

Peer reviewed Journal

Impact Factor: 7.265

ISSN-2230-9578

# *Journal of Research and Development*

*January 2022 Volume-13 Issue-3*

**Chief Editor**

**Dr. R. V. Bhole**

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

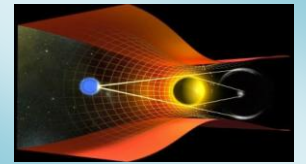
**Editor**

**Dr. Ajeya A Abbar**

Head. Department of Political Science  
S.K. College of Arts, Commerce and  
Science, Talikoti.  
Vijayapura, Karnataka

**Ms. Sneha Navadagi**

Head. Department of Commerce  
S.K. College of Arts, Commerce and  
Science, Talikoti.  
Vijayapura, Karnataka



**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

January-2022 Volume-13 Issue-3

## Chief Editor

Dr. R. V. Bhole

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

## Editor

Dr. Ajeya A Abbar

Head. Department of Political Science  
S.K. College of Arts, Commerce and  
Science, Talikoti.  
Vijayapura, Karnataka

Ms. Sneha Navadagi

Head. Department of Commerce  
S.K. College of Arts, Commerce and  
Science, Talikoti.  
Vijayapura, Karnataka

## EDITORIAL BOARD

Nguyen Kim Anh  
[Hanoi] Vietnam

Dr. R. K. Narkhede  
Nanded [M.S.]

Dr. C. V. Rajeshwari  
Pottikona [AP]

Dr. Abhinandan Nagraj  
Benglore [Karnataka]

Dr. S. T. Bhukan  
Khiroda [M.S.]

Prof. Andrew Cherepanow  
Detroit, Michigan [USA]

Prof. B. P. Mishra,  
Aizawal [Mizoram]

Prof. R. J. Varma  
Bhavnagar [Guj]

Dr. Venu Trivedi  
Indore [M.P.]

Prin. A. S. Kolhe Bhalod  
[M.S.]

Prof. S. N. Bharambe  
Jalgaon [M.S.]

Prin. L. N. Varma  
Raipur [C. G.]

Dr. D. D. Sharma  
Shimla [H.P.]

Dr. Chitra Ramanan  
Navi, Mumbai [M.S.]

Prof. Kaveri Dabholkar  
Bilaspur [C.G.]

Published by-Chief Editor, Dr. R. V. Bhole, (Maharashtra)

The Editors shall not be responsible for originality and thought expressed in the papers. The author shall be solely held responsible for the originality and thoughts expressed in their papers.

© All rights reserved with the Editors

## CONTENTS

| Sr. No. | Paper Title   | Page No. |
|---------|---|----------|
| 1       | Positive And Negative Impact Of New Technology On Accelerated Learning During Covid-19 Pandemic<br><b>Prof. Chandrakala</b>   | 1-5      |
| 2       | School Social Work: An Emerging Area Of Professional Social Work<br><b>Prof. Chandrashekhara Reddy.B</b>  | 6-9      |
| 3       | Lambani Community In Karnataka: A Sociological Study<br><b>Dr. M.K.Devappa, Ms. Shabeena Tabassum</b>   | 10-13    |
| 4       | Rudali: A Critique of the Socio-economic and Religious Systems<br><b>Dr. Mahesh Naik S</b>  | 14-16    |
| 5       | Taxation In Vijayanagara Empire With Special Reference To Southern Karnataka<br><b>Dr. Prakash Shetty</b>   | 17-19    |
| 6       | Success Of Millennium Development Goals In Karnataka: Targets And Achievements<br><b>Dr. Hicche Gouda , Banadevi S Kodlennavar</b>  | 20-21    |
| 7       | Preparation and characterization of Co(II), Ni(II) and Cu(II) complexes with 4-substituted -1-(2-furoyl)thiosemicarbazides.<br><b>K. Madhusudhana Reddy, K.K. Padmanabha , N Linganna</b> | 22-23    |
| 8       | Financial Inclusion and its effectiveness in reaching the unreached” a study on selected Financial Inclusion Policies of Government of India.<br><b>Dr. Venkatesh.C.K.</b>                | 24-26    |
| 9       | A Study On Consumer Perception Towards E-Vehicle In India With Special Reference To T Narasipura Taluk<br><b>Venkatesh S, Dr. Harish D</b>  | 27-30    |
| 10      | Green Finance in achieving the Sustainable Development Goals, the initiatives taken worldwide and in India<br><b>Nita Joby P</b>  | 31-33    |
| 11      | A Psycho-Social Study On The Performance Of Sports Persons<br><b>Dr. Addviappa Jakangouda</b>   | 34-35    |
| 12      | An Overview Of Hr Analytics In India: Benefits And Challenges<br><b>Dr. Savitha S</b>   | 36-38    |
| 13      | Consumer’s Opinions In E-Marketing During Covid-19 Pandemic<br><b>Geeta Sajjan</b>  | 39-44    |
| 14      | Psycho Physical Components On Goal Shooting Among Two Games<br><b>Dr. Dayanand Mugadlimath</b>  | 45-46    |
| 15      | Innovation and Entrepreneurship: A Study of Few Success Stories of Startups in India<br><b>Dr. Kempe Gowda P</b>  | 47-48    |
| 16      | Socio Economic Status Of The Farmers In Kanakapura Taluk Of Ramanagara District<br><b>Dr. Hema Naik</b>   | 49-51    |
| 17      | Sociological Study Of The Problems Of Migrants During The Corona Period: With Reference To Sira Taluka Of Tumakuru District<br><b>Srinivasa. T</b>  | 52-54    |
| 18      | Emerging Trends In Tourism Marketing In Karnataka<br><b>Dr. Umesh H. Arahunasi</b>  | 55-61    |
| 19      | Rural Development of NGO’s In India<br><b>Dr. Ramesh Y. Malagi , Shri. Bhimarav Walikar</b>   | 62-66    |
| 20      | Higher Education in India: Challenges and Opportunities<br><b>Dr. Manjunath Jogannavar</b>  | 67-69    |
| 21      | Human Rights Education: Universally Of Human Rights<br><b>Dr. Mahadevagouda</b>   | 70-73    |
| 22      | Role of Women As An Entrepreneur- Problems & Prospects<br><b>Basavaraj</b>  | 74-76    |
| 23      | Challenges And Projections of Digital Marketing In Smart Cities<br><b>Prof. Bhimappa H</b>  | 77-81    |
| 24      | Human Rights And Socially Weaker Sections Status<br><b>Venkatesh B</b>  | 82-84    |
| 25      | Opportunity As A Political Entrepreneur<br><b>Dr. Padmaraj Jain</b>   | 85-89    |

|    |   |       |
|----|---|-------|
| 26 | Relevance of Jawaharlal Nehru's Ideas In the Era of Globalization<br><b>Dr. Nanjunda Murthy</b>                         | 90-93 |
| 27 | Global Education In English Classroom: Integrating Global Issues Into English Language Teaching<br><b>Eshakumar H N</b> | 94-97 |

## **Positive And Negative Impact of New Technology on Accelerated Learning During Covid-19 Pandemic**

**Prof. Chandrakala**

Assistant Professor of Education VCBE'S Arts and Commerce College,Lingasugur, Raichur Dist.  
Karnataka

### **Abstract**

Education has continually enjoyed a high reputation in Indian society focuses entirely at the skills, ethical values and social practices of college students and passes them on to the subsequent era. The contemporary state of affairs of training has absolutely changed and on-line schooling has now won a variety of popularity at the instructional level. With the advent of greater superior virtual technology and growing hobby within the internet, in a single day, houses were converted into lecture rooms, and faculties were transported right into a virtual realm. This pandemic affords an opportunity for teachers and students to discover on line teaching. This COVID-19 pandemic has laid down a normal impact on all sections of the society-novices, parents, instructors, leaders and so on. Life is full of challenges so is the case with training machine. The venture for instructors after introducing emergency faraway gaining knowledge of to make sure the continuity of their schooling becomes the way to create a wealthy studying environment whilst making an investment in era the problems that all college students come upon as they traverse this new world is full-size and great. Based on secondary records, this take a look at strives to understand the concept of virtual education, highlight the nice and poor affects of digital training while implementing it inside the teaching and mastering manner. The end drawn from the have a look at suggests that improvement in virtual-mastering allows a lot in making our schooling machine firm in COVID-19 pandemic but complete implementation and improvements needed to face the scenario in the long run.

**Keywords:** Online Teaching, COVID-19 Pandemic, Technology, Digital Education.

### **Introduction**

Today, we stay in a digital-based totally international in which expertise is a super source of strength, financial system, and strength for an individual, as well as a countrywide asset. As a end result, we require new technologies to benefit get entry to and make suitable use of this rapidly expanding knowledge. Furthermore, mere information acquisition is insufficient; we have entire access to and mastery over the expertise acquisition system. It can handiest take place with the assist of statistics and verbal exchange technological science. The epidemic has disrupted the ordinary lives of human beings round the world; the Covid-19 pandemic has also affected educational structures international, resulting in the overall closures of colleges, universities and faculties. Most governments set to quickly shut instructional institutions on the way to reduce the spread of COVID-19. It has seriously affected the exercise of every day teaching-getting to know, and taken many demanding situations for college students in addition to instructors. So, virtual schooling is a great choice to stand those demanding situations at the instructional stage.

Digital education, also known as Technology Enhanced Learning (TEL) or e-learning, is the creative use of digital tools and technologies in teaching and learning. Online education enables the teacher and the student to

set their own learning pace and face the digital challenges ahead.

**Students:** During this Covid-19 lockdown, college students can be provided with suitable opportunity and schooling for acquiring and utilizing information for self-development. ICT may assist children in pleasurable their desires for inquiry, ingenuity, production, and so forth. They emerge as accustomed with key sources of data, techniques and method of extracting important information, facts processing methods, and so on.

The education they acquired in properly selection-making and problem-fixing talents might also allow them to make the critical behavioral modifications. It additionally allows people to acquire self-paced vehicle-preparation in instructional and co-curricular regions of education.

**Teachers:** ICT affords good enough assistance to teachers of their coaching responsibilities. Their familiarity with essential information resources which includes books, journals, and other studying materials. The availability of audio-visible substances and system, in addition to electronics and telecommunication media, enables them to acquire the vital teaching materials and methods. They may additionally breathe a sigh of comfort in the event that they note their youngsters the use of ICT tools for self-studying. They may advantage greatly from

programmed mastering material, self-getting to know modules, teaching devices, and computer systems in this regard. If ICT offerings are used efficiently, they make it less complicated to acquire the coaching-getting to know objectives.

### **Need and Importance of the Study**

Over the last few years, digital era in India has evolved, converting the way college students teach standards in faculties. As faculties more and more use virtual answers to hold up, conventional talk and chalk teaching strategies have paved the way for more interactive coaching techniques. As the cutting-edge generations of students are familiar with laptops, iPads and smart telephones, these revolutionary teaching techniques can make sure more pupil participation. The spread of virtual era is completely converting the way training is provided. With the emergence of latest technology studying tools such as clever boards, capsules, and laptops, the manner faculties offer schooling has modified. It is likewise a powerful machine which could provide everybody with an international-class getting to know experience. Educational technologies agencies are continuously striving to discover modern solutions to enhance get right of entry to education for individuals who are presently seeking out appropriate academic establishments. The quality issue approximately digital training is that you may simplest create sources as soon as and use them more than one instances for destiny generations. This saves plenty of assets and power. With technological advances in schooling round the world, it is vital that the Indian training system emerge as more dynamic, adapting and integrating technology if you want to generate more powerful studying media. Because the bulk of India's population lives in rural and semi-city areas, this technological infusion must start at the grassroots stage, because handiest then will we be capable of work to deal with troubles such as excessive dropout costs, illiteracy, and substandard education in our country. Thus, the Covid-19 pandemic poses important demanding situations for the education machine.

### **Objectives**

This research paper focuses on the following objectives:

1. To allow the teacher and the student to have a pace and convenience of their own learning.
2. To highlight the innovative teaching- learning strategies.
3. This study also intends to highlight the positive and negative impacts of digital education during

Covid-19 lockdown and to put forth the suggestions with respect to digital education.

### **Methodology**

The study is primarily based upon the secondary data. On the impact of Covid-19 on education system, a large resource of written material was used, which included books, articles, academic journals, references as well as the genuine websites.

### **Innovative Teaching- Learning Strategies**

Education is the maximum crucial tool that man has advanced for his own development. It is therefore now not unexpected that every one dynamic and progressive international location is annoying an academic machine that takes the lead in shaping and managing a future that ensures a higher existence for all. "The precept aim of training in the faculties need to be creating males and females who are capable of doing new things, no longer actually repeating what other generations have carried out; ladies and men who're creative, imaginative and discoverers, who may be crucial and confirm, and not receive, the whole thing they may be offered". (Jean Piaget 1967). Today the academic objective of India is to establish an appreciative society, enlightened lifestyles together with all of its individuals, and to make use of all intellectual and natural sources for this motive. The virtual training platform is the maximum important and effective weapon for brief development, progress in technology and the establishment of a social order based on libertarian ideals, socio-monetary fairness and identical opportunity for all in each location. Different e-learning settings can be shown to adopt any of the following modes and styles in order to fulfil this criterion, as under:

**Support learning:** During this Covid-19 pandemic, the teaching-learning activities prepared inside the elegance can surely carry out a supportive function. This permits a teacher to use his coaching to improve his/her schooling and a learner to enhance his/her school room sports. For example, they can use multimedia, the Internet and internet services to train and learn.

**Blended getting to know:** In this way, efforts are made to apply a blend of conventional and ICT more desirable e-getting to know approaches. The programmes and activities had been deliberate and finished in this sort of manner that each the traditional teaching and e-studying techniques have been glad to be combined. Thus, both conventional and e-learning procedures can benefit. It is a mix of on line and offline modes in a simplified context,

which we will country. The goal of combined getting to know is to present the maximum green and powerful studying level in.

**Complete e-learning:** The conventional mastering on this style of gaining knowledge of is changed entirely by using digital getting to know inside the lecture room. The traditional establishment of schools does no longer have classrooms, schools, or the mastering surroundings. But as of now, the learner is unfastened to take on their very own learning activities by well-designed e-studying guides together with SWAYAM, MOOCS and so on. Most of the mastering sports are completely on line but also can be reachable via many modern-day digital systems with nicely-stored facts and learning packages in addition to inside the form of recorded CD-ROM, DVD, and so forth. Such kind of e-gaining knowledge of sports can be observed to adopt the following one of a kind verbal exchange patterns as highlighted beneath.

**Asynchronous conversation:** In this form, the scholars get hold of understanding or studying stories the use of e-mail, dialogue discussion board, internet pages, internet logs, blogs, wikis, etc. This way that instructors and students do not interact on the identical time. Messages/studying substances, as a substitute, are published or delivered by means of e mail to a discussion board or internet site. A reply may be dispatched at an undefined period later. Additional posts or communications with vital delays will answer all follow-up queries. It does now not provide any chance for an instantaneous dialogue among teachers and students or for direct on line participation in a well timed style.

**Synchronous conversation:** The teachers and students talk freely thru an online chat or thru live audio-video conferencing. It permits you to acquire the route cloth effectively at a specific time to communicate. In this manner, a trainer can deliver essential expertise, communicate or percentage along with his or her college students a unmarried learning enjoy. This approach that synchronous communication offers instructors and college students real opportunities of energetic participation inside the digital truth simplest in an e-mastering device.

#### **Positive Impact of Digital Education**

The use of digital era is playing a pretty crucial position within the area of schooling in such a lot of approaches. It enables college students, instructors, guidance and counseling personnel, instructional planners and studies people for acting their duties as competently as possible. As now, schooling institutions modified to a mixed or combined learning mode.

It inspired all teachers and college students to turn out to be more tech-savvy.

#### **Goodbye, Heavy Bags, and Hello, Tabs!**

Parents are regularly worried approximately the weights of college baggage, that can without problems exceed 6 kg or greater in most circumstances. Students can now reduce the weight on their backs through the usage of lighter and sharper substances such as tabs, as a result of technical upgrades. Students all the world over increasingly select digital or virtual schooling during this Covid-19 pandemic, net mastering is an notable alternative due to its flexibility and comfort of use, as well as the availability of wealthy and in-intensity content.

#### **Globalized Learning, Extensive Exposure**

Students from everywhere in the international may additionally now contact with each other due to net connectivity. This makes it pretty easy to have a look at various languages and increase the horizons of younger brains. Students who want to engage or meet with their global colleagues will benefit from video conferencing.

#### **Unlimited Library on a Click**

School libraries may additionally have outdated books or can be lacking in a selected part of information, however online studies may be a blessing to students who desire to compose an essay or paintings on their research paper. If the school has a computer lab, students can gain get right of entry to a massive array of courses and content material web sites in which they could conduct their look at.

#### **Learning may be Enjoyable**

Many teachers and dad and mom introduce their children to computer systems at a young age with the aid of the use of academic video games which can be unique and academic. Teachers can utilize those sports to develop a passion of studying of their students. The audio-visible representations maintain youngsters interested by what they are learning.

#### **Learning without Boundaries - Distance Education**

Previously, earlier than the introduction of technology, students might also enroll in a correspondence course, in which they might get observe substances via postal cope with and might be required to ship assignments thru same path as nicely. However, this changed into a lengthy and tough getting to know method. Students can now effectively attend online classes on a huge range of subjects, because of advances in era.

#### **1. Usage of Electronic Media for Information Exchange**

While exploring the digital education technology, students can also effectively proportion mastering materials and cope with related questions the usage of e-mail, SMS, cell phone conversations and the usage of social media which includes WhatsApp or Facebook.

### **Negative Impact of Digital Education**

The epidemic of Covid-19 has already been deeply affected by the closure of the education system at practically every level, now that the health emergency is translating into a major worldwide recession, damage will be far greater. This essay highlights the shocks that affect education systems and how governments might react to them.

1. **School Closures:**Closures in colleges may have a number of negative results on children and young people. Some of those effects might be worsened through rules that distance students from social welfare or different sources of help. Classes were behind schedule and examinations had been postponed at exceptional ranges. The annual examinations and access assessments have already been deferred by way of numerous forums. Admission has also been behind schedule at the institutional levels.
2. **Learning Impacts:**Academic getting to know has been halted as a result of Covid-19. Not every instructor/student is outstanding, or at least now not all college students are inclined to transport from face-to-face to on line gaining knowledge of. Most teachers are simplest lecturing on video platforms, along with Zoom, Google conferences, and so on. With none precise expertise of on-line mastering platform.
3. **A Distraction to Learning:**Digital learning may occasionally constitute a few diversions. Sometimes, the pupil starts off evolved spending extra time than he ought. At times, he misplaced his curiosity absolutely in his books and lectures in the school room. He will pass over essential things in this way.
4. **Research Activity Hampered:**Academic and studies paintings have essentially stopped in higher education as properly. Academically, all of the sports get halted at the global stage and studies had been terminated or appreciably interrupted due to COVID-19.
5. **Learning Inequalities has increased:**Here, the richest and maximum knowledgeable families are in a position to stand the problems of this shutdown and keep the getting to know of their kids at home. They are more likely to have laptop and networking facilities and other home study substances and to employ virtual private instructors to maintain the education. On the alternative hand, some households can't even

buy their youngsters a cellular Smartphone and suffered an awful lot as a result. Differential get admission to remote studying and situations should make bigger this distinction similarly due to Covid-19.

### **Suggestions**

1. Digital technology and learning tools play an important part in education, and can be implemented via the digital medium if quality education is disrupted.
2. Among the different government priorities for education, the digitization of education must be prioritized.
3. India lags behind in terms of quality education due to widespread lack of access to digital technology. In this regard, the government of India should provide greater outreach services of digital tools and technologies to the country's underprivileged population.
4. The introduction of digital technology at all levels of education can provide equality and education for all.
5. The worldwide educational environment can be reformed and modernized through digital education.
6. The Government should address certain key issues on tactics for distance learning, including Internet access and access to digital equipment, the need for safe learning spaces, etc.

### **Conclusion**

Educational generation gives essential data and talents for the improvement of education strategies and merchandise. This means aiding the lecturers of their teaching and college students in their learning roles via giving the theoretical basis necessary for growing personal abilities to gain the teaching-mastering dreams as successfully and cost-effectively as possible. It is, consequently, a excellent assignment to equip teachers and college students with the wished information of education generation. During the Covid-19 period, virtual education has played its position in all of the elements of existence and basically at the academic degree. An unmarried character (teacher or learner) or organization can scarcely afford multiple resources. It is crucial that appropriate useful resource centres be mounted inside the neighborhood, nearby, State and important sectors (inside the form of useful resource centres that perform in faculties-DIETS, SIETS, SCERT, State Educative Technology Cells, CIET, etc.) to fulfill the desires of individuals and institutions to use schooling era offerings for attaining the target. More observe is needed to define the academic necessities for the virtual age and to predict wherein deficiencies



may get up. All kingdom institutions need to paintings collectively to support unique changes to this degree, ensuring that digital education facilitates the accessibility and social inclusion of individuals within the fullest feel.

### **References**

1. Himakshi Goswamin Opportunities and Challenges of Digital India Programme. International Education & Research Journal E-ISSN No: 2454-9916 2016;2:11.
2. Jayesh M, Patel. Web Based Tools of Technology in Future Teaching Learning Strategies. International Education & Research Journal E-ISSN No: 2454-9916 2017, 3.
3. Jena K, Pravat. Impact of pandemic Covid-19 on education in India. International Journal of Current Research 2020;12(07):12582-12586.
4. Kumar, Santheesh J, John Sagy E-learning Possibilities in Education, Edutracks 2008;7(8):8-13.
5. Mangal SK, Mangal Uma. Essentials of Educational Technology. PHI Learning Private limited, Delhi 2013; ISBN- 978-81-203-3723-7.
6. Rogers Halsey. The Covid-19 Pandemic: Shocks to Education and Policy Responses 2020, May be accessed at <https://openknowledge.worldbank.org/bitstream/handle/10986/33696/148198.pdf?sequence=4&isAllowed=y>
7. Rovai A. Building a sense of community at a distance. The International Review of Research in Open and Distance Learning 2002, 3(1).
8. Shikha Dual *et al.* Issues, Trends & Challenges of Digital Education: An Empowering Innovative Classroom Model for Learning. International Journal of Science Technology and Management 2016, 5(05). ISSN-2394-1537.
9. Trainer. The Impact of Digital Education 2015. be accessed at <https://www.sofolympiadtrainer.com/blog/the-impact-of-digital-education/>
10. The International Review of Research in Open and Distance Learning. May be accessed at <http://www.irrodl.org/index.php/irrodl/ind/>
11. Venkataiah S. Education via Internet, New Delhi Annol Publications 2004.

## **School Social Work: An Emerging Area of Professional Social Work**

**Prof. Chandrashekhar Reddy.B**

Assistant Professor of Sociology VCBE'S Arts and Commerce College, Lingasugur, Raichur Dist.  
Karnataka

### **Abstract**

School Social Work is emerging as a vital part of Professional Social Work. School life is considered as the maximum vital part during the course of an individual's development. The present day converting social and monetary state of affairs has added numerous challenges to the social and cultural situation of a person, frequently main to maladjustment of individuals inside their socio-cultural settings. Children are frequently the maximum inclined in such conditions which hamper their overall boom, educational performance and well-being. In the sort of state of affairs college social workers are once in a while the best experts who offer their offerings to reintegrate them with the mainstream and improve their educational overall performance. The following paper brings out the significance of faculty social work as a specialized place of concept and practice and the services that they offer to the society.

**Keywords:** School Social Work, Counseling, Student Support Services

### **Introduction**

Professional social work as a field and as an exercise has been gaining tremendous recognition due to the specialized offerings and medical techniques employed with the aid of its practitioners. School Social Work has been evolved as a specialized department of Professional Social Work to cater to the growing wishes of school going youngsters. School Social Workers are educated intellectual fitness professionals with a diploma in social paintings who provide services related to a person's social, emotional and life adjustment to school and/or society (NASW, 1992). School Social Workers act because the hyperlink between the home, college and network in imparting direct in addition to indirect services to college students, families/guardians, faculty workers' and the network at massive to sell and aid college students' instructional fulfillment and to bring about a extra concord among the scholars and their social environment. School social people serve as the number one intellectual fitness carriers for college students and offer professional counseling services to students and their families to perceive and offer interventions for numerous troubles and problems faced by the scholars in their non-public and academic spheres.

Children nowadays have become sufferers of many social forces that negatively affect their function as students. The circle of relatives is in a country of transition and until the time it will become stabilized, children's unmet bodily and emotional wishes will keep intruding with their capacity to study and adjust in faculty. School Social Workers have unique information in expertise circle of relatives and network systems and linking college students and their

families with offerings crucial to promote student's welfare.

School social workers' training includes specialized training in cultural variety, structures idea, social justice, danger assessment and intervention, session and collaboration, and medical intervention strategies to deal with the numerous wishes of college students (NASW, 1992). They paintings to put off the boundaries to mastering that are created because of poverty, inadequate fitness care, and unsupportive surroundings. School social workers often recognition on imparting help to prone populations of college students who are at a excessive threat of truancy and dropping out of college. They paintings with teachers, directors, parents, educators and different stakeholders to provide coordinated interventions and consultations designed to maintain students in school and assist households get right of entry to the guide needed to sell and improve their instructional performance in addition to their integration with the society at large. School social people are answerable for designing and imposing the school-based totally packages to provide a high-quality college environment. They are also engaged in working to pick out college students in want of extra intensive interventions and refer such students to additional offerings provided through the kingdom. School social workers serve as a useful resource to the school government and other educators, by imparting consultations on numerous subjects. They additionally offer education on numerous components of intellectual health needs and become aware of such students for the referral manner. School Social Workers paintings in close cooperation with person students and their

families and within the process create a bridge among the faculty and the network. This coordination is important for constructing a partnership among the faculty and the community for optimizing the use of constrained assets, facilitating higher service delivery, and retaining communication between partners.

#### **Values of School Social Work**

Florence Poole in 1949 defined School social employee as a skilled worker who determines the kinds of wishes in the school which may be met through school social work offerings. School social worker have to be capable of develop a way of offering the provider so that you can be appropriate to the overall company and structure of the college. They ought to be able to define the service and their contribution in such a way that the college workers can take delivery of it as a provider, which contributes to the primary purpose of the college.

Thus, the Values of School social work according to NASW(1992) are:

1. Each student is valued as an individual irrespective of any unique function.
2. Each student should be allowed to take part in the gaining knowledge of process.
3. Individual variations must be identified; interventions have to be aimed toward guiding scholars' dreams with instructional help to teach them to the lifestyles to which they look ahead.
4. Each infant, irrespective of race and socio-economic characteristics, has a proper to same treatment within the faculty.

#### **Theoretical Framework and Services**

School social work is based around a number of ever expanding practice models.

##### **Traditional-Clinical Model**

John Alderson first described the conventional-scientific model in which faculty social workers supply their offerings generally through casework technique that is often supplemented with the aid of institution paintings approach practiced with students and their own family contributors. A more emphasis is located on proof-primarily based practice and intervention techniques which are supported empirically.

##### **Home-School-Community relations Model**

The second model utilized by later faculty social workers is primarily based on a method that draws on components of the present multidisciplinary fashions - Social interaction model, which makes a specialty of running with students confronted with social and emotional problems. This model is grounded on structures idea and transnational structures perspective. It

becomes an answer to prepare the methodological diversity inherent inside the role, in place of restricting to person exchange or systems change.

##### **School-Community-Pupil relations Model**

Lela B. Costin advanced this model in 1973 which makes a speciality of the school, community, and students and the interactions among them. In this version, college social people function mediators, negotiators, specialists, and advocates for college kids and faculty personnels. They additionally set up casual businesses for college students, instructors, and different faculty personnels. This version also makes a speciality of assessment of the desires of the scholars, the school, and network conditions alongside their relational have an effect on the availability and first-rate of instructional opportunities to specific goal businesses.

##### **Clinical and Environmental Interaction Model**

This model is based on the ecological systems theory which changed into developed by way of Frey and Dupper (2005) and Germain (2006). This version promotes the view of individual and environment as a unified interacting machine wherein every continuously affects and shapes the other. This model attends to the complexities of the environment and the individual by using attractive revolutionary forces in humans and casting off the environmental barriers for selling growth and adaptive functioning. The role of faculty social workers is an ever expanding area which is similarly laid low with the know-how-base, reputation of opportunities to address the extent of pupil needs. Some of the specific offerings that the School Social Workers can provide were discussed below:

##### **Services Provided to Students**

School social workers are responsible to work with those problems in a child's environment that have an effect on the child's adjustment in school, home and community. They offer Counseling services to the goal organizations (organization, person and/or own family). The college social workers are accountable for mobilizing the own family, school, and network assets to allow the child to learn as effectively as feasible. They additionally assist in growing fantastic behavioral intervention techniques for children with behavioral troubles. School social people plan intervention techniques to growth the academic success of students. They also are chargeable for assisting with conflict decision and anger

management. They help the child in growing suitable social interplay competencies for better social modifications and effective communication. They additionally facilitate better expertise and recognition of the situations faced by using the youngsters.

#### **Services to Parents/Families**

The school social employee is chargeable for working with families to evaluate the issues impacting the child's educational adjustment and performance. They paintings with mother and father to assist in facilitating their children's faculty adjustment they help to relieve own family stress to allow the child to feature greater successfully in faculty & community. They assist parents to get admission to packages to be had to students with unique desires. The college social workers also facilitate parents in accessing and using faculty and network sources to overcome their various problems.

#### **Services to School Personnel**

School social people offer the team of workers with essential facts for information the various factors (cultural, societal, monetary, familial, fitness, and so forth.) which have an effect on a student's performance and conduct. They facilitate the development of staff training applications. They assist the International Journal of Applied Research instructors in expertise various factors of conduct management.

#### **School-Community Liaison**

The college social people help in coordinating with them community in mobilizing its sources to satisfy the various needs of the scholars. They help the schools in receiving ok aid from diverse state and non-kingdom agencies. They additionally advise for brand new and progressed services for college students and families. The college social workers assist the system to reply correctly to the requirements of the children.

They are chargeable for growing and imposing academic applications for children. They also facilitate the improvement of alternative programs for college drop-outs, kids with unique needs and children in struggle with the law. They are also accountable for identifying and reporting instances of baby abuse and forget about. They offer consultation regarding the school's regulations and policies and faculty coverage. Finally, they provide case management for college students and households requiring multiple assets. Thus, the jobs of a School Social Worker are more than one. They act as and suggest in selling baby's rights, as a

supervisor, as a collaborator, as a consultant, as a coordinator, and ultimate however now not the least as a facilitator. School social workers convey particular know-how and skills to the school gadget. School social workers are instrumental in furthering the motive and objectives of the colleges. School social workers are employed by way of colleges to beautify the institutional talents to meet its instructional challenge, especially where domestic, faculty and network collaboration is the important thing to reaching that undertaking. Historically, the foremost role of the faculty social employee has been that of a domestic-faculty community liaison. Although the field of college social work has evolved appreciably with the dynamic changes of society, faculty social workers characteristic as alternate dealers greater so than ever earlier than and that they maintain to function the crucial hyperlink between domestic, faculty, and network.

#### **School Social Work in India**

School social paintings in India become formally recognized by using the Government of India handiest within the twenty first century. Primary schooling has lately been made because the Constitutional Right of each baby in India. Thus, this makes the idea of faculty social work all of the greater applicable for faculties in India. This is especially vital because the youngsters come from diverse socio-financial and cultural backgrounds and contexts. The schooling device in India is confronted by way of a plethora of demanding situations together with bad infrastructure, excessive dropout costs, absenteeism, lack of skilled teachers, and coffee female child enrolment because of gender bias amongst others. These demanding situations make the faculty social work services all the more vital. However, the idea of faculty social worker is but to benefit floor in India. The governments, each on the centre and the nation are yet to apprehend college social work services as a necessary a part of the education machine (Gandhi, 1990). There are only a few cities in India who've officially identified the significance and the want to appoint college social workers/Counselors in the schools.

There is a dire need to reconsider and reply to the emerging desires of the school going kids, specifically within the modern-day scenario of rapid changing societal conditions and growing challenges as a result of these changes. Though, this example is rapid enhancing with the college authorities and the mother and father associations, both spotting the importance of school social paintings. However, a

extraordinary deal wishes to be done to popularize and amplify the faculty social work offerings to offer the need based totally services to the scholars.

### **Conclusion**

Throughout the arena, colleges are getting the principle public group for social development. Schools are working to include those who've been formerly excluded from the opportunity of schooling. They are raising standards for instructional results to put together residents to participate in a multinational global, sure collectively by using verbal exchange and by way of monetary and social relations. The faculty social worker is turning into a useful expert to help children who are marginalized whether or not economically, socially, politically, or in my view to take part on this. Social workers work to make the training manner effective. To do this, their vital recognition is operating in partnership with dad and mom on the scholar in transaction with a complex college and home environment. Education has end up important, no longer most effective for all and sundry to address the needs of modern-day residing, however additionally for country wide monetary survival. Thus, the position of a college social employee has become all of the more important for the overall properly-being of the scholars as an entire.

While concluding all, it may be said that college social work has a awesome ability to make the school gadget conducive for all the youngsters, and make the training procedure greater significant. It has the ability to realize the Right to Education (and great education) for all. Hopefully, the social planners and policy makers quickly recognize the value of college social work and make provisions to make sure their presence in each and each school of the country.

### **References**

1. Alderson JJ. Models of School Social Practice' In Rosemary and Franck FM. (eds.), *The School in the Community*, NASW, 1972.
2. Agarwal R, Kapoor M. Parent's participation in Children academic activities in relation to their academic achievement at the primary level, *Journal of Indian Education*. 1998, XXIII(4).
3. Bowen N. A role for school social workers in promoting student success through school family partnership. *Social Work in Education*, 1996, 21(1).
4. Costin. *School Social Work Practice; A New Model*, Social Work, 1975, 20.
5. Gandhi A. *School social work, the emerging models of Practice in India*, Commonwealth Publisher, New Delhi, 1990.
6. Joshi S. *Child Survival, Health and Social Work Intervention*, New Delhi: Concept Publication, 1996.
7. Mears PA, Washington OR, Welsh BL. *Social Work Services in Schools*, Allyn and Bacon, Boston, 1996.
8. National Association of Social Workers, *NASW Standards for School Social Work Services*, Washington DC, 1992.
9. Robinson M. *School and Social Work*, Routledge and Kegan Paul, London, 1978.

## **Lambani Community In Karnataka: A Sociological Study**

**Dr. M.K.Devappa<sup>1</sup> Ms. ShabeenaTabassum<sup>2</sup>**

<sup>1</sup>Associate Professor and Head, Department of Post-Graduate Studies and Research in Sociology, HPPC Government First Grade College, Challakere, Chitradurga, Karnataka, India

<sup>2</sup>Lecturer in Sociology, Government Law College, Hassan, Karnataka, India

### **Abstract:**

Lambani community is known for its rich cultural heritage. Lambanis used to lead gypsy life earlier and mainly inhabit the western Indian states of Maharashtra and Andhra Pradesh. A part of this community is also found in the northern region of Karnataka. They used to keep moving from place to place, noticed usually in groups. This study was carried out in Hassan district of Karnataka state in order to know about the life of Lambanis. This study is based on both secondary and primary data. A stratified and purposive sampling method was used in this study and an interview schedule was designed to collect required data. The study revealed that Lambanis of this region are still backward due to lack of modern facilities.

**Key Words:** Banjara, Lambani, Tribe, Vanachara, Primitive Tribe, Gypsies, Nomadic, Thandas

### **Introduction**

India is a land of variety; this vast area of land is inhabited by a population exceeding 1000 million of diverse creeds and castes. India the 7th largest and the 2nd most populous country in the world, contains the largest variety of human types in the whole world. Hence it could rightly be called an 'Ethnological Museum'. Many diverse races with different cultural backgrounds came to India and merged with the Indian population. Dravidians were the races who were existed in India prior to Aryans. Aryans entered India about 500 B.C from central Asia. The Indian Social Order is primarily responsible for the backwardness of the vast majority of indigenous people of this country. The Lambanis belonged to Scheduled Caste in Karnataka State and Backward Class and Scheduled Tribe in other states respectively. The Lambanis are also known as Banjaras in different parts of Karnataka State.

### **The Lambanis of Karnataka State**

The Lambani community is a unique tribal community which has a long history of maintaining certain socio-cultural practices. The Lambanis in Karnataka had migrated from north India to southern parts like, Maharashtra, Andhra Pradesh, Madhya Pradesh and Karnataka. They basically depended on the traditional business of the transportation of arms, food and essential commodities to war groups and the general public. The Lambanis in Karnataka are a downtrodden community of Scheduled Caste category which inhabited across the state in all the twenty-five districts of Karnataka. Exceptionally, they are invisible in some districts viz... Dakshina Kannada, Kodagu, Udupi, and Kolar. There are more than 3000 thandas in the state (Rathod, 2006:183). The Lambanis are

mostly invisible in coastal Karnataka, but they have migrated for employment opportunities here and there.

The Lambanis in Karnataka have retained their cultural identity despite living in the midst of other cultural groups. The Lambanis of Karnataka state reside in forests and hills. They are not an integral part of urban and rural communities. They are listed as Scheduled Castes by the government. The Lambanis in Karnataka state are not treated as Untouchables. They are entitled to civic amenities without any social discrimination. They have by and large remained free from the cultural influence of the upper castes. They are least Sanskritized since they have cherished their own cultural legacy and lifestyles. However, the Lambanis have remained backward since they do not have adequate economic resources or political power. The Lambanis have developed their own social network and started asserting their rights in modern times.

### **Scope and Limitations of the Study**

Lambani community is one such group of people belonging to the Scheduled Castes in the Karnataka state. It is interesting to note that the present study has been studied the social aspects of the periphery of the Hassan district of Karnataka state.

### **Objectives of the Study**

The present investigation was carried out on the basis of the following objectives.

