by processing texts in the subject domain are being explored. [3]

8. MONITOR AFFECTIVE FACTORS VIA MONITORING TOOLS

NLP can also help monitor affective factors via monitoring tools that are important in learning (i.e., engagement and boredom), which could be used to signal the need for transitions and spaced practice. The basic idea is that the language students produce can be strong indicators of cognitive and knowledge-based skills, all of which are dynamic elements of learning that can affect success in the classroom. Stealth assessment of these skills may help teachers more effectively tailor instruction to individual needs.

9. LEARNING ENVIRONMENT

NLP can be used to study less traditional educational metrics like successful collaboration in the classroom. Indeed, researchers have started to apply social-network analysis approaches to language data to find patterns of collaboration among students in online discussion forums and within MOOCS. These NLP approaches can identify semantic trends in discussion, discussion leaders, and the genesis of ideas, all of which can help teachers better understand learning in the classroom. Recognizing class leaders and key collaborators may be an effective means to develop classroom partnerships and peer mentoring to help ensure success for all learners.

NLP can thus both improve the quality of instruction within individual assignments and help educators improve the learning environment more broadly. It's still early days, but the research progress so far suggests that NLP can have a profoundly positive impact on learning.

**Critique In The Applications Of NLP Tools In Education.**

A-LEARNING ENVIRONMENT AND ACCESS

AI is not set to replace the classroom teacher eminently. There are many skills and decision-making processes which teachers engage in every day, which AI is not yet capable of. It is therefore critical that we consider AI to be a tool to support learning, not run it. There can be some resistance to introducing new technologies to the classroom and many of the concerns raised by educators in the survey mirror those which slowed the introduction of 1–1 device programs in schools. It is important that the use of NLP tools like Amazon Alexa are seen as part of the learning environment.

NLP tools are relatively inexpensive, and exist in many classrooms (via Apple's Siri or Google Web tools) already as many places across world till date only online learning is existing due to pandemic. Devices such as Amazon Alexa produce a larger range of spoken responses (instead of referring students to written answers) and are easier to use, but communities who have overcome access issues in 1–1 devices have likely given all students access to NLP tools already. The issue of access and equity for students becomes one of awareness and access to support and training.

B-SECURITY CONCERNS

NLP tools (like all AI) improves by learning from its own experiences, it is necessarily collecting data on its interactions with students, but it should not be ignored that the companies which own these technologies do not make guarantee anonymity, nor can they predict what the data may be used for.

Most classrooms already have NLP tools (even if they are not commonly utilized) and AI tools such as Google are in daily use in most classrooms. It would seem overdue that some policy and guidance was created to advise teachers and school leaders on appropriate usage, permissions and educating students and parents . Expectations around privacy and regulation when using more generalised AI need to be considered now.

C-CURRICULUM AND PEDAGOGY

AI and NLP are impacting all industries, and is therefore offering tools across all curriculum areas. Tools like Alexa are not designed for any particular curriculum area but are conceivably useful in all. As AI becomes more generalised we may see a trend towards the technology we access it through having less obvious subject-specific uses and integrating into daily life.

**NATURAL LANGUAGE PROCESSING (NLP) INNOVATIVE APPLICATIONS**

Natural Language Processing (NLP) expertise has also resulted in other advanced capabilities to support student learning and assessment.

A-Writing Mentor™

The Writing Mentor™ application is a Google Docs writing support add-on. The app targets a wide range of postsecondary users, including struggling writers and English learner (EL) populations enrolled in 2- and 4-year colleges. The app is intended to provide one-stop-shopping for writers who are looking for some writing help. Students who are using Google Docs can install the app and use it to get feedback for text — specifically, actionable feedback about their writing related to claims and sources, topic development, coherence, and English conventions and word choice. Feedback leverages ETS's natural language processing (NLP) capabilities and lexical resources, and synonyms for unfamiliar words they may encounter while reading external sources. In addition to feedback, the app provides a report illustrating the different feedback types that the user viewed. The report can be saved as a PDF file to show to their instructor. It can give the instructor a sense of how their students may be engaging with the tool, and what aspects of writing they are working on.

B-The Language Muse® Activity Palette

The Language Muse® Activity Palette is a web-based application designed to support English Learners (ELs). Aligned with reading standards, the tool automatically generates customizable activities aimed to help ELs build the academic language skills needed for deeper reading comprehension in content areas. The language-based

activities are intended to support content comprehension and language skills development through activities that afford practice with vocabulary, sentence structures, discourse and summary writing. Teachers can use the tool to create and administer a "palette" of online activities for classroom texts that students can complete, and are scored online. Paper-and-pencil assignments are also available. Activities can be used for classroom discussion, independent or group work. While the tool targets ELs, activities may be useful for all students. Teachers can use their own texts, or the library of texts provided with the tool Advantages.

C-Massive Open Online Courses (MOOCs)

MOOCs use online platforms to make courses available to thousands of students without cost to the student. MOOCs are lauded for their potential to increase accessibility to distance and lifelong learners.

**Conclusion**

Although education is arguably one of the oldest application areas of NLP research, new phenomena such as MOOCs and big data have triggered an explosion of current interest in this area, as well as in-creased already strong ties between researchers in NLP and in other areas of Artificial Intelligence. Natural Language Processing and its Educational Application provide a perfect solution to the various problems and barriers in the educational system, which result in affecting the academic progress and learning of the students. It is very significant to develop new software systems and advanced techniques in the educational settings. The major purpose of using NLP in educational setting is to bring improvement in the educational system by implementing efficient and effective policies, which can assist in utilizing advance technologies for the bringing improvement in the educational system. For example, application of NLP in education for e-learning is very significant approach, which assist in producing educational material with technological development.

Artificial intelligence is going to become an increasing part of our student's lives, and tools such as NLP have the potential to transform education, making teachers more efficient and effective, and allowing students to develop a social relationship with, and empathy for, machines.

**Acknowledgement**

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# Glorification of Women in Sangam Age: A Study Throgh Sangam Literature

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**Abstract**

This article mainly focused on how women were glorified in Sangam age, gleaned by Sangam literature. Sangam literature might be the tool for knowing the position of women and their participation during Sangam age which has been exhibited in this study. A country or kingdom has been scaled by women's position and their participation in the fields. On the patrimonial society, women status would be cruel and they disciplined as second grade citizens. However, some of the kings and kingdoms were glorified women hood and given great status to participate all the fields like, education, music, dance, administration and etc., moreover, they have participated in the fields of literature ever. These are symbols revealed the greatness of kingdom always. On the consequences, In Tamil Country, which have been geographically situated in southern part of India, women were glorified in all fields., known as Sangam Age. In modern day, women have been discriminated the fields of education and other fields, for being a women. But the ancient Tamil Nadu, the kings and kingdom given a great position to women to fulfill their needs. They actively participated in the politics, administration and other fields like music, drama and literature

*Keywords: Sangam Literature, education, Tamil Country , Sangam Age, music, dance, education*

## Introduction

A country or kingdom has been scaled by women's position and their participation in the fields. On the patrimonial society, women status would be cruel and they disciplined as second grade citizens. However, some of the kings and kingdoms were glorified women hood and given great status to participate all the fields like, education, music, dance, administration and etc., moreover, they have participated in the fields of literature ever. These are symbols revealed the greatness of kingdom always. On the consequences, In Tamil Country, which have been geographically situated in southern part of India, women were glorified in all fields., known as Sangam Age. Tamil Nadu history has been started during Sangam age. During Sangam women were glorified as equal as men. Women have been glorified in Tamil literature as the "lamp of home".[i] A young women shed luster to a home says nanmai-k-kadikai.[ii] It also negatively lays down that "a home is a void without a woman to run it. Thiruvalluvar has stated that a man whose wife could not save the honour of her home could not walk boldly like a bull before his enemies. a wife possessing all feminine virtues and homely cultures is an asset to a family. An accomplished wife illumines a home. A poem in palai-k-kali contains in a nut-shell the philosophy of married life. This article mainly focused on how women were glorified in Sangam age, gleaned by Sangam literature. Sangam literature might be the tool for knowing the position of women and their participation during Sangam age which has been exhibited in this study.

## Education of Girls

The girls of the Sangam Age were given a good training in Literature, music and drama. The Sangam Literatuer given the clear evidence of women position and participation of the music those days. The education received by women was different from that imparted to men young men were taught the art of welfare, the ambassadorial assignments, town policing and various professions for earning a living. The modern terms, the theory of training science or domestic training was given. Perhaps, the mother liked only her educated son.. Purananuru says that a king followed the path prescribed by men of wisdom.[iii] The education imparted to the young men of the Sangam age was designed to promote their physical health, balanced growth and to fit them to their married life to follow. The girls were instructed to the have maintain their house-hold for lady-companions or foster-mothers.[iv]. The companion sits on the same side of the boat where the lady-love sits; and follows her during her sports her in water.[v] The primary instruction, a girl receives from her lady-friend and foster-mother blossoms into a fully fledged knowledge in lyal, Isai and Natakam, even before she out-grown her adolescence.[vi] Outstanding among the poetesses were Anji Attai Makal Nakaiyar, Allur Nan Mullaiyar, Adi Mandiyar, Uttiyar, Unpittaiyar, Okkur Masattiyarr, Avvaiyar, Nanakaiyar, Kakkaippaitniayar, Nachellayar, kaverpendu, kuramaka, veyiniyar, Nakkannaiyar, nettimaiyar, Netumpalliyattai, Pari makalir, Punkan uttiraiyar, budap pandiyan devi, perunkoppendu peymakal, ilaveyini, pottiyar, pondaippasalaiyar, maiokkattu, nappasalaiyar, varumulaiyaritti, vennikkuyattiyar, vellividiyar, very, patiya kamakkanniyar. Kakkaippaitniyar has contributed two works on prosody namely, Kakkaipatiniyam, and sirukakkaippadiniyam. The most equisite and soul-stirring pieces contributed by the Tamil Poetesses of Sangam period have been prasied as the repositories of poetic excellence and fertile wisdom.

## Music

Naturally women voice were smooth and their tone are sweet manner. From birth to death they sing a song to each occasion, especially at the time of nursing babies and sung lullaby songs.Even the beasts of the forests were charmed music of women. In one of the Sangam poems and interesting episode is related , a kurava girl sang the kurinchi-p-pan, a melody native to the kurinci tract , so smoothly and an elephant , while came to forage the well ripe ears of thinai corn was fascinated by the music and fell into slumber.[vii] When women sang the palai-p-pan even the cruel hearts of the Mravars of the palai tract melted and the hunting weapons slipped

from their hands.[viii] It was no unusual for women to sing sweetly into the ears of their war wounds. Malaipatukam one of the ten idylls, contains reference to such instances.[ix]

**Drama**

Dancing is an art in which the participants could express by physical signs the emotions which surge through their hearts. The ancient Tamil women were well versed in this art too. A dancer who knew the art of physically expressing her emotions (viral) was called a virali. Malaipatukam could dance to the mellow tunes of yal. We shall now pass on to consider the life of women led subsequent to their marriage. A little girl and a boy would have been quarrelling with one another rand would have pulled each other's hair even through her foster-mother tried to stop them. but later when these children grew up , and blossomed into youth, their hearts go locked up in love, and they appeared like beautiful twin garlands. Here, in the lives of these young persons, we see the fingers of fate moving. Those who have observed the life of this happy couple have blessed the fate for its contribution to their felicity.. The stage setting now turns. We now witness a different drama. A young men and a girl meet together for the first time. Till this happy and accidental meeting thery was strangers yet they fall in love with one another. The lover addresses his lady-love in these words;" your mother and father and my mother and father are not relatives at all. Till this movement were too have not seen each other. The showers fall from the skies and mix with the red soil they soak into. Similarly we have now become inseparable ones.[x]The ancient Tamilagam, in most cases a short period of love preceded marriage. A girl would like to marry only the young men whom she cared for. To achieve this purpose she would pray to God offering him flowers a licenses. Poet kabilar in one of his songs included in Ainkurunuru paints a beautiful picture of such of girl.[xi]

**Bull fights**

Young women born of mullai trat would like to marry only those heroes who came out successful in bull fighting games. They never dream of marrying a coward who fighting afraid of the games.[xii] Girls of long beautiful tresses could be won only by the heroes who had over mastered the bull.[xiii] Form this internal evidence we have to infer that bull-fighting and success in the fierce game was a condition precedent to a match between a young man and a young women of the mullai tract In the ancient Tamil society a huge amount was offered by the bridegroom's party for purchase of jewels for the embellishment of the bride. But a father would never agree to give his daughter in marriage to a young man, even though he ahead brought out very large gifts of wealth, if only he was otherwise ineligible to her hand.[xiv] When once a lady-love elected to marry a young man, she accepted him as her lord finally, and never ejects him late. A lady-love who had lost her heart to her lover feigns to be carried only away by fresh floods while she was sporting in the river along with her maid friends. The lover who , she know was in the vicinity ,plunged in the stream, caught hold of the girl., hugged her to his bosom, and rescued her from her danger. Her parents and villagers decided to marry them because their physical bodies united in contact, as did their hearts already. The mind friends of the lady love wonder how, at the apt movement the lady could have called for ratings at her command to bring freshens in the river. [xv] The first of mullai tract also follow those of the kurinci girls in the practice of this matrimonial virtue. The neytal firm does not lag behind in these high morals. A mullai girl can never thing of marrying anyone other than her lover, even though she could have the world offered to her as prize.[xvi]A kurinci lady-love decked her dark hair with the little string of flowers offered by her lover, but she is afraid of her mother and her reproach her lady-companian comforts her by these words;"he is the son of a shepherd; you are the daughter of a shepherd. You love him .now where is the question for your mother rebuking you for the act. The heart of your mother is similar to yours, be assured.[xvii]A poet of kuruntokai has also confirmed in one of his verses the existence of the practice of love marriages, and none of other among the ancient Tamils.[xviii]

**Conclusion**

In modern day, women have been discriminated the fields of education and other fields, for being a women. But the ancient Tamil Nadu, the kings and kingdom given a great position to women to fulfill their needs. They actively participated in the politics, administration and other fields like music, drama and literature. Thus, Sangam Age might be golden age for women by its nature.

**Notes and Resfrensces**

1. *Purannanuru, 279*
2. *Ibid.,*
3. *Purananuru, 183, 7*
4. *Tolkappiyam, Klaviyal, 35*
5. *Kuruntogai, 42:1-4*
6. *Kuruntogai, 10:1*
7. *Akananuru, 102:5-9*
8. *Porunararruppatai,21-22*
9. *Porunararrupatai-21-22*
10. *Kuruntogai, 40*
11. *Tolkappiyam, kerpiyal ,11*
12. *Kalittokai, 103:63-64*

13. *Ullaikkall , 1:41-42*
14. *Purananuru, 383:10-13*
15. *Tirukkural,55*
16. *Kurichickkali, 3:15-18*
17. *Mullaikkalai, 14.15-21*
18. *Kuntokai, 44:3-4*
19. *Purannanuru, 279*
20. *Ibid.,*
21. *Purananuru, 183, 7*
22. *Tolkappiyam, Klaviyal, 35*
23. *Kuruntogai, 42:1-4*
24. *Kuruntogai, 10:1*
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27. *Porunararrupatai-21-22*
28. *Kuruntogai, 40*
29. *Tolkappiyam, kerpiyal ,11*
30. *Kalittokai, 103:63-64*
31. *Ullaikkall , 1:41-42*
32. *Purananuru, 383:10-13*
33. *Tirukkural,55*
34. *Kurichickkali, 3:15-18*
35. *Mullaikkalai, 14.15-21*
36. *Kuntokai, 44:3-4*

# Event Management

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## Abstract

"Humans are the most socially evolved species on the planet. As such, we develop social interactions beyond our family structures which can trigger the need for events". Events have played an important part in society. In social sciences, events are researched typically as unplanned occurrences rather than as the outcome or target of deliberate management activities. Even though a number of streams of management research have examined how events influence organizations and organizational fields, the notion of event management is often equated with project Management and mainly debated in professional publications .This paper represents a comprehensive overview of existing studies, providing vital information for events researchers in all areas of the field. Further, the research highlights the Concept of the Event Management, types of event management, Characteristics and the Benefits of the event management and also This paper shows the career opportunities in the event management.

**Keywords** : Event, Management, Corporate, Private, Characteristics

**Research Methodology:-**

**Primary Data**:- Primary data is first hand information collected by researcher. It is customizing according to the need of the researcher and focuses exclusively on the current research problem.

1)Personal Interview of customers.2)Drafting questionnaire

**Secondary Data**:- Secondary data may be defined as data that has been collected earlier for some purpose of the present study. Any data that is available prior to the commencement of the research project is secondary data and therefore secondary data is called as historical data. This study is based on the secondary data that was collected by the researcher through the following  source-

The secondary data was gathered from -

1) Company manuals and brochures. 2) Reference books and websites

Here it should be noted that the World Wide Web was the source of information. However there are many books available on green marketing, which were getting a basic idea about the project .This research paper completely  depend up on secondary data which is all the sources used to carry out the dissertation can be categorized as :

1)Internet. 2)Text Books. 3)News papers and commercial magazine,

4)Academic Journal and research paper.

**Objectives of the Study:-** The objective of this chapter is to understand

1. *To  understand concept of  Event*
2. *To understand the concept of Management*
3. *To study the characteristics of event management*
4. *To study the benefits of event management*

**Limitation of the Study**

1.The study focuses on Event Management. 2.The study has been conducts only by collecting the secondary data.

**Introduction –**

In Event Management two words are include Event& Management

Event: An event is something that happens at a given place and time for a reason with someone or something involved. Getz (1997) illustrated the definition of events as follows, "To the customer…a special event is an opportunity for a leisure, social or cultural experience outside the normal range of choices or beyond everyday experience" (Shone & Parry. 2004, 3). Historically, before the fall of the Western Roman Empire (A.D.476), both events and festivals appeared in the historical period (Raj et al. 2009, 1). Events have had certain functions within society with the purpose of sharing rituals and celebrations and affirm identities with other people. Also, events have played a significant role in reflecting any nation's culture and contributing to economic development

Management: Management could be defined as the act of applying necessary skills in all business and all human resourceful activities to accomplish desired goals and objectives

So Definition of event management after joining the two is:

"The process of creatively applying necessary professional skills in organizing a focused event for a target audience to achieved a desired objective."

The process of planning and coordinating the event is usually referred to as event planning and which can include budgeting, scheduling, site selection, acquiring necessary permits, coordinating transportation and parking, arranging for speakers or entertainers, arranging decor, event security, catering, coordinating with third party vendors, and emergency plans. Many companies and individuals realize they do not have the expertise or time to devote to the task of planning such special events and turn to professionals specializing in event

planning. Event management companies can ensure that any event, corporate or private, large or small, goes smoothly. Event management services can be tailored to the client's needs and budget.

Event Management of Corporate Event & Private Event

Event management of business and corporate events is the essential activity of event managers and event agencies. While the objectives of corporate events can vary from Educational or Promotional to Ceremonial, the underlying goal of all corporate events is to create a positive image in the eyes of the target audience.

One way to ensure a corporate event proceeds flawlessly is to hire a professional event management company. The role of the event management company is to take the stress off of you by managing the infinite number of decisions that go along with any corporate event.

Event Manager for Corporate Events

Event Managers manage the theme, location, marketing, entertainment and catering for the event. Online promotion and registration is another important benefit offered by most professional event managers. Online registration is not only a convenience for the attendees, but also a valuable tool that allows you to manage and track the event much easier.

Event management services can include virtually every detail of the event to your specifications and budget. A professional event management company can make your event less stressful and more successful.

Private Events

Private events are primarily celebrations such as weddings, birthdays, anniversaries and reunions. At these events the host is usually trying to create memories to last a lifetime. Unfortunately, planning such an event can be time consuming and often the only memory the host has is how much work it was to plan the party.

**Characteristics of Event Management**

1) Uniqueness

It is certainly comprehensible that being unique is one of the main elements of all events regardless of purposes. That being said, the consecutive repetition of one event is not advisable. Nevertheless, event organizers and coordinators should bear in mind that what makes one event become unique certainly depends on the participants, the surroundings, the guests, etc. When it comes to uniqueness, it is inevitable that depending on types of events.

Perishability of events

2) Apart from being unique, events need to be "perishable. Perishability of events refers to the fact that events should not be repeated in the same way all the time. In fact, in spite of the repetition of events, a wide range of different activities have to be included in order to avoid the boredom and attract more attention. Perishability is also related to the utilization of facilities and services for events.

3) Intangibility

Intangibility of events is related to mental values, whereas tangibility refers to something that can be seen or touched. When attendees attend one event, they would like to receive some intangible values such as happiness, memories etc. The aspect of intangibility plays an important role in service sectors or activities. Nevertheless, event organizers should make the event tangible by boosting up the tangibility of events

4) Ambience and services

Without a doubt, ambience is regarded as one of the most important and decisive characteristics to the outcome. Whether an event gains a huge success or is considered a big failure depends on ambience. Ambience refers to the surroundings, participants, catering services etc. at the event. For example, at one conference, guest speakers, decoration, technology could be considered ambience.

5) Labor-intensiveness At an event, staffing is quite crucial. More specifically, without having any staff at an event, the event itself would become a disaster. Staff play an important role in organizing a good event as well as helping the event to reach its objectives. The level of labor intensiveness depends on the complexity together with the uniqueness of the event.

**Benefits of Event Management-**

1) Save valuable time:

The success of an event depends on every element and every person involved in the project doing their job to a high standard, at the correct time and in the right place, which requires flexibility and cross-team communication; managing so many different people at one time takes versatility.

Outsourcing your events to a dedicated professional ensures your employees remain dedicated to their own core roles, rather than being tied up for weeks or even months organizing venues, entertainment options and managing delegates.

The chances are that your team are not experienced in each area, and will therefore take significantly more time than an expert would to do the same tasks. An experienced event management company will have access to a vast array of event related suppliers, who have a proven ability in delivering their services – avoiding the need for suppliers to be researched, set-up as new vendors, references taken and payment terms being negotiated.

2) Access insider knowledge, skills & expertise:

Seasoned event managers who have seen and done it all will suggest ideas, plug in the gaps, and make improvements based on best practices and past experiences to help you create an outstanding memorable event.By outsourcing your event management requirements, you are buying-in a raft of skills and expertise including: Knowledge and experience of best locations and venues for your event Experience in managing logistically challenging situations.

3) Avoid hidden costs:

Event management companies know the important questions to ask. A seasoned Event Manager will ask the right questions from the start, so that hidden venue or supplier costs will be explained, avoiding any unexpected costs when it comes to paying the final invoice.

4) Ensure you're covered:

In today's world it's crucial to ensure all of the necessary Health and Safety paperwork is created for each and every event, and this can be quite a task on its own!  Risk assessment of all elements of the event will be coordinated by an Event Manager, giving you complete peace of mind that all the correct documentation is provided, and that you are covered, should any incidents occur.

5) Remain Stress Free:

Stress reduction is often deemed the biggest benefit for employees when hiring an event management company. All of the liaison and preparation will be tended by them, leaving you worry-free knowing that they are on standby to manage any issues that may arise.

Past experiences have prepared Event Managers to tackle any type of surprises or situations, usually before anyone else notices; experienced event managers make it look easy and work tirelessly to create the best possible experience for their clients, leaving you free to relax and enjoy the event!

**Careers in the event management industry:**

Working in event management industry can be very hectic, but at the same time, very rewarding. There are many career opportunities in the industry, and work is generally available in small and large cities around the world. Most event management focuses on concerts, parades, parties, conventions, and special events. You can work for corporations, governments, non-profits or for yourself! Most of the planning work for events is done prior to the event; however, event planners are required to be on site during the event, to make certain everything goes smoothly. Most positions are full time; however, some may be contract positions. Occasionally, positions are strictly for a particular event. Generally, companies look for a college educated individual to fill the position.Depending on your role, experience and city you choose to work in, the event management industry can be very lucrative. The positions listed above generally offer bonuses in addition to the salary range shown.

**Conclusion**:

We are at the start of the event operations management model, and as such it is important to take stock of all that is happening around the organization and the event. This chapter identifies some basic definitions that are essential to understand before we proceed through the rest of the chapters. In particular, the chapter introduces terminology from the events industry, general management theory and operational management theory. It establishes the framework in which event managers work, looks at the constraints of policy, and shows how events are limited and affected by resources and the nature of the event. The chapter serves as an explanation for the need for external and internal analysis which is required for any event organization that is in the process of creating an event and having sustained business success

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# Employment Generation by Hotel Industry with Special Reference to Sindhudurg District

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## Abstract

*Role of Human resource is significant in service industry especially, the hospitality and entertainment industries. Hotel employees are responsible for understanding customer needs and for interpreting customer requirements in real time and delivering the service. Despite basic function of smooth running of the hotel business, they play different roles in management and continual operations of the hotel. Especially in small hotels, the role of employees is crucial as they are the face of the hotel services.Sindhudurg District, the first ever declared Tourism District in India, following the footsteps of tourism and increasing its yield from the hotel industry and other tourism enterprises. This paper assesses the role of hotel industry in employment generation. This study gives a snapshot of employment scenario in hotel industry of Sindhudurg District. It also presents the working conditions of hotel employees in Sindhudurg District. It highlights various ways to increase the share of hotel industry in employment generation.*

**Keywords:** *Hotel Industry, Employment Generation, Human Resource Management, Talent Management, Sindhudurg*

## Introduction

India is a big market for travel and tourism. Indian Tourism Industry offers a varied range of niche tourism products - cruises, adventure, medical, wellness, sports, eco-tourism, and film, rural, religious and spiritual tourism. Tourism influences the Indian economy in terms of revenue generation, employment generation, foreign currency earnings and capital investments. As per the World Travel Tourism Council (WTTC) data, 41.074 million jobs are provided by Tourism and hospitality, that is 9.25% of the total jobs in India. Out of these, 25.93 million jobs are direct jobs provided by Tourism and hospitality. Direct employment includes employment by hotels, travel agents, airlines and other passenger transportation services.[1] It is always said that the Tourism and Hotel industry are inextricably linked with each other. Both the industries are supportive of each other.

Sindhudurg District, the southern part of the greater tract in Maharashtra known as the 'Konkan', famous for its natural beauty like beaches, backwaters, waterfalls and pilgrimage centres has the highest green cover in Maharashtra (49%). This coastal region represents an economically backward district where a tourism-led development strategy introduced by the Government. **The declaration of Sindhudurg as a tourism district by the Government of Maharashtra in 1997 and a Special Tourism Area (STA) by the Government of India was the first example of an entire district being selected for development focusing exclusively on tourism.** The hotel business, the backbone of tourism, is yet to be developed and prominently featured by small hotels. Although the district has witnessed the horizontal development of hotel industry in terms of the rise in a number of hotels, tourist arrivals and the revenue, the leading hotel groups or chains, star hotels, midscale and upscale luxury hotel brands with corporate affiliations are yet to make an entry in the district.

## Objectives of the Study

(i) To assess the contribution of hotel industry in employment generation.
(ii) To take an overview of hotel employment in the hotel business in the study area

## Review of Literature

Jollie, L. and Farnsworth, R. (2003)[xix] examined the tourism employment in Atlantic Canada and suggested a model for managing the seasonality in employment, providing various strategies to the tourism employers running seasonal businesses. Karen Lo; Felicity Lamm (2005)[xx] investigated various factors behind the hotel employees occupational stress. They revealed that many hotel employees are stressed mainly with poor working conditions and low wages. Chaudhary and Gupta (2010)[xxi] assessed the gender equality in hotel personnel and found management bias in the official policies for male and female employees, giving more benefits to male employees. Brown et al (2015)[xxii] studied the hospitality employees turnover issues, particularly for the generation Y employees i.e., Millennials graduated from US four-year hospitality programs. They found that those graduates are passionate about their jobs and the employers need to take advantage of their passion. However, they identified that long working hours is one of the major reasons behind the turnover. Dayanandan (2016)[xxiii] identified the problems in employment generation from standard hotel business in Hawassa City of Ethiopia and classified the causes into instability and inefficiency.

The perusal of literature revealed that the researchers have studied the hotel business employment with a wide range of perspectives such as gender equality, employment generation and associated issues, employment turnover and impact of hospitality education, etc.

## Methodology

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[1] Travel & Tourism Economic Impact 2017, accessed from www.wttc.org, retrieved on 25/04/2018

This study is based on both types of data, qualitative and quantitative data as well as primary and secondary data. The Sindhudurg District is selected as the study area. **100 hotels** as against 429 total hotels from all eight blocks of the district. For a selection of the hotels under survey, the **random sampling technique** is used. A survey questionnaire was prepared for the hotel owners and employees.

**Discussion**

**Role of Hotel Industry in Employment Generation**

Tourism occupies an essential position in the Indian Economy in terms of GDP, employment and Forex earnings. One of the most important factors directly dealing with Tourism is the Hotel Business.

As per the World Travel Tourism Council (WTTC) data, 41.074 million jobs are provided by Tourism and hospitality, that is 9.25% of the total jobs in India. Out of these, 25.93 million jobs are direct jobs provided by Tourism and hospitality. Direct employment includes employment by hotels, travel agents, airlines and other passenger transportation services.[xxiv]

The direct employment scenario in a hotel depends upon different factors viz. the nature of hotel, size of hotel and preferences of hotel management. Food and Beverages department has different positions like waiting staff, Kitchen staff, kitchen manager, restaurant manager, head chef or executive chef, room service personnel. Front Office department has various employees like hotel porter, front desk manager, front desk employees, Hotel concierge. Housekeeping department includes different jobs like housekeeping manager, housekeeping staff, maintenance staff. Besides these functional departments different managerial positions are offered by the hotels such as marketing manager, general manager, Sales manager, revenue manager, accounts manager, purchase manager, personnel or human resource manager and IT manager.

**Employment Scenario in Hotel Business of Sindhudurg District**

The hotels in Sindhudurg District embraced with the basic accommodation, food & beverages services, indoor and outdoor amenities and recreational services like water sports with a few exceptions of agro-tourism and medical tourism units. The 'Atithi Devo Bhava' spirit of Konkani Culture, specifically mentioned, as 'Malvani Tradition' is the core value of Hotel Industry in the district and 'Malvani Cuisine' is one of the major reasons that many tourists repeatedly visit the district.

The basic information of the sample hotels regarding type, ownership, management, years in business and annual income is illustrated in Table No. 1 below:

**Table 1 Basic Information of Hotels**

| Particulars | Options | Frequency | Percent | Cumulative Percent |
|---|---|---|---|---|
| Type of Hotel | Non-Star | 30 | 30.0 | 30.0 |
| | Bed and Breakfast | 31 | 31.0 | 61.0 |
| | Resort and Others | 11 | 11.0 | 72.0 |
| | Homestay | 14 | 14.0 | 86.0 |
| | Lodges | 14 | 14.0 | 100.0 |
| Ownership Pattern | Sole Proprietor | 80 | 80.0 | 80.0 |
| | Partnership Firm | 12 | 12.0 | 92.0 |
| | Hindu Undivided Family | 1 | 1.0 | 93.0 |
| | Company | 2 | 2.0 | 95.0 |
| | Group | 5 | 5.0 | 100.0 |
| Years in Hotel Business | Upto 5 yrs | 35 | 35.0 | 35.0 |
| | 6-10 yrs | 36 | 36.0 | 71.0 |
| | More than 10 yrs | 29 | 29.0 | 100.0 |
| Type of Management | Lease | 4 | 4.0 | 4.0 |
| | Personal | 88 | 88.0 | 92.0 |
| | Management | 1 | 1.0 | 93.0 |
| | Group | 7 | 7.0 | 100.0 |
| Annual Income (Approx.) | Less than10 lakhs | 57 | 57.0 | 57.0 |
| | 10- 50 lakhs | 30 | 30.0 | 87.0 |
| | More than 50 lakhs | 13 | 13.0 | 100.0 |

Source: Primary Data

Above table shows that Bed and Breakfast establishments (31%) and Non-Star hotels (30%) comprise the major part of the sample selected for the survey. There are 14% Homestays, 14% Lodges and 11% Resort and others included in the sample. BnBs are registered and approved by the MTDC, and other types of hotels are registered with the District Collectorate and Food & Drugs Department.

It also reveals that most of the hotels (80%) are owned by the Sole Proprietors while 12% of hotels are owned by Partnership Firms, only 5% of hotels belong to Group Hotels. One percent of hotels are owned by the Hindu Undivided Family, and 2% of hotels are owned by the Companies. The table indicates that 88% hotels have

personal or family management, i.e. managed by the owners, 7% hotels are managed by the Group Hotels, 4% hotels are under lease management contract, and 1% hotels have separate management. Chart 4.23 demonstrates that 57% hotels' Annual Income is less than Rs. 10 lakhs, 30% of hotels have income between Rs.10 to 50 lakhs and 13% hotels' income is more than Rs. 50 lakhs.

The following Table No. 2 illustrates the details regarding the number of employees, staff welfare facilities, uniform provision, tips payment, training and staff feedback.

**Table 2 Hotel Employees**

| Particulars | Options | Percent | Cumulative Percent |
|---|---|---|---|
| Total Employees (No.) | 1-10 | 65.0 | 65.0 |
| | 11-20 | 25.0 | 90.0 |
| | 21-30 | 6.0 | 96.0 |
| | More than 30 | 4.0 | 100.0 |
| Provision of Staff Welfare Facilities | No | 56.0 | 56.0 |
| | Yes | 44.0 | 100.0 |
| Provision of Staff Uniform | No | 43.0 | 43.0 |
| | Yes | 57.0 | 100.0 |
| Allowing Tips Payment | No | 8.0 | 8.0 |
| | Yes | 92.0 | 100.0 |
| Training Provision | No | 59.0 | 59.0 |
| | Yes | 41.0 | 100.0 |
| Education about Customer Expectations | No | 64.0 | 64.0 |
| | Yes | 36.0 | 100.0 |
| Reward System for Staff for Excellence | No | 74.0 | 74.0 |
| | Yes | 26.0 | 100.0 |
| Periodical Feedback from Staff | No | 41.0 | 41.0 |
| | Yes | 59.0 | 100.0 |

Source: Primary Data

Table 2 shows that 65% of the hotels have 1 to 10 employees, as most of these hotels are managed by the family members of the owner; these family members are not included as the staff. 25% of the hotels have 11 to 20 employees, and 6% of hotels have 21-30 employees, and only 4% of hotels have more than 30 employees.

It also reveals that only 41% of hotels give training to their staff, the remaining 59% of hotels do not give any training for the staff. It is observed that only a few of the hotels have formal recruitment and training systems. Most of the hotels' staff is temporary, and they did not get benefits like Provident Fund and Medical Facilities. As per Table 2, 44% of the hotels' staff receives the welfare facilities but mostly regarding food and accommodation.

The table further reveals that only 36% of the hotels train their employees to understand the customers' expectations, the remaining 64% of hotels are unaware of educating the staff about customers' expectations. Moreover, the data illustrates that 59% of the hotels take regular feedback from their staff about service performance, service failures and service recovery. However, it was observed that there is no formal system of staff feedback; the hotel authorities take the informal and oral feedback from the employees.

**Strategies to improve Employment Generation by Hotel Business in Sindhudurg District**

Following strategies are suggested to increase the employment generation in hotel business in the Sindhudurg District:

1. **Service differentiation approach** can lead increasing customer intake and further will lead to more hotel jobs. For example: beach weddings, room upgrade options, add-on in-room amenities, special packages for offseason, packages for target groups-senior citizen, ladies groups, study groups, nature and adventure lovers.
2. **MICE Tourism** will help in generating more employment by hotel industry.
3. **Staff Training:** Short training module to improve communication with the guest should be developed especially for the family members of BnBs and Homestay owners' family members and local staff. Simulation technique can be used for detailed visualization of the service delivery process, customer behaviour patterns and strategies to deal with them. This will be helpful in improving the quality of hotel employment.
4. **Institutionalized Leadership:** At District level, an Association of the hotel owners should be incorporated for collective say against state authorities and coordinative efforts for setting common rules and regulations for hotel operations and hotel employment.
5. The **government** should remove the obstacles in clearance and approval procedures for starting new hotels. The anomalies created by CRZ in the district should be removed. Government should make it mandatory three months training for all existing and potential hotel owners.
6. An appeal by **local authorities** can be used for active participation of natives in tourism activities by way of opening variety of food joints, medical shops in interior areas, availing parking spaces at reasonable rates,

availing private transport facilities at fair prices, maintaining clean environment and volunteering for tourist safety with a true spirit of 'Atithi Devo Bhava.' These initiatives will lead to generate indirect employment.

**Limitations**

This study is based on primary data collected in 2017-18. It does not represent current pandemic situation.

**Conclusion**

Sindhudurg District has a great potential for employment generation. However, the hotel business owners need to employ professional strategies for running their businesses. The family management-based bed and breakfast units and homestays can incorporate more number of employees, if they will increase their arena of services. Moreover, the non-star hotels need to concentrate on service differentiation to increase their market share and employment potential.

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# Guava Farming in Mouje Umalwad Village: A Microlevel Analysis

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**Abstract**

*The climate, slope, soil texture and nearest market canters affects on the development fruit farming. Present research reveals fruit farming regionalization of Mouje Umalwad village.Tal.Shirol, Dist: Kolhapur. The year 2017-21 average vallue has considered for the study. The entire study constructed on primary data. 10% sample fruit growers were selected for data collection. Mouje Umalwad village have been selected as an aerial unit and only fruit crops have been selected for current investigation. The Bhatia's location quotient method have used for calculation of guava concentration and productivity of guava calculated by using simple productivity method. The highest guava concentration is observed in North-West, western part of the village and area decreased towards south-western part of the village. The productivity of guava is high where land holding capacity of guava is high and vice-versa.*

**Key words:** *Fruit Farming, Concentration, Productivity etc.*

**Introduction**

The demand of food in under developing countries is increasing continuously. Fruit crops give much production and earning than traditional crops. Fruit crops contribute medicinal and nutritional values as well as it gives employment throughout year.

Crop concentration focuses on significant crops those may be food or cash crops. According to region the diverse variables like physiographic, climate, soil, socio-economic factors and method of agriculture affects on the crops concentration e.g. the areas of undulating terrain and high rainfall may have the dominance of fruit crops like guava, sapota, grapes and banana.

Shirol, Hatkanangale, Panhala, Kagal and Karvir tehsils are included in eastern part of the district. In which Shirol tehsil is famous for the production of guava, grape, sapota and banana fruits. In which most of villages are well known for guava fruit crop in Shirol tehsil. To learn the nature of fruit cultivation, land use, cropping pattern, production and marketing status of guava fruit of Shirol tehsil of Kolhapur district one sample village is taken for the micro-level study i.e. Mouje umalwad.

**Study Region:**

Mouje umalwad village is situated at river basin of Krishna. It is exactly to north of Jaysingpur city, which is situated in Shirol tehsil. Location of Mouje umalwad is 16°47'46" North to 16°48'24" North latitude and 74°32'35" East to 74°32'48" East longitude. The total geographical area of the village is 506.55 hectors.

Generally most of the area of village is covered by plain region. It is settled at height of 550 meters above mean sea level. The slope of village is observed from north-west to south-east. The nature of the slope is very gentle. The average annual maximum temperature is 30°C. and minimum temperature is 18°C. February to June month had warm climate and December to January is cold climate. The 120 to 180 cm annual average rainfall recorded at the time of monsoon.

**Objective:**

Present paper intends to investigate guava concentration and productivity in the Mouje Umalawad village, Tal. Shirol, Dist: Kolhapur.

**Data Base And Methodology:**

To micro-level study of fruit farming in the study area for primary data used, such as land use, cropping pattern, fruit cropped area and working population data are collected by using schedules and interview method. 10 per cent fruit growers are selected for the interview out of the total farmers, in Mouje Umalwad village. And data processed in to table form for the easy understanding analysis and interpretation with the help of maps.

We are used two methods for this study as Bhatia's crop concentration method are applied to show the guava concentration and another simple productivity method is used for demarcate the high, moderate and low productivity areas in the Mouje Umalawad village.

**Table No.1,Fruit Farming of Mouje Umalwad Village (Aveg.2017to 2021)**

| Sr. No. | Fruit Crop | % to Net Sown Area | % to Fruit Cropped Area |
|---------|------------|--------------------|--------------------------|
| 1 | Guava | 5.13 | 62.91 |
| 2 | Banana | 2.16 | 26.49 |
| 3 | Sapota | 0.67 | 8.21 |
| 4 | Other | 0.20 | 2.39 |

| 5 | Fruit crops | 8.15 | 100 |
|---|-------------|------|-----|
|   | Total | 100 | 100 |

**Source: Based on field work.**

The Mouje Umalwad and surrounding villages are famous for guava cultivation. In the Mouje Umalawad i.e. 33.14 hectare (8.15 %) area out of total net sown area is engaged under major four fruit crops. Those are guava, banana, sapota and other fruits crops are including watermelon, tamarind and coconut etc. Guava is an important fruit crop in surrounding area of Mouje umalawad. We are consider fruit cropped area as 100 per cent (33.14 hect.=100%) out of that guava is cover 62.91 per cent out of total fruit cropped area(33.14) of Mouje Umalwad village, followed by banana fruit (26.49%), it ranks second fruit crop of village Mouje umalawad, third rank has by sapota (8.21%) and fourth rank by other fruit crops (2.39%). In this village more than 60 per cent out of total farmers engaged in fruit farming because of climate, soil texture and adequate water supply through Krishna River these factors are effaced on Guava cultivation. That is the major cause for four fruit crops are cultivated in this village. G9 and Local varieties are of Guava are cultivated by farmers in this village. Most of farmers are put Guava plantation in their farm because guava fruit crops have need less care than other fruit crops and vegetables. In this plantation ground nuts are taken as an internal crop in the same field. So it is helps to reduce soil degradation and increase the nutritional value of soils. So they get economic benefits and status of fruit growers.

**Regionalization Of Guava:**

Guava regions in Mouje umalawad village are attempt by delineating crop concentration regions, for this purpose Bhatia's crops concentration technique has been applied. The Concentration index shows the spatial distribution of the particular fruit crop. The analysis of Fig. no.1 it reveals that the regionalization of guava fruits in Mouje Umalwd, it is divide in to major three groups i.e. high >50%, moderate 25-50% and low <25% based on the concentration index percent value. The high concentration of guava is observed in some patches of North and west side and South western part of the Mauje – Umalwad village. And one single patch of east side of this village. due to suitable soil type and heavy floods during rainy season injurious to other traditional crops that's why farmers of Mouje umalwad village most of land are used for to guava fruit crop and fodder only. The south-eastern and southern part of the village indicates moderate concentration of guava due to farmers land are used to banana, sapota and groundnut and other oilseeds cultivation purpose(Fig.no.-1).
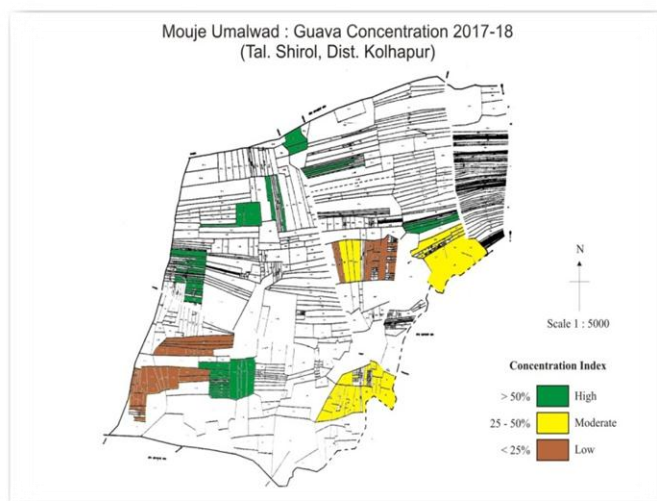


Fig. No. 1

The south-west and central part of the village indicates low concentration of guava concentration. At south-west part most of land covered by sugarcane that's why guavas concentration is low and at central part of village covered by mostly goanthan including houses, roads, school and play grounds, hospital, gram panchayat talathi offices and various shops.

**Productivity of Guava:**

In the Mouje umalawad village total 406.54 hectare area is net sown area. Out of that 33.14 hectare area is under guava cultivation. The productivity of guava is it declared in major three categories. i.e. High, Moderate and Low with the help of simple productivity index. The productivity of guava in Mouje umalawad village in 2017-21 is shown in fig.no.2. The high productivity is observed in the north-west and western part of the village due to highest land engaged for guava cultivation and suitable soil with sufficient water supply. The moderate productivity is found in south-eastern and southern part of the village because farmers also practices banana, sapota fruit crops and food crops also. The low productivity of guava is noticed in south-west and

central part of Mouje Umalawad due to sugarcane and this area mostly surrounded to Gaonthan so low productivity observed in this part.
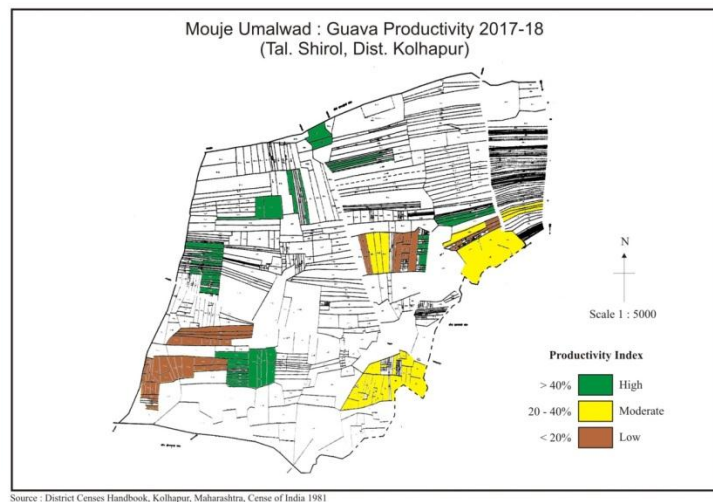


Fig. No. 2

**Marketing Of Guava:**

Marketing of guava in the village Mouje Umalawad is studied by personal visit and interviews of farmers, fruit supplying agencies and local fruit sellers. 58 per cent production is dispatched from the village to national market through agents, They are pickup guava directly from to farm based on quality and demand. i .e. Mumbai, Pune, Belgaum, Solapur, Pandharpur and Kolhapur. It is done through good roads and rail facility is available to this village. It helps to save lots of time and travelling money. 28 per cent production goes to local markets i.e. Ichalkaranji, Jaysingpur, Sangli and Miraj and remaining 14 per cent production is dispatched to local purchaser means road side stalls. The guavas are not goes to abroad from this village, due to its low production, perishable in nature and not sufficient knowledge about abroad marketing.

**Conclusion:**

The Mouje Umalwad village is well known for cultivation of guava fruit crop, it is very old practice known from last 150 years ago. Most of villager's main source of income is guava Production and marketing. Nearly 35 hectare land are used under guava cultivation, because rich soil, Water facility, road and Railway transportation facilities and Local market places with including roadside market also available for this village. Most of guava growers are located over to the north-west, western and northern part of this village, and the concentration reduced towards the south-western part due to this village, is given to sugarcane, ground nut and vegetables cultivation. The productivity also increased towards the north-east, western and northern part of the village. Production is increased by this village from last 20 years. Today the village Mouje Umalawad dispatched their guavas fruits to national and local markets through their agents.

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# Recent Trends of Rural Education in India

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**Abstract:-**

*Education is the doorway to the wider world and an exposition on rural infrastructure is incomplete without an assessment of the extent to which we have been able to open this door for the children of rural India. India has the largest education system in the world after China. However, issues of Quality education and access remain challenges in some parts of the Country. The role of education in facilitating social and economic progress is well accepted. Access to education is critical to access emerging opportunities that accompany economic growth. Keeping in view of this accepted fact there has been a major thrust on education Since independence, but as far as ensuring quality education in rural India is concerned it has always been one of the biggest challenge for the governments. Now, In India there is so many new things are implemented. A trend implies a particular tendency or a movement or even a bias towards a certain issue. Due to the colonization, science as taught in the western world and the English language became integral parts of the school curriculum in India.*

**Keywards :-**Rural ,Education ,Trends, Scenario.

**Introduction:-**

Education is recognized as one of the keys to fighting poverty, but despite the awareness of that fact too many children in rural India of which is in poverty itself. Which forces families to put children to work or into other situations because, they cannot afford to keep them at home and in school. In addition, some social customs deny education to girls, and children who are orphaned are almost always placed in situations that reduce their chances for education.In India, half of the population lives in the villages. The contribution of rural India towards the economic development is not hidden from any of us. Earlier the people used to correlate rural development with agricultural development and thus focus was only on the increased agricultural production. But with the changing time, this misbelieve has also changed. Today the concept of rural development is fundamentally different that it was used to be 2 or 3 decades ago. Now rural development includes development improving the quality of life of rural people. It constitutes improvement in their health and nutrition, education, safe and healthy environment, fairness in income distribution and no discrimination in gender. Indian society too is undergoing transitions in some areas. For example the liberalization of the economy and its becoming a part of the global economy is one such transition. As a result today there is an increasing presence of the private sector in many areas including education. The ongoing phenomenon of globalization too has a significant impact on the Indian society and in turn on the educational scenario. There is another new thought process, which is leading to the realization that development has to be sustained. Bringing about sustainable development is one of the Millennium Development Goals of the United Nations and we know that education is the key to attain it. Apart from privatization, globalization and education for sustainable development, there are many new trends in education such as technology mediated education, lifelong education, distance education, inclusive education, education for peace, etc. and all these trends are the consequences of the contemporary thoughts and practices.

**Objectives:-**

➢ To provide leadership for rural education – related conferences and workshops.
➢ To know about certain modem trends in education
➢ To promote state, regional and local delivery systems which bring about efficient and effective education for children in rural areas.
➢ To stimulate discussion, research, and policy development regarding equal educational opportunities for all students.
➢ To serve as a national advocate and representative for rural education at all levels:      Local – State – Regional – National.
➢ To understand the impact of privatization of educational institutions.

**Present Scenario:-**

According to statistics and research, there is a wide gap between urban and rural education systems in India. In urban and metro cities, the number of schools is huge. These schools also have proper infrastructure and adequate teachers. Unfortunately, rural schools are deprived of good quality education. There are very few **schools** in the **rural** areas and children have to travel far away distances to avail these facilities and most **schools** in these locations do not provide drinking water. The quality of **education** is also very poor. Right to Education is the primary right of every citizen of India, whether a child resides in a high profile society or in a far away not so developed secluded village. In India, the condition of rural education is still improving, the conditions of these rural schools are still very poor. The teachers get very less income, so most of the time the teachers are either absent or they do not teach properly. Scenario of the rural education system in India.

**Lack of local transportation:** The rural areas and villages in India are struggling hugely when it comes to transportation. This is a basic and major problem faced by rural children and teachers. As a result, they are not able to attend the classes on time.

**Lack of rural schools:** Another saddest part is that, as compared to metro and urban cities, the number of schools is less in rural areas. The local transportation problem and less number of schools both are responsible for disrupting the rural education system in India.

**Inadequate infrastructure:** Inadequate infrastructure is one of the major problems of the rural education system. Inadequate infrastructure means a lack of well-trained teachers, poor classrooms, lack of books, poor laboratories, etc. This may lead to poor quality education.

**Trends In Rural Education:-**

➢ Boost free education

Poverty is one of the most critical and common problems in rural India. This is also one of the major obstructions in propelling the education in rural India. This problem can be solved only if free education or education at a very minimal fee is being offered. This is certainly going to bring up the literacy rate as more and more parents will be eager to send their kids to schools if they are not required to bear the expenses of their education.


➢ Establish more schools

Fortunately, with the changing times, the changes are being witnessed in the rural society as well. There is an increase in the number of parents in rural India who understand the importance of education in their children's lives. However, there exists a problem of lack of ample number of schools in India.

The solution can be found only if the government takes an initiative to establish affordable schools which are pocket-friendly to the middle as well as lower economic groups of the society.

➢ Bring innovative teaching methods

The level of education has gone a notch up in urban areas with newer teaching techniques being introduced; the state of teaching techniques is still primitive and traditional in rural India. The rural schools are still stuck on inculcating rote learning in its students. This has to change.

These schools must start adopting concept learning to develop their students holistically.

➢ Promote computer literacy

Our country is progressing technologically; however, sadly, the imprint of this advancement has yet not reached the rural areas. This has led to a digital gap in urban-rural India. The schools in rural India are required to get equipped with computer education and need to be imparted with technological education as well.

This will help them be at par with the level of urban education and develop themselves better.

➢ Shifting focus towards towards concept –based learning.

➢ Emerging trend of blended learning.

➢ DIY( Do-it-yourself) learning

➢ Personalized learning.(MOOCs)

➢ Lifelong education

➢ Open and distance learning.

➢ Integration of ICT

➢ Inclusive education.

**Research Methodology**

This paper is basically descriptive and analytical in nature. In this paper an attempt has been taken to analysis the recent trends of rural education in India. Here, the data from various research journals, websites and articles are collected in order to understand the trends of rural education & the data used in it is purely from secondary sources according to the need of this study.

**Suggestions:-**

➢ The curriculum of rural education can be updated and should accompany education related to farming, gardening etc.

➢ To attract more number of students and creating enthusiasm in them for learning, visual aids like projectors, television etc. can be used to show some educational movies.

➢ To motivate the teachers they should be made to feel proud that by teaching in the rural or remote area they are acting as a helping hand in the development of economy.

➢ Some special sessions or classes can be conducted for the parents to make them realize the significance of education for their children.

➢ To appreciate the efforts of students, some type of scholarships either in the form of gifts or books can be given to them who perform well in the class.

**Conclusion:-**

In India, education in the rural segments is not only important to eradicate poverty and illiteracy, but also for a variety of other social, economic as well as cultural and political reasons. In India there is

implemented the new trends in rural education. Now, peoples are more aware about the education and that's the reasons now they are ready to accept the changes in there lives. However the lack of infrastructure is being a major obstacle which needs an active intervention of the government.

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# Recent Trade in Social Work Education Field Practitioners

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**Introduction**

*The signature pedagogy of social work education is always evolving. Field education, where it is often said the rubber meets the road, has seen recent trends in its delivery, practice, and focus. With the increase in online educational programs, how students acquire, practice, and hone their interactive skills looks different than the traditional classroom setting. Another shift in preparing social work students to be professionals surrounds the increasing use of social media. Making sure students are aware of the new ethical standards and knowledgeable about the positive and negative aspects of social media use in the professional realm is important for field educators. Lastly, in recent years, social work has seen an increase in the inter professional dynamic of social work with other disciplines. Being able to work effectively with colleagues from various professional backgrounds is crucial for social work practice. The present scenario of Social Work Education and practice is with issues and concern regarding quality at most. The standard curriculum, pedagogy, teaching learning methods and field work practices are under reservation to its standardization. The uniformity is not unanimous in social work education. The complex society with existing social problems is evident to the emergence of new realities in social sciences. The relevance of social work education needed an essence of contemporary world of social realities. The scope of social work profession in India is demanding but the employment opportunities are at stake. Hence this research paper is an effort of the Ph.D. research scholar to explore Student engagement in Social Work Education is the aspiration for Government job rather than a vision of social development.*

**Objectives:**

The main objectives of this paper are: –

1. To Understand the Professional Social Work field Practice.
2. Exposure to the social work field areas and opportunities.
3. To know about the importance of Professional Social work field Practice.
4. The Professional filed work practice Ethics and Values**.**

**Area of Social Work Field:**

**Virtual Learning -**

Ensuring students have mastered beginning social work skills and a competency prior to and during their field education continues to be a primary focus of social work education. This mastery is evaluated through different methods during the course of a student's academic career. From critical thinking through papers and presentations to role play and simulations to the field practicum experience, students are provided multiple arenas in which to be evaluated on their skills and to learn from and integrate feedback. While role plays and the use of standardized clients have traditionally occurred in live, face-to-face classroom settings, the number of students requesting and attending distance learning or online programs is increasing dramatically. In an effort to provide similar learning experiences, programs are able to utilize virtual platforms to continue to engage students in active learning settings, such as role-plays. For instance, the University of Alabama (UA) School of Social Work requires students enrolled in distance learning practice courses to participate in skills labs throughout the semester. These labs are offered face to face in regionally convenient locations as well as on campus. Recently, the School of Social Work piloted offering a make-up lab session using a virtual platform. Response was positive, with students liking the live engagement through practice activities and in-time feedback from instructors. Instructors, too, believed the online lab session offered similar experiences for students. Karen Thompson, PhD, an adjunct professor, says, "Having the opportunity to teach skills labs, face to face and virtually, allows the instructor to combine current technology with active learning. The students are provided equal learning opportunities with both platforms. Instructors are able to teach the necessary skills while maintaining educational integrity with the virtual labs. All of the required learning objectives are met while enhancing the opportunities for students to engage in a meaningful learning setting." In addition to learning skills virtually, field programs are also grappling with the notion of virtual field placements. With video calls, telehealth, and virtual meeting mediums becoming commonplace communication and meeting forums, this provides a platform for discussing the educational soundness of virtual placements for social work interns. While virtual placements may lack the face-to-face interaction inherent in most practicum sites, they can also open the door for more specialized training. Students who do not live in a geographic area for a particular project or movement could still be provided day-to-day educational experiences towards their area of interest. Virtual placements may also allow for flexibility in scheduling a workday, as tasks that do not rely on other team members could be done during non-traditional work hours. Focusing on the learning contract, discerning opportunities for face-to-face engagement and ensuring students are gaining experience to be evaluated on each competency would be a collaborative effort between students, their field education office, and the agency. According to Madison Hale, MSW, from Troy University, "Completing an online/hybrid field placement with the Alliance of Social Workers in Sports was a beneficial placement, as it encompassed parts of the organization

I had not realized were involved in daily operations. I observed the business aspect of social work, as well as the developmental and outreach side. It also allowed me to continue my work and schooling at the same time; this was extremely important and instrumental in my completion of my Master of Social Work degree." As field agencies struggle with maintaining traditional placement sites as discussed during the 2014 Council on Social Work Education (CSWE) Field Summit, exploring the feasibility of virtual placements may be one way to help students capture innovative learning experiences (CSWE, 2014). Social work students now have opportunities to complete field placement in agencies that use technology to assist clients. UA has a field placement at Pack Health, which offers digital health coaching programs for 20-plus chronic conditions. Clients are assigned a health advisor to help them set and stick to weekly goals through calls, texts, and e-mails, based on communication preference. The director of health advising at Pack Health, Michael McMorris, MSW, discusses the positive impacts of telehealth. "Telehealth helps organizations and practitioners with efficiency, scalability, and connectivity with their clients. It is an efficient way to engage clients since there is no travel time involved for the client or the social worker. Due to this, it can be a way to scale a program for a single social worker to engage more clients with a greater reach into geographical areas than ever before," McMorris says. With this change of dynamic, social work students have the opportunity to see appropriate use of technology-assisted social work services modelled for them and begin gaining mastery of this emerging trend of service delivery.

It is also important to note that the NASW **Code of Ethics** (2017a) considers social media as tools that can be used to provide services to client systems. This is referred to as "technology-assisted social work services," and it is defined as any service that is provided through the use of "computers, mobile or landline telephones, tablets, video technology, or other electronic or digital technologies; this includes the use of various electronic or digital platforms, such as the internet, online social media, chat rooms, text messaging, e-mail, and emerging digital applications" (NASW, 2017a, para. 10).

**Social Media and Technology -**
With technology such an increasing focus in the field of social work, social work educators must be aware of the ethical standards and best practice guidelines related to technology. The most recent update to the Code of Ethics addresses these challenges by applying ethical standards to all interactions with client systems, whether they occur in person or with the use of technology (NASW, 2017a). Because the Code of Ethics considers social media as tools that can be used to provide services to client systems (NASW, 2017a), the NASW's Standards for Technology in Social Work Practice provides a uniform set of technology standards for professional social workers to use as a guide in their practice (NASW, 2017b). Social work educators must understand the implications of these standards and guidelines in order to address technology and social media with students. Taking this understanding into account, it may be beneficial for field programs to create or modify their own field policies related specifically to student professional and ethical use of technology in placement. Field programs have a direct opportunity to promote best use of social media with students. Laurel Hitchcock, PhD, LICSW, an associate professor of social work at the UA at Birmingham (UAB), says, "Like it or not, the reality is our clients, communities, and social service agencies are using social media to communicate and connect. The new NASW Standards for Technology in Social Work Practice recommend that social workers develop their own social media policy, which is an informed and ethical approach to how they will use social media with clients and colleagues." While social work programs are educating students on appropriate use of technology and social media in practice, field instructors must also keep up to date on current ethical standards, best practice guidelines, and emerging policies and how they impact students. One way to keep field constituents updated on best practices and new policies is through field instructor trainings. Many schools provide continuing education through trainings, and information gained can help field instructors reflect on technology use in their own practice. Field instructors can also learn how social work programs are teaching students to use social media consciously, ethically, and with purpose, while also providing an opportunity for reflection on their own use of social media. Focusing on technology can also invite discussion surrounding boundary concerns, including student use of social media to connect with their field supervisor, clients, and other agency staff. This training provides field instructors and agencies the opportunity to further understand what is expected of students while in placement.

**Interprofessional Education -**
Knowing the critical importance of being able to work with others in their role as a social worker, social work programs strive to provide unique, innovative interprofessional learning opportunities for their students. Interprofessional education (IPE) is defined as having students from two or more professions who are able to learn about and from each other and create effective collaboration in order to improve client systems (Interprofessional Education Collaborative, 2016). The CSWE emphasizes the importance of interprofessional work in the 2015 Educational Policy and Accreditation Standards, focusing on understanding and valuing the role of other professions with clients and constituents and using interprofessional collaboration to achieve outcomes with these groups. (CSWE, 2015). Field programs have unique opportunities to provide IPE to students through the use of simulation, interprofessional field placements, and partnerships within a college or university system.

Simulation is a growing part of social work education, and many programs are incorporating structured simulation-based learning experiences to develop students' practice skills and allow them to experience working with interprofessional teams. Understood in the IPE model is that students will learn to respect other professions and have context for shared values. Stamford University MSW students engage in ongoing simulations throughout their program, including ones designed to teach interprofessional competencies. Jean Roberson, DSW, director of field education at Stamford, says, "Simulations immerse our students in practice situations that allow them to integrate knowledge, skills, and internal processes as they develop professional judgment. More importantly, we have seen our students grow in their own metacognition, leading to self-corrected practices. Research has shown simulation to be more intensive and effective than role-playing, and our students echo this by frequently commenting that simulations were the best learning experiences for them throughout their MSW program." Field programs are also recruiting agencies and organizations to provide students with the experience and training to work with other disciplines. This can involve seeking out placements where social workers are currently practicing as members of interdisciplinary teams and also organizations that serve vulnerable populations but do not employ social workers. With today's focus on integrated care, social workers in health care often work on interdisciplinary teams in order to provide optimal service to client systems facing an array of problems. More field programs are placing students in health care settings without social workers and providing MSW supervision through the school. For example, according to de Saxe Zerden, Kanfer, Palmer, Jones, and Brigham, two social work programs in North Carolina developed a program in 2007 that provides interdisciplinary field placement opportunities for MSW and BSW programs, called the Congregational Social Work Education Initiative. Students are paired with trained registered nurses who assess and treat medical concerns while the social work students assess and intervene in social and behavioural areas. Field instruction is provided by a full-time MSW level university faculty member (de Saxe Zerden, Kanfer, Palmer, Jones, & Brigham, 2018).

There are other interprofessional field placement opportunities outside of health care. Social work field programs utilize placements in the legal system, including courts as well as the district attorney offices and public defender offices, to provide students with the opportunity to work with attorneys, judges, and probation officers. These offices often employ social workers and provide field opportunities for BSW and MSW students. Practicum students placed in these settings have the opportunity to work alongside attorneys, visit clients in jail, facilitate group sessions, advocate for clients, and participate in court hearings. A recent non-traditional pairing of professions with social work involves the fire department. Cacciatore and colleagues describe utilizing social work field students in their crisis response teams to assess, intervene, refer, and follow up as needed (Cacciatore, Carlson, Michaelis, Klimek, & Steffan, 2011). UA and UAB also offer an experience with fire and rescue services focused on reducing no emergent transportation to emergency departments through education, case management, and advocacy. Social work students work on a team with other allied health professional students and members of fire and rescue squads. Through these innovative, non-traditional placements, the agencies benefit through a broadened scope of services provided and the students benefit from an innovative learning opportunity.

Field programs have several factors to consider when recruiting interprofessional field placements. One item to consider is developing an organized approach to recruit these agencies, including establishing what opportunities social work programs want students to have and seeking agencies that can provide them. This may involve the discussion of additional eligibility criteria for agencies with social workers and developing new criteria for agencies without social workers. Another consideration is choosing a model for off-site or faculty-led field instruction when the agency does not employ social workers. This may consist of educating agencies on social work competencies and what services social workers are trained to provide.

Field education is a dynamic, comprehensive learning experience inherent in social work education. Being able to adapt to innovative shifts and technological advances offers varied learning opportunities for all students, whether they live on a college campus or across the nation. These shifts and technological advances provide students opportunities to learn and practice social work skills in a variety of environments. Social work programs, particularly field education departments, can use their platform to provide exposure and educational opportunities to students as well as other field constituents on innovative practices, ethical standard updates, and other emerging social work practice trends.

**Filed work practice Ethics and Values:**
Effective social work practice is guided by knowledge, skills, and values. The values of the profession reflect the historical foundation of the field and the ideological underpinnings of contemporary practice. They distinguish social work from other professions and, as operationalized through ethical standards, help guide social workers' decisions in practice. Eth-ical standards can also be used to hold social workers accountable for poor decisions, through malpractice suits, regulatory board sanctions, and other adjudication mechanisms. Regardless of their setting or role, social workers must be cognizant of professional and personal values and ethical standards. Further, they must be able to engage in problem solving to effectively resolve dilemmas when they arise.

Values are core beliefs about what is right, good, or preferable. The values held by each individual guide their choices and actions on a daily basis. Some values are broad or general, such as honesty, freedom, productivity, or accountability. Other values may be articulated more specifically, "I value human life, and therefore I am against the death penalty, abortion, and assisted suicide," or "I believe in protecting the environment, so I follow principles of sustainable development." In these explicit examples, personal beliefs are translated into the individual's actions and choices. For any given individual, some values are embraced more fully than others.

For example, consider the person who believes in the humane treatment of animals but is comfortable eating beef and wearing leather shoes. In Values are core beliefs about what is right, good, or preferable. The values held by each individual guide their choices and actions on a daily basis. Some values are broad or general, such as honesty, freedom, productivity, or accountability. Other values may be articulated more specifically, "I value human life, and therefore I am against the death penalty, abortion, and assisted suicide," or "I believe in protecting the environment, so I follow principles of sustainable development." In these explicit examples, personal beliefs are translated into the individual's actions and choices. For any given individual, some values are embraced more fully than others. For example, consider the person who believes in the humane treatment of animals but is comfortable eating beef and wearing leather shoes. In personal values, there may be limits in the extent to which a belief about what is right or preferable is conveyed into action. Professional values refer to the core beliefs of a profession, to ideals reflecting the origins of the field and the hallmarks of contemporary practice. When professions express their values, they define themselves for the public and help those who might join the profession decide if the field is right for them. Professional values also form the basis for standards to guide the conduct of people within the profession. Six core values have been identified for the social work profession: service, social justice, dignity and worth of the person, importance of human relationships, integrity, and competence. Taken together, the values for social work say, "this is who we are," "this is what makes us unique," "this is what we think is important," and "this is how we live our professional lives." The value of service refers to the expectation that social workers will "elevate service to others above self-interest" (National Association Social Workers [NASW], 2008, p. 5), bringing their skills and expertise to bear for all people, including those who cannot afford to pay for care. In embracing "helping others" as their primary goal, social workers explicitly make other goals (such as generating wealth or gaining fame) secondary. In valuing social justice, social workers give a high priority to serving those who are particularly disadvantaged and marginalized, working on intractable systemic problems like poverty and unemployment and striving to change social systems that perpetuate oppression and disadvantage. The value of social justice also refers to an empowerment perspective, where all who are troubled by injustice work together to mutually bring about desired change. The value placed on the dignity and worth of the individual is multi-faceted. It refers to the importance of embracing all people, regardless of difference, and treating others respectfully. It upholds the rights of people to make autonomous life decisions and charges social workers with advocating for such empowerment. It acknowledges the prospect of cases where individuals' interests may clash with those of society, but commends social workers to address those cases in an ethical fashion. In valuing human relationships, social workers identify relationships as the medium for personal and social change. The profession values relationships between practitioners and clients and fosters relationships among individuals to "promote, restore, maintain, and enhance the well-being of individuals, families, social groups, organizations, and communities" (NASW, 2008, p. 6). Here, too, the theme of empowerment is emphasized. Although some of these values distinguish social work from other fields, the values of integrity and competence are common across the helping professions. Integrity refers to the commitment to honesty and trust worthiness, to taking steps to assure ethical practice by individuals and organizations. Competence requires that social workers practice only within their domains of expertise, and take continuous measures to improve their capabilities as knowledge evolves and cases require.

Rationale and Significance:

The changing context of social work is unrecognized by the governance of academic institutions. It reflected in insignificant visibility of social work profession. Today's era is of qualitative and output driven academics, research and extension. The stakeholders are playing pivotal role in ensuring standardization of social work education. Hence it is needed to understand the aspirations of students.

Statement of Problem: The five NMU Jalgaon affiliated colleges of social work education and department of social work at university campus are having minimal presence in socio-political discourses to study or intervene in resolving social problems. These institutions are producing sizable number of social work professionals but their work is unable to make remarkable positive mark in society. The professional social worker's role is very important for a visible social change. In this context, on the aftermath of platinum jubilee of social work education in India, it is essential to do an analysis of quality of social work education in North Maharashtra Region.

**Rationale and Significance:**

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pecialization in Social Work Education

The Tata Institute of Social Sciences has offered five specializations in social work education in year 1953. Theses specialization called as the "Concentrations". It introduced with a special objective to train trainee social workers in a specialized course. Current trend in social work education have a common similarity of having different specializations. These specializations are like medical and psychiatric social work, Community development, Family and child welfare, Personal management and Industrial training. There are also new trends are set by the premium institutes like Tata Institute of Social Sciences, Mumbai. The new specialization as Dalit and tribe centered social work

introduced recently. These specializations transformed into the specialized degree courses as M.A. in Dalit and tribe centered social work, M.A. in Community Development etc. These courses are having the common foundation courses in first year. It proposed that instead of offering the old and conventional specialization the center of excellence should offer specialized courses in a particular field. For example, NIMHANS, Bangalore is offering course of social work education with a specialization as in Medical and psychiatric social work Specialization in Social Work Education the Tata Institute of Social Sciences has offered five specializations in social work education in year 1953. Theses specialization called as the "Concentrations". It introduced with a special objective to train trainee social workers in a specialized course. Current trend in social work education have a common similarity of having different pecializations. These specializations are like medical and psychiatric social work, Community development, Family and child welfare, Personal management and Industrial training. There are also new trends are set by the premium institutes like Tata Institute of Social Sciences, Mumbai. The new specialization as Dalit and tribe centered social work introduced recently. These specializations transformed into the specialized degree courses as M.A. in Dalit and tribe centered social work, M.A. in Community Development etc. These courses are having the common foundation courses in first year. It proposed that instead of offering the old and conventional specialization the center of excellence should offer specialized courses in a particular field. For example, NIMHANS, Bangalore is offering course of social work education with a specialization as in Medical and psychiatric social work. Social Work Education in Development Paradigm The critical exploration of innovative emerging models of SWE in Asia was carried out 24by Nanavati M.C. The SWE has western philosophy as theoretical premise. Author has suggested 'New Models of Social Work Education '. Profession education has 5 basic components i.e. Context, Purpose, Structure, Content and Process. Co-relation and integration of these components in a process are called as "Curriculum Development". The contemporary scenarios of social, cultural and economic context explore the social work curriculum. Theories of social development and social change are having basic premise in objectives of SWE. The point of contradiction in SWE is related with personate social development. Egalitarian society is envisioned by professional social workers but the question is in individual or professional growth. Today's industrial civilization has an impact on SWE and practice. The social work profession would intervene in various issues of development paradigm. It can be understood in relation to illiteracy, industrialization, social security and universal employment. These challenges need to bead dressed by the application of indigenized knowledge. Indigenized knowledge considered as a base for resolving the challenges to set alternate model to social work practice. The discourse of indigenization carried forward since its emergence. Unfortunately, its academic and practical applicability could not achieve in India and the third world countries. The causes in failure of indigenization are explained as below

1. Elite middle class intellectuals could not find their roots in the ground reality. These elite intellectuals influenced by the western philosophy.

2. Traditional approach had a fundamentalist identity. On the contrary, liberal perspectives acclaimed and widely accepted. Hence, the role of indigenization has its own limits.

3. The emotional unrest in societies demands an alternate model of social work education where intellectual thoughts combine with emotional urge.

4. The elitist intellectuals and their western conditioning did not promote indigenization. There is a failure in balancing the influence of actual roots and concepts-theories of great masters Discourse of indigenization is existed generally in social sciences and particularly in sociology, anthropology etc. The national and regional milieus are the basic reasons to increase urge to change and ask for an alternate model. There are three different types on interests in the social workers. These interests influence curriculum designing and development that explained below First, these people are working in masses to resolve their problems. They have the means of Conscientisation and structural change to deal with social problems. They have very little faith in academic training of social work education. Second, there is the professional shaving specialized training in respected fields of interest. The third group of professionals is interested in personal and professional self-development. These interests of professionals considered as to develop the alternate model of social work education in third world countries. These three alternate models are as Model-A-Change Oriented, Model-B-Mixed and Model-C-Professional Interest Based.

**Conclusion:**

Social work education is with vision to create human resource for social development by resolving issues and problems of society. The factual research finding in north Maharashtra region about profession social workers are really optimistic and in line with vision of social work education. The most students' social workers are interested to address social issues and address social problems. The students believe that the issues and problems will be resolved

by working within system or outside the system. Hence there is no. of students interested to work in Govt. jobs. This research brings an opportunity to study aspirations of students in structural social work perspective.

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# School students' use online learning due to Covid-19 feebly

*Srimanta Ghosh*
*Headmaster*

## Abstract

Due to Covid -19 ,school level educational institutions undergo to online learning. This study inquired into school level students' appreciation of their adoption, use and acceptance of emergency online learning. The factors analyzed were attitude affect and motivation .Quantive and qualitative data were collected from 270 students. The findings present how motivation self-efficacy and use of technology play a significant role and decrease academic performance of students. The findings also present , participants preferred   face to face learning  or offline  and physical teaching . This study presents suggestions as how to improve the acceptance of online learning during unavailable circumstances Students' appreciation of online learning due to $2^{nd}$ wave of corona-virus.

*Key Words:* Online learning, physical learning, $2^{nd}$ wave of corona-virus, appreciation, online learning acceptance, upper primary students.

## Introduction:

India has been facing a health crisis as Covid-19 along with whole world. India recovered an all-time high of 103558 crore virus infections in a day pushing the nation-wide covid-19 tally to 12589067, according to the Health Ministry data updated on Monday (5/4/20) students came school last on 24/3/2020, and on and from 1st April online classes had been started at Kalna Maharaja's High School. But, students have expressed stress related to online learning and difficulties when completing schoolwork. Now , second wave of corona virus is being continued  and educational institutions can develop strategies to assist students and requires an emergency transition to remote learning  current study explored school level students' of upper primary level perceptions about their adoption, use and acceptances of online learning during 2 nd wave of corona virus. WHO  declared to transmission of covid -19 to control contact between people. Government ordered to maintain physical distancing and movement restrictions. Government of several states allowed for offline class as form class 9 to class 12, maintaining restrictions. But upper primary level students are still remaining "stay at home". There is same evidence to suggest that online learning during the pandemic facilitated benefits Gonzlaezetal (2020) analyzed students' performances during covid -19 and found that students improved their performances when compared with the previous year. The another found significant improvement in the scores of both modalities, online and covid -19. But there is no enough information about how covid -19 measures stay at home and online learning have affected the learning process from Students' point of view.

## Online Learning

Online learning is simply defined as electronic learning without  having travel,a students can acquire knowledge through online using internet. Physical institutions have been for long used as the main means though which knowledge could be transmitted.In the recent past, technology has taken a tremendous growth which also being transferred into education sector. Specially during lockdown period teachers and students come to discover how convenient and reliable the interest is ,and electronic learning is being much popular in the world of technology. Due to the covid-19 pandemic ;many students around the world had to transfer from face to face instruction to an online learning environment in the total academic session in the last year. But online learning's effectiveness highly depends on the degree of acceptance of the user (Tarhini et al. ,2017). Therefore ,it is important to analyze the factors related to the use and acceptance of technology.

## Technology Acceptance models

Technology acceptance model (TAM) based on cognitive theories that explain the process of changing a behavior. The models explain the discriminates of computer acceptance among the people( Abdulla &Wind,2016,Chen,2013,Kenp et al,2019).The first model has limitations and has been redefined many times. Kemp et all(2019) analyzed different technology acceptances models and developed a laxonomy of factors that affect attitudes towards the use of educational technologies by the students. Thus are seven primary categories 1.Attitude,affect,and motivation. 2. Social factors 3. Usefulness and visibility 4. Instructional attributes 5. Perceived behavioral control 6. Cognitive engagement 7.System attributes. Though all the factors are influential for adopting technology, this research will be focused on the factors that are mainly related to students behavior. The factors will be considered are attitude, affect and motivation; perceived behavioral control and cognitive engagement. Now ,social distancing during second wave of covid-19 created a new social reality that is outside of the scope of this study.

## Attitudes,affect and motivation:

Student's attitudes towards educational technology directly affect their learning process (Ali 2020). The Author found that students attitude significantly impacts their intention to adopt mobile technology for language learning. Another consideration is user's affect towards the learning experience . Affect includes the user enjoyment and satisfaction with the prior use of technology. Motivation includes the satisfaction inherent in the activity and the intention to achieve a goal. Research has shown that lack of motivation and self –regulation

skills in online learning may result individuals spending extra time completing assignments, turning in late assignments or overall poor-quality work (Albelbisi & Yasop,2019).

**Perceived Behavioral Control:**

Perceived behavioral control refers to the individual's capability and effort and facilitating conditions that affect the ability to use education technologies. It implies prior experience and knowledge about educational technology (Kemp at at ,2019). It states that previous experiences and efficiency expectations contribute to self-efficiency . From this social cognitive theory "individuals also are regarded is protective agents in the regulation of their cognition, motivation, actions and conditions.(Myers et all 2019). Students achieve online learning self-efficacy based on previous experiences with technology and may require training and assistance to use learning tools and platforms before the start of online education(Hecket and Ringeison 2019). It depends also accessibility and mobility.

**Cognitive Engagement**

Kemp et al (2019) describe cognitive engagement process that allow the user to absorb the knowledge . It includes focusing attention , engaging curiosity, concentration and flow. Online learning material must be provided in ways that enhance that learning experience. The research is part of a larger cross-cultural study on upper-primary students' perceptions about how online learning due to covid-19 has effected.Their learning process . The research presents only data from west Bengal, india.

The research questions that guided this study are:

1)What are upper primary students' perceptions about their adoption, use and acceptance of online learning during covid-19 Government measuers (stay at home and mention physical distance.)

2)What is students' perception regarding factors that affect the and adoption of educational technologies such as attribute ,affect and motivation

3)How do attitude, affect and motivation ;perceived behavioral control and cognitive engagement relate to each other.

**Method**

A total of 298 students responds to my anonymous questionnaire and 28 provided no information after login. A total of 270 participants gave informed consent and completed the questionnaire. Participants received noremuneration. Participants mean age 13.9.All students were from the author's home institution.86% were class 8 and 14% were class 7 students. I provided a 36-item questionnaire geared a gauging students' experiences with activities, attitudes, emotions and educational experiences after the transition from sealed syllabus to online learning.

**Quantative Items**

The questionnaire included demographic items, items geared at assessing towards in person versus online learning, motivation to pursue school and efficiency , accessibility and mobility and items about cognitive engagement.

**Qualiatative Items**

I also included two additional open-ended questions about the challenges and positive changes in the school students' learning experiences during the story at home order due to covid -19.

Question 1- Describe other related to the covid -19 pandemic that affected your learning experiences.

Question2-Describe the positive aspects and or changes that you have experienced since the stay at home order because of covid -19. A total 158 students answered and 156 reporting positive aspects related to covid-19.

**Result:**

Attitude, affect and motivation:-

Regarding attitude towards the education method,I asked students their performances and if they struggled with adapting to online learning. Students showed a stronger preferences for face to face learning than for online learning, t(249)=20.18, P<.001. Moreover students prefer face to face learning struggled with adapting to online learning. Responses showed a moderately significant correctation between preference for face to face and struggled to adapt to online learning, r s(249)=.539 P<.001.

Table-1, Descriptive statistics=

| Item | N | M | SD |
|------|---|---|-----|
| Attitude- Prefer face to face | 249 | 4.49 | 0.89 |
| Attitude-Prefer online learning | 249 | 1.98 | 1.23 |
| Struggle online learning | 249 | 3.69 | 1.41 |
| Affect(satisfied w/courses) | 249 | 3.32 | 1.25 |
| Motivation(Before) | 247 | 3.19 | 0.62 |
| Motivation(after) | 240 | 2.27 | 0.81 |
| Use of technology(before) | 243 | 3.09 | 0.73 |
| Use of technology (after) | 238 | 4.28 | 0.73 |
| Self-efficacy | 236 | 2.63 | 0.87 |
| Accessibility | 227 | 3.40 | 0.59 |
| Cognitive engagement | 235 | 239 | 0.92 |

For students motivation, I listed a series of factor and asked participants to gauge their perception of low motivated than to pursue schooling before stay at home order was implemented. Factors were talking to classmates, interclass with teachers , hanging out (eating,talking,studying etc.),school activities , complete school work, internet in class topics, and finishing my program .Participants rated each on a four-point scale, where 4= very motivating, 3=motivating, 2= slightly motivating and 1=not motivating. Responses showed acceptable internal consistency (Cronbach's alpha =.83) participants then rated the same factors in terms of their perception of how each motivated them to pursue schooling after the stay at home order was implemented. Responses showed good internal consistency(Cronbach's alpha=.86). I calculated a mean score for the seven "before" items and a mean score for the seven "after" items. Responses indicated that students are statistically more motivated before the stay at home order them the stay at home order, t (239)=13.14, P<.001

**QUALITATIVE DATA:**

Challenged and positive changes during covid-19.

This table displays the quantative data with the theme, calogories and the number of responses for the challenges and positive aspects mentioned by students'

**Qualitative Data DisplayTable - 2**

|  | Theme | Category | Students |
|---|---|---|---|
| Challenges | Situational and Environmental Challenges | Concentration difficulties living at home | 38 |
|  |  | Stress balancing life | 23 |
|  |  | Financial hardship | 17 |
|  |  | Lack of social interaction | 9 |
|  |  | Sudden life changes | 07 |
|  | Online Educational Challenges | Online learning was difficult | 38 |
|  |  | Lack of supporting academic resources | 25 |
|  |  | Work load increase | 11 |
|  |  | Being distracted during class | 10 |
|  |  | Unfamiliar online technology | 03 |
|  | Emotional Challenges | Lack of motivation | 26 |
|  |  | Negative emotion | 25 |
| Positive Aspects | Increased Family Time | More family time | 66 |
|  | Personal Improvement | Self care& personal growth | 15 |
|  |  | More sleep | 09 |
|  |  | Managing own time | 08 |
|  |  | Financial benefits | 07 |
|  | New Activity | Practicing hobbies | 41 |
|  |  | Gaining new skills | 17 |
|  | Absence of Positive Aspects | No positive aspects or change | 18 |

Challenges relatable to covid-19:

1) *Situational and environmental challenges*:

Students reported their biggest challenges to be conemtrating while being at home. They were many distractions such a family members ,noise and housework. Also, students associate home with a space for ,so concentration was difficult. Financial hardship during the pandemic was mentioned as a challenges too. Other challenges that students mentioned were the lack of social interaction and sudden changes in their life.

2) *Online educational challenges*:

The important challenges mentioned more often was lack of suffering resources to complete schoolwork. Look of inherent connection was also a problem because many prople were using internet at once.

3) *Educational challenges*:

Participants reported a lack of motivation and negative emotions as the most prevalent emotional challenges. Stay at home order has made then lose a lot motivation mental of the students was bed.

*Positive aspects/changes related to covid-19*

These themes emerged related to positive aspects that students experienced after the stay at home order ;increased family time ,personal improvement and new activities. Students reported more time with family the majority expressed it as something positive. Participants expressed that they had more time for doing new activities such as writing poetry or doing excersise, students home participated different hobbies and creative activities. Few students wrote that they do not perceive any positive changes. They chose to add comments like

"nothing", "honesty-none", or "not really any". These answers reflect that same students could not sea positive aspects.

### *Discussion:*

This study presents the factors that influences students use and acceptance of online learning during stay at home order due to covid-19.The quantitative and qualitative results showed that students prefer face to face instruction over online education. They expressed a negative attitude towards online learning. They told online learning more difficult. Thus were lack of supporting resources like learning center, library, interaction with teachers. Students who did not have previous experiences with online learning may think that online delivery is not desirable .Student's did not have previous experiences with online learning may think that online delivery is not desirable.      Concerning motivation to pursue school during the stay to order, quantitative and qualitative data showed that participants were more motivated before stay at home order .Then after Tichavsky et al(2015) examined the students motivations behind their preferences for face to face or online learning . The author found that interaction(90%) and specially interaction withteachers (50%), was important for students. In a similar line , the findings of this study confirm that motivation decreased when students transitioned to online learning and interaction was a motivating factor for students.In the qualitative data, students reported that the lack of interaction with teachers and students was a challenge for them. In the open –ended question twenty –five, students (8-71) wrote as a challenge an increase in negative emotions such as anxiety, sadness and worry.    This study confirms that students used more platforms and online educational tools after transition to online learning than before. As Murphy (2020) mentioned ,the use of emergency programs increased the students' knowledge of technological tools. The knowledge and experience gained may help students with their future abilities and perception of self-efficacy regarding educational technologies.

**Reference:**

1) *Murphy ,2020  SARS-COV 2*
2) *Ali,2020*
3) *Hodes,etal,2020*
4) *Kemp etal 2019*
5) *Crawford el al, 2020*
6) *Chan 2013*
7) *Cao,2020;CDC, 2020;Huangetal,2020*
8) *Bower,2019; Gonzaloez et al 2020; Wangetal 2019*
9) *Myers at al,2019, P-2.*

# Boon or Peril - A. I in Agri - Marketing

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## Abstract

Artificial Intelligence aids in Pest attack warnings, the right time to sow seeds, optimum utilisation of farm data, soil sensing, , help increase farm productivity, Enhance soil yield, Controls wastage of agricultural inputs, warns of pest or disease outbreaks. This paper weighs the benefits and apprehensions surrounding the A.I in Agricultural marketing. AI can be a boon to the needs and demands of the agriculture sector. It can solve many problems of the farmer, government in tackling various issues concerning agriculture. The adoption of any technology as here AI should be in a balanced systematic manner to reap its benefits.

## Introduction

India is an Agrarian economy; one third of its population depends directly or indirectly on agriculture. It employs 46 per cent of the workforce and contributes 16 per cent of the GDP. Improvement in agriculture would positively impact a large section of the population of India and also food security. It is the need of the time to tune up the Agricultural Marketing System of the country to enable the farmer

## Agricultural-marketing

In the financial year 2019-20, Indian agro-food tech start-ups raised more than $1 billion through 133 deals. India's exports of agricultural products rose to $37.4 billion. Marketing is making or producing a product which satisfies the need of the customer. Pricing it accordingly, distributing the product to the consumer, and very important making the customer aware of the product and motivating the customer to make a sale. Predominantly agriculture the backbone of our economy finds its customers both in final consumers that is households and industrial consumers that are business which trade, like resellers or the companies which make processed items with these agricultural produce. These include traders, wholesalers' processors importer exporter marketing cooperatives and retailors. Now marketing should be a win-win situation for the farmer and also for the consumer for a sustainable ecosystem, depletion of any one party's interests would undermine the sustainability of either. If suppose the farmer wants to make profits and doses his produce with heavy pesticides he would lose his customers in the long run. Vice versa for the profit of middlemen and for attracting customers with a cheaper price, the farmers would be at the receiving end. Therefore it is important for a sustainable strategy from the part of policy makers, for a smooth running economy. The policy makers should be far sighted, in their planning and implementation.
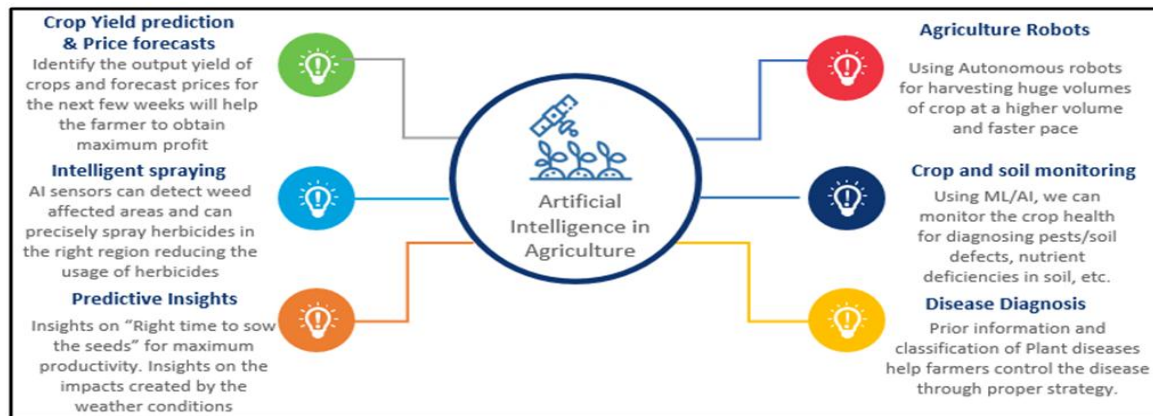
## Challenges in Warehousing, Intermediaries, Transportation

Considering distribution of the produce to the consumers various intermediaries come into picture also called as middlemen. These would take a part of the sale price; too many middlemen would cut on the profits of the farmer. A very important decision is the storage of the produce, the surplus amount of goods if not utilized would become stale and spoiled. This is the situation for all perishables goods, especially agro based, grains, vegetables, fruits, etc. This forces the farmer to sell their surplus at rock bottom prices, which in turn would yield high profits for the middlemen who have the facility to store. The transportation facilities have to be improved for the faster movement of the produce. Farmers lack the knowledge of the price of their products in the markets, lack of financial sources. The government has intervened and come up with various policies to face the new challenges and reap the opportunities as well.

## Artificial Intelligence in Agricultural marketing

To help farmers understand temperature changes, A.I helps in checking defective crops, It can identify pest and disease of crop. Apart from this A.I can help the customers provide information about the availability of crop, and the farmers the availability of customers in need of their produce. AI can identify where the surplus of food grains is available and Government can find buyers for the same. A regulatory body can oversee these activities. As the farmers may lack the technical know-how the government can intervene to bring about changes in the farming system. AI applications help farmers in accurate and controlled farming by providing them proper guidance about water management, crop rotation, and timely harvest, type of crop to be grown, optimum planting, pest attacks and nutrition management. It also helps in predict weather conditions, analyse crop sustainability and evaluate4 farms for pest and disease. AI improves the track and traceability of agricultural supply chain by removing bottlenecks to get a better and fresh produce to the customers. AI helps in the right mix of biodegradable pesticides and limiting its application only to the area which needs treatment. By using drones AI can find out the most infested area in the land. And can find out the right mix of pesticide to reduce infecting the healthy crop. Price forecasting for crops based on yield rates that help predict total volumes produced are invaluable in defining pricing strategies for a given crop.

Figure:1:- Benefits of Artificial intelligence



Source:-*https://www.wipro.com/holmes/towards-future-farming-how-artificial-intelligence-is-transforming-the-agriculture-industry/*

In predictive Agricultural analytics AI is used to predict

- Pest attack warnings
- The right time to sow seeds
- Optimum utilisation of farm data
- Soil sensing
- Help device like drones
- Help increase farm productivity
- Enhance soil yield
- Controls wastage of agricultural inputs
- Warns of pest or disease outbreaks

A.I can help the government in crop yield prediction, and real time advice to farmers. A.I can help solve the problem of price volatility in input price. A.I also assists in large scale quality testing and post-harvest produce handling and monitoring. A.I can create a platform to check malpractices in the supply chain.

Thanks to the diversity of its soil types, climate and topography; India provides a great opportunity for the data scientists and A.I experts to develop state of the art A.I tools and solutions for agriculture. Indian farms and farmers provide vast and rich data to help create A.I solutions for not just the country but the world at large. And this is one of the factors that make the opportunity for A.I in Indian agriculture unparalleled.

**Afterthoughts**

Do farmers have the technical literacy, knowledge and skills to successfully use the solution? Before tackling marketing, needs of market access and productivity have to be tackled.

**Disadvantages of A.I in Agriculture**

Even though the agriculture industry finds improvement through A.I , it can have derogatory effects on employment, as it employs over a billion people. It can leave millions unemployed.

Field tasks which are monotonous can be easily automated this can gradually make certain roles obsolete, Humans will be replaced by smart robots that can safely navigate the space, find and move agricultural products as well as perform simple and complex field operations.

The cost of technology such as drones has made it unavailable outside of the government and research bodies, it is costly to buy the drones, the biggest challenge will be funding internally from the government efforts and research institutions.

**Conclusions**

A.I can be a boon to the needs and demands of the agriculture sector. It can solve many problems of the farmer, government in tackling various issues concerning agriculture. Agriculture marketing is all about producing the best produce for the customer, which is beneficial not harmful without losing the farmer's profits. It deals with setting the right price, for a win- win situation. Marketing is distributing the produce at the right time to the right customer, also bringing awareness to customer in turn promoting their products. We have seen how A.I is beneficial in all of these. Therefore we conclude that A.I is a boon, care has to be take that if not regulated, it can turn into a peril, anything in excess is not beneficial.

Finally, machine is for man, man should not lose his sustenance to accommodate machine, all the development, technology should be for the wellness of humankind. The adoption of any technology as here A.I should be in a balanced systematic manner to reap its benefits; care should be taken not to override morality, ethics and humanity.

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# Sustainable Development Plan for Safe Drinking Water for Pune city, Maharashtra state, India

### Dr. Asaram S. Jadhav
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**Introduction:**

The climate of Pune is very healthy. There is three main season, namely summer, winter and rainy season. The temperature ranges from 15°C to 35°C. The high temperature occurs during 15th April to 20th May, and lowest temperature occurs in the month of January. The average rainfall is 70cm with more rain during monsoon period. Below give the monthly average temperature and rainfall information about Pune. Large scales of migration to Pune city create problems of enough water. Each person cannot get enough water for every day to their domestic use as per their need. In monsoon season, due to discharge of dirty and contaminated water, there are chances of spreading of epidemics. As per study there is total 551957 and 514663, households and tap connections respectively (Census 2011). There is shortage of 37294 tap connections, if determine to provide a tap connection to each household. The low economic class residential people could not get enough water because such areas mainly have public tap connections. High altitude part of the city does not get water, as low pressure of water.

**Review of Literature**

Kalantari (in 2002) had been studied the internal structure of Indian cities and from this study he developed his own formula to eliminate the bias of size and population. Pratibha Singh worked on 'Role of NGOs for Sustainable Development of Rural area in 2005'. Danielle C. Ompad, Sandro Galea, Waleska T. Caiaffa and David Vlahon studied the social determinants of the health of urban populations. Edmund J. Zolnik (in 2004) attempt work on 'the North American city Revisited: Urban Quality of Life in Canada and the United States'. A. Giannias study 'Quality of Life in Southern Ontario in 2003' by using Scalar Method to calculate 'Environment Quality of life'. Jeffrey Zimmerman (in 2001) has been made a contribution on the 'Nature of Urbanism of the new Urbanist Frontier: Sustainable Development, or defense of the Suburban Dream. Michael Pacione (in 2003) attempt work on "Quality of life: Research in Urban Geography'. Brian J. L. Berry study on 'Efficiency Frontiers: Urbanization and Development in 2001'.

**Objective:** To find out the sustainable development plan for safe drinking water for Pune city.

**Significance of the Study:**

This studies very useful for planners, researchers, government management and society also, because its gives an idea about water availability for drinking purpose for Pune city, and daily consumption of water require for city.

**Source of data:**

Primary and secondary data have been used for this section. Primary data have been collected from Pune city. Secondary data is collected from the Pune Municipal Corporation, census of India, water supply department of Pune city.

**Methodology:**

Various maps and graphs have been used to find out ward wise sustainability. To identify sustainable development index used indices method of K. B. Baburajan and M. Stalin (Geographic information system for planning rural development programmes, K. B. Baburajan and M. Stalin).

**Study Area:**

Pune city situated on the $18^0 31'$ North latitude and $73^0 51'$ East longitude. It has a strategic position in the valleys of Mula and Mutha, which join each other in the Pune city. In Pune city total 177 census wards with three Cantonment Boards namely Pune Municipal Corporation, Pune Cantonment Boards and Kirkee Cantonment Boards, more than 600000 households and more than 3.2 million people (according to Pune Municipal Corporation 2006).

**Analysis**

**Water requirements and supply**

At present Pune gets its water supply from Khadakwasla dam about 12 km from the city through right bank canal and a closed pipeline. Three more dams i.e. Panshet, Warasgaon and Temghar have been constructed on the same river, upstream of Khadakwasla. The storage capacity of these 3 dams is 900 MM$^3$ whereas the present annual requirement of city is about 200 MM$^3$ (Million Cubic Meter). It is estimated that 80-90% of the population is connected through PMC water supply. PMC serves a water supply of 195 liters / person-day (including water losses) against standard of 135 liters / person-day. Drinking water is supplied to Pune Municipal Corporation through New Mutha Right Bank Canal. It was to tune of 5 trillion cubic meters (TMC) up to 1997. As the population of Pune city is increasing rapidly the demand for drinking water has also increased. In water planning of Khadakwasla Project, only 5 TMC water was reserved for drinking water purpose. Though the water supply of Pune city is more than standard water supply per person, but there is large amount of waste water. This water waste due to break or to leak water pipeline, abuse of water, and use of water more than need. The total storage capacity of water is 29.05 TMC of Khadakwasla, Panshet, Warasgaon and

Temghar. There is a need of water to Pune city is 14 TMC per year. But location of Pune city is east of the Western ghat, this part is under lee ward side of monsoon wind and known as rain shadow zone area. Irregular and indefinite rainfall occurs every year. Population growth is also increasing rapidly. Therefore stress on water supply in the month of May and Jun.

**6.7.2. Present condition of water storage shown in the table**

| Dams | Storage Capacity (in TMC) | Useful water Capacity (in TMC) |
|---|---|---|
| Khadakwasla | 3.03 | 1.97 |
| Panshet | 10.96 | 10.65 |
| Warasgaon | 13.25 | 12.82 |
| Temghar | 3.72 | 3.61 |
| Total | 30.96 | 19.05 |

(*Source:* Water Supply Department, PMC, Pune.)

There are three main fresh water bodies i.e. Khadakwasala Lake, Pashan Lake and Katraj Lake. Khadakwasala is a moderate sized dam on the Mutha River. Water is one of the most critical services provided by Municipal Corporation. Water supply in the city, on a whole, seems to be adequate in terms of quantity and quality. There is four major dams surrounding area of Pune city, provides water supply to Pune city. High useful water capacity is available in the Panshet and Warasgaon dams. The total drinking water of these dams is 19. 05 TMC. In present, for drinking water to Pune city are 14 TMC provided by four dams. Pune Municipal Corporation serves water @ 195 / liters / day / capita. There are 17 pumping station having total of 109 operating pumps. At present there are 5 water works in Pune city.