1. To examine the social conditions of Lambani community in Hassan district.
2. To evaluate the economic conditions of Lambani community in Hassan district; and
3. To know the cultural conditions of Lambani community in Hassan district

### Methodology

The primary data were collected from Hassan district. The Lambanis are found in good numbers in Hassan district, according to the latest statistics. The primary data were gathered

through interview schedules by the researcher and trained field investigators. Primary data were gathered from about 50 respondents representing both urban and rural areas

**Table: 1 Social Condition of Lambanis**

| Sl.No        | Details of Social Conditions               | Frequency | Percentage |
|--------------|--|-----------|------------|
| 1.           | Interdining with upper castes              | 12        | 24         |
| 2.           | Participation in upper castes marriages    | 20        | 40         |
| 3.           | Entry of temples belonging to upper castes | 05        | 10         |
| 4.           | Feeling of low social status               | 13        | 26         |
| <b>Total</b> |  | <b>50</b> | <b>100</b> |

As per the above table, 1 indicates 24 percent interdine with upper caste; 40 percent participate in upper castes marriages; only 04 percent enter the temples belonging to upper castes, and 32 percent feel that their social status is low compared to other caste people.

It is clear from the above explanation that, casteism still exists in villages and the Lambani community people having the feeling of low social status, cannot come up in the social

ladder. Society is the biggest angel guardian of people regardless of their age, gender, education, profession, income, status, and so on. The Lambanis constitute the nomadic community. They are found in urban and rural areas of Karnataka state. They are socially backward according to scientific indicators of social development.

**Table: 2 Economic Conditions of Lambanis**

| Sl. No       | Details of sources of income | Frequency | Percentage |
|--------------|------------------------------|-----------|------------|
| 1            | Agricultural land            | 09        | 18         |
| 2            | Wage/coolie                  | 27        | 54         |
| 3            | Business                     | 03        | 06         |
| 4            | Employee                     | 02        | 04         |
| 5            | Dairy Farming                | 07        | 14         |
| 6            | Others                       | 02        | 04         |
| <b>Total</b> |                              | <b>50</b> | <b>100</b> |

According to table 2 out of total respondents 18 percent opined that their source of income is from agricultural land, majority of them are earning their income from coolie or daily wages, 06 percent from business 04 percent from their employment, 14 percent from dairy farming and remaining 04 percent from other sources respectively. It is understood from the above explanations that most of the Lambani people depend on coolie; this sentence itself indicates the economic status of the community.

The economic status of the people matters most from the point of view of their social mobility, educational progress, media association, political contact and other aspects of development. The Lambanis constitute the nomadic community. They are found in urban and rural areas of Karnataka state. They are economically backward according to scientific indicators of economic development.

**Table: 3 Cultural Conditions of Lambanis**

| Sl.No        | Details of cultural practices    | Frequency | Percentage |
|--------------|----------------------------------|-----------|------------|
| 1            | Belief in God/Goddesses          | 23        | 46         |
| 2            | Use of traditional dress         | 05        | 10         |
| 3            | Belief in traditional practices  | 07        | 14         |
| 4            | Belief in science and technology | 15        | 30         |
| <b>Total</b> |                                  | <b>50</b> | <b>100</b> |

The above table shows that, 46 percent have belief in their God and Goddesses; only 10 percent of them follow their traditional way of dress; 14 percent believe in their traditional practices, and 30 percent have belief in science and technology, respectively. It is evident from the above explanation that, though they have a belief in God and Goddesses and their traditional practices, belief in science and technology is increasing due to the processes of modernization and urbanization.

The Lambanis claim that they are Hindus and have their own cultural roots. They have different dressing patterns, ornaments, folk traditions, social organizations, and other practices. They are also organized under different fora. There is visible cultural transition of Lambanis in Karnataka state.

#### **Limitations of the Study**

It was practically not possible to contact all the stakeholders of the development of Lambanis in Karnataka state due to lack of time and resources. An exhaustive and intensive survey as well as case study was not possible because of large numbers and practical constraints. Incidental, purposive and stratified sampling techniques were followed in selecting the respondents, since these methods of selection also give significantly correct results with much less time, manpower, money and materials. Though much care was taken to collect the data, memory bias on the part of the respondents cannot be completely ruled out. The usual limitations of the survey method, namely time, human inadequacies, resource constraints, recollection and communication, were experienced by the researcher.

#### **Suggestions**

1. The cultural heritage of Lambanis in Karnataka should be protected and sustained by the Kannada and Culture Department, Government of Karnataka.
2. The Lambanis of Karnataka should be encouraged to sustain their cultural legacy in the age of globalization through organization of seminars, conferences, study tours and other useful strategies.
3. The Lambanis of Karnataka should be encouraged to have a worthy environment in their Tandans on the basis of better infrastructural facilities such as roads, electricity, transportation and other services.
4. The living standard of Lambanis of Karnataka should be improved on the basis of decentralization of education, health, vocational training, skill development, entrepreneurship

development and leadership development resources and opportunities.

5. The Lambanis of Karnataka should be encouraged through adequate land holding, water and electricity facilities for agricultural production, documentary support such as ration card, voter ID, Aadhar card, caste certificate, income certificate and PAN card, financial assistance, agricultural marketing facilities, business promotion opportunities and gainful employment opportunities.

#### **Scope for Future Research**

An attempt was made by the researcher to evaluate the cultural, social and economic life of Lambanis in Karnataka state. But, during the course of the study, it is understood that there are many areas which warrant constant research in this important branch of anthropological and sociological research mainstream. The development of Lambanis is a vast area of research since it involves various stakeholders and integrated approaches.

#### **Conclusion**

The state is the greatest angel guardian of marginalized sections of society. The Government is responsible for amending existing laws and enactment of new laws in order to protect the interests of Banjaras and other weaker sections in the country. The law enforcement authorities and judicial personnel should sensitize police personnel at different levels about the security and protection of Banjaras in the country. The central and state governments have implemented various schemes for the development of Scheduled Castes in India. The educational, social, economic and political conditions of Scheduled Castes have not improved considerably even after 70 years of independence in India.

The future agenda for these stakeholders of development of Lambanis development must deal with adoption of pro-social behaviors, professional ethics, sustainable development, inclusive development, and corporate social responsibility.

#### **References**

1. Acharya, Sangamitra. (2010) Access to Health Care and Patterns of Discrimination: A Case of Dalit Children in Selected Villages of Gujrat and Rajasthan. IIDS-UNICEF Working Paper Series, New Delhi.
2. All India Banjara SevaSangh (2007) Banjara Maha Panchayat Conference, October 13, New Delhi, India. [www.banjaratimes.com](http://www.banjaratimes.com)
3. Beteille, Andre. (1990) Race, Caste, and Gender, *Man*, 25:3 (Sept.): 489-504.
4. Devappa, M.K (2015) Socio-Economic and



Cultural Transition of Lambanis in Karnataka: A Sociological Survey, Major Research Project UGC, New Delhi, India, p.20.

5. Gopal,C.R. (2016) Change and Development in Lambani Society, IBH Prakashana, Bangalore, Karnataka, India.
6. Goswami, B (2003) Constitutional Safeguards for Scheduled Castes and Scheduled Tribes, Jaipur: Rawat Publications.
7. Jadav, P.R (1968) Banjara and Gypsy, Bangalore, Karnataka, India.
8. Jagadeesh V (2012) Marriage, affinity network and socio-cultural, economic and biological status among Lamani community of Bellary district in Karnataka State, *Indian Journal of Innovations Development*, 1(5):323-330.
9. Abhinav Publications, Bangalore, Karnataka, India.
10. Rampure, Pushpalatha (1975) Banjara LokGeetSamuha, Shivaji University, Kolhapur, Maharashtra, India.
11. Rathod, Govind (2014) Progress of Banjara In 21<sup>st</sup> Century after Independence, Banjara, September 15, [www.m.goarbanjara.com](http://www.m.goarbanjara.com)
12. Rathod, Motiraj (1976) Banjara Saskrithy, Hindi Version, AstitvaPrakashan, Aurangabad, Maharashtra, India.
13. Sannarama (1991) Lambanigalu, Kannada Version, State Resource Centre, Karnataka State Adult Education Council, Mysore, Karnataka, India.
14. Tabassum, Shabeena (2015) Socio-Economic and Cultural Conditions of Lambanis in Karnataka, *International Journal of Multidisciplinary Advanced Research Trends*, 2(3):107-117.
15. Teltumbde, Anand (2007) State, Market and Development of Dalits, *Indian Journal of Social Work*, 68(1):34-55.

## **Rudali: A Critique of the Socio-economic and Religious Systems**

**Dr. Mahesh Naik S**

Assistant Professor of English Vedavathi Government First Grade College, Hiriyr, Chitradurga Dist.

### **Abstract**

This piece of short story is written in Bengali by Mahasweta Devi and translated to English by AnjumKatyal. The protagonist of the story is a lowcaste, poor woman, Sanichari. The text unravels Sanichari's evolution. In this process of unraveling the text presents a critique of the socio-economic and religious systems which make the life of the downtrodden (tribals) miserable. At the same time there are ample numbers of incidents/examples to show strong human bonding and support within a community. At the end of the story we see Sanichari better prepared to adapt and survive than she is at the beginning. When the story begins we see her as a woman leading a life of desperate poverty. Her mother-in-law curses often saying that she was born on an unlucky day of the week (Saturday, that's why named Sanichari), she is cursed and doomed to suffer. But Sanichari is confused why those (Somri, Budhua, Moongri, Bishri) born on so-called 'good/lucky' days are also not better than her in her community. The story emphasizes that it is neither fate/luck nor a question of being born on some 'particular day and time' brings any change in a tribal's life. The main reason that has made them to live in the same way is mainly their economic condition. The text underscores that Sanichari's problems are common to her gender, caste, and class by placing her character in a socio-economic context. The opening sentences of the story situate the protagonist in a socio-economic context, and firmly establish that Sanichari, who shares the condition of poverty with other villagers, is one of a community. "In Tahad village, ganjus and dushads were in the majority. Sanichari was a ganju by caste. Like the other villagers, her life too was lived in desperate poverty" (54). Sanichari is not individuated through a description of her appearance, her clothes, mannerisms, habits of speech—when she speaks, she uses the same dialect, sounds like any of the other villagers of her class. The story is also linked to larger discourse of human relationship, exploitation and struggle.

The prominent incidents that happen in the protagonist's life have a direct link between the personal life and the oppressive system. One after the other she loses her near and dear ones. The so-called religious practices demand for rituals at every death. This unjust demand by religion further complicates the life of the poor. Sanichari's husband drinks the contaminated and putrid 'sanctified' milk donated by the rich to the Shiva temple and dies. For ritual offerings she is made to pay twice over. The second time, she is forced into indebtedness to the malik-mahajan Ramavatar Singh in order to appease the local village religious head. Because of her impoverished condition she has to suffer every loss. The poverty-stricken life and the total lack of confidence of any change or progress in her life break her strength and make her panic-stricken. Parbatia, her daughter-in-law and Haroa, her grandson both leave because they are not ready to submit to the tough conditions of life. Her son Budhua is attacked with tuberculosis while working for Ramavatar's son Lachman Singh. The entire story is a critique of the socio-economic and religious systems, and the nexus between them. The writer presents a harsh, powerful critique of an exploitative and repressive socio-economic and religious system.

Confronting this the author positions the issue of survival, with an assertion of belief in the necessity for, and benefits of community. She constructs a powerful indictment by showing the ways in which the poor villagers are oppressed and their dire poverty, corruption within the privileged classes and the absolute power of the malik-mahajans. Oppression of the tribals by the malik-mahajan Ramavatar Singh is a constant presence in the story. He is an embodiment of a system which controls, brutalizes and dehumanizes the emotions of an individual. Thus the story highlights vicious discrimination, criminality and greed of the higher caste malik-mahajans against the lowercastes. The malik-mahajans are very much capable and have power to manipulate police and investigative procedures.

The writer replaces the normative urban perception of the 'eternal' Indian village as unchanging, peaceful, nourished by tradition—a version of the romance of the pastorate—with her insider knowledge and subalternized perception of power structures and the corrupt ways of socially and economically dominant classes. There is a continuous suturing of her private life to the socio-economic situation. When her mother-in-law died, Sanichari didn't

cry. At the time, her husband and his brother, both the old woman's sons, were in jail because of malik-mahajan Ramavatar Singh. Enraged at the loss of some wheat, he had all the young dushad and ganju males of the village locked up. When her brother and sister-in-law die, she is unable to weep because she is tense over the fact that Ramavatar is trying to have all the dushads and ganjus evicted from the village. When her grandson comes of age, she takes him to Lachman Singh for a job. There is no source of employment. Oppression is hereditary, for both the exploiter and the exploited. Grief is distorted in the desperate struggle for survival. Grief is turned into a commodity, and mourning is labour. If sorrow is controlled by the malik-mahajans, tears can be produced, a source of earning by professional mourners. When there is a death in their families, they (malik-mahajans) have to hire rudalis to mourn for them, so as to enhance their prestige; since this market exists, the outcast and marginalized can supply their skilled labour to service it. The writer uses an ostensibly objective 'reporting' mode to expose the hypocrisy and corruption of 'the masters.' The malik-mahajans create prostitutes by keeping women and then casting them off, thereby forcing them into the marketplace. Whores are not a separate caste, as they believe, merely poor women like them who are forced to earn a living. The exploitation of the poor by the rich takes many forms, that the prostitutes too are victims, and should not be treated like outcasts and untouchables. We see women from the village who have become prostitutes—they have mothers and families within the village community. Some have been used by the malik-mahajans and then discarded; some have mothers who were kept women and are forced into prostitution in their turn; others become prostitutes because they have run away from home, looking for better options to the humdrum, circumscribed existence their poverty and social class locks them into. Dulan explains at some length the socio-economic causes that have led to their becoming prostitutes, and accuses the malik-mahajans of being responsible.

The preoccupation with earning enough to subsist on, the references to getting on a half-empty stomach, the hard struggle to produce food, the imposed austerity with even little indulgences like bangles or a comb appearing to be impossible dreams, are juxtaposed against frequent references to the wanton way in which the rich (here the malik-mahajans) spend money on funerary ceremonies. For them, nothing has ever come easy. Just the daily struggle for a little

maize gruel and salt is exhausting. Through motherhood and widowhood they are tied to the moneylender. Those malik-mahajans spend huge sums of money on death ceremonies, just to gain prestige. When someone died in a malik-mahajan household, the amount of money spent on death ceremony immediately raised the prestige of the family. The price for this is paid by the dushads, dhobis, ganjus and kols, from the hides of whom the overlords extracted the sums they had overspent. Sanichari, who borrows a meagre Rs 20 for her husband's *shradh*, has to repay Rs 50 through bonded labour over the next five years, while thousands of rupees are carelessly spent on the lavish *shradhs* of her masters. Malik-mahajans like Ramavatar Singh, and later his son Lachman Singh, are shown as controlling and influencing almost every aspect of the lives of the lowcaste villagers. Not only can they have the men locked up whenever they feel like it, they can use and discard the women and extract years of unpaid labour as repayment for small debts.

Paralleling the economic stranglehold of the malik-mahajans is the social oppression of a religious system which controls through fear and superstition. Religion impoverishes and enslaves, causing indebtedness through its web of demands and obligations. All one sees of religion is superstition and ritual. When Sanichari's mother-in-law dies at night, in the pouring rain, Sanichari is hard pressed to carry out the necessary rituals before daybreak, with no grain in the house, and no menfolk to help lay out the body. When Sanichari's brother and sister-in-law die, there was no crying over those deaths either. "Was one to weep or to worry about how to burn the corpses and feed the neighbours cheaply at the *shradh*?" (55). When her husband dies, she has barely had time to register the fact when the panda of the Shiva temple at Tohri demands that she make ritual offerings before returning to her village. Even a Spartan offering of sand and sattu (gram flour) costs her a precious rupee and a quarter. And once she returns to her village, Mohanlal, the priest of Ramavatar's presiding deity, scoffs: "Can a Tohri Brahman know how a Tahad villager's *kriya* is done? By obeying him you've insulted your local priest" (57). He is deeply offended, to appease him she has to repeat the offerings, and to afford this, she is forced into debt to Ramavatar. A perfect example of how religious and economic exploitation reinforce and strengthen one another.

### **Works Cited**

1. Chatterjee, Partha. "Caste and Subaltern Consciousness." *Subaltern Studies VI: Writings on South Asian History and Society*, edited by Ranajit Guha, Oxford UP, 1989, pp. 169-207.
2. Das, Veena. "Subaltern as Perspective." *Subaltern Studies VI: Writings on South Asian History and Society*, edited by Ranajit Guha, Oxford UP, 1989, pp. 310-357.
3. Devi, Mahasweta. *Rudali: From Fiction to Performance*. Translated by Anjum Katyal, Seagull Books, 1997.
4. ---. *Dust on the Road: The Activist Writings of Mahasweta Devi*. Translated by Maitreya Ghatak, Seagull Books, 1998.
5. Goel, Savita. "Tribal Women in the Selected Works of Mahasweta Devi." *Indian Women Writers: Critical Perspective*, edited by Jaydip Singh Dodiya, and K. V. Surendran, Sarup and Sons, 1999, pp. 203-210.
6. Munshi, Indira. *Adivasi Life Stories: Context, Constraints, and Choices*. Rawat Publications, 2007.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.

## **Taxation In Vijayanagara Empire With Special Reference To Southern Karnataka**

**Dr. Prakash Shetty**

Associate Professor Dept. of History Govt. First Grade College Kolar – 563101

### **Introduction:**

The historical study of the system of taxation in ancient and medieval Karnataka has attracted very little scholarly attention. So far as Vijayanagara is concerned, the system of taxation has formed only a chapter in the studies by B.A.Saletore, T.V.Mahalingam and K.S.Shivanna. Majority of scholars have been greatly attracted by the political and cultural aspects of the history of Vijayanagara Empire and the study of administration and taxation have neglected.

The present paper is aims at understanding certain general aspects of taxation in the Vijayanagara Empire. This study covers the six modern districts, Hassan, Mandya, Mysore, Tumkur, Kolar and Bangalore within the vast Vijayanagara Empire. The selection of this area could be easily justified. While the linguistic state of Karnataka is not a viable area of historical analysis because of difference in ecology. Southern Karnataka is a broadly clear ecological unit within the state. The six districts above named could be clearly taken as southern Karnataka although Shimoga, Chitradurga and Chikkamagalur are also considered as part of southern Karnataka by many. The six districts are predominantly agricultural area and drained by the Cauvery, The Tungabhadra, the Krishna, the Arkavathi, the Hemavathi, the Lokapavani, The Shimsa, the Kabini, the Suvarnavathi, the Moyar, the Palar, the Uttara pinakini and the Dakshinapinakini rivers. This agricultural ecology could be contracted with the dry ecology of the northern districts of Karnataka. This study covers the period between 1336 to 1565 AD, generally considered as the core of the Vijayanagara period. Indian historiography is compartmentalized and generally social, economic and political developments have been studied exclusively of each other. The result has been that the findings in any one aspect in a given geographical area in a period are not at all compatible with other historical aspects. The present study attempts to relate the system of taxation with the state system of Vijayanagar. Thus it differs from the predecessors in this field. This study is mainly based on inscriptions. Inscriptions however do not contain any direct information relating to taxation. Reference to taxation occur in the context of assignment of certain items to religious and charitable institutions or remissions of these in the context of donations to individuals and institutions. Some 150 inscriptions of Vijayanagara period provide important and useful information on the subject. Most of these inscriptions are in Kannada and a few are in Tamil language. However the Statistical analysis of the data has not been attempted here.

**Taxation:** According to the Oxford English Dictionary, tax is defined as “a Compulsory contribution to the support of government, levied on persons, property, income, commodities etc., now at fixed rates, mostly proportioned to the amount on which the contribution is levied”. According to the Encyclopedia of Social sciences, “historically taxation appears to have grown out of the voluntary contributions characteristic of all primitive societies. Gradually these contributions, freely given, become transformed into legal obligations of persons to perform services in support of limited number of specified public objects. With the development of private property and commercial activity these legal obligations gradually evolved, first into fees and charges of various kinds, later into levies on exchange and transport and finally into compulsory contributions which were apportioned among persons according to general standards of equity and upon bases, such as property and income which seemed most convenient at time”.

**Taxation in ancient and medieval times:** Historians in discussing the economic and administrative aspects of the pre-modern state systems of India, assumed that medieval state like its modern counterpart levied and collected taxes from its subjects regularly. This idea which was part of nationalistic historiographic construct, which aimed at countering the colonial and imperialistic description of medieval Indian state system was not developed after a contextual study of the empirical data in the contemporary inscriptions. Rather it developed out of a mere understanding of the texts on polity and economy which were essentially normative. But significantly, this assumption of the nationalist historians has been carefully carried over by Marxist historians also.

In his pioneering essay on “The state and Agrarian order in Medieval South India: A Historiographical Critique”. Burton stein for the first time raised important questions about the nature of the political economy of medieval South India. In this essay Stein mentions as

indicators of taxation, the following characteristics:

1. Regularity in periodicity of Payment.
2. Rate of payment

However he says that, these are “poor indicators” with which one may decide whether particular transfers were taxes or not. Further in the same essay he observes that a tax system is associated with the managerial state system which implies the existence of bureaucracy and opportunity for systematic collection. Again he says “taxes imply mechanism for assessment of demand and modifications of that demand to conform in some degree with such circumstances as the capability of the payer and the requirements of the payee. It is extremely rare in medieval India to find evidence of such an apparatus in respect to what was called central state.

Thus according to Stein where a particular transfer of surplus resources or contribution does not come within the frame suggested above it would be more appropriate to describe it as a tribute which is more or less based on moral pressure. But it should be noted that an item of tribute would gradually evolve into a tax once the characteristics above noted get fulfilled. Further this process of transformation which Stein calls continuum where an item was not certainly a tribute, but it is not yet tax, because the state does not as yet possess the required features, should also be noted. Thus, historians of South India assumed that the pre-modern state collected taxes without going into its nature and trying to examine whether the contributions could be properly called taxes. Naturally this led to serious misunderstanding about the nature and powers of the state system.

**Vijay an agara period Taxation/Tribute:** In the light of the above, in the Vijay an agara inscriptions found in the six districts the following terms referring to taxes/tributes occur. For Example Sunka-toll, duty or customs, Maggadere/ maggasunka/ maggaderige- taxor tribute on looms, Manevana/ Manesunka /manederige-tax or tribute on ordinary house, kuladerige-tax or tribute on caste, valvaru-import duty, horavaru-export duty, buttadaya-income from paddy, kanike-gift of present, kaddaya-forced labour, hodakedere-tax or tribute on thatched houses, jiyaraterige-tax on Vaishnava teachers, phaladaya-income from crops, aadadere-tax on goats, madarike-tax on basket makers, upaliga-tax on salt makers, ganakara-tax on oil mills, kavalisunka-tax on jaggary manufacturing industry and guarding toll, maduveyasunka-marriage tax and so on. For easy understanding, total of about 83 terms

which occurred in inscriptions can be conventionally classified as here under: Terms relating to 1.Land Revenue: Jodi, Phaladaya, siddaya, umbali, nibhanidhi, sidda, kaddayahuttuvali, kodagi, kodagidere, manyatere, solage, varthane, battadya, kottana etc., 2. Terms relating to Property: manevana, manesunka, manederige, aadadere, alayasunka, kuridere, nallettu, nalleme, anedere, suvarnadaya, hodake etc., 3. Terms relating to professions: kummaradere, ganigadere, sunkaderige, sarathi, jiyaraterige, binugudere etc., 4. Terms relating to commerce: sunka, kirukula, valavaru, horavaru, uppinakavali, volagara, horagara, mandisunka, solige, hasaradasunka, stalasunka etc., 5. Terms relating to industries: maggadere, maggasunka, maggaderige, ganakara, hogedere, madarike, keluvana, kavalisunka, mottesunka etc., 6. Terms relating to communities: Kula sunka, kuladerige, maduveyasunka, pendlunomulu, kulage etc., 7. Miscellaneous terms: A) Contributions-Kanike, bitti, Kaddaya etc., B) Judicial fines: tappu, danda, dosha, annyaya, kappa etc.,The careful examination of about 83 terms indicates that in most of the cases there is no indication of the rate at which these taxes/tributes were collected. Inscriptions usually refer to these terms in the context of assignment or remissions of contributions or transfers to temples, agrahas, mathas or individuals. The grants usually specify that certain contributions were assigned or remitted and there is no reference to rate. But N. Venkata Ramanayya in his study refers to certain stray inscriptions which mention the rate at which certain taxes were collected. In one of the inscriptions dated 1530, taxes collected on various commodities with different rates in Bukkapatna. In the case of Large no of contributions such as Kanike, Kula etc., there is no indication regarding, their regularity in periodicity of collection. Further the very nature of certain of these terms such as kirukula, maduveyasunka etc., indicates that they were collected on moral pressure.

**Conclusion:** The historical study of taxation in ancient and medieval Karnataka has been a neglected field. Particularly so far as Vijayanagara is concerned scholars have concentrated their attention on political and cultural history and administration and taxation have been neglected. The present study has been based on Vijayanagara inscriptions in southern Karnataka which forms a separate ecological unit. A taxation system should have following characteristics 1. Regularity in periodicity of payment. 2.Rate of payment. 3. A Managerial or

bureaucratic system to collect the taxes. 4. Mechanism for assessment and modification of demand. The study of the terms clearly indicates that there is no rate at which these were collected. Further there is no indication of the regularity in periodicity of collection. Hence they were more or less tributes than taxes.

**References:**

1. Robert Sewell, A forgotten Empire (Vijayanagara), London, 1900 AD.
2. S.KrishnaswamyAiyangar, Ancient India, Madras, 1911.
3. B.A.Saletore, Social and Political life in the Vijayanagara Empire(1336-1646)Madras, 1934.d
4. B.Muddachari, Economic History of Karnataka (Vijayanagara period) Mysore 1982.
5. K.S.Shivanna, The Agrarian System of Karnataka (1336-1761)Mysore 1983
6. Oxford English Dictionary, P.3244.
7. Encyclopaedia of Social Social sciences.
8. Burton Stein, The State and Agrarian Order in Medieval South India: A Historiographical critique. Essays on South India, Honolulu.
9. Burton Stein, Peasant, State and Society in Medieval South India, New Delhi, 1980.
10. N.VenkataRamanayya, Studies in History of the third dynasty of Vijayanagara, Madras, 1935.
11. Appadorai.A, Economic Conditions in Southern India(1000-1500A.D)Vol.I, Vol.II, Madras, 1936.
12. Dixit.G.S, Local Self Government in Medieval Karnataka, Dharwar, 1964.
13. Chidanandamurthy.M., Kannada ShashanagalaSamskrithikaAdyayana 450-1150AD., mysore, 1966.
14. EpigraphiaCarnatica, Vol. I – XVI, ed. B.L.Rice, (Banagalore, Mysore, Mangalore 1889-1955.)
15. Vijayanagara Inscriptions, 3 volumes, (ed) B.R.Gopal, Mysore1985, 1992.
16. Dr.Prakash Shetty, Taxation in Vijayanagara Empire with Special reference to southern Karnataka, M.Phil., Thesis, 1994.

## Success of Millennium Development Goals In Karnataka: Targets And Achievements

**Dr. Hicche Gouda<sup>1</sup> , Banadevi S Kodlennavar<sup>2</sup>**

<sup>1</sup> Associate Professor Department of Studies in Economics Devnagere University Devnagere

<sup>2</sup> Research Scholar Rani Chanamma University Belagavi

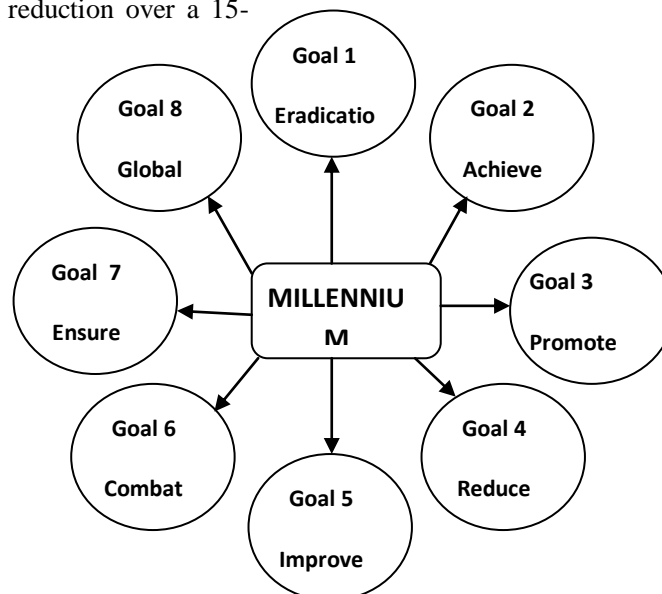
### Abstract

Several serious barriers to the process of social and economic growth emerged or, in some cases, resurfaced in the last quarter of the twentieth century. the collapse of the global and American economies in the fall of 2008 was the worst economic crisis since the Great Depression. Both were issues were emerged in the United States and had a huge impact on the global economy (Anil B. Deolalikar).the 1990s, UN member states underwent a lengthy, unprecedented UN conference process aimed at "Building consensus" on development goals for the twenty-first century. Under the influence of the UN secretariat, 189 UN member-states endorsed the millennium statement – a proclamation that dialogically builds on the conference process of the 1990s – during the millennium summit held in New-York in September 2000. The declaration, which was signed by 147 heads of state, is based on the UN Secretary General's millennium report, We the Peoples: The Role of the United Nations in the Twenty-First Century, which was published in April 2000.

### Introduction:

August 2001, a year later. The United Nations Secretariat has released the eight Millennium Development Goals which are based on common problems among the world. The process began in early April 2000, with the release of the Secretary General's millennium development report. It was titled We the Peoples: The United Nations' Role in the Twenty-First Century. In August 2001, the eight millennium development goals derived from the declaration were published, together with indicators and targets. The Millennium Development Goals (MDGs) are derived from the United Nations' millennium statement. The MDGs were created to put these into practise by establishing targets and indicators for poverty reduction over a 15-

year period in order to achieve the rights outlined in the declaration. Not all MDG targets are relevant in the context of India's national policies. The eighteen (18) targets in the United Nations MDG framework of 2003 describe these objectives under the eight goals (MDGs). 12 of the 18 targets are relevant in the Indian context. The UN framework included 53 statistical indicators to track progress toward the 18 goals. India adopted 35 of the 53 indicators for the 12 India-specific targets. Six targets of GOAL 8 are not considered relevant to India because they are primarily related to landlocked/Iceland/leas developed countries and also to developed countries. (Das S.K., India's Chief Statistician)



### Statement Of Research Problem:

The study leads to the achievement of MDG goals in India. As India develops, social

and economic crises such as severe poverty, unemployment, illiteracy, high levels of MMR and IMR, increasing diseases, and so on are



discouraging economic growth and development. Many governmental policies are incapable of acknowledging all of these issues.

**Objectives Of The Study:**

**The objectives of the studies are to**

1. To evaluate the attainment of millennium development goals in India.
2. To examine the achievements of Millennium Development Goals in the Study area
3. Provides Policy suggestions and remedies regarding success of millennium development goals in India.

**Hypothesis:**

1. Reduction of existed poverty half by 2015.
2. Enrollment in primary education have been already attained in India

**Research Methodology**

The current study millennium development goals makes use of both primary and secondary data sources gathered from various sources. The sample size for this study is 300 people. This study is limited to two Millennium Development

1. Eradication of Poverty and Hunger.
2. Achieve Universal Primary Education.

**Conclusion:**

This study looks at the achievement of Millennium Development Goals in Karnataka, with a focus on poverty and education. The limitation is that it does not explain all eight MDG targets that are relevant to India. Instead, it focuses on relevant targets that are appropriate for India.

**Suggestions**

The Millennium Development Goals include eight goals that apply to all developed countries. There are indicators for each of the eight goals. Some indicators do not apply to the Indian situation. Some of the eight goals are particularly relevant to India. These are listed below.

1. Eradication of poverty and hunger
2. Achieve universal primary education
3. Reduce child mortality
4. Improve maternal health.

Hence, in our country suitable measures are required to achieve these goals. Government is announcing poverty and employment generation programmes for improve the condition of Indian economy.

**Bibilography**

1. Ahulwalia, G., and Z. Hussain (2004), "Development Achievements and Challenges," *Economic and Political Weekly*, vol.39, no.36, pp 4013-4022.
  2. Abu-ghaida, D. and S. Klasen, 2004. "The costs of missing the millennium development goal on gender equity," *world development*, 32 (7): 1075-1170
  3. Amin, .S., 2006. "The Millennium Development Goals: A Critique from the South." *Monthly review*, 57(10).
  4. Atkinson, A. B., 2004. "Global public finance and funding the millennium development goals" Netherlands institute for advanced study, NIAS, 2005/10
- Bahadur, C., M. Iruk and G. Schmidt-Traud (2006) preparing national strategies to achieve the MDGs: A Handbook. *UN Millennium project*: New York.

## Preparation and characterization of Co(II), Ni(II) and Cu(II) complexes with 4-substituted -1-(2-furoyl) thiosemicarbazides.

K. Madhusudhana Reddy<sup>1</sup>, K.K.Padmanabha<sup>2</sup>, N Linganna<sup>3</sup>  
 Maharani's Science College for women, Mysore-570005, Karnataka

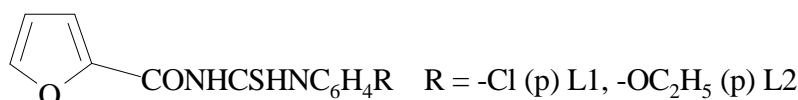
### Abstract

Cu(II), Ni(II) and Co(II) complexes with 4-substituted -1-(2-furoyl) thiosemicarbazides have been prepared and characterized by elemental analysis, IR and electronic spectral data and magnetic measurements. The complexes have been found to have the formula of the type  $MLCl_2$  and are non-electrolytic in nature. All the complexes have been assigned square planar geometry.

### Introduction:

Semicarbazides are reported to possess biological activity. Heterocyclic semi thiocarbazides have been reported to possess pharmacological and bactericidal activity<sup>1</sup>. Thio semicarbazide derivatives like 1-phenyl, 1,4-

diphenyl are found to be excellent insecticides<sup>2</sup>. In view of the above properties, studies on preparation and characterization of Cu(II), Ni(II) and Co(II) complexes with 4-substituted -1-(2-furoyl) thiosemicarbazides have been carried out.



### Experimental:

The ligands L1 and L2 were prepared by known procedures<sup>3</sup>. The Co(II), Ni(II) and Cu(II) complexes were prepared by standard procedures<sup>4</sup>.

### Results and discussion:

The complexes are amorphous in nature and stable towards atmosphere. Co(II), Ni(II) and Cu(II) complexes are brown, reddish brown and green in colour respectively, insoluble in common organic solvents and soluble in DMF, DMSO and pyridine. The analytical data suggest 1:1 molar ratio for all the complexes. The molar

conductance in DMF ( $10^{-3}M$ ) are in the range 4.5 to 35.0  $Scm^2 mol^{-1}$ . These values suggest non electrolytic nature of the complexes.

### Magnetic measurements:

The Co(II) complexes have the magnetic moment values 2.7 and 2.9 BM suggesting planar geometry<sup>5</sup>. The low magnetic moment values 1.45 and 1.59 BM for Cu(II) complexes suggest square planar geometry with spin orbit coupling with super exchange phenomena<sup>6</sup>. Ni(II) complexes are diamagnetic and square planar in geometry with spin singlet ground term<sup>7</sup>.

Analytical and Molar conductance data of the complexes.

| Complex                               | M.P<br>(°c) | Found (Calculated) |                  |                |                  | Molar<br>conductance $\Omega^{-1}cm^2 mol^{-1}$ | $\mu_{eff}$ BM |
|---------------------------------------|-------------|--------------------|------------------|----------------|------------------|---|----------------|
|                                       |             | M                  | N                | S              | Cl               |   |                |
| CoL1Cl <sub>2</sub> .H <sub>2</sub> O | 140         | 13.05<br>(13.42)   | 9.8<br>(9.57)    | 7.36<br>(7.29) | 15.08<br>(16.17) | 20.25   | 2.7            |
| NiL1Cl <sub>2</sub>                   | 255         | 13.69<br>(13.95)   | 9.77<br>(9.98)   | 7.77<br>(7.61) | 16.55<br>(16.35) | 4.52  | --             |
| CuL1Cl <sub>2</sub>                   | 196         | 14.12<br>(14.92)   | 9.5<br>(9.87)    | 7.01<br>(7.52) | 16.35<br>(16.39) | 11.00   | 1.45           |
| CoL2Cl <sub>2</sub>                   | 245         | 14.12<br>(14.54)   | 9.55<br>(10.32)  | 7.55<br>(7.9)  | 17.05<br>(17.53) | 22.15   | 2.90           |
| NiL2Cl <sub>2</sub>                   | 300         | 14.32<br>(14.5)    | 10.49<br>(10.38) | 7.78<br>(7.91) | 17.13<br>(17.54) | 6.49  | --             |
| CuL2Cl <sub>2</sub>                   | 300         | 16.11<br>(15.5)    | 9.85<br>(10.41)  | 7.35<br>(7.81) | 17.05<br>(17.34) | 35.05   | 1.69           |

### **Infrared spectra:**

In infrared spectrum, the bands in the regions 3300 - 3140  $\text{cm}^{-1}$  are attributed to N—H stretching vibrations of secondary amides in free ligands. These are at lower region compared to the assignments of free N—H stretch of secondary amines (3500-3300  $\text{cm}^{-1}$ ) and /or secondary amides (3470-3400  $\text{cm}^{-1}$ ) by other investigators<sup>8</sup>. This red shift of N—H stretch in solid state of the ligands may be due to intermolecular hydrogen bonding<sup>9</sup>. On complexation these undergo a positive shift of 50-80  $\text{cm}^{-1}$  or remain unaltered suggesting no coordination of nitrogen atom of N—H group with metal ion. The N—N stretching vibrations in the region 930-910  $\text{cm}^{-1}$ <sup>10</sup> undergo red shift of about 10-20  $\text{cm}^{-1}$  in complexes showing that protonation has not taken place to N—N group and hence no coordination of N—H group. The ligand molecules exists in keto and thione form, since no IR bands are found around 3400  $\text{cm}^{-1}$  and 2600-2400  $\text{cm}^{-1}$  corresponding to O—H and S—H stretching modes respectively<sup>7, 11</sup>. The ligand bands in the region 1650-1605  $\text{cm}^{-1}$  due to C=O stretch<sup>7</sup> show red shifts of about 10-30  $\text{cm}^{-1}$  in all the complexes suggesting coordination of C=O group through oxygen. The bands due to C—O—C stretch observed in the region 1290-1205  $\text{cm}^{-1}$  in the ligands show blue shifts indicating no bonding through oxygen of the furan ring to the metal ion. The thioamide bands I, II, III and IV are observed in the regions 1555-1510  $\text{cm}^{-1}$ , 1385-1340  $\text{cm}^{-1}$ , 1070-1025  $\text{cm}^{-1}$ , and 810-720  $\text{cm}^{-1}$  respectively<sup>7</sup>. The thioamide band IV<sup>12</sup> mainly due to C=S stretch has shown a considerable negative shift of the order of 15-30  $\text{cm}^{-1}$  with much reduced intensity in the complexes. This indicates that the sulphur atom of thioamide (-CSNH-) group is involved in bonding with metal ions. Thus the ligands exhibit bidentate nature by coordinating through oxygen and sulphur atoms. The non-ligand bands in the far IR region 435-380  $\text{cm}^{-1}$  are assigned to M—O stretch<sup>13</sup>. The M—Cl and M—S stretching vibrations appear very close to each other in the regions 345-300  $\text{cm}^{-1}$  and 295-220  $\text{cm}^{-1}$  respectively which may be due to the possible overlap of both the vibrations<sup>14</sup>.