**Present Condition of Water Recovery:**

Water is the most essential commodities and the city's behavior in terms of almost all development is related to the water availability and supply. There are many indicators to calculate water quality, supply and need such as water quantity, ground water resources, water availability, consumption patterns, access to safe drinking water, etc. For the evaluation water supply and water consumption has been considered.

| Administrative Wards | Water Supply | Water Tax Consumption | Water Recovery |
|---|---|---|---|
| **Max. Limit** | 70 | 30 | 100 |
| Aundh | 39 | 14 | 53 |
| Karveroad | 41 | 30 | 71 |
| Gholeroad | 28 | 11 | 39 |
| Warje Karvenagar | 34 | 3 | 37 |
| B. S. Dholepatil Road | 42 | 11 | 53 |
| Hadpsar | 27 | 20 | 47 |
| Yerwada | 39 | 15 | 54 |
| Sangamwadi | 26 | 3 | 29 |
| Bhavanipeth | 23 | 6 | 29 |
| Kasbapeth | 20 | 11 | 31 |
| Vishrambaugwada | 42 | 7 | 49 |
| Tilakroad | 36 | 19 | 54 |
| Bibvewadi | 38 | 14 | 52 |
| Sahakarnagar | 27 | 12 | 39 |

(*Source:* Water Supply Department, PMC, Pune.)

Though the quality of water much more important indicator than the quantity, the report of quality of water, says uniformity of every wards, because same water distributed all over Pune city.
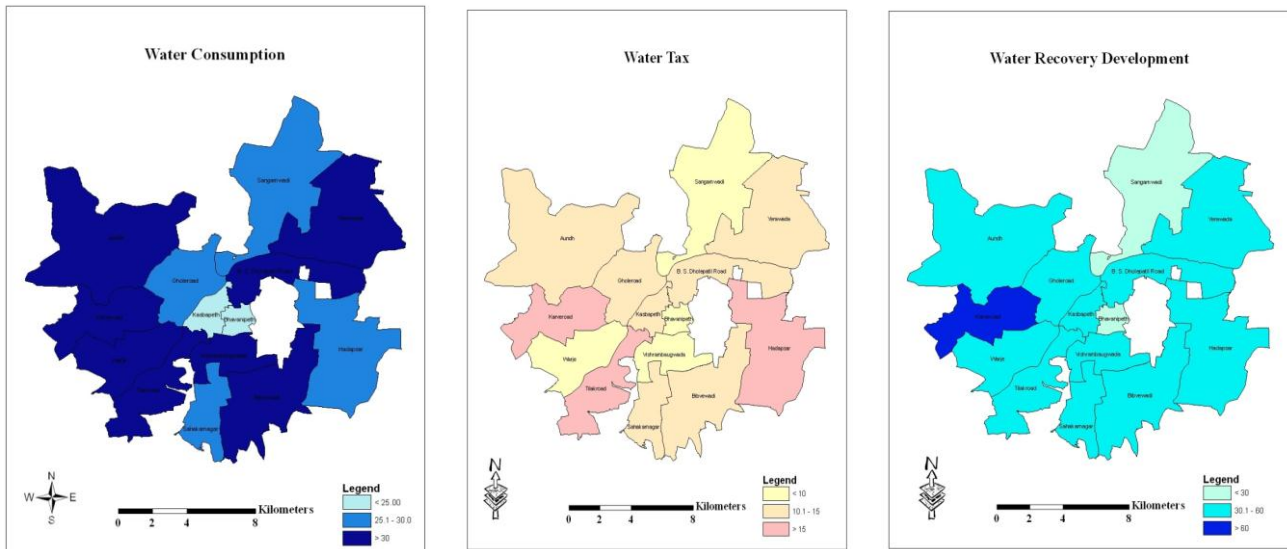
## Conclusion:

After observing the ranking mechanism of water supply, it is clear that the water distribution is not uniform across the all Pune city, the city such that almost 50 percent of the wards are being over supplied of rater excess consumers whereas the other may have under standard consumption. The water consumption is high in the western part of the city and Yerwada, B. S. Dholepatil Road and Bibve. For the water tax point of view Sangamwadi, Bhavanipeth, Vishrambaugwada and Warje- Karvenagar are less than the other wards. The reason of that, these parts are having more slum population. Thus, B. S. Dholepatil road, Yerwada, Bibvewadi and Sahakarnagar have over consumption with higher tax recovery whereas, Sangamwadi, Warje, Karveroad and Hadpsar are intermediate when compared to Aundh, Tilakroad and Gholeroad that require higher intervention as opposed to Vishrambaugwada ward showing major concern.

## Sustainable Development:

Pune city is one of the old cities. Though the water supply per person of Pune city is higher than standard level, water leakage and water wastage is very high. There are old service lines of pipes, inadequate water distribution, high proportion of slum area and poor water demand management system. Pune city need water for 24 hours for seven days in a week. This scheme can be implemented today's water volumes. There is no need of extra water or extra pumping station. There is a requirement of water audit, metering, leakage correction, rehabilitation of distribution system, construction of new water treatment plants, meter of every tap and refurbish the existing water distribution system. Water supply should be even in the every ward and every house. Water must be purifier and safe for drinking in every season including rainy days.

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# A review on the role of Krishi Vigyan Kendra (KVK) in Agricultural sector

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**Abstract:**

*All the agricultural extension centres established in India are known as Krishi Vigyan Kendra (KVK). The name indicates "A centre for Scientific Agriculture". These KVKs are associated with a local agricultural university. These centres serve as the ultimate link between the Indian Council of Agricultural Research and farmers, and aim to apply agricultural research at local level. All KVKs are come under the jurisdiction of one of the 11 Agricultural Technology Application Research Institutes (ATARIs) throughout India. Till January 2020, there were around 721 KVKs throughout India. The KVK scheme is 100% financed by Govt. of India. Thus, KVKs are sanctioned to Agricultural Universities, ICAR institutes, related Government Departments and Non Government Organizations (NGOs) working in Agriculture.*

**Introduction:**

The Instruction Commission (1964-66) suggested that a solid exertion be made to build up particular organizations to give professional schooling in farming and united fields at the pre and post register levels to provide food the preparation needs of an enormous number of students coming from provincial zones. The Commission, further, proposed that such organizations be named as 'Farming Polytechnics'. The suggestion of the Commission was altogether talked about: during 1966-72 by the Service of Instruction, Service of Farming, Arranging Commission, Indian Gathering of Rural Exploration (ICAR) and other unified establishments. At last, the ICAR set forth setting up Krishi Vigyan Kendras (Rural Science Communities) as inventive establishments for giving professional preparing to the rehearsing ranchers, school dropouts and field level expansion functionaries. The ICAR Standing Panel on Agrarian Schooling, in its gathering held in August, 1973, saw that since the foundation of Krishi Vigyan Kendras (KVKs) was of public significance which would help in speeding up the horticultural creation as additionally in improving the financial states of the cultivating local area, the help of all connected establishments ought to be taken in executing this plan. In this way ,the ICAR, comprised an advisory group in 1973 headed by Dr. Mohan Singh Mehta from Seva Mandir, Udaipur (Rajasthan), for working out a nitty gritty arrangement for executing this plan. The Advisory group presented its report in 1974. On a pilot premise the principal KVK, was set up in 1974 at Puducherry (Pondicherry) under the regulatory control of the Tamil Nadu Agrarian College, Coimbatore. At present there are 721 KVKs, out of which 498 are under State Horticultural Colleges (SAU) and Focal Agrarian College (CAU), 66 under ICAR Organizations, 104 under NGOs, 38 under State Governments, and the excess under other instructive establishments. From that point forward, KVKs have been set up in all states, and the number keeps on developing. The Indian rural area faces numerous difficulties, including a high level of little land holding ranchers, absence of store network framework, and outrageous climate conditions. A vital technique in tending to these issues, notwithstanding strategy support and a working business sector, is utilizing innovation to all the more likely comprehend and adjust to complex difficulties. Be that as it may, more elevated level examination about present day horticultural patterns, like Environmental Change and GMO, happens in colleges. The down to earth ramifications of this examination, or their pertinence to a specific nearby setting, are not promptly recognizable. For instance, scholarly exploration on new yield practices or seed types regularly happens in brought together testing areas, because of the simplicity of observing and assessment. The equivalent goes for ground-level advancements which are powerful in one neighborhood setting yet may not be available to other people. Particularly in regions with such geographic intricacy as India, rural augmentation offices, for example, KVKs serve to assemble, test and scatter information between unified organizations and a geologically scattered country populace.

In this order, the adequacy of KVKs is hard to gauge, because of enormous number of ranchers served by a solitary KVK and to a great extent disconnected correspondence between the KVK and ranchers. Hence, research in the course of recent years has zeroed in on the limit of KVKs to utilize ICT with the end goal of better dealing with their interchanges with ranchers. An excess of uses has been created, sharing warnings, for example, climate data and market valuing, enhancing the KVK's correspondence with its recipients. In any case, a considerable lot of these activities are short-endured, or have restricted effect, since the groups at each KVK frequently don't have the ability to keep up programming applications or on the grounds that ranchers don't discover the data valuable.

Topic/Thought:

While KVKs are relied upon to attempt their own activities, they are additionally expected to fill in as an asset community for stretching out government activities to neighborhoods. The current public government's program "Multiplying Ranchers' Pay by 2022" calls for expansions in agrarian profitability, advancement activities like Pradhan Mantri Krishi Sinchai Yojana and Pradhan Mantri Fasal Bima Yojana just as more spotlight on mechanical development. The public authority anticipates that KVKs should help in the dispersal of data and works on with respect to these new government activities. Notwithstanding KVKs, there are numerous nearby establishments which likewise interface straightforwardly with ranchers, for example, the Horticultural

produce market board and the Rural Designing Division. As of October 2018, there is an online dashboard which gives reports on the action of different KVKs.

In every one of these exercises, the KVK centres on harvests and techniques explicit to the nearby environment and industry. A few elements which may affect this choice are: soil type, crops developed, water accessibility, occasional temperatures, and unified areas like dairy and hydroponics. As well as tending to neighbourhood factors, KVKs are likewise ordered to build reception of practices that help with gainful farming, environment based agribusiness. Some KVKs likewise have social exercises to work with interface between the establishments and the nearby local area.

**Role of KVK:**

**On-Farm Testing:** Each KVK works a little ranch to test new advances, for example, seed assortments or creative cultivating strategies, created by ICAR establishments. This permits new advances to be tried at the nearby level prior to being moved to ranchers.

**Frontline demonstration:** Because of the KVK's ranch and its closeness to close towns, it sorts out projects to exhibit the adequacy of new advancements on rancher fields.

**Capacity building:** as well as showing new innovations, the KVK additionally has limit building system and workshops to deliberate present day cultivating strategies with gatherings of ranchers.

**Multi-sector support:** Offer help to different private and public activities through its nearby organization and ability. It is extremely regular for government research foundations to impact the organization of KVKs when performing overviews with a wide scope of ranchers.

**Advisory services:** Because of the developing utilization of ICT, KVKs have carried out innovations to give ranchers data, for example, climate warnings or market estimating, through radio and cell phones.

**Mandate of KVK:**

The order of KVK is Innovation Evaluation and Exhibition for its Application and Limit Advancement. To carry out the order viably, the accompanying exercises are conceived for each KVK.

1. KVK would deliver quality mechanical items (seed, planting material, bio-specialists, and animals) and make it accessible to ranchers.
2. organize bleeding edge expansion exercises, distinguish and report chosen ranch advancements and merge with progressing plans and projects inside the command of KVK
3. On-ranch testing to survey the area explicitness of rural advances under different cultivating frameworks.
4. Frontline shows to set up creation capability of innovations on the ranchers' fields
5. Capacity advancement of ranchers and augmentation staff to refresh their insight and abilities on current agrarian advances
6. To function as Information and Asset Focal point of rural advances for supporting activities of public, private and intentional areas in improving the agrarian economy of the locale.
7. Provide ranch warnings utilizing ICT and other media implies on shifted subjects important to ranchers.

**Conclusion:**

KVK, is a fundamental piece of the Public Agrarian Exploration Framework (NARS), focuses on appraisal of area explicit innovation modules in agribusiness and unified undertakings, through innovation evaluation, refinement and exhibitions. KVKs have been working as Information and Asset Focal point of horticultural innovation supporting activities of public, private and deliberate area for improving the agrarian economy of the locale and are connecting the NARS with augmentation framework and ranchers. Thus, KVKs will serves as a pool between the Agro based research and Rural Farmers.

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# Research Ethics and Values in Social Sciences

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**Abstract:**

*This research paper provides a general framework for enhancing research integrity by focusing on potential threats and good practice at each stage in the research cycle. Typically, research misconduct is defined in terms of fabrication, falsification, or plagiarism. However, malfeasance manifests itself in multiple forms and can occur at any stage of the research cycle from the initial selection of the research problem, through to the dissemination of the research outputs, to fellow researchers, decision-makers, and the public at large. institutions to establish and maintain a culture of research integrity. This culture must be supported by robust policies, procedures, and processes together with a governance structure to promote these values and address any transgressions in a timely, fair, and transparent fashion. Research culture is not static; it varies across time and space. It is informed by local traditions and norms, so although this research paper is based on a set of shared values, these must be interpreted and implemented in accordance with the local context.*

**Good Research Practice:** The Office of Research Integrity must promote the following values in the conduct and management of research:

**Ethics**: Research is conducted in an ethical manner ensuring dignity, rights, safety, and privacy within the researcher ecosystem.

**Rigour**: Research ensures high quality design, reliable data, the appropriate use of methods, rigorous and careful analysis, and transparent reporting and interpretation of the results.

**Relevance**: In the endeavour of expanding the knowledge-base and understanding the environment and ecosystem, research advances the short-and long-term goals of science and society. Transparency: Honesty is promoted through transparency in developing, undertaking, reviewing, reporting, and communicating research in a fair, comprehensive, and unbiased fashion

**Respect:** The process of research is aligned with the norms and traditions of society and its cultural heritage, with respect for colleagues, research participants, and the environment.

**Impartiality:** Objectivity and lack of bias are the core principles of research. Researchers should avoid conflicts of interest in setting research priorities, establishing research collaborations, choosing research questions, and interpreting and assessing the implications of the research results.

**Independence:** Research functions must be insulated from both the appearance and the reality of undue influence of funders or other non-researchers with a stake in the outcome of the research. To promote objectivity, researchers should be allowed independence in the design, conduct, analysis, interpretation, and dissemination of the research and research findings.

**Accountability:** Research will comply with both the spirit and the letter of relevant rules and procedures such as regulations governing professional standards. The ORI will publish and make readily accessible such rules, roles, and procedures that will ensure that instances of alleged misconduct or malfeasance are rare. If and when they occur, they are effectively and promptly addressed in a fair and timely fashion with sensitivity towards the rights of all concerned.

**Framework for Good Academic Research Practices**

The purpose of this framework is to encourage discussion and debate about ethical research practice and not merely to provide a set of rules that must be adhered to without reflection. This framework is meant to be the beginning of a living document that must be interpreted and applied within the specific context of each research institution. The framework focuses on three stages of the research life cycle:

**Research Design, Conduct of Research, Research Dissemination**

**Research Design:**

**Planning:** Responsible conduct of research begins at the planning stage. The choice of research questions and rationale is a critical starting point. The creation of new knowledge and translation are important outcomes of research. While translation of research comes at a later stage, researchers should proactively think about the downstream impact. Does the project potentially have positive outcomes for society, industry, country, or the ecosystem in general? The Impacting Research, Innovation and Technology (IMPRINT) initiative of the Ministry of Human Resource Development (MHRD), for example, lists major science and engineering challenges that may be addressed by researchers. Similarly, the United Nations Sustainability Development Goals (SDG) are another example where researchers can contribute towards creating a sustainable future.

**Research Questions and Documentation:** Any research activity starts with a research question. A good research question should be:

**Clear:** with sufficient specificity so that it is readily understood.

**Focused:** to ensure feasibility given the available resources and time frame.

**Concise**: brief but comprehensive.

**Nuanced:** with a research design that matches the complexity of the problem being addressed.

**Logical:** to ensure that the available evidence supports the research claims

**Literature Review:** Describing the research questions and locating them properly in the existing literature are important aspects of research planning. A literature review involves searching and compiling the literature available on a specific topic. A meaningful literature review, however, is much more than a collection of summaries of papers or an annotated bibliography of research manuscripts. It involves using the ideas in the literature to ensure an understanding of earlier research, their methodological approach, and contributions. A literature review also serves the important function of preventing the duplication of research and redundant publication.

The essential steps in a literature review involve:

Framing research question in terms of the existing literature.

Consulting relevant databases and texts for the search.

Listing relevant keywords and phrases, as well as known key references.

Ensuring search results are easily retrievable and traceable. Revising the original research question, if necessary.

**Data, Research Methods, and Analytical Approach:** Choosing the appropriate research methods is a crucial decision. The methods vary depending upon the type of research questions, the sources and nature of the data and the purpose of the research . Primary data sources are where the researcher collects the data for the purposes of the research; secondary data are those that already exist and could contain information that might shed light on the research questions. Primary data are often obtained from experiments, surveys, focus groups, interviews, case studies, and other sources. Field research often involves detailed observation, document review and analyses of natural phenomena, human artifacts, and objects as well as behaviours and action.

**Conducting Research:**

**Research Execution, Documentation, and Data Storage:** Robustness of the research results depends on thorough research execution, systematic documentation, and data quality. Careful collection of data is necessary not only for ensuring the quality of the results but also for maintaining records of collection methodology. These records are essential for judging data quality and for ensuring that future researchers can replicate the results.

**Checks for Plagiarism, Falsification, Fabrication, and Misrepresentation:**

Fabrication: Making up data or results.

Falsification: Manipulating research materials, equipment, or processes, or changing or omitting data or results such that the research is not accurately represented in the research record.

Plagiarism:

**Collaboration and Authorship**

**Intellectual Property**

**Dissemination:**

**Selection of the Right Medium for Publication:** Research findings are truly impactful only when publicly shared and communicated. Moreover, researchers earn their property rights by giving away their findings in the form of publications. Researchers must present all results, including favourable, unfavourable, and null findings. The honest reporting of all findings is essential as a matter of record and to save time for future researchers, who need not redo the work that has already been done.

**Choosing the Right Journal for Publication:** Submitting a manuscript to an unsuitable journal is one of the most common mistakes that authors make and one of the major reasons for the rejection of a manuscript. First-time authors or those who are branching out into diverse research areas may be unfamiliar with the journals in the field. On the other hand, seasoned authors, too, tend to publish in the same journals, although new publication opportunities are constantly arising in the form of online- and open access (OA) publications. As per the Directory of Open Access Journals (DOAJ), "Open access journals are journals that use a funding model that does not charge readers or their institutions for access.

**Conclusion:** This research paper is focus on good research practises in research and values .researcher should followed some ethics and values of research . Research is conducted in an ethical manner ensuring dignity, rights, safety, and privacy within the researcher ecosystem. Research ensures high quality design, reliable data, the appropriate use of methods, rigorous and careful analysis, and transparent reporting and interpretation of the results. The research paper mainly focuses on three stages of the research life cycle: Research Design ,conduct of research and research Dissemination .

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# A study of Aatmanirbhar Bharat and Inequality as a Challenge before Indian Economy

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## Introduction

*India is growing at a fastest rate economy in the world and the fifth-largest overall, with a nominal GDP of $2.94 trillion. India is having rank of 5th in 2019 in largest economy overtaking United Kingdom and France. The country ranks third when GDP is compared in terms of purchasing power parity at $11.33 trillion. India's high population drags its nominal GDP per capita down to $2,170. The Indian economy was just $189.438 billion in 1980, ranking 13th on the list globally. India's growth rate is expected to rise from 7.3% in 2018 to 7.5% in 2019 as drags from the currency exchange initiative and the introduction of the goods and services tax fade, according to the IMF.[1] (IMF Report 2019) Before independence India Was an agrarian economy however, manufacturing and service sector started developing rapidly. In today's date service sector is the fastest growing sector in the whole word, which contributes more than 60% in economy and accounting for 28% of employment. Manufacture sector plays a crucial role, which is supported by government by some initiatives like "Make in India". Although the contribution of agriculture sector is declined around 17%.[2] Rudra and Datt Sundaram 2020. The economy's strength lies in a limited dependence on exports, high saving rates, favorable demographics, and a rising middle class.*

## Facts of Indian Economy

Indian economy is in increasing trend of 3.1 % year-on-year in the first quarter of year 2020; still it is lowest growth in GDP as nationwise lockdown is announced on 24th march 2020 with the aim to control coronavirus spreading in country. Expenditure started declining at faster rate were seen for gross fixed capital formation (-6.5% vs -5.2% in Q4) and exports (-8.5% vs -6.1%) while imports fell at a slower pace (-7% vs -12.4%). Also, both private spending (2.7% vs 6.6%) and inventories (0.5% vs 1.1%) slowed sharply. On the production side, output fell for manufacturing (-1.4% vs -0.8%), the third straight quarter of contraction and construction (-2.2% vs 0%) and slowed for trade, hotels and transportation (2.6% vs 4.3%), finance and real estate (2.4% vs 3.3%) and public administration and defense (10.1% vs 10.9%).[3] Rudra and Datt Sundaram 2020.

Firstly, the Rs 20 lakh crore, Rs 1.7 lakh crore had already been disbursed to the government in the first days of the lockdown. Its salutary impact is therefore long over. Rest Rs. 5.2 lakh crore was disbursed as loans by Reserve Bank. Because of this, Borrowing rates goes down to levels not known since 2010, but their were no borrowers. By this commercial bank left with no option to park all of this money park all of that money in the RBI's reverse repo account, which swelled from Rs 3 lakh crore on March 27 to Rs 8.4 lakh crore by the end of April.[4] RBI Report 2019

'Open secret of economic growth' David McCord Wright had observed: "The fundamental factors making for economic growth are non-economic and non-materialistic in character. It is the spirit itself that builds the body." Something like this comes to mind when one goes through the Atmanirbhar Bharat package that came in wake of the Covid-19 crisis.[5] David McCord Open secret of economic growth'

Prime minister Narendra Modi addressed to citizens of India with the slogan, vocal for local to make it global this was the first time approach to growth had truly turned towards internal strength which should not be misconstrued as protectionism. He not only announced five pillars but the core was non-economic and non-materialistic in character. A logical corollary should be a demand-based economy system, which is self-producing and self-consuming as was revealed over the course of the next five days by our finance minister.[6] On May 12, Prime Minister Narendra Modi's Speech.

A self-dependent India is stand on five pillars 'economy', which brings in quantum jump and not incremental change; 'infrastructure'; 'system', based on 21st century technology driven arrangements; 'vibrant demography', which is our source of energy for a self-reliant India; and 'demand', whereby the strength of our demand and supply chain should be utilised to full capacity. Let me summarize how the PM's vision is being translated into action. But without annihilation in inequality in India, it is not possible to achieve Aatmanirbhar Bharat policy and making in India. Following indicators are showed here inequality.

## Inequality

1. The United Nations describes inequality as "the state of not being equal, especially in status, rights and opportunities".
2. Inequality can be broadly classified in to:
a. **Economic inequality:** Economic inequality is the unequal distribution of income and opportunity between individuals or different groups in society.
b. **Social inequality:** It occurs when resources in a given society are distributed unevenly based on norms of a society that creates specific patterns along lines of socially defined categories e.g. religion, kinship, prestige, race, caste, ethnicity, gender etc. have different access to resources of power, prestige and wealth depending on the norms of a society.

3. Both these categories are deeply intertwined and inequality of one type affects the inequality in another e.g. Social Inequality due to gender have large impact on income of women. In patriarchal societies large gender wage gap tends to exist.

**Dimensions of Inequality in India**

1. In India, following are distinctive forms of social inequality:

**Gender**

1. According to The **Global Gender Gap Report, 2018** India ranks 182 out of 149 countries. [7] (**Global Gender Gap Report, 2018)**
2. Economic participation and opportunity, health and survival, educational attainment and political empowerment are the four parameters for measuring gender inequality.
3. Women are **paid 34% less than me,** according to International Labor Organization, which shows highest gender wage gap of India.
4. Women comprise over 42 per cent of the agricultural labour force in the country, yet they **own less than 2 percent of its farm land** [8] India Human Development Survey (IHDS).

**Caste**

1. Caste is significant factor for determining access to resources like education, income, health valued by individuals.
2. As per the World Inequality Database India's upper caste households earned nearly 47% more than the national average annual household income, the top 10% within these castes owned 60% of the wealth within the group in 2012.

**Religion**

1. Religious identities are important for an individual's ability to mobilize resources.
2. Religious identities can cause prejudices which may lead to economic exclusion and other forms of discrimination which can impact jobs and livelihood opportunities.
3. While minorities such as Christians, Parsis and Jains have a larger share of income/consumption than their population share, Muslim and Buddhist populations have significantly lower access to economic resources.

**Ethnicity**

1. Tribal communities in India have been identified as ethnic group on the basis of their unique culture, language, dialect, geographical location, customs etc.
2. The National Family Health Survey 2015-16 (NFHS-4) showed that 45.9% of ST population were in the lowest wealth bracket as compared to 26.6% of SC population, 18.3% of OBCs, 9.7% of other castes. [9] NFHS-2015-16

**Economic Inequality**

1. The 2019 report by Oxfam, titled "Public good or Private Wealth?" explained that India's top 10% holds 77.4% of the total national wealth, while the top 1% holds 51.53% of the wealth. [10] Oxfam report 2019
2. The bottom level of 60 % population holds only 4.8% of the national wealth.
3. 13.6 crore Indians, who make up the poorest 10% of the country, have continued to remain in debt for the past 15 years.
4. The Gini coefficient of wealth in India in 2017 is at 0.83, which puts India among the countries with highest inequality countries. [11] World Inequality Report 2019

**Consequences of Inequalities**

1. Inequalities **produce social conflict** among the social groups for instance, caste groups such as Jaats, Maratha, Patels are started demanding reservations but this demand is declined by caste groups already claiming the benefits of reservations clash of interest due to perceived inequality tend to produce violent conflicts between opposing caste groups.
2. Inequalities in ethnic groups had laid to different **ethnic movements** demanding separate states or autonomous regions or even outright secession from India. North East has been rocked by numerous such ethnic movement e.g. by Nagas for greater Nagalim etc.
3. Religious inequality tends to generate **feeling of exclusion among religious minority groups**. This reduces their participation in mainstream, in India religious minorities have large population their economic exclusion compromises the GDP growth of nation as whole.
4. Poor development indicators like IMR, MMR, low per capita income, lower education and learning outcomes at schools, high rate of population growth can be traced to existing socio-economic inequalities.
5. High economic inequality is **detrimental to public healthcare and education**. Upper and Middle classes do not have vested interest in well-functioning public healthcare and education as they have means to access private healthcare and education.

**Measures to Deal with Inequalities**

▪ **Constitutional Provision**

1. Right to Equality acts constitutes **Articles 14, 15 and 16**. Article 15 and 16 are incidents of guarantees of Equality, and gives effect to Article 14. [12] Constitution of India

- **Promoting Civil Society**
1. Becomes voice of traditionally suppressed and oppressed groups, including enabling civil society groups like unions and association with in these groups.
2. Scheduled castes and Scheduled tribes should be motivated to become entrepreneurs, schemes like Stand up India need to be expanded to widen its reach by increasing funding.

- **Women Empowernment**
1. For gender equality policies like affirmative action by reserving seats in legislatures, increasing reservation at Local self-government both at Urban and village level to 50% in all states, strict implementation of The Equal Remuneration act,1976 to remove wage gap, making education curriculum gender sensitive, raising awareness about women right, changing social norms through schemes like Beti Bachao Beti Padhao etc.

- **Inclusion of Religious Minorities**
1. Religious minority groups need special attention in terms of representation in government jobs, provision of institutional credit, improvement of their education access, protection of their human rights by empowering National commission for Minority, strengthening rule of law etc.

- **Progressive Taxes**
1. Additional public resources for public services by progressive taxes on wealthy more and by increasing the effective taxation on corporations, more importantly broadening the tax base through better monitoring of financial transactions.

- **Economic Policies**
1. Inequality can be eradicated with the help of public funded high quality services like Public health and education, social security benefits, employment guarantee schemes.

- **Employment Generation**
1. Failed do develop manufacturing sectors like Textile, Clothing, automobiles, consumer goods etc. is the important reason of rising inequalities.
2. The Labor-intensive manufacturing has the potential to absorb millions of people who are leaving farming while service sector tend to benefit majorly urban middle class

- **Conclusions**
    1. Poverty, unemployment and inequality in in India are the basic obstacles before the Aatmnirbhar Bharat policy. Without reduction it economy will not achieve what the government has seen dream. As we extreme poverty and inequality.
    2. 48% population in India which are from women. They have no proper jobs in the employment market. According to The Global Gender Gap Report, 2018 India ranks 182 out of 149 countries. Without reduction between the gap of male and women through give proper equal opportunities and whenever women will not come in the flow of development Aatmnirbhar Bharat will not possible.
    3. Caste, race and religion are significant factor for determining access to resources like education, income, health valued by individuals. Marginal people and minorities want to feel better opportunities are available for their self. When majority, marginal society and minority will come together and to put their hand together for the development of country then India economy will be Aatmnirbhar Bharat and five trillion economy.
    4. Scheduled castes and Scheduled tribes should be motivated to become entrepreneurs, schemes like Stand up India need to be expanded to widen its reach by increasing funding.

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# General land Use Pattern in Dongarwadi Village: A Geographical Study

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**Introduction:**

Indian rural economy is based on agricultural. The land use pattern is rural areas is generally according to the crops produced locally. The land use is an important aspect of geographic studies particularly relevant to Agricultural Geography. "Land use is also related to conservation of land from one major use to another general use" (Nanavati) "Land use means surface utilization of all development and vacant land for a specific point at a given time and space" (Foreman T. W.) Stamp has classified the need of man into six major categories viz. the need of work, home, transportation, communication, defence and recreation. Land is necessary for human survival, because it provides man with living space, with food and number of raw material which are used in the satisfaction of his wants. Land utilization is the function of four variables like land, water, air and man.

**Objective:**

The Main Objective of the Present Research Paper is a Geographical Study of General Land use Pattern in Dongarwadi Village

**Study Region:**

TheDongarwadi Village of Sangli district that lies in south-western part of Maharashtra, The average altitude of Dongarwadi Village is 550 meter. It extends between $18^o 96$ ÈNorth to $17^o 10$ ÈNorth latitudes and $72^0 82$Èto $74^o 42$ÈEast longitudes. This having dry summer and moderately cool winter. Its total geographical area is 404 hectares and population according to 2011 census is 1331with 704 male and 627 female.

**1. Data Base and Methodology:**

For the present research paper, researcher has adopted following method for data collection.

a) The present research work is mainly based on primary source of data.

b) The discussion and observation methods are also used for necessary data.

c) Field study has been organized in the Study region.

d) Collection of secondary data is done from various officers of Study region.

The collected data has been represented in the forms of relevant cartographic techniques.

**2. General Land Use Pattern in Dongarwadi Village:**

**Table No.1, General Land Use Pattern in Dongarwadi Village**

| Sr. No. | Land use Pattern | Area in Hectares | Percentage of Total Geographical Area |
|---|---|---|---|
| 1 | Area under forest | 55 | 13.61 |
| 2 | Land not available for cultivation | 20 | 4.95 |
| 3 | Cultivable waste land | 07 | 1.44 |
| 4 | Permanent pastures and trees and grow | 20 | 4.95 |
| 5 | Fallow Land | 52 | 12.87 |
| 6 | Net area sown | 250 | 61.88 |
| | **Total Geographical Area** | **404** | **100** |

Source: - Field Study, 2018-2019



Land use pattern in Dongarwadi: 2018-19
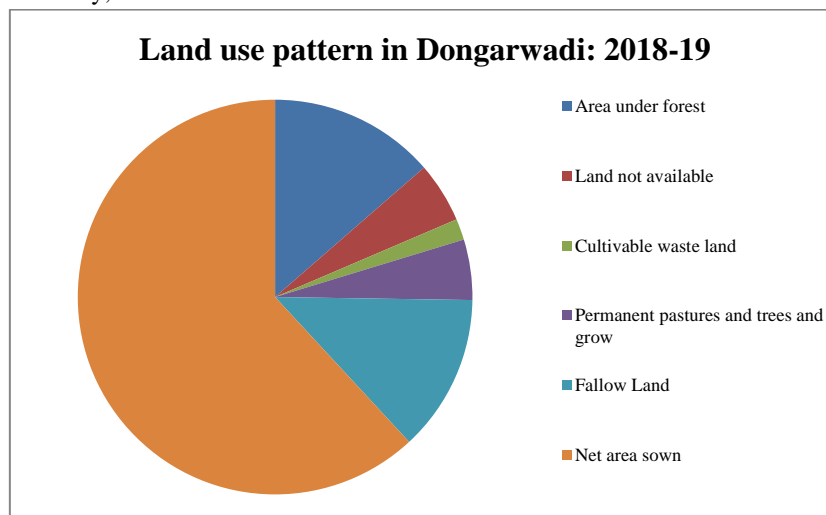
**5.1 Area under Forest:**

This category includes any land classed or administered as a forest under legal enactment. The figures under grazing lands or a crop within the forest are also included in the area under forest. It is clear from the Table No.1 and Figure No. 1 that the total area under forest was 55 hectares. This was 13.61 percent of the total geographical area in study region, being less than the average for Sangli district.

**5.2 Land not Available for Cultivation:**

This category includes barren and uncultivable land and area    under non – agricultural use. Barren and uncultivable lands are bare rocky outcrops of hills, plateaus, mountain etc. This land can under no conceivable circumstances be brought under cultivation but at a very high cost a very little proportion may be classed as uncultivable. Area under non – agricultural use covers all lands occupied by settlements, roads and railways, beds of streams, ponds and canals. General land use pattern under this category are exhibited in Table No.1 and Figure No.1 that is 20 hectares during 2018-19. Thus it was 4.95 per cent of the total geographical area of the study region.

**5.3 Cultivable Waste Land:**

Cultivable wasteland denotes land considered by present judgments as cultivable but actually not cultivated during the current year and last seven years or more in succession. Nearly 07 hectares or 1.73 Percent of the total area of the study region is cultivable waste land. The land under this category is waste land though it can be cultivated for agriculture and other purposes. The reason for the waste land that is not used for agriculture is scarcity of rainfall and non – availability of enough water for irrigation in the area.

**5.4 Permanent Pastures and Trees and Grow:**

Permanent pastures and other grazing lands embrace all grazing lands which may be permanent meadows and village common pasture. Area under miscellaneous tree crops etc. covers all cultivable and which is not included in the net area sown, but is put to some agricultural use other than seasonal cropping. The is clear from that area under permanents pastures and tress and groves in study region was 20 hectares during 2018-19. Thus, it was 4.95 per cent of the total geographical area of the study region.

**5.6 Fallow Land:**

This category of land consists of current fallow and other    fallow lands. Current fallow the lands left unsown during the current agricultural year only to regain fertility and also that which remained un-cropped in the short – term for want of moisture and economic reasons. The fallow lands comprise all lands which were taken up for cultivation but are temporarily unsown for a period of not less one year and not more than seven years. The Table No.1 reveals that area under total fallow land in the study region. It was 52 hectares during 2018-19. Thus it was 12.87per cent of the total geographical area of the study region.

**5.7 Net area sown:**

Net area sown represents the extent of the cultivated area actually sown during the year2018-2019. It may be referred to as net cropped area also. The Dongarwadi Village is one of the widely cultivated areas of the 250 hectares or 61.88 per cent of its total geographical area devoted to crop. Spatial distribution of net area sown to a large extent is influenced by variation in relief. River valleys, Flood plains, low land and low under cultivation.

**Conclusion:**

The total geographical area of the Dongarwadi Village is 404 hectares. In the study region the utilization of land use was classified into six categories i. e Forest land, Land not Available for Cultivation, Cultivable waste land, Permanent pastures and trees and grow, Fallow Land and Net Area Sown. In the study region Net Area Sown is the most important type of land use and excels all the other land use categories. Proportion of such land is higher in 250 hectares or 61.88 per cent of its total geographical area.

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# Overview of Trends in Expenditure by State Government of Maharashtra for Health & Employment Sector In COVID 19 Crisis.

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**Abstract**

The recent COVID-19 crisis has placed enormous fiscal burden on the Union and State governments. Amidst the economic slowdown triggered due to the outbreak of the Covid-19 pandemic in India there have been made many changes in policies of central and state government. India witnesses a rapid increase in amount of Corona virus cases, mutation in the strains of the deadly virus and rise in fatalities which calls for a need to manage the government expenses on rural and urban health & employment along with other sectors in an appropriate manner. As a result of massive lockdown strict rules and regulations the economy has suffered to such an extent that the GDP fell down to -23.9% in the 1st quarter of fiscal year 2020-21. Inspite of V shaped recovery post lockdown the economy is continuously shrinking. Economic growth and tax revenues remain uncertain in 2020-21 making it challenging for the government to finance any addition to the fiscal deficit. If these discrepancies in public finance are not tackled effectively it might worsen the health of the economy.

**Keywords:** Health, Unemployment, Fiscal deficit, Government expenditure, Government policies, COVID 19 measures.

**Research Methodology:**

The research focuses on extensive study of Secondary data collected from various books, National & international Journals, government reports, publications from various websites magazines and articles which focus on expenses on health and employment and Covid 19 measures adopted by Government of Maharashtra. Data for the analysis of revenue and expenditure components was primarily sourced from State budget documents Important conclusions have been drawn and constructive future approach are suggested for social and economic recovery.

**Objectives:**

1. To analyse the impact of COVID 19 on health and employment in Maharashtra.
2. To study Government expenditure of Maharashtra for the year 2020-21.
3. To study government policy measures of Maharashtra to tackle the Covid 19 Crisis.

**Introduction:**

History is replete with visitations of pandemics in India. The worst fatality record in India was associated with the Spanish flu pandemic during 1918-20 with human cost of the pandemic of about 12 to 18 million people. Like the COVID-19 pandemic, the 1918 flu was also superimposed on a pre-existing slowdown in the Indian economy. India was also severely affected by several bubonic plague pandemics during 1855-1960, the spread of small pox in 1974, swine flu in2009 and now COVID 19 as shown in the following table.

| Notable Epidemics with its Severe Impact | | | | |
|---|---|---|---|---|
| Event | Year | Affected Areas | Cases | Deaths |
| Bubonic plague | 1896-1918 | Provinces of Bombay, United Provinces, Punjab, North West Frontier Province, Hyderabad, Mysore, Madras, Agra & Oudh | - | 10 million |
| Spanish Flu | 1918-20 | Nearly all India | 125 million | 12–18 million |
| Asian influenza | 1957-58 | Nearly all India | 4.4 million | 1,098 |
| Small Pox | 1974 | Bihar, Odisha and West Bengal | 61,482 | 31,262 |
| Swine Flu | 2009 | Nearly all India | 1,62,420 | 11,073 |
| COVID-19 (up to 13 April 2021) | 2020 | Nearly all India | 13.9 million | 1,72,000 |
| COVID-19 cases in state of Maharashtra | 2020 | Nearly all districts of Maharashtra | 3.52 million | 58,526 |

Source: compiled by the researcher (RBI publication, Statista/infographics, JHU CSSE Covid 19 data)

All these Pandemics are associated with a contraction/deceleration in GDP. These severe disease outbreaks have also depressed per capita economic output in the economy with varied magnitudes. Policy responses post these pandemics have essentially focused on the provision of medical and public health services for offsetting the negative impact of pandemics on the economy. Public health and infrastructure played a pivotal role in policy responses. State interventions in the form of subsidised medical treatment and drug price controls as part of the pandemic response have been documented. Economic stabilisation after pandemics has, in general, relied upon large scale fiscal stimuli, viz., temporary tax reliefs and subsidies for affected industries,

loan guarantees, lower taxes various sectors and measures to revive small and medium-sized businesses, similarly the heinous impact on health and infrastructure can be resolved with appropriate government expenditure on different policies and its channelised implementation.

**Impact of Covid 19 in Maharashtra viz Health and Employment**

**A) Health:** Maharashtra had the highest number of cases since early March 2020. In order to cope with the crisis better, the government was making contingency plans to increase COVID-19 testing capacity of the country. At the same time, the country went into a total lockdown on March 25, 2020 making it the largest in the world restricting 1.3 billion people. After further extensions, the country was divided into red, orange and green zones. Like other countries across the world, restrictions were slowly being lifted to attempt building economic momentum. Maharashtra recorded over 16,000 new COVID-19 cases accounting 62.7% of India's new cases as of March 14, the highest for the State in 2021. 3.2 million cases have been witnessed with recovery of 2.87 million patients and casualties of 58,526 patients in Maharashtra as of April 12, 2021. Maharashtra is leading with 89,49,560 doses, of COVID-19 Vaccine accounting for 9.92% of total doses but health infrastructure including availability of beds, oxygen, medicines etc. in the state to treat Covid-19 patients is inadequate. The trend of rise of COVID-19 cases from March 2020 till April 2021 can be shown as below.

**B) Employment:** Rising cases and probability of more restrictions in Maharashtra pose a big threat to businesses and the economy at large, due to the restrictions put in the state, the "radical" lockdown decision taken by the Maharashtra government will have an economic impact of Rs 40,000 crore. Hotels, trade, and transport sectors in the state are going to bear the biggest dent, according to Care Ratings. Thus, increasing unemployment in various sectors of economy. According to the Periodic Labour Force Survey 2017-18, Maharashtra has an unemployment rate of 4.9%, which is lower than the all-India unemployment rate of 6.1%. The ratings agency further stated that the loss of economic activity will have a 0.32% impact on the GVA (Gross Value Added) at the national level. It also revised down its national GDP growth estimate to 10.7 - 10.9% from 11 - 11.2% hence shrinking the economic growth.

**Overview of Government Expenditure of Maharashtra during COVID-19 Crisis:**

**The Gross State Domestic Product (GSDP)** of Maharashtra for 2020-21 (at current prices) is estimated to be Rs 32,24,013 crore which is 12% rise from the revised estimate of 2019-20. **Total expenditure** for 2020-21 is estimated to be Rs 4,34,085 crore, a 4.1% increase over the revised estimate of 2019-20. In 2019-20, total expenditure is estimated to increase by Rs 12,127 crore (3%) from the budgeted estimates.

**Fiscal deficit** for 2020-21 is targeted at Rs 54,618 crore (1.69% of GSDP). In 2019-20, the fiscal deficit is estimated to increase by Rs 16,947 crore (2.73% of GSDP), as compared to the budget estimate of Rs 61,670 crore (2.07% of GSDP).

**Maharashtra's expenditure on six key sectors as a proportion of its total spending on all sectors.**

**Education:** Maharashtra has allocated 18.2% of its expenditure for education in 2020-21 Health: Maharashtra has allocated 4.3% of its expenditure for health in 2020-21.

**Agriculture and allied activities:** The state has allocated 7.5% of its expenditure towards agriculture and allied activities in 2020-21.

**Rural development:** Maharashtra has allocated 5.3% of its expenditure for rural development in 2020-21.

**Roads and bridges:** Maharashtra allocated 4.3% of its expenditure for roads and bridges in 2020-21.

**Police:** Maharashtra has allocated 5% of its expenditure for police in 2020-21.

**Policy measures taken by Government of Maharashtra in COVID-19 Crisis**

**Shivbhojan yojana:** 2.81 crore Shivbhojan thalis have been distributed through total 906 Shivbhojan centres

**Pradhan Mantri Garib Kalyan Anna Yojana:** about seven crore Antyodaya Anna Yojana & Priority Households beneficiaries in the State have been



provided five kg of food grains per person per month and one kg of pulses per family per month free of cost.

**Mahatma Jyotirao Phule Shetkari Karjamukti Yojana 2019:** benefit of ` 19,847 crore has been given to
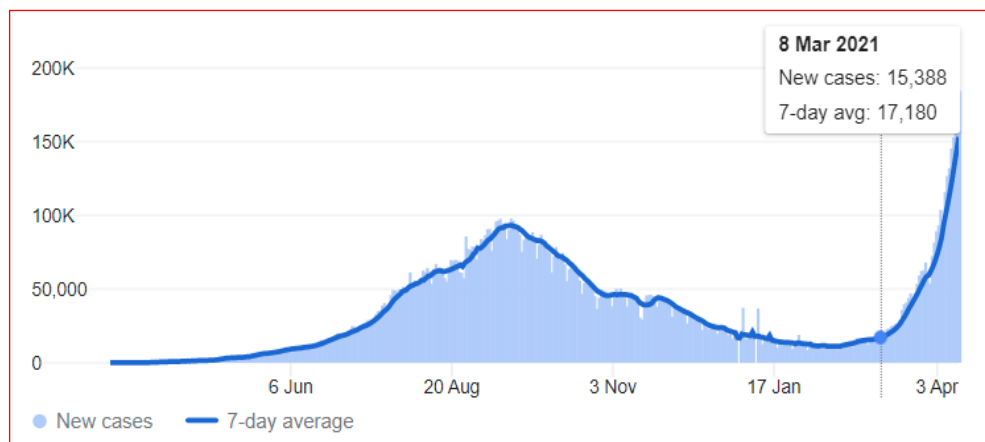
31.04    lakh    beneficiary    farmers    up    to    January,    2021    since    inception.
**PM KISAN scheme:** as on 4th January, 2021 in all 102.54 lakh beneficiary farmers in the State have been benefited and the total amount of ` 9,496.38 crore has been credited to beneficiary farmers' bank accounts.
**Maharashtra State Rural Livelihood Mission:** under which total credit linkage of ` 872.52 crore was disbursed to 63,063 Self Help Groups during 2020-21 up to January 2021.
Distribution of agricultural inputs to 9.42 lakh farmers at their door steps

**Conclusion**

The pandemic has changed the scenario of government functioning and finance. As the public health crisis recedes, the priorities will need to shift to improving the resilience of economic, social and fiscal systems by boosting investment in social overhead capital infrastructure and digital literacy so as to sharpen aspects like contact-tracing, targeted public service provisioning amidst social distancing norms and sanitation compulsions. Local governance must be empowered for effective interventions at the grass-root level. Gainful employment through various schemes must go hand in hand with scaling up health infrastructure and social safety nets for labour class.

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# A Geographical Study of Effects of Creek Water Pollution on Human Health and Environment

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**Abstract :**
Thane creek ($72^0 55'$ to $73^0$ East Long and $19^0 15'$ North Lat) is 26 kms long. Thane creek joins by minor connection with Ulhas River on its North near Thane city.  A few decades back heavy industrialization and consequent urbanization have occurred along both the banks of the creek.  The creek supports good diversity of mangroves and birds including Flamingos.  The creek used for domestic and industrial effluents.  It results water pollution in creeks.  It affects the creek ecosystem. It is possible to revive the creek ecosystem if remedial measures such as reduction of sewage and solid wastes at source, plantation of mangroves.

**Introduction:**

Water is undoubtedly the most precious natural resource existing on our planet.  It is required to meet our basic needs in day to day life.   It is also required for irrigation, day to day activities, generating electricity in power plants, manufacturing processes and disposal of waste. In the process of urbanization, industrialization and agricultural practices, we knowingly or unknowingly pollute our rivers, lakes and oceans.  Subsequently, we slowly but surely harm our planet.  one of the consequences of this is that many species of flora and fauna are diminishing at an alarming rate.

Creeks play an important role as habitat for fishes and prawns.  However, they are vulnerable to anthropogenic activities, as they are being used as dumping grounds for domestic and industrial wastes. Mostly industrial waste is harmful for aquatic ecosystem.  A few decades back heavy industrialization and consequent urbanization have occurred along both the banks of the creek.  On the east bank exists Asia's largest industrialized zone namely Thane Belapur industrialized area along with the Navi Mumbai Urban area.

**Theme:**

**Water pollutants:**
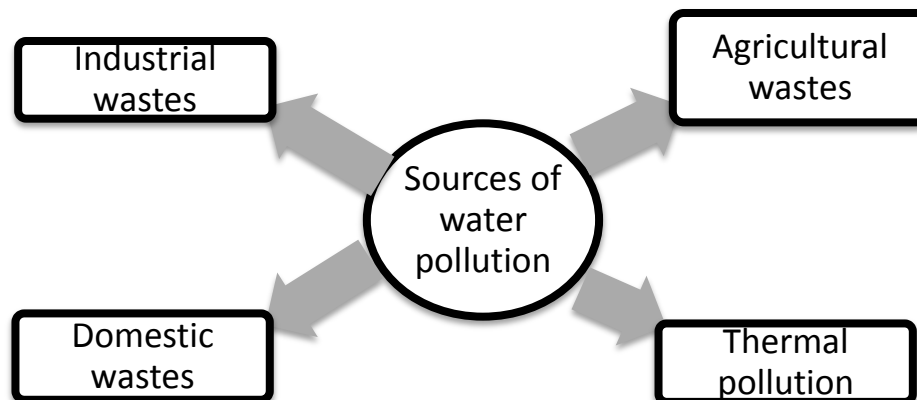


**Domestic wastes (sewage):**

This primarily includes excreta of humans and animals along with papers, food waste, detergents   etc. Various discarded materials ultimately gets accumulated in nearby water bodies like lakes,    Ponds and rivers and  creeks.

**Industrial wastes:**

Huge amount of water is needed for manufacturing processes in steel

and paper industries.   Hence such industries are situated on the banks of rivers.  Many other industries like textile, Rubber,  leather,  medicines  etc.  are responsible for water pollution.  all these Industries produce huge amount of  effluents,  it is discharged if untreated into water bodies, can cause severe water pollution.  Wastes like heavy metal are carcinogenic in nature and toxic compounds like   phenol, cyanide and Ammonia are the major contaminants of chemical industries.  Most of these pollutants are non-degradable in nature.

**Agricultural wastes:**

Chemical fertilizers are applied in fields to increase the crop yield. They have harmful effects on human beings, animals and the environment too. The excess of fertilizers are leached into the ground and pollute the groundwater. Excess pesticides, insecticides and herbicides are also used in the fields to protect the crops,  but

all these find their way into nearby water bodies through surface run-off and are responsible for severe water pollution.

**Thermal pollution:**

In thermal power stations and nuclear power plants, huge quantity of water is used for cooling purposes and such water becomes hot. When such heated water enters into nearby lakes or rivers it causes thermal pollution. Such type of pollution has harmful effects on aquatic ecosystem. Water pollutants include contamination due to domestic wastes, insecticides and herbicides, food processing waste, pollutants from livestock operations, volatile organic compounds (VOCs), heavy metals, chemical waste, and others. Rampant dumping of debris and effluents in the creeks abutting the city has been polluting the water of these natural bodies and posing a grave threat to marine life. This water has also been causing rashes in humans. A TMC survey reveals high alkalinity and less oxygen in the Thane creek water.The reports show high alkaline values to the extent of 7.85 mg/l at Kasheli while the volume of dissolved oxygen is also less at Gaimukh (7.4 mg/l). Dissolved oxygen is required to keep micro-organisms alive in water.The values were found higher at certain spots like Kolshet, Kalwa and Kopri and calls for immediate attention by the pollution control department. Organic content, Nitrates and Phosphates, heavy metals (zinc, chromium, cadmium and copper) present in the sediments of Thane creek.

**Effects of water pollution:**

Waterborne diseases caused by polluted drinking water include typhoid, amebiasis, giardiasis, ascariasis, hookworm, etc. Waterborne diseases caused by polluted beach water are rashes, ear ache, pink eye, respiratory infections, hepatitis, encephalitis, gastroenteritis, diarrhea, vomiting, stomach aches, etc. When water is contaminated with chemicals such as pesticides, hydrocarbons, persistent organic pollutants, or heavy, it could lead to cancer, including prostate cancer and non-Hodgkin lymphoma, hormonal problems that can disrupt reproductive and developmental processes, damage to the nervous system, liver and kidney damage, and damage to the DNA. Specifically, mercury in water can cause abnormal behavior, slower growth and development, reduced reproduction, and death.
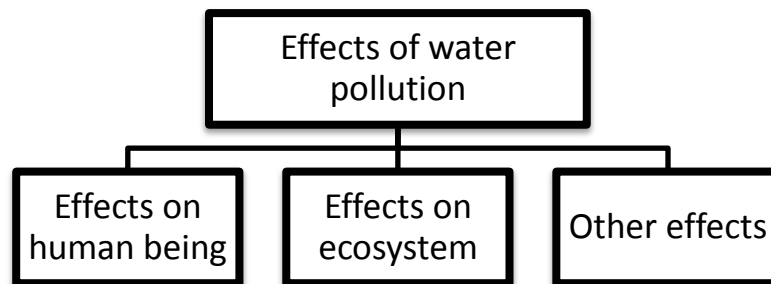


**Effects on human being:**

1. Diseases like hepatitis, typhoid, diseases of skin and alimentary canal. 2.• Ailments of liver, kidneys, brain, deformities in bones,hypertension.

**Effects on ecosystem:**

1. Retarded plant growth 2. Loss of plant species 3. Increase in salt content of water 4. Decreased dissolved
5. oxygen level 6. Disturbance in aquatic ecosystem7.Death of aquatic animals 8.Adverse effects on sea birds

**3. Other effects:**

• Changes in physical and chemical properties of water
• Changes in natural color and taste
• Useful aquatic fauna is destroyed
• Soil fertility is affected
• Toxic materials are added to crops

**Conclusion:** The study reveals the detrimental state of Thane creek. Moreover the livelihood of the local fishing community solely depends on the health of the creek. The constant hypoxia and high nutrients would not only affect the ecology of the creek but also the economy of the area. In order to combat this situation the government authorities should plan and implement certain remedial measures. Such as, stopping reclamation activities, proper planning of solid waste disposal and making the use of effluent treatment plants mandatory before disposing the effluents and domestic sewage into the creek.

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# Extraction of the Water Bodies Through Modified Normalized Differential Water Index.

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**Abstract:**

*Monitoring open water bodies accurately is an essential and fundamental application in remote Sensing. Various water body mapping approaches have been developed to extract water bodies from multispectral images. The method based on the spectral water index, especially the Modified Normalized Difference Water Index (MNDWI) calculated from the green and Shortwave-Infrared (SWIR) bands, is one of the most popular methods. The MNDWI method can suppress information about built effectively by highlighting from water bodies in the study area. Recently launched Sentinel-2 satellites provide satisfactory spatial resolution multispectral images. This new dataset is of potential significance for regional water bodies mapping due to its free access and frequently revisit capabilities.*

**Keywords**: *Modified Difference Water Index (MNDWI), Sentinel, Water bodies,*

**Introduction:**

The surface water body of a region is a significant natural resource which regulates directly the carrying capacity in the agriculture and indirectly climatic condition. A more significant number of surface water bodies is a good indicator of good rainfall conditions and underground water storage. With the help of satellite images extracting the present situation, the surface condition is a boom given to humankind to plan for the sustainable development of a region meticulously. The water body data of a region will be of immense help to conserve and manage water resources. Not realizing the valuable freshwater resource man has ended into blatant natural resource devastation in the recent past. From this point of view, analyzing the decadal change in diminishing and vanishing the water body is a crux of present-day planning. Although there are many methods to extract the present-day surface water body, the normalized NMDWI is one such method. This paper deals with the method of extracting the surface water resource through NMDWI.

**Study area:**

Kabini is the main tributary of the Cauvery River, next to Hemavathy River. The river basin location is between $11^0$ 37' 10" to $12^0$ 50' 30" North latitude and $75^0$ 22' 25" to $76^0$ 58' 02" east longitude. It originates in the Pakramthalamhills of Wayanad district of Kerala state by the confluence of the Panamaram River and the Mananthavady River at an elevation of 2140 mts. Annual rainfall is 1000m to 1500m. The length of the river is 230 km, drainage area is 7080sq Km. Kabini enters Karnataka, and its channel part starts from Heggadadevana Kote, Nanjangud, Gundlupete, Hunsur, and Mysore. Nanjangud, Heggadadevankote is drained 100% by kabini. A significant portion of Mysore city drains towards Kabini river basin, which accounts for 70% and only 30% by Cauvery river. The Kabini river takes its path towards the southwest of Nanjangud that is up to Gundlupete, and another branch flows eastward to join the Cauvery River at TirumakudaluNarasipura in Karnataka. Kabini flows diagonally from southwestern parts to the northeast before joining the river Cauvery at Tirumakudalu Narasipura. Kabini River has four tributaries, namely Taraka, Hebbala, Nugu, and Gundal. Both Cauvery and Kabini river carries the finely decomposed rocks and mineral particles from North West and southwest parts respectively and deposits most at meanders of various riverbeds. Kabini is a prominent source of drinking water in Bengaluru.
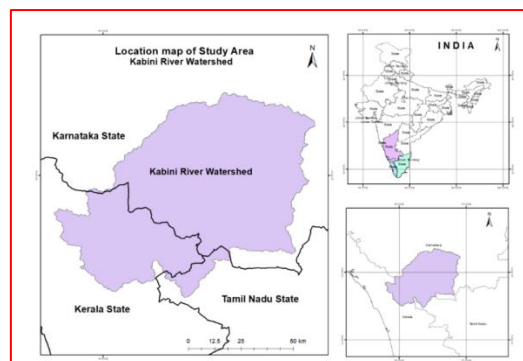


*Figure 1 Location map of Kabini river basin.*

**Methodology:**

For the present work to extract water bodies of the Mid- Kabini river basin. Sentinel 2 satellite image was downloaded from USGS Earth explore. Totally five images have been downloaded to cover the study area of different dates between February 25th to March 3rd 2021. Sentinel 2 satellite images consist of 12 bands, among

which band three and band six have been used that is Green and short wave infrared bandwidth. These two bandwidth has different significance in extracting the water bodies.
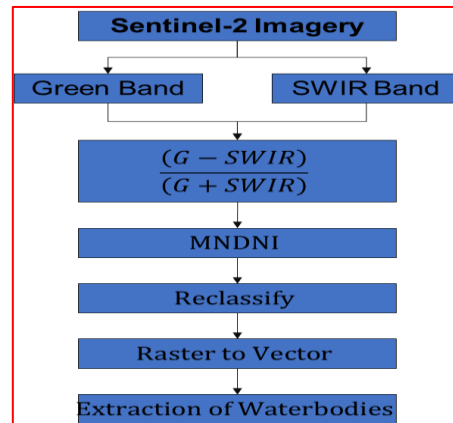


*Figure 2 Flow Chart of the Methodology*

Band 3 is the green wavelength which absorbs long waves, and reflectance value based on land reflects short waves, whereas water body observes short waves reflect long waves that the non-land will be black and land body will be a bright one. Post downloading these two bands; the simple formula has been adopted to extract only the water bodies, such as band three minus band six as one feature class and band three plus band six as another feature class. From this feature, classes B3-B6 has been divided by B3+B6. The final output is the modified normalized differential water index. Further to validate the data, reclassify has been done to obtain the raster data set. Finally, the raster data set has been converted to vector format as a final. Output, the water indices have been performed and mapped. "The Modified Normalized Difference Water Index (MNDWI) uses green and SWIR bands to enhance open water features. It also diminishes built-up area features that are often correlated with open water in other indices.

MNDWI = (Green - SWIR) / (Green + SWIR)

Where: MNDWI: Modified Normalized Difference Water Index, Green = pixel values from the green band, SWIR = pixel values from the short-wave infrared band.

**Result and Discussion**

Water bodies are extracted using the sentinel 2 images and process. The Kabini river basin has four important tributaries in Karnataka. Taraka, Nugu, Gundal, and Hebballa. The dams are constructed in Kerala and Karnataka. Kabini river is the primary source of irrigation in Nanjangud, Gundlupete, Chamarajanagar. It is the primary source of drinking water to Mysore city, Mysore Taluk and Nanjangud. Many lakes are extracted, and it is the main objective of the research. Around 280 lakes are found in the Kabini river basin.

***Figure 3 Waterbodies in the Kabini River Basin***
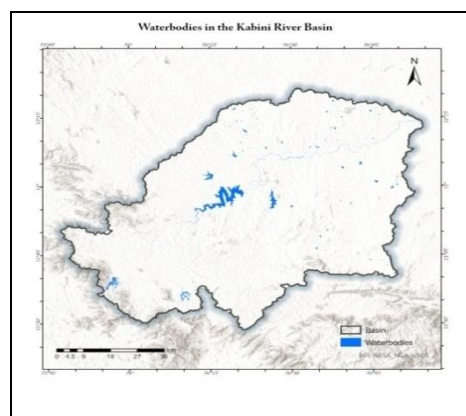


*Table 1 Distribution of the Lakes*

| SN | Size of the lake | No of lakes | Area (km$^2$) |
|----|------------------|-------------|---------------|
| 1 | Minor | 280 | 13.15 |
| 2 | Moderate | 2 | 0.174 |
| 3 | Major | 1 | 43.185 |

**Conclusion:**

Extracting surface water from optical sensors is straightforward; tremendous efforts have been devoted to developing automatic extraction methods. Using these sentinel images, the water bodies were prominently extracted for the Kabini river basin. On this MNDWI layer, the Google earth is used to check the lakes falling under the Kabini river basin of the study area. Using the google earth validation is applied, it became easier to visualize the consistencies between the two data and verify the presence or absence of water bodies in certain regions. Future work includes the assemblage and analysis of the available data to evaluate the trend of vanishing of lakes in the study area.

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# Maximum Light Intensity Tracker Using PIC Microcontroller
### *Mr. Bhavesh Anant Chavan*
*Assistant Professor*

**Abstract-**

*Energy sources are of two types renewable and non-renewable. 'Renewable' resources are those that recover their capacity in a time significant by human needs. Examples are sun light or wind power, when natural phenomenon that are the primary source of energy are going and not depleted by human demands. Now days, sometimes we complete our demand of electricity with the help of solar energy. This is done with the help of solar panels. By maintaining the solar panel always perpendicular to the incident sun rays we can receive maximum amount of energy. For this purpose, we have to set the tracker below the solar panel which always sets the panel orientation towards maximum intensity.*

**Introduction-**

Generally, the technology elaborates most of the concept from physics branch. By using the simple concepts of physics, we design application-based circuits for day-to-day life. Energy sources are of two types renewable and non-renewable. 'Renewable' resources are those that recover their capacity in a time significant by human needs. Examples are sun light or wind power, when natural phenomenon that are the primary source of energy are going and not depleted by human demands. Now days, sometimes we complete our demand of electricity with the help of solar energy. This is done with the help of solar panels. But main fact is that, only in the day time, hardly for 8 hours we can store maximum up to 40 percent of incident light falls on the panels. By maintaining the solar panel always perpendicular to the incident sun rays we can receive maximum amount of energy. For this purpose, we have to set the tracker below the solar panel which always sets the panel orientation towards maximum intensity. With the help of newly designed "pic basic pro" language and PIC microcontroller series we can co-design hardware and software. We can easily design the small scales sensing circuit with the help of PIC microcontroller. With the help of PIC microcontroller, we can design the small scales embedded systems.

**Objectives: -**
a. To find out the appropriate sensor for the detection of small variation in light intensity and easily convert into electrical signal.
b. To study Pic basic pro language for interfacing the hardware parts using pic microcontroller.
c. To construct the circuit which can be easily detect the maximum light intensity and automatic track towards maximum intensity.
d. Using this technique we can easily capture maximum intensity in same time as done in early method. This method is eco-friendly and convenient too.

**Methodology:**

This research work was totally laboratory work. The research work was completed by following methods:

- Selection method: An appropriate sensor was selected. A Light Dependent Resistor (LDR) with voltage divider mode was selected for light sensing purpose. And for tracking purpose stepper motor was selected with 7.5 degree angle.
- Microcode Studio was downloaded and installed with appropriate version as per report. With help of pic basic pro programming the working of software was monitored by simple program.
- IC-16F628A was selected as microcontroller. Because it has inbuilt oscillator, therefore no need to install extra oscillator crystal for processing purpose. Also This IC provides 2 comparators. I used this IC because PIC 16F628A has 2 analog comparator and there are 8 comparator configurations according to content of CMCON register.
- The microcontroller circuit was constructed /soldered on PCB along with driver IC ULN-2003 for stepper motor. Separate sensor circuit was soldered.
- Then with appropriate program IC 16F628A was burned with the help of PIC KIT and Melabs programmer.
- Then Burned IC of pic microcontroller was connected in soldered circuit.

**Experimental: -**

**A) Operation of Instruments:**
1. All instruments were arranged in proper manner in such a position to detect the intensity of source of light.
2. Ensured the proper connection of the circuit as per the circuit diagram.
3. Make the power supply ON for the instruments and all sources and relevant IC's terminal properly grounded.
4. It is observed that, panel moved towards high intensity of light.

**B) Working of Microcontroller:**

The microcontroller used in the present experiment is 16F628A. This consists of analog to digital converters which converts the analog voltages in the digital form. The analog signal connected to pin AN2 and reference signal is connected to pin AN1.

When light intensity is high (i.e. the measured voltage variable is higher than reference voltage) then Bit 1 of CMCON will be set. If the intensity of light is low than the reference voltage then Bit 0 of CMCON will be set.

The stepper motor used has programmed in such a way that if comparator signal is 1 then the stepper motor moved forward which will rotate the panel in the direction of light having higher intensity. If the digital signal is 0 bit then stepper motor will move in reverse direction indicating that the measuring light is having low intensity than reference signal.

| Index Position | Y2 | Y1 | X2 | X1 |
|---|---|---|---|---|
| 1 | 1 | 0 | 0 | 1 |
| 2 | 1 | 0 | 1 | 0 |
| 3 | 0 | 1 | 1 | 0 |
| 4 | 0 | 1 | 0 | 1 |

This is the sequence for stepper motor to move clockwise direction with 7.5 degree per step.
When tracker moving towards high intensity:
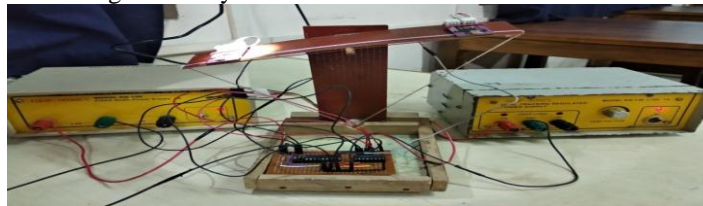


**Applications: -**
1. Maximum power output from solar panel is desirable to increase efficiency. In order to maximize power output from the solar panels, one needs to keep the panel aligned with the sun. As such, a means of tracking the sun is required. This is far more cost effective solution than purchasing additional solar panel. It has been estimated that the yield from solar panels can be increased by 30 to 60% by utilizing tracking system instead of stationary array. This project can be developing an automatic tracking system which will keep the solar panel aligned with the sin in order to maximize the efficiency.
2. We use high sensitivity light sensor that sensor should detect the light intensity in longer distance.
3. To move the robot we can use such automatic system.

**Conclusions: -**
This project will provide cheap circuit for solar panels for tracking purpose. This circuit will elaborate the use of Pic microcontroller in small scale embedded systems. This project will show the co-designing of hardware and software to develop electronic firm.

**Future Enhancement: -**
1. *The stepper motor move with the angle of 7.5 degree at each step. The accuracy of movement of stepper motor can be increased by increasing the number of steps in 7.5 degree movement.*
2. *We can use another IC of greater efficiency.*
3. *We can use photo diode instead of LDR .*

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# SHGs: Women Empowerment and Managerial Approach

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**Abstract**

Women's participation in self-help groups (SHGs) has been driving access for decision-making at the household level, and such facilitation, if carefully captured, is sure to result in a broader influence on social issues. Decision-making can be considered as the mental process that results in the selection of a course of action among several alternative scenarios. Each decision-making process produces a final choice. The result can be an action or an opinion of choice.

*Key words: decision-making, SHGs, Women Empowerment*

**Introduction**

The participation of women members in the SHG movement allows them to proclaim themselves in making several important decisions. Although they are not very assertive when making economic decisions, they could at least agree to "participate" in that sense. However, what is more "significant is their participation in the decision-making process in various social aspects such as education of the family, economy and several other factors. It is social decisions of this kind that cover the way for further propelling society towards health care and the promotion of literacy. If these social problems are solved, society as a whole is destined to be at a threshold level where more opportunities to excel can be seized by members of society. In this article, the researcher has tried to highlight that the empowerment of women is a multidimensional topic that encompasses economics, politics, sociology, psychology and so many social sciences related to human behavior. No research in economics is complete unless it is supported by other social sciences.

**Review of Literature**

While writing this research paper the researcher has studied some related secondary materials i.e., books, articles, reports, etc. and present below;

| | |
|---|---|
| Kumaran K.P | Role of NGOs in promoting the socio-economic development of the poor through SHGs, the structure and operation of SHGs with special reference to patterns of resource mobilization, decision-making and participation of the members in group activities. |
| Holvoet | Women are seriously shifted in overall decision-making processes and longer-term group membership and more intensive group training and meetings strengthen these patterns. |
| Amartya Sen | Defined SHGs in terms of three sets of capacities (1) autonomy (2) control over decision-making within the family and (3) relative access to household resources. |
| Sudha Rani at el | Degree of participation in all aspects, namely self-confidence, house management, health and sanitation, leadership, activities economic and decision-making power increased over the period. |
| Sonawane Ashalata | Common participation of women in the groups has a significant effect on their family and on decision-making of their groups also. |
| Marillee Karl | Women learn management and decision-making skills, how to deal with banks, insurance companies, police and municipal authorities, and the power of the collective force. |

Joining SHG independently is the first step in decision-making for women. After making entry in SHGs, women make various decisions, such as saving, taking a loan, starting a business, choosing a business, etc. Decisions about their economic activities, as well as about family and society are also important to them. When women's participation in all activities increases, their decision-making capacity also increases.

**Objective of the research paper:-** To study the decision-making capacity of women organizers and members through SHG.

**Methodology**

This research paper is based on primary as well as secondary data. The secondary data is collected through books, articles, reports, etc. and primary data is collected through direct visits with 10 groups of women SHGs (10 organizers and 10 members) working in Nashik city. The researcher has made direct visit with the organizers of the SHGs and SHG members. To achieve the objective of this research paper, the researcher has used interview method and collected the data which is analyzed below.

**Decision Making of Organizers**

Organizers are leaders of the SHGs. They are directly involved in decision making process. Every decision regarding SHG, NGO or GO and federation depends upon organizers. Therefore, their decision-making power is important for strengthening the SHG. Decision of saving, loan, repayment, meeting and other activities depends upon organizers. So, it is necessary to observe the decision making of organizers. Following aspects about the decisions of organizers are observed.

1.  **Motivation for Establishment of Group.**

It is observed that, out of selected SHGs, 70 per cent women organizers are self-motivated for establishment of SHSs. And remaining 30 per cent are motivated by others for establishment of SHGs. These others are NGO, government officer, banks etc. It shows that majority of organizers are self-motivated for SHG establishment.

2. **Decision strategy in Meetings**

Out of selected samples, SHGs of women 70 per cent have taken their decisions unanimously. And remaining 20 per cent are dependent on president and 10 per cent are dependent on NGOs or government officers. It shows that many SHGs are run by democratic processes by discussing the issues among members.

3. **Election of the President**

The organizers were asked the method of appointing the Presidents of SHGs, either by election amongst the members of SHGs or by nomination through NGOs or by the Government.

Out of women samples, 60 per cent have elected their president by election, 40 per cent have nominated president by NGOs or government officers. Majority organizers are selected as President by election by members. It shows that most of the groups are run by democratic method. All members are participating in decision making in democratic style.

4. **Rules and Regulation of SHGs.**

Out of selected women organizer's sample, 30 per cent have determined their rules and regulation independently, 20 per cent have determined their rules and regulations as per situation and 50 per cent are following the rules of NGO. It shows that, majority SHGs are determining and following their own rules and regulations. They are taking decisions on their own responsibility. Organizers and members are bound to follow the rules and regulations of the SHGs.

**Decision Making of Women members**

1. **Own decisions of SHGs women regarding education**

All SHG women members have reported positive opinion about women education. All is supportive to women education. They have entered in SHG movement on their own decision. It is observed that, out of women members 80 per cent have taken their own decision for the membership and 20 per cent have entered in SHG by others decision. It shows that majority of SHGs women members have taken their own decision of membership of SHG.

2. **Awareness among SHG Women**

Out of women members 30 per cent do not have any insurance, only 70 per cent have insurance. Women members are more dependent on others to insure themselves. It shows that there is a little need to create awareness about insurance among SHGs' members.

3. **Choice of business**

Out of 10 business holders 70 per cent members have chosen their own business and 30 per cent have chosen their business with the help of others like NGO, organizer, DRDA etc. It shows that majority of business holders choose their business by themselves.

**Conclusion**

From the above discussion, it is quite clear that most of the decisions of SHG members and organizers are taken by themselves. Several decisions about groups are taken democratically. It shows that, every member of SHG is involved in decision making process, regarding to themselves and their SHGs.

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# Scrutinizing the Correlation and Causation Effect of Rice and Wheat in Agriculture Sector: A Case Study of Haryana

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## Abstract

*Haryana is considered predominantly an agricultural state. Here we consider production of rice and wheat. And then we linked both the crops with the growth rate from agriculture and the allied sector in Haryana. Data has been taken from the official websites during the time span 2000-01 to 2019-20. Our objectives of study are to find out the correlation and causation between rice and wheat production with the agricultural growth rate. Econometric tools used in the study are correlation and granger causality tests. Result shows absence of causality between variables. That implies that there is an absence of a short run relationship between wheat and rice production with the agricultural growth rate. But wheat and rice production are positively correlated to a higher degree. Government must focus on agro-processed products. This study is helpful for further analysis.*

**Keywords:** *agriculture, wheat, rice, correlation, granger causality test, haryana.*

## Introduction

A huge segment of the Indian population experiences malnourishment and poverty. It has been found in numerous investigations worldwide that one per cent development in agriculture is at any rate a few times more remarkable in lessening poverty than the same development in non-farming areas (World Development Report, 2008). Haryana are famous for a lot of major crops like sugarcane, maize, cotton, rice, wheat and oilseeds but here we consider only rice and wheat. At least 60% of Basmati Rice export from Haryana. Haryana is a landlocked state in the northern region. Agriculture is the primary area of Haryana. Higher part of the population of Haryana has depended on agriculture and its allied activities via directly or indirectly. Haryana are working to reduce the percentage of underweight children, the percentage of anaemic children and anaemic women. They are working on the sides of like increase the milk production and to increase the production of fish and horticulture. Here in our study we want to explore the correlation and causation effect between rice and wheat production with agrarian growth rate of the Haryana state.

## Literature review

**Singh, A., & Singh, J. (2017) et. al.** investigated the development situation of agriculture and allied also, sub-area of Haryana and Punjab from 1980-15. As noticed, the agribusiness area of Haryana is seeing a better development rate contrasted with Punjab from 2000-01.The major issue is the negative development of yield area at 2011-12 costs seen during the time frame 2011-12 to 2015-16 in Haryana and Punjab. There is a need to improve the development pace of the yield area as a result of its driving offer in agribusiness GSDP. In 2014, the portion of Livestock area share has increased to 36% in Haryana and 28% in Punjab in farming GSDP. This investigation is recommending the need to build the spending plan in R&D of farming organizations. **Yadav, D., & Wati, L. (2020) et. al.** analysed the cropping pattern in Karnal. They investigated the long term effect zero- tillage practices on physicochemical properties of soil at 0-15 and 15-30 cm. Study observed that Ph, EC and BD was not overall influenced by zero-culturing (ZT) rehearses. On embracing ZT, soil natural carbon (SOC) expanded from 0.49 to 0.52% at surface soil and 0.41 to 0.43% at subsurface soil in contrast with CT. More accessible P, N, K, and absolute N were verified in surface soil tests under zero culturing when contrasted with conventional framework. So, the ZT works on coming about, improved SOC, can be reasonable for improving efficiency and soil wellbeing under the rice-wheat trimming framework (RWCS).

## Objectives

1. To analyse the correlation between rice and wheat with the growth rate from agriculture and allied sector.
2. To analyse the causation between rice and wheat with the growth rate from agriculture and allied sector.

## Data sources

Data used in the study are in secondary form. Data of rice, wheat and growth rate from agriculture and allied sector has been taken since the time span 2000-01 to 2019-20. Data has been taken from the previous economic surveys of Haryana. Wheat and rice production are in the form of '000 tonnes. But the growth rate of Haryana from agriculture and allied sector are in the form of percentage.

## Research methodology

Here we cover all the econometric tools which we applied in our study.

## 1 Correlation

Correlation tells about the connection between variables. It tells about whether the variables are correlated or associated with each other. It will tell if the variables are correlated then which type of relationship present between them: positive and negative. Its value measures between 0 - 1. 0 states the absence of relationship and 1 states perfect correlation.

## 2 Granger Causality Test

Granger causality test was discovered by Engle Granger in 1969. It is useful to decide if one series is valuable for predicting another. It tells about the short run association between variables. Null hypothesis tells about the absence of causation. If the probability value is less than 0.05( significant level) then we reject the null

hypothesis. At that point we can say that the series shows a causal relationship. We differentiate our result in three ways:

1"no causality" shows the absence of causality between variables.

2"unidirectional causality" shows one sided causal connection between variables.

3"bidirectional causality" shows both sided causal connection between variables.

**Data analysis**

**Table 4.1: correlation analysis between variables**

|  | Agrarian Growth rate |
|---|---|
| **Rice** | 0.079411 |
| **wheat** | 0.186726 |
|  | rice |
| **wheat** | 0.787239 |

According to the above table, rice and wheat are positively correlated with growth rate but the degree of correlation is very low between all of them. Production of wheat and rice are highly correlated with each other.

**Table 4.2: results of granger causality test**

| Null hypothesis | Obs | F-Stat. | Prob. | causality |
|---|---|---|---|---|
| _rice does not Granger Cause _agr<br>_agr does not Granger Cause _rice | 18 | 0.67148<br>2.77582 | 0.5278<br>0.0991 | No causality |
| _wheat does not Granger Cause _agr<br>_agr does not Granger Cause _wheat | 18 | 0.55406<br>0.57374 | 0.5876<br>0.5771 | No causality |
| _wheat does not Granger Cause _rice<br>_rice does not Granger Cause _wheat | 18 | 0.68349<br>2.25889 | 0.5221<br>0.1439 | No causality |

Agr = agrarian growth rate

According to the above table, there is no causality present between all the variables.

**Results and conclusion**

In Haryana results show a very low degree of positive correlation between rice and wheat production with agrarian growth rate during the time span 2000-01 to 2019-20. But rice and wheat are highly positively correlated with each other. Results of granger causality test shows absence of causation between variables. The initiative has been taken by the government of the state like crop diversification, crop insurance scheme; soil health management, water management, seed certification and national food security mission are very good for the farming sector. Haryana state must focus to improve productivity, agro food processing and income. This study is helpful for further studies related to production of various crops. If we want to check causation and comparative analysis between all the major crops with the agrarian growth of the state Haryana, this study must be helpful.

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# A study on Rural Development in Wetland Regions- Special Reference to Kuttanad in Kerala

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**Abstract:**

*Riverside wetlands have been recognized as valuable and most suitable for food production. India having 68.8% of the rural people (Census 2011) are living with subsistence farming and experience seasonal and disguised unemployment. The slow growth of new jobs compared with large work force exerts pressure on rural youth. Sustainability of ecosystem and the rural people who depend on wetland resources for their livelihood are equally significant. This study focuses on the changing socio- economic status of Kuttanad wetland community in Kerala. Though 73.3% of the respondents depend on paddy for their livelihood, fails to meet a decent living. Moreover, regular environmental shocks are additional risk of uncertainty of life in the region. The study recommends the Livelihood diversification through local community participation is necessary to reduce the rural and environmental vulnerability of wetland community.*

Keywords: Kuttanad, Wetland, livelihood diversification, Paddy.

## Introduction

From the very early days of settled cultivation, riverside wetlands have been recognized as valuable and most suitable for food production. This is due to the fact that they have very fertile soils as a result of regular sediment deposition during floods. Wetlands carry water either at the surface or within the root zone, seasonally or permanently. They have unique soil conditions that differ from adjacent uplands, and they usually support vegetation adapted to the wet conditions (hydrophytes) and, conversely, are characterized by an absence of flood-intolerant vegetation (Mitsch and Gosselink). Though, wetland protection is officially a priority for the 159 nations (as of 2009) that have ratified the Ramsar Convention. Wetlands continue to be under threat of being drained and reclaimed. Based on the expected growth of the world population in the next 25 years, it is estimated that the demand for food products will increase by 50 percent by 2030 (Hassan *et al.*, 2005). Wetlands serve a number of vital functions: of the most important wetland ecosystem services to human wellbeing the supply of water, rice and fish comes first. Competition for land uses and the societal demands for urbanization and development have exacerbated the pressures on wetlands (Hassan *et al.*, 2019). India having 68.8% of the rural people (Census 2011) are living with subsistence farming and experience seasonal and disguised unemployment. The slow growth of new jobs compared with growth rate of work force in the rural sector exerts pressure on rural youth. In this context, the sustainability of the rural people who depend on wetland resources for their livelihood and the sustainability of the ecosystem on which it depends are equally significant.

## Rationale of the Study

Water and Wetlands play a critical role for the rural poor as sources of health, livelihood and economic prosperity. Rural poverty is often rooted in lack of access to as well as control over natural resources. According to a study conducted by SACON (1990), the country has lost 38 percent of its wetlands within just a decade. This has happened because wetlands are often considered not directly productive and they are given priority for reclamation for any starting any kind of development projects. The extensive reclamation of water bodies including wetlands, results in irreparable loss of habitat for many species of fish leading to sharp decline in the nutrition level and earnings of local people. It is necessary to make urgent intervention for sustainable management of the wetland resources. Kuttanad is the major wetland region in Kerala, well-known for its paddy fields and waterways. Traditionally, rice cultivation in Kuttanad has been a labour-intensive activity in fields that lie under water for a major part of the year. Kerala's rice fields can therefore be classified as 'agronomically managed wetland ecosystems'. Apart from rice cultivation, people use wetlands for other livelihood activities like animal husbandry, duck rearing, fish farming, recreational activities, transportation, and tourism promotion. By exploiting such opportunities the farmers used to find additional income, especially during periods when farming cannot be carried out. The people of Kuttanad are presently exposed to serious environmental pollution which threatens their health. Incidences of communicable diseases are very frequent. For transportation people depend on localized water ways. To reach distant places ordinary people have to depend on government-run boat service, which is inadequate and irregular. This study addresses the wise use of wetlands through a case study of Kuttanad in Kerala, and highlight how the wetland resources benefitted the livelihood enhancement of rural people of Kuttanad.

## Objectives

The study aims to examine the changing socio- economic status of Kuttanad wetland community in Kerala.

## Methodology

The present analysis is made on the basis of Primary and Secondary data. Primary data have collected from 360 households by stratified random sampling using interview schedules. Information also retrieved through scientific observation and participatory discussions with the '*padasekhara samithi*' (Farmers group) and inhabitants of Kuttanad region in Kerala during November 2020. Secondary data is obtained from the

publications. Data compiled in tables and analysed with percentages. Bar diagrams and pie diagrams are also used.

## Wetlands in Kerala

Kerala is located on the southernmost tip of India and embraces the coast of Arabian Sea on the west and is bounded by the Western Ghats in the east extending from $8^0$ 17' and $12^0$ 48' north latitude and $74^0$ 51' and $77^0$ 20' east longitude. Tthe total area of Kerala is 38, 863 sq km. and 1762 wetlands have been delineated.

**Table: 1 Area estimates of wetlands in Kerala** (Area in ha.)

| SL. No | Wetland Category | Number of Wetlands | Total Wetland Area | % of wetland area |
|---|---|---|---|---|
| | **Inland Wetlands - Natural** | | | |
| 1 | Lakes/Ponds | 3 | 2643 | 1.65 |
| 2 | Riverine wetlands | 18 | 410 | 0.26 |
| 3 | Waterlogged | 922 | 20305 | 12.64 |
| 4 | River/Stream | 172 | 65162 | 40.58 |
| | **Inland Wetlands -Man-made** | | | |
| 5 | Reservoirs/Barrages | 39 | 26167 | 16.29 |
| 6 | Tanks/Ponds | 439 | 2435 | 1.52 |
| | **Total - Inland** | **1593** | **117122** | **72.93** |
| | **Coastal Wetlands - Natural** | | | |
| 7 | Lagoons | 39 | 38442 | 23.94 |
| 8 | Creeks | 19 | 80 | 0.05 |
| 9 | Sand/Beach | 111 | 2354 | 1.47 |
| | **Total - Coastal** | **169** | **40876** | **25.45** |
| | **Sub-Total** | **1762** | **157998** | **98.39** |
| | Wetlands (<2.25 ha), mainly Tanks | 2592 | 2592 | 1.61 |
| | **Total** | **4354** | **160590** | **100.00** |

Source: Space Applications Centre (ISRO), Ahmadabad and Kerala State Remote Sensing & Environment Centre, Thiruvananthapuram, February 2010.
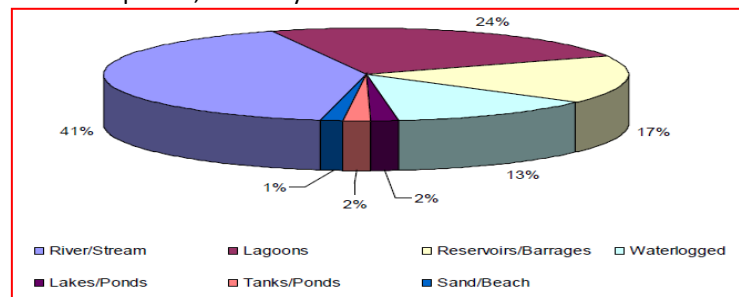


Figure: 1 Type-wise wetland distribution in Kerala

Total wetland area estimated is 160590 ha (Table 1). The major wetland types are River/Stream (65162 ha), Lagoons (38442 ha), Reservoirs (26167 ha) and waterlogged (20305 ha). Graphical distribution of wetland type is shown in the figure-1.

## District-Wise Distribution of Wetlands

The state has fourteen districts. District-wise distribution of wetlands showed that four districts can be called as wetland rich. Alappuzha has highest concentration with 26079 ha area under wetland. This is mainly due to the location of the famous Vembanad kol wetland.

Table-2 District-wise wetland area

| Sr. No. | District | Geographic Area (sq. km) | Wetland Area (ha) | % of total wetland area |
|---|---|---|---|---|
| 1 | Kasaragod | 1961 | 7561 | 4.71 |
| 2 | Kannur | 2997 | 10870 | 6.77 |
| 3 | Wayanad | 2132 | 3866 | 2.41 |
| 4 | Kozhikode | 2345 | 7690 | 4.79 |

| 5 | Malappuram | 3548 | 9511 | 5.92 |
| 6 | Palakkad | 4480 | 11892 | 7.41 |
| 7 | Thrissur | 3032 | 13285 | 8.27 |
| 8 | Ernakulam | 2408 | 25065 | 15.61 |
| 9 | Idukki | 4998 | 10655 | 6.63 |
| 10 | Kottayam | 2204 | 9523 | 5.93 |
| 11 | Alappuzha | 1256 | 26079 | 16.24 |
| 12 | Pathanamthitta | 2731 | 4948 | 3.08 |
| 13 | Kollam | 2579 | 13703 | 8.53 |
| 14 | Thiruvananthapuram | 2192 | 5942 | 3.70 |
|  | **Total** | **38863** | **160590** | **100** |

Source: Space Applications Centre (ISRO), Ahmedabad and Kerala State Remote Sensing
& Environment Centre, Thiruvananthapuram, February 2010.

**Socio-Economic Status of Kuttanad**

In the past few decades, paddy cultivation has become highly uneconomical in Kuttanad. The cost of cultivation has increased tremendously. The required labour force has become scanty, and the cost of labour has become quite high. Many of the enterprising farmers have left the place, and their fields are either remaining fallow or are given to others on a lease. As per a rough estimate, more than 50 per cent of the paddy cultivation in Kuttanad is carried out on leased land. Farming on the lease has its ecological impact. Those who cultivate on leased land are least interested in land protection methods or environmental stability but are focusing on the maximum yield at any cost in each crop season. The application of chemical fertilizers are contaminating the cultivated fields and the entire wetlands of Kuttanad.

**Economic Status of Households**

Primary data collected from the Kuttanad reveals that there is a transition in the social and economic life of the region. Though majority of the households depend paddy farming as their main livelihood, it is insufficient to meet the annual expenditure of the family. Table: 3 show that 73.3% of the household head depend on paddy for their livelihood. Salaries people (3.3%) are comparatively least number. Table-4 reveals that 37.8% of the family in the study area are having monthly income between five thousand and ten thousand. Only 1.1% are having a monthly income above fifty thousand.Table:5 points out that that paddy farmers are comparatively marginal, small and semi medium farmers with less than 4 hectares of operational holdings of land. Only 6.7% households possessed more than 10 hectares of operational holdings of paddy.

**Economic Status of Family**

**Table: 3**

| Occupational status of family head | Frequency | Percent |
|---|---|---|
| Paddy Farmer | 264 | 73.3 |
| Agriculture and allied activities other than paddy cultivation | 24 | 6.7 |
| Petty business & Self Employed | 32 | 8.9 |
| Salaried | 12 | 3.3 |
| Pensioner | 28 | 7.8 |
| Total | 360 | 100.0 |

**Table: 4**

| Monthly income of head alone | Frequency | Percent |
|---|---|---|
| Below Rs.5,000 | 80 | 22.2 |
| Rs.5,000-Rs.10,000 | 136 | 37.8 |
| Rs.10,000-Rs. 25,000 | 96 | 26.7 |
| Rs.25,000-Rs.50,000 | 44 | 12.2 |
| Above 50,000 | 4 | 1.1 |
| Total | 360 | 100.0 |

**Table:5**

| Operational holdings of paddy land | Frequency | Percent |
|---|---|---|
| Marginal | 146 | 40.6 |
| Small | 78 | 21.7 |
| Semi medium | 80 | 22.2 |
| Medium | 32 | 8.9 |
| Large | 24 | 6.7 |
| Total | 360 | 100.0 |

Source: Primary Data

**Experience of Environmental Shock**

As the waterlogged, wetland paddy zone, the primary environmental challenge in Kuttanad is that of flood and water pollution. Lack of waste management systems along the rivers in the upstream regions also causes flowing down of the entire waste of all those towns to reach Kuttanad regularly. As a result, the entire Kuttanad now remains the waste-basket of central Kerala. Kuttanad is an environmentally vulnerable spot and the people often experience its shock every year. Table: 6 and Figure-1 reveals the Properties affected due to environmental shock in the study area. Submerging residence, loss of Labour days, pollution of nearby Pond/well, Loss of crops, Loss of household durables, effect on transportation etc are the major issues experienced by environmental shock in a regular manner.

**Table: 6**

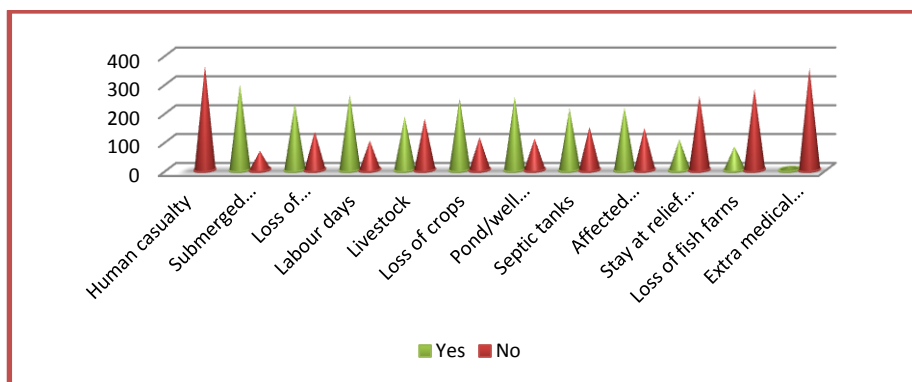| Properties affected due to environmental shock | Yes | Percent | No | Percent |
|---|---|---|---|---|
| Human casualty | 0 | 0.0 | 360 | 100.0 |
| Submerged residence | 296 | 82.2 | 64 | 17.8 |
| Loss of household durables | 228 | 63.3 | 132 | 36.7 |
| Loss of labour days | 260 | 72.2 | 100 | 27.8 |
| Livestock | 184 | 51.1 | 176 | 48.9 |
| Loss of crops | 248 | 68.9 | 112 | 31.1 |
| Pond/well polluted | 252 | 70.0 | 108 | 30.0 |
| Septic tanks | 212 | 58.9 | 148 | 41.1 |
| Affected transportation | 216 | 60.0 | 144 | 40.0 |
| Stay at relief camps | 104 | 28.9 | 256 | 71.1 |
| Loss of fish farms | 80 | 22.2 | 280 | 77.8 |
| Extra medical expenses | 8 | 2.2 | 352 | 97.8 |

Source: Primary Data



**Figure: 2 Properties affected due to environmental shock**

**Proximity to Wetland**

Figure-3 shows that about 93 % of the respondents are having wetland proximity to their residence. Only 7% of the respondents are not having wetland proximity. Table-7 denotes that the wetland resources are productively benefitted by 82.2% of the respondents and 17.8% of the respondents are not having any livelihood options from the wetland resource from their region.

| Do you have livelihood options using wetland resources? | Frequency | Percent |
|---|---|---|
| Yes | 296 | 82.2 |
| No | 64 | 17.8 |
| Total | 360 | 100 |

**Table:7 *Livelihood options using wetland resources***
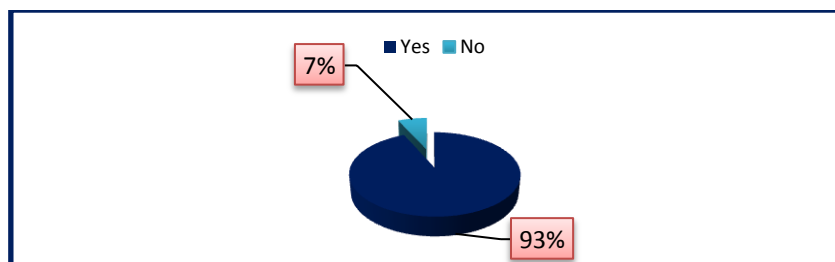


**Figure: 3 Whether the household has a proximity to wetland**

**Conclusions**

The presence of Vembanad lake makes Kuttanad (Alappuzha, Kottayam and Pathanamthitta districts) under wetland region. Though Food security in the state of Kerala is partly ensured with farming operations in this region, paddy farming fails to meet a decent living. Subdivision and fragmentation of holdings together with increased cost of cultivation made the paddy farming uneconomic and they do not enjoy the benefit of economies of scale evident from the operational holdings of land. Moreover, the inhabitants of the region possess a rich culture and heritage. The unique geographical and environmental settings make the life uncertain (table.6). Moreover, wise use of wetland resources, recommended by Ramsar Convention, is known to some sections of the community and they diversified their livelihood (table.7). The region and its people directly and indirectly protects the sustainability of the country as a whole and Kerala and Kuttanad in Particular. This study calls attention to the wise use of wetland resources and to enhance the livelihood diversification of the people and ensure their sustainable living.

**Recommendations**

Though Kuttanad is environmentally vulnerable, it offers a significant scope for the sustainability of the region through wise use of wetland. Paddy farming needs to be protected at any cost as it ensures food security and flood control in the region. Cooperative farming and consolidation of holdings need to be promoted to get the benefit of economies of scale. The risk of uncertainty of life in the region shall be shared by the entire country by ensuring royalties to the Kuttanad community as they preserve the rich biodiversity of the country. Livelihood diversification through local community participation is necessary to reduce the rural and environmental vulnerability of wetland region. Moreover, the wise use of wetland resources shall be the wise policy of the policy makers.

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# Characteristic features of Yakshini statues of Jainism

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**Abstract**

Jainism is the unofficial branch of Indian philosophy which is more ancient than Buddhism. Jainism and its various statues and monuments have an important place in ancient Indian religion, sculpture and architecture. In particular, Jainism and culture have contributed to the development of Jain architecture and sculpture. Sculpted cavities, Viharas and temple architecture as well as worship centers of Jainism, as well as impressive evidence of sculpture are found in all regions of India. Like Buddhism, Jainism also does not accept the validity of the Vedas and Varnadharma and is sympathetic to all sects. It teaches moral religion and advocates rigorous penance and moderation to be free from the cycle of birth and death. In later times, there were two sects of Jainism - Svetambara and Digambar. Jainism is more ancient than Lord Mahavira. Some believe Jainism to be as ancient as the Vedas. A total of twenty-four Tirthankaras are considered in Jainism, the consecration of Tirthankara idols in Jain temples is in seniority order. When more than one statue is installed, the main statue is called the original hero, which is located in the middle of the other Tirthankara statues. Rishabhanath, Suparshvanath and Mahavir are considered to be the main protagonists. The group of these three Tirthankaras is called Tritirthanka while the group of twenty-four Tirthankaras is called Chaturvinshati. The Tirthankara statues began to be embellished with Dharmachakra, Chanvar, throne, Trichhatra, Prabhavali, Ashoka tree, etc. According to Jainism, twenty-two tirthankaras out of twenty-four belonged to the Ikshvaku dynasty while two others Munisubrata and Neminath are associated with Harivamsa. All the Tirthankara idols have a nearly identical design. The plot related to his birth, penance, and ultimately salvation is also almost identical. Yakshini is the female attendant of the Tirthankaras.

**Objectives**

1. to know the statues of statues of these statues.

2. to focus the  Jain **Stutus** by classical point of view.

3.  to find out the nature of jain Art and Architectures

**Hypothesis**

1. The influence of Brahmin religion is clearly reflected by their names and symbols.

2. Yakshini is the female attendant of the Tirthankaras.

3. Along with the tirthankaras, independent statues of their Yaksha-Yakshanis have also been found.

Primary and secondary tools have been used for the historical study of the subject presented. The number of Yakshini statues in Jainism is 24. She is the goddess of knowledge. Apart from this, Jainism A Shrutadevi or Saraswati has also been added to it which bears a resemblance to the Goddess of the Brahmin religion of the same name and is considered to be the representative of the sixteen goddesses. His description reminds of the Brahmani who holds the book in the same hands as Brahma. In Jainism, it has been disclosed for the protection of the Tirthankaras.

**Chakreshwari**

They are performed with the first Tirthankara, Ribha Nath. Their similarity is established with Vainavi. Their vehicle is a vulture. Dhanu, arrow, thunderbolt, loop, chakra, mace and varadamudra are performed in the hands of Atabhuji Devi. In the Digambar tradition, there is a law to display this goddess in the form of Chaturbhuji or Dwadshbhuji.

**Ajitbala / Rohini**

This second pilgrimage is the rule of Ajitnath. They are also called as Rohini. In the Digambar tradition, his vehicle is the iron bench, while in the Svetambar tradition, there is an increase. In the hands of this Chaturbhuji Devi, the display of loop, Jambhar, Dand, Varadmudra (Svetambara) or Varadamudra, Abhayamudra, Shankh, Chakra (Digambar) is performed.

### Distance or intelligence

Tirthankara Sambhavnath's Sasanadevi, while in Digambar tradition is called Prajnapati. In the Svetambara tradition, it is said to be derived from Saraswati and has also been described as the wife of Agni. Their vehicle is sheep. Varadamudra, Akshamala, fruit and Abhayamudra should be performed in the hands of Chaturbhuji Devi. Kuthar, Ardha Chandra, fruit, sword and Varadmudra should be displayed as their ordnance.

### Thunderbolt / Black

It is called Kali in the Svetambara tradition. She is also Yaksini as well as Vidya Devi. In the Digambar tradition, his vehicle is called the vehicle, while in the Svetambar tradition, the Padma Pupa is displayed as a vehicle. One hand of this Goddess is displayed in Varadamudra and in other hands the loop, serpent and dand (Svetambara) or snake, fruit, loop and Akshamala (Digambar).

### Mahakali / Purusadatta

She is the reigning goddess of the fifth Tirthankara Sumatinath. In the Digambara tradition, they are called Purudatta. is. His vehicle is the Padma in the Svetambara tradition and the Gaja in the Digambar tradition. According to the Svetambara tradition, Varadamudra, Pasha, Jambhar and Danda are displayed in their hands while Chakra, Vajra, Fruit and Varadamudra are performed in Digambar tradition.

### Achyuta / Shyama

Tirthankara is the reigning goddess of Padmaprabha. In the Digambar tradition, they are also called Manowega. In relation to them, it is believed that they originated from Achyuta or Vishnu. These are displayed in quadrilateral form. Their vehicle is considered to be Manuya (Svetambara) or Ashava (Digambar). Varadamudra, Veena, Dhanu and Abhayamudra should be performed in the hands of the Goddess created in the Svetambara tradition, while in the Digambara tradition, Dhanu, Javelin, fruit and Varadamudra should be performed.