Based on the above discussions square planar geometry is assigned to Cu(II), Ni(II) and Co(II) complexes.

### **Electronic Spectra:**

Co(II) complexes exhibit two prominent bands, one of medium intensity around 1515  $\text{cm}^{-1}$  and the other of high intensity around 20000  $\text{cm}^{-1}$ . This is assigned to the transition  ${}^2A_{1g} \rightarrow {}^2B_{1g}$  and  ${}^2E_g$  respectively. The electronic

spectra recorded in Nujol are not well resolved owing to the charge transfer band. Ni (II) complexes also exhibits two bands one of medium intensity around 16000  $\text{cm}^{-1}$  and the other of high intensity in the region 23500-27000  $\text{cm}^{-1}$ . These are assigned to the transition  ${}^1A_{1g} \rightarrow {}^1A_{2g}$  and  ${}^1B_{1g}$  respectively. Similarly Cu(II) complexes exhibited broad band in 16700-22500  $\text{cm}^{-1}$  corresponding to square planar geometry. These complexes undergo structural changes to pseudo octahedral geometry in pyridine.

### **References**

1. Agarwal, K C, Booth B A and moore, E C, *Biochim pharmacol*, 23, 2421, 1974
2. Swingle, M C Mayer E L and Guhen J B. *J. Econ.Entomol*, 37, 672, 1944
3. Jigajinni V B, Bennur S C, Bennur, R S and Badigar V V, *J.Karnatak Univeristy (Sci)*, 20, 2 1975.
4. Hiremath A C, Halli M B and Huggi N V, *J.Indian Chem.Soc.* 63, 374 1986.
5. Hariharan M and Urbach F L *Inorg.Chem.* 10, 2667, 1971.
6. Narang K K and Dubey R M, *Indian J. Chem.* 21A, 830, 1982.
7. Patel M M, Patel M R, Patel M N and Patel R P. *Indian J. Chem.* 21A, 80, 1982.
8. Rao C N R, *Chemical applications of Infrared Spectroscopy* Academic Press, New York, 1963.
9. Vinogradov, S N and Innell R H, *Hydrogen bonding*, Van Nostrand, Reinhold, New York 1971.
10. Schettino, V and Salomann, R R, *Spctrochim Acta*, 30A, 1445, 1974.
11. Raper E S and Brooks J L., *J.Inorg.Nucl.Chem.*, 39, 2163, 1977.
12. Suzuki, I, *Bull. Chem, Soc. Japan*, 35, 1286, 1449, 1456, 1962.
13. Mahato, C B, *J.Indian.Chem.Soc.*, 58, 935, 1967.
14. Adams, D M and Coronell, J B., *J.Chem.Soc.* 884 1967.

## **Financial Inclusion and its effectiveness in reaching the unreached” a study on selected Financial Inclusion Policies of Government of India**

**Dr. Venkatesh.C.K.**

Department of Commerce, Government First Grade College, Kadugudi, Bangalore-67.

### **Abstract:**

Financial inclusion is new exemplar of economic growth which plays a major role in driving away the poverty. The purpose of this paper is to analyze the current status of financial inclusion in India; to critically analyze the Government, RBI and banks initiative on Financial inclusion and literacy in India; to analyze the financial inclusion in India through the lens of CrisilInclusix Index with respect to state orientation and to compute a comprehensive measure of financial inclusion for each state and propose some suggestions to counter the challenges of financial inclusion in India. The data for the present study has been collected primarily from secondary sources. The secondary data was acquired from reports, journals, NABARD auxiliary Statements, State Level Committee Reports of banks, Census 2011, Economic Surveys and Internet. This study seeks to scrutinize the achievement of the Indian states regarding the financial inclusion. In this study, Rotated Principal Component Analysis has been used to compute an inclusive measure of financial inclusion for each state. To add robustness similar analysis is done using CrisilInclusix Index.

**Key Words:** Financial Inclusion, Growth, Crisil, Inclusive Growth, Index, Inclusix, Financial Disparity, NABARD

### **Introduction**

Financial inclusion is defined as the availability and equality of opportunities to access financial services. It refers to a process by which individuals and businesses can access appropriate, affordable, and timely financial products and services. These include banking, loan, equity, and insurance products. Financial inclusion strengthens the availability of economic resources and builds the concept of savings among the poor. Financial inclusion is a major step towards inclusive growth. It helps in the overall economic development of the underprivileged population. Let us take a list of the financial inclusion schemes in the country: Pradhan Mantri Jan Dhan Yojana (PMJDY) Atal Pension Yojana (APY) Pradhan Mantri Vaya Vandana Yojana (PMVVY).

### **Review Of Literature**

The following section gives the brief review of literature in the area of financial inclusion. Levine (1997) empirically tested the neo-classical view and locate that countries with larger banks and more vigorous stock markets nurture faster over consequent decades even after controlling for many other factors underlying economic growth. Likewise imperative is access to finance by all sections of the society (Levine 1997, Pande and Burgess 2003). Finance can also play an affirmative role in poverty diminution. A well developed financial system available to all diminishes information and transaction costs, sway saving rates, investment assessments, technological innovation, and long-run development rates (Beck et al. 2009).

Binswanger and Khandker (1995) and Pande and Burgess (2003) propose that Indian rural branch expansion program appreciably lowered rural poverty, and enlarged non-agricultural employment. A key objective in development economics is to work out ways to lift people out of poverty. Admittance to finance has been seen as a significant factor in enabling people to convert their production and employment activities and to egress poverty (Aghion 1997; Banerjee 2001; Banerjee & Newman 1993, Pande & Burgess 2003, Yunus 1999).

### **Data And Methodology**

This study tries to embrace most of the indicators found in literature for evaluating the performance of the states in financial inclusion. The indicators taken in this study are Number of bank branches per lakh population, Number of banks per thousand square kilometer, Number of Self-Help Groups per hundred poor populations, Number of deposit accounts per hundred populations, Number of credit accounts per hundred populations, Percentage of savings to net state domestic product, Percentage of credit outstanding to net state domestic product, Per capita Domestic Savings, Per capita Loan Outstanding, Credit deposit ratio. This study seeks to examine the success of the Indian states regarding the financial inclusion. Rotated Principal Component Analysis has been used to calculate a comprehensive measure of financial inclusion for each state. Primarily, Principal Components have been extracted by Kaiser Criteria which consider only the components having Eigen value greater than one.

| Statistics | No of banks per thousand kms(credit extension) | No of banks per lakh population | Credit net state domestic ratio | Deposit net state domestic product ratio | No of deposits accounts per hundred population | No. of credit accounts per hundred-population | Per capita Savings (₹,'000) (saving widening) | Per capita Loan Outstanding (₹,'000) (Credit Widening) | Credit deposit ratio (%) | No. of SHGs Per hundred poor population |
|------------|--|---------------------------------|---------------------------------|--|--|---|---|--|--------------------------|---|
| Mean       | 32.32  | 10.11                           | 54.23                           | 98.22                                    | 78   | 10.11   | 34.51   | 22.21  | 89.98                    | 4.55                                    |
| S.D        | 32.33  | 6.78                            | 42.14                           | 45.06                                    | 54.67  | 7.98  | 43.58   | 20.90  | 28                       | 9.89                                    |
| Min.       | 1.21   | 4.55                            | 23.54                           | 89.78                                    | 34.32  | 3.33  | 34.45   | 5.65   | 34.89                    | 0.21                                    |
| Max.       | 123.45   | 54.90                           | 189.98                          | 784.89                                   | 674.98   | 45.89   | 345.66  | 102.22   | 202                      | 43.54                                   |

The value of Kaiser-Meyer-Olkin (KMO) is 0.53 which indicates that the sample size in this study is satisfactory for factor analysis. The value of chi-square in Bartlett's Test of Sphericity is statistically noteworthy. It authenticates that the

selected indicators of financial inclusion are inter correlated. Consequently, PCA is suitable for analyzing the magnitude of these selected indicators in financial inclusion.

**Table showing KMO and Bartlett's test Results**

|   |                           |                |
|---|---------------------------|----------------|
| Kaiser-Meyer-Olkin measure of sampling adequacy | <b>0.53</b>               |                |
| Bartlett's Test Of Sphericity                   | <b>APPROX. CHI-SQUARE</b> | <b>411.523</b> |
|   | <b>SIGNIFICANCE</b>       | <b>.0000</b>   |

**Table showing Result to fPrincipal Component Analysis**

| Component Number | Original Eigen Values |               |              | Extraction Sums Of Squared Loadings |               | Rotation Sums Of Squared Loadings |               | Cumulative |
|------------------|-----------------------|---------------|--------------|-------------------------------------|---------------|-----------------------------------|---------------|------------|
|                  | Total                 | % Of Variance | Cumulative % | Total                               | % Of Variance | Total                             | % Of Variance |            |
| 1                | 6.123                 | 62.32         | 63.23        | 3.425                               | 34.45         | 76.34                             | 87.98         | 65.64      |
| 2                | 1.1092                | 43.24         | 98.23        | 1.213                               | 89.09         | 34.54                             | 56.43         | 45.43      |
| 3                | 2321                  | 19.89         | 43.34        | 0.342                               | 76.54         | 65.43                             | 54.43         | 67.89      |
| 4                | 0.443                 | 8.992         | 89.20        | 2.345                               | 54.34         | 76.43                             | 66.32         | 65.65      |
| 5                | 0.345                 | 3.234         | 76.54        | 8.902                               | 76.56         | 45.54                             | 43.34         | 43.67      |
| 6                | 0.142                 | 1.542         | 57.43        | 4.356                               | 32.43         | 56.45                             | 87.54         | 65.89      |
| 7                | 0.234                 | 0.645         | 72.34        | 1.345                               | 21.32         | 66.66                             | 45.76         | 45.89      |
| 8                | 0.098                 | 0.891         | 67.43        | 7.643                               | 34.65         | 21.31                             | 43.87         | 87.65      |
| 9                | 0.021                 | 0.291         | 98.32        | 8.013                               | 85.43         | 22.22                             | 54.76         | 43.42      |
| 10               | 0.004                 | 0.432         | 32.12        | 5.432                               | 23.34         | 45.65                             | 33.43         | 67.89      |

**Table showing Result of Rotated Factor Loading**

| All Factor Loading |             |             | Indicators Of Financial Inclusion            | Highest Factor Loading |             |             |
|--------------------|-------------|-------------|--|------------------------|-------------|-------------|
| Component 1        | Component 2 | Component 3 |  | Component 1            | Component 2 | Component 3 |
| 0.217              | --0.046     | 0.195       | No. Of Banks Per Thousand Km <sup>2</sup>    | 0.228                  |             |             |
| 0.222              | --0.118     | 0.001       | No. Of Banks Per Hundred Thousand Population | 0.228                  |             |             |
| --0.89             | 0.213       | --0.087     | Credit Net State                             |                        | 0.428       |             |

|         |        |         |  |       |       |        |
|---------|--------|---------|--|-------|-------|--------|
|         |        |         | Domestic Product Ratio                         |       |       |        |
| --0.324 | 0.432  | --0.546 | Credit Deposit Ratio                           |       | 0.231 |        |
| 0.435   | --0.83 | 0.0343  | No. Of Deposit Accounts Per Hundred Population | 0.342 |       |        |
| 0.345   | --0.23 | --0.043 | Per Capita Savings                             |       |       | 0.452  |
| 0.127   | 0.0367 | --0.087 | No. Of Credit Accounts Per Hundred Population  |       |       | 0.0543 |
| 0.093   | 0.3345 | --0.984 | Per Capita Loan Outstanding                    |       |       | 0.0435 |
| 0.0981  | 0.0319 | --0.892 | No. Of Shgs Per Hundred Poor Population        |       |       | 0.0982 |

### Conclusion and suggestions

Financial inclusion has been made an essential part of the banking sector policy in India. RBI is furthering financial inclusion in a mission mode through mishmash of strategies like liberalization of regulatory guidelines, innovative products, encouraging use of Technology for achieving sustainable financial inclusion. Financial inclusion is the entry way for achieving inclusive growth in India. All the commercial banks including cooperative bank are vigorously involved in financial inclusion process through opening of new branches in rural and urban areas. This study has developed a composite index of financial inclusion for each state using wide range of indicators. The computed values of CIFI reveal that till date the plight of the states in India is not commendable. This Index would help governments or financial regulators or other bodies of policy-makers in near future to augment financial inclusion. Generally the marginalized groups of population are financially excluded.

Their livelihoods are not monetized and they are destitute of financial inclusion.

### References

1. Chattopadhyay, S. (2011) Financial Inclusion in India: A case-study of West Bengal.
2. Dr. Vigneswara Swamy and Dr. Vijayalakshmi, Role of Financial Inclusion for Inclusive Growth in India-*Issues & Challenges*, 2010.
3. "Financial Inclusion and Banks: Issues and Perspectives", *RBI Monthly Bulletin*, November 2011.
4. "Financial Literacy and Consumer Protection--

Necessary Foundation for Financial Inclusion", *RBI Bulletin*, May 2012.

## **A Study On Consumer Perception Towards E-Vehicle In India With Special Reference To T Narasipura Taluk**

**Venkatesh S<sup>1</sup> Dr. Harish D<sup>2</sup>**

<sup>1</sup>Assistant Professor, Government First Grade College, T. Narasipura-571124 Mysore District .

<sup>2</sup>Assistant Professor, Government First Grade College, T, Narasipura-571124, Mysore District.

### **Abstract:**

With the current depletion of fossil fuels and its price hike, there is a need for another energy resource to run the vehicle. The automobile sector is considering Electric Vehicle as a solution to the industry and environment in India, the importance of E-Vehicle and how government around the world are implementing policies to promote E-Vehicles to reduce the dependences on oil, decrease greenhouse gasses and improve air quality. However, the current market penetration of EV is relatively low in spite of governments implementing EV policies. Through this paper potential scope of Electric vehicle in India with special reference to T Narasipura Taluk, Mysore District will be studied and In this research we have applied descriptive research design. We used primary data to collect the data through Questionnaire.

Keywords: Electric vehicles, Consumer perception, Choice of vehicle, Conventional vehicle, Government policies

### **Introduction**

The growth of air pollution in Indian urban areas was a cause for concern Manufacturers. There are more than 25 major Indian cities among the 100 most polluted urban areas in the country World-Nation. The cause for the production of air pollution in urban areas is associated with an array of Sources but the division of transport make sacrucial commitment. Transport discharges are critical division is minimal. The antagonistic influence of air quality on human health and the economy is well known and, in this sense, producers are dreaming about reducing the impact on earth on a couple of options.

India is a country with the third-largest road network in the world. Road travel seemed to be a preferred choice in India with over 60 % of the population used personal or shared vehicles to commute. (Statista, 2020). The FAME India Scheme is an incentive scheme for promotion of electric and hybrid vehicles. It aims to promote electric mobility and gives financial incentives for enhancing EV production and the creation of electric transportation infrastructure. In 2015 the Ministry of Heavy Industries and Public Enterprises launched FAME to incentivize the production and promotion of eco-friendly vehicles including EV and hybrid vehicles. The scheme is proposed for establishing charging infrastructure (Jose, 2018) The National Electric Mobility Mission Plan (NEMMP) 2020, a National Mission document providing the vision and therefore the roadmap for the faster adoption of EVs and its manufacturing. This plan has been designed to boost national fuel security, to supply affordable and environmentally friendly

transportation, and to enable the Indian automotive industry to attain global manufacturing leadership. (Gulati, 2013).

### **Review Of Literature**

**Electric Vehicles: A Synthesis of the Current Literature with a Focus on Economic and Environmental Viability: Marcello Contestabile, Dr Gregory Offer, Dr Robin North,** Aresearch concludes that the longer term uptake of EVs will depend heavily on progress in battery technology, to bring down costs and increase energy density, and on the provision of a suitable recharging infrastructure. (Marcello Contestabile, 2012)

**(Rezvani, Jansson, and Bodin 2015)** Give an overview of EV adoption studies; however, they only focus on individual-specific psychological factors which influence people's intention for Electric vehicle adoption and only select some representative studies. Our review complements it in the following ways: first, we review a wider range of influential factors in Electric Vehicle adoption other than psychological constructs only; second, we present a comprehensive picture of current research by collecting all the available academic Electric vehicle preference studies.

**(Ghasri et al., 2019; Sierzchula et al., 2014)** Demand studies have explored the financial, technical, essential and political concepts of EVs to help governments and car manufacturers evaluate consumer preferences (Liao et al., 2017). Driving range, refilling time and owning costs have been identified as some of the factors influencing EV purchasing decisions Some studies have used stated preference techniques to explore heterogeneity in consumer preferences

when deciding to purchase an Electric vehicle.

**Objectives Of The Study**

1. To test consumer awareness about e-vehicles in T. Narasipura Taluk
2. To spread awareness about e-vehicles.
3. To research the factors driving customers to buy electric vehicles.
4. To understand the various government e-transportation initiatives in India.

**Research Methodology**

**Research Design:** Secondary Research and Primary research will be descriptive survey research.

**Source of Data:** Secondary data sources from google scholar, google websites, government sites, company sites, magazines, textbooks, newspapers etc.

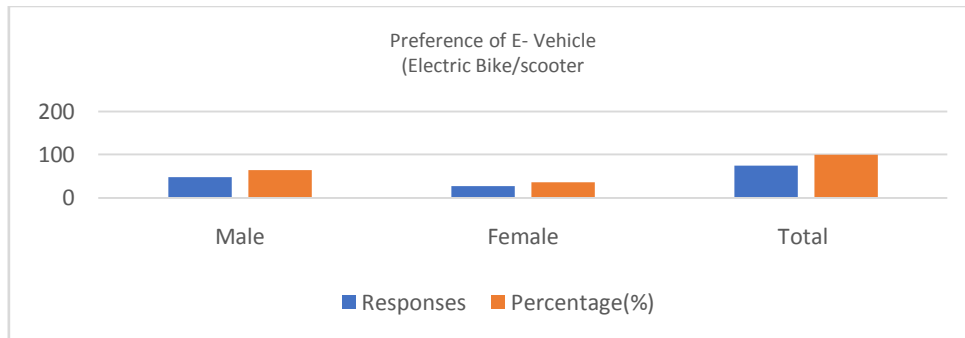
Primary survey from online digital survey through google form, or through offline survey by approaching target consumer.

**Data Collection Method-** Primary survey method.

**Data Analysis And Interpretation**

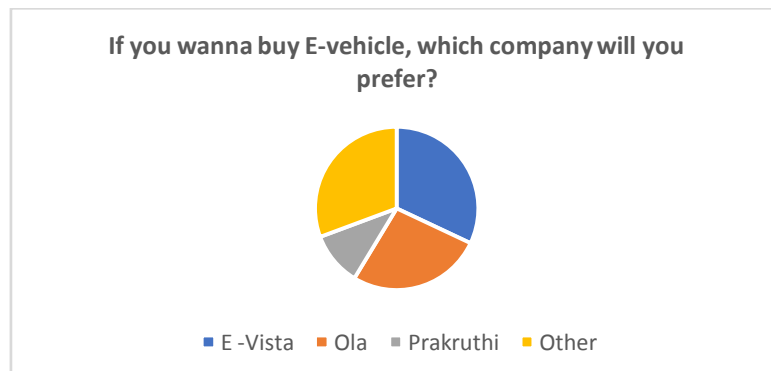
**Which vehicle will you prefer as an E-Vehicle?**

| Gender | Responses | Percentage(%) |
|--------|-----------|---------------|
| Male   | 48        | 64            |
| Female | 27        | 36            |
| Total  | 75        | 100           |



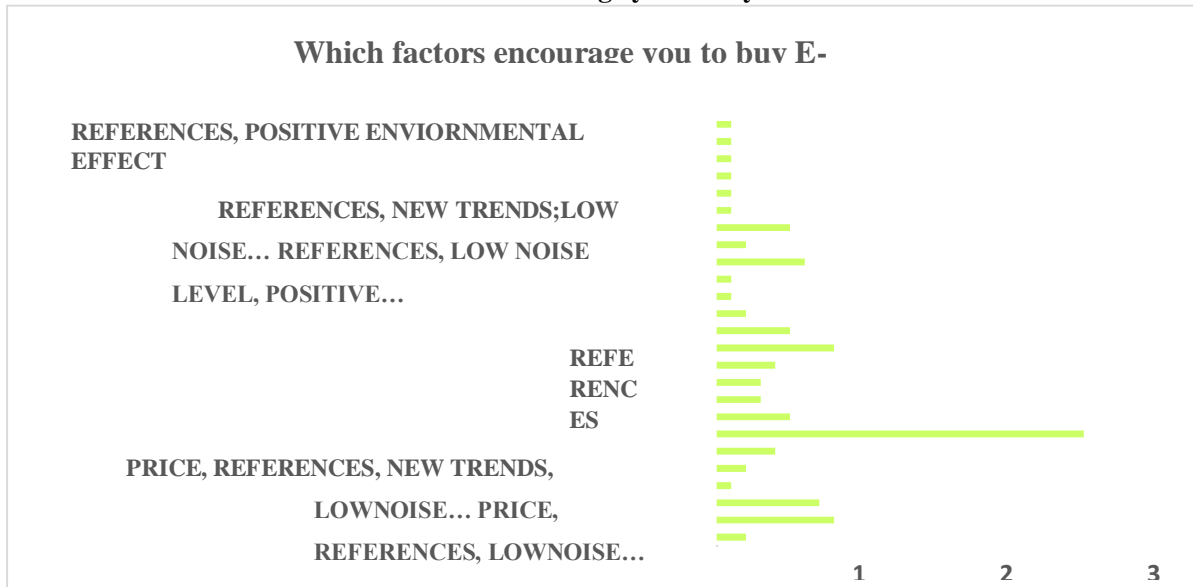
**If you wanna buy E-Vehicle, which company will you prefer?**

| Gender    | Responses |
|-----------|-----------|
| E -Vista  | 24        |
| Ola       | 20        |
| Prakruthi | 08        |
| Other     | 23        |
| Total     | 75        |

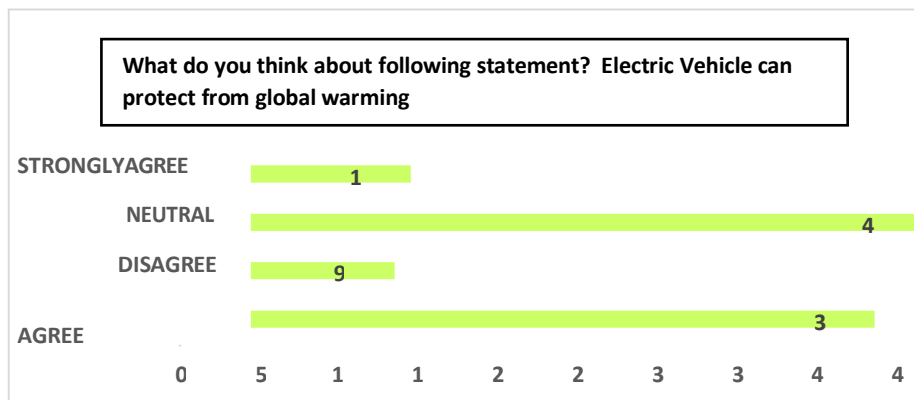




### Which Factors encourage you to buy E-Vehicle?



**What do you think about following statement? Electric Vehicle can protect from global warming. Findings**



1. Out of 75 people, 48 are male, 27 are female. That's mean the male have more knowledge about E-vehicles & only working ladies having the knowledge about E-vehicles.
2. Most of the respondents whose age under 20-40 years are interested towards E-vehicle.
3. Most of the respondents are formers and small business people.
4. Based on analysis we find that 80% individuals are environmental conscious.
5. The analysis shows that more peoples are prefers electronic car and less peoples are prefers electronic bike or electronicscooty.
6. Most of the respondents prefers positive environmental effect, price, low noise level and new trends for buying E-vehicle.
7. Based on analysis 26% individuals prefer internet sources, 14% prefers family and friends, 11% prefers television and other

remaining individuals prefer newspaper and also outdoor advertisement for getting knowledge about E-vehicle.

#### Problem Of The Statement

In present covid-19 scenario, lots of automobile company facing declining sales and we will try to address the problem – whether their preferences have changed for e-vehicles or they changed their mode of conveyance or transport? Or they are not still aware about e-vehicles and its benefits. We will try to spread awareness through this study

#### Limitations Of The Study

1. Data was collected only from T Narasipura Taluk, Mysore, result represent sonly small part of population.
2. There was limitation of time
3. As the data collected through online mode there may be possibility of they maynot fully loyal in answering the questions.

## Conclusion

With the depletion of fossil fuels and constant hike in fuel prices, there is a need for energy transition in vehicles in India. Govt has taken initiative to fight pollution levels by promoting EVs and giving subsidies on purchase. To boost its production, Govt has eased the FDI norms. Various emerging brands are launching EVs in India. The Government and manufacturers should join their hands to build the infrastructure and create positive environment for EVs. The respondents are aware of global climate conditions and are ready to change their preference from conventional to eco-friendly vehicles. Cost is an important factor while considering the purchase of EV

## Bibliography

1. Statista , D. R. (2020, April 8). statista. <https://www.statista.com/statistics/664729/total-number-of-vehicles-india/>
2. Wikipedia. (n.d.).[https://en.wikipedia.org/wiki/Electric\\_vehicle\\_industry\\_in\\_India](https://en.wikipedia.org/wiki/Electric_vehicle_industry_in_India)
3. Dash, P. K. (2013). Potential Need for Electric Vehicles, Charging Station Infrastructure and its Challenges for the Indian Market . *Advance in Electronic and Electric Engineering*, 471- 476.
4. EEA . (2018, november 22).<https://www.eea.europa.eu/highlights/eea-report-confirms-electric-cars>
5. Fanchao Liao, E. M. (2017). Consumer preferences for electric vehicles: a literature review. *Transport review*,275.
6. Gulati, V. (2013). NEMMP2020. Department of heavy industry, Gov of India.
7. IEA. (2018).<https://www.iea.org/reports/tracking-transport-2019>
8. Janardan Prasad Kesari, Y. S. ( 2019). Opportunities and Scope for Electric Vehicles in India. *IJME Journal*, 8.
9. Jose, T. (2018, aug 30).<https://www.indianeconomy.net/splclassroom/fame-india-scheme/>
10. Lingzhi Jin, P. S. (2017). Literature review of electric vehicle. *International Council on Clean Transportation*.
11. Lebeau, K., Van Mierlo, J., Lebeau, P., Mairesse, O., & Macharis, C. (2013). Consumer attitudes towards battery electric vehicles: a large-scale survey. *International Journal of Electric and Hybrid Vehicles*, 5(1), 28- 41.
12. Høyer, K. G. (2008). The history of alternative fuels in transportation: The case of electric and hybrid cars. *Utilities Policy*, 16(2),63-71.
13. Bhalla,P., Ali,I.S., & Nazneen ,A.(2018).A study of consumer per caption and purchase intention of electric vehicles. *European Journal of Scientific Research*, 149(4),362-368.
14. Pierre, M., Jemelin, C., & Louvet, N. (2011). Driving an electric vehicle. A sociological analysis on pioneer users. *Energy Efficiency*, 4(4), 511-522.
15. Egbue, O., & Long, S. (2012). Barriers to widespread adoption of electric vehicles: An analysis of consumer attitudes and perceptions. *Energy policy*, 48, 717-729.
16. Bhalla, P., Ali, I. S., & Nazneen, A. (2018). A study of consumer perception and purchase intention of electric vehicles. *European Journal of Scientific Research*, 149(4), 362-368.
17. Glerum,A.,Stankovikj,L.,Thémans,M.,&Bierlaire,M.(2014).Forecastingthedemandforelectricvehicles: accounting for attitudes and perceptions. *Transportation Science*, 48(4),483-499.
18. Adepetu, A., & Keshav, S. (2017). The relative importance of price and driving range on electric vehicle adoption: Los Angeles case study. *Transportation*, 44(2), 353-373.
19. Rezvani,Z.,Jansson,J.,&Bodin,J.(2015).Advancesinconsumerelectricvehicleadoptionresearch:Areview and research agenda. *Transportation research part D: transport and environment*, 34,122-136.
20. Gong, S., Ardeshiri, A., & Rashidi, T. H. (2020). Impact of government incentives on the market penetration of electric vehicles in Australia. *Transportation Research Part D: Transport and Environment*, 83, 102353.

## **Green Finance in achieving the Sustainable Development Goals, the initiatives taken worldwide and in India**

**Nita Joby P**

Assistant Professor Dept of Commerce Government Arts College, Bangalore

### **Abstract**

During the past few years, the whole wide is facing the issues relating to the climate change. It is the time, countries all over the world are reflecting and serious actions and measures are taken to curtail the effects of global warming and climate change in general. The increase in the temperature of the earth has started affecting the millions around the world, the businesses and economies. United Nations, World Bank, OECD and other global institutions are taking green initiatives seriously to manage this issue effectively. India is also committed to reduce the carbon emissions, various initiatives are taken to promote green financing by novel instruments like Green Bonds. Banks have a major role to play in this. This paper is an attempt to study the importance of green financing in achieving the sustainable goals, various initiatives taken to aid this in the world and in India.

**Key words:** Green Finance, Sustainable Development goals, Green Bonds

### **Introduction**

The term Green and sustainable finance is gaining increasing momentum worldwide. According to UN Environment Programme, Green financing is to increase the level of financial flows from banking, micro-credit, insurance and investment from the public, private and not-for-profit sectors to sustainable development priorities. The objective is to effectively manage environmental and social risks, take up opportunities that bring both a reasonable rate of return and environmental benefit and deliver greater accountability. Green finance means the financial arrangements that are specific to the implementation of the projects that are environmentally sustainable and projects that adopt the aspects of climate change. Environmentally sustainable projects consist of the production of energy from Renewable Sources, clean transportation that involves lower green house gas emission, energy efficient projects, waste management which includes recycling, reuse, efficient and effective disposal and conversion to energy. In order to meet the financial needs for these types of projects novel financial instruments such as green bonds, carbon market instruments and new Financial Institutions are being formulated. The combination of all these constitute green Finance.

### **Statement Of The Problem**

This study attempts to analyze the importance of green finance in achieving sustainable development Goals, the initiatives taken worldwide and in India

### **Objectives Of The Study**

1. To study the various green finance initiatives taken by organizations worldwide
2. To study the importance of green finance in Indian context

### **Scope Of The Study**

The present study attempts to analyze the significance of green finance in achieving the sustainable development goals, the initiatives taken by various organizations with regard to green financing and in India

### **Green Financing –An Over View**

Green Finance is gaining significance worldwide in tune with the sustainable Development Goals. It consists of all the measures taken by private and public participants like businesses, Governments, banks, international organizations, etc. in developing, promoting, executing and supporting projects with sustainable results through financial instruments and methods. Green Finance provides the financial tools needed by the society to increasingly generate activities with positive and durable features. Green finance initiatives include the promotion of energy renewal, energy efficiency, environmental audit, water sanitation. It also includes industrial pollution and the reduction of transportation measures to handle climate change, to solve the problems related with deforestation, the main objective being the decrease in carbon emission and footprint. Green Finance represents the future of the financial sector through innovative and novel financial instruments, mechanisms and there by infusing the investments in projects with positive and sustainable features.

### **Green Financing Initiatives Worldwide**

A sustainable financial system is the one that develops, transacts and values financial assets in ways that transforms real wealth to augment the future needs of an inclusive, environmentally sustainable economy. Then, Green finance means to any financial instruments whose proceeds are used for sustainable development initiatives and projects, environmental policies and products under the unified goal of accelerating a green economic transformation towards low carbon, sustainable and inclusive means of conducting the business.

### **UN Environment Programme**

UN Environment Programme is a unique programme which coordinates with countries, financial institutions and financial regulators to direct financial systems to the 2030 sustainable development agenda, which aims to direct financial flows to facilitate the end result of achieving the Sustainable Development Goals. Today's globalized economy is characterized by financial markets through which investors and banks allocate capital to different sectors. The allocated capital will help to formulate the ecosystems and the production and consumption patterns of the future.

The main domains for the current work on green financing are:

1. Helping the public sector in designing, enabling and conducive environment
2. Promoting public-private partnerships on financing techniques like green bonds
3. Community enterprises, capacity building.

### **Green Loans by World Bank**

(IFC) International Finance Corporation, The World Bank Group, is the largest development finance institution aiding the private sector in the surging markets and the leading provider of green loans among international development banks..A green loan is a kind of finance that helps the borrowers to use the proceeds to exclusively fund in to projects that make a significant contribution to an environmental objective.

### **Green climate fund**

(GCF)The Green Climate Fund, a significant element of the Famous Paris Agreement, is the world's largest climate fund, directed to aid, the developing countries rise, realize and understand (NDC) Nationally Determined Contributions, aspirations towards Climate friendly practices and low-emissions.New growth and better investment avenues are thrown open to businesses in an

unparallel way because of climate change. This contributes to the protection of the earth, and the abundant natural resources. GCF utilizes a portion of its funds to help to mobilize, investments from the private sector to useful and profitable climate-smart investment projects and opportunities.

### **International Trade Centre Green Finance Initiatives**

(ITC) is the combined organisation of the United Nations and World Trade Organization which contribute and work towards green financing initiatives and projects.

ITC contributes directly to Ten Global Goals for Sustainable Development.

### **OECD Centre on green finance and investment**

To accomplish the sustainable Development Goals and the objective of the Paris agreement, investment in the green economy is required at a larger scale over the coming years. The OECD, in the 2016, implemented a drastic action to facilitate these objectives by establishing a Centre on Green Finance and Investment. The OECD centre's vision is to support, catalyze and aid the transformation to a green, carbon reduced emissions and climate friendly economy by the development of efficient and productive policies, instruments, programmes and establishing institutions for green investment and finance. The Centre augmented the OECD's policy and economics expertise and facilitates a global platform for engaging with major participants and soliciting the market intelligence of private sector. It ensures knowledge exchange among leaders from the academic fraternity, regulatory institutions private sector, government and public.

### **Green Finance Initiatives In India**

The effects of climate change are causing greater damage to the environment and disrupting economies around the world. By 2070, India is aiming to achieve and strongly committed to achieve net zero carbon emissions. But the slower economic growth poses challenges in accomplishing it.

India started giving importance to green finance from 2007.

1. The RBI, in a notification about corporate social responsibility, sustainable development and Non financial reporting –role of banks
2. 2008, The National action plan on climate change was designed
3. The climate change finance unit was formed in 2011

4. 2017, Guidelines on Green Bond Issuance was made by SEBI
5. 2016, To promote clean energy investments, Indian renewable energy development agency planned to convert in to the first green bank.
6. Credit enhancement scheme was launched by India infrastructure financial corporation  
In 2021 Nov ,COP 26 Summit held at Glasgow, during the discussion session ,Indian Prime Minister Narendra Modi committed to attain the net-zero carbon emissions by 2070. As per the five-pronged commitment, Panchamrit, he also stressed even a higher target for India to produce 500 GW of non fossil energy by 2030 .He also said that carbon intensity would be reduced to 45% again by 2030. The Prime Minister also committed that during the period of 2021-2030 the estimated carbon emissions would be decreased by one billion tonnes.

#### **Challenges Of Green Finance In India**

1. Lack of general awareness
2. Green lending
3. Green bond
4. Small penetration
5. Increased coordination

#### **Findings**

1. Green financing still in its infant stage in India
2. Government and other corporate are taking initiatives with regard to green financing
3. Worldwide, climate change and global warming has necessitated the need for green financing
4. RBI has taken initiatives to bring new schemes in this sector

#### **Suggestions**

1. A clear cut public policy is required with regard to green financing
2. A nodal agency has to be formulated which exclusively coordinate the efforts relating to green financing.
3. More companies and government initiatives are required to support green financing
4. More innovative financial instruments have to be designed to invest in green financing
5. Investments in green areas are required to accelerate the momentum of green financing

#### **Conclusion**

World is fighting with the pandemic Covid and the subsequent lockdown and the economic slowdown as a result of that. Climate change is affecting millions of people worldwide .More serious and coordinated efforts have to be taken by various organizations to achieve the sustainable development goals .India needs the initiatives to be

taken more seriously. A clear cut policy is required to achieve the aim of reducing the carbon emissions.