### Shashan Devi

Shashan Devi of the seventh Tirthankara Suparshvanath is called Shanti in the Svetambara tradition and Kati in the Digambara tradition. The vehicle of this goddess is Gaja (Svetambara) or Vrhabha (Digambar). Varadamudra, Akshamala, Shool and Abhayamudra (Svetambara) or Varadamudra, Trishul, Fruit and Ghanti (Digambar) should be performed in the hands of Chaturbhuji Devi. This Yakshini is accepted as the wife of Mathang and is also included under Vidya Devi.

### Bhrkuti / Jwalamalini

Chandasrabha's Sasanadevi is known as Jwalamalini in the Digambara tradition. In the Svetambara tradition, their vehicle is a cat and in the quadrilateral form of the sword, punishment, spear and ax, while in the Digambar tradition, the law of displaying them in the form of the intricate chakra, loop, bow, arrow, sword and shield is.

### Sutari / Mahakali

Pushpadanta's Sasanadevi is called Sutari in the Svetambara tradition and Mahakali in the Digambar tradition. Its vehicle is Vribha (Svetambara) or Tortoise (Digambar). In the hands of Chaturbhuji Devi, Akshamala, Kalash, Dand with one hand is performed in Varadmudra (Svetambara) or Varadamudra, Vajra, Dand and Fruit (Digambar) is performed.

### Ashoka / Manvi

Shashan Devi of Tirthankar Shitalnath is called Ashoka in the Shvetambara tradition and Manvi in the Digambar tradition. The vehicle of this Chaturbhuji Devi is Padma (Shwetambar) or Sukar (Digambar). One

hand is always in Varadmudra while the other hand should have loop, fruit and punishment according to the Svetambara tradition. At the same time, in the Digambar tradition, there is a law to display fruits and bows etc.

### Gauri / Manvi

The reigning goddess of Shreyansnath is called Manvi (Shvetambara) or Gauri (Digambar). The origin of this Chaturbhuji Devi is believed to be from Shiva's wife Uma. In the Svetambara tradition, his vehicle is the lion and in the Digambar tradition is the antelope. One hand is always in Varadmudra while the other hand is displayed Dand, Kalash and Ankush (Shvetambara) or Dand, Padma, Kalash (Digambar).

### Silver / Garuda

The reigning goddess of the 12th Tirthankara Vasupujya in the Shwetambara tradition and Chanda in the Digambara tradition

Garuda says. Their vehicle is Ashwa (Shwetambar) or Makara (Digambar). One hand of this Chaturbhuji Devi is also always displayed in Varada posture while in the other hands the spear, flower and dand (Shvetambara) or dand and two Padma (Digamber) are displayed.

### Vairoti / Vijaya

The reigning goddess of Vimalnath is called Vijaya (Shvetambara) and Vairoti (Digambar). According to the Shvetambara tradition, their vehicle is a snake in the Padma and Digambar traditions. The bow, arrow, loop and snake (Svetambara) in the hands of this quadrilateral goddess and bow, arrow (digambar) with two snakes should be performed

### Curb / Anantamati

The reigning goddess of Anantnath is called Ankush in the Shvetambara tradition and Anantamati in the Digambar tradition. His vehicle is Padma (Svetambara) and Duck (Digambar). According to the Shvetambara tradition in the hands of this Chaturbhuji Devi, the sword, spear, ankush and loop and bow, arrow, fruit and varada mudra should be performed in the Digambara tradition.

### Kandarpa / Mansi

Mansi, the reigning goddess of Dharmanath, is also known as Kandarpa in the Shvetambara tradition. In the Svetambar tradition, their vehicle is horse or fish and there is a law to display one hand in Abhaya mudra in quadrilateral form and Padma and Ankush in the remaining three hands. It is instructed to be Ashtabhuji. 69 Padma, bow, arrow, ankush and Varada mudra should be performed in his hands.

### Nirvani / Mahamanasi

The reigning goddess of Shantinath has been called Nirvani in the Shvetambara tradition and Mahamanasi in Digambar. Mahamanasi also means the goddess of learning. Therefore, his relationship with Saraswati has been stated. His vehicle is Padma (Shwetambar) and Mayur (Digambar). The book, Padma, Kalash and Padmakalika (Shvetambara) or Chakra, Fruit, Sword and Varada Mudra (Digambar) are performed in the hands of this Chaturbhuji Devi.

### Bala / Vijaya

The reigning goddess of Tirthankara Kunthunath has been called Bala (Shvetambara) and Vijaya (Digambar). The vehicle of this Chaturbhuji Devi is a peacock in the Shvetambara tradition or a Varaha in the Digambara tradition. Jambhar, Javelin, Musandi, Padma (Shvetambara) or Shankh, Talwar, Chakra and Varadamudra (Digambar) are performed in the hands of this goddess.

### Earth / Star

The reigning goddess of Arnath has been called Dharni in the Shvetambara tradition and Tara in the Digambar tradition. Their vehicle is Padma or Duck. Jambhar, Padma and Akshamala should be performed in the hands of Chaturbhuji Devi according to the Shvetambara tradition, while the Snake, Vajra, Harina and Varadamudra should be performed according to the Digambara tradition.

### Dharanipriya / Aparajita

The reigning goddess of Mallinath has been called Dharanipriya (Shvetambara) and Aparajita (Digambar). The vehicle of this Chaturbhuji Devi is described as Padma in the Shwetambar tradition and the lion in the Digambar tradition. In the Svetambara Sampradaya, one hand is always in Varadmudra while in the other hands Jambhar, sword, shield and Varadamudra are performed in the Akshamala, Jambhar, Shakti or Digambara Sampradaya.

### Nardatta / Polymorphic

These Tirthankaras are the reigning goddesses of Munisubrata who have been called Nardatta in the Shvetambara tradition and Bahurupini in the Digambara tradition. The vehicle of Chaturbhuji Devi has been described as Bhadrasana (Shvetambara) and Kala Snake (Digambar). One hand of this Goddess is always displayed in Varadmudra and in other hands the Akshamala, Jambhi and Trishul Kalash (Shwetambara) and sword, shield, fruit and Varadamudra (Digambar) are displayed.

### Gandhari / Chamunda

The reigning goddess of Tirthankar Naminath is called Gandhari (Shwetambar) and Chamunda (Digambar). is. According to the Svetambara tradition, the vehicle of this Chaturbhuji Devi is a duck and their ordnance should be displayed in Jambhar, sword, spear and one hand Varadmudra whereas according to Digambar tradition the vehicle of this goddess is dolphin fish and in their hands is Akshamala, Dand, Talwar. And the gradient is performed.

### Ambika / Amra

The reigning goddess of Tirthankara Neminath is known as Ambika (Shvetambara) and Amra (Digambar). According to the Shwetambar tradition, the goddess of this goddess is the lion and the mango fruit, loop, baby and goad should be performed in the hands of Chaturbhuji Devi, while in the Digambar tradition only mango and baby in the lap are performed.

### Padmavati

The reigning goddess of Tirthankara Parshvanath is Padmavati, whose vehicle has been described as snake or poultry (Shvetambara) and Padma (Digambar). The quadrangular statues of this goddess are more found in whose hands there is a law to display Padma, loop, fruit and Ankush (Shvetambara) and Ankush, Akshamala and two Padmas. In the Digambar tradition itself, the figurines of its conspiracy and quadrangular arms are also found. The loop, sword, spear, half-moon, mace and punishment are displayed in the hands of conspirators.

### Siddhayika

Vardhman is the reigning goddess of Mahavira, Siddhayika. The vehicle of this Chaturbhuji Devi is Leo. The Goddess's hands display the Ordnance Book, Abhaya Mudra, Jambhar and Bansuri.

### Summary

The temple is famous for its architecture and virility and idols for its unique beauty, charm and adornment. Oil stools probably did not develop until the Kulana period, and neither the Yaksha and Yakshini statues were with them. But Ambika Yakshi's idol is an exception. The performance of Yaksha-Yaksini idols with the Tirthankara statues began in the Gupta period, but the performance of the attendants and affiliation with the Tirthankaras was not determined until the Gupta period. The performance of Gandharvas and pastures was common in this period. They are armed with paramilitary weapons. Many Yakshas are also known as Vidya Devi and the symbols of these Vidya Devi are influenced by the Goddess.

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# Innovative Practices and Reforms in Higher Education

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**Introduction**

Education has always been an area of importance in the society, through generations we have been listening and practicing. Education is extremely important for the development of a Nation. Higher Education plays an important role in the social - economic growth co and development of any country; higher educational institutions provide the necessary trained and educated manpower required for the growth and development of a Nation.

**Objectives of the Higher Education Sector:**

The Objectives of the Higher education include hit Improvement of the teaching - learning - research process with a view to ensure that the employability of the students is improved upon and the entire process is made an interesting experience for the students and these further take into account the interests/ aspirations of the other shareholders in the process. Some specify the objectives of such teaching - learning process as:

- To increase their conceptual and analytical knowledge and skills about individual, interpersonal, group and intergroup behavior in complex organizations and to manage the environment under the industrial / business scenario.
- To increase awareness of one's and others assumptions, motivations' and values regarding workplace, interactions in ordered to enhance leadership effectiveness.
- To sharpen skills in engaging people and refining the process for using in generating and selecting from the alternatives.

The Central Government is responsible for major policies relating to higher education. The agenda of the universities in this scenario may * include opening new vistas of learning new frontiers of researching academic restructuring sharing of expertise, innovations, technology.

transfer knowledge man aliment, training, employability, entrepreneurship media / convergence and meeting social, cultural and economic challenges thrown by the forces of globalization etc.

Higher Education Scene Today:

Today our institutions have become factory of degrees only. Everybody, may it be student or the teacher running after attaining or providing degrees and not towards the knowledge.

**Higher Education in India: Present Profile**

We may consider the major deficiencies of higher education systems in India compared with the prevailing trends in the modern world, as follows:

- Higher education all over the world is in the university campuses, while in India, it is predominantly in affiliated colleges, many of which are small , under equipped and understaffed,
- India has nearly 25,000 colleges, 240 state universities and 39 institutions of national important and nearly 128 Deemed Universities for a country of the size of India, with more than billion population, the number of universities is too low.
- The few universities that we have, many are loaded with administrative and routine academic work because of the affiliating system and the number of affiliated college that come under them.
- Nearly ninety percent of the undergraduate students and sixty percent of the postgraduate students are in the affiliated colleges. Consequently! there is no appreciable research atmosphere. This situation is academically quite unacceptable.
- There are multiplicity of national institutions associated with the regulations of universities and college in the country with overlapping responsibilities leading to duplication and confusion (Tandon 2008)
- The examination system is outdated and stereo typed It gives more emphasis to cramming.
- The public - private partnership in the higher education in negligible.
- On almost all levels ice. faculty standards, library facilities, computer availabilities student - teacher ratio, higher education is in need for up gradation.
- 90% of the colleges and 68% universities across the country are of mediocre or poor quality.
- The dropout rate amongst ST is maximum (61 .5%) followed by SC (52.2 1 %) and OBC (50.09%)
- There is only one computer for 229 students.

Actually, the major challenge before the Indian Higher Education is now to create new strategies, policies and programs of revolutionary nature that would lead to the direction of qualitative improvement, equality, inculcation of values and commitment integration of socio - cultural nature involvement of ale people in the process of development.

Actually good governance in Higher education is to make quality the defining element of higher education through a combination of self and external quality evolution promotion and sustenance initiatives good government lays focus on the institutional development with reference to aspects - quality aspects may be abbreviated as

Q: Quest for Innovation

U: Upgradation of curriculum

A: active student support

L: leadership and Governance

I: Infrastructure

T: Teaching - learning & Evaluation

Y: Yield for research consultants and extension: Research & related activities should conduct relevant extension programs in the shape of MSS, NCC, Youth Red Cross, Red ribbon club, Legal Cell, Women Cell etc.

Participative management with open communication channels has proved to be the best option. Motivation has been identified as a major factor and its importance has been described by the statement.

Performance = (Ability + knowledge) x motivational feeling.

Participative management with open communication channels has proved to be the best option. Motivation has been identified as a major factor and its importance has been described by the statement.

i) Admission of the students.

II)introduction of various innovations like Semester System, Continuous internal Evaluation, Choice Based Credit System etc.

iii) Management of mass conducted exacerbation and timely declaration of results.

iv)Prescribing the syllabi which are job - oriented.

To bring back a congenial atmosphere in our campuses, the university teachers have to play a positive role. A total dedication arid devotion to their academic responsibilities would give the teachers strength to lead the student community on the right path. The teachers are the source of inspiration to the young wards placed under their trust. lf their moral and intellectual health is strong, there is a hope for a better future of the university system. If they allow themselves to be corrupted by the forces enumerated above, they would be sounding the death knell of education. lf Himalayas is polluted how can Ganga be pure? So measures must be taken to allow proper academic atmosphere in the any interruption to build up the character of student community so that they can become the worthy citizens of tomorrow.

**Conclusion:**

To complete successfully in the knowledge based economy we need best governance of higher education. We can't produce graduates for export but which can also support research in scientific field. Information technology and space based communication systems are changing the need and directions of higher education in India. There is requirement of IT to satisfy the needs of students, teachers and society related to advanced countries. Online teaching methods have to introduce in remote areas for that all scientific infrastructure should be provided. Futures administrators, planners, engineers, doctors, teachers and lawyers will be created.

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# Study of Family Life from the Perspective of Female Members During lockdown in 2020

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**Abstract:**

*Study of Family Life From the Perspective of Female Members During lockdown in Covid- 19 was undertaken with the aim to study the support available to respondents from family and relatives and to investigate pastime activities adopted by families. Forty five female respondents in the age group of 28 to 50 were selected for this research. Online survey was conducted with the help of Google forms shared personally and through WhatsApp group. Responses received during 07.072020 to 20.09.2020 were analyzed for this paper. Results of the study showed that male spouses and children were not very helping in conducting household chores where as other family members were found to be helping often in household activities. Most of the families spent their lockdown time on mobile, experimenting in kitchen, T.V. viewing, online learning, reading books, playing carom and cards.*

**Key words:** Family, lockdown, covid-19

**Introduction & Rationale:** In the month of March 2020 lockdown was declared by the Indian Government for preventing spread of Corona virus. Lockdown was to prevent us from social gatherings and was aiming to maintain social distance. Lockdown was completely a new experience for this generation. Actually for successful lockdown it requires lot of co-operation at each level especially within households as presence of everyone inside, working from home , managing school and studies and even leisure time and use of digital media(Bent et al 2020) especially T.V. viewimg (Premapriya & Jeyaseelan 2020) increases burden and demands rearranging and relocating family life and allied responsibilities. Male members were never thought of being at home for so long , children had to learn online ,depart from school and other social and leisure time activities. Suddenly everyone got locked in four walls of home. Elderly, children and even working, earning young human force was also confined in home. Women and home making and family life suddenly became a heart core of life all over the country. Maids were absent and hence lots of household responsibilities were required to be shared by family members.In terms of household work, shared childcare has found to be increased dramatically (Biroli et al 2020). It threw new challenges on families to manage domestic work and tensions, maintain peace, cooperate with each other and make opportunity of lockdown as a real 'family time' for everyone. Research on this aspect is yet very limited but has shown remarkable impact on families worldwide. Efforts for documenting to which extent family members have rendered their help in managing changed family life , what strategies are adopted for spending time during lockdown are supposed to be studied and up to what extent domestic tensions affected family stability are supposed to be reviewed . In light of the above research was conducted on family life during lockdown in Covid -19 pandemic experienced in 2020.

**Objectives of the research were as follows-**

1. To study the support available to female respondents from family and relatives during lockdown in covid-19
2.To investigate pastime activities adopted by families during lockdown in Covid-19

**Hypothesis :**

1.There was lot of support available from family members in household chores in lockdown in Covid -19
2.Most of the time during lockdown was passed on mobile and T.V. viewing .

**Methodology :** In view of current pandemic conditions an online survey was conducted with the structured cum open ended questionnaire . It was posted personally to individuals in contact as well as was shared on groups and was personally requested to respond to it. Responses were collected in 5 point scale ranging from 'never' to 'rarely'. Total 45 responses were received during 07.072020 to 20.09.2020 and these responses were included in this study. Responses received were female participants working as well as home makers, in the age range of 28 to 50 , married and all were graduate and 34 percent belonged to joint families . Data was analyzed and results are presented as below.

**Analysis and Data analysis: Results of the study are as follows -**

**Table 1. Support available to female respondents from the family and relatives during lockdown in covid-19**

|  |  |  |  |  |  | N=45 |
|---|---|---|---|---|---|---|
| Sr. No. | Support from other family members | Often (%) | Sometimes (%) | Occasionally (%) | Rarely (%) | Never (%) |
| 1. | Spouse | 08(17.77) | 02(4.41) | 05 (11.11) | 18(40.05) | 12(26.66) |
| 2. | Children | 11 (24.44) | 09 (20.00) | 08 (17.77) | 15(33.33) | 02(04.44) |

| 3. | Other family members | 16 (35.55) | 09 (20.20) | 04 (08.68) | 10 (22.22) | 06(13.03) |
| 4. | Relatives | 08 (17.77) | 14 (31.11) | 11 (24.44) | 05 (11.11) | 07 (37.77) |

Table 1 shows Support available to female respondents from the family members and relatives in household chores during lockdown in covid-19.  From above table it is clear that spouse's support for household chores was very rarely (40.05) or never (26.66) available to these female respondents. Most of the male spouses were not helping their partners in carrying out household chores like cleaning, washing ,cooking , child care etc. followed by rarely by  children (33.33).Instead other family members like mother-in- aw, father-in law and other members found to be helping often (35.55)  in completion of household work. Relatives moral support found to be never (37.77) occasionally (24.44), sometimes (31.11) and often (17.77) available during this crises period. From this table it is very clear that lockdown increased burden on female partners with regard to managing household activities, cooking, cleaning, washing, childcare etc. Spouse and children were found to be inactive, unsupportive in managing family life. Spouses were more engaged in T.V. viewing, mobile and discussion on world covid conditions. Children were engaged in online schooling, and busy on social media and other entertainment activities. Female members were over   burdened with household chores and preparing demanded dishes for family, disciplining, schooling, cleaning and taking care of overall health of everyone in the family. So hypothesis one, There was lot of support available from the   family members in household chores in lockdown in Covid -19 is rejected.

**Table 2. Pastime activities adopted by families during lockdown in Covid-19**

**N=45**

| Sr. No. | Pastime activity | Percentage |
| --- | --- | --- |
| 1. | T.V. viewing | **27(61.40)** |
| 2. | Use of mobile | **31(70.50)** |
| 3. | Playing carom | **11(25.00)** |
| 4. | Playing cards | **11(25.00)** |
| 5. | Talking with friends/ relatives | **23(52.30)** |
| 6. | Reading books | **18(40.90)** |
| 7. | Experimenting in kitchen | **29(65.91)** |
| 8. | Online Learning | **26(59.10)** |
| 9. | Knitting and embroidery work | **3(06.80)** |
| 10. | Creative activities | **2(04.50)** |
| 11. | Writing and watching informative videos | **1(02.30)** |
| 12. | Playing with kids | **2(04.50)** |

Table 2 Indicates Pastime activities adopted by families during lockdown in Covid-19.From above table it is clear that most of the participants spent their time on mobile (70.50), in experimenting in kitchen (65.91) , followed by T.V. viewing(61.40), talking with friends  / relatives(52.30), online learning (59.10), reading books (40.90), and playing carom and cards (25.00). Few also found it interesting in knitting and embroidery, creative activities, watching videos etc.

**Conclusion:** From above study it is concluded that male spouses and children were not very helping and interested  in conducting household chores and were quite uncooperative  in managing family work, where as other family members were found to be helping often in household activities. Most of the families spent their lockdown time on mobile, experimenting in kitchen, T.V. viewing, online learning, reading books, playing carom and cards.

**Recommendations:** Following recommendations are given for further research

1. Detail study should be done with regard to changing family life scenario. 2. Research should be done on effect of lockdown on children and elderly members. 3.Effect of lockdown on gender equity should be studied

in depth 4. Lockdown and Domestic violence should be researched. 5.Effect of lockdown on children's education should be studied. 6. Work from home : a new family rearrangement should be taken for research 7. Implementing gender equality in family life : Need of men education

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# A Study on Impact of Goods and Service Tax on Hotel Industry in Kolhapur Region

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**Abstract**

Goods and Service Tax (GST) is an indirect tax (or consumption tax) imposed in India on the supply of goods and services. It is a comprehensive multistage, destination-based tax. Comprehensive because it has subsumed almost all the indirect taxes except few. Multi-Staged as it is imposed at every step in the production process, but is meant to be refunded to all parties in the various stages of production other than the final consumer. And destination-based tax, as it is collected from point of consumption and not point of origin like previous taxes. Goods and services are divided into five different tax slabs for collection of tax -0%, 5%, 12%, 18% and 28%. However, petroleum products, alcoholic drinks, and electricity are not taxed under GST and instead are taxed separately by the individual state governments, as per the previous tax regime. There is a special rate of 0.25% on rough precious and semi-precious stones and 3% on gold. In addition access of 22% or other rates on top of 28% GST applies on few items like aerated drinks, luxury cars and tobacco products. Pre-GST, the statutory tax rate for most goods was about26.5%, Post-GST; most goods are expected to be in the 18% tax range. The study found that there is significant certain impact of GST implementation on hotel industry at Kolhapur city. The study concluded that GST in hotel industry will attract more consumers to consume hotel service and also enhances revenues to the Government.

**Key Words:** GST, Hotel Industry & Kolhapur City

**Introduction**

Rapid urbanization, growing knowledge of Western lifestyles, more people joining the labor force and larger disposable revenue are some of the components that have contributed to restaurant industry growth. As an outcome, we are waiting in queues over the weekend at most restaurants. Customers, after consuming food and other services from restaurants, they pay for it and most of us are not even aware of the components included in the bill. Many find it hard to pay attention to their food bill. Previously, we find Service Tax, Service Charge and VAT are being added over and above the food value. But after the introduction of GST, the rates are vastly different from the previous one. With effect from 1st October 2019, varied GST rate for varied type of eating outs are provided such as railway restaurant (5%), standalone restaurant (5%) standalone outdoor catering services (5%), restaurant within hotels which vary according to the room tariff (5% and 18%). It reduces the amount paid to hotels by the customers by way of tax. Under the new regime, GST brings joy for consumers and restaurant owners alike.

**Rationale of the Study**

GST take the service industry by storm and most of us are unaware of its implications, especially on the hotel industry Hotel industry is one of the most cripplingly taxed sectors with numerous cascading taxes (VAT, service tax, luxury tax, etc.) growing into a huge tax rate of 20-30 per cent, essentially eating away at operating costs and rising income. Even though the government has introduced the bill and set out a date for its roll-out, still it does not have enough clarity on its implementation. It is necessary for the government to provide clear guidelines as to how the accounts need to be maintained and returns to be filed. In addition, the hotel industry may have fear regarding increase in payment of taxes in future and may result in competition from Asian market. Hence, the study has been undertaken to identify the influence of GST on Hotel Industry at Kolhapur city. It identifies the pros and cons of GST implementation with respect to hotel industry.

**Objectives of the Study**

1. To examine the pros and cons of GST with respect to Hotel Industry.
2. To analyze the positive or negative influence of GST on Hotel Industry at Kolhapur city.

**Hypothesis**

**H1** There is a significant impact of respondent's opinion and satisfaction towards GST implementation at Kolhapur city.

**Research Methodology**

This study aims to investigate the impacts of GST on Hotel Industry at Kolhapur city. The study is empirical in nature. The study collects data from 100 hotels by using structured scheduled interview method. Secondary data was gathered from books, magazines and from websites which have published the information regarding GST and its impact on hotel sector. The sampling technique adopted for the study is disproportionate stratified random sampling method. The analysis such as descriptive statistics and multiple regression analysis are applied.

**Data Analysis & Interpretation**

**Pros and Cons of GST on Hotel Industry**

**Pros**

- GST implementation reduces administrative steps and creates more opportunities to streamline the taxation of the economy.

- Reducing food bill taxes attracts more customers and creates revenue to the government.
- The removal of a lot of entries from the accounts book under name of various taxes leads to fasterprocessing of a transaction.

**Cons**

- Though the bill has been introduced by the government there is a great deal of ambiguity on its implementation. The government should provide clear guidelines on how accounts have to be compelled for maintenance and filling of returns.
- The tax bracket for luxury hotels is simply too wide.
- Small hotels need skilled assistants to work on GST. They have to bear extra charges for hiring specialist or training the old one.

**Descriptive Statistics**

**Data Analysis and Interpretation**

| Scale | Mean | | |
|---|---|---|---|
| | 3 Star | 4 Star | 5 Star |
| GST is effective | 3.73 | 3.59 | 3.62 |
| Easy to understand | 3.52 | 3.67 | 3.74 |
| Taxation condition | 3.50 | 3.45 | 3.49 |
| Profit margin | 3.63 | 3.37 | 3.37 |
| Customer increases after GST | 3.49 | 3.43 | 3.72 |

**(Source: Primary Data)**

From the above table, the mean value of 3 star, 4 star and 5 star hotels are below 4.00; which means the hotel owners have good opinion on the implementation of GST regime.

**Regression**

**H0** There is no meaningful impact of respondent's opinion and satisfaction towards GST implementation at Kolhapur city.

**H1** There is a significant impact of respondent's opinion and satisfaction towards GST implementation at Kolhapur city.

**Multiple Regression Analysis**

| Multiple R Value | R Square Value | Adjusted $R^2$ Value | F Value | Standard Error | P Value |
|---|---|---|---|---|---|
| 0.896 | 0.806 | 0.795 | 97.177 | 1.413 | 0.001[**] |

**(Source: Primary Data)**

**Note: **Denotes correlation is significant at 1% level.**

Since the p value is less than 0.01, the null hypothesis is rejected at one percent level of significance. Hence the linear combination of opinion of respondents towards GST implementation is significantly related to their satisfaction on GST implementation (F = 97.177 and P = 0.001**).

The above table revealed that the respondents' satisfaction on GST implementation can be predicted at $R2 = 0.806$; which denotes that 80.4% of the observed variability in respondents' satisfaction on GST implementation can be significantly explained by the opinion of respondents towards GST implementation. The remaining 19.6% is not explained which means that the rest 19.6% of the variation of respondents' satisfaction on GST implementation is related to other variables which are not depicted in this model.

**Conclusion**

The study originate that there is a significant positive impact of GST on hotel industry in Kolhapur city. Hence, it was determined that the mantra of GST One Nation One Tax Policy creates a standardized price for the services offered by the hotels, provides lower tax rate and precise and easily understandable bill for the customers. These benefits increase the consumer consumption of hotels which in turn create more employment opportunities in hotel industry and also lead to enhanced revenues to the government.

**Recommendation**

Based on the analysis, it is clearly found that the mean value of 3 stars, 4 stars and 5 stars hotels are below 4.00; which means the hotel owners have good opinion on the implementation of GST regime. Since, GST is considered as a long term benefit for India, in future, the favoritism of GST towards hotels may subject to change positively.

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# Impact on Human Resource Due To Covid-19

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## Abstract

The COVID-19 pandemic is considered as the most crucial global health calamity of the century and the greatest challenge that the humankind faced since the 2nd World War. In December 2019, a new infectious respiratory disease emerged in Wuhan, Hubei province, China and was named by the World Health Organization as COVID-19 (coronavirus disease 2019). A new class of corona virus, known as SARS-CoV-2 (severe acute respiratory syndrome coronavirus 2) has been found to be responsible for occurrence of this disease. As far as the history of human civilization is concerned there are instances of severe outbreaks of diseases caused by a number of viruses. According to the report of the World Health Organization (WHO as of April 18 2020), the current outbreak of COVID-19, has affected over 2164111 people and killed more than 146,198 people in more than 200 countries throughout the world. Till now there is no report of any clinically approved antiviral drugs or vaccines that are effective against COVID-19. It has rapidly spread around the world, posing enormous health, economic, environmental and social challenges to the entire human population. The coronavirus outbreak is severely disrupting the global economy. Almost all the nations are struggling to slow down the transmission of the disease by testing & treating patients, quarantining suspected persons through contact tracing, restricting large gatherings, maintaining complete or partial lock down etc. This paper describes the impact of COVID-19 on society and global environment, and the possible ways in which the disease can be controlled has also been discussed therein

Keywords : Human Resource , Pandamic, Covid-19, prevention.

## Introduction

Corona is a single stranded RNA virus that had its roots into the world from almost 60 years since its discovery in late 1960s. Corona viruses belong to the Corona viridae family in the Nidovirales order. The nomenclature of the Corona virus is named after the crown-like spikes on the outer surface of the virus structure. The virus has been infecting animals like chickens and pigs but there was no major human contraction to humans. Earlier, the allied viruses of the same family like the Severe acute respiratory syndrome coronavirus SARS-CoV in 2003, Human corona virus HCoV NL63 in 2004 HKU1 in 2005 Middle east respiratory (MERS) in 2012, have shown their outbreaks and now the novel version of this virus has presented a threat of unmatched severity. According to the classification of International Taxonomy of Viruses (ICTV) has referred this novel pathogen as SARS-CoV-2 (formerly known as 2019-nCoV) in 2019. The first case was identified in the city of Wuhan, a Chinese seafood market and since then it has been exponentially increasing with an evident human to human contact via respiratory droplets while sneezing and coughing. The mode and transmission and other related details about the virus continue to be updated in every few weeks, leading to enhanced uncertainty. During this period most of the research has been focused on understanding and preventing transmission; exploring treatment options and issues with global governance. However we think that the psychological impact of this pandemic like stress and anxiety among the general population is also a grave concern. A study from China suggesting that more than half of the participants had a significant psychological impact of the COVID-19 pandemic. Another recent study from Denmark reported psychological well-being as negatively affected. In the United States nearly half were found to be anxious as per the survey conducted by the American Psychiatric Association. The same has not been studied in Indian population systematically; except anecdotal discussions and case reports.

In Indian subcontinent, as of 30 March 2020, according to the Ministry of Health & Family Welfare (MoHFW), a total of 1071 COVID-19 positive cases (including 49 foreign nationals) were reported in 27 states/union territories. These include 99 cases that were cured / discharged, one person who has migrated and 29 deaths. Hospital isolation of all confirmed cases, tracing and home quarantine of the contacts is on-going. In India, spread of the initial disease could be traced mainly to the foreign nationals who visited the country as tourists from the disease affected countries and secondly due to the mass immigration of Indian nationals from abroad; due to the fear of infection. As the pandemic outbreak in India was on-going, the Government of India took stringent measures to limit the cases by far in that stage only, by initiating a major lockdown pan-India and also by shifting the immigrants to the special quarantine facilities prepared by the Indian Military directly from the airports and seaports for a minimum of 14 days. Community health teams were also launched to spread awareness about the chances of spread and precautionary measures that one can use to protect themselves and others.

## Review Of Literature

The study has been approved by the Institutional Ethics Committee at Institute of Liver and Biliary Sciences, New Delhi (letter no: IEC/2020/73/MA04). A cross sectional survey design was decided to assess the initial psychological impact of COVID-19, (fears worries and impairment in sleep). We collected data using an online (anonymous) survey platform (Survey Monkey) as per Indian Government's recommendations to minimise

face-to-face or physical interaction as citizens continue to isolate themselves at home. Potential respondents were invited through a text message, which lead them to a survey monkey page (designed by IT team at ILBS, New Delhi). All people who have registered at ILBS (2009 to present) since the inception were sent the SMS for participation in the FEEL-COVID survey.

**Objective:**
The objective of this paper is to know the impact on human resource due to covid-19.

**Methodology:**
Data is collected through secondary source from various reference books, research papers and internet.

**Significance of The Study:**
The current study investigated the initial psychological impact of COVID-19 outbreak in Indian population. As the disease progressed, concerns regarding health, economy, and livelihood increased day-to-day. The findings of the pandemic's impact on mental health could help inform health officials and the public to provide mental health interventions to those who are in need. This can guide researchers to plan prospective longitudinal studies for assessing treatment need.  There are mental health concerns like anxiety, worries and insomnia especially after the declaration of lockdown in India on 24th March, 2020. Government of India has launched helpline numbers to provide guidance and counselling, in collaboration with different Institutes of national importance. World Health Organization has urged to take the necessary precautions to tackle the negative impact of the spread of Coronavirus on psychological health and well-being. Overall, among the 653 respondents 33.2% had significant (mild / moderate /severe) psychological impact regarding COVID-19. This finding was different from the study conducted in china by Wang et al which reported 53.8% of respondents suffered a psychological impact from the outbreak, ranging from moderate to severe among 1210 respondents.  Since these findings were during the early phase of COVID-19 outbreak in the country, chances are they could have changed over time and hence, should be interpreted accordingly. In the past, during outbreaks such as 'Ebola Virus', individual and community at national and international had a major and wide spectrum of psychosocial impacts due to the sudden outbreak of the disease. It is likely that people are relating contracting the virus with a fear of falling sick, helplessness, hopelessness, stigma and even death. Providing psychological first-aid & counselling are quintessential during an epidemic. It helps in reducing the psychological distress and promoting adaptive coping strategies to deal with the situation. Despite the efforts of WHO and other public health authorities to contain the COVID-19 outbreak, this time of crisis is generating stress throughout the country , much alike its impact on the global counterparts. Constant support for mental and psychosocial well-being in different groups during the outbreak should be of highest priority. Demographic variables showcase that males had lesser psychological impact of COVID-19 outbreak as compared to their female counterpart. The impact on females was found to be statistically significant. These findings were similar in the Chinese community where females suffered a greater psychological impact of due to the coronavirus outbreak. This also corresponds to previously available extensive epidemiological literature which shows that women are at a higher risk.  In our survey, physical co-morbidities were a predictor for higher psychological impact in response to the outbreak, similar to the finds in existing research. An unexpected finding was the non-statistically significance of impact of being a health care worker on psychological impact. This is contrary to existing literature [30] about them being more prone to unfavourable mental health outcomes. This could have been due to low sample size of healthcare professionals representation in the study; thus limiting generalizability of the findings.However, there are some more limitations to be considered while analysing the study results. First is the inherent design of the study like sampling technique being only restricted to people with internet access and having understanding of English; could also limit generalizability of the study. Second are the concerns of social desirability while responding to questions on mental health issues. Thirdly the study was conducted during a period of lockdown, which can have its own psychological impact and this confounder could not be addressed through the questionnaire used in the study. These issues could have caused under or over reporting in the rate of psychological impact found in the study. Since approximately 20% of the study participants had history of some liver disease, there could be a sampling bias in the study. Moreover, the questionnaire used has not been validated in Indian population earlier. But we felt the timely need of conducting this survey in order to enhance the understanding of psychological concerns and hence a separate validation was not attempted before the study.Despite the limitations, this study provides the first cross-sectional data on actual level of psychological impact among Indian community; and how mental health of people is affected during a pandemic of this nature. Online surveys (or self-administered questionnaires) have been found as an effective way of assessing problems related to mental health and this becomes a prudent method of conducting research in the period of lockdown. Since these findings pertain to the initial period of pandemic in India, a larger longitudinal study should be conducted in the current time to guide policy makers in understanding the psychological impact

**Conclusion**
The coronavirus epidemic has come with extraordinary, intense uncertainty. It is difficult to estimate how long and to what extent will the impact of the epidemic be on the lives of people and economy of the country. The government has to come up with a well-crafted strategy to deal with this crisis. At the national level, greater

coordination is required between government agencies separately tasked with migration and health mandates. There is also a need to relook at the national migration policies, which should accommodate the assistance and protection of migrants arriving from, or faced with the prospect of returning to, the areas affected by health crises. Establishment of resilient food systems could reduce food insecurity and the pressure to return to origin among migrants. More research is required on the impact of health crises on migration, particularly in distinguishing health from other motivations to migrate

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# Rural Development in Raigad District: Case Study of Uran City
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**ABSTRACT:**

The Rapid population growth in Raigad District especially Uran Taluka includes a process of urbanization that has led to a change in land use patterns. Uran is one of the fastest growing regions in the region of Raigad. The population of the City increased from 22.2 percent in 2001 to 43.3 percent in the 20011 Census of Raigad District. Due to increasing human pressure the perfect sites for Land use and construction. But the area under the forest cover was rejected. It will be 30 percent in 1971 but in 1991 it was 27 percent and in 2011 it was 22 percent. This paper will learn about the impact of human growth on land use Pattern in Uran taluka.

**Keywords***: Population growth, Population density, Change Land use Pattern, Uran, Raigad.*

**Introduction:**

Uran is located on the peninsula, flanked by Karanja Village to the south and Mora Village and port to the North. Uran has salt pans area, also one of the part of a salt manufacturing around Mumbai. The land has been under redevelopment pressure. The Uran have natural gift of beautiful wetlands were so many species of birds and reptiles, some critically endangered stay. Cause of Development of this area there is only one Wet land left which is Panje wetlands. Fishing is the main occupation in Uran is 80% of the population were engaged in fishing were the fish production of Mumbai comes from fishermen based out of the Uran district, especially the villages of Karanja and Mora. Farming is the second major occupation were 20 % of population engaged in farming. Major Crops production is Rice, that contributes to the district. Raigad is the second largest district of rice production in India.

Shipping, shipbuilding, and port support are major economic factors in Uran district. Jawaharlal Nehru Port (JNPT) is the largest container terminal in India.[10] Other container terminals in the Uran district include APM Terminals (formerly GTI) and DP World (formerly the British Peninsular and Oriental Steam Navigation Company). Salt pan owners revolted against the government decision to build a seaport,[when?] but the port has proved to be the main source of income to residents and nearby villages, as major projects and warehouses have opened nearby. The Indian Navy maintains a naval base near Mora. Due to Security reasons sea travel restrictions is imposed by the Indian Navy. The Oil and Natural Gas Corporation (ONGC) has a plant nearby. GTPS-MSEB is Asia's first power plant run by gas. Other industrial and manufacturing employers Grindwell Norton Limited, NAD. Uran is growing.

**Objective:**

1) To Study the Increasing Population
2) To Study the Villages which have Drastic Change.

**Study Region:**



The name of the city of Uran comes from the Hindu goddess Uranavati. It was named Uruvan during the reign of the fourth Pesha of the Maratha Empire. Later, the area was renamed Uran by the Portuguese and Ooran by the English. Many Indian emperors ruled over the area. In early history, this included the Maurya Empire, the Sātavāhana Empire, the Western Kshatrapas, the Vākāṭaka Empire, the Calukyas, and the Yadavas. The area around Mumbai was part of the 16th and 19th centuries under Portuguese and British rule. Maharashtra. The Uran was once the base of the famous Maratha Sarkhel (Admiral) Kanhoji

Angre, who fought against European interests in the 18th century. Uran is located at 18.88 ° N 72.94 ° E. [6] Uran has an average height of 21 meters (69 ft). At the edge of the peninsula, the region of Uran is surrounded by sea on three sides. In the 2001 census in India, Uran had a population of 23,254; this was an increase in the 2011 census to 30 439. Men make up 53% of the nation and women 47%. In Uran, 10–11% of the population is 6 years of age or younger. Iran's literacy rate has also increased, from 79% in 2001 to 82% in 2011. 2001 and 85% in 2011, and women's education was 75% in 2001 and 79% in 2011. India's national literacy rate is 59.5%

**Population Growth in Study Region With Reference to others Taluka :**

Population distribution and density in Study Region 1971-2011

| Regions | Population | | | Percent of Population | | | Density | | |
|---|---|---|---|---|---|---|---|---|---|
| | **1971** | **1991** | **2011** | **1971** | **1991** | **2011** | **1971** | **1991** | **2011** |
| **Uran** | **91557** | **390114** | **1616751** | **1.2** | **2.7** | **7.3** | **427** | **1821** | **7548** |
| Khalapur | 36577 | 72392 | 93167 | 0.5 | 0.5 | 0.4 | 213 | 421 | 542 |
| Karjat | 75939 | 93629 | 84141 | 1 | 0.6 | 0.4 | 246 | 303 | 272 |

**Source:** Draft Regional Plan for MMR, 1971-1991 and 1996-2011, MM
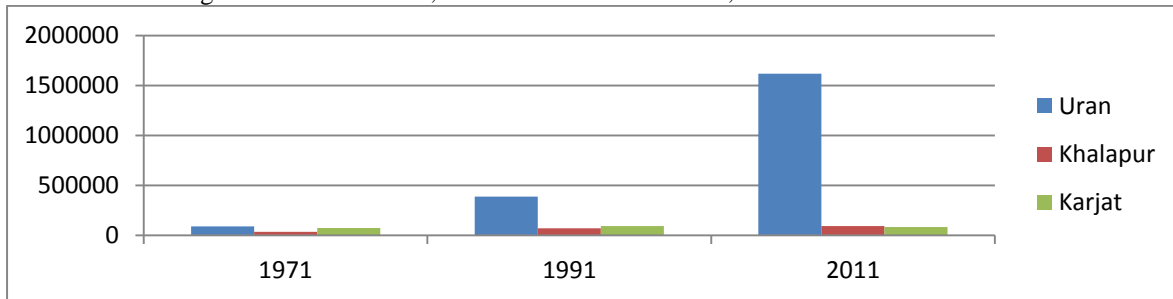


In 1991, the population of the region dropped to 69%, expected to drop to 58% in 2011. increased from 1.2%, in 1971 to 2.7% in 1991, and is expected to increase to 7.3%, respectively in 2011. Uran. The population of the city of Iceland is expected to decrease to 39 236 and in the cities it is expected to increase to 25,578. Other regions expecting the largest congestion (over 2000) are Uran.

**Villages Are a Big Change:**

Nagaon, Bokadvira, and Sheva were selected as study areas from this part of taluka to understand the transformation processes taking place in the high, low and completely displaced regions. A brief description, and presentation, of each of the study villages is provided below.

**1) Nagaon:**

ONGC acquired 750 hectares in 1978-79 from local people and was permanently awarded Employment of about 400 local residents.

**2) Bokadvira**

Bokadvira is considered to be a major destination for future city development. It is strange that this city is known for its culture of struggle and resistance. Bokadvira is best described as being located in the uterus of Dronagiri and Sahyadri (Patil, 2005). The first village to receive electricity after the Uran in 1962 was Bokadvira. Respondents have suggested two possible origins of the name of this mountain village on the Uran-Panvel road, about one and a half miles from the city of Uran.

**3) Sheva Village**

In 1970-71 the government acquired 120 hectares of land from the Air Force on a very small scale and the rest bought the JNPT in 1985. The JNPT project relocated the entire district, the main district was resettled in Bokadvira and the Koliwada community in Bori Pakhadi along the Morora-Uran road. Sheva communities chose these areas after considering access to markets and transport facilities, including state transport.

**4) Khopta Village:**

The first three incoming villages were officially recognized as part of the Copper Valley until the 1980's but locally, in terms of social and economic relations, they built one town called Khopta. While Kacherpada consist suffice hamlets. A community salt shrine near the town of Khopta, which was once cultivated by the local community, has now been purchased from major salt producers who bring in workers from Gujarat. Residents of Khopta who still cultivate paddy have a strong desire to continue salt production in the area.

**5) Govathane Valley:**

.        With very little arable land, the villagers have relied heavily on sand digging, fishing and animal husbandry for nearly two centuries. Extension of the coastal strip by approximately 100 hectares. There was a decline in employment with the number of sand dug boats in Govathane falling to 30 in the 1980s. Decreases are linked (Mhatre, 1981) to declining sand availability, introduction of mechanical dredgers and new job opportunities with increasing levels of education. Increasingly, educated young people are refusing to enter the profession because of the difficulties and dangers involved. In addition, continued involvement in this life span of 30-35 years has been found to lead to chronic eye and hearing problems. After 1990 there was some improvement in socio-economic status with JNPT and other emerging projects that provide for the employment of chiefs and Bandhpada consisting of one village each.

**Changes in occupation structures:**

Changes have begun to take place due to environmental changes and the pattern of employment in the area. As more and more local people try to find work in nearby courtyards and the contempt created by the new generation through activities such as farming and fishing, the workload is declining. Several respondents who had a passion for farming lamented that the previous joy of farming was over and farming became a job for older people who had no safe choices. While we were helping to thresh rice in the fields one day, one of the members pointed out that all the members working there were over 60 years old and laughed at the fact that farming is a job for adults. They younger generation had been kepta way from farming, so that they could attend. school and benefit from any opportunities thrown through forced development. However, these same small groups find the idea of farming unpopular. The plots are sometimes given to shareholders but farmers who are willing to do this have become harder to find. This is despite the fact that the principles of share allocation improve the tenant farmer. Previously the product would be divided into three parts. Salt production has also become one business as salt miners.

**Occupational changes generations:**

Salt is an important agricultural tool such as fertilizer and fishing as a healing agent. Fishing has also served as a critical source of fertilizer for the cultivation of northern vegetables through the supply of waste fish and dried fish. The salt panels also serve as a barrier between the seaside / river pads and the paddle by mediating the flow of water. Families have followed a number of economic activities that vary from season to season, the natural conditions in their area and the opportunities created by development activities in the surrounding areas from time to time. Community life on the northwest coast of Uran is largely determined by the food / building needs of the city of Mumbai and the development stages of the port. Families have identified themselves as sand miners, farmers or fishermen depending on their main source of income. Fishing communities contributed to the agricultural labor pool during the caliphate while the farming communities contributed to the fishing pond and the water supply to the boats of members of other communities. Changes in any sector have therefore affected each other and the relationships between communities. Livestock, fishing and home-brewed liquor were additional sources of income in the highlands. and the sea, where the arable land was scarce. Depending on the reliability of family and community services in land and sea connected services, equal participation of men and women has been demonstrated. Unemployment from 3% east of Uran. Uran on the other hand shows a sudden increase from 5 percent to 30 percent in the legal sector from the 1960s to the 1990s. This is linked to the making of profits from employment in Grindwell Norton and the absorbing of NAD and ONGC in the 1970s and 1980s respectively.

**Conclusion:**

The response of the people has shifted to changing regional development approaches, and has led to a change in relations with the State, the environment and with each other. The population has grown very rapidly in the past but the growth rate indicates a declining trend. The Island City, which supports one third of the population, has it.  It's starting to lose people. These three regions, which grew very fast, in Uran. Uran Region experienced significant growth of 15 percent annually between 1991-2011 as the new port Nava Shevahas has started attracting more commercial activities. Its growth rate was 4 percent between 1971-91.

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# Recent Trends of Tax Planning Investment Avenues in Private and Government Salaried Taxpayers under COVID scenario

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**Abstract:**
*In this paper I have presented recent trends of tax planning investment avenues of salaried taxpayers from Government and Private employees under current covid Scenario where share market is highly volatile and returns on Government securities and investments are decreasing.Investors needs to study the current situation and accordingly should take decisions about their investments based on different parameters and also shall strive for tax saving.*

**Introduction:**
The second wave of Covid infections is looking more dangerous than what the country witnessed in 2020. Share market also dropped sharply in last few weeks. Under such scenario investors in Private and Government sectors are looking for some investment avenues which will give fixed returns as well as save tax. Different Tax planning investment avenues undertaken by Government & Private sector employees are discussed in this paper.

**Theme/Idea:**
Available funds after satisfying our daily needs, needs to be invested very wisely under current Covid scenario. Salaried taxpayers are focussing mainly on such investment avenues whereby they will get fixed rate of return as well as tax saving. Investors are hesitating to take risk by investing in share market because due to covid impact it has become highly volatile. Investors wants to go for risk free investments.

In this paper we are studying recent trends adopted by investors from Private and Public sector taxpayer employees. Investors are aware about tax saving investments and hence they are looking for tax-saving investments. Many taxpayers are not aware of the investments and expenses are eligible for tax deduction they can take help of professional such as Chartered Accountants, Cost Accountants etc.

Some investors from Private and public sector are taking advantage of investments in Mutual funds to save tax by investing in ELSS (Equity Linked Saving Scheme). Percentage of investment in equity market and fixed interest-bearing securities is depends upon the income earned by such taxpayer, risk taking ability of such investor and age of such investor.

Now we will discuss few savings or expenses which are eligible for deduction under Income Tax Act, 1961 which are mainly adopted by investors to save tax.

| Saving or Expenses | What is eligible for deduction |
|---|---|
| Provident Fund | Contribution to the Provident Fund |
| NPS | Contribution towards NPS |
| Voluntary PF | Additional voluntary contribution towards PF |
| Insurance policies, Pension plans and investment in ELSS Funds | Amount paid as a premium towards insurance policies , pension plans and investment in ELSS funds |
| Tuition fees | Tuition fees paid for full-time education of up to two children even playschool fees is also eligible for deduction |
| Interest on NSC | Compound interest which accrues on NSC in the year is deemed to be reinvested and that also can be claimed as deduction |
| Repayment of Home loan | The principal amount of home loan repayment under section 80C as well as interest up to Rs. 2,00,000 under section 24(b) of the Income Tax Act. Even stamp duty and registration charges paid towards purchase of house also can be claimed as deduction. |

Maximum deduction as per section 80C under Income Tax Act is Rs. 1,50,000 however additional deduction for contribution towards NPS can be claimed to the extent of Rs. 50,000 under section 80 CCD (1b). Hence total investment of Rs. 2,00,000 can be made by salaried taxpayer to save tax during the financial year. These investments will give guaranteed returns and benefits of tax saving as well.

**Other few Investment avenues for salaried taxpayer:**

1. To inculcate investment habit among the taxpayer government has exempted interest on saving account up to Rs. 10,000 u/s 80TTA.
2. Medical insurance premium paid to cover medical expenses up to Rs. 25,000 for self and family whereas Rs. 25,000 for parents and Rs. 50,000 if they are senior citizens.
   This benefit is available u/s 80D
3. Education loan interest paid is allowed as deduction for maximum eight financial year from the year in which repayment of education loan started. The education loan can be taken for self or dependent. This deduction is allowed u/s 80E.
4. If Taxpayer does not get House Rent Allowance (HRA), he can claim lowest of the following u/s 80GG.

a) Rs. 5,000, per month
b) 25% of adjusted gross total income
c) Rent paid less 10% of basic salary
5. Donation to eligible organisations can be claimed as deduction u/s 80G , however cash donations in excess of Rs. 10,000 are not allowed as deduction.
6. Purchase of electric car also helpful in claiming deduction u/s 80EEB. Interest up to Rs. 1,50,000 paid on loan taken to purchase electric vehicle is allowed as tax deduction.
7. If Taxpayer or dependent suffers from disability then deduction can claim deduction of Rs. 75,000 to Rs. 1.25,000 depending upon the percentage of disability u/s 80U and 80 DD.
8. If Medical treatment is taken by taxpayer or his dependent for any specified disease, he can claim deduction up to Rs. 40,000 and Rs. 1,00,000 in case of senior citizens u/s 80DDB.
9. Investment made in **Sukanya Samriddhi Yojana** offers higher interest than PPF as well as tax deduction u/s 80C
10. Tax saving Fixed deposits gives low returns but contributes in tax saving u/s 80C.

After reviewing above investments avenues which are open for Private as well as Government employees to save tax and earn fixed rate of return under current Covid scenario.

Now we will analyse the priority given by the investors for investment in different investment avenues available to them.

| Sr. No. | Investment avenue available | Reason for High, Moderate or Low priority |
|---|---|---|
| 1) | ELSS Funds | High Priority -Flexibility, high returns and easy investment |
| 2) | NPS | High Priority – Additional tax benefits and flexibility |
| 3) | ULIPS | High Priority- Low cost, tax-free returns and flexibility |
| 4) | PPF | Moderate Priority- Assured returns, tax free returns but low interest rates |
| 5) | Senior Citizens' Saving Scheme | Moderate Priority- Suitable only for retired persons hence has limited scope |
| 6) | National Saving Scheme (NSCs) | Low priority- Falling interest rates |
| 7) | Sukanya Samridhhi Yojna | Low Priority- Offers higher interest than PPF but limited scope and restrictions |
| 8) | Tax saving Fixed Deposits | Low Priority – Low returns but easiest way to save tax |
| 9) | Pension Plans | Low Priority- scores poorly on cost and tax benefits compared to NPS |
| 10) | Life Insurance | Low Priority- safe and secure option but very low returns and cost is very high |

Above table gives clear idea about recent trends of salaried taxpayers towards tax saving investment avenues. I have studied ten popular tax-saving instruments on different key parameters. Priority of investors keeps on changing based on different parameters and time to time changing Government policies.

**Conclusion:**

Recent trends and investment habits among salaried taxpayers from Government and private sectors are changing in current Covid scenario. Investors are looking for steady and fixed rate of return without taking much risk. After investing in risk free investment, they move to equity investment to park their idle cash or excess funds. Government Sector employees have fixed income from salary but lesser compared to private sector employees hence they prefer to invest in risk free investments where returns are fixed even though low compared to other lucrative investment opportunities. Whereas in case of Private sector employees where income is high compared to Government employees hence they divide their income after satisfying their essential needs in to fixed return bearing securities and then some percentage of their income can be invested in equity market by studying the market.

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# Travelogues: As the Source of Deccan History

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**Abstract**

*Travelogues are the fulfillment of journey of a dream from one place to another place and have the more or less experiences of the life beyond native environment. The voyages gave us the information about the socio cultural and economic life of the particular land which visited by the travelers and their accounts gave the historical data to understand the core aspects society and economy of the history of land and people. In this paper, the author focuses on the economic aspects of Bahamani and Deccan Sultanates reflected in the foreign travelogues. It is very significant facet of Deccan history in the age of space travel. In the term of methodology, the paper has been used primary and secondary sources including the translations and edited version of the travel accounts of the foreign travelers in Deccan.*

**The Bahamani Empire of Deccan in Foreign Travelogues:**

Many foreign travelers noted the political aspects of the Deccan history during Bahamani and the five *shahis* during sixteenth and seventeenth century. Afanasii Nikitin, a native of *Tver'* in Russia came to Bahamani Deccan in sixteenth century. He had written *"Voyage Beyond the Three Seas",* as *Khozhdenie za Tri Moria* the book on his travel in Indian Subcontinent or Deccan especially. The Russian and French translation published earlier at 1792.[1] This travel account has a relatively significant place on account of its precocity in Russian literature, for although pilgrimage accounts are known from the Kievian period, non religious or secular travel accounts only begin to appear in numbers somewhat later.[2] Nikitin laft his native town in 1466, as part of a group of merchants whose intention it was to trade with the lands of the Caspian Sea littoral, and to go as far as Shirwan. After crossing the Iran he reached to Hurmuz port for Deccan journey. During his visit to go and went back with the route of Isfahan, Yazd, Lar, Hurmuz, Masqat Port and Diu, Chaul and Dabhol port in Deccan coast. He renamed himself during the journey as Khwaja Yusuf Khorasani, by his own account. He reached to Cambay at 1469. The last paragraph begins with a prayer to "God the Protector", *Allah Parwardigar,* in his travel account. When he arrived at Chaul port of Bahamani Empire he narrated the political aspects of Deccan. He met to Asad Khan, the noble of Junner fort of Bahamani Empire. Nikitin narrated about the political aspects of the Junner during Bahamanai period. He noted two lack soldiers was under the command of Asad Khan. He noted the Vijayanagar and Bahamani conflict and military organization in his account. The Malik Asak Khan's army too big and had horses and elephants, and warriors drawn from lands to the north and the west, such as men from Khorasan, Arabs, Turkomans, and also other from the land of Central Asia. He narrated, *"Five hundred men dine with the Malik Ut Tujjar each day. Three Viziers also dine with him, and with each of them are fifty men, and hundred other lords who are bound to the malik ut tujjar by oath. He has two thousand horse in his stables, of which a thousand are kept saddled and ready day and night; he also has a hundred elephants in his stables. Each night, a hundred men in armour guard his court, as well as twenty trumpeters, twenty drummers, and men who are assigned in pairs to beat a great drum".*[3]

The reference of the Bahamani Wazir Khwaja Mahmud Gawan Gilani, who held extensive power through a good part of the reign of Muhammad Shah Bahmani (ruled between 1463-1482). He described the social and political condition of Bahamani Empire. The rulers had carried about on their silver *palankeens*, surrounded by horsemen, musicians, elephants, dancers and the linked, these great lords are in Nikitin's view mostly foreigners, and so he states, for the most part from Khorasan. The Sultan himself resides in Bidar, "their great city", and "the throne of Muslim Hindustan", where Nikitin spent some four months after his initial sojourn at Junnar. He narrated; the Sultan's palace is described in conventional terms: it has seven gates, and at each gate one finds hundred guards and hundred scribes, who take note of those who enter and leave. The Palace itself "is truly marvellous, with a good deal of sculptures in gold; the stones are sculpted and gilded in a truly wonderful fasion, and there are many vases everywhere". This was a highly militarized empire, where each night the town is patrolled by guards or *Kotwals* on horseback, and in armour, each carrying a torch; besides, the great lords such as the *Malik ut Tujjar,* Asad Khan, Nizam ul Mulk and Farhad Khan, all have extensive armed retinues that they take to war.[4]

Another example Barbosa, who was narrated the Bahamani Deccan in his account. His personal information already discussed in Chapter number one within review of the literature and early foreign travelers. The Bahamani purchased horses and elephants from Ceylon and Iranian merchants at west coast of Deccan. The Arab and Iranian merchants sells the elephants to Deccan emperor. These elephants were highly valued among the Indian rulers and Deccan rulers and used in war and labour.[5]

**Qutb Shahi Deccan in Foreign Travelogues:** The travelogues of three distinguished Frenchmen who visited Golconda Hyderabad of Qutb Shahi Deccan in the time of Abdullah Qutb Shah are valuable documents for the Study of the Political history of Qutb Shahi.[6] Jean Baptiste Tavernier, made his six voyage to the East and was in the Qutb Shahi Sultanate in 1638-39, 1651, 1657-58 and 1662-63. His book Travels in India, appeared in 1676, and he died at the advanced age of 85 in 1690. His account gave the political information about the court life of Qutb Shahi Hyderabad. He narrated the court of Ibrahim Qutb Shah of Golconda in his account. He also

gave a clue tothe meaning of the enigmatic name of the capital and says that while Aidr Abad or Hyderabad is the official name, the general public calls it Bagnagar or Baghnagar or the Town of Gardens.[7] Jean de Thevenot was born in 1633 and was in the Qutb Shahi dominion in 1666-67. He describes the city of Hyderabad with a certain amount of exactitude, and also the way the tombs of the Qutb Shahi Rulers were kept.[8]

Thevenot narrated the soldiers of Golconda in his account.[9]

*"The King of Golconda pays above Five hundred thousand Soldiers; and that makes the Riches of the Omras, because he who has pay for a thousand Men, entertains but Five hundred, and so do the rest proportionably. He allows a Trooper (who ought to be either a Mogul or Persian) ten Chequins a month, and for that pay, he ought ot deep two Horses and four or five Servants. A Foot Soldier of these nations hath five Chequins, and ought to entertain two Servants, and carry a Musket. He gives not the Indians above two or three Roupies a month, and these carry only the Lance and Pike. Seeing the late King gave his Soliders better pay than this do's, he was far better served: He entertained always a strong Army, and the number of Men he payed was always complete. By that means he easily hindered the Great Mogul from attempting anything against him, and was not tributary to him as his Son is."[10]*

Thevenot also noted about the old Imadshahi territory Berar, which was under the Mughal Empire during Emperor Aurangzeb. The administration of Berar under the Mughal nobles had observed by Thevenot. He also visited in the journey to Ellora caves and the Khuldabad Rawza Sufi shrines in his route to Daulatabad. The province of Khandesh is to the south of Malwa, and the Mughals controlled it under the Berar province.

*"The province of Khandesh is to the south of Malwa, and they who have reduced the provinces, have joined to it Berar, and what the Mogul possesses of Orissa. These countries are of a vast extent, Full of Population towns and villages, and in all Mogulistan, few countries are so rich as this. The memoire have of yearly revenues', makes this province yield the Mogul above seven and twenty millions a year. The capital city of this province is Burhanpur; it lies in the Twenty Eighth degree of latitude, about fourscore leagus distant from Surat. The governor thereof is commonly a prince of the blood, and Aurangzeb hath been governor of it himself".[11]*

Old capital town and fort Daulatabad was also visited by Thevenot. He noted that, Daulatabad belonged then to Deccan, and was a place of great trade and political affairs. But at present the trade and court was at Aurangabad, whither Emperor Aurangzeb used his utmost endeavours to transport it, when he was governor thereof. In the other discussion about the political scenario of Deccan, Thevenot discussed about the Goa, Bijapur and Golconda. But since the Mughal became master of the northern places of this Deccan country, and of the towns of Bidar and Kalyani, it hathbeen divided between him and the Sultan of Deccan, who is only called king of Bijapur, and it is reckoned amongst the provinces of Hindustan, which obey the Great Mughal. It was bordered on the east by the Kingdom of Golconda on Maslipatan side, on the west by the province of Baglana and Bijapur, on the north by Balaghat, and on the south by Vijaynagara. The capital town of this province is at present Bidar, which belonged to Balaghat when it had kings and it hath some time belonged to Deccan sultanate Bahamani.

Bidar was a great town; it was encompassed with brick walls which have battlements, and at certain distances towers; they were mounted with great cannon, some whereof have the mouth three foot wide. There was commonly in this place a garrison of three thousand men, half horse and half foot, with seven hundred gunners; the garrison is kept in good order, because of the importance of the place against Deccan, and that they are always afraid of a surprise. The Governor lodges in a castle without the town, it is a rich government, and he who commanded it when Thevenot was there, was brother in law to King Shah Jahan, Aurangzeb's father; but having since desired the government of Burhanpur, he had it, because in the last war, that governor had made an army of the King of Bijapur, raise the siege from before Bidar. Thevenot narrated the all aspects of noble life and the court life in Deccan that time. Thevenot also narrated the journey with governor upon the road to Bidar, who was a Persian of a good aspect, and pretty well stricken in years; he was carried in a palanquin amidst five hundred horse men well mounted and clothed, before whom marched several men on foot, carrying blew banners charged with flames of gold, and after them came seven elephants. The governor's palanquin was followed with several others full of women, and covered with red serge, and there were two little children in one that was open. The bamboos of all these palanquin, were covered with plates of silver chamfered; after them came many chariots full of women, two of which were drawn by white oxen, almost six foot high; and last of all, came the wagons with the baggage, and several camels guarded by troopers. This province of Telengana is worth above ten million a year to the Great Mughal.[12]

Thevenot was written about the capital town of Hyderabad.

*"The capital city of this kingdom is called Bhagnagar, the Persians call it Hyderabad; It is fourteen or fifteen leagues from Bijapur, situated in the latitude of seventeen degrees ten minutes, in a very long plain, hemmed in with little hills, some cosses distant from the town, which makes the air of that place very wholesome, besides that, the country of Golconda lies very high. The houses of the sububs,which is very long, and stopped near the bridge which is at the farther end of it."[13]*

Thevenot had written about the noble life of the Golconda Sultanate. He noted the *Omras* or *Umrao* or nobles were the great lords of the Qutb Shahi kingdom, who are for the most part Persians, or the sons of Persians; they are all rich, for they not only have great pay yearly of the king for their offices, but they make extreme advantage also by the soldiers, scarcely paying one half of the number they are obliged to entertain; besides that, they have gratifications from the king, of lands and villages, whereof he allows them the use, where they commit extraordinary extractions by the Farmers. These nobles generally make a very handsom figure; when they go through the town, an elephant or two goes before them, on which three men carrying banners are mounted; fifty or sixty troopers well clothed, and riding on Persian or Tartarian horses, with bows and arrows, swords by their sides, and bucklers on their backs, follow them at some distance; and after these come other men on horseback, sounding trumpets, and playing on fifes. After them comes the nobles on horseback, with thirty or forty footmen about him, some making way, others carrying lauces, and some with fine napkins driving away the flies, one of them holds an umbrella over his master's head, another carries the tobacco pipe, and others pots full of water in hanging cases of canes. The palanquin carried by four men, comes next with two other porters for change; and all this pomp in brought up by a camel or two, with men beating of timbals on their backs. When the Nobles please, he took his palanquin, and then his horse was led by him. The palanquin is sometimes covered with silver, and its canes or bamboos tipped with silver at both ends; smoking tobacco, or else chewing betel and areca, showing by that soft and effeminate posture a most supine dissoluteness.

**The Nizam Shahi of Ahmadnagar in foreign travelogues:** The foreign travellers, who visited Deccan from fifteenth to seventeenth century, have described some of the political events regarding to the Nizam Shahi of Ahmednagar. One has to be very cautious in accepting their versions. *Durate Barbosa*, chiefly supplies informationon political conditions of Nizamshahi Deccan. He visited Chaul and Danda Rajapur port of Nizamshahi Deccan.[14]



**Malik Ambar**

**Courtesy: painting collection** at Dr Babasaheb Ambedkar Marathwada University: History Department Museum, Aurangabad**]**

Caesar De Frederick, the Italian traveler who visited Deccan in 1563, has left for us an interesting account of his visit. Two years after the battle of Krishna, he visited the ruined and devastated town of Vijayanagar. He narrated the Deccan sultanate party against the Vijayanagar kingdom. His account translated and published in Purchas and His Pilgrims. Sir Thomas Roe also narrated the Mughal and Deccan conflicts in his account. He visited to Burhanpur, the headquarters of Prince Parvez, who was then conducting the Mughal operations against Malik Ambar of Nizamshahi of Ahmadnagar, and Roe's subsequent visit to the Mughal court, was also very useful. Although his journal has been regarded as the principal source for the history of Jahangir's reign, nevertheless, for our purposes his account was important because of two reasons. He clearly mentioned the position of Emperor Jahangir against Malik Ambar of Nizamshahi and the all War affairs in Deccan in details.

The diaries of Ralph Fitch and William Finch, who visited Deccan in 1583, and 1608, respectively, throw very little light on the political condition of this kingdom of Ahmednagar. But their accounts are important from the political point of view. Both of them mention about the political importance of Port Town Chaul under Nizam Shahi. In a similar way that, two major war of Chaul happened at Konkan against Portuguese with Nizamshahi of Ahmednagar. In similar way, Dutch traveller John Huyghem Van Linschotten, who came to Deccan in 1584 and lived at Goa for five years mention about the trade, politics which flourished at Bassien and Chaul, the dismemberment of the Bahamani Empire and the manners and customs of the Deccan people. Dutch travellers at the Nizam Shahi Kingdom Pieter Van Den Broecke and Van Ravestyn were the most important. Little is known about the latter, whereas the former was known to be a very outstanding figure in the early

history of the Dutch East India Company, which he served from 1613 onwards. In 1617 he arrived in India to establish a factory at Surat. He however suffered many reverses in life got two extensions in the appointment at Surat and then after sixteen years of service, returned to his country. There he sat down to write an account of his voyages. His diary tells us very little of his nine years residence at Surat. He has given a good and interesting account of Malik Ambar and early life of Malik Ambar in his account. Malik Ambar established *Khirkhi* town (*Fetehnagar / Awarangabad*) in Deccan. Also he noted the Malik Ambar's victory over the Portuguese power at Dabhol Port. Van Den Broecke's manuscript of diary is preserved in the library of the University of Lydon.[15] These extract have been published in the Journal of Indian History by Mr. Moreland during British period.

Pietro Della Valle, who arrived in Deccan in 1623 and visited Cambay, Ahmadabad, Chaul Port, Goa and many other places in Deccan. He has left Italian travel account with very interesting narratives. He also talks of Nizam Shah who derived his title from the post he held under the Bahmanai Sultan; the battle of Bhatwadi, of Malik i Maidan cannon and of the assistance which Adil Shah and Qutb Shah gave to Nizam Shahis and a little of the early life of Malik Ambar. The most voluminous writer amongst the European travelers of the seventeenth century is Nicolo Manucci, who visited 1653 in Deccan, also wrote the book, *Storio De Mogor.* He noted the Nizam Shahi of Ahmednagar and the relations with Mughals. He recorded about the Chand Bibi and Mughal conflict in short.

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# Impact of Covid-19 on Agriculture Sector and Innovative Agri. Action Plans

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**Abstract:**
This paper deals with the impact of Covid-19 on the agricultural sector. The analysis is organized at the global level, but it has a specific focus on India. First, it reviews the overall food supply situation in the world and India to assess the possibilities of food crises. As the restrictions imposed due to the lockdown are being lifted, it is an opportune moment to analyze the impact of COVID-19 on different sectors of the economy. A number of reports have pointed towards the possibility of contraction of Indian GDP in 2020-21. This is a worrisome indication, since a higher GDP contributes immensely towards achieving better living standards, reduced poverty as well as improvement in other socio-economic indicators. While other sectors are reported to be under significant stress, so it is important to analyze the impact on agricultural and allied sectors which provide likelihood to majority of the population in India.
**Key Words:** COVID, Economic loss, Agriculture, Market Prices.

**Introduction:**
Even today, a variety of human diseases are reported for unknown reasons. The virus has been found to be associated to many of these diseases, emphasizing the importance of ongoing search for new viruses. There are major difficulties when the new viruses do not respond to antibodies raised by known viruses. May not detect the selected virus, and virus-specific PCR methods may not amplify the new genome. In December 2019, cases of the death of a numerous people due to a unidentified pneumonia was in news from China. These people were having history of exposure to seafood market (wild life market) in Wuhan, Hubei Province. The novel corona virus, SARS-CoV-2, has been identified as a reason to the disease. The transmission from person to person is documented, and the disease named as COVID-19 by the World Health Organization (WHO) which is spreading rapidly nationally and internationally.

Since the beginning of the pandemic, no significant disruptions in the supply of food have been experienced so far. However, logistical challenges within supply chains, particularly cross-border and domestic restrictions of movement, as well as labor issues, may lead to disruptions in food supply, especially if they remain in place long-term. High-value, and especially perishable commodities, such as fresh fruit and vegetables, meat, fish, milk and flowers, are likely to be particularly affected. The health crisis has already resulted in job destruction in sub-sectors such as floriculture in a number of countries. There may be a further reduction in job quality in the sector and job destruction, especially at the base of the supply chain. Women and youth are likely to feel the impact more strongly, as they are particularly exposed to socio-economic vulnerability. Restrictions on movement may prevent farmers from accessing markets and result in food waste. In many countries, farmers are now unable to sell their produce in local markets or to local schools, restaurants, bars, hotels and other leisure establishments, which have been temporarily closed.

**Research Methodology:**
The study focuses on extensive study of Secondary data collected from various books, National & international Journals, government reports, publications from various websites which focused on various aspects of Agriculture.

**Objectives:**
- To highlight the impact of Covid-19 on Agriculture sector.
- To explain the Marketing of agricultural produce.
- To suggest policy measures for agriculture.

**Why Agriculture Sector Matters?**
The agricultural & allied sector carries immense importance for the Indian economy. It contributes nearly one-sixth to the Indian national income and provides employment to nearly 50% of the workforce. It is fundamental for ensuring food security of the nation and also influences the growth of secondary and tertiary sector of the economy through its forward and backward linkages. The performance of agricultural sector greatly influences achievements on many other fronts. For instance, World Development Report 2008 released by World Bank emphasizes that growth in agriculture is, on average, at least twice as effective in reducing poverty as growth outside agriculture. Agricultural growth reduces poverty directly, by raising farm incomes, and indirectly, through generating employment and reducing food prices. In other words, a thriving agricultural sector is a boon for most sectors of the Indian economy.

**Effects on Agriculture sector-**
As the spring sets in and season change the harvest season is around the corner the time when the crops are ready to harvest, time to wake up from the fogs of long winter spell. Farmers across north India, at this peak period of harvesting wheat, are in urgent need of combine harvesters. However, during the national lockdown imposed to curb the spread of COVID-19, there is no system in place for transporting these giant combine harvester machines that move across states which mostly come from Punjab. Due to the restrictions on movement, neither the machines nor the operators are able to reach farmers.

The vegetables like green peas, cucumber, cauliflower, cabbage, potato, etc. in Punjab is being harvested in bulk during these days and farmers are unable to move out to get the desired price for their vegetable crops. They are either dumping the production or opting to plough through the fields. It's that time of the season when the farmer harvest and sell vegetable crops of peas, the retailers are earning a quick buck by selling the vegetables at a high rate as they have enough pending stock

**Impact on Production**

At All-India level, agriculture production in almost half (47%) of sample districts was adversely affected by the impact of COVID-19.



Fig 3.2. Decrease in magnitude of production in Agri & allied sector (in %)
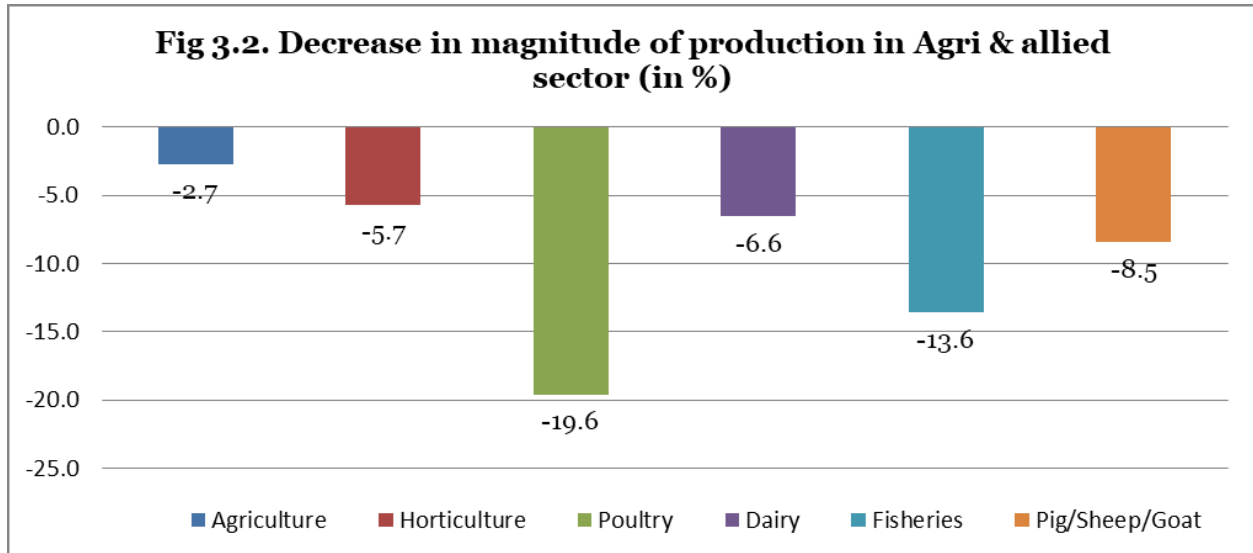
**Impact on Availability of Agri. Inputs**

Due to restrictions imposed on movement of men/material and closure of shops, availability of agri. inputs viz. seeds (-9.2%), fertilizers (-11.2%), pesticides (-9.8%), fodder (-10.8%), etc. declined in the range of 9 to 11 per cent. At all-India level, 58% of sample districts were adversely affected in terms of availability of inputs.

**Impact on Farm Gate Prices**

Farm gate prices have not declined significantly in crop sector (-2.2%). However, prices in allied sectors had declined in the range of 2% to 18%. This decline was highest in poultry sector (-17.8%), followed by horticulture (-7.6%), dairy (-5.6%), fisheries (-4.8%) and S/G/P (-2.9%) sectors respectively, mainly due to supply disruption caused by restriction on movement of vehicles. On the whole, 54% of sample districts witnessed adverse impact on farm gate prices of agricultural produce.

**Impact on Perishables**

The impact on producers of perishables vegetables, fruits, milk, eggs and poultry has been even more severe than on the producers of cereals, pulses and oilseeds. The problems regarding perishables have been manifold.

**Impact on Banking Services**

As far as banking services are concerned, access to credit through term lending and KCC was adversely impacted in about 89 per cent and 59 per cent of districts, respectively. As regards to recovery, 94 per cent of sample districts were reported to have been adversely affected by the pandemic and consequent lockdown. However, a positive feature that emerged was that 63 per cent of sample districts reported an increase in digital transactions by the customers during the lockdown period.

**Food Insecurity during the Lockdown**

A survey conducted by Stranded Workers Action Network (SWAN) after completion of 32 days of the lockdown found that 50 per cent of the workers had food left for only one day and 72 per cent had food left for a maximum of two days. Out of the total surveyed workers, 82 per cent had not received any ration from the government (SWAN, 2020).

**Policy Implications/Suggested Action Points**

- Due to poor recovery, interest waiver for agri. term loan for at least one year may be provided by Banks

- Opportunities for mask making, sanitizers, direct delivery of food grains, vegetables, fruits may be encashed by SHGs and FPOs.
- Due to disruption in marketing of agri produce through *mandis* and rural *haats*, and reduced farm gate prices, the income stream of farmers have dwindled leading to poor recovery. Therefore, interest waiver for agri term loan for at least one year may be considered.

**Conclusions:**

By the above discussions one can reach following conclusion:

Lack of planning and preparation by the Central government for tackling the COVID-19 pandemic has dealt a massive blow to India's economy and has caused enormous hardships to working people of the country. As its rightly said "Everything can wait, but not agriculture" by Jawaharlal Nehru, the first Prime Minister of India That is something that should have been the motto during this time apart from health facilities.

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# Natural Tourism Places in satara district

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**Introduction:**

Satara is a district place in Maharashtra so the place having local importance at the district level, developed through the fund of zillah Parishad planning department under 'c's category, Satara has a rich history where decedents of Shivaji Maharaj settled. During Peshwa s rules, almost three fourth of India was ruled from the princely state of Satara and Pune been administration capital. kaas plateau is one of the sites in the cluster of Sahyadri which is stretch in an area of 1142 hectares. As well as koyna wildlife sanctuary is also the site in the cluster list which is spread in 42335 hectares in Satara district this is a good journey for natural tourism development in Satara district during 2012 monsoon, the state forest department has been constructing barricades along the road to Kaas plateau, to restrict the movement of tourist and avoid trampling of flowering species

**Kas Plateau (Kas Pathhar):**

The Kaas Plateau is also known as the 'Kaas Patthar. It is situated in the Western Ghat Sahyadri range, 25 kilometers away from Satara city. The name Kaas originates from the Kaasa tree (Elaeocarpus glandulous). The major identity of the Leaves of this tree turns green to red as they mature. It gets white flowers only for Fifteen days in March. The area of the Kaas plateau is around 1,000 hectares.[1] During the months of August and September the plateau is full of wildflowers. These flowers bloom on their own and stay for about 2-3 weeks, depending on the monsoon and other weather factors. In 2012 it has been declared as Biodiversity World Heritage Site by The United Nations Educational Scientific and Cultural Organization. It has a small lake nearby, known as Kaas Talav. It is a natural tranquil which is surrounded by dense forests. Kaas Lake is situated on Kaas Plateau. The lake provides the most supply of drinking water to the old Satara city. This is also a famous picnic spot for the rainy season. The place has more than 850 different species of flowers. These include orchids, shrubs, Karvy, and carnivorous plants such as Drosera Indica.[2] Kaas Pathar is popularly known as the 'Plateau of Flowers'. It is one of the famous tourist attractions in Maharashtra and also a popular picnic spot among nature lovers during late monsoons. Kaas Plateau was formed by volcanic activities and is covered by a thin soil cover as a result of which, no vegetation thrives in the region. This area comes under a very high rainfall zone. Due to this, the flora and fauna of the region are quite unique. These unique ecological features made Kaas one of the hotspots of biodiversity. The Plateau is well known for its unique biosphere, high hill plateaus, and grasslands. During monsoon season, especially in the month of August, the Plateau comes to life with various types of flowers. Kaas Plateau overlooks the dense evergreen forests of the Koyna Wildlife Sanctuary and serves as the catchment area of the Koyna Dam.[3] This is also a heaven for bird watchers, as many species of birds can be spotted here. Kas Pathar attracts many tourists, scientists, and nature lovers. To control possible damage by excessive tourism, the Government has restricted the number of visitors to 2,000 per day. Walking through the flowers covering the Plateau is a wonderful experience. The month of August to October is the best time to visit Kas Pathar. Timings: 9 AM to 6 PM, Entry Fee: Rs. 50 per Person on Weekdays, Rs. 100 per Person on Weekends & on Public Holidays. The Kas Development Council was set up at the government level to work for the development of the scenic area, which should be recognized as a tourist destination.[4] A provision of Rs. 221.6 lakhs have been made for the conservation of biodiversity in Kas Plateau.[5]

**Koyna Wildlife Sanctuary:**

Koyna Wildlife Sanctuary is a wildlife sanctuary located in the Satara district. The sanctuary is nestled in the Western Ghats, covering an area of around 426.52 km2 and with an altitude ranging from 600 to 1,100 meters (2,000 - 3,600 ft). It was notified in 1985 as a wildlife sanctuary.[6] Koyna Wildlife Sanctuary has dense forests with three major sections, Vasota, Maharkhor, and Indavli Met, and the sanctuary is endowed with natural protective boundaries - Shivasagar Lake on one side, and the slopes of the Western Ghats on both sides. This protective cover has enabled the emergence of a diverse variety of flora and fauna in the sanctuary. The sanctuary has a diverse variety of fauna including tigers and panthers; gaurs and sambars; barking and mouse deer; pythons and cobras; common langurs and Indian Giant Squirrels. Many species of birds are found in the sanctuary including brown capped woodpecker; Asian Fairy Bluebird; and Crested Goshawk.[7] Over the last few years, biology researchers, zoologists, botanists, and their students from all over the country and abroad have been flocking to the Koyna Shivsagar Reservoir to study the rare animals, birds, and medicinal plants in the Western Ghats. There are many study topics in this sanctuary. But the oppressive conditions of the wildlife department place many restrictions on these practitioners.[8] This ban should be relaxed. Koyna Sanctuary is a dense green forest in the Western Ghats for tourists. Koyna Dam Shivsagar Reservoir Railway, Deul Plateau, Konkanwada, Kandati Valley are the attractive places of Koyna Sanctuary. There are also forts that bear witness to history. Vasota, Bahirgad, Jangli Rajgad also attract scholars. About 23,000 tourists visit this sanctuary every year. Through this, tourism is boosted and local people get employment. In the last few years, however, the oppressive conditions of the wildlife department have created employment problems for the locals. No one

should be involved in politics in its development and conservation. Besides, tourists are expected to be aware of the animals, birds, insects, trees, shrubs, vines, and medicinal plants not only in the state but also in the country.[9]

**conclusion:**

From the point of view of natural tourism, we get to see the Kas Plateau and its diverse plant species as well as the biodiversity of Koyna Sanctuary. Such natural boon places are attracting tourists and contributing to the tourism development of Satara.

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# Allauddin's Invasion and Halt at Ellichpur

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**Introduction**

Number of Muslim soldiers but Malik Nusrat who was on the watch and ward of Deogir Islamic Expansion In The Deccan: At the time of the Khaljis, there existed four independent Hindu Kingdoms in the Deccan and the Peninsula. Immediately to the south of the Satpura Hills lay the Kingdom of deogire of which Berar (Ellichpur) was a province, The Kingdom of warrangal or Telingana adjoined Deogiri on the south-east, To the south of it, the kingdom of Dvarvatipur of Dhhorvasamudra was governed by a branch of the Yadavas of Deogir Known as Hoysla dynasty. In 1290 Ala-ud-din governor of the province, of which Kara.[1] he Son in law of Jalal-ud-din Firoj Khilji reigning emperor of Delhi. having assembled an army ostensibly for the purpose of punishing a refractory Hindu chief on the borders of his province, suddenly invaded the Deccan without the knowledge or consent of his uncle. He objective was devagiri, of the wealth of which kingdom he had heard in the course of his forast in Central India He 25 February 1296 March from Kara to Canderi and thence across the Satpudas to Ellicpur.[2] where he halted for Two days. Berar, with its capital at Ellicpur formed one of them. The land revenue of the whole tract was assessed at seven crores of assessment seems to have white tankas of 175grains each, or about Rs.35,00,000.[2] The first Historical king of the Yadavas was Dridhaprachara. Bhillama, after a severe struggle succeeded in establishing his own rule throughout Maharashtra. His Kingdom extended south wards to the river Krishba. In 1187, A. D. he founded Deogir or Devagiri and made it his capital Deogir was famous for its strength. This was the last Hindu Kingdom to rule over the central Deccan, In the north Jalaluddin Khalji established his own rule in 1290 A. D. The contemporary ruler of Deogir in the south was Ram Deo. Alluddin Khilji . the nephew of Jalaluddin was them the governor of Kara-9Allahaba). It is stated that allauddin Khaaliji was Very much displeased with his wife as her relations troubled him. His mother in law Malika-I-Jahan espoused her daughter's cause and supported her in opposing Allauddin. Therefore, he decided to establish an independent kingdom beyond the Khalji dominion where he might live in peace. for one reason or the other. he sought his uncle's approval for invading chanderi explaining that it would be in the imperial in Firest of the Khaljs.

**Alla-ud-din Khilji Attack on Deogeri**

Allauddin witgh four thousand horses and two thousand foot- soldiers and with necessary equipments moved into the Deccan in 1294 A. D[3] After two months he reached Ellichpur (Berar).4 The expedition was taken without the knowledge of the king and his mission was kept a secret. Here he gave out that he had left his uncles' service and was on his way to Rajahmundry in the southern Telingana where he would join the service of the Kakatia ruler. The governor of ellichpur provided him every facility during his stay in the city. According to firishta he halted near for a few days and left it by night and reached unhindered. In the vicinity of Deogir (Daulatabad at a place called Lasur. As Fortune favored him many of the Raja's soldiers had accompanied the eldest son of Ramchandra on a pilgrimage. Anyhow, Ramdeva raised three to four thousand troops and dispatched them to Chati Lasur to obstruct the passage of the enemy. The yadava soldiers were easily defeated and the invaders pursued them up to the gaiter of the fort. Ramdeva.[4]

In sheer distress took refuge in the citadel. Aladdin found the way clear and entered the city. Get took into custody the principal merchants and other leading citizens. Here again Aladdin impressed on the people that his force was a small one. but an army of 20000 horses was following him. Raja Ramdeva took the matter seriously and believed that it was a preplanned invasion. Therefore, he started negotiations with a Aladdin The latter found the overtures of peace suited his demands and if the accepted them he would be able to effect his withdrawal easily. It was agreed upon between him and Ramchandra that Allauddin would get 50 pounds of gold. Several pounds of pearls. Some valuable shafts in addition to 40 elephants, a few 1000 horses, and other booty which was also agreed that after fifteen days the prisoners of war would be released.[6] The Capital would also be vacated by the Khalji soldiers.

Immediately after the conclusion of the treaty between Raja Ramdeva and Allauddin. Shankar-Deva the son of the Raja came to know about the humiliating peace. He was then hardly six miles away from Deogir. He was prepared to fall upon the enemy atone. Ramdeva sent a message tlo him not to attack the invaders and it was not proper to exchange swords with them, But shankar deva disregarded his fathers directive on the ground that his force was double than that of the invaders. He sent his men to Allauddin asking him to unload all the

booty which he had collected., Allauddin captured the messengers and blackened their faces Appointing Malik Nusrat with one thousand soldiers to watch Deogir, he himself marched against Shankar Deva.[5]

The latter gave him a good fight and might have succeeded in killing a large rushed to the battle field in time. The Hindus thought that the fresh army of 20,000 soldiers of Shankar Deva lost their never, broke their ranks and fled, Allauddin rushed to the citadel The king's relatives captured in the fight were paraded in the capital in chains. Ram Deva decided to seek help from his neighboring Rajas in vain  The khalji soldiers fell short of the provisions and found it very difficult  deal with the brewing situation. In these circumstances Ram deva reopened negotiations. Now a very humiliating treaty was imposed by the victor, By it Ram Deva agreed to pay a ransom of 600 mounds(man) of gold, 7 mounds of pearls, 2 mounds of jewelries,  1,000 mounds of silvers, 4,000 pieces of silk cloth and of province of Ellichpur (berar) Which was to be administered by his or Raja's officials which would to be decided later on at his own convenience and benefit. on his part, he agreed Allaudddin to release all the prisoners of war and the factious army of 20000  soldiers to be  turned back. Thus after the stay of 25 days Allauddin returned to Hindustan with the valuables mentioned in the treaty.

According to Tarikh- I- Ajmjadia, while returning to his province Allauddin again halted at Ellichpur, As stated in the account, Allauddin had a dream by means of which he had come to knew about the wealth of the Deogir and of passing Berar into his hands. Shah Abdur Rahman Ghazi appeared in the dream to tell him that he would gain a great victory ad come in possession of much wealth. Rahman was the reputed scholar saint who had fought against the Raja of Ellichpur. In this stubborn fighting the Raja as well as the saint lost their river. He traced out the places of burial of Dullah Rahman and his other fellow palki- swars. Since that time Muslim inhabitants revere these saints. Allauddin Khalji came to power in 1296 after killing his uncle and father-in –law. He sent his chief amir Malik Kafur to attack deogir There was a pretex that Ramchandra hak given refuge to his enemy Karnadeva  of Gujarat. Raja of Deogir had also failed to pay the tributes of Ellichpur for three successive Years. Malik Kafur invaded Deogir in 1307  and ravaged the capital mercilessly. The Raja was captured and sent to Delhi. Ramchandra was detained for six months and then released with all honors, He was given the title of Rai rayan with the permission to use a white umbrella ( Chatri Sufi). For the rest of his life, Rai Rayan remained a faithful vassal of the sultanat and regularly paid the agreed tribune. A Turkish governor was also appointed at Ellichpur to meet any future trouble.      When Sanghan deo ( Sangam deo ) enthroned himself he repudiated the over lordship of Allauddin Khalji The manual tribute was also stopped. Therefore Malik Kafur again marched in 1312 against the Deogir ruler. The Raja Shankar Deva was defeated and inhumanly put to death The Kingdom was annexed and Malik Kafur himself stayed for about 3 years at Deogir, Qutbuddin Alvi was appointed in Berar to organize its administration The Great mosque which still stands at Deogir was built by Malik Kafur, It is regarded as the monument of the establishment of Islam in the south Allauddin died in 1316 A D party strife and anarchy following Allauddin's death encouraged Harpal Devo to raise the standard of revolt and declaring himself independent and occupied the different post already conquered by the Khaljis. Mean while Muvarak khan ( later known as qutbuddin Muvarak shah) third son of Allauddin became the sultan of Deljhi. In 1318 [th] sultan set out for Deogiri to deal with the situation and chastise the Raja. On the approach of the sultan, Harpal Deva fled buit was captured and was flayed alive and his head was hanged at the gate of the fort. Thus the effort of the last Raja of Deogir was crushed. Military posts were established throughout Maharashtra and Muslim Jagirdars were appointed to organize the administration. Imadul- Mulk – Governor of Berar  in Elichpur.

After this Imadul Mulk Turkman was appointed sare Lashkar of Berar and Qutlag Khan as governor of the whole of Maharashtra. The former resided at Ellichpur. Quila Ark a Bhadkal (Bargahe kul). Their headquarters still, can be seen in ruins. The Idgah and the jama Masjid of Ellichpur were also built during the tenure of Imadul Mulk's governorship. Establishment of the Bahmani Sultan

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# Indianness As Reflected In the Novels of R.K. Narayan

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*R.K.Narayan's novels reveal the Indian life, its culture, traditions, values, spiritualism etc. He is completely Indian both, in spirit and thought. Though he uses English as a medium of expression, Indian culture, traditions, customs, faith and overall Indianness is deeply rooted in him. His characters, scenes, settings, locations reflect the essence of Indianness. R.K.Narayan has always given a clear and faithful picture of India through his fiction. So in his literature we can see the contemporary society with its virtues and vices. Though his art form and language is western, the theme, atmosphere, situations and scenes are purely Indian.*
**Keywords:** Indianness, traditions, customs, sacrifice, religious beliefs, myths, family institution etc.

This paper aims at depicting Indianness as reflected in the novels of R.K.Narayan.

In the 1930's, there was a trio-the three bright stars, luminaries, namely Mulk Raj Anand, R.K.Narayan and Raja Rao. These writers have written on themes like freedom from foreign rule, East-west relationship, the social-economical problems etc.

R.K.Narayan, one of these luminaries also depicted the social life in India through his novels. R.K.Narayan, full name Rasipuram Krishnaswami Iyer Narayanswami, born in 1906 and died in 2001. He belongs to the age when India was fighting for freedom. He started writing from his childhood. He always observed the life of the people around. Later he used those characters in his fictions. He had a passion for journalism and he chose journalism as his career. He wrote for newspapers as well as magazines. He wrote 15 novels, 5 volumes of short stories, a number of travelogues and a collection of non-fiction, English translation of Indian epics and the memoir, 'My Days.'

R.K.Narayan is a traditional storyteller. He follows the Indian tradition of story-telling. He has an easy flow of words. He evokes laughter but that too simple and genuine laughter. Narayan's characters are both types as well as individuals. Indian ethos, culture, social life, beliefs, religious practices, values, principles, myths, spiritualism all these factors which can be called as the essence of Indianness are beautifully woven by R.K.Narayan in his themes.

'Malgudi' is the place that symbolizes R.K.Narayan's India. It is an imaginary creation with its distinct and unique characters in it. Readers find different characters like Swami, postmen, shopkeepers, beggars, spongers etc in this village. This village is in the process of transition from semi-agricultural town to a big city. It has been presented in his work realistically. All the ten novels and most of the short-stories are set in Malgudi. What happens in Malgudi happens all over the country, in every town and village. Narayan's 'Malgudi' is a metaphor of India. It is a microcasm of India.

As G.M.A. Christy mentions in his essay,

"In almost all the novels of Narayan, Malgudi is also a character. Malgudi represented Indian in many aspects. The influence of changes of modernity over India has been narrated by Narayan with the help of his fictional town. But Narayan has kept his characters within the grip of culture. The Malgudian society and its tradition represent the society and the tradition of India as a whole." (1)

His Indianness is further seen in the recurring characters of sadhus, sanyasis, and swamis used by him in his novels. He has also exploited many superstitions, rituals and Indian beliefs .The Indian people from ancient times always had faith in sadhus and gurus. They have so much faith in such sadhus and gurus that even the fraud and cheat people can deceive them. The character of Raju in 'The Guide', though forced by destiny to be Swami, villagers easily start believing him, worshipping him, providing food and offerings upon him. They accept him as a spiritual guide. At the time of crisis they look at him as their savior. We can also see 'Chandran' from the novel 'Bachelor of Arts', after being not able to get married to Malathi, he loses all the interest in studies and life and starts wandering in different villages. Chandran would get food as people respect a Sanyasi and willingly feed him. Whenever he becomes tired, he gets a free lift on a cart or a bus. He was treated with respect by the villagers and they would offer fruits and food to him. . In 'The Guide', when the drought situation was there, the reaction given by the villagers is typically Indian, their speculations are Indian. All of it shows that India is a country where science and superstitions, knowledge and ignorance exist together. They suggest Raju to take up fasting so that it will rain. Indian people are very religious and they have complete faith in religious sayings. 'Narayan' from 'The Vendor of Sweets' is well versed in Hindu ideals. All his work

have the flavor of Hinduism. The character of 'Jagan' reads 'Bhagvad Gita'. The 'Bhamasura' myth provides a background to the novel, 'The Man Eater of Malgudi'. Hindu legends, myths, the stories from 'Purana' and 'Epics' from base of many of R.K. Narayan's novels. Nataraj the central character from 'The Man Eater Of Malgudi', is a deeply religious man. He hangs a picture of Goddess Laxmi in his parlour and believes that its due to the grace of the Goddess that he is so prosperous. He offers prayers to Sun-god.

Spiritualism is one more aspect of Indian philosophy. The sacrifice of life for social and spiritual good is doctrine of Indian philosophy. The heroes in Narayan's novels are seen constantly struggling to achieve maturity and it has been depicted very minutely. In the novel, 'The Guide', Raju's acceptance to do fast to end the drought shows his acceptance to the traditional norms. He decides to do what the society wants. Raju undertakes fasting not because he believed in it but just as an act of self purification. He gives away his narrow mindset, self-seeking tendency. He identifies himself with the society, recognizes the need of the villagers and becomes ready for the sacrifice. This shows spiritual growth of Raju. Thus he sacrifices his life for the villagers. Raju's death and his faith, symbolizes man's faith in Indian tradition.

In case of Raju from 'The Guide', Sharan remarks in his study,

"In the course of his ordeals, he changes himself thoroughly and accepts the challenges of reality. He plays his role of a holy man with a ring of sincerity and embraces death at the end of the novel. Thus, 'Railway Raju', the guide becomes a 'spiritual guide' and all his imperfection and impersonation turn into a real act of self sacrifice." (2)

The character of Chandran from the 'Bachelor of Arts',after wandering in different villages as sanyasi finally accepts the life as it is and this ultimate acceptance of life within the social and religious framework is also a measure of spiritual maturity.

Indian society is known for the family institution. The bond that the family members share with each other that is the foundation of Indian family institution. Of these realtions , the father-son relation is of great importance.

Dr. Raghukul Tilak says,

" Parental love is one of the more significant refrains in Narayan's fiction. There is no character in Narayan's fiction so vile that is not moved by love for children, at least his own." (3)

R.K.Narayan gives a vivid description of Raju's family and inter family relations. His relation with his father and his mother is described. At the end of the novel, when Raju sacrifices for the village, the whole village becomes his family. Also the family relationship is depicted with reference to Velan who has the responsibility of marrying off his sister.

Nataraj from 'The Man Eater Of Malgudi' , has a very happy domestic life. He lives with his loving wife and only son named Babu. He is a responsible father and caring husband. Even Chandran's father in 'Bachelor Of Arts' belongs to earlier age. Chandran runs away from the home and returns back, even then he does not say anything but he ages in the eight months. One of the important point to be noted here is the relationship , the wordless bond that the parent and son share with each other.

Dr.Raghukul Tilak mentions,

"He has a great regard for family ties and pities of the home and the family. Human relationships, particularly domestic relationships, occupy a central place in his novels." (4)

Another Indian trait which is seen in his novels is hospitality. India is extremely hospitable. Raju and his mother took care of Rosie, without questioning her . In the same way Velan and the villagers arrange for the meals of the swami. Same is the case with Chandran, where people fed him for being a Sanyasi.

Narayan's women characters can be divided into two types. First one is typical Indian wives who are simple,dutiful,loving, caring and obedient. They are religious and traditional in their ways. Their primary concern is the welfare of their children and husbands. Such characters are Raju's mother in 'The Guide' and the mother of Chandran. The second class of women characters are more modern, more unconventional or butterfly type of women. Such is Rosie in 'The Guide'. Rangi in the 'Man Eater Of Malgudi' represents cruder type.

There are number of female characters in his novels who tolerate the tyranny of their husband. 'Rosie' in 'The Guide', though she is modern and not meek nor submissive like other heroines shows her Indianness in the attitude of resignation she adopts when Raju was arrested for the crime of forgery. She has

relation with Raju but on the other hand she is pulled by middle class morality. She is like any other wife who gives importance to her husband.

The protagonists and the characters in Narayan's novels are rooted in Indian culture and philosophy. Malgudi itself is a combination of modernism and traditionalism.In 'Swami and Friends', Swaminathan and his friends struggle to protectIndian culture. Chandran In 'Bachelor Of Arts' is concerned about the misinterpretation of the Indian history by the imperialists. He stands against demolition of Indian history by British rule. 'Waiting For Mahatma' which was written after seven yeaes of gandhiji's assassination, is all about Gandhian philosophy. Sriram reaches to the height of true satyagrahi in this novel. Bharati from ' Waiting For Mahatma' and Jagan from ' The Vendor Of Sweets' are influenced by Gandhian thoughts.

We as readers come across many scenes and situations that are Indian. The Cobra dance , the devdasis ,the 'mela' like atmosphere etc. In many ways the theme, the characterization, the language, the locality, the values and philosophy his novels reflect Indianness. The poverty, the illiteracy, the ignorance of India is also depicted with a personal touch. Typical Indian thoughts, emotions are very well expressed by R.K.Narayan in a foreign language.

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# Dr. B. R. Ambedkar and His Rich Martial Background: The Mahar Community

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**Introduction:**

Mahar is a caste-cluster, or group of many endogamous castes, living chiefly in Maharashtra and in adjoining states. They mostly speak Marathi, the official language of Maharashtra. The Mahar community was believed to constitute a large percentage of the total population of Maharashtra - by far the largest, most widespread, and most important of all the region's officially designated Scheduled Castes. Traditionally, the Mahar lived on the outskirts of villages and performed a number of duties for the entire village. Their duties included those of village watchman, messenger, wall mender, adjudicator of boundary disputes, street sweeper, and remover of carcasses. They also worked as agricultural labourers and held some land, though they were not primarily farmers. The Mahars were unified by the eminent Indian statesman, social reformer, jurist, economist, historian and father of Indian Constitution, Dr. Bhimrao Ramji Ambedkar, who urged them to militant political consciousness and to great educational improvement. Before his death in 1956, Dr. Ambedkar and hundreds of thousands of his Mahar followers converted to Buddhism in protest against their Hindu caste status. Despite their low status in the Hindu society, the Mahars in fact, have a great martial past and were historical warriors and fighters, who had caused the rise and fall of kings and dynasties, in their time. Dr. Ambedkar, having been born in this caste rose to become a leader, not only to his community, but also to the entire nation and the world. Therefore, this paper tries to trace the influence of the Mahar upbringing on Dr. Ambedkar and his influence on the Mahar community in return.