#### **References**

1. [www.unep.org](http://www.unep.org)
2. [www.rbidocs.rbi.org.in/rdocs/Bulletin](http://www.rbidocs.rbi.org.in/rdocs/Bulletin)
3. [www.cbd.int/financial/gcf/definition-greenfinance](http://www.cbd.int/financial/gcf/definition-greenfinance)
4. [www.weforum.org/agenda/2020](http://www.weforum.org/agenda/2020)
5. Liu, H., Yao, P., Latif, S. et al. Impact of Green financing, FinTech, and financial inclusion on energy efficiency. *Environ Sci Pollut Res* (2021). <https://doi.org/10.1007/s11356-021-16949-x>
6. Nassiry, D.(2018), “Green Bond Experiences in Nordic Countries” ,ADBI Working Paper, No.816, March
7. Jain, S. (2020), “Financing India’s green transition”, ORF Issue Brief No. 338, January 2020, Observer Research Foundation.
8. Reddy, A. S. (2018), “Green Finance- Financial Support for Sustainable Development”, *International Journal of Pure and Applied Mathematics*, 118(20), 645-650.
9. Dikau, S., & Volz, U. (2018, September), “Central Banking, Climate Change and Green Finance”, ADBI Working Paper Series(867).
11. Berensmann, K., & Lindenberg, N. (2016), “Green finance: actors, challenges and policy recommendations”, German Development Institute/ Deutsches Institute für Entwicklungspolitik (DIE) Briefing Paper, 23
12. RBI (2019), “Opportunities and Challenges of Green Finance”, Report on Trend and Progress of Banking in India (2018-19), 17-18.
13. OPINION: How India can catalyze green finance to fund its Net Zero target, *ETEnergy World*, November 11, 2021, <https://energy.economictimes.indiatimes.com/news/renewable/opinion-how-india-can-catalyze-green-finance-to-fund-its-net-zero-target/87650221>

## A Psycho Social Study on The Performance of Sports Persons

**Dr. Addviappa Jakangouda**

Dept. of Physical Education Shree shankar College Navalgund

**Abstracts:**

The primary goal of this study was to investigate at a few psychological and social variables that differentiate between athletics and martial arts, and also to compare between males and females. Male and female sports persons will differ on all the psycho social variables and the most important social and personal factor judge as affecting performance will differ for the both groups.

**Introduction:**

Sport psychology is a field of psychology that investigates different elements of sporting activities and physical culture. Sports psychology investigates players' mental states in a variety of difficult circumstances. Sports psychology is also intended to build the psychological basis of sports talents by teaching

optimum locomotors habits and correct body control, as well as through nurturing the athlete's mental power and overall growth.

**Methodology:**

**Sample:** The sample consists of two types of sports persons training for (1) Athletics and (2) Martial arts.

Table -1 Distribution of the sample in two groups

| Events       | Male | Female | Total |
|--------------|------|--------|-------|
| Athletics    | 30   | 30     | 60    |
| Martial Arts | 30   | 30     | 60    |

**Objectives:**

1. To compare the two groups of sports persons on certain relevant psycho social factors.
2. To compare male sports persons with female sports persons on psycho social variables.

1. The two groups of sports persons will differ on the psychological variables on self concept and aggression.
2. Male and female sports persons will differ in all the psycho social variables.
3. The most important social factor judged as affecting performance will differ for the two sports and sex groups.

**Hypothesis:**

**Analysis of data:**

Table – 2

Difference between the two groups on self concept

|              | Mean   | SD     | t-value |
|--------------|--------|--------|---------|
| Athlete      | 117.5  | 23.194 | 0.042   |
| Martial arts | 117.33 | 20.242 |         |

The t-value shows that, no significant difference exist between the two groups (athlete and martial arts) on perceived self.

Table – 3

Difference between the two groups on aggression

|              | Mean | SD   | t-value |
|--------------|------|------|---------|
| Athlete      | 8.3  | 3.14 | 3.6     |
| Martial arts | 9.65 | 3.69 |         |

The t-value indicates that there is exist significant difference between two sports (athletic and martial arts). The results show that the aggression level of athletics and martial arts

groups has low but compare to athletes and martial arts sports persons has high score. This shows the level of aggression is differ

Table – 3  
 Male and female differences on self concept

|        | Mean   | SD     | t-value |
|--------|--------|--------|---------|
| Male   | 118.83 | 23.802 | 0.88    |
| Female | 115.5  | 17.064 |         |

It has been found that the group has in general scores on self concept higher than the group good self concept in males and of the female had median

Table – 4  
 Male and female differences on aggression

|        | Mean | SD    | t-value |
|--------|------|-------|---------|
| Male   | 8.4  | 3.18  | 2.216   |
| Female | 9.55 | 2.454 |         |

The t-value indicates that there is a significant difference between the two groups.

Table – 5  
 Male and female on social factor

| Factors | Male | Female |
|---------|------|--------|
| 1       | 3    | 1      |
| 2       | 3    | 2      |
| 3       | 6    | 9      |
| 4       | 7    | 8      |
| 5       | 2    | 4      |
| 6       | 6    | 10     |
| 7       | 5    | 4      |
| 8       | 6    | 6      |
| 9       | 14   | 6      |
| 10      | 2    | 2      |
| 11      | 2    | 4      |
| 12      | 1    | 3      |
| 13      | 1    | 1      |
| 14      | 2    | 0      |
| Total   | 60   | 60     |

The results shows that in social factor item 9 (supervisor opponent) was affected on performance most of the male sports persons and item 6 (being flavored to win) was considered more influential by females and items 13 and 14 (effect of home field) and (other factors) are considered least influential on performance.

**Conclusions:**

1. There is significant difference between athletics and martial arts sports persons on psychological variables.
2. There is significant difference between male and female sports persons on psychological variables, self concept and aggression.
3. The most important social factor judged as affects performance was different for two sports groups and for male and female.

**References:**

1. Alderman, R.B. 1974, Psychological behavior in sport, Philadelphia W.B. Saunders.
2. Anuradha T.S. 1989. A psychological profile of sports persons. Unpublished M. Phil, dissertation, Bangalore University, Bangalore.
3. Ancher. J. Lioy,d B. 1982, Sex and gender, Penguin books, Hormondusworth.
4. Baron R.A. 1977, Human aggression New York, Plenum Press. Benkowitz, L. 1962. Aggression: A social psychological analysis New York. Mc Graw Hill.
5. Corcoran J., Emil Farkas, 1977, the complete martial arts catalogue, New York.

## An Overview of Hr Analytics In India: Benefits And Challenges

Dr. Savitha S

Assistant Professor Government Arts College, Dr. AmbedkarVeedhi, Bangalore-560001

### Abstract

HR Analytics is the collection of HR data and application of such data to develop insights and foresights in business decisions which leads to improvement in organizational performance.

HR Analytics basically uses statistical and mathematical tools and techniques in collection, interpretation, measurement, and forecasting of human resources data. The author in this paper focuses on the overview of HR Analytics in India, benefits and challenges involved. Data is collection through secondary sources and descriptive research is adopted.

**Keywords:** HR Analytics, Technology, levels of HR Analytics

### Introduction

HR analytics is the collection of HR data and application of such data to develop insights and foresights in business decisions which leads to improvement in organizational performance. HR analytics is a specialized branch in the field of analytics that applies processes such as modelling and statistics, to the human capital within an organization in order to improve employee performance and retention, leading to favourable business outcomes and a better return on investment.

### Objectives Of The Study

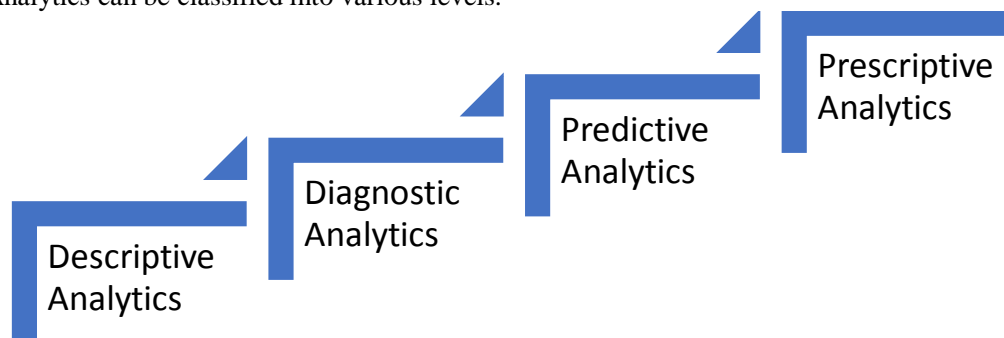
1. To understand an overview of HR analytics.
2. To study the benefits and challenges of HR analytics.

### Research Methodology

Descriptive Research is adopted for the present study. Data is collected from various secondary sources such as website of the companies, books, journals, articles, business magazines available in online and offline modes.

### Levels Of Hr Analytics

HR Analytics can be classified into various levels.



**Descriptive Analytics** - It is the first level of analytics. It is based on the past data. Think about dashboards and why they exist: to build reports and present on what happened in the past. This is a vital step in the world of analytics and decision making, but it's really only the first step. It's important to get beyond the initial

### Hr Analytics An Overview

HR Analytics enables HR experts to collect, organize and analyse HR data in relation to HR functions such as recruitment, training and development, retention of top talent to aid better decision making in these areas. Nearly forty to eighty percentage of the total cost of an organization constitute the labour cost. HR analytics can equip HR manager to keep hiring costs manageable and also hire top talent by maximizing their recruitment strategies. Technology has helped HR analytics software better. Some of the ways are:

1. Payroll management
2. Retirement
3. Benefits Administration
4. Time and Attendance Tracking
5. Onboarding
6. Recruitment
7. Performance Management
8. Talent Management
9. Training & Development

observations and dive into insights, which is the second level of analytics.

**Diagnostic Analytics** - is where we get to the why. We move beyond an observation and get to the "what" that is making it happen. This is where the ability to ask questions about the data



and tie those questions back to objectives and business imperatives is most important.

**Predictive Analytics-** allows organizations to predict different decisions, test them for success, find areas of weakness in the business, make more predictions and so forth. It involves technologies like machine learning, algorithms, and artificial intelligence, which gives it power because this is where the data science comes in.

**Prescriptive analytics** exist at a very advanced level and is the most powerful and final phase, and truly encompasses the “why” of analytics. It’s when the data itself prescribes what should be done. Data-driven decision making is tied most closely to predictive and prescriptive analytics. Artificial Intelligence, Machine Learning, Performance Reviews Management and Rich Workforce Analytics are some trends of Predictive HR Analytics.

#### **Common Metrics Used By Hr Analytics**

1. **Revenue per employee:** It is calculated by dividing a company’s revenue by the total number of employees in the company. This indicates the average revenue each employee generates.
2. **Offer acceptance rate:** The number of accepted formal job offers divided by the total number of jobs offers given in a certain period. A higher rate (above 85%) indicates a good ratio.
3. **Training expenses per employee:** Obtained by dividing the total training expense by the total number of employees who received training. The value of this expense can be determined from measuring the training efficiency.
4. **Training efficiency:** Obtained from the analysis of multiple data points, such as performance improvement, test scores, and upward transition in employees’ roles in the organization after training.
5. **Voluntary turnover rate:** Voluntary turnover occurs when employees voluntarily choose to leave their jobs. It is calculated by dividing the number of employees who left voluntarily by the total number of employees in the organization.
6. **Involuntary turnover rate:** When an employee is terminated from their position, it is termed “involuntary.” The rate is calculated by dividing the number of employees who left involuntarily by the total number of employees in the organization. This metric can be tied back to the recruitment strategy and used to develop a plan to improve the quality of hires to avoid involuntary turnover.
7. **Time to fill:** The number of days between advertising a job opening and hiring someone to fill that position. By measuring the time to fill,

recruiters can alter their recruitment strategy to identify areas where the most time is being spent.

8. **Time to hire:** The number of days between approaching a candidate and the candidate’s acceptance of the job offer. Just like time to fill, data-driven analysis of time to hire can benefit recruiters and help them improve the candidate experience to reduce this time.
9. **Absenteeism:** Absenteeism is a productivity metric, which is measured by dividing the number of days missed by the total number of scheduled workdays. Absenteeism can offer insights into overall employee health and can also serve as an indicator of employee happiness.
10. **Human capital risk:** This may include employee-related risks, such as the absence of a specific skill to fill a new type of job, the lack of qualified employees to fill leadership positions, the potential of an employee to leave the job based on several factors, such as relationship with managers, compensation, and absence of a clear succession plan. HR analytics can be used to measure all these metrics.

#### **Benefits Of Hr Analytics**

Few companies like Google (Evaluating Hiring Processes), Shell (Identification of good idea-generators) Xerox (Increasing employee retention), Juniper Networks, Wal-Mart, Microsoft are using big data in transformation of human resource processes.

1. It helps in better workforce planning
2. It improves the hiring process
3. It reduces labour turnover
4. It improves employee experience
5. It makes workforce more productive in nature
6. It improves talent processes
7. It leads to technology driven tasks
8. It increases labour force effectiveness
9. It helps in gaining employee trust
10. It leads to better work culture

#### **Challenges**

1. Establishing a relationship between actions and insight to the return on investment
2. Data privacy and conformity
3. Data cleansing
4. Identification of a skilled pool of talent capable of data collection, management, and reporting
5. Inability to identify the most important data as well as voluminous data parsing
6. Data quality
7. Achieving executive leadership buy-in per the importance of HR analytics
8. Determining premium quality HR technologies for tracking data

#### **Conclusion**

The future of HR analytics is unlimited in scope. Companies have understood that technology and

datadriven business culture is vital in order to retain top talent and also market share positioning. In addition to this, the role of industrial-organizational psychology in HR analytics is becoming increasingly important, as it is directed towards enhancing productivity and personnel comfort. This is achieved by ensuring staff is engaged in jobs they are best suited for within the organization.

#### **References**

1. ShivamToma&Dr.Mamta Gaur, "HR Analytics in Business: Role, Opportunities, and Challenges of Using It", Journal of Xi'an University of Architecture & Technology, Volume XII, Issue VII, 2020, Pp 1299 – 1306.
2. ShilpyVerma& Rajesh Mehrotra, "Role of Analytics in Renovating Human Resource Management", International Journal of Management, Volume 5, Issue 5, May 2017, Pp 17 – 23.
3. Silchar&Dr.Arup, Resource, working paper on "Human Resources Analytics -Discovering Research Issues Posited in its Milleu in India 8. Vol 5 Issue 2, 2016.
4. Maria Afzal, "HRAnalytics: Challenges and Prospects of Indian ITSector", International Journal of Management, IT & Engineering, Vol. 9 Issue 7, July 2019,Pp 404-415
5. Dr.AnshuLochab, Sunil Kumar&HimanshiTomar, "Impact of Human Resource Analytics on Organizational Performance: A Review of Literature Using R-Software" International Journal of Management, Technology and Engineering, Volume 8, Issue X, October2018, Pp1252-1261.
6. Angrave, D., Charlwood, A., Kirkpatrick, I., Lawrence, M., & Stuart, M, "HR and Analytics: Why HR is Set to Fail the Big Data Challenge", Human Resource Management Journal, 2018, 26(1), Pp1-11.
7. George &Kamalanabhan, "A Study on the Acceptance of HR Analytics in Organisations", International Journal of Innovative Research & Development, Organization", April 2016, <https://www.researchgate.net/publication/301727449>

## **Consumer's Opinions In E-Marketing During Covid-19 Pandemic**

**Geeta Sajjan**

HOD & Assistant Professor Department of Commerce STC Art's and Commerce College, Banhatti.  
Karnataka

### **Abstract**

In this article, we give a look at on how Covid-19 pandemic can influence fundamental essences and advertising and marketing traits. We argue that Covid-19 pandemic offers groups a superb possibility to shift to real and sincere advertising and marketing that could genuinely tackle pressing environmental and social challenges globally. We additionally discover some destiny paths for the way the pandemic can have an effect on patron moral selection-making. In our advertising dialogue, we give an explanation for how we assume that advertising is being carried out and the way we count on this pandemic can exchange, and not simply the marketing climate, however additionally how groups put into effect their marketing strategies. We in addition talk about the E-advertising during the pandemic how it is able to help the consumers. The information was accrued from 500 customers in Bangalore, Karnataka to be able to investigate their reviews closer to E-advertising and marketing. It was located out that clients for the duration of the pandemic were attracted closer to offers, anti-disaster offers, customized virtual communiqué and empathy by way of the companies.

**Keywords:**Marketing, E-marketing, Consumer's Opinions, Covid-19.

### **Introduction**

The maximum latest Covid is spreading at a particularly high pace that it's miles difficult to determine regarding when it's going to end. During the predominant closure within the United Kingdom, we compose this article and end up the "reliable men." While researchers like our very own areas but bustling concentrating always, we determine out how to modify to another fact and approach of running (and existence, given reduced lock-in boundaries) by way of techniques for on line gatherings with partners and scientists, and truly likewise by strategies for net educating. In any case, we will do as such without early notification or arranging. Maybe one of the primary approaches to determine this lock-down is to make use of the condition to don't forget what we love most at some point of our exploration, for our state of affairs corporate social obligation (CSR) and showcasing. What we consider is the developing scene. In assessment to other principal global episodes, Covid-19 extensively adjusted how we see the climate, how we see and the way we stay. In the human dramatization of lost lives, cracked households and scarred societies, a massive fact for us and people in the destiny can be the economic and social pandemic lockout. Physical, intellectual, social and economic torment Coronavirus is seen from numerous views as like what Taleb calls a "dark swan event" (as numerous journalists and scholastics have encountered further), Mazzoleni et al., (2020). While Taleb (2008) various episodes in the beyond have been tested, (for example, the 911 activities), his work shows that human responses

to such stuns seem to show around basic gauges. Within the lovely society, individuals defend delayed repercussions that regulate society in a flash, implying that they have been normal and subsequently forestalled. Was Covid-19 a model we accept so? It can simply infer that a capability pandemic may be dodged by means of analyzing the exercises and by means of connivance pupils and government marketers amidst perpetual tragic media. You can just receive that until Covid-19 we can be taught. Also, Covid-19 unprecedentedly influences the worldwide financial system after the Great Depression within the 1930's. Therefore, the Covid-19 pandemic definitely addresses a important ecological alternate in current promoting history and could affect corporate social duty (CSR), customer morals and the fundamental advertising and marketing speculation. Regardless of the extensive unusual closures and social holes, the momentary consequences of Covid-19 are felt quickly and with none trouble. In any case, the pandemic closures and nonetheless has large social, political and social ramifications for pretty some time. Inside this paper we observe some fundamental thoughts regarding what the CSR and showcasing hypothesis can suggest for this pandemic. Taking the whole lot into account, we are able to talk about its effect on CSR advantages, examples and patron morals. We will attention on its anticipated impact on key promoting standards, commercial enterprise conditions and advertising methodologies.

### **Objectives**

1. To understand how Covid-19 pandemic can influence fundamental essences and marketing developments.
2. To understand how Covid-19 pandemic offers businesses an excellent opportunity to shift to real and honest marketing that can actually tackle urgent environmental and social challenges globally.
3. To explore some future paths for how the pandemic can affect consumer ethical decision-making.

### **Significant**

#### **Essence Core Marketing Concepts**

The significant and giant change of the Covid-19 pandemic would growth effect showcasing subject. The strategies of reasoning, traits and important ideas that pressure our calling often affect how our lives and societies are removed, changed and affected by occasions. Albeit plenty of this flow is hard to expect, those enhancements are probably going to significantly affect centre showcasing practices, thought and thoughts. Showcasing relies upon on a promoting technique speculation and approach, wherein we count on to represent and reply in a way that is higher than adversaries to the conditions and tendencies of the objective audiences.

#### **E-marketing**

Digitalizing or coordinating automatic media into the pastime of an association contains digitalization and the consolidation of broadcast communications, Internet and versatile innovation to alternate contact among clients, carriers, and channel accomplices. The Global Development Report on Digital Dividends (World Bank 2016) states that at the same time as digitalization is a giant sample, customer institutions pull out from advanced reception. The downside to digitization is due to poor automated headways and skills, doubtful advanced productivity blessings and alternate measures in hierarchical and global companies (IP) (Over with the aid of and Min, 2001; Digitalization gives new wellsprings of enormous well worth via the association ability cycle and complementarily of administrations that associations, carriers and customers, acquire by means of reconfiguring administrations.

#### **Research Methodology**

To examine the impact of Covid-19 on the customer behavior, an online observe become led. A compact exam changed into done after the evaluation of various reactions. The Likert scale becomes applied to allow

participants to answer to precise inquiries and exhibit whether or they have got a attitude. The examiners become circulated to 500 clients residing in Bangalore, Karnataka, because it has been every other regular on the planet the reactions had been differing. The cause for fluctuating reactions became that the purchaser became trying to conform to this new ordinary. The inspecting strategy obtained turned into snowball trying out. For the examination enticing, ANOVA, unfastened instance t-check and regression turned into used. For the rest of the investigation, it become regarded with the help of pie graphs concerning what customers discernments with recognize to their shopping behavior are.

#### **Data Analysis**

**Exploratory Factor Analysis** The main role of factor examination is the measurement and comprehension of results. The Exploratory Factor Analysis (EFA) was directed utilizing the Principal Component Analysis (PCA) with varimax revolution for information decrease and a genuinely huge assortment of factors. The EFA characterizes bunches of emphatically associated objects inside a solitary component. The quantity of items were determined based on the own estimation of multiple and the shared characteristic of more than 0.5. The connection between different factors can be portrayed in a bunch of central boundaries characterized as "part" or "measurements." An exploratory factor examination (EFA) was utilized to encourage unique factors definitions in less factors or boundaries. The heap factor for every vector is appeared in the accompanying section-0.3 or higher factor stacking will be viewed as proper for psychometric purposes. There were 20 items chose dependent on the stacking factor esteems.

#### **Corroborative Factor Analysis (CFA) Measurement Model**

The serious advantage is to work with an opponent. This necessities the capacity, which is the aftereffect of explicit approach choices, to recognize the organization from its companions. Scientific writing was thorough as the fundamental rival in cost/cost proficiency, conveyance and convenience. Nonetheless, ongoing investigations have recognized benefit as a serious objective over the long haul.

#### **Finding (Distribution of Results)**

There have been 500 absolute and open responses collected from various regions in Bangalore, Karnataka.

**Table 1: Demographics of the Respondents**

| Variable            | Responses | Percentage |
|---------------------|-----------|------------|
| <b>Gender</b>       |           |            |
| Male                | 161       | 28.00      |
| Female              | 280       | 52.00      |
| <b>Age</b>          |           |            |
| 20-30               | 260       | 51.00      |
| 30-40               | 140       | 46.00      |
| 40-50               | 6         | 1.9        |
| 50 and above        | 3         | 0.2        |
| <b>Occupation</b>   |           |            |
| Student             | 280       | 48.00      |
| Employed            | 155       | 23.00      |
| Government Employee | 44        | 9.00       |
| Others              | 25        | 5.00       |

**Demographics Highlights**

1. Female respondents were higher than the male respondents.
2. Majority of the respondents were in the age group of 20-30 years old.
3. Majority of the respondents were students.
4. students.

**Table 2: ANOVA results for Impact of Demographics on the Attraction towards offers**

|                   | Type                | Number | F     | Sig   | Result |
|-------------------|---------------------|--------|-------|-------|--------|
| <b>Gender</b>     | Male                | 151    | 1.512 | 0.117 | sig    |
|                   | Female              | 309    |       |       |        |
| <b>Age</b>        | 20-30               | 296    | 3.651 | 0.002 | No sig |
|                   | 30-40               | 153    |       |       |        |
|                   | 40-50               | 5      |       |       |        |
|                   | 50 and above        | 1      |       |       |        |
| <b>Occupation</b> | Student             | 230    | 2.240 | 0.000 | No Sig |
|                   | Employed            | 98     |       |       |        |
|                   | Government Employee | 30     |       |       |        |
|                   | Others              | 25     |       |       |        |

1. **Gender:** The results show that there is a significant difference between attracted towards offers of males vis-a-vis to females. The mean value shows that the females were attracted towards offers on various digital platforms during the pandemic
2. **Age:** There is no huge distinction between pulled in towards offers and age group of the consumers. The mean value shows that customers in the age group of 20-30 were pulled in towards offers on different digital stages during the pandemic.
3. **Occupation:** There is a no critical difference between pulled in towards offers and the control of the customers. The customers who were understudies were pulled in towards offers on different digital stages during the pandemic.

**Table 3: ANOVA Results on the impact on the anti-crisis deal**

|                   | Type                | Number | F     | Sig   | Result |
|-------------------|---------------------|--------|-------|-------|--------|
| <b>Gender</b>     | Male                | 151    | 2.04  | 0.005 | No sig |
|                   | Female              | 309    |       |       |        |
| <b>Age</b>        | 20-30               | 296    | 1.952 | 0.010 | No sig |
|                   | 30-40               | 153    |       |       |        |
|                   | 40-50               | 5      |       |       |        |
|                   | 50 and above        | 1      |       |       |        |
| <b>Occupation</b> | Student             | 230    | 1.863 | 0.016 | Sig    |
|                   | Employed            | 98     |       |       |        |
|                   | Government Employee | 30     |       |       |        |

|        |    |  |  |  |
|--------|----|--|--|--|
| Others | 25 |  |  |  |
|--------|----|--|--|--|

The anti-crisis bargains are those kind of bargains which are offered to consumers during the time the nation is confronting a crisis for instance in staple things they get super saver limits.

1. **Gender:** The outcomes show that there is a critical contrast between anti-crisis bargains on males versus to females. The mean value shows that the females will, in general, get pulled in to hostile to anti-crisis bargains.

2. **Age:** There is a huge contrast between anti-crisis bargains and age group of the consumers. The mean value shows that clients in the age group of 30-40 will in the general draw in additional towards anti-crisis bargains.

3. **Occupation:** There is a huge distinction between anti-crisis bargains and the control of the consumers. The consumers who were utilized were pulled in to anti-crisis bargains

**Table 4:** ANOVA Results on the impact of Personalized Digital Communications

|                   | Type                | Number | F     | Sig   | Result |
|-------------------|---------------------|--------|-------|-------|--------|
| <b>Gender</b>     | Male                | 151    | 3.165 | 0.000 | Sig    |
|                   | Female              | 309    |       |       |        |
| <b>Age</b>        | 20-30               | 296    | 2.952 | 0.031 | Sig    |
|                   | 30-40               | 153    |       |       |        |
|                   | 40-50               | 5      |       |       |        |
|                   | 50 and above        | 1      |       |       |        |
| <b>Occupation</b> | Student             | 230    | 3.474 | 0.001 | Sig    |
|                   | Employed            | 98     |       |       |        |
|                   | Government Employee | 30     |       |       |        |
|                   | Others              | 25     |       |       |        |

1. **Gender:** The outcomes show that there is a huge contrast between Personalized Digital Communications and gender of the consumers. The mean value shows that the males will, in general, get pulled in additional towards Personalized Digital Communications.

2. **Age:** There is a huge distinction between Personalized Digital Communications and age group of the consumers. The mean value shows that consumers in the age group of 30-40 will in general pull in additional towards Personalized Digital Communications.

3. **Occupation:** There is a huge distinction between Personalized Digital Communications and the control of the consumers. The consumers who were utilized are pulled in towards Personalized Digital Communications.

**Suggestions**

Marketing has witnessed enormous shifts from how Covid-19 is changing purchaser conduct, with many adjustments probably permanently changing our enterprise. In this text, I've summarized what I consider are the maximum impactful changes in patron conduct entrepreneurs, if not corporations, need to recall as they evolve products, messaging and advertising and marketing efforts.**E-trade and the digital migration:** Many other agencies

were caught off-guard via the pandemic and have been pressured to make the digital migration. However unfortunate the purpose, the result will gain those lagging agencies inside the lengthy-term.**Marketers have to stay bendy and attentive:** So, what does this all mean for entrepreneurs? Advertising greenbacks are moving away from outdoor and print to digital media, for starters. Only the very best visitors and maximum focused courses will weather the pandemic typhoon. From a digital perspective, the channels with the finest growth in consumption consist of cellular, social media and video, so alter your media mix appropriately. In phrases of messaging, purchasers are soliciting for manufacturers to consciousness on cost, authenticity, social recognition. Brands that sincerely communicate a sense of purpose, faucet nostalgia and are proactive approximately social troubles will generate greater loyalty and minimize the poor effect of the pandemic. This take a look at and research can help the e-shops, and the academicians. With the help of this examination the outlets can understand what form of items are the purchasers attempting to find and what do they count on from the manufacturers to do at some point of the pandemic? The academicians can make use of this examine for growing similarly research put up pandemic and on verify how the pandemic

affected all through and put up the virus spread.

### **Conclusions**

Regardless of steady changes, advanced correspondence for the 2 purchasers and personnel is enormous however, businesses guarantee that a predictable message is sent through all channels and even functions of correspondence. There are likewise the folks that open up new correspondence networks and wish to pull in totally new audiences. New carefully drew in customers create explicit standards and new opportunities to manufacture consider and significance. For example, progressed search highlights with capacities, for example, dynamic attain development empower customers to represent their very own object perception. Hearing and following of lack merchandise and imparting good enough different alternatives or reasonable profit times or drawing for alternative stocks and presenting shut-down places of work provide a separated degree of customer carrier and solace. Direct consumers need to conflict with specific questions such as unpredictable exchanges across diverse networks, for instance, new family unit buyers. Because of the absence of verifiable evidence for direct selections, what to do subsequent is probably equivocal. Brands listen the entire extra carefully and utilize social and customer statistics as a technique to understand new requests and customize their picture. Supermarkets averages are converting their technique of trying to satisfy consumer needs. Most businesses have provided their customers with e crisis-associated facilities that show genuine compassion for the issues that such infinite appearance. This takes a look at and investigation can assist the e-shops, and the academicians. With the assistance of this examination the stores can understand what form of objects are the clients looking for and what do they anticipate from the brands to do for the duration of the pandemic. The academicians can make use of this look at for growing similarly studies post pandemic and on determine how the pandemic affected at some point of and submit the virus spread.

### **Reference**

1. Abbruzzese, J., Ingram, D., & Click, S. (2020). The coronavirus pandemic drove life online. It may never return: What passes for normal life now happens almost entirely online. NBC News, 28th March.
2. Anwar Y. and El-Bassiouny N. (2020) Marketing and the Sustainable Development Goals (SDGs): A Review and Research Agenda. In: Idowu S., Schmidpeter R., Zu L. (eds) The Future of the UN Sustainable

- Development Goals. CSR, Sustainability, Ethics & Governance. Springer, Cham
3. Coreynen, W., Matthyssens, P. and Van Bockhaven, W. (2017), "Boosting servitization through digitization: pathways and dynamic resource configurations for manufacturers", *Industrial Marketing Management*, Vol. 60, pp. 42-53.
4. <https://www.euronews.com/2020/04/14/watch-live-international-monetary-fund-gives-world-economic-outlook-briefing-on-covid-19>, accessed 06 May, 2020.
5. Grech, Victor (2020). "Unknown unknowns – COVID-19 and potential global mortality", *Early Human Development*, 144, May 2020, doi.org/10.1016/j.earlhumdev.2020.105026
6. Hamda Al Dhaheri, Sehjeong Kim, So-Yeun Kim, The Dynamics of Thalassemia Management in the United Arab Emirates, *International Journal of Biology and Biomedical Engineering*, pp. 151-164, Volume 12, 2018.
7. Leeflang, P.S., Verhoef, P.C., Dahlström, P. and Freundt, T. (2014), "Challenges and solutions for marketing in a digital era", *European Management Journal*, Vol. 32 No. 1, pp.1-12.
8. Luca Di Persio, Oleksandr Honchar, Multitask machine learning for financial forecasting, *International Journal of Circuits, Systems and Signal Processing*, pp. 444-451, Volume 12, 2018.
9. Nunally, J. C., & Bernstein, I. H. *Psychometric theory*. 1978. New York.
10. Prasad, V.K., Ramamurthy, K. and Naidu, G.M. (2001), "The influence of internet-marketing integration on marketing competencies and export performance", *Journal of International Marketing*, Vol. 9 No. 4, pp.82-110.
11. Roth, A. and Miller, J. (1990), "Manufacturing strategy, manufacturing strength, managerial success, and economic outcomes", in Ettl, J., Burstein, M. and Fiegehaum, (Eds), *Manufacturing Strategy*, Kluwer Academic Publishers, Norwell, MA, pp.97-108.
12. Skinner, W. (1985), "The taming of the lions: how manufacturing leadership involved, 1780-1984", in Clark, K.B., Hayes, R. and Lorenz, C. (Eds), *The Uneasy Alliance: Managing the Productivity-Technology Dilemma*, The Harvard Business School Press, Boston, MA, pp.63-110
13. Taleb, N. (2008). *The Black Swan: The Impact of the Highly Improbable*, Penguin, London.

14. Tracey, M., Vonderembse, M.A. and Lim, J.S. (1999), "Manufacturing technology and strategy formulation keys to enhancing competitiveness and improving performance", *Journal of OperationsManagement*, Vol. 17 No. 4, pp. 411-28
15. Vesey, J.T. (1991), "The new competitors they think in terms of speed-to-market", *Academy of Management Executive*, Vol. 5 No. 2, pp.23-3
16. Weill, P. and Woerner, S.L. (2015), "Thriving in an increasingly digital ecosystem", *MIT Sloan Management Review*, Vol. 56 No. 4, p. 27.



## **Psycho Physical Components On Goal Shooting Among Two Games**

**Dr. Dayanand Mugadlimath**

Dept. Of Physical Education S.K. College Of Arts, Commerce And Science, Talikoti.

### **Abstract :**

One of the major objectives of the study has been to examine the psycho physical components on goal shooting among two games. To measure the aggression and self confidence to enhance the performance among the two games football and hockey

### **Introduction :**

#### **Aggression :**

The type of aggression witnessed in sport may be categorized in to (1) athlete's and (2) spectator's aggression or hostility. The competitive nature of sport, perhaps, is the major reason for the athletes behaving aggressively especially in contact sports where the instinctive tendencies of offences and defense (primitive or racial forms of behaviour aiming at struggle for existence and survival of the fittest) are directly reflected in the skills and actions of the participants. The struggle for supremacy, dominance and excellence obviously involves all sorts of aggression retaliatory, instrumental, direct indirect, etc aggression in one from or the other is inevitable and inescapable in sporting activity.

#### **Self confidence :**

When athletes feel confident, they are more readily able to turn sporting potential into superior performance. Conversely, when they feel unsure of themselves, the slightest setback or smallest hurdle can have an inordinate effect on their performance.

#### **Methodology :**

The sample of the study consists of 200 sports persons (100 Hockey players and 100 Football players). The age range of the sample was 18 – 25 years. Initially the large number of players were chosen for administration of tests like aggression and self confidence to classify in equal number of high and low self confidence and aggression similarly an equal number of players from hockey and football, two groups (18 – 21) and age group (22 – 25) were selected finally. Thus the sample to match for age, game (hockey and football) aggression and self confidence. Thus the finally selected sample of 200 subjects to motor ability test and sports performance (goal shooting) in respective games.

#### **Tools :**

##### **Aggression inventory:**

This inventory consists of 60 items. The scoring is done as per the key given in the manual for every positive answers '1' and for every negative answers '0' score will be given and individual

can be categorized as either high or low on aggression depending on the scores he gets. The reliability and validity of the scale are claimed to be significant.

##### **Self confidence questionnaire (SCQ) (1975):**

The self confidence questionnaire (SCQ) developed by Basavanna. The questionnaire consists of 100 items. The odd even (split-half) reliability co-efficient calculated by Spearman Brown formula was found to be 0.94.

##### **McDonald Soccer Skill Test (1951):**

The skill test constructed for college men to measure accurate kicking and the validity co-efficient of the test ranged from 0.63 to 0.94. He conducted the kicking test with a restraining line distance of 9 feet, 15 feet, 21 feet and 30 feet from the kickboard. However the test with a nine feet restraining distance provided the highest validity co-efficient and is in common use for soccer skill testing.

##### **SAI Hockey skill testing (1972) :**

This test item is aimed to measuring the ball shooting ability of the hockey player. A target is formed by putting two flag posts (each of two meters height) at a distance of one meter from each other. A restraining line at a distance of ten meters from the target is marked on the ground. Ten balls are placed near the shooting sport on the restraining line. The subject is asked to hit all the ten balls into the target one by one.

##### **Data collection :**

The major objective of the sample was to study the motor ability and goal shooting of hockey and football players. The total sample was divided into two groups based on aggression (high and low) self confidence (high and low) age (age group 1 and age group 2) and game hockey and football which was subjected motor to ability test (speed, agility, endurance, strength) flexibility) and shooting performance of both hockey and football.

##### **Influence of independent variables on goal shooting performance :**

In this section an attempt is made to assess the influence of independent variables on goal shooting performance of football and hockey

players together for the purpose of ANOVA was calculated and 'F' ratio.

Table – 1

The influence of independent variables on dependent (sports performance) variables (ANOVA) (F-Ratio) (N=200)

| Main effects  | SOS   | DF | MS    | F      |
|---|-------|----|-------|--------|
| Aggression  | 12.99 | 1  | 12.99 | 3.41** |
| Self confidence                                     | 10.90 | 1  | 10.90 | 2.81** |
| Age   | 10.27 | 1  | 10.27 | 2.72** |
| Interaction efforts<br>Aggression x self confidence | 12.33 | 1  | 12.33 | 3.06** |
| Aggression x age                                    | 11.71 | 1  | 11.71 | 3.04** |
| Self confidence x age                               | 11.39 | 1  | 11.39 | 2.96** |

\*\* Significant at 0.01 level.

Table -1 presents the influence of independent variable on sports performance of the sample. Aggression, self confidence, age are independent variables of the study. The sports performance means the goal shooting of both football and hockey players in terms of accuracy achieved in respective games.

**Conclusion :**

There is a significant difference between football and hockey players in physical fitness test expect in strength test where football players have significantly higher strength than hockey.

The players with lower age have significantly higher fitness than the higher age in all tests of physical fitness.

The high aggressive players have shown higher performance in speed, agility, strength and flexibility while the low aggressive players have shown higher performance in endurance.

The high confident players have significantly higher scores in speed, agility, strength and flexibility tests and lower scores in endurance test than the low confident players.

Football players exhibited higher goal shooting performance than the hockey players.

The higher age group has the higher performance than the lower age group in goal shooting performance.

The high aggressive players shown higher sports performance than low aggressive players.

The players with high self confidence have score significantly higher than the low self confidence in goal shooting performance.

The high aggressive hockey players are found to have score significantly higher in sports performance than the low aggressive hockey players.

The hockey players with higher self confidence have shown significantly higher performance than those of the low confidence.

The football players with high aggression have significantly higher sports performance than those of low aggression.

The football players with higher self confidence have higher score sports performance than those of low self confidence.

**References :**

1. (1987), Manual of self confidence inventory, national psychological corporation p2.
2. Anderson, F.W. (1977)” A study of personality traits of men varsity athletes as compared with those of women – varsity players participating in intercollegiate team or individual sports. International dissertation abstract, vol. 52, p.t. 6.1991.
3. Bandura, A. (1973), Aggression : A social learning analysis, Engle Wood Cliffs, N.J.: Prentice – Hall.
4. David Kipnis, William P. Lane, (1962) self confidence and leadership, Journal of applied psychology volume 46, issue 4, august 1962, pp. 291 – 295. [psycnet.apa.org/psycinfo/1963-03052-001](http://psycnet.apa.org/psycinfo/1963-03052-001).
5. Eagle. A.H. and Steffen V.J. (1986) Gender and aggression behavior A meta analytic review of the social psychological literature, psychological bulletin, vol. 10, 2 pp. 279 – 293.

## **Innovation and Entrepreneurship: A Study of Few Success Stories of Startups in India**

**Dr. Kempe Gowda P**

Assi Prof of Economics Govt. First Grade College Devanahalli-562110 Bangalore Rural District

### **Abstract:**

There are many inspiring success stories of startups in India. Founders of those startups have become emperors in the business empire. Many young entrepreneurs have set examples establishing their enterprises and have inspired thousands of people especially the youth. Few success people to mention here is Rithesh Agarwal the founder of OYO, Vijay Shekar Sharma, the founder of Paytm etc. These young entrepreneurs emerged out of ocean of opportunities and established their business. With these examples India has become hub of startups in the world. The article here outlines successful startups, founders and their background, turnover and provides an inspiration to many who wish to develop as entrepreneurs.

**Key Words:** Business, Success, Entrepreneur, Startup, Enterprises

### **Introduction:**

Venturing into business and setting up an enterprise is a challenging task. It requires a kind of serious preparation and discover mental and physical strategies to launch product and build successful establishment. It is the way at presently founders of startups in India are doing. Any business venture or startup needs special mental strategies, hard work and struggle as we know startup tend to fail in the initial stage. Presently it is a great chance to establish startups in India which is now hub for the same. We see that many startups are running successfully and inspiring others to initiate the same making the name nationally and internationally like Makemytrip. We find more startups being established in providing door delivery kind of services and online based and became successful. Most successful startups are found filed of education, travel, food and health etc. Now on line travel ticket booking has become easy and clients get their tickets door steps. There was a time where booking ticket was difficult task. Presently there is a number of ticket providers who provide online tickets but still redbus is on top in proving ticket booking service. Startup founders are entrepreneur too but goals of both differ.

### **Objectives of the study:**

1. To understand the concept of startups
2. To understand the objectives of startups
3. To know success stories of startups in India
4. To know policy support of government to startups

### **Methodology of the study:**

Methodology adopted in the study is based on the data collected through secondary sources. Reviewed a series of literature related to the study topic to set the study questions based on which objectives of study have been set. It is mainly dependent on the data available on

websites. Serious with honest efforts have been made here to justify the study objectives and provide an analysis of data referred.

### **Discussion of the Study:**

Startup is an entity basically. It is private limited company as per the company act of 2013, It is a partisanship firm as per partnership act of 1932 and limited liability partnership as per the act of 2008. small or big an idea can become a product of a startup or company but finding a right idea is important.

As realized in the review of literature the concept and the basic objectives of startups are deliberated here in brief. The concept of startup in India is a flagship initiative of the government which intends to develop a strong and stable business system for promoting innovative entrepreneurship culture and approach in the country that can drive sustainable economic development and create large job opportunities. Startup is an enterprise or company initiated by the one or more persons to introduce a product or provide service which can resolve clients needs and bring smile on their faces. Funds to initiate a company and launch a product with the initial finance of founders, friends, families or finance institutions. Basic eligibility to found company or startup in India is passion towards using the opportunity available in the society, use their own innovative ideas of providing service, enthusiasm, entrepreneurship with registration process being followed.

Story of two success startups is discussed below,

### **Success Stories of Startups:**

The After launch of the Startup India Scheme created new enthusiasm and hopes among people who had intensest in entrepreneurial activities. Thousands of people opened startups with their innovative ideas of business which resulted in bringing success and

making India as hubs of startups. Few such successful startups are mentioned here.

### **Paytm;**

This startup provides mobile technology based payment services to its customers which facilitates the payment process of all sort of customers. The company is identifies as one of the top 10 most successful startup in India which started in 2010. People use paytm for hotel booking, travel booking, recharge of fast tags, mobile phones, metro cards, DTH , electricity bills and in shops etc. It has more than 4500 employees in the company with having its head quarter in Delhi. It is also k ow as the best funded startup in India with \$4.4 billion.

### **Redbus success story;**

The story of Redbus inspires everyone especially those who are interested in entering to business with great zeal of entrepreneurship. The company was started in 2006 by three engineers associated with IT industries. All three of them namely PhanindraSama, CharanPadmaraju and SudhakarPasupunuri joined together and initiated this startup. Initially they designed a software that facilitate simplifying the process of ticket booking but did not work. Then they took up a travel survey in consultation with a group of friends considering all the issues associated to travel. It is also said that the concept of Redbus is the brain child of PhanindraSama. Basically the idea of opening company started with the difficulties he face while getting a ticket to travel from Bangalore to Hyderabad for the Diwali vacation. He wandered around for the ticket and realized the complexities involved in the process. Today redbus is one of the most successful startups in India and built a strong system of attending the needs of clients in booking travel tickets. At present it has its offices in 15 states and sells minimum 5000 tickets across. Redbus is roaring with great networks and success in online bus ticket booking with thousands of bus. The success story of Redbus brought revolution in the history of bus industry.

In fact there are many other startups in India which have succeeded in entrepreneur sector and running successfully. Few such startups are Byju's, Oyo, Zomato, Bigbasket, FreshToHome, Dailyhunt, Cars24, Makemytrip, Swiggy, Flipkart etc. More than half of startups in India are based in Bangalore and Delhi. Nearly 45% of them are based in Bangalore, 20% in Mumbai, 15% in Gurgaon and 15% in Delhi and remaining less than 9% are based in other cities like Hyderabad, Kolkata etc.

### **Issues of Startups:**

Despite the success of many startups in India the repose after the launch of Startup India Scheme is so enthusiastic and warm. Number of applications received for the registration is not still less out of which are recognized as startups or eligible to become startup are very less. The response is not as expected. Success rate is of startups is not so impressive and comparatively low. As per the information available 1 out of 10 startups is successful and it is said that this ratio has still increased and has become 1 out of 12 startups is successful. This success rate varies from region to region or country to country. The main issues of startups in India are marketing problem, it is nearly 56 percent, lack of knowledge which is concerned with the domain, it is about 18 to 20 percent, financial issues like no budget or lack of funds, it is around 18 to 20 percent. There are other issues also like problem of technology, operations/management and legal.

### **Conclusion:**

Any person with innovative business ideas can strive in India making use of benefits that Startup India Scheme has provided and ocean of opportunities available in India. There are number of money making opportunities wold wide. If we can look at the rate of success of startups in India anyone can open a company and start profitable business with some basic business and personal principles like minimum resource, nature of hard working, dedication, facing challenges etc.

### **Reference:**

1. Jordan Crook (2021). *Hear Startup Alley companies pitch expert VC judges on the next episod of extra Crunch Live*, Extra Crunch Live: Start Alley Edition.
2. Walter Thompson, Annie Siebert (2021). *Extra Crunch roundup: Finding GTM, China's edtchcllampdown and how to define growth*, Extra Crunch.
3. 3.Matt Burns (2021). *Sosv partners expain how deep tech startups can fundraise successfully*.
4. <https://www.startupindia.gov.in> ›
5. [www.drshiiiiia.com](http://www.drshiiiiia.com)
6. Dr.Krishnaiah Gowda H R (2016). *Innovation and Entrepreneurship*, SpandanaPrakashana, Mysore, 20-100
7. Bengtsson, Ola, and BerkSensoy. "Investor Abilities and Financial Contracting: Evidence from Venture Capital." *Journal of Financial Intermediation* 20 (2011), pp. 477–502.
9. Brown, James R., Steven M. Fazzari, and Bruce C. Petersen. "Financing Innovation and

## **Socio Economic Status Of The Farmers In Kanakapura Taluk Of Ramanagara District**

**Dr. Hema Naik**

Assistant Professor of Sociology Government First Grade College for Women, Ramanagara.

### **Abstract:**

Socio-economic status (SES) is an monetary and sociological mixed general measure of someone's paintings experience and of an individual's or own family's economic and social position in relation to others. When studying a own family's SES, the household income, earners' training, and profession are tested, as well as blended profits, whereas for an man or woman's SES best their own attributes are assessed. However, SES is greater usually used to depict an economic distinction in society as a whole.

Socio-economic status is usually damaged into 3 tiers (high, middle, and low) to explain the 3 places a family or a person can also fall into. When putting a family or man or woman into this sort of categories, any or all of the 3 variables (income, education, and occupation) can be assessed.

**Keywords:** Socioeconomic, Farmers, Education, Occupation and Income

### **Introduction:**

Education in better socio-economic households is generally burdened as plenty more crucial, each within the family in addition to the area people. In poorer areas, wherein food, safe haven and protection are priority, schooling can take a backseat. Youth audiences are particularly at risk for lots health and social issues inside the country, inclusive of unwanted pregnancies, drug abuse, and obesity.

Additionally, low earnings and education have been proven to be strong predictors of various bodily and intellectual fitness problems, including breathing viruses, arthritis, coronary disease, and schizophrenia. These problems may be due to environmental conditions of their place of business, or, inside the case of disabilities or mental ailments, may be the whole purpose of that individual's social predicament to begin with. Agriculture has a vast position in socio economic of India has second largest population within the word after china. The two third of the Indian populace lives in rural area on this populace in general depend on agriculture. Over 50 12 months due to the fact is independence, India has made enormous progress closer to food security. Indian populace has tripled but food grain manufacturing has than quadrupled; for this reason there was considerable growth in to be had food-grain according to capital consequently there may be want to offer a great deal extra interest to agriculture area in India.

### **Important Factors:**

#### **Income:**

Income refers to wages, salaries, profits, rents, and any drift of income obtained. Income can also come within the shape of unemployment or employee's compensation, social safety, pensions, interests or dividends,

royalties, trusts, alimony, or other governmental, public, or circle of relative's financial help. It can also come from economic winnings, as from lotteries and other video games or contests in which money is provided as a prize. Income may be looked at in two phrases, relative and absolute. Absolute profits, as theorized through economist John Maynard Keynes, is the relationship in which as income increases, so will consumption, but now not on the identical charge. Relative income dictates a person's or own family's savings and consumption based totally at the own family's earnings when it comes to others. Income is a typically used measure of SES because it's miles pretty easy to parent for maximum individuals.

Income inequality is most usually measured around the arena by using the Gini coefficient, wherein zero corresponds to ideal equality and 1 method ideal inequality. Low-income households consciousness on meeting immediately desires and do no longer gather wealth that might be handed on to destiny generations, consequently increasing inequality. Families with better and expendable income can collect wealth and recognition on assembly immediate needs at the same time as being capable of consume and revel in luxuries and weather crises.

#### **Education:**

Education also performs a function in profits. Median earnings boom with each stage of training. As conveyed inside the chart, the best levels, professional and doctoral degrees, make the highest weekly earnings even as the ones without a high college degree earn less. Higher tiers of training are related to better economic and psychological effects (i.e., extra earnings, extra control, and extra social aid and networking).

Education plays a pivotal function in skillsets for acquiring jobs, in addition to particular features that stratify human beings with better SES from lower SES. Annette Lareau speaks on the idea of concerted cultivation, where middle class parents take an active role in their kid's schooling and development by using the use of controlled organized activities and fostering a experience of entitlement via encouraging discussion. Lareau argues that families with lower income do now not participate on this movement, inflicting their youngsters to have a sense of constraint. An exciting commentary that studies have mentioned is that mother and father from decrease SES households are more likely to provide orders to their children in their interactions even as parents with a higher SES are much more likely to have interaction and play with their youngsters. A division in schooling attainment is therefore born out of those variations in toddler-rearing. Research has shown how kids who're born in decrease SES families have weaker language abilities in comparison to kids raised in higher SES families. These language talents have an effect on their capabilities to analyze and hence exacerbate the hassle of schooling disparity between low and high SES neighborhoods. Lower-earnings households can have kids who do now not succeed to the degrees of the center-earnings children, who can have a extra experience of entitlement, be extra argumentative, or be better organized for grownup life.

Research indicates that decrease SES students have decrease and slower academic success as compared with college students of higher SES. When teachers make judgments approximately college students based totally on their elegance and SES, they may be taking step one in stopping students from having an equal opportunity for academic achievement. Educators want to help triumph over the stigma of poverty. A student of low SES and low vanity must no longer be reinforced with the aid of educators. Teachers want to view students as people and now not as a member of an SES group. Teachers looking at college students on this manner will help them to no longer be prejudiced closer to students of certain SES agencies. Raising the extent of education can help to create equality in pupil achievement. Teachers referring to the content material taught to students' previous understanding and concerning it to actual-international experiences can enhance success. Educators also need to be open and discuss class and SES variations. It is

important that everyone are educated, apprehend, and be able to speak brazenly approximately SES.

#### **Occupation:**

Occupational prestige, as one factor of SES, encompasses both earnings and educational attainment. The occupational popularity reflects the instructional attainment required to acquire the job and income stages that modify with different jobs and within ranks of occupations. Additionally, it indicates success in capabilities required for the process. Occupational repute measures social role by way of describing process characteristics, decision-making ability and manipulate, and mental needs at the activity. Occupations are ranked by means of the Census (among different groups) and opinion polls from the overall populace are surveyed. Some of the most prestigious occupations are physicians and surgeons, lawyers, chemical and biomedical engineers, university professors, and communications analysts. These jobs, taken into consideration to be grouped in the excessive SES classification, offer greater challenging paintings and extra control over operating situations however require extra potential. The jobs with decrease ratings include food coaching employees, counter attendants, bartenders and helpers, dishwashers, janitors, maids and housekeepers, car cleaners, and parking zone attendants. The jobs which can be less valued additionally provide significantly lower wages, and frequently are extra onerous, very unsafe, and offer much less autonomy.

Occupation is the most difficult issue to degree due to the fact such a lot of exists, and there are so many competing scales. Many scales rank occupations based totally on the extent of talent involved, from unskilled to skilled guide labour to expert, or use a mixed degree using the education degree needed and earnings concerned. In sum, the majority of researchers agree that profits, training and profession collectively first-class constitute SES, while a few others sense that changes in own family shape ought to additionally be taken into consideration. SES affects college students' cognitive abilities and academic fulfillment. Several researchers have discovered that SES impacts college students' skills.

#### **Objectives of the Study:**

1. To study the farmers socio-economic status and educationally backward.

#### **Hypothesis of the Study:**

1. The farmers of Kanakapura Taluk are socio-economic and educationally backward.

#### **Research Methodology:**

1. **Primary Data:** Primary data collected from farmers of Kanakapura Taluk through structured questionnaire.
2. **Secondary Data:** secondary data collected from journals, books, and internet
3. **Sampling Method:** Convenient sampling method used by the researcher.

**Data Analysis:**

According to model for socio economic scale (Kuppuswami ,2017/2018)

| Education of The Head Of The Family | Score | F         | Total (s*F) | occupation          | Score | F         | Total (s*F) | Income            | Score | F         | Total (s*F) |
|-------------------------------------|-------|-----------|-------------|---------------------|-------|-----------|-------------|-------------------|-------|-----------|-------------|
| Degree                              | 7     | 00        | 00          | Professional        | 7     | 00        | 00          | Rs. 4441 & Above  | 10    | 25        | 300         |
| Graduate                            | 6     | 06        | 36          | Semi Professional   | 6     | 00        | 00          | Rs.22209 - 44417  | 10    | 23        | 230         |
| Diploma                             | 5     | 00        | 00          | Clerical /Shop/Farm | 5     | 41        | 205         | Rs.16657 - 22208  | 6     | 2         | 12          |
| High School                         | 4     | 11        | 44          | Skilled Worker      | 4     | 4         | 16          | Rs.11104 - 16656  | 4     | 00        | 00          |
| Middle school                       | 3     | 24        | 72          | Semi Skilled Worker | 3     | 2         | 6           | Rs.6663 - 11103   | 3     | 00        | 00          |
| Primary                             | 2     | 08        | 16          | Unskilled Worker    | 2     | 3         | 6           | Rs.2243 - 6662    | 2     | 00        | 00          |
| Illiterate                          | 1     | 1         | 1           | Unemployed          | 1     | 00        | 00          | Less than Rs.2242 | 1     | 00        | 00          |
| <b>Total</b>                        |       | <b>50</b> | <b>169</b>  | <b>Total</b>        |       | <b>50</b> | <b>233</b>  | <b>Total</b>      |       | <b>50</b> | <b>542</b>  |
| <b>Mean</b>                         |       |           | 3.38        | <b>Mean</b>         |       |           | 4.66        | <b>Mean</b>       |       |           | 10.84       |

**Conclusion:**

It is to be concluded that the farmers of the Kanakapura Taluk occupationally and educationally backward because of hilly region lack of expertise and so on. In some extent financial of the farmer is excellent due to sugar belt. Total averages rating 18.88 lies in among 16.25 therefore farmers of Kanakapura Taluk are lies in between Upper Middle socio-monetary class.

**References:**

1. [https://en.m.wikipedia.org/wiki/Socioeconomic\\_status](https://en.m.wikipedia.org/wiki/Socioeconomic_status)

## **Sociological Study of The Problems of Migrants During The Corona Period: With Reference To Sira Taluka of Tumakuru District**

**Srinivasa. T**

Assistant Professor of Sociology Government First Grade College, Nelamangala. Bengaluru Rural District.

### **Abstract:**

The gift examine is inside the context of reverse migrants. Proposed studies work has been conducted in a scientific manner in keeping with goal to examine the impact of Covid-19 on migrants' people with recognize to 5 villages namely Dwaranakunte, Nejanthi, Tadakalur, Bejjihalli, and Chiratahalli in Sira taluka of Tumakuru district in Karnataka vicinity. Google form is customized and has relied to gather statistics in this regard. Said investigation is based on preliminary statistics amassed in Google spread sheet thru Google form. The data is analyzed on the idea of questionnaires, observations, strategies for compiling primary statistics. Although examines become performed truly, the sociological approach is evident. The perspectives of eighty two villagers from the above five villages were included on this have a look at.

**Keywords:** Health, Isolation, Social Distancing, Migration, Reverse Migration.

### **Introduction:**

Reverse migration and unorganized exertions are interrelated factors. There are financial and social factors in the back of migration and unorganized exertions. They affect monetary and social health. That is why at some point of the Corona length, workers who went to the large cities for work and to fill their stomachs migrated lower back to the village out of worry of the Corona, which we call reverse migration. Migration is an herbal and non-stop technique. Migration is the procedure through which and person or a collection of people movements from one place to every other. Leaving the location of residence, people or groups of humans pass to some other vicinity for the purpose of long live, this communiqué is referred to as human migration. According to Dr. S.C. Dubey, migration is a procedure of social transformation thru which the population migrates internally and externally.

There are two important kinds of migration: internal migration and external migration. The styles of inner migration are rural-rural, rural-urban, urban-urban, urban-rural. People migrate to live a better monetary and social existence. There are two essential factors that make contributions to migration. Push Factor For example, whilst employment

possibilities are not to be had, migration is pressured because of drought, herbal calamities, unemployment, poverty, epidemics, and many others. This is known as involuntary migration. The attraction aspect is what we call the pull aspect. It draws migrants for better employment possibilities, higher residing standards, higher training, higher facilities, peace, stability, and many others. Migration, which happens especially in India, is visible to be reluctant many times over. For instance, because of lack of employment opportunities, lack of schooling centers in rural areas, migration to cities is visible. In the ten years from 2001 to 2011, approximately 94.57 lakh human beings in the state have migrated from one place to any other in the district. Individuals have migrated from one district of the country to every other district i.e. Inter-district migration. Drought, earthquakes, agricultural troubles, lack of employment opportunities in the villages and so forth have brought about migration to the cities because of the provision of massive opportunities within the cities. Workers operating in the unorganized region during the Corona period seem to have suffered the maximum from the lockdown. Contractors, each day salary earners, small commercial enterprise proprietors, employees had to face financial problems. He changed into returning to his native land due to pay cuts, pay cuts, activity losses and worry of corona.

Corona is a call of a group of viruses. India suffered plenty due to this virus. SARS found in 2003, and MERS observed in 2012, also are sicknesses caused by the corona virus. But the corona virus that turned into located inside the outbreak of the disease in December 2019 in Wuhan, China isn't the same as the previous one, so it is known as the unconventional Corona virus. The World Health Organization has named the ailment Covid-19. Covid-19 is the name given via the World Health Organization on February eleven, 2020 for the ailment due to the novel Corona virus SARS-CoV-2. It started out in Wuhan, China in past due 2019 and has since unfold worldwide. Covid-19 is an acronym that stands for corona virus sickness of 2019. The virus is likewise named after its shape which takes the form of a crown with protrusions round it and therefore is



called corona virus. The disease has been pronounced in lots of elements of the world. India could not live away from this ailment. The Covid-19 has infected thousands and thousands and killed scores of humans everywhere in the international. The gift look at is in the context of reverse migrants. The studies indicates how he changed into treated through his circle of relatives and spouse and children after his arrival within the village and what have been the difficulties he confronted throughout the Corona duration as he became restricted to live in the villages for fifteen days as according to the authorities regulations.

**Importance of Study:**

The present observe will provide records on how the rural areas are dealt with within the changing situations and why it is accomplished. Apart from this, the authority has ordered isolation at some point of the Corona period, but it's going to help to understand the difficulties encountered throughout this isolation.

**Data Analysis:**

**Table: 01- Immigrants Received Family Treatment during the Corona Period**

| Sr. No. | Treatment received from the family         | Total     | (%)        |
|---------|--|-----------|------------|
| 1       | Isolation facility was available in family | 20        | 24.4       |
| 2       | Sent to Isolation center                   | 26        | 31.7       |
| 3       | Facilitated them outside villages          | 31        | 37.8       |
| 4       | Not taken at home                          | 05        | 06.1       |
|         | <b>Total</b>                               | <b>82</b> | <b>100</b> |

According to Table 1, 37.8 percentage of the eighty two respondents from the five villages included in the study, after coming to the village at some point of the Corona period, had been accommodated out of doors the village, whilst 30.8 percent, in keeping with the respondent, had been dispatched to diverse

**Study Method:** For this study, five villages of Dwaranakunte, Nejanthi, Tadakalur, Bejjihalli, and Chiratahalliin Sira Taluka of Tumakuru district of Karnataka were identified and selected. Author's intention in selecting these villages was that a special camp of our College's National Service Scheme was held in these villages. Since the study was conducted during the lockdown period, Google Forms were used for data collection. We reached out to the villagers on social media and the questionnaire was filled out by the people. A total of 82 villagers participated and filled out the questionnaire online.

**Objectives of Study:**

1. To study the treatment received by the family after migration during the Corona period;
  2. To study difficulties in isolation in rural areas.
- The study is presented in accordance with these objectives. As the research study was conducted by the Department of Sociology, some of these questions were asked from the sociological point of view.

authorities isolation cells as there has been no isolation cell in the village. According to 24.4 percentage respondents, they had been kept at home as there was isolation facility in the residence. So 6 percent of respondents said they had been not taken domestic after coming to the village from the town.

**Table: 2-Difficulties in Maintaining Social Distance and Isolation in the village**

| Sr. No. | Types of Difficulties             | Total (Out of 82) | %    |
|---------|-----------------------------------|-------------------|------|
| 1       | Lack of Government Support        | 24                | 29.3 |
| 2       | Lack of facilities at local level | 49                | 59.8 |
| 3       | Pressure from local People        | 09                | 11.0 |
| 4       | Lack of Mentality of Migration    | 38                | 46.3 |

According to table 2, out of eighty two respondents inside the 5 villages studied, while asked about the difficulties in retaining social distancing and isolation within the village, the majority stated that approximately 60 respondents did now not have isolation facilities on the village degree, whilst 29.3 percent lacked authorities support for isolation and social distancing. They have now not obtained government aid in rural areas. According to 46.3

respondents, the principle trouble of those migrants changed into that they did no longer have the mentality of dwelling out of doors the village or in an isolation mobile after coming to the village from the town. According to 11 consistent with cent of the respondents, the observe found that in spite of the strain from locals that we would no longer live out of the village, we might live at home.

**Conclusion:**

While reading the impact of Covid-19 inside the villages of Shirur taluka and the problem of social distance and isolation within the village, what sort of treatment did the migrant locals from Bangalore, Mysure get in the family. This became studied in five villages of Shirur taluka. Eighty two respondents from these 5 villages mentioned their participation inside the take a look at.

The observed that the authorities handiest issues orders. However, because of loss of bodily centers in rural areas and the shortage of those centers, the migrants need to face many issues. This is due to the fact there had been huge problems for isolation in rural regions. The lack of immigration mentality, strain from locals as to why we have to live out, as well as lack of isolation centers on the neighborhood degree and lack of government support have pressured migrants from the affected areas to stay with their families, which have elevated circle of relatives' tensions. Therefore, throughout the Corona duration, due to loss of bodily centers in rural areas and migrants from the affected regions, it became observed that the second one wave regularly affected the rural areas the maximum.

**References:**

1. Covid-19 Pandemic General Awareness Booklet: Published by Public Health Department, Government of Karnataka.
2. Day to Day Report Prepared by government of Karnataka also Civil Hospital, Tumkuru.
3. Dr. VivekGhotale (2021): TalebanditilUlteSthlanatar; The Unique Academi, Pune.
4. [https://www.who.int/health-topics/coronavirus#tab=tab\\_1](https://www.who.int/health-topics/coronavirus#tab=tab_1)

## **“Emerging Trends In Tourism Marketing In Karnataka”**

**Dr. Umesh H. Arahunasi**

Associate Professor Department of Commerce Sri. K. H. Patil Govt. First Grade College, Hulkoti, Gadag, Karnataka

### **Abstract**

Tourism is a growing service industry which earns a substantial foreign exchange in many parts of the world. Indian tourism industry has shown tremendous growth in 2013 over the previous years as far as number of Foreign Tourists Arrivals (FTAs), Foreign Exchange Earnings (FEE) from tourism and number of domestic and foreign tourists' visit are concerned. The Foreign Tourist Arrival (FTAs) in India has reached 10.56 million in 2018 to the tune of 5.2 percent growth over the previous year and India earned Rs. 194881 crores with 9.6 percent growth in 2018 in terms of Foreign Exchange Earnings (FEE) from tourists. In 2018, a total number domestic tourist and foreign tourist visited are 1854.93 million and 28.87 million respectively. Karnataka state stands at third rank in the country as far as domestic tourist visits in 2018. A total number of 21,43,06,456 domestics tourist visited Karnataka in 2018 with 11.55 percent of the Indian figure. On the other hand, Karnataka has no place in the top ten states as far as foreign tourist visits are concerned. The Karnataka tourism market has been emerged in various products like health tourism, eco tourism, spa tourism, cruise tourism and caravan tourism. To conclude, Karnataka is emerging as a promising tourist destination in the country for both domestic and foreign tourist and it needs aggressive marketing based on its uniqueness.

### **Emerging Trends In Tourism Marketing In Karnataka**

**Introduction:** Marketing is a human activity directed at satisfying needs and wants through exchange process. According to the British Institute of Management “Marketing is the management function which organizes and directs all those business activities involve in assessing and converting customers purchasing power into effective demand for a specific product or service and in moving the product or service to the final customer or user so as to achieve the profit target or other objectives set by the company. The service sector of the marketing consists of various kinds of industries such as financial services, health care services, and information sector services. Among these industries, tourism is one of the most important indicators of economic contributions for both developed and developing countries. An economic impact of tourism is significant, since huge amount of foreign inflow come from tourism. Moreover, tourism accounts for the major source of cash incomes, and it has been regarded as a major source of economic growth and employment creation.

Tourism industry is the largest employment generator of the world. This is the only industry which requires less or no investment, yet generates billions of foreign exchange to the country's exchequer. Many small nations including Singapore, Srilanka, Malaysia and Thailand woo millions of foreign tourists and bag billions of foreign exchanges. By considering these facts, the marketing of tourism

plays a vital role in any country's agenda. Tourism proved to be world's biggest industry, generates massive employment opportunities and revenues as well. It is unlike, other marketing concepts, it needs a well-planned integrated approach, because, it is marketing of a country. The tourism market is integrated with leisure, entertainment, transportation, communication and all service sectors.

In recent days, tourism industry is considered as the priority sector across the globe including India. The fundamental reason for such treatment is tremendous development of the variants of tourism sector. Many developing countries are looking to tourism as a promising avenue for economic and human development. International tourism is and will remain rapidly growing industry. Tourism includes a wide range of activities, such as transportation, accommodation and catering, tour operation and travel agency tour guiding and financial services. The tourism industry drives development too, by pulling in other sectors such as construction, infrastructure arts and crafts, transportations etc. The tourist destinations with good infrastructure also attract other industries that recognize the benefits to be gained from a large inflow of consumers. Moreover, tourism generates a wide range of job opportunities, from unskilled to highly skilled both through direct employment in tourist facilities and indirect employment with suppliers.

Tourism is an important sector of the economy and contributes significantly in the country's GDP as well as Foreign Exchange

Earnings (FEE). With its backward and forward linkages with other sectors of the economy, like transport, construction, handicrafts, manufacturing, horticulture, agriculture, etc., tourism has the potential to not only be the economy driver, but also become an effective tool for poverty alleviation and ensuring growth with equity.

**Objectives Of The Study:** The present study is focused on the following objectives.

1. To study the conceptual background of tourism marketing
2. To study the present scenario tourism in India and Karnataka
3. To study the emerging trends in tourism marketing in Karnataka

**Tourism Marketing – An Overview:** Tourism Marketing enables a country to invite guests spanning across different cultures, traditions, customs and countries to visit their country, to enjoy their rich culture, heritage, places sculptures, cuisines, hospitality, entertainment, arts and architectures, by creating exiting experience through leisure and entertainment for commercial.

Thus, understanding and accurately forecast demand in the industry is essential in order to proactively survive during this tough time and effectively manage the industry over time. It is the intention of this study to develop a useful framework for estimating demand for tourism in emerging markets.

**Characteristics of Tourism:** As the tourism is one of the products offered by service industries, it has several unique characteristics of service industries (like Intangibility, Inseparability, Perishability and Heterogeneity). In addition, the tourism industry has its own characteristics which are summarized below.

1. **Intangible:** The essential difference between goods and services is that goods are produced but services are performed.
2. **Inseparability:** This means that the act of production and consumption is simultaneous and takes place in the same environment, not in the consumer's home environment. It also means that most of the staff of the service companies have some consumer contact and are seen by the customer.
3. **Perishability:** Products can be stored for future sale; services cannot. Services are perishable "like a running tap in a sink with no plug". The sale of an empty hotel room, airline seat is lost forever. Services, more importantly, the time available to experience them, cannot be stored. For example, there is only one chance to enjoy a summer vacation in 1990.

4. **Heterogeneity:** This means that every service performance is unique to each customer.

5. **Seasonality and Demand Fluctuations:** It is a characteristic of most leisure tourism markets that demand fluctuates greatly between seasons of the year. In addition, seasonal closure of many leisure tourism businesses is common as well. These demand variations in tourism is more important because of perishability. That is why, generating demand when there is less demand, is always the major preoccupation for marketing managers.

6. **Interdependence of Tourism Products:** The fortunes of tourism attractions in a destination are linked. Since a vacationer chooses attractions at a destination together with the products of accommodation, transport, catering etc., all organizations should function in coordination.

7. **High Fixed Costs:** In the travel and tourism industry, it is generally the case that the operations have high fixed costs and relatively low variable costs. This fact focuses all service operators' attention on the need to generate extra demand. Since most large scale businesses are obliged to operate on a very narrow margin between total cost and total revenue because of intense competition, plus or minus one percentage point in average load factors makes the difference between profit or loss.

**Marketing mix for Tourism:** The marketing mix for any service industry is discussed as 8 Ps. They are: Product Elements, Process, Place and Time, Productivity and Quality, Promotion and Education, People, Price & other user costs and Physical Evidence.

1. **Product:** Product in Tourism is basically the experience and hospitality provided by the service provided. In general, the experience has to be expressed in such a way that the tourists see a value in them.

2. **Process:** The process in Tourism include, (a) trip planning and anticipation, (b) travel to the site/area, (c) recollection, (d) trip planning packages. The trip planning packages include, maps, attractions en route and on site, information regarding lodging, food, quality souvenirs and mementoes

3. **Place and Time – Location and Accessibility:** The place and time in tourism is providing directions and maps, providing estimates of travel time and distances from different market areas, recommending direct and scenic travel routes, identifying attractions and support facilities along different travel routes, and informing potential customers of alternative

travel methods to the area such as airlines and railroads.

4. **Productivity and Quality:** This is similar to other service industries. The quality is assessed by time taken for a service, the promptness of the service, reliability and so on.
5. **Promotion and Education:** Like other services, the promotion should address, the accurate and timely information helping to decide whether to visit target audience, the image to be created for the organization, objectives, budget, timing of campaign, media to be selected, and evaluation methods.
6. **People:** People is the centre for Tourism. It is more a human intensive sector. For hospitality and guest relations it is very important to focus on people. It also plays a vital role in quality control, personal selling, and employee morale.
7. **Price and other user costs:** The price of the tourism services depend on business and target market objectives, cost of producing, delivering and promoting the product, willingness of the target, prices charged by competitors offering similar product/service to the same target markets, availability and prices of substitute products/services, and economic climate. The possibility of stimulating high profit products/services by offering related services at or below cost.

**Categories of Tourism Products:** The tourism product comprises the following categories.

1. **Nature tourism:** exploring conservation areas by walking or riding in the forest, or on the mountain or beach, navigation in rivers, lakes and the sea, observation of flora, fauna and other natural attractions such as waterfalls, caves, etc.
2. **Experiential cultural tourism:** living with native communities, including participation in daily life activities and various cultural events, such as music, dance and arts, rites or religious holidays, etc.
3. **Agri-tourism:** visiting rural communities to participate in agricultural production, livestock, handicrafts and other traditional agricultural activities.
4. **Historical tourism:** visiting special sites to see monuments, sculptures, architecture, civil, military or religious artifacts, archaeological remains of ancient cultures, local museums and sites of paleontological interest.
5. **Health and wellness tourism:** today, increasing interest in fitness, disease prevention,

maintaining good health, new age remedies and alternative treatments to alleviate various types of stress are key tourism motivators. Such tourism may include visits to holy sites with communities; participation in rituals and treatments with healers and shamans.

6. **Medical tourism:** this has been defined as the practice of travelling across international borders to obtain health care.
7. **Religious tourism:** also commonly called “faith tourism”, this involves travel for reasons of faith, for pilgrimage, missionary and other related purposes.
8. **Sports tourism:** recreational fishing and hunting, sports that require specialized training and equipment: canoeing, climbing, rappelling, etc.
9. **Scientific tourism:** observation and study of flora, fauna and geology, local food plants and ancestral medicinal knowledge and its applications in the conservation of biodiversity.

**Tourism Scenario In India:** In the recent days, tourism is emerging as a leading sector in the world. Demographic, socio-structural and socio-cultural developments have always led to changes in tourist demands and service providers in tourism are faced with a substantial need to adjust. The survival of the tourism industry depends decisively on recognizing the relevant trends and allowing for them in good time. Development of tourism is a very complex process of interaction among many players, who have the shared responsibility concerning the environmental, social and economic sustainability of this lucrative sector. Indian tourism industry has shown tremendous growth in 2013 over the previous years as far as number of Foreign Tourists Arrivals (FTAs), Foreign Exchange Earnings (FEE) from tourism and number of domestic and foreign tourists’ visit are concerned. The Foreign Tourist Arrival (FTAs) in India has reached 10.56 million in 2018 to the tune of 5.2 percent growth over the previous year and India earned Rs. 194881 crores with 9.6 percent growth in 2018 in terms of Foreign Exchange Earnings (FEE) from tourists. The table No. 1 clearly depicts the Foreign Tourist Arrival and Foreign Exchange Earnings in India from 1997 to 2018.

**Table No. 1:** Foreign Tourist Arrival and Foreign Exchange Earnings in India from 1997 to 2018

| Foreign Tourist Arrivals (FTAs) |                          |                   | Foreign Exchange Earnings (FEE) |                |                   |
|---------------------------------|--------------------------|-------------------|---------------------------------|----------------|-------------------|
| Year                            | No. of FTAs (in Million) | Percentage change | Year                            | FEE (in crore) | Percentage change |

|             |       |      |             |        |      |
|-------------|-------|------|-------------|--------|------|
| <b>1997</b> | 2.37  | 3.8  | <b>1997</b> | 10511  | 4.6  |
| <b>1998</b> | 2.36  | -0.7 | <b>1998</b> | 12150  | 15.6 |
| <b>1999</b> | 2.48  | 5.2  | <b>1999</b> | 12951  | 6.6  |
| <b>2000</b> | 2.65  | 6.7  | <b>2000</b> | 15626  | 20.7 |
| <b>2001</b> | 2.54  | -4.2 | <b>2001</b> | 15083  | -3.5 |
| <b>2002</b> | 2.38  | -6   | <b>2002</b> | 15064  | -0.1 |
| <b>2003</b> | 2.73  | 14.3 | <b>2003</b> | 20729  | 37.6 |
| <b>2004</b> | 3.46  | 26.8 | <b>2004</b> | 27944  | 34.8 |
| <b>2005</b> | 3.92  | 13.3 | <b>2005</b> | 33123  | 18.5 |
| <b>2006</b> | 4.45  | 13.5 | <b>2006</b> | 39025  | 17.8 |
| <b>2007</b> | 5.08  | 14.3 | <b>2007</b> | 44362  | 13.7 |
| <b>2008</b> | 5.28  | 4    | <b>2008</b> | 51294  | 15.6 |
| <b>2009</b> | 5.17  | -2.2 | <b>2009</b> | 53754  | 4.8  |
| <b>2010</b> | 5.78  | 11.8 | <b>2010</b> | 66172  | 23.1 |
| <b>2011</b> | 6.31  | 9.2  | <b>2011</b> | 83036  | 25.5 |
| <b>2012</b> | 6.58  | 4.3  | <b>2012</b> | 95607  | 15.1 |
| <b>2013</b> | 6.97  | 5.9  | <b>2013</b> | 107563 | 12.5 |
| <b>2014</b> | 7.68  | 10.2 | <b>2014</b> | 120367 | 11.9 |
| <b>2015</b> | 8.03  | 4.5  | <b>2015</b> | 134844 | 12.0 |
| <b>2016</b> | 8.80  | 9.7  | <b>2016</b> | 154146 | 14.3 |
| <b>2017</b> | 10.04 | 14.0 | <b>2017</b> | 177874 | 15.4 |
| <b>2018</b> | 10.56 | 5.2  | <b>2018</b> | 194881 | 9.6  |

**Source:** State/ UT Tourism Departments

A total number domestic tourist and foreign tourist visited are 1854.93 million and 28.87 million respectively in the year 2018. The highest change in the domestic tourist visits has been recorded in 2012 by 20.90 percentage and

30.10 percentage in 2003 as far as foreign tourist visits are concerned. The details of the domestic and foreign tourists visit in India from 1997- to 2018 are clearly depicted in table No. 2.