**Dr. Ambedkar's Life and Background:**

Dr. Ambedkar was born in a family of untouchables, originally hailing from Konkan, a part of the present State of Maharashatra. The term untouchable needs some elaboration. It is a well-known fact that the social organisation of the Hindu society has been based on the theory of Chatur Varna and Chatur Varna means the division of society into four classes or Varnas: the Brahmins, the Kshatriyas, the Vaishyas and the Shudras. Those belonging to the last named major Varna are popularly known as untouchables. Although scholars and historians differ as to the precise origin of this peculiar stratification of the Hindu society, it is generally agreed that in the early Aryan period, the caste system did not exist. It was only later when the system of division of labour came into being among the Aryans that the society was divided into four different castes. But it has to be emphasised that these castes were not based on the accident of birth but on the occupation in which a person was actually engaged. Thus, those who performed the religious ceremonies and mastered the Vedas came to be known as the Brahmins, those who took up arms to fight against their rival Aryan tribes or the original inhabitants of India popularly known as the Dravids came to be known as the Kshatriyas; those who engaged themselves in trade and commerce became the Vaishyas; and those who performed the inevitable menial tasks were known as the Shudras. Many scholars and historians endorse the view that this was purely a functional arrangement. Those who support this view quote instances from Hindu mythology which relates the cases of a Shudra or a Kshatriya attaining the status of a Brahmin by virtue of acquiring knowledge or performing saintly acts. It is emphasised that later on, at some unknown point of history, this original stratification of the society assumed a rigid from in which birth became the sole criterion for determining the caste of a person. For instance, even a person not possessing the barest knowledge of the scriptures continued to be considered a Brahmin, merely because he happened to have been born in a Brahmin family. With the passage of time, this process of the stratification of the Hindu society got further intensified as each Varna got further subdivided into castes and sub-castes. This process also affected the Shudras, who were split up into hundreds of sub-castes with different names and settled in one part or the other of this vast country of ours. Dr. Ambedkar was born in one such caste of the Shudra community called the Mahars. The Shudras, at the time of Dr. Ambedkar's birth were not only treated as untouchables, but also those who should not be heard or seen. The degradation and indignity heaped upon them by the so called upper castes though differed from one part of the country to another were never absent. Even in those parts or pockets of the country where there was a certain degree of tolerance towards them, they were never accepted as a part of the society. Thus at least one out of every four Hindus remained for all practical purposes, outside the pale of the Hindu society. It is one of the inexplicable paradoxes of the Hindu society that this state of affairs was sanctioned by a religion which preached the existence of God

in all things; both animate and inanimate. Anyway, the study of this paradox should be left for others. The scope and purpose of this paper is to throw light on the life and work of Dr. B. R. Ambedkar.

As stated earlier, Dr. Ambedkar was born in a Mahar family originally hailing from Konkan. His ancestral village, Ambavade, was situated in the Ratnagiri district of Maharashtra. The Mahars of Konkan were among the first of the untouchables to come into contact with the Europeans, as the Portuguese first landed in Konkan. His family enjoyed a certain degree of distinction and prominence, as it provided the bearers of the Palki or Palenquin of the village Goddess. Ambedkar's family followed the preachings of Kabir, the well-known social reformer and rebel of Varanasi. It seems that this background greatly influenced the philosophy and deeds of Dr. Ambedkar. A brief description of the relevant social and economic scene of this period of the rural Maharashtra would not be out of place here. During the Maratha regime the village officers which included Patil, Kulkarni, Desai, Nhavi(Barber), Sutar(Carpenter), etc., were assigned specific duties for the performance of which they were given revenue free lands. With the advent of British the old system of payment through Watan lands was abolished and was substituted by paid officers who were given regular salaries. Only the Mahars were kept out of the new administrative system. One of its direct effect was that the ex-Patils, Kulkarnis etc., who had been relieved of their official duties, were allowed to retain their lands. They had to pay only a nominal revenue on their Watan lands. In addition to it, the government started paying lakhs of rupees to the descendants of these village officers, though they had no duties to discharge towards their village. That is how the upper caste Hindus were placed in an advantageous position.

On the other hand, the Mahar(untouchable) Watandars, and practically every Mahar was a Watandar, were adversely affected. The British did not abolish their duties as before, but the concessional land revenue of "judi" as it was called, was not extended to them. Instead, their land revenue was increased. This matter was examined by the government in 1874, and an Act was passed which laid down that Watan lands could not be alienated nor could burden on them be increased unless it was in the interest of the Mahar Watandars themselves. However, the Mahar Watan system was a system of heartless exploitation.

Thousands of Mahars suffered even greater hardships. There were innumerable villages in the province where the Mahars settled on their outskirts had to do all the jobs assigned to them without the benefit of Watan land or any other sort of payment. In fact, It was nothing short of forced labour. Nevertheless, the usefulness of this community was so obvious to the villagers that the Mahars also known as Veskars, meaning the watchmen, could not be completely ignored. Mahar performed a number of useful functions. Their daring, courage, determination, faithfulness, loyalty and honesty were qualities which had always been held in high esteem by the village population. They were always consulted by the sarpanch to settle any dispute that arose in the village and formed a part of the local panchayats even though they were made to sit on the ground to denote their caste status.

**The Martial Mahars**

Mahars were also great fighters. The martial history of the Mahars dates back to ancient days when these robust and redoubtable men roamed around the jungles of Western India(now Maharashtra). That was how they developed the capacity to suffer all sorts of hardships and became good soldiers, Chhatrapati Shivaji, who perfected the system of guerrilla warfare and was the principal destroyer of the Mughal Empire recognised the great fighting qualities of the Mahars and recruited them in his army. Shidnak, Mahar Sardar in Swai Madhav Rao's army, earned a great name as an audacious and daring warrior. Later on, the East India Company which successfully fought against the army of the Peshwa, also recruited soldiers from amongst the Mahars. The last battle between the Peshwa and the British was fought at Koregaon in the Pune district. A column at Koregaon raised by the British to commemorate the Battle of Koregaon, the last battle fought between the Peshwa and the British, bears the names of the soldiers who fell in that battle. Nine out of ten names are those of Mahars.

After Independence, the Mahar Regiment acquired the unique distinction of being in the fore-front in every battle. In every single battle, the Mahars gave abundant proof of their valour, tenacity and patriotism. General K. V. Krishna Rao, Colonel of the Mahar Regiment (retired), writes in his book the "History of the Mahar Regiment" (1981): "I have had the good fortune of personally commanding the Mahars in war......and in counter-insurgency operations. The lasting impression that has been left on me is that a Mahar soldier is indomitable in spirit. And the Mahar officers always proved to be worthy leaders of these excellent men".

He also revealed that he met Dr. B. R. Ambedkar on a few accasions when he was of the rank of a Major. According to him, Dr. Ambedkar insisted that the Mahar Regiment should live up to its high reputation

of gallantry, endurance, courage and daring. Dr. Ambedkar also told him that it was due to his concerted efforts that there was fresh recruitment of the Mahars in the fighting arms of the Indian armed forces and recounted their daring deeds and their long history of soldiery. Rich martial background of Dr. Ambedkar's ancestors played an important role in the formation of his character. Both Dr. Ambedkar's grandfather and father were army men. His father, Ramji Sakpal served in the British Indian Army. Dr. Ambedkar was born on April 14, 1891 at Mhow Cantonment, near Indore in Central India (now in the State of Madhya Pradesh) where his father was posted at that time. There is an apocryphal story that a saintly relative of Ramji Sakpal who had renounced the World, predicted that the child to be born would leave a permanent mark on history. Dr. Ambedkar, the 14th child of Ramji Sakpal, was named Bhim, after the well-known brother of Pandavas. Interestingly, his mother's name was also Bheema Bai. She hailed from a comparatively well-to-do family of the village of Murhad in the Thane(then Thana) district of the then Bombay Presidency. Her family had also a tradition of military service. Thus both from the paternal and maternal sides, Bhim Rao Ambedkar inherited martial qualities.

**Conclusion:**

When Dr. Ambedkar converted to Buddhism at Nagpur in 1956, many Mahars were among those of his followers who chose to do the same. As Buddhists, they gave up their traditional Hindu occupations and sought to redefine their social status. Ambedkar died about two months after this mass conversion. At the same spot, after his cremation, more Mahars were converted to Buddhism. Now, this community is the third most populous in Mumbai.

Therefore, we see that the rich martial background of the Mahar community had a deep impact on the personality of Dr. Ambedkar, in his growing years on one hand, and his leadership and height helped the Mahar community to come out of their caste restrictions and become free to explore their great potentials by embracing Buddhism. This is a great example to show that a man is both shaped by the society and shapes it himself.

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# The Life and Works of  V. T. Rajshekar  -  on Cultural Identity and Caste Hegemony

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**Abstract**

Dalit-Bahujan-Ambedkarite writers have come to the fore of literary studies and culture studies in the recent years. These writers reveal in their writings various factors that propel actions like caste hegemony, caste discrimination and caste apartheid. Their writings also address themes like self-expression, and search for identity. These writers represent the sentiments and issues of Dalits in India, about 85% of the population in India and many more in other parts of the globe. Indian writers of Dalit ethnicity also form a peculiar majority who articulate experiences of marginalization despite being the ethnic majority in India.

This paper is an attempt to look closely at one prose work of V.T. Rajshekar, 'Aggression on Indian Culture', to see how the writer mobilizes his language and social analysis to locate the instances of upper caste hegemony and apartheid in the form of untouchability and casteism respectively. Attempts are here made to find out how Rajshekar attacks both upper caste hegemony and caste based discrimination in domains such as society, politics, culture, religion and law. Rajshekar, in this selected prose work which is a collection of his essays, interviews and reflections, tries to show that in Indian context, caste is the common denominator or the base structure on which the super structures like politics, law, religion and social institutions are built. Readers find that Rajshekar is attacking this very base of Indian society to show how the related aspects such as religion, morality, social values and media are lopsided or biased.

The proposed research paper makes an attempt to investigate selected prose writings of V.T.Rajshekar to understand his protest against the Brahminical social order and dominant castes in India. The study also focuses on the link between his prose writing and his continuous negotiation of Dalit identity against the backdrop of cultural, political and economic hegemonies. The basic task of the research is to identify the axes and the locations of cultural identity of Dalit and protest that the writer generates to negotiate the experiences of caste hatred, exploitation, violence and discrimination. The study leads to the interdisciplinary stance.

*Key words: Cultural identity, caste hegemony, caste apartheid, Brahminical Social Order, Dalit ethnicity*

## The Life and Works of  V. T. Rajshekar

This paper aims to briefly sketch the life and thoughts of V. T. Rajshekar. In this an attempt is made to analyse the writings of V. T. Rajshekar. The method involved in this study are mainly historical and Biographical study and Historiographical review of his selected journals and works.

Vontibettu Thimmappa Rajshekar popularly known as V. T. Rajshekar (b.1932) is a prolific writes, radical thinker and a great journalist of international repute. He belongs well to do family of bunt caste of Vontibetten Beedu place of South Canara district, Karnataka. His father's name was P. S. Thimmappa Shetty, who retire as a collector of South Canara district. As a journalist he has served the Indian Express (Daily) for about 25 years. He is a founder editor of the famous monthly called "Dalit Voice", a radical mouthpiece of Dalit-bahujan Communities of India in the contemporary period. The first time met Dr. Babasaheb Ambedkar in 1954 at Banglore and took an interview for the "The Times of India", daily. He published the same in the aforesaid paper, which was not tolerant by some of his colleagues there. But this opposition created lot of curiosity in him. Then, he started reading more and more about Dr. Ambedkar and works. Thus, he became ardent follower and advocate of Dr. Ambedkar and his philosophy. In fact, he was a radical Marxists, who got influenced by the Dalit- Bahujan emancipation movement of Dr. Ambedkar.

His "Dalit Voice" paper gave him new image as journalist and channel to the Dalit-Bahujan awakening as well as a plat form to the Dalit-Bahujan intellectuals from 1980's to present day. The release by The Human Right, Watch described these Papers as India's most widely circulated Dalit Journal and it is a voice of the Depressed People of India against all forms of injustice and discriminations. Whether caste or class, gender etc. Along journalism he had written several books, pornographies and gender etc. His famous books includes: *The Black Untouchables of India, Dalit Movement in Karnataka* and *Nation Within Nation*. In 1905 he was honoured with the "International Award", by the London Institute of South Asia (LISA) for his famous work, "Caste- a Nation within the Nation". Thus the first part of paper briefly sketches the biography of Sri. V. T. Rajshekar and second and third critically examines the editorials and writings in Journals, books and etc., with view to provide a historiographical survey of the same.

## V.T. Rajshekar on Cultural Identity and Caste Hegemony

Caste has been a much thought about but least discussed issue in Indian society. Academicians, scholars, social scientists, politicians and lawyers in India have not really given justice to the discourse on caste. This is mainly because of the prevalent view that caste is an uneasy reality of Indian society. Secondly, people refrain from a discourse on caste because of fear of the reaction from the upper castes and lower castes. Hence an articulation of caste and caste based philosophy has been very rare. Further, since caste in India is also closely related to the political practices, many scholars keep away from discussing caste for the fear of political backlash. Surprisingly, university centers which are supposed to promote liberal thinking and debate, keep caste out of their academic agenda. Consequently, there are very few conferences and seminars held in India that

discuss caste and the evil effect of caste hegemony though there are ample number of such gatherings which deal with issues such as gender inequality, class consciousness and the issues of linguistic minorities.

*Aggression on Indian Culture*, published in 1988, is an investigation into the cultural identity of Dalits. It is a tightly written work in four chapters, composed as a thesis with a clear conclusion in the fourth chapter. The first three chapters deal with the ideas of Dalit culture and they also explain how Dalits are denied cultural identity in India. These chapters also raise the question – is there a pan Indian culture? Rajshekar also considers casteism as a kind of cultural hegemony and thereby gives a cultural interpretation of caste. He also considers the class struggle in India in terms of the culture-war between dominant culture and subordinate culture. Last but not the least, *Aggression on Indian Culture* also explains how culture becomes a tool in the hands of the ruling class. In effect, Rajshekar provides a Marxist and Ambedkarite interpretation of culture.

The book carries a "Foreword" in which Rajshekar tries to define culture by explaining that it is a complex dynamic phenomenon that deals with the past, present and future of a set of people. He gives a broad-based inclusive definition of culture:

Culture then is life itself, it evidently would have to be made up of the different individual components that human existence is made up of: food and clothing, language and other forms of expression, customs and traditions, religion, morality and ethics – indeed life style itself. (1988:4)

Subsequently, he tries to explain how culture is a complex notion in a multicultural society like India. According to him, India has many cultures and many nationalities though it has projected a dominant cultural tradition. He criticizes this dominant cultural tradition by explaining that it does not represent the tribal and other social segments. He argues:

The dominance or otherwise is only dictated by the ruling class culture, which since the last 3,000 years or so happens to be the Aryan culture. The highly advanced pre-Dravidian and Dravidian cultures were driven into the hills and forests-the last surviving examples of them being the tribals of India. (1988:5)

Rajshekar is of the opinion that a vibrant cultural face of India can also be seen in the rural Dalit villages though it is not often represented in mass media and literature. He reminds the readers that there is a significant Dalit culture which is outside the national mainstream culture that does not get represented. He points out:

The *mahua*, the *baul*, the spirit worship, the cutting of tender chicken at Mariamma's feet and countless such events – a veritable celebration of life – keep the real culture very much alive. But the problem is despite the fact that these original inhabitants are over 85% of India's population, their "culture" is not noticed in the mass media. Because media does not belong to slaves who have no right to claim any culture which only the rulers can possess. (1988:5)

Rajshekar considers the Aryan culture as the dominant culture of India which tries to assimilate and Hinduize other cultures. He considers this form of cultural hegemony very predatory. He mentions that Indian culture has to be understood beyond the culture of the upper caste to understand the culture of suffering, the culture of casteism, the culture of being betrayed and the culture of Untouchability.

The first chapter of the book examines the cultural paradigms embedded in Hinduism to show how Hinduism creates a false polarity of 'pure' and 'impure' in aesthetics and poetics. Rajshekar indicates that those who control this dominant culture will not even make 15% of the total population. He also cautions the readers about the hegemony of language in culture. For instance, he reminds that the people who know English in India are less than 2% and over 50% of the populations are below the poverty line. He indicates that 50% of SC (Dalits) are agricultural labourers and many others work as rickshaw pullers, head load workers, construction labourers, and *bidi* workers. Rajshekar is of the opinion that the life and the sensibility of these Dalits subjects are not reflected in the cultural texts produced in India.

To illustrate this argument, he gives an analysis of the newspaper reading population in India. He indicates, with the help of statistics, that only 2.5 crore people read newspapers regularly in India. This indicates that the newspaper reading population is only 2.5%. Subsequently, he argues that this 2.5% of population take over the cultural expressions of India and hence, they represent Indian culture only in terms of industrialists, journalists, professionals, bureaucrats, judiciary, films, entertainment and sportsmen, traders, bankers, educationists, religious and trade union leaders, scientists etc. This shows that life, art and customs of the Scheduled Castes and Tribals and Backward Castes are rarely reflected in the dominant culture.

Rajshekar feels that culture is often the essence of human life and by controlling culture it is possible to preserve certain privileges of the upper caste. He comments:

Culture constitutes ideas, values, and ethics. This is the basis of every religion. Life and preservation of life constitute the essence of religion. So from this angle, we will examine the cultural and philosophical tradition of "Hinduism" or Brahminism. (1988:9)

Rajshekar clearly states that Hinduism, as a religious practice, does not recognize the values of democracy. Its caste hierarchy has kept 70% of the population in illiteracy and poverty. Under these circumstances it is very difficult to imagine Dalits and the oppressed to have their culture. Rajshekar also gives evidence for the upper caste political conspiracy. He points out that Jagjivan Ram was denied Prime Minister

ship because he was an untouchable. In a land where people are denied their human rights, the only culture that would be visible is that of aggression.

Rajshekar also considers whether Hinduism recognizes the three basic premises of democracy – equality, liberty and fraternity. He tries to prove that the dominant religion in India, Hinduism, has stopped practicing these values of democracy and it has created a cultural rift between the caste Hindus and the untouchables. He explains that the caste exists in India in terms of the cultural divide:

Untouchables a dirty lot, tribals troublesome. Only the upper caste are cultured, merited and fit to rule. An upper caste person may say this situation no longer exists in today's India. This is a false statement. Kashmir is the standing example of a daily bloodbath. (1988:12)

According to Rajshekar the only visible cultural expression in India is that of conflict. He argues that India is a land of religious war, linguistic war and caste war. He evokes the myth of Parashuram who had killed everyone and had thrown his axe into the Arabian Sea. He indicates, this story is the foundation of Brahmin-kshatriya conflict which never ended in independent India.

Rajshekar attacks the cultural propaganda of Hinduism and indicates that in contemporary India there are no sufficient cultural forms through which ordinary human experience can be articulated .He says, "The Brahmins, the chief salesmen of this religion, have divided all human experience such as time, space, things, and people into pure and impure."

Subsequently, Rajshekar exposes the hegemony embedded within the polarity of the pure and impure. He indicates how the concept of time which is one of the tangible ways of understanding one's experience, is divided into good time and bad time and how this Brahminical division of time is imposed upon God fearing masses:

Time is divided into pure and impure. A new Prime Minister is sworn in only after a Brahmin priest fixes an "auspicious" time. During the *rahu kala* nothing should be performed. India became independent at the stroke of midnight (Aug, 14, 1947) because the Brahmin priests found no other "auspicious time" for such a historic event. Tamil Nadu Chief Minister M. G. Ramachandran's plane's arrival (he was returning from a treatment in USA) in Madras was delayed (1987) by 15 minutes to avoid the *Rahu kala*. (1988:13-14).

Rajshekar points out similarly how the same Brahminical binaries divide space, objects and even people into two categories. For instances, the spatial dimension of the development of a city or town into pure areas and the *cheri*, the dirty slum where the Untouchables live, is a clear case of determining one's living experience in terms of pure space and impure space. Similarly, he points out how food habits and even colours are divided into pure and impure in Indian culture to privilege the Brahmins. For Instance, he points out how vegetarianism is popularized as something pure and meat eating as something impure. He also reminds that this division is not just confined to things and time, but extends into a classification of human beings.

Myths, stories and puranas have established the belief that a Brahmin is sacred and holy so he alone can be in the sanctum of a temple. Many temples in India still deny entry to Dalits and non-Hindus. He points out how Jagjivan Ram was not allowed to unveil the statue of Sampurnananda because he was a Dalit and was considered impure. He reminds the readers that culture of Hinduism with its religious practices, myths and puranas are obsessed with the binary of purity and pollution. To expose this hypocritical classification, he reminds the readers that the Ganga, the purifier has dead bodies floating in it.

Rajshekar indicates that Hinduism has taken over the control of cultural production in India and thus, in a way, has given Hinduism control over politics and the economy too. He explains the relationship between cultural production and power relations:

This division of things into "pure" and "impure" gives enormous power to those who divide. Who can divide things into pure and impure? Only the Brahmin so he becomes the most sacred and hence the most powerful. (1988:14)

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## Role of Education in Cultural Nationalism: Swami Vivekananda's Perspectives

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**Abstract:**

"*Education is the manifestation of the Divine Perfection already existing in man", said Swami Vivekananda. For him, the sole purpose of education is "man-making"- i.e. converting mere creatures into human beings, by bringing out the vast knowledge that is hidden in their souls. Soul is the component which every man possesses besides his mind and body, and in this itself lays the essence of life according to his Vedanta Philosophy.*

*Today, mankind is facing a cultural crisis, as Vivekananda had predicted long back. Our modern education system has become too mechanical and lacks a definite goal. More number of educated people have started considering 'Geeta' as a mere verse and 'Vedas' as a collection of some folk-songs. They try to master the knowledge of the entire world, outside of their own country, but they don't have enough knowledge of their own ancestry and forefathers.*

*Swami Vivekananda argues that, a person who doesn't realize the greatness of his own culture and country, can neither be expected to respect the rest of the world, nor to use his knowledge of it, for anyone's good. Only a person who has a keen understanding of his country's glorious past will be patriotic enough to end his life rather than indulge himself in any misbehavior that would put the country to shame in the eyes of the universe.*

*Further, he contends that many educated youth of today, who have studied the history of other western countries, feel that India has no such history, but that is wrong. India has the right kind of history, based on its geographical situation and the goals of its society. However, it is the fault in the education system that it has not been able to teach our history with as much zeal as it has the other histories.*

*He says that, a country's culture is its identity. This must be inculcated in the students on the primary basis. This would foster a sense of self-confidence and nationalism in them, which would eventually help them give their best for their country's real progress - which lies in education. Education must help the students to know themselves first, and not the world outside, and to know oneself, it would be wise to understand the culture and context of one's own family, region and country. Thus, education has to impart cultural knowledge and try to realize 'Unity in Diversity' and in doing so, enhance the feelings of cultural nationalism. Even in the present days, his philosophies and views hold good, and some of them have found expression in this paper. The relevant ideas have to be implemented in Modern Education System, for the better of the world.*

**Key Words:** *Education, Man-making, Vedanta Philosophy, Cultural Crisis, History, Identity, Unity in Diversity, Cultural Nationalism*

## Introduction:

"Education is the manifestation of divine perfection, which already exists in man[1]"

This quote by Swami Vivekananda is in fact, a summary of his vision about education. Swami Vivekananda (1863-1902), a great thinker, yogi and philosopher of India, emphasizes on education, which according to him signifies "man-making", and considers it the very mission of his life. This paper, analyzes Vivekananda's views on education, and endeavours to focus on the basic theme of his philosophy viz., the spiritual unity of the universe and to examine his contribution to development of Cultural Nationalism, through education. Vivekananda realized that mankind is passing through a crisis. The tremendous emphasis on the scientific and mechanical ways of life is fast reducing man to the status of a machine. Moral and religious values are being undermined. The fundamental principles of civilization are being ignored. Conflicts of ideals, manners and habits are pervading the atmosphere. Disregard for everything old is the fashion of the day. Vivekananda seeks the solutions of all these social and global evils, through education[2]. With this end in view he feels the dire need of awakening man to his spiritual self, wherein he thinks, lies the very purpose of education.

## The Problem of Modern Education: The Cultural Crisis:

According to Swami Vivekananda, the modern Indian Education System is nothing but a machine that produces educated fools who have no faith, no hope and no trust in mankind. Modern education system emphasizes only on the subject and is very mechanical. It teaches the students, the fundamentals of science, the history of the whole world, but fails to teach them the message of Vedas and the essence of Indian Culture. Today's youth don't have any knowledge of their own traditions, and for them, Geeta is only a verse, and Vedas, a collection of hymns. They don't know the history of their own forefathers, and cannot be expected to know about the glorious past of their country. Swami Vivekananda contended that the country which did not respect its own history had no future. But, even though India has a glorious past, many educated fools deny the fact. They feel that only the western nations, western culture and western institutions have contributed to the world history. But, we are sorry to say that they are terribly wrong in thinking so. India is the country that has given the message of Bhagvad Geeta to the whole world. We have a very great history, both in peace and in war. The greatest war in the history of the world, as we may call it, the Mahabharata, in Kurukshetra, took place in India and Gautam Buddha and Mahavira who taught the principles of Ahimsa to the world, were also born in

India itself. So, it is foolish to think that India has not contributed to the world history. Further, Swami Vivekananda says that, a person who doesn't know his own identity can do no good to the world, even if he knows everything about it. Swami Vivekananda argues that, a person who doesn't realize the greatness of his own culture and country, can neither be expected to respect the rest of the world, nor to use his knowledge of it, for anyone's good. Only a person who has a keen understanding of his country's glorious past will be patriotic enough to end his life rather than indulge himself in any misbehavior that would put the country to shame in the eyes of the universe.

Further, he contends that many educated youth of today, who have studied the history of other western countries, feel that India has no such history, but that is a wrong notion. Let's take one example: We Indians eat rice and the English don't. Does that mean the English die of hunger, or are anything less than us? Definitely not! Then why and how can we allege that India is backward if it does not have or follow certain things or practices that they do. India has the right kind of history, based on its geographical situation and the goals of its society. We must understand this. However, it is the fault in our education system that we teach the histories of other countries with a sense of awe, while we don't have the same attitude for our own history. We praise other cultures, while we only find out the faults in ours. Child-marriage, exploitation of women, dowry, etc have been the problems of all societies of the world, but while teaching the history of other countries, we don't point out to that. It's good to know our weaknesses, but better to know also, our strengths. Hence the education system should change its outlook and work with a definite goal, to impart more knowledge of our own culture and religion first, and then about the world. It should not merely make people educated, but make them cultured, nationalistic and self-confident.

## The Objectives of Education according to Swami Vivekananda:

Swami Vivekananda points out that the defect of the present day education is that it has no definite goal to pursue. A sculptor has a clear idea about what he wants to shape out of the marble blocks; similarly, a painter knows what he is going to paint. But a teacher, he says, has no clear idea about the goal of his teaching. Swami Vivekananda attempts to establish through his works and deeds that the end of all education is "Man-Making" - (that is to convert mere creatures into human beings by bringing out the vast knowledge that is hidden beneath their ignorance, as we have understood it). He prepares the key of this man-making education in the light of his overall philosophy of Vedanta. According to Vedanta, the essence of man lies in his soul which he possesses in addition to his body and mind. This soul is a reserve of immeasurable knowledge and invincible perfection. Swami Vivekananda thus defines education as the manifestation of the perfection already in man. The aim of the education system is to manifest in our lives, our perfection, which is the very nature of our inner-self. It is not to gain external knowledge, but to develop the inner-instincts, that would make the man complete. Thus, Education has to work in the direction of making individuals realize their own self, their own culture, traditions - the greatness of it all - and not just mechanical knowledge, that would fetch them nothing other than a job and some money.

Aims of Education according to Swami Vivekananda:

▪ According to Swami Vivekananda, education must aim at reaching perfection.

The prime aim of education is to achieve fullness of perfection, already present in a child. According to Swami Vivekananda all material and spiritual knowledge is already present in man covered by a certain level of ignorance. This ignorance had been a major problem in India, and Swami Vivekananda tells in his work "Awakening India" that the only difference he found between the people of India and the developed European Countries was their education system. Our education must aim at evading this ignorance and bringing out perfection in Indians.

▪ The aim of Moral and Spiritual Development

According to Swami Vivekananda, a nation's greatness is not only measured by its parliamentary institutions and activities, but also, by the greatness of its citizens. But the greatness of citizens is possible only through their moral and spiritual development, which education should foster. Moral and Spiritual development is the most important criteria of our culture also, and while undergoing cultural crisis, education can be the best saviour.

▪ The aim of Character Development

According to Swami Vivekananda, character development is a very important aim of any education. For this, he emphasized the practice of Brahmacharya which fosters development of mental, moral and spiritual powers, leading to purity of thoughts, words and deeds. Indian Culture has strongly upheld Brahmacharya since times immemorial, and also incorporated it in the Varnashrama system as the time for learning. However, in the modern scenario, this principle is fast fading away, and the youth have no regard for it. Swami Vivekananda argues that without purity of mind, thoughts and deed, education cannot be complete, nor can our culture be safe-guarded, and being citizens of this outstanding country, we must respect our culture.

▪ The aim of development of Faith in one's own self, Shraddha and a Spirit of Renunciation:

All through his life, Swami Vivekananda exhorted the individual to keep full confidence upon their powers. They should inculcate a spirit of self-surrender, sacrifice and renunciation of material pleasures, for the

good of others. Education should foster all those qualities in the individual. He gave this call to his countrymen "Arise, Awake and Stop not, till the goal is achieved". He helped them to realize their real strength, that was on par with people of any other country, thus making them feel proud of their great nation.

▪        The aim of Unity in Diversity:

The true aim of education is to develop the sense of Unity. Swami Vivekananda has further asserted that physical and spiritual worlds are one. Their distinction is an illusion (Maya). Education should develop this sense which finds unity in diversity. This is also the essence of Indian Culture, which is a melting pot of all religious and ethnic institutions. Besides spiritual unity, education must also develop sense of National Unity, by making the youth aware of the real aim of our culture.

▪        The aim of Religious Development

To Swami Vivekananda religious development is an essential aim of education. To him, each individual should be able to search out and develop the religious seeds embedded in him and thus find the absolute truth of reality. Our country is the birthplace of several major religions, and though they may differ in their means, their ends are the same. In fact, by studying Indian religion, the youth can understand the greatness of our nation, and what we have contributed to the world, with our religious watchwords of 'Satya, Ahimsa and Vishva Bhratrutva' (Truth, non-violence, Universal Brotherhood). This realization alone is enough to make the youth of India proud of our history and develop a sense of nationalism and love for their country in them.

## The Kind of Education System Swami Vivekananda dreamt for in India:

Since we have considered already, what must be the aims and objectives of our education system, we must also understand, what elements Swami Vivekananda wanted to be incorporated in our education system.

1.Swami Vivekananda wanted an education system that could increase mental strength, enhance intellect and make the individual independent; an education that promoted the evolution of character and personality. 2. Religious knowledge to create self-awareness and spiritual well-being 3.  Practical knowledge to bring out the courage, tolerance and perfection of thoughts, words and deeds, present in the individual 4. Moral knowledge to improve one's behaviour, concentration, purity, knowledge-seeking attitude, grasping power and respect for teachers and everybody else and to enhance his hope in humanity. 5. Knowledge of Sanskrit, besides regional languages and mother tongue, in order to sustain our culture and make the messages of our holy books more comprehensible for every common man. 6. Social knowledge that promotes co-operative and harmonious behaviour and the feelings of Universalism and brotherhood. 7.  Education that boosts self-confidence, self-introspection and self-sacrifice for the nation. 8. Education for every common man, in order to bring about equality and for the real progress of the nation - that lies in the quality of its people. 9. Education for Women, who are equal to men in all respects and who have an equal share in the development of the nation. 10. Nationalistic Education - that creates a national awakening, and is based upon the principles and culture of the nation. A child must be taught in such a way that, our culture is in the foundation and even after studying all the cultures of the world, it must be able to be proud of our own culture. This is very important because the progress of any nation depends solely on education - its quality and the educated citizens.

Thus, Swami Vivekananda believed in an education system that aimed at all-round development of individuals, with a special emphasis on Indian Culture and Religion as the base of it all, in order to develop a nationalistic attitude that is invincible and without second thought or doubt.

## Why Swami Vivekananda Emphasized on Education:

Swami Vivekananda believed that Youth were the real strength of the nation. But, even in his own times, he saw that this strength was becoming disoriented and aimless. He contended that youth alone can work for the progress of the nation as they have adequate amount of time, energy and maturity required for nation-building. The youth, who called themselves educated were attracted to the foreign culture and others who had real concern for India, were poorly educated in most cases (This is just a general statement, and there are exceptions in it). For this kind of a problem, Swami Vivekananda considered our education system responsible. He firmly argued that education should be available for one and all, and that it should work for the proper orientation of the strength of Youth of the nation to make the task of nation-building easier and less time-consuming. For this, he thought that the vast knowledge of our great scriptures, that is hidden in the deep forests in the huts of some sanyasis and bound in the shackles of the very-difficult Sanskrit language should be set free and made available to each and every Indian. For this purpose, Education was the only instrument that he could think of. So, he emphasized on education more than anything else, in the process of nation-building and for the proper use of man-power for the same purpose.

## How he wanted Education to promote culture:

Swami Vivekananda wanted Education to promote Indian culture in such a way that besides gaining knowledge, we also gain respect and faith. He believed that the Bhakti movement that took place in the medieval India under Shankara, Ramanuja and Madhwa also aimed at revival of Hindu Culture, but soon after the death of its propagators, or say, a century later, it lost its existence, once again in the conflicts of the society. This was because, they all tried to bring up the lower castes only by giving them knowledge - in their own languages - but couldn't teach them Sanskrit, which would have given them respect also. Because Sanskrit is

considered as one of the most sacred languages, it had become a Jagir of the Brahmins or the so-called upper castes. So, to bring about equality or revival of culture, it was not so necessary to impart right knowledge as it was to impart it in the right way. Sanskrit should have been taught to them, and the Bhakti movement would never have faded, contended Swami Vivekananda. Teaching in Regional languages would surely bring faster results, but not the required amount of respect and consideration from the upper echelons of the society. Today a number of countries who claim to be developed, whose citizens have vast amount of knowledge, but behave in inhuman and animalistic ways. Then what is the use of all that knowledge? When they don't have a culture to be proud of, then their knowledge is as much a show off as their civilization. He says that why don't all castes in India come together and spend money on Sanskrit education? Give thoughts to the people in their language. That will help them grasp knowledge. But also teach them Sanskrit. That will help them absorb Indian culture in their blood. In this way, when Sanskrit becomes nationalized, then each Indian would be a nationalist, according to Swami Vivekananda.

**Relevance of Swami Vivekananda's thoughts in modern Indian Education System:**

Today, India is changing rapidly, and there is a need for the education system to change too. For India to develop in the true sense, India must safeguard her culture, and this can be done only by her children, we the citizens of India. For this, education system can be used, by slightly modifying it. We have some of the best institutions, best teachers and best syllabi. However, the change is required in our outlook. In an era where only engineering and medicine are considered sacred jobs and History is left to the mercy of people who don't find place anywhere, we must understand that History is the mother of all subjects, and is as much important for others as for its student. So, it should be made more interesting, more Indian-friendly, highlighting the positive practices of our culture more than the negative ones. Philosophies of great men like Swami Vivekananda must be inculcated in students, not as lectures or theory, but in practice. Only when this change is brought, then will India develop at her best speed and in her best way. Even Sanskrit must be made a compulsory part of curriculum, to uphold our culture and create faith for our traditions in our youth, right from the beginning. This would not only help them enhance their intellect, but also to develop a sense of Indianness. This is what is the need of the hour - A little bit of knowledge, a lot of self-confidence and an invincible faith in Indian Culture.

**Conclusion:**

Our country is the birthplace of one of the oldest civilizations on earth. It is the origin of some of the greatest religions that have sustained themselves through the centuries of universal conflicts. We have a diverse but united culture that has remained intact, even after going through so many changes. However, the number of people respecting and following it is becoming lesser and lesser. This could be due to many factors, upon which we would not like to deliberate in this paper. However, if India has to survive with all her grandeur, her culture has to be safeguarded. Swami Vivekananda was one of the great personalities of our country who showed deep concern in this direction, and gave a call to the youth, the social-reformers and the educationists of India, to join hands in the work of Nation-building. He laid special emphasis on education because he had witnessed the social and political conditions of so many countries, and the major reason that he found for the development of other countries and the backwardness of our country was the difference in the education-system and literacy. Swami Vivekananda propagated his Vedanta philosophy and gave a detailed and systematic plan for Indian Education system, if we would wish to sustain our culture. Even today, he is regarded as one of the founding fathers of modern Indian philosophy, and his ideas can never lose their applicability. He has planted the seeds for change in the Indian soil long ago, and it has started growing; it is a small plant now, but it is our duty to water it, with our sweat and blood, so that it grows into a huge tree with a million branches that shelter the whole world, and India emerges as a world-leader.

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# Flower Cultivation and Marketing in Solapur District, Maharashtra, India

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**Abstract**

Agricultural marketing refers to the resources that go into getting a crop from the farm to the customer. These services include preparing, arranging, directing, and handling agricultural products in such a way that growers, intermediaries, and consumers are satisfied. Planning production, growing and harvesting, grading, packing and shipping, transport, storage, agro- and food processing, market knowledge, distribution, advertisement, and selling are only a few of the interconnected activities involved. Flower cultivation is regarded as a profitable and high-returning agricultural industry.

**Keywords:** Cultivation of flowers, Marketing activities, Solapur district, floriculture, Employment.

## Introduction

India's 'flower strength' continues to expand, with the country now ranking as the world's second largest grower of flowers. Flowers are integrally linked to the social fabric of life. Flowers, as God's adorable conception, are appropriate for all occasions, including birth, marriage, and death. Flowers were once insignificant in terms of economics. To satisfy one's aesthetic desires, one would grow flowers. Flowers were occasionally sold for sale to meet people's specific needs. With the passing of time, people's lifestyles have changed dramatically, resulting in the commercialization of flower cultivation. Floriculture means the cultivation of flower and ornamental plants within the garden and arable land (Biswas, 2013) for commercial purposes (Mishra and Mishra, 2016). India has managed to increase the production of flowers which are having a huge potential for export (Prakash and Muniyandi, 2014). Flowers are one of the most lucrative products, with one of the best returns of any specialty crop. The traditional flowers like marigold, jasmine, chrysanthemum, china aster, crossandra, tuberose, rose petals occupy nearly two thirds of the total area and forms the backbone of Indian floriculture, which is mostly in the hands of small and marginal farmers (Sindhu and Saha, 2010). India's climatic conditions are ideal for growing a wide variety of flowers in different zones. In terms of floriculture, Tamil Nadu, Karnataka, Andhra Pradesh, West Bengal, Maharashtra, Gujarat, and Delhi are the main developed states. Maharashtra is the leading floriculture province. In Maharashtra's horticulture market, floriculture is now on the growth agenda. Flowers have long been revered and used by humans to beautify their climate, as well as as symbols of romance, ritual, worship, and medicine, in addition to promoting the reproduction of flowering plants. Flowers have played a significant role in our lives throughout history.

## Study Area

In the Indian state of Maharashtra, the Solpaur district is located. Solapur district has latitudes ranging from $17^0 10'$ N to $18^0 32'$ N and longitudes ranging from $74^0 42'$ E to $76^0 15'$ E.
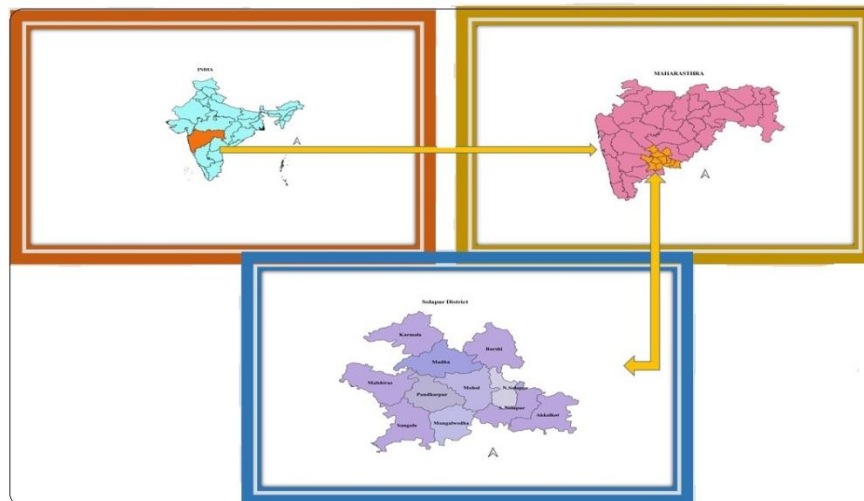


Figure 1: Location map of the study area.

The district's east-west and north-south lengths are approximately 200 and 150 kilometres, respectively. According to the 2011 census, the total population of Solapur district is 43,15,527 and the geographical area is about 14,895 sq. km divided into 11 tahsils (Barakade and Sule, 2011). Among the 35 districts in Maharashtra, it ranks fourth in terms of area (4.88 percent) and seventh in terms of population (4.51 percent). Since the study area is in a rain shadow, the district's average annual rainfall is 584.3 mm.

## Concept of Floriculture

Floriculture, also known as flower farming, is a branch of horticulture concerned with the cultivation of flowering and ornamental plants for use in gardens and floristry. Bedding plants, flowering plants, foliage plants or houseplants, cut cultivated greens, and cut flowers are all examples of floriculture crops. Traditional and modern flower crops are used in floriculture.

**A) Loose Flower :-**

Flowers have traditionally been cultivated in open fields in India and Maharashtra. The traditional way of farming is open field planting. In open field flowers are also known as Loose flowers. i.e. Jasmine, Marigold, Rose, Tuberose, Aster, Hibiscus, Chrysanthemum etc.

In this study region, there was a lot of loose flower production. As a result, loose flowers in local markets are in high demand.

**B) Cut flowers :-**

Cut flowers have recently captured the attention of urban culture. The majority of Non-traditional flowers are cultivated in controlled environments, i.e. Gerbera, Carnation, Dutch rose, Chrysanthemum, Gladiolus, Orchids, Lily etc. It is typically cut from the plant and used as a decorative item. In this research area, there were very few green houses. Cut flowers are always imported from other district markets as a result.

**Importance Of Flowers**

Flowers are essential in nature because they can feed insects, birds, livestock, and humans; they can also provide natural medicines for humans and some animals; and they can help a plant reproduce by attracting pollinators from the outside. Plants would be simply green without flowers, and the earth would be a duller place. Plant Reproduction – The flower is the plant's reproductive organ. That is what produces the fruit or vegetable that we consume (following pollination). It's also where the seed is made, ensuring that more of the same plant grows in the future.

**Flowers Of Medicinal Importance**

In recent years, modern scientists have been drawn to the indigenous system of medicine, especially Ayurveda, in search of cures for a variety of difficult diseases. The World Health Organization has stated that herbal medicines meet the health needs of approximately 80% of the world's population, especially millions of people living in large rural areas of developing countries. The effectiveness of plant medicines relative to the adverse side effects of most modern medications has resulted in a recent revival of plant remedies.

**The Scope Of Floriculture**

The scope of floriculture is related only to the Information Technology Industry in terms of global reach, and it is expanding at a rapid pace. Floriculture is both an industry and a reliable source of income. Floriculture is a very common marketing trend right now. Flowers are used in all private banks, large hospitals, corporate houses, and event management firms.

**Area And Production Of Flowers In Solapur District**

The area under flower cultivation in the Solapur district is small due to the rain shadow, but with a little effort, flower production can be increased. Irrigation services, flower plant quality, fertilisers, as well as pesticides, all need the attention of flower growers in high output. Floriculture is a profitable industry.

**Area and Production of Flowers in Solapur District**

| Sr. No | Flowers | Area (in Ha) | Production (In Tonnes) |
|--------|---------|--------------|------------------------|
| 1 | Rose | 59.86 | 1400.45 |
| 2 | Marigold | 197.85 | 2698.85 |
| 3 | Chrysanthemum | 86.48 | 520.88 |
| 4 | Jasmine | 9.13 | 47.57 |
| 5 | Tuberose | 19.35 | 317.7 |
| 6 | Gerbera | 0.7 | 12.29 |
| 7 | Carnation | 0.15 | 0.15 |
| 8 | Gladiolus | 1.96 | 8.81 |
| 9 | Gaillardia | 17.21 | 193.47 |
| 10 | Other flowers | 56.46 | 892.2 |
| Total | | 449.15 | 6092.3 |

Source: Socio-Economic abstract of Solapur district 2010-11

Landholders are classified into three categories based on the scale of their holdings: small, medium, and large. Many with a strong financial position take advantage of new technologies to increase their profits. Owing to a lack of funds, the remaining are unable to come up with them because they are not using new technology. Natural disasters such as excessive rainfall, drought, and cyclones are other issues that all farmers, regardless of financial standing, must deal with. Another issue facing producers is a lack of education. They can't find the right soil or crop. Flowers are sensitive to being sold in a short period of time, so preservation is a concern. Due to a lack of accessories to conserve the flower, growers are forced to look for a market for their product. In terms of marketing, the grower faces several challenges, including quality control, packaging, cold storage, and

time and price management. The grower's income is boosted by high price fixing, but he doesn't have the same opportunity in marketing. It is the responsibility of merchants and middlemen.

**Marketing Of Flowers**

Flower marketing in India is currently very disorganised. Flowers are brought to wholesale markets, which are often located in open yards, in most metropolitan cities with a wide demand potential. The majority of the produce is purchased by a few large flower merchants, who then sell it to local retail outlets after a substantial markup. Retail florist shops are often found on the side of the road, with various flowers set in big buckets. However, there are some strong florist showrooms in the metros, where flowers are held in regulated temperature conditions and value-added service is prioritised. The government is now investing in the establishment of auction platforms as well as well-organized florist shops with improved storage facilities to extend shelf life. Flowers are usually packaged and transported from the output canter to wholesale markets in a rather unscientific manner. The flowers are packed in old gunny bags, bamboo baskets, simple cartoons, or simply wrapped in old newspapers and transported to markets by road, rail, or air, depending on the type.

The mode of transportation is determined by the distance between markets and the amount of goods to be transported. Flowers are usually picked in the evenings and transported by overnight trains or buses to neighbouring cities.

**Solapur Market yard: Flowers Price**

| Sr. No. | Name of Flowers | Min-Max price Price /Rs (Per Kg) | Duration |
|---------|-----------------|----------------------------------|----------|
| 1 | Rose | 80-300 | Yearly |
| 2 | Marigold | 20-200 | Yearly |
| 3 | Chrysanthemum | 80-250 | Winter |
| 4 | Tuberose/Nishigandha | 100-300 | Yearly |
| 5 | Jasmine/ Mogra | 100-800 | Summer |
| 6 | Gerbera | 15-20 Rs Per item | Yearly |
| 7 | Gaillardia | 15-30 Rs Per bunch | Yearly |
| 8 | Kakada | 20-120 Per packet | Rainy and winter |
| 9 | Aster | 3-4 Rs Per item | Rainy and winter |
| 10 | Lilium | 15-20 Rs Per bunch | Rainy and winter |

Source: Compiled by Researcher

**Infrastructural And Marketing Facilities For Floricultural Products:**

Farmers in the Solapur District have expressed a strong desire to grow a large variety of loose and cut flowers. Off-season output advantages, when combined with demand advantages, offer a lot of space for remunerative rates. Consumers of flowers who live far away from production areas have no direct interaction with growers. Various intermediaries, such as forwarding agents, cooperative societies, wholesalers/commission agents, and retailers, fill this void between producers and customers. They collaborate to provide various marketing services. These organisations are an important part of the system because they develop the mechanics for determining rates, different arrangements and connections, and ensuring the flow of goods and services. The marketing channels used by the survey respondents for the sale of flowers. The marketing chain between the production point and the market in Solapur Market Yard is fairly well-functioning. Flowers from remote growing centres make their way to the flower market through middlemen and, in some cases, personal efforts.

**Farmer → Solapur market → Local Market → Flower Stalls → Consumers**

flow of goods and services, these organisations are an integral part of the system. The marketing networks that respondents to the survey used to sell flowers.

**Marketing Efforts:**

The florists make no special marketing attempts because the larger ones are well-known in the city due to word-of-mouth publicity. Emerging internet-based orders, on the other hand, necessitate web-advertising. Although there are few attempts made in terms of advertisement or other marketing aspects, it has been observed that tie-ups with wedding halls, hotels, and corporate offices are frequently used to maintain the company.

**Storage Requirements/ Conditions:**

With small florists, flowers are usually stored in standard room conditions with a two-day shelf life. Because of their age, the flowers do not suffer a significant price drop during this period. Large florists, on the other hand, often see stock remaining for 6-7 days, resulting in a price depreciation of nearly 50%.

**Production Problems**

More than 60% of growers said they didn't know how to use the new up-to-date processing methods. Inadequate and timely supply of dependable plant material. Furthermore, the lack of skilled labour, especially during times of unique operations, impedes production efficiency. Most growers do not schedule their crops according to the festive seasons or the needs of target markets, and as a result, they are unable to obtain remunerative prices. As a result of the gap in the implementation of production technology, the majority of growers are not adopting the recommended package of practises, resulting in low production efficiency.