**Table No. 2:** Domestic and Foreign Tourist Visits in India from 1997 to 2018

| Number of Domestic Tourist Visits |                                |                   | Number of Foreign Tourist Visits |                               |                   |
|-----------------------------------|--------------------------------|-------------------|----------------------------------|-------------------------------|-------------------|
| Year                              | Domestic Tourists (in Million) | Percentage change | Year                             | Foreign Tourists (in Million) | Percentage change |
| <b>1997</b>                       | 159.88                         | 14.10             | <b>1997</b>                      | 05.5                          | 09.30             |
| <b>1998</b>                       | 168.20                         | 05.20             | <b>1998</b>                      | 05.54                         | 00.70             |
| <b>1999</b>                       | 190.67                         | 13.40             | <b>1999</b>                      | 05.83                         | 05.30             |
| <b>2000</b>                       | 220.11                         | 15.40             | <b>2000</b>                      | 05.89                         | 01.10             |
| <b>2001</b>                       | 236.47                         | 07.40             | <b>2001</b>                      | 05.44                         | -07.80            |
| <b>2002</b>                       | 269.60                         | 14.00             | <b>2002</b>                      | 05.16                         | -05.10            |
| <b>2003</b>                       | 309.04                         | 14.60             | <b>2003</b>                      | 06.71                         | 30.10             |
| <b>2004</b>                       | 366.27                         | 18.50             | <b>2004</b>                      | 08.36                         | 24.60             |
| <b>2005</b>                       | 392.01                         | 07.00             | <b>2005</b>                      | 09.95                         | 19.00             |
| <b>2006</b>                       | 462.32                         | 17.90             | <b>2006</b>                      | 11.74                         | 18.00             |

|             |         |       |             |       |        |
|-------------|---------|-------|-------------|-------|--------|
| <b>2007</b> | 526.56  | 13.90 | <b>2007</b> | 13.26 | 12.90  |
| <b>2008</b> | 563.03  | 06.90 | <b>2008</b> | 14.38 | 08.50  |
| <b>2009</b> | 668.80  | 18.80 | <b>2009</b> | 14.37 | -00.10 |
| <b>2010</b> | 747.70  | 11.80 | <b>2010</b> | 17.91 | 24.60  |
| <b>2011</b> | 864.53  | 15.60 | <b>2011</b> | 19.50 | 08.90  |
| <b>2012</b> | 1045.05 | 20.90 | <b>2012</b> | 18.26 | -06.30 |
| <b>2013</b> | 1145.28 | 09.60 | <b>2013</b> | 19.95 | 09.20  |
| <b>2014</b> | 1282.80 | 12.88 | <b>2014</b> | 22.33 | 11.94  |
| <b>2015</b> | 1431.97 | 11.63 | <b>2015</b> | 23.33 | 04.44  |
| <b>2016</b> | 1615.39 | 12.81 | <b>2016</b> | 24.71 | 05.95  |
| <b>2017</b> | 1657.55 | 02.61 | <b>2017</b> | 26.89 | 08.79  |
| <b>2018</b> | 1854.93 | 11.91 | <b>2018</b> | 28.87 | 07.39  |

**Source:** State/ UT Tourism Departments

**Tourism Scenario In Karnataka:** Karnataka is the hub of tourism industry with various tourism products. The domestic as well as foreign tourists prefer this state due to its positive attitude towards foreign tourists and nationals. Karnataka is an enchanting destination with many captivating images, history and culture. In support to the tourism industry, the development in the road, rail and air transportation and other facilities have been taken from the government. As a result of this, the tourists' arrival to the state is continuously increasing. Karnataka State Tourism Development Board (KSTDC) has initiated many tourism projects that made

Karnataka a tourism hub and a preferred destination of foreign and domestic tourists.

According to the statistical data released by tourism department, the state stands at fourth rank in the country as far as domestic tourist visits in 2018. A total number of 21,43,06,456 domestic tourist visited Karnataka in 2018 with a 11.55 percent of the Indian figure and it stands at 3rd rank as far as domestic tourist visits are concerned. As far as foreign tourist visits are concerned, Karnataka has found no place in top ten states. The details of the top 10 states /UT in domestic and foreign tourist in 2018 has been depicted in table No. 3.

**Table No. 3:** Top 10 states / UTs in Domestic and Foreign Tourist Visits in 2018

| Domestic Tourist Visits |                            |                   |              | Foreign Tourist Visits |                            |                 |              |
|-------------------------|----------------------------|-------------------|--------------|------------------------|----------------------------|-----------------|--------------|
| Rank                    | State/UT                   | Number            | % Share      | Rank                   | State/UT                   | Number          | % Share      |
| 1                       | Tamil Nadu                 | 385909376         | 20.80        | 1                      | Tamil Nadu                 | 6074345         | 21.04        |
| 2                       | Uttar Pradesh              | 285079848         | 15.37        | 2                      | Maharashtra                | 5078514         | 17.59        |
| 3                       | Karnataka                  | 214306456         | 11.55        | 3                      | Uttar Pradesh              | 3780752         | 13.09        |
| 4                       | Andhra Pradesh             | 194767874         | 10.50        | 4                      | Delhi                      | 2740502         | 09.49        |
| 5                       | Maharashtra                | 119191539         | 06.43        | 5                      | Rajasthan                  | 1754348         | 06.08        |
| 6                       | Telangana                  | 92878329          | 05.01        | 6                      | West Bengal                | 1617105         | 05.60        |
| 7                       | West Bengal                | 85657365          | 04.62        | 7                      | Punjab                     | 1200969         | 04.16        |
| 8                       | Madhya Pradesh             | 83969799          | 04.53        | 8                      | Kerala                     | 1096407         | 03.80        |
| 9                       | Gujarat                    | 54369873          | 02.93        | 9                      | Bihar                      | 1087971         | 03.77        |
| 10                      | Rajasthan                  | 50235643          | 02.71        | 10                     | Goa                        | 933841          | 03.23        |
| -                       | <b>Top 10 States Total</b> | <b>1566366102</b> | <b>84.44</b> | -                      | <b>Top 10 States Total</b> | <b>25364754</b> | <b>87.85</b> |
| -                       | Others                     | 288567282         | 15.56        | -                      | Others                     | 3507630         | 12.15        |

|   |              |                   |               |   |              |                 |               |
|---|--------------|-------------------|---------------|---|--------------|-----------------|---------------|
| -   | <b>Total</b> | <b>1854933384</b> | <b>100.00</b> | - | <b>Total</b> | <b>28872384</b> | <b>100.00</b> |
| <b>Source:</b> State/ UT Tourism Departments. (P): Provisional. |              |                   |               |   |              |                 |               |

The Karnataka tourism market has been emerged in various products like health tourism, eco tourism, spa tourism, cruise tourism and caravan tourism.

1. **Health Tourism:** In Recent days Karnataka has emerged as a hot spot for health care tourism. Karnataka has the highest number of approved health systems and alternative therapies in India. Along with some ISO certified government-owned hospitals, private institutions which provide international-quality services. Bangalore can be considered as Medical Tourism Hub for India.
2. **Eco Tourism:** Eco tourism is the heartbeat of Karnataka. Karnataka tourism has chosen Jungle Lodges and Resorts to conserve ecology and wildlife because of its responsibility and commitment to preserve wildlife and protect our environment from deforestation, air and water pollution, and more.
3. **Spa Tourism:** According to a report of RNCOS-Market Research Solutions Firm, on “Booming Medical Tourism in India”, popularity of the Indian spa industry is increasing every year, making the country one of the most popular spa destinations across the world. Bangalore has been awarded the best spa destination by the Asia Spa awards for the past two years. Bangalore has been receiving tourists from the UAE and other GCC countries in large numbers, mostly from the up market segment.
4. **Cruise Tourism:** Growing Popularity of Fancy a cruise on a luxury yacht along the coast, this could be the latest holiday craze in Karnataka, if Government takes proper steps to develop Cruise tourism. The project would be implemented on public-private partnership (PPP) mode and a private party would operate the cruise. Tourism department is already running cruise yachts locally at New Mangalore and Karwar ports for short distances. Since Karnataka is strategically located between Goa and Kerala, it can attract a greater number of foreign tourists and more cruise vessels from other states as well. This will greatly help the state make strides in developing beach tourism.
5. **Caravan Tourism:** Karnataka Government is mulling caravan tourism that would enable tourists visit forest and the remote areas where hotel accommodation is a major hurdle. The caravan would provide basic amenities like beds, toilet, microwave, TV and refrigerator; the

government would welcome private partners to operate caravans.

**Conclusion:** Karnataka state is having full of surprises, lofty peaks, delightful dales, racing rivers, sparkling streams, captivate cascades and the bracing mountain air - a balm to the work-weary and many old famous waterfalls. Karnataka is emerging as a promising tourist destination in the country for both domestic and foreign tourist and it needs aggressive marketing and support from the state government. Therefore, it has to be given at most importance for converting Karnataka as the tourist destination as recommended.

The main objective for developing various tourism products in Karnataka is to promote our rich cultural heritage and environment. The strategies involved for sustainability of state tourism projects should also include aggressive Marketing Strategies. There is demand of rural tourism in India as modern day tourist is keen to explore and experience the cultural heritage of the destination. Finally, it can be said that aggressive marketing is required to promote the state as tourism destination of based on its uniqueness.

**Reference**

1. A report on emerging tourism markets – the coming economic boom by UN World Tourism Organization released on June 6th 2008.
2. Business Standard June 11 th 2009 “Karnataka Plans Mega Tourism Project” by T E Narasimha, Chennai
3. Emerging Tourism Markets – The Coming Economic Boom | UNWTO Reports, 2008.
4. Emerging trends in tourism development in an open world, Maria Giaoutzi and Peter Nijkamp ([http://www.ashgate.com/pdf/SamplePages/Tourism\\_and\\_Regional\\_Development\\_Ch1.pdf](http://www.ashgate.com/pdf/SamplePages/Tourism_and_Regional_Development_Ch1.pdf))
5. Emerging International Tourism Markets, by Sunil Sharma, Rajat Publication, 2007.
6. Emerging Trends in Tourism, Edited by Anil Varma, The ICFAI University Press, 2010
7. Emerging markets drive global tourism recovery, says UNWTO, By Dermot Davitt, *Published: 29/06/10, Source: The Moodie Report*
8. Globaledege Market Potential Index for Emerging Markets 2008. Retrieved from:<http://globaledege.msu.edu/ResourceDesk/mipi/>



9. Norwak, J. J., Sahli, M., and Sgro, P. M. "Tourism, Trade, and Welfare," Pacific Economic Review 2003.
10. Szivas, E., and Riley, M. "Tourism employment during economic transition," Annals of Tourism Research, 1999.
11. Singh, A. "Asia Pacific Tourism Industry: Current Trends and Future Outlook," Asia Pacific Journal of Tourism Research, 1997.
12. Srinivas Subba Rao (2008) "Tourism in India Challenges ahead", conference at IIM – Kozikode, 15-17 May
13. The Hindu, Sunday June 20 th 2010: Shrap Drop in Tourist Arrival by Sharath S Srivatsa.
14. Times of India, October 21 st 2009: Karnataka to be tourism hub - Reddy
15. Wilson, D., and Purushorthaman, R. "Dreaming the BRICs: the path to 2050". Global Economic, 2003, Goldman Sachs.
16. <http://www.travel2karnataka.com/kar>

## **Rural Development of NGO's In India**

**Dr. Ramesh Y. Malagi<sup>1</sup>, Shri. Bhimarav Walikar<sup>2</sup>**

<sup>1</sup>Assistant Professor, Department of Political Science SVM Arts, Science and Commerce College, Ilkal-587125

<sup>2</sup>Assistant Professor, Department of Commerce SVM Arts, Science and Commerce College, Ilkal-587125

### **Abstract:**

In India, the scope of development isn't always slender however very extensive, because it consists of not simply the monetary development however the boom on social the front, high-quality of lifestyles, empowerment, ladies and infant improvement, training and awareness of its residents. To attain this, a holistic imaginative and prescient and collaborative efforts related to diverse department, corporations or even NGOs is required. NGOs or Non-Governmental Organizations have extra advantages of running in rural areas in comparison to governmental corporations because NGOs are more flexible, NGOs are unique to a selected locality and moreover these are dedicated toward serving the general public and network as a whole. Development, the non-income, voluntary and non-governmental businesses needed to be concerned in extraordinary phases and sports at the global, local and nearby degrees. Thus, in later phases, both the GOs and NGOs were actively involved in transforming the lives of the agricultural poor. No doubt, NGOs were constantly working day-in and day-out to resolve various problems regarding children, women, senior citizens, surroundings and so on.

Non-Governmental Organization has been normally defined as voluntary, autonomous, non-profit agencies or companies of citizens hooked up to cope with diverse issues and disadvantages inside the society. What variations the NGOs from the rest is that they're whether or not their workers are paid or unpaid, initiated and governed by the individuals without external control. Voluntary denotes 'of one's own loose desire'. Since voluntary and self reliant additionally connote 'non-governmental, they're also characterized as non-governmental companies. In this bankruptcy the reason and setting of nongovernmental enterprise in India, the countrywide coverage on voluntary area, targets and objectives of NGOs and diverse other associated elements are mentioned.

**Keywords:** Agriculture, Government, Funds, NGO, Poverty, Rural Development, Working, Education, Rural Economy and Society

### **Introduction:**

Non-authorities businesses with their gain of non-rigid, locality unique, felt want primarily based, beneficiary oriented and committed nature of provider have established multitude of roles that could affect rural improvement. Quantities of NGOs were playing an important role in rural network development, except authorities' interventions. Realizing that the government by myself become not able to meet the challenges of the large significant duties in the process of rural development, the non-earnings, voluntary and non-governmental groups needed to be worried in extraordinary phases and sports at the global, local and nearby levels. Thus, in later levels, both the GOs and NGOs were actively concerned in reworking the lives of the rural bad. No doubt, NGOs have been continuously running day-in and day-out to solve diverse troubles regarding youngsters, girls, senior residents, environment and many others. The term "non-governmental agency" was first coined in 1945, whilst the United Nations (UN) changed into created. The UN, itself an intergovernmental organization, made it viable for positive accepted specialized

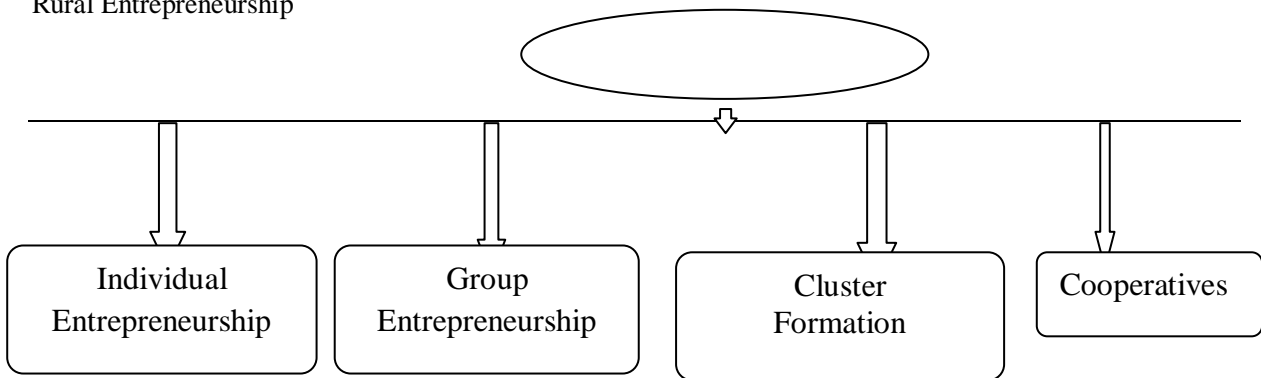
worldwide non nation organizations i.e., non-governmental companies to be offered observer status at its assemblies and a number of its conferences later the time period have become used extra widely. Today, in keeping with the UN, any sort of non-public business enterprise that is independent from government manage can be termed an "NGO", furnished it isn't always-for-earnings, non-crook and not sincerely a competition political birthday celebration.

NGOs can assist the negative with the aid of providing access to the machine, data on marketplace possibilities, schooling centers, records on assets of credit score, etc. So that it will meet the aspirations of rural negative, a unique set of training programmes are expected to extend for the officers of for higher control of the business enterprise and developmental tasks. Non-Government Organizations (NGOs) are playing a totally essential role within the technique of managing development initiatives of various sorts at the agricultural level. Even the Government of India has identified the crucial position of the NGOs within the Five - Year Plans, as they have commitment, credibility with the masses and expert approach to the people's

problems not like the charitable agencies of earlier days. However, regardless of their properly intentions, a big wide variety of NGOs find it tough to sustain in the end i.e. Sustainability of organizations in addition to sustainability of projects. A strive has been made to investigate the working of NGOs for the rural terrible in this paper. Literally and from the social, monetary and political views the statement is valid even these days. Around 65% of the State's populace is living in rural areas. People in rural areas need to have the equal best of life as is enjoyed by means of people residing

in sub urban and concrete areas. Further there are cascading results of poverty, unemployment, terrible and insufficient infrastructure in rural regions on urban centre's causing slums and consequential social and economic tensions manifesting in monetary deprivation and urban poverty. Hence Rural Development that's worried with monetary boom and social justice, development within the residing widespread of the rural people by offering adequate and quality social offerings and minimal fundamental wishes becomes vital.

**Rural Entrepreneurship**



**History of NGO's:**

Globalization throughout the 20<sup>th</sup> century gave rise to the importance of NGOs. Many troubles couldn't be solved inside a nation. International treaties and worldwide groups inclusive of the World Trade Organization have been focused particularly on the pursuits of capitalist corporations. In a try to counterbalance this fashion, NGOs have advanced to emphasize humanitarian troubles, developmental useful resource and sustainable development.

A prominent instance of that is the World Social Forum, that's a rival conference to the World Economic Forum held yearly in January in Davos, Switzerland. The 5th World Social Forum in Porto Alegre, Brazil, in January 2005 was attended with the aid of representatives from greater than 1,000 NGOs. In phrases of environmental issues and sustainable improvement, the Earth Summit in Rio in 1992 was the primary to show the electricity of global NGOs, when about 2,400 representatives of NGOs got here to play a vital function in deliberations. Some have argued that in forums like these, NGOs take the location of what have to belong to famous movements of the terrible. Whatever the case, NGO transnational networking is now considerable.

**Meaning of NGO:**

The maximum not unusual use a framework that consists of orientation and degree of operationan NGO's orientation refers back to the form of activities it takes on. Which is an inter-governmental organization, made it feasible for certain accepted specialized international non-state organizationsor non-governmental companies to be offered observer popularity at its assemblies and a number of its meetings. Later the time period became used extra widely. These activities would possibly encompass human rights, environmental, or development work. NGOs are difficult to define and classify, and the term 'NGO' isn't always used continuously. As an end result, there are numerous one-of-a-kind classifications in use. An NGO's level of operation indicates the dimensions at which an organization works, including nearby, international or national. "Confronting the Classification Problem: Toward Taxonomy of NGOs" One of the earliest mentions of the acronym "NGO" became in 1945. Kind of private business enterprise that is unbiased from government manipulate may be termed an "NGO", provided it is not-profit, non-crook and not certainly an opposition political celebration.

Professor Akira Iriye defines NGO as "a voluntary non country, nonprofit, nonreligious, and nonmilitary association."

### **Non-Governmental Organization (NGO)**

NGO's is a legally constituted business enterprise created by natural or criminal persons that operates independently from any shape of presidency. The time period originated from the United Nations (UN), and is generally used to refer to businesses that aren't part of the government and are not traditional for-earnings commercial enterprise. In the cases in which NGOs are funded absolutely or partially through governments, the NGO keeps its non-governmental fame by way of except for government representatives from club inside the agency. The time period is typically applied only to businesses that pursue wider social targets which have political factors, but aren't overtly political agencies consisting of political parties. The quantity of NGOs working inside the United States is estimated at 40,000. International numbers are even higher: Russia has 277,000 NGOs India is anticipated to have round 3.3 million NGOs in year 2009, that is just over one NGO consistent with four hundred Indians, and regularly the variety of primary faculties and number one fitness centres in India Some successful NGOs in Rural Development, through their difficult work, dedication, dedication combined with professional competency and integrity have made their mark inside the area of Rural Development for the duration of ultimate three a long time. The Government also stated the contribution of such NGOs and supported them each by way of policy adjustments and financial assistance.

### **Major Role seen for NGO's in Rural Development:**

As NGOs get finance generated through their very own sports, their credibility massively improves and their provider to rural humans receives strengthened. CNRI is an apex body with over 2,000 member NGOs engaged in multifarious activities starting from self-help organization formation, earnings generation, marketing, and company paintings for coverage organizations for existence and non-existence merchandise and for banks and financial institutions to surroundings safety, watershed management, handicrafts, textiles, conventional medicinal plants and HR development. It is finishing 12 months of its existence. To mark the party of 12 months of its carrier to NGOs, CNRI is hosting a 3-day countrywide meet – 'Advantage Rural India'.

### **Rural Development Schemes and NGO:**

The important schemes available from Government of India for Rural Development are:

1. Mahatma Gandhi National Rural Employment Guarantee Act (MGNREG)
2. Swarnjayanti Gram Swarozgar Yojna (SGSY)
3. Pradhan Mantri Gram Sadak Yojna (PMGSY)
4. Indira Awaas Yojana (IAY)
5. National Social Assistance Programme (NSAP)
6. Department of Land Resources-DoLR
7. National Land Records Modernization Programme (NLRMP)
8. Integrated Watershed Management Programme (IWMP)

### **Aims and objectives of NGOs**

The targets of NGOs reveal the variety of their dreams, beliefs, programmes and sports. Regarding the aims and objectives, the NGOs are huge primarily based and each NGO combines multiple objectives. These goals cover a wide spectrum of topics like socio-financial improvement, empowerment of women, development of rural parents, tribals, environmental protection, literacy, rehabilitations of the needy, recognition programmes, poverty relief, and leadership training patron protection, conscientisation and so on. The major objectives of NGOs are as follows:

1. Running educational programmes like formal schooling, non-formal schooling and person training programmes to lower illiteracy charge and to enhance human assets for the improvement of a kingdom.
2. Protecting the pursuits of clients and running for prohibition and helping in housing.
3. Development of girls and rural parents socially, economically, politically thru income producing activities, training programmes, consciousness camps, and so on.
4. Protecting the environment, rehabilitating the deprived sections just like the handicapped, mentally retarded and orphans
5. Formation of self help companies and to provide financial assistance to the participants of SHGs with the intention to empower them economically.

### **Goals of NGOs**

1. In essence, the goals of NGOs in Rural Development are:
2. To help the human beings assist themselves of their endeavors to progress;
3. To promote the boom of inherent potentials amongst humans;
4. To devise guidelines via networking with countrywide and global businesses for sustainable development and facilitate the practice of the equal.

### **Characteristics of NGOs**

However, most of the NGOs possess four basic characteristics which distinguish them from other sectors in our society. They are indicated below:

1. NGOs are voluntarily shaped: NGOs are formed voluntarily to render service to the humans voluntarily who are in need with aims and objectives and self accomplishing dreams.
2. NGOs paintings in the direction of improvement: NGOs contain in the developmental activities and implement the rural improvement programmes released by the government to broaden the rural humans to guide better life.
3. NGOs are exceedingly independent: NGOs do now not rely on any Government or other agencies and they may be enormously unbiased.
4. They cooperate with other NGOs and government to serve the poor for the improvement of the rural.

### **Functions of NGOs**

The Seventh Plan indicated a number of functions that the voluntary organizations can perform. They are as follows:

1. Development of Scheduled Castes and Scheduled Tribes.
2. Supply of safe consuming water.
3. A forestation, social forestry, improvement of alternative power resources.
4. Promotion of small family norm.
5. Primary health care, control of communicable sicknesses and preventive health programmes.
6. Programmes for ladies and youngsters in rural areas.
7. Literacy programmes.
8. Rural housing.
9. Environmental worries.
10. Securing human beings's participation that's essential to the fulfillment of programmes of rural improvement as it will increase the acceptability and usage of the offerings;
11. Facilitating the technique of alternate in social and monetary systems so that the gain can attain a larger number of humans.
12. The Seventh Plan has indexed out the programmers and areas in which the participation of VOs was visualized as being specially essential. These had been:
13. Integrated Rural Development Programme.
14. Implementation of land ceiling and distribution of surplus land.

15. Enforcement of minimum wages to agricultural labourers.

16. Identification and rehabilitation of bonded labour.

### **An assessment of the Role of NGO's in Rural Development:**

The NGOs have taking lively participation in rural development. The rural bad and socially depressed training are particularly relying upon the operations of NGOs. The following are the vital activities must take in for the development of the negative.

1. Trade and industrial promotion:
2. Human Resource Development programs:
3. Community development programs:
4. Health programmes for human and non-human beings:
5. Agricultural related programs:
6. Government support:

### **Some Observations on NGO's:**

1. There is a direct correlation between the donor funding and the continuation of the projects undertaken by means of NGOs in rural areas.
2. It is likewise discovered from the present literature that, a few NGOs are very lack in the regions like decision-making for proper type of developmental intervention, dealing with socio-economic trade and attaining sustainability,
3. A few NGOs have been operating without right path, organizational development, excellent management practices and particular mission.

### **Policy Implications:**

The following suggestions and policy implications have been made for the further improvement in their working of NGOs.

1. A quick term education programme for strengthening the managerial capabilities of NGOs will pass a protracted way in enhancing their overall performance and effectiveness appreciably.
2. The overdependence of NGOs on funding groups and the syndrome of dependency ought to be reduced by concerning the authorities without delay in investment sports.
3. Donor agencies have to also take energetic initiation in choosing the funding projects or even selecting of NGOs too.
4. The donor groups should pass for surveying the viable tasks for NGOs and the needs of the humans.
5. NGO should also take delivery of the truth that, the funding businesses are not available for the projects which are not possible.
6. Proper tracking the sports of the NGOs and the organizations run beneath the umbrella is the want of the hour. Therefore, the NGOs have to

also chargeable for the funds on the only hand and the beneficiaries on the alternative.

**Conclusion:**

In current instances, more and more entrepreneurs are figuring out the potential of rural market and have begun that specialize in it. Therefore, advertising of rural entrepreneurship is extremely essential within the context of manufacturing disparities among the agricultural and urban populace. Rural entrepreneurship is important to decrease poverty and to triumph over low productiveness in the farm zone. There should be green regulated marketplace and authorities need to additionally lend its supporting hand in this context. Grading and standardization have to be promoted and promotional sports have to be stronger. NGO's should be provided full assist by using authorities. In this way the NGO's can carry the awareness many of the bad rural humans. It is now the need of the society as well as the state to make these rural location and those ready to be privy to their fundamental rights. NGO's are the

9. [.org/viewtitle/33130s](http://www.irma-international.org/viewtitle/33130s)

handiest corporations that could make the rural vicinity evolved.

**References:**

1. Sandeep Saxena, Problems Faced by Rural Entrepreneurs and Remedies to Solve It, IOSR Journal of Business and Management, ISSN: 2278- 487X, Volume 3, Issue 1 (July-Aug.2012).
2. Monari (2002). Power Subsidies: A Reality Check on Subsidizing Power for Irrigation in India ntralIntelligence Agency, CIA World Fact Book 2013 retrieved from [https://www.cia.gov/library/publications/the-world-fact book/](https://www.cia.gov/library/publications/the-world-fact-book/)
3. D. Tikku, Chairman, NDDDB Dairy Services, report at the IDF meeting – 2012
4. International Farm Comparison Network (2012).
5. [http://en.wikipedia.org/wiki/Agriculture\\_in\\_India](http://en.wikipedia.org/wiki/Agriculture_in_India)
6. [http://en.wikipedia.org/wiki/Data\\_warehouse](http://en.wikipedia.org/wiki/Data_warehouse)
7. [http://en.wikipedia.org/wiki/Data\\_mining](http://en.wikipedia.org/wiki/Data_mining)
8. <http://www.irma-international>

## Higher Education in India: Challenges and Opportunities

**Dr. Manjunath Jogannavar**

Assi Prof and HOD Dept of Political Science JSS Banashankari Arts, Commerce and Shanti Kumar Gubbi Science College, Vidhyagiri, Dharwad-580004 (Karnataka)

### Abstract

The world has found out that the financial success of the states is directly determined by means of their education systems. Education is a Nation's Strength. An advanced kingdom is unavoidably an educated state. Indian higher training device is the third biggest inside the world, subsequent to the US and China. Since independence, India as a developing state is contentiously progressing in the schooling field. Although there had been lot of challenges to better schooling system of India however similarly have lot of opportunities to overcome these demanding situations and to make higher training gadget plenty better. It wishes greater transparency and responsibility, the position of faculties and universities in the new millennium, and rising medical studies on how human beings analyze is of utmost important. India needs properly professional and highly educated folks who can force our economic system forward. India gives quite skilled humans to other nations therefore; it's miles very easy for India to switch our united states from a growing kingdom to a evolved country. The contemporary observe pursuits to highlight the challenges and to point out the opportunities in higher education system in India.

**Introduction :** India's higher education system is the 0.33 biggest inside the global, next to the USA and China. The major governing frame on the tertiary stage is the University Grants Commission, which enforces its standards, advises the government, and facilitates coordinate between the centre and the kingdom. Accreditation for higher gaining knowledge of is overseen by way of 15 autonomous establishments set up by using the University Grants Commission (UGC).

India's better schooling system is one in every of the biggest training hubs within the global. Since the beyond few years India has witnessed an outstanding increase within the wide variety of Universities, non-public Educational Institutions & Colleges. The 'Right to Education Act' which in reality specifies obligatory and free training to all children inside the age corporations of 6-14 years, has introduced about a revolution in the education system of the united states with records revealing a mind-blowing enrolment in colleges over the previous few years. But India has didn't produce international elegance universities. However, India nevertheless continues to face stern demanding situations regardless of developing investment in training. A higher percent of humans are nevertheless illiterate because the great of education in India whether at primary or higher schooling is extensively poor as compared to main developing international locations of the arena. Despite these challenges, better training system of India has the functionality to make its identity at worldwide level simply by using bringing extra transparency and responsibility. India provides relatively professional human beings to other countries therefore; it is very

smooth for India to transfer our country from a developing kingdom to an advanced state.

### Objectives of the Study:

The main objectives of this study are:

1. To examine the present repute of higher training machine in India
2. To spotlight the opportunities of the better training in India.
3. To spotlight the challenges confronted with the aid of the higher education in India.

**Research Methodology:** The gift paper is based on secondary statistics accumulated from the posted and unpublished facts, reports and contributions of several establishments, companies and people in India. Specifically, the secondary sources encompass Annual Reports of UGC, Planning Commission, Education Department of Ministry of Human Resource Development, Economic Survey and other journals, books and websites.

**Present Situation of Higher Education System in India:** India has the third biggest higher education system inside the international. It has extra than 652 universities and 33000 colleges with more than 20 million students. ... With the boom in population, there has been surge in the wide variety of college students looking for admission in those universities and colleges for higher schooling. With the boom in populace, there was surge within the number of college students searching for admission in these universities and colleges for higher schooling. In the sphere of higher education in India, there was the time whilst populace of the country became much lesser and higher education become accessible to all and anyone.

During the last few years, universities have improved manifold and colleges have

mushroomed all over our country to impart better schooling. Opening of a large wide variety of personal medical faculties, engineering colleges and poly-techniques has come to be an appealing monetary proposition however then again, it additionally have an effect on at the fine of training. Almost two 0.33 of our universities and 90% of colleges are rated below average in pleasant parameters..." and Enrollment fees in our better education establishments have long gone up to round 17% however are still well below the sector common of 26 consistent with cent.

Teachers' indiscipline is rampant. While teachers might also have true issues, their unions have increasingly more resorted to indiscipline and coercive method to acquire their desires. Basic dedication to their profession is missing in many instructors.

#### **Shortcomings in higher education:**

1. The better schooling quarter is plagued with the aid of a scarcity of nicely-educated faculty, terrible infrastructure and previous and beside the point curricula.
2. The use of generation stays constrained and requirements of studies and teaching at Indian universities are a long way below international standard.
3. Our better training machine remains with the 3 problems of get right of entry to, fairness and excellent.

#### **Challenges in Higher Education in India**

It is our 69<sup>th</sup> year of independence nevertheless our education system has now not been advanced completely. We are not capable of listing a single university in top a hundred universities of the sector. Various governments changed at some stage in these six many years. They tried to enhance the training device and applied various training rules however they had been now not sufficient to position an example for the universe. UGC is continuously running and focusing on fine education in higher schooling area. Still we're dealing with lot of problems and challenges in our schooling device. Some of the primary demanding situations in higher training system in India are discussed below:

**Enrolment:** The Gross Enrolment Ratio (GER) of India in higher training is best 15% that is pretty low compared to the evolved as well as, other growing countries. With the boom of enrolments at college stage, the supply of better schooling institutes is inadequate to satisfy the growing call for within the country.

**Equity:** There is no fairness in GER among special sects of the society. According to

previous research the GER in higher education in India amongst male and female varies to a more volume. There are regional variations took a few states have high GER even as a few is quite at the back of the national GER which replicate a big imbalances within the higher schooling machine.

**Quality:** Quality in better training is a multi-dimensional, multilevel, and a dynamic idea. Ensuring satisfactory in better schooling is among the foremost demanding situations being faced in India these days. However, Government is continuously focusing on the best education. Still Large number of colleges and universities in India are unable to fulfill the minimum requirements laid down by means of the UGC and our universities aren't in a function to mark its area a few of the top universities of the sector.

**Infra structure:** Poor infrastructure is some other challenge to the better training system of India Journal of Education and There are massive wide variety of schools which might be functioning on 2nd or third ground of the constructing on ground or first floor there exists readymade hosieries or photocopy shops.

**Political Interference:** Most of the educational Institutions are owned by way of the political leaders, who are playing key role in governing our bodies of the Universities. They are the usage of the harmless college students for his or her selfish approach. Students organize campaigns, forget about their very own goals and start to increase their careers in politics.

**Faculty:** Faculty shortages and the inability of the nation academic device to attract and hold well certified instructors had been posing challenges to best education for many years. Large numbers of NET/PhD candidates are unemployed even there are lot of vacancies in higher education, these deserving candidates are then making use of in different departments that is a largest blow to the better training machine.

**Accreditation:** As in line with the records provided by means of the NAAC, as of June 2010, "now not even 25% of the total higher education institutions within the country. Had been accredited. And amongst those approved, most effective 30% of the colleges and 45% of the faculties have been discovered to be of excellent to be ranked at 'A' stage".

**Research and Innovation:** There are very nominal pupils in our united states whose writing is cited by means of famous western authors. There is inadequate awareness on studies in higher education institutes. There are inadequate sources and facilities, in addition to, restricted numbers of pleasant school to recommendation



college students. Most of the research students are without fellowships or no longer getting their fellowships on time which without delay or not directly influences their research. Moreover, Indian Higher schooling institutions are poorly linked to analyze facilities. So, this is some other area of project to the higher schooling in India.

**Structure of Higher Education:** Management of the Indian training faces challenges of over centralization, bureaucratic structures and absence of responsibility, transparency, and professionalism. As a result of growth in wide variety of affiliated faculties and college students, the load of administrative capabilities of universities has significantly extended and the center attention on academics and studies is diluted

### **Opportunities in Higher Education**

Higher Education quarter, irrespective of its demanding situations, has now been identified as one of the promising regions for non-public and foreign investments. But with the help of new-age mastering gear, the opportunities are countless and it is simple for India to conquer the challenges and produce a paradigm shift in the country's higher schooling area. The society needs to be made aware of the significance of training and the expertise has to be imparted the usage of superior virtual coaching and gaining knowledge of strategies after which the country can easily stand in the Global Competition of better education. India has mammoth possibilities to collaborate at national and global stage on areas of systemized reform, satisfactory warranty checking, virtual coaching methods, international credit popularity, and standardized qualifications frame paintings and so forth. There is a need to build more potent relationships and boom mutual understanding in better education with the aid of growing help and participation in systems (meetings, workshops, seminars) which enable debate and speak with different countries of the arena. Higher training has usually been a powerful tool in lowering or putting off earnings and wealth disparities. The concept of equalizing educational opportunities can great be carried out if the capability to earnings by higher training is unfold among all training of humans. If this chance is given even the great reserves of untapped capability within the society can rise to the pinnacle.

### **Conclusion**

Education is a manner by means of which a person's frame, thoughts and character are formed and reinforced. It is bringing of head, coronary heart and thoughts together and for that

reason permitting a person to broaden an all spherical character identifying the first-rate in him or her. Higher training in India has improved very swiftly inside the closing six a long time after independence yet it isn't similarly on hand to all. India is today one of the quickest developing countries of the arena with the once a year growth price going above 9%. Still a massive section of the populace remains illiterate and a massive number of children's do now not get even primary training. No doubt India is going through numerous challenges in higher schooling however to tackle those demanding situations and to enhance higher education is utmost crucial. India is a rustic of massive human resource ability, to utilize this capacity well is the problem which needed to talk about. Opportunities are to be had however the way to get blessings from those possibilities and how to cause them to available to others is the matter of difficulty. In order to preserve that charge of growth, there's wanted to increase the quantity of institutes and also the excellent of better education in India.

### **References**

1. Balachander KK. "Higher education in India: Quest for Equality and Equity", Mainstream, 1986.
2. Henard, Fabrice, Report, Learning our Lesson: Review of Quality teaching in Higher Education, 2008.
3. Higher Education in India: Twelfth Five Year Plan (2012-17) and beyond FICCI Higher Education Summit 2012.
4. Kumar, Anuj, Ambrish. Higher Education: Growth, Challenges and Opportunities, International Journal of Arts, Humanities and Management Studies. 2015; 1(2). 5.
5. Masani, Zareer, India still Asia's reluctant tiger, BBC Radio 4, 27 February 2008.
6. Mitra, Sramana, How To Save The World's Back Office of Forbes, 03.14.2008
7. Newsweek, Special Report: The Education Race, August 18-25, 2011. Science and Technology Education". Press Information Bureau, Retrieved 2009 08-08
8. Shaguri, Obadya Ray, Higher Education in India Access, Equity, Quality, EAN World Congress Scholar, Global Access to Postsecondary education, 2013.
9. Sharma, Sahil, Sharma, Purnendu. Indian Higher Education System: Challenges and Suggestions, Electronic Journal for Inclusive Education. 2015; 3(4):3- 4. 6.

## **Human Rights Education: Universally of Human Rights**

**Dr. Mahadevagouda**

Assistant Professor, Department of Political Science SVM Arts, Science and Commerce College, Ilkal-587125

### **Abstract:**

Human Rights are a prevalent phenomenon because rights have been imbibed in our society over the years. One aspect is positive there can be no sustainable development without promoting Human Rights. The concept of Human Rights is deep-rooted in freedom of thought and the glory of human being. It has been realized that without human rights we can't live as humans. These rights are essential to make sure the dignity of everyone as a individual regardless of one's race, religion, nationality, language, intercourse or any other issue. The idea of Human Rights is based totally on the idea that people are born identical in dignity and rights. It become after the two world wars that the necessity for promoting and promoting human rights was felt severely and the General Assembly of the United Nations adopted the Universal Declaration of Human Rights on 10<sup>th</sup> December 1948 this assertion affords that every one woman and men are entitled to civil, political, monetary, social and cultural rights without any discrimination.

**Keywords:** Citizenship Education, Human Rights, Learning, UDHR, Participation Dignity; Discrimination; Universal,

### **Introduction**

The policy has said that during our culturally plural society training need to foster standard and eternal values orientated in the direction of the harmony and integration of our human beings. In 1985, the UGC organized a blueprint for merchandising of Human Rights teaching and research for college students of all schools at the beneath-graduate, graduate and publish-graduate ranges for both expert and non-expert education. All human rights documents deliver a distinguished region to training and also strain the significance of Education in selling Human Rights. In this paper the mixture of Human Rights and Education have been mentioned in five regions of exercise and studies specifically teaching approximately and for Human Rights, Education as a Human Right in itself, Human Rights in Education, Education and Training of Teachers with Human Rights problems and Curricular Aspects of Human Rights Education.

The UDHR is a report of worldwide historical importance. The UDHR is the primary final expression on a worldwide basis of the essential liberties of the mankind. Two different major global treaties inside the shape of covenants- the International Covenant on Civil and Political Rights (ICCPR) and the International Covenant on Economic, Social and Cultural Rights (ICESCR) - constitute collectively with the UDHR, the International Bill of Rights. Thus, human rights include civil, political, financial, social and cultural rights. Rulers are responsible on the problem of implementing the rights enshrined within the numerous files starting with the UDHR. Human Rights are to be enjoyed with the aid of every

person without exception at all times, and nobody set of rights can be enjoyed on the fee of different rights. The paper argues that enactive studying of citizenship will evidently contain enactive components of citizenship. This will consciousness on the involvement of younger people in establishing rights in their personal faculties and societies, and extending rights to the 1/3 technology. Teaching Citizenship is gaining knowledge of citizenship via energetic participation and is something that is done in partnership, academic institutions with and along a huge variety of social corporations.

### **Aim**

1. Fostering the attitudes of tolerance, respect and unity inherent in human rights
2. Providing expertise about human rights, in both their countrywide and worldwide dimensions and the establishments installed for their implementation.
3. Developing the character's cognizance of the ways and approach by way of which human rights may be translated into social and political truth at each country wide and worldwide stages.

### **Human Rights and Education:**

On December 10, 1948, the Universal Declaration of Human Rights become given a valuable gift to the human beings of the sector, declaring that each one the human beings are born same in dignity. The United Nations general assembly proclaimed the statement as a fashionable fulfillment of everybody and all countries, and to the give up that every individual and every organ of society maintaining this declaration constantly in mind shall strive through coaching and education to sell appreciate for those rights and freedoms, Yet after fifty five years, most human beings of

the arena to whom this compelling announcement belongs and for whose empowerment it become supposed, do now not recognize of its existence and are no longer aware about the prophetic ethical aspiration it incorporates for the advertising and safety of human dignity. The oft-quoted scriptural words emphasize the fact that studying is in fact the actual learning that becomes the reason of liberation. Education being an embodiment of mastering it's far relevant to it as nicely. Education performs a key function in improvement of a country.

It may additionally but, be located that the point of interest on Human Rights Education in India so far has been relatively restricted; the academic relevance aspect possibly did no longer get the projection which it deserved. Hence in this paper the mixture of "Human Rights" and "Education" will be dealt with in 5 areas of practice and studies particularly,

1. Teaching about and for Human Rights
2. Education as a Human Right in itself
3. Human Rights in Education
4. Education and Training of Teachers with Human Rights issues

5. Curricular Aspects of Human Rights Education  
**UGCXI<sup>th</sup> plan Approach to Human Rights Education**

The creation to the file analyzes the concept of human rights in its increasing comprehension and explains in clean terms the purpose of evolving human rights tradition, noting, at the identical time, the present deficiencies in the place of human rights teaching. The 'Preview' segment is a inventory-taking exercising: even as the actual function of the country of HRE has been given, it says that the complete coaching and getting to know of human rights in India within the early 60s and 70s became saved linked to the international ethos. Thus, the document says: 'the context of human rights research in India were given metamorphosed with the highlighting of the gross violations of human rights of the weaker sections, cases of custodial violence, mass detentions without trial, bonded and toddler exertions, environmental degradation and the like which had been added into public interest basically through NGOs, the media and the public interest litigations.

Interestingly enough, the 'Objectives and Strategies' section of the UGC record is also a ten- point declaration, principles and concerns of the UNESCO report stated in advance. This and the 'Scope and large contents of human rights guides. Deserve to be discussed at period

.Other sections had been devoted to Curriculum Development: Compilation of Teaching Materials; Development of Teaching Methods; Research; Field Action and Outreach; Training of Teachers; Coordination with NHRC and State HRCs; Human Rights Education Centre/Cell, and Financial Support. This very quick summary of the UGC scheme is no alternative for personal analyzing of the record by way of teachers, students and University and College directors if you want to significant implementation of the scheme. The State Government has also to bear its share of obligation in this regard.

**Teaching about the Human Rights:**

Every student and teacher needs to recognize the customary factors of Human Rights as a basis for promoting social development, higher residing situations and extra freedom. Therefore human rights schooling becomes a critical part of the overall schooling and be integrated into all topics, particularly social science education. The Delors Commission record can shape a crucial a part of the academic dialogue. The "Four Pillars of Education" that the Delor Commission gave in its file to UNESCO Learning the Treasure Within (1996): Learning to Know paper work the bottom for cognitive learning and acquisition of Knowledge; Learning to Do- bureaucracy the base for categorizing Learning that is paintings related and movement oriented; Learning to Live Together paperwork the bottom for teaching acquisition of social and moral competencies and Learning to be this is to mention assist in personality associated and existential gaining knowledge of. Within this emerging worldwide instructional philosophy Human Rights education proclaimed in numerous files may be put to the operational action plan in primary ideas that may be shaped in the spectrum of Human Rights Education as cited inside the Table-1 which may be of massive assist in forming the core curriculum for Human Rights Education (HRE).

**Education as a Human Right in itself:**

It has been lengthy esteemed ideal of mankind to enjoy democracy, justice and human rights within the complete experience of the term. In truth human rights cannot be concept in isolation with training. And alternatively human rights within the area of schooling i.e. Education for All, lays sound foundation of Human Rights in all walks of existence. The Human Right to Education changed into installed after its first proclamation in the Universal assertion of Human Rights (1948) followed by agreements ratified via the 191 country of the sector in

unique tiers. Article 26 of the Universal Declaration broadcasts the right to schooling sets the aims of all academic activities and defines the principle of free instructional choice. The Dakar Framework of Action considers training as essential human rights as “It is the important thing to sustainable improvement and peace and stability within and among countries, and hence a crucial manner for effective participation in the societies and economies of the 21<sup>st</sup> century, which can be laid low with speedy globalization.

### **Human Rights in Education:**

Human Rights schooling isn't always just about Human Rights, i.e., acquiring knowledge. It is also schooling for Human Rights, supporting people to feel the importance of Human Rights, to integrate them into the way they stay, and to take action to sell and shield the rights of others on person, local, national and worldwide tiers. Human Rights education contributes directly to improving the life of each individuals and the community. For all the member states of United Nations (UN), training has been considered as a constitutional right of all youngsters and adults regardless of their gender, ethnic, social, cultural, non secular, linguistic or some other variations. As a long way as the schooling of minorities is taken into consideration the stark fact is that there are still too many organizations who do now not have get right of entry to education as a minimum to the type of schooling that is adjusted to their desires and is of enough first-class. This organization encompass: sexually exploited children, displaced children, refugees, sufferers of home violence, nomadic youngsters, orphans, operating children and many others.

In our country National Human Right Commission is meant to take measures to promote human rights recognition and to spread Human Rights literacy within the country. Today college training envisages developing in a baby recognize for human rights in addition to responsibilities (National Curriculum Framework of Schools education 2000). Hence there's an urgent need to encompass human rights within the instructors' training curriculum although University Grant Commission (UGC) has proposed human rights education to be interdisciplinary in technique setting forth the factor that it can't be compartmentalized in to educational disciplines, It has to be conceptualized in its entirety.

### **Curricular Aspects of Human Rights Education:**

Teaching approximately human rights need to pass hand in hand with a greater

democratization of school life and be supplemented with the aid of a vast variety of more-curricular sports. Human Rights to be trained efficaciously calls for participatory teaching and studying which leads to the acquisition of human rights talents Along with this school social milieu have to inspire scholars to understand the rights of other human beings to express their personalities and to tolerate other people's ideas and conceptions this is, to practice human rights. The faculty efforts have to be reinforced, reinforced with the aid of the other forces running in the surroundings, specifically, state groups, network institutions, the home, family and the mass media. Before introducing the curricular aspects for human rights, we will have to address positive pertinent questions regarding the gift country of educational state of affairs. Rather than coaching human rights as a separate situation on the school level it has to be incorporated in preferred syllabus .Different factors of human rights trouble scan be highlighted in special subjects. The foundation course with goal of making the learners collect conceptual readability and expand appreciate for norms and values of freedom, equality, fraternity and justice with their philosophical, ethical, social ,economic and political dimensions is prerequisite for any path on human right. A complete knowledge of UDHR and the applicable Constitutional-legal provisions and institutional mechanism for consciousness and enforcement of rights within the country of an also must represent a goal .It must consist of recognition of civil society agencies and moves selling human rights.

### **Conclusion**

The walking thread of this presentation is advertising of human rights training as a way of ensuring the observance of those rights within the interest of this generation to return. Science and technology have spread out great potentialities nearly all alongside the line for cloth progress. Peaceful conditions ought to ensure a just social order for all people all around the global. National and regional efforts are to be directed at sharing the benefits of progress on an equitable basis.

Before we conclude, we can also discuss with any other rely of essential importance for the improvement of the society. We have spoken of women's rights or, better nevertheless, human rights as an entire constituting of women's rights. The next logical step after 33% reservation of seats for women in Panchayat Raj Institutions (PRI) up to and consisting of the

district stage changed into to increase the same at the extent of the Lok Sabha and State Assemblies. The quota invoice as brought in the Lok Sabha greater than as soon as must have been cleared in 1996 or at the least by way of the International Women's Day on 8 March 1997 as demanded by means of women's groups. It is mentioned that during spite of numerous tasks taken by using the Government to achieve the intention of UEE and make certain the children their Right to Education, disparities have been observed in terms of literacy, get entry to, participation, and school infrastructure, nice of education and studying results.

#### **Reference**

1. Agarwal, H.O., Human Rights, Central Law Publications, Allahabad
2. Ansari, Iqbal I.A., 1998, Human Rights Education in India, (As Continued in), Human Rights Today, Vol. 1, No.1, New Delhi.
3. Chaube, S.P., History of India Education, Vinod Pustak Mandir, Agra-2
4. Claudia Lohrenscheit, „International Approaches in Human Rights education“ International Review of Education, Vol. 48, Nos. 3-4 July 2002.
5. Joshi, S.C., Human Rights, Akansha Publishing House, New Delhi-02
6. Richard Reoch, „Editorial Viewpoint“, Human Rights the new consensus, Regency Press (Humanity) Ltd., London.
7. Shulamith Koeing, „Defending the Future“, Human Rights the new consensus, Regency Press (Humanity) Ltd., London.
8. Singhal, S.C., 2008, Human Rights, Laksmi Narain Agarwal, Agra

## **Role of Women As An Entrepreneur- Problems & Prospects**

**Basavaraj**

Assistant professor in Commerce, Government Degree College, Sindhanur, Dt: Raichur, Karnataka-584128

### **Abstract:**

The entrepreneurship of women is taken into consideration to be an effective instrument to the economic development and empowerment of women. Women marketers constitute a collection of women who have damaged far from the overwhelmed tune and are exploring new avenues of economic participation. Among the motives for women to run prepared businesses are their talent and information, their skills, abilities and creativity in business and a compelling preference of wanting to do something positive. It is excessive time that nations ought to rise to the undertaking and create more guide systems for encouraging more entrepreneurship among women. At the equal time, its miles up to women to break faraway from stereotyped mindsets. The educated women do now not want to limit their lives inside the 4 partitions of the residence. They demand same appreciate from their partners. By the efforts taken with the aid of Government for inspiring the lives of women, many reforms were taken places to date of their repute and increase of self employment. They have become an innovator and marketers. However, Indian women must move a long manner to gain identical rights and position due to the fact traditions are deep rooted in Indian society. This paper broadly speaking specializes in the function of women as an entrepreneur and finally problems faced via the women marketers.

**Key Words:** Entrepreneurship, Skills, Women Entrepreneurs.

### **Introduction:**

Entrepreneurship has been defined as a monetary pastime, which entails risk and uncertainty in combining elements of manufacturing to deliver items and services to result in economic profits. Entrepreneurship is folks who very own a business unit for manufacturing items. They invest capital, take selections and feature authority to run their employer and are inspired by means of economic profits. There are several definitions of an entrepreneur. According to Joseph Schumpeter (1947) an entrepreneur is an innovator who acts as a prime conducive element in the procedure of economic improvement. Hagen (1962) describes entrepreneur as an innovative problem solver interested by matters in the sensible and technological realm. Women marketers are a significant part of the worldwide excursion for sustained monetary development and social development. Due to the growing industrialization, urbanization, social rules and together with the spread of better schooling and cognizance, the emergence of Women owned businesses are surprisingly increasing within the economies of virtually all countries.

### **Historical Perspective of Entrepreneurship:**

Historically in India the caste machine and the joint own family system prompted entrepreneurship. The caste gadget determined the activities that had been authorised regarding activity or career. This hampered mobility in financial activities. After independence from colonial rule in 1947 India proposed to have its

very own industrial coverage for commercial development favouring the co-life of public and personal sectors and large and small business. The first coverage declaration turned into proposed in 1948 as well as the economic coverage of 1956 supplying a unique region for small-scale industries. This policy meant to bring about change within the political, social and monetary spheres. The kingdom became to play a high quality function in constructing a legitimate infrastructure and in fostering the boom of marketers and entrepreneurial activities via incentives and initiation of monetary institutions and improvement groups.

In our country the population of women on my own is more than the total populace of many other nations however we crumple the scale in which the remedy of women is involved. It was a robust misconception that women cannot contribute an awful lot to the society especially whilst their economic contribution became considered. But we neglect that women are running to earn livelihood at the side of guys considering instances immemorial, their contribution in economic time period remained unaccounted and even if at all it become accounted it is given very low price. It does no longer imply that women do no longer own the capability. In fact women even the illiterate rural ones practice and use all the equipment and strategies of efficient control like financial control, human aid control, time and space control and upkeep control. A woman has assorted functions to carry out in the circle of

relatives as user, conserver, protector and creator of resources. Only issue they lack is motivation and support structures. Gone are the days when a person should boast of being able to feeding the entire own family. The days have changed and now even girls supplement income through something competencies she had obtained. The women now have received a standing of entrepreneur.

#### **Concept of Women Entrepreneurship:**

Women entrepreneurs may be described as the women or a collection of women, who initiate, arrange and operate a commercial enterprise organization women are anticipated to innovate, imitate or adopt a monetary hobby to be referred to as "women marketers." The Government of India has defined a women entrepreneur as "an agency owned and controlled via a woman having a minimal financial hobby of 51 percentage of the capital and giving at least fifty one percentage of the employment generated within the organization to women". However, this definition has are available in for extreme criticism on the situation of employing more than 50 percentage women employees. The critic's factor out that that is discriminatory and any enterprise set-up via women should qualify for the concessions supplied to women entrepreneurs.

#### **Concept of "Women" as an entrepreneur in India:**

Entrepreneurship has gained currency throughout the field and female entrepreneurship has come to be an essential module. India is one of the quickest emerging economies and the significance of entrepreneurship is found out across the gamut. "Women Entrepreneurship" manner an act of enterprise ownership and business creation that empowers ladies economically increases their financial energy as well as function in society. Women-entrepreneurs had been creating a large impact in all most all of the segments of the financial system. "Women Entrepreneur" is a person who denies the role of their non-public desires to participate and be accepted economically impartial. Strong choice to do something fantastic is a fantastic women entrepreneur who contributes to the placement values of circle of relatives and social lifestyles.

#### **Role of women as an Entrepreneur:**

Considering the go with the flow of women marketers in the conventional industries, it is frequently criticized that the women entrepreneurship is engaged simplest in handloom and handicraft and in the non-traditional term, now their aspect have expand

into new line like hotel line, Xeroxing, Beauty Parlor business, incense stick making, candle making and so on. In the closing decade, there has been a first-rate shift it emphasizes from the conventional industry to non-traditional industry and services. Based on this concept, some critical possibilities are being diagnosed, considering the socio-monetary, cultural and educational fame and motivational level of ladies entrepreneurs, particularly initiatives with low investment, low technical knowledge and assured marketplace are counselled for them along with manufacturing of soaps, detergents, equipped- made immediately food products consisting of pickles, spices, papad, manufacturing of woollen items, beauty parlour commercial enterprise, typing centre, task contracts for packaging of goods and distribution and household provision and so forth. At present they are:

**Creative:** It refers to the creative technique or progressive ideas with competitive market. Well-deliberate approach is needed to observe the present scenario and to pick out the entrepreneurial opportunities. It similarly implies that women entrepreneurs have alliance with clued-up humans and constricting the proper business enterprise presenting help and provider.

**Quality to running tough:** Innovative girls have further capability to work difficult. The creative thoughts should come to an honest play. A hard painting is required to accumulate an organization.

**Determination:** Women entrepreneurs should have a goal to satisfy their desires. They must make a dream transferred into an concept company

**Ability and preference to take risk:** the choice refers back to the willingness to take hazard and potential to the proficiency in making plans making forecast estimates and calculations.

**Profit incomes ability:** she has a functionality to get most go back out of invested capital.

#### **Problems of women Entrepreneur:**

##### **1. Gender Inequality:**

India is a male ruled traditional society where women aren't speculated to be equal to men folks. They are handled as subordinate to husbands and men, physically vulnerable and lesser assured in an effort to shoulder the duty of entrepreneur.

##### **2. Lack of education:**

Women in India are lagging some distance in the back of inside the discipline of schooling. Most of the women (round sixty per cent of total women) are illiterate. Those who are educated are provided both less or inadequate schooling than their male counterpart in part due to early

marriage, partially due to son's better education and partially because of poverty. Due to loss of right training, women marketers remain in darkish approximately the development of latest era, new techniques of production, advertising and different governmental assist in an effort to encourage them to flourish.

### **3. Problem of finance:**

Women marketers suffer plenty in elevating and meeting the financial wishes of the business. Bankers, creditors and economic establishments are not coming forward to provide monetary assistance to women borrowers at the ground in their less creditworthiness and extra possibilities of failure.

### **4. Skepticism of Financial Institution:**

Financial Institutions and bankers are skeptical about the entrepreneurial talents of women. These institutions bear in mind girls loanies as higher chance than men.

### **5. Obsolescence of technology & resulting increase in cost of production:**

Several elements such as inefficient management make a contribution to the excessive fee of manufacturing which stands as a stumbling block earlier than women entrepreneurs. Women marketers face era obsolescence because of non-adoption or sluggish adoption to changing technology that is a prime issue of high fee of manufacturing.

### **6. Low risk-bearing capacity:**

Women in India are by nature susceptible, shy and mild. They cannot bear the amount of hazard that's important for running an enterprise. Lack of schooling, education and economic guide from outsides additionally lessen their capability to undergo the threat concerned in an organisation.

### **7. Lack of entrepreneurial aptitude:**

Lack of entrepreneurial aptitude is a matter of challenge for women entrepreneurs. They have no entrepreneurial bent of thoughts. Even after attending numerous schooling applications on entrepreneur ship they fail to tide over the dangers and problems which can come up in an organizational working.

### **8. Limited managerial ability:**

Women entrepreneurs aren't green in managerial features like planning, organizing, controlling, coordinating, motivating and many others of an organisation. Therefore, less and restricted managerial ability of women has grow to be a trouble for them to run the business enterprise efficaciously.

### **9. Legal formalities:**

Fulfilling the criminal formalities required for running an company will become an uphill

challenge on the a part of a women entrepreneur because of the prevalence of corrupt practices in government offices and procedural delays for diverse licenses, electricity, water and shed allotments. In such conditions womenentrepreneurs locate it difficult to pay attention on the easy working of the corporation.

### **10. Lack of self confidence:**

Women entrepreneurs, because of their inherent nature, lack self-confidence which is essentially a motivating aspect in running an enterprise successfully. They must attempt difficult to strike a balance between dealing with a circle of relatives and dealing with a corporation.

### **Conclusion:**

India is a male ruled society and women are assumed to be economically and socially depending on male contributors. The absolute dependence appears to be diluted most of the excessive and middle elegance women as they may be turning into more aware about personal desires and stressful more equality.

Women entrepreneurs faced plenty of troubles at start-up as well as working degree like, non availability of finance, restricted mobility freedom and having to perform dual function one at domestic and other at work. Technological development and records generation explosion have decreased the problem of women entrepreneurs. Along with technological revolution, intellectual revolution of society is needed to trade the mindset of the society and provide girls with democratic and entrepreneurial platform. More-over with increasing Government and Non-Government and other economic institutions assistance for diverse women entrepreneurs in the economy there may be extensive increase delivered approximately in the growth of women entrepreneurship system. Still efforts are being made to coordinate with the organisation activities of women and offering them utmost financial, morale, mental guide by using diverse institutions operating in the financial system and global-wide.

### **Reference:**

1. Dynamics of entrepreneurial development and management – By Vasant Desai. Himalaya publishing House.
2. Entrepreneurship Development –By S.S Khanka. S.Chand & Company Limited. (Ram Nagar, New Delhi-110055).
3. [www.google.com](http://www.google.com).



## **Challenges And Projections of Digital Marketing In Smart Cities**

**Prof. Bhimappa H**

Assistant Professor Department of Commerce VCBE'S Arts and Commerce College Lingasugur, Raichur  
Dist. Karnataka

### **Abstract**

With the thrill in globalization, the arena is witnessing a more undertaking inside the various aspects of smart towns. Even though clever city is a designation given to a town that consists of information and verbal exchange technology (ICT) to decorate the satisfactory and overall performance of urban services together with strength, transportation and utilities with a view to reduce useful resource consumption, wastage and trendy costs to growth operational overall performance, proportion records with the general public and beautify each the first-class of government offerings and citizen welfare. In the cutting-edge scenario of globalization, the clever towns have no longer only emerge as digital but human beings in the clever cities are also getting converted themselves to the virtual era. Individuals aren't most effective eating digital content on a each day foundation but additionally corporations and the enterprise global in preferred have diagnosed the importance of having digital in smart cities. In the smart towns, the most great parameter of commercial company progress occurs to be attracting their stake holders via designing irreplaceable commercials or marketing techniques thru virtual media. Digital marketing but may be described as an umbrella term for the marketing of services or products the use of virtual technologies, in particular on the Internet, but additionally together with cell phones, display marketing and another virtual medium. The idea of digital marketing has end up a fashion in the agencies to promote their services and products. While entrepreneurs with high-quality studies might tend to remember that virtual advertising works and a few ought to disagree in rural India, but one may want to make sure that significance of its effect is growing in rural market, even as in comparison to urban and different markets. This paper studies and establishes the impact of digital marketing in smart cities. They have a study moreover probes into the getting to know of confront and possibilities of virtual advertising in clever cities. Through research and analysis, the paper emerges some factors which can be used as a blue print criterion for smart cities. As the paper is the inspiration brick of the impact of virtual advertising and advertising and marketing in smart cities, the paper additionally ends with few insights on effect of digital advertising to be considered for clever cities.

**Keywords:** Technology, Globalization, Digital Marketing, Customers and clever cities

### **Introduction**

Digital advertising can be described as an umbrella time period for the advertising and marketing of products or services the use of digital technology, mainly at the Internet, however moreover together with cellular telephones, show advertising and marketing, and each different virtual medium. The concept of virtual marketing and marketing has grown to be a style in the companies to sell their services and products. Digital advertising and marketing is the promoting of merchandise or manufacturers via one or more types of virtual media and differs from conventional advertising and marketing in that it includes the use of channels and methods that allow an company to investigate advertising and advertising and marketing campaigns and apprehend what's working and what isn't generally in real time. Digital entrepreneurs display screen such things as what's being taken into consideration, how regularly and for a manner prolonged, income conversions, what content material cloth works and doesn't paintings, and many others. While

the Internet is, perhaps, the channel most carefully associated with digital advertising, others embody Wi-Fi text messaging, cellular immediately messaging, mobile apps, podcasts, virtual billboards, virtual TV and radio channels, etc.

### **Importance of Digital Marketing**

Digital media is so pervasive that customers have get entry to to statistics any time and any location they want it. Gone are the days when the messages human beings were given approximately your products or services came from you and consisted of first-rate what you wanted them to know. Digital media is an ever-growing supply of leisure, information, buying and social interplay, and consumers in the meanwhile are exposed now not just to what your employer says approximately your emblem, however what the media, pals, loved ones, pals, and so forth., are pronouncing as well. And they are much more likely to agree with them than you. People need manufacturers they may recall, businesses that recognize them, communications which are customized and relevant, and offers

tailored to their needs and selections. Digital advertising and advertising and its related channels are crucial however now not to the exclusion of all else. It's not enough to without a doubt recognize your clients; you need to understand them higher than all of us else so that you can talk with them in which, at the same time as and the manner they may be most receptive in your message. To do this, we want a consolidated view of customer possibilities and expectancies across all channels – Web, social media, cellular, unsolicited mail, element of sale, and so on. Marketers can use this reality to create and count on consistent, coordinated client reviews if you want to circulate clients along within the purchasing for cycle. The deeper your perception into client behaviour and options, the much more likely you're to have interaction them in useful interactions. Digital marketing is catapulting past analogue. People are eating more virtual content each day the usage of their smart phones, computers, laptops, tablets, and greater. The factor is, organizations need to apprehend that they want to alter their marketing strategies to conform to this. Digital advertising and marketing is also greater eco-friendly than extra conventional types of marketing and advertising and marketing. There isn't any need for any materials to be eaten up because of this that that there's less damage done to the surroundings to get the name of your business available. Your commercial company is right now responsible for sustainability. Today, your digital footprint is a whole lot greater essential than the physical footprint of your corporation.

### **Importance of Digital Marketing in the Current Scenario**

Whether its miles product or a provider, we simply can't underneath estimate the electricity of digital advertising and advertising. The modern age where we live, it is completely dedicated to digital media and so whilst you're advertising and marketing or advertising you then truly need to now not forget about that there needs to be on line advertising too.

### **What makes a Difference?**

Almost surely everyone would use the net and social media these days. Also, there have been many individuals who would similar to browsing and checking what's on the net. Thus, you may see that nearly each person would possibly come on line as soon as a day as a minimum. In fact, some humans stay on-line entire day. Keeping that records in thoughts, you just can't leave digital advertising by me in relation to advertising the products or services.

### **Why Digital Marketing is Important for Business**

The international is speedy turning into digital. People are consuming virtual content on an each day basis. Companies and the enterprise international in favored are starting to understand the significance of having virtual and it's miles essential that advertising departments adapt brief to the modern-day occasions and actively hire experts inside the subject of digital advertising and advertising. Digital marketing is extraordinarily important, now not only because of its speedy growth however additionally because it is essentially the destiny of advertising. Soon all different conventional marketing paperwork will disappear as digital advertising will replace them altogether. While some generations will no question lament the lack of paper newspapers, books and old fashion verbal exchange techniques, new generations who've grown up with internet and cellular telephones are already embracing the brave new worldwide of virtual consumption. Digital marketing methods are faster, greater practical and bendy than the vintage conventional ones. Technology has positioned enterprise inside the digital age.

Some of the most common types of digital advertising are:

1. Website (search engine optimization content material)
2. Blogs
3. Internet banner ads
4. Online video content
5. Pay-in step with-click advertising
6. Email advertising and marketing
7. Social media advertising (Facebook, LinkedIn, Twitter, and so on.)
8. Mobile advertising (SMS, MMS, and so forth.)

### **Key Reasons of using Digital Marketing:**

1. More reasonably-priced than conventional advertising and marketing. An e-mail or a social media marketing campaign can transmit the identical message to clients for a great deal much less cash than a TV-Ad or a newspaper one. Moreover, social media campaigns can achieve a miles wider target audience in any a part of the world.
2. Easier to song consequences. With an extensive range of analytics and statistics we're capable to investigate our very own marketing campaigns and discover how the marketing campaign finished and the way it is able to be progressed. Of course, you may get this fact for traditional advertising campaigns however a virtual advertising marketing campaign will allow you to degree the success in real time, supplying you

with the gain of making plans extra correctly and making adjustments almost at once.

3. The variety of customers. Traditional advertising has misplaced a big variety of clients. Most people study their newspapers on their iPad or some type of tablet. You need to develop your advertising and include the digital age.

#### **Advantages of Digital Marketing**

1. Advertisement at the net is inexpensive than (Low price) the print commercial. It is a -manner verbal exchange among sales person and the capability patron which takes humans to the agency net web site. It has a much wider acquire.
2. It permits in spreading the organization international, without a geographical boundaries, making it handy from one us of a. To every different thru Internet.
3. It is a 24X7 (one year) open keep in which humans are welcome to shop on every occasion from anywhere. This further directs the ability consumer closer to the employer internet site.
4. Internet makes the product attain a great deal less complicated; at the same time as reading or getting accurate information on a product. It additionally presents fee by means of which includes an element of reference and a hint of individualized customer support.
5. It also permits in growing credibility and advantage consider and self warranty of the customers. Many human beings use net for the pre-purchase research an excellent way to discover themselves a specific product which meets as much as their necessities.
6. It also enables in updating the subscribers through a quick mode of e-mails. Visitor's arise-to-date statistics on each go to.
7. In case of statistics sensitive commercial enterprise such as a regulation business enterprise, newspaper or online mag, or a book, you could deliver the products at once to the clients on-line.
8. Increased potential to diploma and accumulate data.

#### **Disadvantages of Online Marketing**

1. Easier to have out dated records on net, update timing is a vital difficulty here.
2. Many net visitors assume a few issue for free of charge. Do you have something to offer unfasted?
3. There is lots of opposition inside the market and by the point traveler reaches the product they've already lengthy gone through many hyperlinks and were given the specified product. Unless they locate what, they're seeking out speedy.

4. There are many specialists and cons of net advertising. It's essential to bear in mind each when developing internet advertising technique.

#### **Smart City**

A smart city is a city region that makes use of unique styles of digital records collection sensors to deliver records it's used to govern belongings and resources correctly. This consists of data accumulated from residents, gadgets, and property this is processed and analyzed to expose and control traffic and transportation structures, strength plant life, water deliver networks, waste control, regulation enforcement, facts structures, colleges, libraries, hospitals, and one-of-a-kind community offerings. The smart town idea integrates facts and communiqué era (ICT), and numerous physical gadgets associated with the network (the Internet of factors or IoT) to optimize the overall performance of city operations and services and connect to residents. Smart metropolis technology allows town officers to engage without delay with each network and metropolis infrastructure and to expose what is going on within the town and the manner the town is evolving. ICT is used to decorate tremendous, performance and interactivity of city services, to lessen fees and useful resource consumption and to boom contact among residents and authorities. Smart city applications are evolved to manipulate urban flows and allow for actual-time responses. A clever city may additionally therefore be more organized to respond to challenges than one with a simple "transactional" dating with its citizens.

#### **Confronts of Digital Marketing in Smart Cities:**

1. **Standard of living:** Although the cities have attained the status of "Smart", the variety of human beings under the poverty line is more in such cities. Thus, such humans of the clever cities are still but to buy smart phones or computer systems with net get admission to. Accordingly digital advertising is likewise vulnerable and advertising strategies should be one of a kind from those used with e-era.
2. **Literacy ranges:** E-marketing media has much less application compared to the other media of commercials due to the literacy degree in clever towns isn't always the identical; for this reason, main to a trouble of conversation.
3. **Communication Problems:** Facilities inclusive of internet, phone, fax and telegram are wonderful in clever towns. Quick communication is the need of the hour for clean conduct of business; however it remains a far cry in smart cities due to loss of literacy fee in net related structures. The literacy price associated

with virtual marketing is as an alternative low and customer's behaviour in those areas is conventional, which may be a hassle for powerful communiqué.

4. **Traditional Life:** Nevertheless, clever towns are developed or developing, Life continues to be governed via customs and traditions and people do not without problems adapt new practices. For example, even rich and knowledgeable lessons of human beings do no longer use digital media for purchasing.
5. **Buying Decisions:** Consumers are careful in shopping for and decisions are sluggish and behind schedule. They like to present a trial and only after being in my opinion happy, do they buy the product, and every so often they await different people to apply the new product which can be released by way of the employer, if the product has exact remarks from the ones people who has used it then handiest most of the people like to move and buy that product and get glad.
6. **Social and cultural demanding situations:** The cyber café version has no longer worked in lots of clever towns due to socio-cultural problems.
7. **Cultural Factors:** Culture is a device of shared values, beliefs and perceptions that impact the behaviour of consumers. There are one-of-a-kind agencies based totally on religion, caste, profession, profits, age, education and politics and every organization exerts influence on the behaviour of human beings in villages via which people aren't savvy with technology.
8. **Many languages and variety in tradition:** Factors like cultural congruence (similarity), distinctive conduct and language of the respective regions make it difficult to address the clients. Traits most of the income force are required to suit the numerous requirements of these particular areas. This aspect is strongly now not supporting digital advertising in clever towns.
9. **Distribution and logistics:** Infrastructure continues to be the most important project in smart cities. Moreover, the lack of area and inefficient distribution network prevents penetration of merchandise/services into smart cities. Although, the distribution chain may be very properly prepared however requires a massive number of mediators, which in flip increases the fee and creates administrative troubles. Due to loss of proper infrastructure, manufacturers are reluctant (unwilling) to open stores in these smart cities, but they may be particularly depending on sellers, who're without problems to be had in smart cities. This is a challenge to the entrepreneurs.

10. **Seasonal Demand:** The call for or shopping for potential isn't always solid in virtual advertising compared to the common marketplace. Demand for items in common markets in particular relies upon instances like rainfall and agriculture. Therefore, consistent efforts must be made for digital advertising and marketing strategies, so that customer should purchase or sell most effective thru on-line advertising and marketing.

11. **Transportation:** Transportation is one of the largest demanding situations in smart cities. As some distance as transportation is worried, approximately 50% of smart cities are connected via national highways and railways. But, for the duration of monsoon the smart towns that are located in hilly terrains get isolated as the roads of such cities grow to be bumpy and patchy, and the roads become un-serviceable. However, the rest of the smart cities have a proper road linkage which makes bodily distribution an easy mission. The smart towns located in hilly terrains that make it hard to connect them via roads. Most entrepreneurs use tractors or bullock carts in hilly areas to distribute their products. Warehousing is any other most important trouble in hilly regions, as there is hardly any organized business enterprise to appearance after the garage issue. The services rendered by way of valuable warehousing enterprise and country warehousing businesses are restrained most effective to urban and suburban regions.

#### **Prospects of Digital Marketing in Smart Cities:**

1. **Rapid Transformation:** In the ultimate twenty years, 40% villages were linked by avenue, in subsequent 10 years some other 30% would be getting linked. More than 90% villages are electrified, even though handiest 44% rural homes have electric powered connections. This fast increase means that even the agricultural India is in the country of getting transformed to virtual India at the earliest.
2. **Improved Telecommunication facility:** The cellular phone density has long past up by way of 300% within the last 10 years; every 1000+ populace is having cell Smartphone and is accessing internet on their mobile phone.
3. **Rising ICT Literacy Level:** The ICT literacy degree has stepped forward from 36% to 59% and shall attain a 100% at the earliest.
4. **Large Population:** The populace is huge in smart cities and its increase rate is likewise excessive. Despite the agricultural urban migration, the clever cities continue to be the place of dwelling majority of Indian youths.
5. **Increasing Income:** Because of the developing cities there has been consistent increase in the

income of residents of clever towns, the progressed outcomes proven by the businesses, industries and companies are paying extremely worth apartment fees to the residential owners who have provided their land on condo foundation.