**Problem Of Floriculture Marketing In Solapur District**

Marketing is the exchange of money for the actual transfer of ownership of a product from the manufacturer to the customer. As a result, any producer requires someone to agree to buy his goods. Traders, market functionaries, middlemen, intermediaries, and direct customers are all words used to describe the above group of people. Apart from the general issues mentioned earlier, the floricultural marketing sector in the area is plagued by a number of issues. These issues can be classified into the following categories:

- Market-yard related problem.
- Marketing problem.
- Infrastructural problem
- Pricing problem resulting in distress sale.
- Transportation problem.
- Problem of market regulation.
- Availability of labour
- Sources of finance

Growers are forced to rely solely on local intermediaries. At a competitive or remunerative price, the markets are unable to absorb the entire arrival. As a result, the farmers bear the brunt of the consequences.

- Infrastructural problem
- Poor transportation network
- Problem of market regulation
- Wastage and risk

**Conclusion**

Individual growers in the Solapur district practise small-scale floriculture due to the high cost of production inputs, especially imported plant material, and the district's scattered and small land holdings. The study found that the area of flower cultivation in Maharashtra's Solapur District remained constant throughout the study period, but that flower cultivation fluctuated. Farmers knowledge of proper post-harvest handling, packaging, storage, and transportation has not yet advanced to a sophisticated level. They are unfamiliar with modern marketing techniques.

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# Agricultural Productivity

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**Abstract**

*Agriculture is not just a food providing machine but the backbone of the livelihood of 60% of people of India, agricultural growth has a direct impact on poverty eradication, health, nutrition of rural masses, national security and multiplier effect on entire economy. Agricultural productivity is measured as the ratio of agricultural outputs to agricultural inputs. Output is usually measured as the market value of final output, which excludes intermediate products. Almost all increases in crop and animal production occurred as a result of increase in the area cultivated. Due to transition from a natural resource-based to science -based system of agriculture production, has increased the crop production. The demands placed on global agricultural production arises out of population and income growth, that has tripled. Agricultural productivity is becoming increasingly important as the world population continues to grow. India, one of the world's most populous countries, has taken steps in the past decades to increase its land productivity. Forty years ago, North India produced only wheat, but with the advent of the earlier maturing high-yielding wheats and rices, the wheat could be harvested in time to plant rice. This wheat/rice combination is now widely used throughout the Punjab, Haryana, and parts of Uttar Pradesh.*

**Introduction:-**

Agriculture is not just a food providing machine but the backbone of the livelihood of 60% of people of India, agricultural growth has a direct impact on poverty eradication, health, and nutrition of rural masses, national security and multiplier effect on entire economy. Agricultural productivity is a measure of the efficiency with which inputs are used in agriculture to produce an output. When a given combination of inputs produces a maximum output, the productivity is said to be at its maximum. The measurement of agricultural productivity enables a comparison of relative performance of farmers between farms, between the types of farming and between geographical regions. In the field of geography, the concept of the agricultural efficiency measurement is not a new aspect. The term agricultural efficiency connotes the productivity of a particular unit of land. It is the scientific device to study the inherent fertility, productivity and capability of the land, so that its misuse and underuse may be checked by planning for future use. Agricultural productivity is measured as the ratio of agricultural outputs to agricultural inputs. Output is usually measured as the market value of final output, which excludes intermediate products. Let us explore the sources and importance of crop efficiency and productivity in agriculture

**Objective:-**

1. Sources of agricultural productivity
2. Importance of agricultural productivity
3. Improvement in agricultural productivity
4. Improvement of agricultural methods
5. Precision farming - sustaining agricultural productivity in India

**1. Sources of agricultural productivity:-**

It is important to understand productivity sources and to measure its growth properly, including the effects of environmental externalities. World agriculture has undergone some fundamental changes in the past few decades. Institutional and policy reforms, improvements in farmer education and health, and investments in rural infrastructure, all of which have helped to create an environment where new farm technologies and practices are adopted. With greater productivity growth in developing-country, agriculture can certainly pull up the average for global productivity.

Almost all increases in crop and animal production occurred as a result of increase in the area cultivated. Due to transition from a natural resource-based to science -based system of agriculture production, has increased the crop production. The demands placed on global agricultural production arises out of population and income growth, that has tripled.

Several factors have been identified in the social science literature as the most important sources of productivity change in agriculture: research and development, extension, education, infrastructure, and government programs.

Agricultural research output includes higher yeilding crop varieties, better livestock-breeding practices, more effective fertilizers and pesticides and better farm management practices. Reasearch is also performed in areas of farm machinery, agri-chemicals and pharmaceuticals and food processing.

**Some sources of agricultural productivity are:**

o Mechanization
1. High yield varieties, which were the basis of the Green revolution
2. Fertilizers: Primary plant nutrients: nitrogen, phosphorus and potassium and secondary nutrients such as sulfur, zinc, copper, manganese, calcium, magnesium and molybdenum on deficient soil
3. Liming of acid soils to raise pH and to provide calcium and magnesium

4. Irrigation
5. Herbicides
6. Pesticides
7. Increased plant density
8. Animal feed made more digestible by processing
9. Keeping animals indoors in cold weather

**Conclusion:-**

Resource use efficiency in agriculture is defined to include the concepts of technical efficiency, allocative efficiency and environmental efficiency. Public investment, subsidies and credit for agriculture are used in an efficient manner. There are large scale inter regional as well as inter farm variations in factor productivity due to varying influence of different factors in different regions. A number of management factors such as timeliness and method of sowing, transplanting, irrigation and application of right doses of inputs and input mix play an important role in influencing inter-farm variation in crop productivity. The availability of good quality irrigation water coupled with flexibility of irrigation and drainage system and appropriate methods of application as well as pricing of irrigation water is crucial for sustainable use of land and water resources.

Future challenges to global food security, apart from long-term risks related to climate change, are more likely to be the result of uneven access to resources, technologies, and food than the world's ability to increase global agricultural production and food availability in the aggregate.

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# Awareness and Effectiveness of Development Programme For Scheduled Caste In Maharashtra,

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**Abstract:**

The present study is concerned with Scheduled Caste (SC) include neobuddhist and its major focus on the development through the state and central governments with their policy implements .The Scheduled Castes Development Bureau, the Ministry implements Schedules Caste Sub-Plan (SCSP) which is an umbrella strategy to ensure flow of targeted financial and physical benefits from all the general sectors of development for the benefit of Scheduled Castes. Under the strategy, States are required to formulate and implement Special Component Plan (SCP) for Scheduled Castes as a part of their Annual Plans by earmarking resources. In most discussion of progress of scheduled castes attention is focused almost exclusively on the programme of the Central Government. Yet state Governments have a major responsibility in the field and also incur large expenditures on their own programme of scheduled caste welfare. At present 32 States /UTs having sizeable SC population are implementing Schedules Caste Sub-Plan. Scheduled Caste, Schedules Caste Sub-Plan (SCSP) Special Component Plan (SCP).

**Keywords:-** Scheduled Caste Empowerment, Economic and Social Security, Budget Allocation, Utilisation, implementation fund.

## Introduction

Scheduled castes are one of the most disadvantaged groups in Indian society. According to the to Census 2011 the scheduled caste population is about 20.13crores populations belonging to SCs, which constitute 16.66% of the total population, the decadal literacy rate of SCs gradually increased form 1961(10.3per cent) to 2011(66 per cent).in respect of human development indicators are concerned such as health, nutrition, the Infant Mortality Rate (IMR), Child Mortality Rate (CMR), Maternal Mortality Rate (MMR) these are comparatively higher for these groups than that of general population. The nutritional deficiency for SC children under the age of 5 years is much higher than the general. In so for as economic development indicators are concerned, 49.9 per cent of the SC population reported to be agriculture labourers, 14.8 per cent cultivators and 36.1 per cent other workers, according to NSSO survey 2004-05, the percentage of landlessness among SCs living in rural areas were 78 per cent as against 57% for SCs/STs. Though, the percentage of persons below poverty line (BPL) for SCs is gradually declining, as compared to general population, however it is still higher

In 1935 the British passed the Government of India Act 1935, designed to give Indian provinces greater self-rule and set up a national federal structure. The reservation of seats for the Depressed Classes was incorporated into the act, which came into force in 1937. The Act introduced the term "Scheduled Castes", defining the group as "such castes, races or tribes or parts of groups within castes, races or tribes, which appear to his Majesty in Council to correspond to the classes of persons formerly known as the 'Depressed Classes', as His Majesty in Council may prefer".[7] This discretionary definition was clarified in *The Government of India (Scheduled Castes) Order*, 1936, which contained a list (or Schedule) of Castes throughout the British-administered provinces. After independence the Constituent Assembly continued the prevailing definition of Scheduled Castes and Tribes, giving (via articles 341 and 342) the president of India and governors of the states a mandate to compile a full listing of castes and tribes (with the power to edit it later, as required). The complete list of castes and tribes was made via two orders: *The Constitution (Scheduled Castes) Order 1950and The Constitution (Scheduled Tribes) Order, 1950, respectively.*

## Article 366: Definitions:

"(24) "Scheduled Castes" means such castes, races or tribes or parts of or groups within such castes, races or tribes as are deemed under article 341 to be Scheduled Castes for the purpose of the Constitution".

## Article 341: Scheduled Castes:

"The President may with respect to any State or Union Territory and where it is a State after consultation with the Governor thereof, by public notification, specify the castes, races or tribes or parts of or

groups within castes, races or tribes which shall for the purposes of this Constitution be deemed to be Scheduled Castes in relation to that State or Union Territory, as the case may be. Parliament may by-law include in or exclude from the list of Scheduled Castes specified in a notification issued under clause (1) any caste, race or tribe or part of or group within any caste, race or tribe, but save as aforesaid a notification issued under the said clause shall not be varied by any subsequent notification." The Ministry informed that the criteria followed for consideration of specification of a caste etc. as a Scheduled Caste is extreme social, educational and economic backwardness arising out of traditional practice of untuchability.

After promulgation of the Constitution, in exercise of powers conferred by clause (1) of Article 341 of the Constitution of India, the President made following six Orders between 1950 and 1978, for specifying castes as Scheduled Castes in relation to various States/Union Territories:- The Constitution of India has prescribed, protection and safeguards for the Scheduled Castes (SCs), Scheduled Tribes (STs) and other weaker sections either specially or the way of insisting on their general rights as citizens; with the object of promoting their educational and economic interests and removing social disabilities. These social groups have also been provided institutionalized commitments though the statutory body, the
National Commission of SCs and STs.

## Welfare & Empowerment Scheduled Castes

Article 366(24) of Constitution defines the "Scheduled Cates" means such castes, races or tribes or parts of or groups within such castes races or tribes as are deemed under article 341 to be Scheduled Castes for the purpose of the Constitution. Scheduled castes are constitutionally declared as group of castes and sub castes, which suffered from the practice of untuchability. They comprise within them more than 1208 Castes and sub castes, generally consisting of former "untuchables".There are 1241 main Scheduled Castes which have been included in the list of Scheduled Castes in India.

Estimation of the gaps in development of SCs and others with the help of line departments. Prioritising the development needs of the Scheduled Castes in consultation with the primary stakeholders. Designing schemes that have the potential to accelerate the development of Scheduled Castes and bridge the gaps in development in a time bound manner. Prepare the Sub-Plan consisting of the Scheduled Caste Sub-Plan Schemes after due appraisal

## The Ministry of Social Justice and Empowerment

The Ministry of Social Justice & Empowerment is the nodal Ministry to oversee the interests of the Scheduled Castes. Though the primary responsibility for promotion of interests of the Scheduled Caste rests with all the Central Ministries in the area of their operations and the State Governments, the Ministry complements their efforts by way of interventions in critical sectors through specifically tailored schemes. Efforts made by State Governments and Central Ministries for protecting and promoting the interests of Scheduled Castes are also monitored.

Under the Scheduled Castes Development Bureau, the Ministry implements Schedules Caste Sub-Plan (SCSP) which is an umbrella strategy to ensure flow of targeted financial and physical benefits from all the general sectors of development for the benefit of Scheduled Castes. Under the strategy, States/UTs are required to formulate and implement Special Component Plan (SCP) for Scheduled Castes as part of their Annual Plans by earmarking resources. At present 27 States/UTs having sizeable SC population are implementing Schedules Caste Sub-Plan.

Another policy initiative for the development of Scheduled Castes is Special Central Assistance to Special Component Plan, in which cent percent assistance is given as additive to Schedules Caste Sub-Plan of the States/UTs on the basis of certain criteria such as SC population of the States/UTs, relative backwardness of the States/UTs percentage SC families in the States/UTs covered by composite economic development programmes in the State Plan to enable them to cross the poverty line, percentage of SCP to the Annual Plan as compared to SC population percentage of the States/UTs.

The National Scheduled Castes Finance and Development Corporation (NSFDC) set up under the Ministry provides credit facilities to persons belonging to Scheduled castes living below double the poverty line limits (presently Rs.81,000/- p.a. for rural areas and Rs.103,000/- p.a. for urban areas), for income generating activities.

Another Corporation under the Ministry viz. National Safai Karamcharis Finance & Development Corporation (NSKFDC) provides credit facilities to beneficiaries' viz. Safai Karamcharis, scavengers and their dependents for income generating activities for socio-economic development through State Channelizing Agencies.

**Ministry implements two Acts for protecting the civil rights of the        Scheduled Castes viz.**

•Protection of Civil Rights Act, 1955 and

•The Scheduled Castes and the Scheduled Tribes (Prevention of Atrocities Act, 1989).

•The prohibition of employment as Manual Scavengers & their Rehabilitation Act 2013.

**The Ministry also deals with the following important issues, with regard to Scheduled Castes Development:**

•Monitoring of points 11(A) of 20 point programme - Justice to Scheduled Castes.

•Affirmative Action including reservation in private sector for Scheduled Castes and Scheduled Tribes. Equal opportunity to all, particularly to those who is from disadvantage groups, is an essential component of any development intervention. The mandate of the Ministry of Rural Development is to alleviate poverty in the rural areas. The Ministry is implementing various schemes/programmes with the objective to provide avenues of employment to most disadvantaged sections of the society, including SCs/STs. The Ministry has made specific provisions in the guidelines of the programmes to ensure adequate flow of resources to the Scheduled Castes and Scheduled Tribes. The details of assistance provided to the poor households from SC/Communities under the major programmes are asunder.

**Ministry of Rural Development and Scheduled Caste:**

Ministry of Rural Development has been earmarking the funds for Scheduled Caste Special Plan (SCSP) and Tribal Sub Plan (TSP) under Indira Awas Yojana (IAY) and Swarn Jayanti Gram Swarojgar Yojana (SGSY)/NRLM from 2011-12 onwards. The details of the funds earmarked for SCSP and TSPunder these schemes for 2011-12 and 2012-13 are given below:

**Amendments in the Scheduled Castes and the Scheduled Tribes (Prevention of Atrocities) Act, 1989:**

The Scheduled Castes and the Scheduled Tribes (Prevention of Atrocities) Amendment Bill, 2014, to amend the PoA Act, introduced in the LokSabha on 16.07.2014. The Bill was listed for consideration by the LokSabha on 17.07.2014 and on directions of Hon'ble Speaker, LokSabha, the Bill has been referred to the Departmental Parliamentary Standing Committee on Social Justice and Empowerment.

**The Constitution (Scheduled Castes) Orders (Amendment) Bill, 2014:**

The Constitution (Scheduled Castes) Orders (Amendment) Bill, 2014 to modify the list of Scheduled Castes in relation to the states of Kerala (inclusion of two synonymous castes), Madhya Pradesh (inclusion of one synonymous caste), Odisha (inclusion of four synonymous castes), Tripura (inclusion of three synonymous castes) and Sikkim (exclusion of one caste) was introduced in LokSabha on 11.08.2014. The Bill has been passed by the Lok Sabha and Rajya Sabha on 27.11.2014 and 8.12.14 respectively. The bill has been sent for assent of the President. The Constitution (Scheduled Castes) Orders (Amendment) Bill, 2014, which proposes to include eight castes as synonym to Scheduled Castes in relation to the States UT of Haryana(one), Karnataka(one), Odisha (six), Dadra and Nagar Haveli (one) and substitution of the name of the State from 'Uttaranchal' to 'Uttarakhand' was introduced in the RajyaSabha on 11.02.2014. The said Bill was referred to

the Parliamentary Standing Committee on Social Justice and Empowerment for examination and report. The committee in its sitting held on 26.11.2014 heard views of the National Commission for Scheduled Castes , besides evidence of the Secretary, Department of Social Justice and Empowerment and Registrar General of India.   Revision of the Scheduled Castes and Scheduled Tribes (Prevention of Atrocities) Rules, 1995: The Rules notified in 1995, were revised on 23.12.2011. Further amendment in the PoA Rules for enhancing the relief amount by 50% i.e. between Rs. 75,000/- to Rs. 7,50,000/- depending upon the nature of offences has been approved on 23.06.2014, and is under notification in the Gazette of India, Extraordinary. Upward revision of financial norms under the Scheme of Grant-in-aid to voluntary organizations working for the SCs (last fixed in 1998):

**The Scheme has been revised and informed to the States/UTs vide letter dated 15th July, 2014. Following revisions have been made in the financial norms:**

1.  Generally 100% enhancement

2.  Honorarium of teachers has been revised upward at par with the salary of teachers in Kasturba Gandhi Vidhyalaya.

*Setting up "Dr. Ambedkar International Centre for Social Justice' at 15, Janpath New Delhi:*

The Government has approved setting up of the Centre at an approximate cost of Rs.195 crore at Janpath. The architectural plan and design of Dr. Ambedkar International Centre has been approved by the New Delhi Municipal Council (NDMC) on 20.11.2014. The Government has also taken a decision to fully develop the Dr. Ambedkar Memorial at 26, Alipure Road, Delhi. The CPWD has already started preliminary work. The architectural Plan has been approved by the Hon'ble Minister (SJ&E) on 27.11.2014.

**Creation of 'Venture Capital Fund for Scheduled Caste Entrepreneurs' Scheme:**

The Government has decided to set up a new Venture Capital Fund for SCs. An allocation of Rs.200 crore has been provided for the Fund. A scheme has been finalized in consultation with the IFCI. The Standing Finance Committee (SFC) under the chairmanship of Secretary (SJ&E) was held on 03.12.2014 for appraisal of the proposed Scheme. Competent Authority has approved the Scheme. The fund would be operationalised during remaining part of the year 2014-15 onwards.

**Credit Enhancement Guarantee Scheme for Young and Start-Up Entrepreneurs belonging to Scheduled Castes:** The Finance Minister in his Union Budget Speech for FY 2014-15 made on 10th July 2014, inter-alia, announced that a sum of Rs.200 crores will be allocated towards Credit Enhancement Guarantee for Young and start-up entrepreneurs, belonging to Scheduled Castes, who aspire to be part of neo middle class category, with an objective to encourage entrepreneurship in the lower strata of the Society resulting in job creation besides creating confidence in Scheduled Castes.

The said allocation is under Social Sector Initiatives in order to promote entrepreneurship among the scheduled castes and to facilitate concessional finance to them. The proposed Scheme and Standing Finance Committee (SFC) memo has been concurred on 17.10.2014 by the IFD M/o SJ&E. However, due to non allocation of budget under the Scheme SFC memo has not been circulated for inter-Ministerial consultation.

**Implementation of Direct Benefits Transfer (DBT) Scheme:**

Prime Minister's Office (PMO) vide ID dated 26.3.13 provided the list of 121 districts across the country selected for implementation of DBT. The necessary proformae in this regard were uploaded on the Central Plan Scheme Monitoring System (CPSMS) portal in mid February 2014. Having received the digitally signed digitized lists of beneficiaries forwarded by 8 States/ UTs and 15 Top Class Institutions, in respect of the 3 Scholarship Schemes of the Department in the Financial Year 3013-14, the Department of

SJE could disburse Rs 1062.37 lakhs directly into the bank accounts of 45184 beneficiaries.

For the Financial Year 2014-15, till date the Department has been able to credit an amount of Rs 6.43 lakhs directly into the bank accounts of 9 beneficiaries. Around 15 proposals are in the pipeline where scholarships would be disbursed shortly through DBT.

**Social Justice and Social Welfare Division**

The Constitution of India in its Preamble, Fundamental Right, Directive Principle of state policy and other social legislations/provisions there under confirm India , an a welfare state with commitment for the cause and inclusive growth of its people in general and of vulnerable in particular, Since the socioeconomic and educational backwardness of certain vulnerable and weaker sections in Indian society are aging much behind in term of health, education, employability, housing, participation I economic activities and availability of basic infrastructure etc.

The Social Justice and Social Welfare Division in the planning Commission is responsible for providing overall guidance for formulation of policies, plans and programmes/schemes with principle objective to protect & safeguard the interest of these sections and ensure their welfare, empowerment and development in the quality of life.

- **12<sup>th</sup> five year plan 2012-17 Scheduled Caste Sub-Plan**

| Sr.No | Plan/Division | Total Budget(crore) |
|-------|---------------|---------------------|
| 1. | All Ministry division department | 626966.80 |
| 2. | District level plan | 395433.20 |
| 3. | Social Justice & other departments | 1022400.00 |

Source: Planning Commission Report 2012

Estimation of the gaps in development of SCs and others with the help of line departments. Prioritising the development needs of the Scheduled Castes in consultation with the primary stakeholders. Designing schemes that have the potential to accelerate the development of Scheduled Castes and bridge the gaps in development in a time bound manner. Prepare the Sub-Plan consisting of the Scheduled Caste Sub-Plan Schemes after due appraisal.

- **Scheduled Caste Population in Below Poverty Line (BPL)**

| Sr. No. | State | Scheduled caste population Below Poverty Line (in percentage %) |
|---------|-------|----------------------------------------------------------------|
| 1. | Bihar | 70.66 % |
| 2. | Uttar Pradesh (UP) | 58.99 % |
| 3. | Maharashtra | 51.64 % |

Source: Census 2011 Government of India

The fifth position in the list of the poorest states in India is grabbed by Bihar. Half the population Bihar is below the poverty line. Poverty is around 70.766%. The reasons for the backwardness of agriculture are both institutional and technological. And structural and institutional factors acted as a barrier to the agrarian transformation The poverty in UP is 58.99%. It is India's largest state and also one of the poorest. A cycle of poverty, illness and death occurs in UP; partly because many girls are married off in their teens. UP is the state with the greatest number of malnourished children.

**Social Justice:-**

Social justice is a principle that lays down the foundation of a society on equality, liberty and fraternity. Social justice means to give fair treatment and equal share of social benefits to all, especially to Scheduled Castes (SC), Scheduled Tribes (ST), Vimukta Jati, Nomadic Tribes (VJNT), Other Backward Classes (OBC), minorities, persons with disabilities, senior citizens and victims of substance abuse, etc. As per the directive principles of State Policy inducted in the Constitution of India, various educational, economic and social development programmes have been taken up by the Government of Maharashtra for equalisation and to get the means of livelihood to the section of the society. Government of Maharashtra is implementing Scheduled Caste

Component Schemes (SCCS) and Tribal Component Schemes (TCS) for social justice. Under these programmes the funds are made available in proportion to their population.

- **Scheduled Caste Component Schemes:-**

The proposed funds and expenditure of development sectors under SCCS is given in

**Proposed funds and expenditure of development sectors under SCCS**

**Table 10.81 Proposed funds and expenditure of development sectors under SCCS**

(₹ Crore)

| Sector | 2017-18 | | 2018-19 | | 2019-20 | |
|---|---|---|---|---|---|---|
| | Proposed funds | Expenditure incurred | Proposed funds | Expenditure incurred | Proposed funds | Expenditure incurred[+] |
| **A) State level schemes** | **4,531.00** | **3,494.22** | **7,249.22** | **4,116.43** | **6,432.00** | **2,055.65** |
| Agriculture & allied activities | 148. 06 | 405.22 | 1,313.82 | 138.65 | 222.16 | 56.32 |
| Rural development | 139. 92 | 26.95 | 120.34 | 207.58 | 112.70 | 29.50 |
| Energy | 0 | 0 | 0 | 200.00 | 0 | 0 |
| Industry & minerals | 82.11 | 58.20 | 60.00 | 50.53 | 60.00 | 12.69 |
| Transport & communication | 0 | 0 | 0 | 0 | 250.00 | 150.00 |
| General economic services | 6.20 | 2.69 | 4.20 | 1.57 | 0 | 0 |
| Social & community services | 4,154.71 | 3,001.16 | 5,750.86 | 3,518.10 | 5,555.64 | 1,775.42 |
| General services | 0 | 0 | 0 | 0 | 11.50 | 0 |
| Other programmes | 0 | 0 | 0 | 0 | 220.00 | 31.72 |
| **B) District level schemes** | **2,700.00** | **2,646.40** | **2,700.00** | **2,352.32** | **2,776.00** | **828.21** |
| Agriculture & allied activities | 279.14 | 264.10 | 331.81 | 339.60 | 351.92 | 153.89 |
| Rural development | 263.82 | 241.32 | 242.94 | 47.48 | 0 | 0 |
| Energy | 122.06 | 117.51 | 135.93 | 114.48 | 134.47 | 32.69 |
| Industry & minerals | 12.51 | 6.36 | 11.14 | 9.54 | 10.90 | 2.03 |
| Transport & communication | 59.47 | 70.19 | 70.03 | 47.81 | 68.56 | 9.96 |
| Social & community services | 1,882.00 | 1,889.19 | 1,827.15 | 1,736.25 | 2,126.87 | 619.45 |
| Innovative schemes | 81.00 | 57.73 | 81.00 | 57.16 | 83.28 | 10.19 |
| **Total (A + B)** | **7,231.00** | **6,140.62** | **9,949.22** | **6,468.75** | **9,208.00** | **2,883.86** |

Note:- Figures may not add up due to rounding                                        + upto December

*Source* : Department of Social Justice and Special Assistance, GoM

- *Rajarshi Shahu Maharaj* **scholarship for SC students for abroad studies: - GoM** has started this scholarship for Scheduled Caste students to pursue higher studies in abroad. Under the scheme during 2018-19 an amount of ` 32 crore was disbursed to 144 beneficiaries and during 2019-20 upto December, an amount of ` 20.99 crore is disbursed to 160 beneficiaries.

- *Bharat Ratna* **Dr**. *Babasaheb Ambedkar Swadhar Yojana:-* The scheme has been initiated for students belonging to Scheduled Castes and Neo-Buddhist, who got admission in various courses from class 11th, but who did not get or have not taken admission in the government hostels. Under the scheme, financial assistance is given for food, shelter, educational material, maintenance allowance and other necessary facilities. The amount for these expenditure is directly deposited in the *Aadhaar* linked bank account of the students. The performance of the scheme is given by above table.

- **Development of Scheduled Castes, Neo Buddhist wastis in rural area:-** The scheme has been initiated for the overall development of SC and Neo Buddhist habitats by providing basic facilities such as drinking water supply, internal roads, drainage facilities, electricity, roads connecting the habitats, community hall, etc. During 2018-19 an expenditure of 754.39 crore was incurred and during 2019-20 upto December, an expenditure of 342.93 crore has been incurred.

- *Lokshahir Annabhau Sathe Nagari Wasti Sudhar Yojana:-* Under the scheme, works for construction of bituminous/cement concrete roads, construction of drainage, repairing of well, kindergarten, drinking water facilities, public toilet, library, gymnasium, electric lights, etc. are undertaken in the areas of SC and Neo Buddhist habitats of municipal corporation and municipal council. During 2018-19 an expenditure of 677.08 crore was incurred and during 2019-20 upto December, an expenditure of ` 203.11 crore has been incurred.

**Conclusion**:-

Social justice is a principle that lays down the foundation of a society on equality, liberty and fraternity. Social justice means to give fair treatment and equal share of social benefits to all, especially to Scheduled Castes minorities, persons with disabilities, senior citizens and victims of substance abuse, etc. As

per the directive principles of State Policy inducted in the Constitution of India, various educational, economic and social development programmes have been taken up by the GoM for equalisation and to get the means of livelihood to the section of the society. Lack of awareness is development programme, one of the major reasons for the low literacy adds vulnerability of scheduled caste population. In order to raise the general awareness among the scheduled caste peoples for successful implementation of various development programmes for bringing improvement in their quality of life there is need for systematic and sustained economic and social activity in the targeted population. But last few years development policy budgets diverted to others department there is allocation and implementation lots of problems, almost 30-40 percent budgets diverted and collapse funds. There is need effective acts depends upon the Telangana and Karnataka state. Both are the state create powerful and effective acts on their state to protect and security economic and social activity, to need Maharashtra governments protect to scheduled caste peoples.

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# Challenges in Agriculture

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**Abstract**

Though India is gifted with variety of soils, favorable climate, number of rivers and dams, lot of manpower, Indian agriculture is facing many challenges. During green revolution period, with the use of hybrid seeds, chemical fertilizers, pesticides and such other recent technologies, we became self sufficient in food production but the number of challenges are increased simultaneously. The major challenges in agriculture could be listed as dependence of agriculture on climate, less availability of irrigation facilities, loss of rainwater with surface run-off, declining soil quality due to improper management of fertilizers and drainage, low land to man ratio, low availability of labours and pollution of soil, air and water, etc. The technological problem includes less adoption of recent agricultural technologies, attack of pests and diseases, unavailability of inputs and its higher rates, weed infestation, etc. Some other important problems are low economic conditions of farmers forcing them to borrow loans, less prices of agricultural produce, fewer facilities of processing of produce and influence of globalization. These problems can be solved by the combined efforts of farmers and state as well as central governments.

**Introduction:**

India is an agricultural country from ancient times because the majority of Indian population (65-70%) is directly and indirectly depends on agriculture as a means of their livelihood. India has been gifted with variety of soils, climatic variation, number of rivers and inland water reservoirs from Kashmir to Kanyakumari as well as huge manpower. Indian agriculture is dominating in certain commodities like milk, tea, sugarcane, jute, pulses and fruits and vegetables. It is experienced that, on onset of green revolution, the agricultural production of food grains especially paddy and wheat was increased from 54 million tons in 1950 to 218 million tons in 2009-10. It was possible due to greater use of high yielding varieties, chemical fertilizers and pesticides, etc.

**Challenges in agriculture:**

Although Indian agriculture is growing day by day, it is facing number of problems which are acting as hurdles in achieving the desired growth in agriculture sector. With the burning problem of insufficient food production because of over-population in the country, there are many other problems those are discussed below:

**1. Climate**:

Agriculture sector is totally depend upon climatic factors like rainfall, temperature, humidity, etc. Rainfall is very influential, particularly uneven distribution of rainfall affects greatly on crop growth and thereby crop production. The majority of agricultural land in India as well as in Maharashtra state is rainfed. In India, the land under irrigation is just 32 % and this proportion is merely 16 % in case of Maharashtra. This fact clearly indicates that lack of irrigation facilities or rainfed nature of farming is one of the major hurdles in gaining higher agricultural production. In addition it also results in declined chances of using modern technologies. Most of the agricultural land comes in drought prone areas where the drought conditions due to no rains are very common phenomenon.

Secondly, increasing green house effect at global level causes increase in atmospheric carbon dioxide due to industrialization, deforestation, etc. affecting adversely on agriculture.

**2. Less availability of irrigation**:

In spite of number of rivers and tanks as well as irrigation projects, the agricultural land under irrigation is very less. It means that rainwater is the only source for irrigation to remaining area. It is observed that hardly 37 % of total rainwater available is actually used by us. So the remaining 63 % water is lost by surface run-off which also creates problem of loss of fertile soil layer. It was experienced that 6600 lakh tons of soil losses due to this kind of erosion which should be prevented with better soil and water conservation practices. It is further observed that ground water level is also declining day by day (0.5 to 1 meter every year) and we are able to use only 30 % of total ground water.

Regarding irrigated land, 60 % of the water is given to sugarcane crop which is occupying hardly 3 % of total irrigated area.

**3. Less land holding**:

Though India is gifted with variety of soils, most of the area is occupied by mountains, deserts, forests, snow and non-agricultural use like buildings and roads, industrialization, etc. Because of over population, land

to man ratio is declining rapidly causing less land holding. It affects progress in agriculture in terms of getting higher yields as it create limitations in adoption of modern agricultural techniques, mechanization, etc.

According to report of Committee headed by Mohan Dharia, it is estimated that 1750 lakh ha of land is affected by various reasons and becoming unfit for crop growth. Out of this total affected area, 1500 lakh ha land is suffering only because of soil erosion by surface water.

**4. Declining soil quality**:

Soil is an important factor of agriculture. Soil quality in terms of fertility is the significant aspect as far as growth of the crops is concerned. The soil quality is declining rapidly particularly in irrigated areas because of the improper fertilizer and irrigation management practices as well as improper drainage conditions which results in increase of salinity and alkalinity of soil. In India, about 25 % of soils under cropped area are affected due to various reasons, whereas this proportion is about 39 % in Maharashtra. It is further observed that 85 lakh ha of total cultivable land in India is not suitable for crop production due to waterlogged conditions. It is also observed that 9.69 % land in Maharashtra is completely barren.

Looking to these facts, it may conclude that declining soil quality is one of the major challenges in front of agriculture.

**5**. **Effect of Pollution**:

It cannot be ignored that air, water and soil pollution has an adverse effect on agriculture, as it is affecting greatly on crop growth. Industrialization, deforestation, use of chemical fertilizers and pesticides are some of the important reasons for causing pollution. Pollution has several harmful effects on life cycles of certain beneficial plants and animals including insects. The attacks of pests and diseases are increasing now- a-days which may be due to the pollution effects.

**6. Low availability of labours**:

Agriculture requires much more manpower to perform various farm operations from tillage practices to post harvest handling of agro-produce. In spite of huge population in our country, farmers are facing problem of unavailability of labours particularly in specific period at beginning and the end of the main seasons. Shortage of skilled labours to perform specialized activities is another problem which farmers have to face some times. The increasing awareness of new generation towards education resulting in reluctance to work in agriculture, preferring to work in urban areas rather than to work in rural areas.

**7. Technological problems:**

**Low adoption of advanced techniques**:

Though the number of agricultural universities and research stations are established by government where number of scientists  are constantly working to find out advanced crop management practices and they are not reaching up to the farmers at desired extent. It is not the problem that technology is not available but it is not either disseminating up to the doorsteps of the farmers or they are not adopting those recent technologies suggested to them, because of traditional attitude towards modern technologies or likewise. It may sometimes happen that new techniques are adopted but it fails to give results because of improper utilization or management.

**Pests and Disease outbreak**:

Farmers are trying to gain more crop production with adoption of modern farm practices but they are failing to achieve this goal as crops are attacked by various pests and diseases. There are many techniques like integrated pest and disease management practices available to them but farmers are either ignore about that or unable to follow recommended practices because of several reasons. The preventive measures are need to be undertaken by farmers to avoid possible attack of pests and diseases which is normally ignored by them.

**Unavailability of inputs**:

Many inputs like seeds, fertilizers, implements and equipments are needed in agriculture including money. Farmers are always facing the problem of shortage of these inputs. Because of unavailability of inputs in proper time and quantity, they are forced to purchase those inputs at higher prices and sometimes the inputs are adulterated also.

**Weed infestation**:

Weeds are the important factor causing headache to farmers particularly in irrigated areas. It is estimated that weeds are causing 30 to 70 % decline in total agricultural production. Adulterated seeds, use of FYM and improper drainage are some of the reasons of weed infestation. Weed control requires lot of

human force which also increases the cost of cultivation. Hence farmers are using chemicals i.e. herbicides for weed control which creates the pollution problem in addition to increase in cost of cultivation.

8. **Economic problems**:

Economic status of the Indian farmers is still not sound to invest sufficient capital in farming. Most of the farmers are small and marginal type i.e. holding less land having low income group which results in less adoption of modern technologies. The main effect of low economic status is that the farmers have to borrow loans from banks or private money lenders. Many times farmers are unable to repay their loans due to less prices of agricultural produce they sold in market. This kind of situation is very serious if the loans are taken from private money lenders as it has more interest rates. Because of this situation farmers from Vidarbha region are committing suicides.

9. **Marketing problems**:

This is one of the burning problems of agriculture sector that when farmer goes in market to sale his agricultural produce, most of the time he is not getting reasonable prices. This kind of situation arises in market as the supply of commodity increases in market at a specific period due seasonality nature of agriculture resulting in reduction of prices. Farmers have no way to wait for increase in price as they have to return their loans and meet other outstandings. Unfortunately it is to accept that every producer of any kind of product other than agriculture decides the prices but it is not in the hands of farmers.

10. **Impact of globalization**:

As India has accepted the GATT agreements laid by WTO (World Trade Organization), we have already been entered in the process of globalization. It is influencing on international marketing which is liberalized considerably, it means that the commodities which are cheaper for customers could be sold easily hence the competition at global level is so increased that the commodities which are produced with lesser cost will be sold at lesser prices. Unfortunately the cost of cultivation under Indian conditions is more as compared to developed countries because they are using advanced technologies like mechanization, computerization, etc. Impact of globalization will be thus more influencing factor in future agricultural scenario of India.

11. **Less processing industries**:

The developed countries are processing the agro-produce on large scale (70-80 %) as they have more number of processing industries and there is no loss of agro-produce after harvesting; whereas in India, hardly 2.2 % of agro-produce is processed due unavailability of sufficient processing industries, lack of storage facilities, etc. The post harvest losses of agro-produce particularly fruits and vegetables is very serious because of its perishable nature which underlies the significance of processing in India.

Looking to these various problems in agriculture, the efforts to be made by farmers at their level to solve certain problems which should be supported by group action of farmers and organizations as well as state and central government also, so that India will be truly an agrarian country.

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# Online Marketing: Trends and Issues

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**Abstract**

*Marketing is at the core of all business activities. Without marketing, organizations cannot sell and without sales there is no revenue and without revenue people cannot run businesses. The World Wide Web is a very diverse marketing platform used by most businesses for marketing all types of products and services. Online marketing includes social marketing, word ads, banner ads, video Advertisement etc. Like other forms of market, internet marketing has its benefits and pitfalls. The ability to precisely target consumers and to measure the effectiveness of marketing strategies are the major advantages of online marketing. On the internet the level of consumer exposure varies greatly unlike traditional media like billboards, newspaper and television. Visibility is the primary prerequisite for online marketing, traffic cannot increase if people don't know about the company and its products or services. Website marketing services increase website visibility by optimizing and promoting the website.*

**Keywords:** *Online Marketing, Newspaper, Television, Target Consumers, Social Marketing*

**Introduction**

With PC penetration growing rapidly across the world and the globalized markets, the companies are increasingly using new digital tools ranging from Web sites to wikis extensively for customer service, product development and advertising online. The internet has become an essential medium for all the companies to market their products & services. Online marketing is becoming increasingly important to small business of all types. Now with increasing local search and people's new habit of searching on the Internet first, all businesses should include some online marketing in their marketing mix. Online Marketing is the art and science of selling products or services over digital networks, such as the internet and cellular phone networks. The art of online marketing involves finding the right online marketing mix of strategies that appeals to target market and will actually translate into sales.

**Research Design and Methodology**

**Objectives of The Study**

1. To evaluate the concept of online marketing.
2. To study benefits of online marketing.
3. To review recent trends and issues in online marketing

**Research Methodology**

The paper is based on secondary data. The data has been collected from internet, references books, journals, and percentile method has been used to analyze the data.

**Limitations of the Study**

1. The study has been conducted on secondary data.
2. The study focuses on trends and issues of Online Marketing.

**Concept of Online Marketing**

Internet has become an essential part of offices, homes, institutions etc. The number of people spends their time online all over the world. Smart marketers keep on top of the scale of change and ensure their marketing strategies and touch point's mirror where the consumer is spending their time. Online marketing has sub sold traditional marketing in recent years and continues to be a high growth industry online marketing connects organizations with qualified potential customers and takes business development to a much higher level than traditional marketing online marketing synergistically combines the internet's creative and technical tools , including design development , sales and advertising . Web is now established as a mass market media channel for the wealthy. Whereas, E - mail has become a mass market media channel for various field. Online marketing is the exchanging values between the seller and buyer and it is done online. Online marketing is also known as Internet marketing, web marketing, digital marketing and search engine marketing (SEM). There are three broad approaches for using the internet to promote ones goods or services that is to provide information about ones product to the indented target market and build brand awareness and equity.

"Online marketing refers to a set of powerful tools and methodologies used for promoting products and services through the internet"

Online marketing broken into three specialized areas:-

**1. Web marketing-** Web marketing includes e-commerce websites, affiliate marketing web sites, promotional or informative websites, online advertising on search engines and organic engine results via research engine optimization (SEO).

**2. E-mail marketing** – E-mail marketing Involves both advertising and promotional marketing efforts via e-mail messages to current and prospective customers.

**3. Social media marketing-** Social media marketing involves both advertising and marketing efforts via social marketing sites like face book, YouTube, Twitter and Digg.

**Benefits of Online Marketing:**

Online Marketing provides various benefits to both consumers and also the marketers by way of marketing more efficiently and effectively along with greater savings. It brings with it many benefits that are not available with traditional and offline marketing.

**1. Convenience:**
Customers can shop 24 hours a day from anywhere without going to the store physically Consumers can interact with the seller's site to find the information, products, or services they desire, then order or download them on the spot.
Customer Relationship Building:
Companies can interact with customers to learn more about their needs and to build customer databases.

**2 Reduce Costs and Increase Efficiency:**
It avoids the expense of maintaining a physical store, costs of rent, insurance, and utilities. Digital catalogs cost less to produce than printing and mailing paper catalogs.

**3 Greater Flexibility - Make changes on the fly:**
Unlike offline marketing such as placing traditional advertisements in magazines, newspapers, television, or a paper catalogs whose products and prices are fixed until the next printing, an online catalog can be adjusted daily or even hourly, adapting product availability, prices, and promotions to match changing market conditions by changing a graphic or wording and do it without any problems.

**4. Access to Global Markets:**
The Internet is a global medium, which allows buyers and sellers to click from one country to another in seconds.

**5 Track Real - Time Results:**
It allows tracking real-time results using online analytics to determine how marketing campaign is performing. There are ways to track traditional marketing efforts, but most the time it cannot be done in real-time.

**6 Target Specific Demographics in Advertising:**
It allows in targeting specific demographics such as gender, age, location, specific income levels, education levels and occupation.

**7 Variety of Methods:**
There is various methods in online marketing such as audio, video, blogging, email, social media and ongoing newsletters.

**8 Instant Conversion Ability:**
Through online marketing marketers can get the ability to convert a customer instantaneously. This is not the case when evaluating marketing options in traditional media such as magazine ads, newspapers or television. Through online marketing not only potential customer's information can be captured, but also capture a sale instantaneously by a few clicks of a mouse, when it comes to offline marketing it takes more time to convert a customer into a sale not to mention the person power it often requires.

**Recent Trends In Online Marketing:**
1. **Massive increase in product selection** – The variety and assortment of goods and services offered for sale on the internet is staggering. Increased transaction efficiency (e.g. 24/7access, delivery to fulfill their needs more easily and conveniently than ever before. Increase in product selection and availability has exposed marketers to inroads by competitors from every corner of the globe.

2. **Changing value propositions-** The speed and efficiency of the internet has changed the way customers view value .For eg: customers today automatically turn to travel agents for assistance in booking airline tickets, cruises or hotel stays ,but now customers turn to travel sites like Expedia , Travelocity.com or Priceline .com for their travel need ,these services increase value through one –stop shopping and price comparisons.

3**. Privacy, security and ethical concern** –customers appreciate the convenience of online marketing, they get assurances that their information is safe and confidential.

4. **Opportunities for growth-** By the internet and other sectors of the new economy can transform old economy companies and provide compelling opportunities for growth.

5. The dot com retailers such as Amazon, web portals like Yahoo! and America online, companies Cisco and 3Com ,Wal-Mart etc are critical to their sourcing and selling ,and service businesses such as Kinko's the chain of print shops are all committed to the new economy in one way or another .

6. The growing penetration of broadband connections, which serve 23 percent of Internet users in Sweden, nearly 50 percent in the United States and stunning 94 percent in South Korea is viable example for online marketing.

7. In 2000 nearly 400 million people worldwide had online access, of which were in the US. By 2004 new technologies had made able to receive images and advertisements and provide users with mobile access to the web.

8. Online consumer spending also continues to grow. Books, music electronics and toys, online shopping accounted for as much as 23% of US retail sales in 2002 and online sales were growing at 30 to 40% per year compared to 4% in conventional offline retailing.

**Recent Issues in Online Markting**

1. **Power shift to customers:** the growth of the internet and the worldwide web has shifted power to customers, not marketers; rather than business having ability to manipulate customers via technology, customers often manipulate businesses because of their access to information and ability to comparison shop.

2. **Shifting demand patterns:** Customers demand for certain product categories has shifted. The simple fact is that customers prefer to download music from the internet and create their own custom playlist on CD's or MP3 players. The industry claims it has lost millions of dollars in revenue due to the unauthorized downloading of copyrighted material.

3. **New sources of competition"** in the new economy some of the best competitive stem from partnership and alliances with other firms.

4. **Violation of Standards:** Many well known and respected companies including Mrs. Field cookies and Hershey Foods have been fined for violating the standards of The Children's Online Privacy Protection Act.

5. **Burden of Sales Tax:** One important issue involves the collection of Sales Tax for online transactions. In 2003 major retailers including Wal-Mart, Target, and Toys "R" us-is an agreement with a consortium of 38 states and the district of Colombia agreed to collect online Sales Tax.

6. There is no international legal agreement that protects both buyers and sellers in online transactions across national borders.

7. **Syndication of information:** involves the sale of the same good typically an informational good too many customers who then combine it with information from other sources and distribute it.

8. 77% of internet users employ search engines more frequently as compare to others E-advertising media such as banner ads, web-links en email links and the leading tool for discovering information about a product or service. 84% of internet users use search engines frequently to discover websites and final products or services and only 55% of internet users are likely to purchase online after searching search listings Vs 9% for banner advertising Classified Like Online Job, Matrimonial, real estate.

**Conclusion**

In the digital marketplace, content and its presentation are the most important factors that decide the fate of any online business. Easily accessibility and quality content can catapult the website within the top rankings. Business have data were harnessing the power of online marketing. Good market- facmultiplty the sales of a good product. Even a flawed, can be sold with great marketing, but only once. By creating and implementing a balanced marketing strategy, using both short-term and long-term strategies, one can drive a steady stream of targeted traffic to their web site. This simple strategy of any business can guarantee the success of online marketing. Companies would however have to be on the lookout for changing trends in the marketplace and use it to their advantage. For example, marketing through face book is a concept which has gained relevance today. But, would face book continue to be the leader in future or not is not known.

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# A Comparative Study of Aggression in Athletes & Non-Athletes School Students of Beed District

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**Abstract:**
The purpose of this study to compare the Aggression behavior of female school student in the light of their athletes and non-athletes intimacy. To conduct the 15 athletes female school student (Ave. age 15 yrs.) as well as 15 non-athletes female school student (Ave. age 15 yrs.) from the Beed district were selected through the simple random technique as sample for the present study. Seven dimensional aggression inventories namely, assault, indirect aggression, irritability, negativism, suspicion, verbal aggression and guilt prepared by Sultania (2006) were administered to subject. Result shown that aggressive behavior in term of negative aggression was not substantially different in athletes and non- athletes female school student.

**Keywords:** Aggression, Athletes & Non-Athletes School Student. Beed district.

**Introduction:**
In school student aggression has been viewed as actions that are beyond the rules & regulations of that particular school. The pros & cons of aggression in school have been widely discussed and researched by psychologists. Studies have shown that a certain amount of aggression is required for optional level of performance. In other words controlled aggression is beneficial in school performance (Cox. 2002). On the contrary negative aggression i.e. verbal abuse, physical challenges, resentment to decision by referee are often termed as negative aggression. Studies conducted by researchers such as Grange & Kerr. 2010 concluded that aggressive behavior which is within the framework of school is positively associated with school activity & sports. Hence aggression is a major psychological variable which determines optimum level of activities in school.

In Beed district athletes school students have excelled at school level various competitions. So it would be interesting to know the negative aggression among players on the basis of their athletes & non-athletes intimacy.

**Hypothesis:**
It was hypothesized that athletes & non-athletes belongingness will be influenced aggressive behavior of female school students.

**Material and Method**

**Sample**
To obtain data for this study the researcher was select 15 athletes female school students (Ave. age 15.12 yrs.) as well as 15 non-athletes female school students (Ave. age 15.92 yrs.) from the Beed district were selected as sample for the present study. The simple random sampling technique was used to selection of samples. All the subjects, after has been informed about the objective and protocol of the study was give their consent and volunteered to participate in this study.

**Selection of Tools**
To evaluate aggression among selected female athletes & non-athletes female school students. Seven dimensional aggression inventories namely, assault, indirect aggression, irritability, negativism, suspicion, verbal aggression and guilt prepared by Sultania (2006) were used. Since the nature of this inventory was to assess negative side of aggression. Higher score on this inventory means hostile aggression & lower scores denotes controlled aggression.

**Procedure of Study**
Seven dimensional aggression inventory (Sultania 2006) was administered to all 30 subjects in a field like condition and convenience of the subjects. Scoring of data have been carried out according to authors manual, and independent sample 't' test was used to compare aggression between athletes & non-athletes female school students. The result is presented in table no.1.

**Results of the study:**
The results pertaining to significant difference between athletes & non-athletes female school students were assessed using the Independent sample 't' test & the results are presented in table no. 1.

**Table no 1**
**Comparison of Aggression between Athletes & Non-Athletes**
**Female School Students**

| Variable | Athletes Female School Students (N=15) | | Non-Athletes Female School Students (N=15) | | t-value |
|----------|------|-----|------|-----|---------|
| | **Mean** | **SD** | **Mean** | **SD** | |
| Aggression | 32.08 | 4.83 | 33.20 | 5.46 | 1.08 |

**\*Significant at 0.05 level**

A Preusal of Table-1 indicates that level of negative aggression of athletes & non-athletes female school students was not found significantly from each other. The reported t = 1.08 which was did not met the statistical criterion for significance confirms above the result.

**Discussion of the study:**

The result of present study was interpreted on this ground that both athletes & non-athletes female school students perform at the same level. So the awareness of rules of game is similar in both the groups. In this study the effect of athletes & non-athletes belongingness was nullified because although aggression tendencies do differ from person to person, players have to abide by the rules of that particular game. Hence the level of aggression was almost same in athletes & non-athletes female school students.

**Conclusion of the study:**

It was concluded that negative aggression or hostile aggression was not influenced by athletes & non-athletes belongingness female school students.

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