- 6. More Loyal Consumers:** Consumer before shopping for something they suppose hundred times, they test out all of the features of the product and additionally the price of the product. And they continually ask their effectiveness or feedback of the product. After doing all this they once more assume often to buy a single product, however as soon as the patron feels that they're getting extra benefits from the product than the price paid by means of them, client will constantly remain unswerving to that product and it will likely be very hard for the competition to break that loyalty.

### **Conclusion**

Indian market is undoubtedly complicated however there are some easy truths that we need to actually receive. The consumers are very cost-conscious. They may moreover or might not have buying power; however they might make a difference to the enterprise's boom if centered. Gone have been the times while a customer needed to visit a nearby town or metropolis to buy a branded product. The growing power of the consumer is an opportunity for the agencies to flock to the markets. Gandhiji believed that India's future markets can have a big contribution in the India's economic machine.

Thus, searching at the confronts and the possibilities of virtual marketing in clever towns, which markets offer to the marketers, it is able to be said that the future can be very promising for folks that can apprehend the dynamics of digital advertising and advertising and marketing in smart cities and make the maximum them to their exceptional gain. A radical exchange in attitudes of marketers in the direction of the colorful and burgeoning (developing) markets is referred to as for, as a way to efficiently galvanize at the 230 million clients spread over approximately masses of clever cities in India. Any starting project in Indian marketplace need to want to take a look at those factors and after that, schedule their next steps, because of the fact one-step incorrect from their facet can spoil their complete logo image in different components of the united states also.

### **References**

1. Internet marketing: An hour a day - by Matt Bailey -ISBN 978-0-470-63374-8

2. The Art of Digital Marketing – by Lan Dodson (WileyPublications)
3. Marketing 4.0: Moving from Traditional to Digital -Philip Kotler (wiley Publications)
4. Digital Marketing. Wikipedia
5. Smart Cities: The Internet of Things, People andSystems: SchahramDustsar.
6. Building Smart Cities: Analytics, ICT, and DesignThinking: Book by Carol L. Stimmel
7. Information Innovation Technology in Smart Cities:Leila Ismail.
8. Beyond Smart Cities: How Cities Network, Learn andInnovate: Book by Tim E. J. Campbell
9. [www.iimk.ac.in](http://www.iimk.ac.in)
10. [www.thehindubusinessline.com](http://www.thehindubusinessline.com)
11. [www.opapers.com](http://www.opapers.com)

## Human Rights And Socially Weaker Sections Status

**Venkatesh B**

Assistant Professor, Department of History, Government First Grade College, Kankagiri, Koppal,  
Karnataka, India

### Abstract

Human Rights are come into life thru the global laws and treaties. In our Indian Constitution adopted Human Rights provisions from universal announcement of Human Rights and they're keep and protected with the aid of the constitution of India, judiciary, National Human Rights charge, National rate for scheduled castes, National price for scheduled tribes, country Commissions, SC & ST Prevention of Atrocities Act, 1989 and specific legal recommendations. In India Human Rights violated of decrease caste and SC, ST humans by using the better caste human beings. So its miles the question gets up that the way to safeguards and protect the Human Rights of SC and ST? Behind the country.

**Keywords:** Human Rights, Constitutions, Schedule Caste, Preservation

### Introduction

Human Rights are the rights which might be possessed via the use of man or woman which can be number one and inalienable rights. The Indian constitution bears the effect of the general assertion of human rights and this has been identified by way of the right court of India. Fundamental rights are contained in element III of Indian constitution. There are special provisions regarding susceptible agencies such are women, antique age men and women, and SC/ST people stated in Indian constitution for the protection of their Human Rights. The nation also fashioned many commissions and company to guard the Human Rights of SC and ST human beings.

The duty of kingdom is to defend the Human Rights of SC and ST human beings. It is an critical assignment before the state, but in reality the misperform and no longer perform this vital venture then judiciary step into implement to shield Human Rights of SC and ST humans.

### Objectives

1. To look at which means of Human Rights and its nature under Indian constitution.
2. To take a look at the provisions of charter concerning Human Rights.
3. To take a look at the incidents of Human Rights violated of SC/ST humans.

### Research Methodology

The analytical and ancient technique is used for the motive of this studies paper, for this research Secondary approach used for the date series and most of records taken from textbook and reference books and Internet.

### Meaning and Nature of Human Rights

Human beings own certain primary and inalienable rights which may be normally called Human Rights. Universal assertion on Human Rights followed in Indian charter such are civil,

socio-monetary, political, cultural rights below Indian charter referred to beneath.

1. Equality before law - Art.14
2. Prohibition of discrimination -Art.15 (1)
3. Equality of opportunities – Art.16 (1)
4. Freedom of speech and expression – Art.19 (1) (a)
5. Freedom of peaceful assembly – Art.19 (1) (b)
6. Right to freedom of movement within the border – Art.19 (1) (d)
7. Protection of life and personal liberty – Art.21
8. Protection slavery & forced labour – Art.23
9. Remedy for enforcement of rights – Art.32
10. Right to social security – Art.29 (1)
11. Right to equal pay for equal work – Art.39 (d)
12. Right to education – Art.21 (A), 41, 45, 51 (A)(K)

Indian constitution gives Reservation to SC and ST people for the safety in their Human Rights. These Human Rights are protected with the aid of the constitution and judiciary and State organizations.

### Incidents of Human Rights Violated of SC/ST People in India

Some incidents of Human Rights violation are given mentioned below.

Abuse via Armed group in which killing of 14 humans via National democratic the front of Bodoland. KhairlanjiHatyak and of Maharashtra kingdom wherein ladies of the Mahar caste own family unnaturally and merciless rapped and latterly killed them, destroyed through the community of higher caste human beings and this incident is a very large stigma for all people. Many exceptional incidents passed off in which the various humans killed by the pinnacle caste humans in Maharashtra kingdom. Most of the incident came about in the direction of the Mahar Caste and SC people. Caste primarily based discrimination and violence more than 56,000 crimes have been devoted in opposition to scheduled caste and scheduled tribes in 2015,

consistent with file. In 2016 dalit scholar Rohith Vemula devoted Suicide. It changed into not the incident of twist of fate its suicide committed because of the caste discrimination. Many dalit people have been attacked via the vigilante cow protection companies Chhattisgarh, ensuing in grabbing of Adivasi land without their consent. Most of the Human Rights violated incidents wherein SC/ST faced intimidation, physical assaults and harassment in India.

### **Protection of Human Rights and National Human Rights Commission**

Human Rights are better blanketed at the country wide diploma with adequate legal hints, unbiased judiciary and exclusive effective mechanisms. In India the Human Rights rate formed in 18 states the number one feature of National Human Rights Commission to behavior inquiries into violation of Human Rights for the following violation.

1. Violation of right to lifestyles, liberty, equality and dignity.
2. Abetment of violation of Human Rights by a public servant.
3. Negligence of public servant in prevention of Human Rights violation

### **SC and ST Commissions for Protection of their Human Rights**

The National Commission for scheduled castes and scheduled tribes grow to be shaped into separate commissions specially the National fee for scheduled castes and National commission for scheduled tribes on 19/02/2004. Both the commissions are equal functioning for the protection of Human Rights of SC and ST human beings. For powerful implementation of various safeguards provided inside the constitution for the SC and ST. furnished that rent of a completely unique officer below the Art.338 of the charter. This unique officer called commissioner for SC and ST changed into assigned to responsibility to research the topics concerning the safeguards for SC and ST in numerous statutes and report to president. This fee consist 1 chairman, 1 deputy chairman and different 5 participants.

### **Role of this SC and ST National Commissions**

1. To inspect and screen referring to safeguards for SC and ST.
2. To inquire of specific court cases with appreciate to deprivation of rights and safeguards of SC and ST.
3. To take part and endorse on making plans system of socio-financial developments under union and kingdom

4. To gift to the president reviews upon the running of these safeguards yearly.
5. To effective safeguards and different measures for the safety, welfare and socio-monetary development of the SC and ST.

### **Headquarters of State Offices under National Commission for Scheduled Caste (NCSC)**

Ahmadabad, Bangalore, Kolkata, Guwahati , Patna , Hyderabad , Pune , Chennai , Luchnow, Thiruvanthpuram , Chandigarh, and Agartala.

### **Headquarters of State Offices under National Commission for Scheduled Tribes (NCST)**

Bhopal, Bhuvaneshwar, Raipur, Ranchi, Shilong, Jaipur.

### **Conclusion**

Regarding Art-46 of the Indian charter nowadays 70 years after independence as dalit maintain to undergo the brunt of violence and discrimination the tragic suicide of Rohith Vemula a Ph. D student who hanged himself in Hydrabad central university. Rohith isn't always the lone tragedy. A specter of suicide deaths by means of way of numerous dalit students are hunting in India. There are many felony pointers and fee formed for safety of Human Rights of SC and ST, but still the Human Rights of SC and ST are violated. It is essential to that placed into impact the SC and ST prevention of Atrocities Act 1989 for the protection of Human Rights of SC and ST people. The country shall strictly enforce the tremendous regulations via the National commissions for the protection of Human Rights of SC and ST.

The National commission for scheduled caste (NCSC) and National charge for scheduled tribes (NCST) is the precept agency through of all critical actions taken on the matter related to the SC and ST humans and their all of the issues. The commissions play a essential role in protecting and safeguarding of Human Rights of SC and ST human beings. Commissions are one at a time handled the incidents in which the Human Rights violated of SC and ST human beings. In the mission of state for the protection of Human Rights of SC and ST humans the very contributory feature played with the aid of the SC and ST commissions at country and National degree.

### **References**

1. Atrocities on Dalits, Human Rights Prospective – Ajay Kumar, 2010.
2. Human Rights Education, social change and Human Values – UNESCO, 1998.
3. Human Rights. Nineth Edition Dr. H.O. Agarwal, Central law publications, Allahabad, 2006.

4. Law relating to protection of Human rights (Second Edition Dr. Awasthi and Kataria, Orient Public Company, 2005.
5. Methodology and Techniques of Social Research - Bhandarkar PL and Wilkinson, Himalaya publishing house, 1999.
6. The Constitutional Law of India (47<sup>th</sup> Edition) Dr. J.N. Pandey, Central law agency, Allahabad, 2010.
7. Violation of DalitsRights in India – Ms. Suhasini. B, 2008.
8. [www.ncsc.nic.in](http://www.ncsc.nic.in)
9. [www.tribal.nic.in](http://www.tribal.nic.in)



## **Opportunity As A Political Entrepreneur**

**Dr. Padmaraj Jain**

Assistant Professor of Political Science VCBES Arts and Commerce College, Lingasugur, Raichur Dist.  
Karnataka

### **Abstract**

Entrepreneur is a person who practices modern ideas via its technical knowledge and thru his managerial talents grabs the existing environmental political opportunities to fulfil his personal destiny and reaping huge income. Political entrepreneur scans the winning environmental possibilities, examines the feasibility to setup his political venture ensuing in his self-pleasure which brings happiness, pleasure, comfort, peace and allows in achieving self-actualization. Political entrepreneur are considered as alternate agents within the process of industrial, social, political and financial improvement of a country and also can be termed as 'spark plugs' to transform economic and political scene of the country, i.e., each us of a needs various category of entrepreneur for prosperity of the kingdom.

The gift economic and political climate of the country of a is right for the software of various entrepreneurial strategies to solve diverse political troubles when you keep in mind that series of mis-governance, corruption, inefficiency and touchy problems are being exercised thru the political entrepreneur if you need to serve him as an citizens.

**Keywords:** Political Entrepreneur, Opportunity, Entrepreneurship

### **Introduction**

Entrepreneur is a person who has the art of schooling revolutionary mind, constantly enriches its technical know-how; enlarge their managerial skills, proficient in grabbing the existing environmental opportunities and in a position in arranging the assets, i.e., manpower, material and capital. Entrepreneur scans the present environmental possibilities, examines the feasibility to setup his mission resulting in creation of merchandise and offerings, which brings happiness, pride, consolation and peace. Thus an entrepreneur is an innovator, challenge and wealth creator. In the wordings of Mr. Rahul Bajaj, Chairman and MD of Bajaj Auto who stated, 'If we must have an entrepreneur in each circle of relatives, India's economic device might be sky rocketing. We could then be capable of take our rightful vicinity as monetary brilliant power within the community of countries. Entrepreneurs create jobs. They create wealth. They create services and products'.

Political traits in modern beyond are taken into consideration as exceptional time to look at political entrepreneurship in India and AAP is the face of such entrepreneurial resurgence, which has created entirely exceptional kind of new politics. Similar to the invention of a trendy marketplace, that holds the promise of profitability and energy, a political entrepreneur usually finds an area for innovation in political area. Political entrepreneur exploits the prevailing opportunity to fill gaps of the marketplace of energy and installation his personal political organization to fulfill his aspirations.

### **Objective of the Study**

This studies paper explores the qualities of an entrepreneur as well as exploitation of existing possibilities to design himself as a political entrepreneur.

### **Need of an Entrepreneur**

Entrepreneurs are taken into consideration as 'exchange dealers' in the approach of enterprise, social, political and economic development of a country and can also be termed as 'spark plugs' to transform economic and political scene of the country, i.e., every country dreams numerous elegance of entrepreneur for prosperity. Historical evidences reveals that international locations with more range of entrepreneur are more advanced because greater entrepreneur manner extra corporations, due to this more manufacturing, which leads to growth in Gross Domestic Product and Gross National Product, which in the long run will increase the countrywide earnings and thereby prosperity of the country.

Countries like Japan and USA who have given importance for entrepreneurial development are developed, while worldwide places like Bangladesh and Nepal are underneath-evolved because of lacking of entrepreneurial activities. Similarly in India states like Gujarat and Punjab are advanced, because they've got given importance for entrepreneurial improvement, at the same time as states like Bihar and Orissa are backward or underneath-advanced due to lacking of entrepreneurial sports activities. Not most effective this, entrepreneur characteristic in monetary improvement can be liked for his or her contribution in united states' GDP, employment and exports, due to the fact the

financial growth of any united states in large component relies upon his contributions via development of small, big and huge groups. Entrepreneurs create a healthy competition in enterprise, financial and political area to meet client further to fulfill human goals and goals. Such competition allows them to provide their services in remote and rural regions of the country, which circuitously promotes their desired of living thereby ultimately consequences in monetary and political growth and human resource development of the country.

Some essential political entrepreneur like Susan B. Anthony (U.S.) fought for women's rights within the country, VinobaBhave (India) primarily based the Land Gift Movement, Dr. Maria Montessori (Italy) advanced the Montessori approach, Florence Nightingale (U.K.) was a founding father of modern-day nursing, and so forth. Today Indian population calls for utmost transparency, growing and nearly ubiquitous voices on political media influencing voter alternatives and mind like 'end corruption' and that G-phrase (governance) are the present day forex of political discourse. Thus we are able to say that with political entrepreneur, we prosper and without them we're poorer. So every country ought to motivate its people to grow to be entrepreneurs in addition to political marketers to make certain boom and prosperity inside the country. The want of political marketers to reinforce up the country's economy is revealed from the subsequent justifications cited hereunder –

1. They help in merchandising and development of micro, small and medium scale organizations in rural, semi-urban, tribal and far flung regions of the country, i.e., promotes balanced nearby development for financial development of the country.
2. They lessen unemployment hassle of the country by way of growing instant and big scale employment with the aid of establishing large quantity of micro, small and medium scale firms within the country by taking gain of government subsidies.
3. They assist in reducing the concentration of monetary and political strength.
4. They efficaciously and efficaciously make use of the authorities' sources, capital and ability.
5. They rent the professional labour and provide training to the unskilled labourers.
6. They attempt to promote the equitable redistribution of wealth, profits or even political power of the country amongst all sections of the society.

7. They additionally promote country's export enterprise thereby boost-up the financial system of the country, that's a critical factor of monetary and political improvement.
8. They set off back and forth linkages which stimulates the economic, social and political improvement process inside the country.
9. Raise voices towards corruption and attempt to hold utmost transparency in authorities functioning's.
10. Promote use of green strategies of production and attempts to recycle industrial waste and treat waste earlier than dumping them in water / land.
11. Helps in promoting of eco-friendly activities, viz., plantation, cleansing river, ponds, and soon, attempts to provide eco-friendly merchandise of their enterprises.
12. Create attention among the overall public about importance of green products and follows the policies, law and regulations of the government.

#### **Who is an Entrepreneur?**

Entrepreneur can be described as a person who attempts to create something new, organizes production, undertakes risk and handles monetary uncertainty worried in walking the agency. In nutshell financial and political development of a rustic by no means takes place as a coincidence. It is constantly brought about via manner of layout that is feasible because of honest, modern and planned efforts of marketers. Thus entrepreneurs are the pioneers within the financial and political development, increase and prosperity of a country. Several authors have advanced one-of-a-kind standards in defining the time period entrepreneur as –

Richard Cantillon described entrepreneur as “a person who can pay a certain fee to a product to resell it at an uncertain charge, thereby making choice about obtaining and the use of the assets at the same time as consequently admitting the threat of organization”, he laid emphasis on risk-taking behaviour of an entrepreneur.

Adam Smith, the father of political economic system described entrepreneur as a person who undertakes the formation of an organization for commercial enterprise purposes by using recognizing the functionality call for goods and services and thereby acts as a monetary agent and transforms needs into deliver. Joseph Schumpeter has defined entrepreneurship as a procedure of creative destruction and entrepreneurs as innovators, who use this manner of shattering the reputo quo of the prevailing services and products to set new products and new offerings, i.e., he laid emphasis at the innovativeness of an

entrepreneur. We can count on the gain of being a political entrepreneur in terms of income technology, figuring out self-actualization and unlimited scope in its growth. Several researches carried out to date to decide the glamour of being a political entrepreneur or why a character need to come to be a political entrepreneur is discussed beneath –

1. **Opportunity to create one's personal Destiny:** Swami Vivekanandji stated "You are the creator of your own destiny" well-known that when an person / businessman establishes his very own independent political party or organization, then his very own self pleasure is the number one using pressure in the back of the achievement of his mission in case you need to make his destiny benefit new satisfactory heights.
2. **Opportunity you bought massive Profits:** A man or woman can acquire limitless / bendy income from his organization relying upon the enlargement of his political enterprise. Political entrepreneur earn extra cash in self political employment in preference to walking for an agency.
3. **Opportunity to make a Difference:** A man or woman's innovative questioning and creative powers forces him to do one-of-a-type form of paintings within the form of his political and social corporation. E.G., Anna Hazare took motion to combat corruption in the direction of authorities in a completely considered one of a kind manner.
4. **Opportunity to reach One's Full Actualization:** Self employment of an individual is a massive tool to specific his self potentials, self technical information, self hobby, self creativity, self modern powers, self skills, self vision, self enthusiasm, self full functionality that lets in you to acquire what he wants to acquire truly in his dreams, i.e., he acquire self actualization to the general quantity.
5. **Opportunity to do what one Delight him:** As someone stated that "Choose a hobby you like, and you could in no way must art work a day for your lifestyles", means this is an entrepreneur entered into the business enterprise of his very personal hobby or his very own line of technical statistics, then he enjoys more and works with complete delightfulness.
6. **Opportunity for contribution to Society:** A political entrepreneur does now not exceptional gather his personal self-actualization in walking his political business agency assignment, however additionally contributes to the society thru pleasing their want and desires, giving jobs to unemployed, utilizing the idle and offers items and services to the society.

### **Types of Entrepreneur**

**On the idea of Innovativeness:** Clarence Danhof categorized entrepreneurs on the basis of innovativeness into four classes as -

1. **Innovative/Aggressive:** Innovative entrepreneur is one which rapid assembles various factors of manufacturing, synthesizes cutting-edge technical data and introduces a new product. They are characterized by the usage of the scent of innovativeness with the useful resource of introducing new goods, new combos of techniques of manufacturing, new technology, discovering new markets and create new corporation.
2. **Imitative/Adaptive:** This entrepreneur in truth adopts an achievement innovation brought by way of other innovators. They imitate the entrepreneurial pattern of present day marketers and set-up their non-public company. Such entrepreneurs generally discovered in growing countries, for the reason that they take benefit of government regulations and set-up companies by means of imitating generation of superior worldwide places, offer good enough employment to the general public and contribute extensively in the growth and improvement of agency and entrepreneurial life-style in such global places. They are symbolized as shops of financial development.
3. **Fabian:** These marketers are timid, cautious, shy and lazy. He imitates new improvements first-rate if he's high-quality that failure to achieve this can additionally damage his business enterprise. They are not adaptable to the converting innovative surroundings and love to stay in its cutting-edge commercial corporation with age antique techniques of manufacturing and rely on past practices, customs, traditions and religion. Usually they will be second era marketers in a own family business enterprise and comply with the footsteps of their predecessors. He adopts the innovative era most effective whilst he realizes that failure to adopt will bring about loss or fall apart of his age-antique enterprise.
4. **Drone:** These entrepreneurs are conservative and orthodox in their outlook, i.e., in no way wants to take away their conventional manner of doing business enterprise and are considered as laggards in their entrepreneurial sports. They refuse to replicate or adopt opportunities available at their doorstep in appreciate to new combos of factors of producing. They are conventional of their technique and refuse to adopt changes in manufacturing, generation and marketing sample even at the hazard of decreased profits. They do not live to tell the tale

for lengthy length, i.e., while their products loses their marketability and their operations come to be uneconomical, they are driven out of market.

**On the basis of Type of Business / Nature of Activities**

1. **Business Entrepreneurs:** Most of the marketers fall in this category. Such entrepreneurs thru his creative questioning and modern technique growth new services or products and set up a latest business company. These entrepreneurs are realistic in method and judiciously integrate different factors of production to convert his modern idea into truth. Such form of entrepreneur is decided inside the area of small shopping for and promoting and production issues.
2. **Trading Entrepreneurs:** Such classes of entrepreneurs are engaged in shopping for and selling sports and often are trying to find new services-oriented strategies to promote big percentage of their merchandise most of the customers inside the market. They deal in buying and promoting of artificial items. They make the maximum the marketplace and promote their products through diverse advertising and marketing and marketing strategies to create call for within the market, e.g. Vegetable dealers, fruit dealers, grocery stores, dairy stores, retail shops, wholesalers, wonderful markets, and so forth.
3. **Industrial Entrepreneurs:** They also are called production marketers. Such class of marketers is engaged in making use of the uncooked substances for production of merchandise. They are also service carriers which can be also demanded thru the customers within the market. They convert various factors of production and convey completed product and make a contribution in financial improvement of the kingdom. e.g., corporations like Hero Moto Corp, Hyundai Corporation, carpentry workshop, tailoring, welding, material textiles, meals processing industries, and so on.
4. **Agricultural Entrepreneurs:** Such training of entrepreneurs is engaged in advertising and marketing of cattle, plants, fertilizers, and cattle merchandise, processed agricultural and livestock products, and many others. Such entrepreneur applies latest technical knowledge and records in agricultural, livestock and allied activities that allows you to maximize their manufacturing for their financial upliftment.
5. **Corporate Entrepreneurs:** Such kind of entrepreneurs with the help of their revolutionary idea, expertise and imagination are able to set up, manage and manage a company very efficiently and efficiently. They are the promoters of the

undertakings / companies and especially engaged in company, change and industry.

6. **Political Entrepreneurs:** Political entrepreneurs quintessentially represent a deep-seated innovation in phrases of their strategies, structures, norms, and values, and are taken into consideration rational and useful substitutes for public and charitable sector useful resource constraints. These marketers are characterized via the use of altered and blended behavior, a robust entrepreneurial orientation, and specifically, an unquestionable accessory on political innovation.

**Conclusion**

The present social, cultural, monetary and political weather of the country is good for the software of diverse socio-political entrepreneurial strategies to solve numerous social and political troubles. Our negligence in supplying equitable marketplace to every generation has provided space for the emergence of political entrepreneurship. Each generation has the right to inherit the same variety in natural, cultural and economic assets in addition to equitable get entry to and sincere use of these global herbal assets loved with the aid of using the previous technology. Similar equitable access and truthful use of global herbal belongings ought to be made among people of generations, i.e., each intra-generational and inter-generational thought are essential for maintaining the sustainability within the surroundings.

Poor governance, utmost inequality, constrained public area functionality and political adamancy and stub-born thoughts-set are inadequacies which have delivered approximately serious political imbalances. Political agencies pick out the ones gaps and correctly rent belongings to fill them. The upward push of social and political media along incorporation of facts technology has stepped up the exchanges among political marketers, investment groups, society and special stakeholders. There are examples of several marketers, viz., Rajeev Chandrasekhar, Rajeev Shukla, Naveen Jindal, Abu Asim Azmi, Vijay Mallya, Rahul Bajaj, Savitri Jindal, Jayadev Galla, Mangal Prabhat Lodha, Rajkumar Dhoot, Dr. Kanwar Deep Singh, Nama Nageswara Rao, Raj Kumar Dhoot, and so on who grew to grow to be politicians and from there, their journeys have taken very dramatic turns.

Congress has given vicinity to some of political events, however they had been encashed by means of manner of AAP party by means of unearthing numbers of scams, i.e., coal scam, 2G

spectrum scam, Delhi airport rip-off, extremely mega energy initiatives rip-off, commonwealth video games rip-off and adarsh housing society rip-off. Such scams increase the angst against the Congress birthday celebration and gives fodder to political marketers. Series of mis-governance, corruption, inefficiency and insensitivity that the Congress authority has exercised in the course of their tenure has supplied political opportunities to AAP, who changed into looking to serve an irritated voter. Such lifestyle of conceitedness, apathy and submissiveness has opened its flanks for marketers to rip into. AAP celebration raised the angst of corruption and transformed it into a motion that shook the Congress-led authorities, i.e., he grabbed it, nurture it, convert it right into a political weapon.

However AAP birthday party test is in a small corner of the united states, which is not any doubt very tiny earlier than the larger electorate of India and whether or not such experiments can be replicated to acquire fulfillment in 543 constituencies of country, which is probably geographically, culturally and linguistically specific, resonate with the overarching idea of a corruption-free India, and deliver a greater powerful politics? There are demanding situations in advance than every political birthday celebration vis-à-vis large possibilities generally lie in each of the constituencies and the fulfillment completed thru AAP may additionally create political entrepreneurs all through the country. So even in recent times, there may be space for innovation, there are gaps in the market for energy and there can be constantly a room for reputation quo of agency.

#### **References**

1. Chhabra Ankur. Entrepreneurship. Sun India Publications, New Delhi 2013.
2. Dutt Rudder, Sundharam KPM. Indian Economy, S. Chand and Co. Ltd., New Delhi 2010.
3. Ghani, Ejaz, Kerr, William R, O'Connell, Stephen D. Policy Research Workong Paper 6307 on Political Reservations and Women's Entrepreneurship in India, The World Bank, Poverty Reduction and Economic Management Network, Economic Policy abd Debt Unit 2013, 01-35.
4. Gupta OP, Gupta Vijay, Gupta Santosh. Fundamentals of Entrepreneurship, SBPD Publishing House, Agra 2014.
5. <https://1851franchise.com/7-successful-entrepreneurs-turned-politicians-2939#stories>
6. <https://www.cnbc.com/2011/11/14/Entrepreneurs-Turned-Politicians.html>
7. <https://www.siliconindia.com/news/business/6-indian-ceo-turned-politicians-nid-132870-cid-3.html>.
8. Khanka SS. Entrepreneurial Development, S. Chand and Company Ltd. New Delhi 2012.
9. Kushal Sri Jin. Business Communication, V.K. Global Publications Pvt. Ltd., New Delhi 2014.
10. Mishra Vivek, Jain Trilok Kumar. Political Entrepreneurship – A Review of its Historical Aspects, International Journal of Arts, Humanities and Management Sciences 2016; 02(09):08-14.
11. Smith Adam. The Wealth of Nations, Random House, New York 1776.
12. Vepa Ram K. Modern Small Industry in India: Problems and Prospects, Sage Publications, New Delhi 1988.

## **Relevance of Jawaharlal Nehru's Ideas In the Era of Globalization**

**Dr. Nanjunda Murthy**

Associate Professor, Department of Political Science, Government First Grade College, Jayanagara,  
Bangalore-560070

### **Abstract**

Jawaharlal Nehru, one of the chief builders of Modern India, turned into the first Prime Minister of Independent India and he changed into there in that publish till his loss of life in 1964. He was a fantastic patriot, philosopher and statesman. Above all, he turned into a citizen of the sector. He had an ardour for technological know-how and modernity. Democracy, Secularism, Planning and Socialism are the principle contributions of Jawaharlal Nehru to India. His perspectives on monetary and social troubles and discovered inside the innumerable speeches he made and within the books he wrote. Nehru was a man of letters. His entanglement in Politics became a superb loss to literature. His vital works consist of Autobiography, the invention of India and Glimpses of World History.

**Key words:** Democracy, Secularism, Planning, Socialism, Statesman and Autobiography.

### **Introduction**

Jawaharlal Nehru changed into an organization believer in Democracy. He believed in unfastened speech civil liberty, person franchise and the Rule of regulation. He has made Parliamentary democracy, a working proposition within the country. Whereas, democracy collapsed in most of the neighboring states that became unbiased in conjunction with India, democracy has survived in this super state.

Jawaharlal Nehru changed into responsible for the creation of making plans in our united states. The 'prehistory' of India Planning tell us in a clean fashion the decisive position played by using one guy: that is Jawaharlal Nehru. It turned into he who transformed Congress to the idea of planning, and he who persisted to insist on its significance at times while other, superficially more instant, questions had been tending to push it within the historical past. Nehru's primary rules had been proper for India. There can be no real controversy about the emphasis he laid on human dignity, international peace, democracy, secularism, planning and improvement, socialism, national integration, technology and era. But one of the fundamental attacks at the rules of Nehru is the strategy of making plans. It has been alleged that the priorities, assigned with the aid of him in India's deliberate improvement were based on a unsuitable imitation of Soviet Planning and that higher priority should were given to agriculture and client items industries as opposed to capital goods industries. But we may also word that the emphasis located on capital items industries become end result of his preference to provide the country. With home substances of the important inputs of monetary boom in order that the price of growth might be much quicker than if the country. Had to rely essentially on foreign aid for its necessities of

capital and intermediate goods and it is not accurate to signify that Planning under Nehru did no longer provide sufficient priority to agriculture.

### **Nehru views and Globalization**

India in a Globalizing World – may seem in the beginning glance to be an unusual preference for Jawaharlal Nehru's view. Globalization as we are aware of it today did no longer exist whilst Jawaharlal Nehru becomes Prime Minister and it'd even be said that it has elements particularly alien to his global view. His politically formative yr, between the 2 world wars, had been marked through a full-size reversal of globalization and a shrinking of worldwide exchange because the essential industrialized countries resorted to protectionism to hold domestic employment. This become also a duration whilst the autarkic Union seemed to be gaining ground at the same time as the market economies had been suffering to manage their monetary troubles. Jawaharlal Nehru become unwavering on simple principles and fundamental values - secularism, democracy, modernization, development with social justice – however he became not one to be tied down by using dogma to specific instrumentalities. On the contrary, he identified that India's destiny could pose new challenges which would need a fresh method. He stated exactly that in his celebrated "Tryst with Destiny" speech at the eve of India's Independence:

This is the heritage wherein India, the sector's biggest democracy, has been charting the route in a globalizing world. Democracies encourage debate and there may be a superb deal of it in India on problems related with globalization. Politicians of all political events in India Know that globalization are a reality. Many of them also understand that every one nations

that have grown swiftly have completed so with markets and this will simplest be finished if the financial system is globally competitive. But there are also the fears about the impact of globalization which want to be addressed. Their fears relate to 2 varieties of poor fallouts. First, there's apprehension that globalization, and the policies of openness related to exploiting the opportunities it offers may also lead to bad consequences on GDP growth. Second, there are concerns that even if mixture increase isn't always adversely affected, certainly even supposing it will increase, globalization may additionally have critically disruptive distributional impacts hurting the monetary pastimes of particular agencies, sectors or areas causing a lack of profits and a growth in poverty. India's boom potentialities in a globalizing international are thrilling; India's revel in genuinely shows that there's no purpose to worry that globalization will hurt India's growth prospects. On the contrary, India has skilled a distinct development in boom within the length whilst its guidelines reflected the compulsions of globalization, as compared with the 1960s and Seventies, while the Indian economy grew highly slowly at a mean of around 3.5 percentage in keeping with yr. Growth elevated to a mean of round 5.8 percent in step with yr in the Nineteen Eighties and 1990s and the economic system is presently growing at approximately 6.5 percentage. Currently targeted increase fee is 7 and eight percent for the near destiny. Since population boom has bogged down from 2.2 percent prior to 1990 to round 1.8 percentages at present, these figures suggest that the projected acceleration inside the growth of in step with capita incomes is more than inside the increase of GDP.

In a globalizing international, domestic financial savings can be supplemented through investment flows from overseas and India has reoriented regulations toward foreign funding to welcome such flows. India at present draws handiest approximately \$five billion of FDI in comparison with \$60 billion for China. The government has set the goal of raising overseas investment to 3 instances its present level and is taking steps to dispose of policy impediments to such flows in numerous regions. With continuing development in domestic savings, and an growth in FDI from under 1 percentage of GDP to say 2.5 percent, India can achieve quotes of funding of near 30 percent which must be sustain 8 percent increase. Investment prices in China are a great deal better round 40 percentage of GDP – but there's purpose to consider that

the aid of exploiting opportunities in global China's very investment fees reflect some diploma of inefficiency within the use of capital.

Human capital is some other aid that determines increase and there are rather exceptional dimensions which can be relevant. One is the provision of professional manpower and the other relates to entrepreneurial capability. India has a large pool of technical and higher professional manpower, reflecting long installed socio-cultural biases in choose of education and also the emphasis positioned on higher schooling nearly right away after independence. The country produces about a hundred and seventy,000 graduates in engineering and generation annually; not a massive variety in terms of the populace but very great as an absolute glide. While first-class varies, the exceptional institutions such as the Indian Institutes of Technology and the Indian Institutes of Management, all a part of the Nehruvian legacy, are genuinely global lessons. Familiarity with English has proved to be an crucial benefit; particularly in a number of the new increase areas created by means of globalization including IT enabled services. Economic regulations and establishments additionally play a primary role in figuring out growth potentialities. Economists, probably attention an excessive amount of on the function of guidelines, and have a tendency to underplay the importance of establishments, because policies may be changed over quite shorter durations while establishments take a whole lot longer to create predominant changes in financial regulations over the last two a long time so one can help it to perform greater efficiently in a globalizing world. Economic reforms have been intensified inside the 1990s following a serious stability of payments crisis in 1991. The present Prime Minister, Dr. Man Mohan Singh, was the Finance Minister Prime on the time, and changed into the architect of those reforms. The inner liberalization all started in the Nineteen Eighties changed into carried in addition, and became mixed with a slow method of external liberalization, including reducing of import responsibilities, removal of quantitative regulations on imports and a main liberalization of overseas direct investment. The 1990s also saw the begin of a method of financial reforms aimed toward introducing extra opposition and tightening prudential norms in the banking area exchanges and capital marketplace establishments and the insurance sector.

The manner of financial reforms started out inside the mid – Nineteen Eighties, following

a popularity that India's performance in the 1960s and Seventies became beneath its capacity. This changed into the length when the vast government controls which existed in advance on personal funding and technology choices commenced to be liberalized. Indian non-public groups had been advocated to amplify in scale and induct contemporary era. Access to overseas era became made easier and foreign investment began to be considered as a mechanism for injecting new technology into the economic system. The utility of computers and the development of the software industry had been come about in these intervals. There policy projects paid rich dividends ten years later, when India emerged as the maximum globally aggressive rising market country in software program and IT services.

These reforms have been accompanied by means of efforts to bolster establishments appropriate for the functioning of a market financial system. India is lucky on this place as it already had industrial and felony establishments vital for functioning as a market economy in a globalizing global. India's institutions were widely patterned on the ones in the industrialized international locations though their functioning absolutely had to be improved. Several steps had been taken on this course, such as in particular within the vicinity of modernizing inventory alternate practices and advent of corporate governance policies. Gaps remain in certain regions along with bankruptcy laws, in which strategies take too long, but the basic structures are in place and they may be more and more being driven to conform with nice practices internationally.

The reforms of the 1990s consisting of the shift to a flexible largely market decided change fee succeeded admirably in correcting this weak point. India's export share in world change extended from 0.5 percentage in 1990 to 0.8 percent in 2002. The total influx from each those sources changed into round \$6 billion till 2002-03 after which shot up to \$ sixteen billion in 2003-04, especially because of a surge in foreign institutional buyer's inflows. When move to discuss the India's primary education and health indicators lag at the back of different East Asian countries, not handiest in comparison with the levels triumphing in those nations nowadays, but even compared to the ranges thirty years ago after they began to grow extra swiftly. China particularly invested heavily in those areas inside the early ranges of development, with the result that when economic reforms had been introduced inside the early 1980s grownup literacy changed

into already eighty five percent. In assessment, grownup literacy in India in 1991 becomes only 49 percentages. It can be argued that a base stage of literacy of forty nine percentages is not sufficient to generate eight percentage increases. In a globalizing international, which places a excessive premium on abilities and know-how, enhancing these signs should be a count number of the very best precedence. As Amartya Sen has pointed out, this could no longer only enhance human welfare at once, it's going to additionally make a contribution to financial growth over an extended length and moreover, it'll improve the ability of the terrible to take part extra completely inside the boom method.

Fiscal stability requires action on each expenditure and sales. On the expenditure side, the government ought to include the boom of public expenditure as a good deal as viable with the aid of chickening out from areas wherein public spending isn't crucial or effective, at the same time as truly expanding it in in different areas where it's far vital and currently inadequate. On the sales side, there's want for constant pursuit of tax reform, mainly reform of tax administration, which should allow large sources to be raised even at the present tax fees. An important improvement on this location is the recent adoption by using 19 out of 27 states of a VAT system for sales taxes (which taxes paid at earlier ranges. Experience suggests that this can have a completely favorable impact on revenue collection.

When the country talks about becoming a Science and Technology powerhouse within the twenty first century, it can be exceptional to step back and evaluate why this type of robust optimism is viable in any respect. It may be suitable to recall the wealthy legacy that Pandit Jawaharlal Nehru left in the back of and his everlasting footprint in phrases of building a contemporary secular and democratic India with a company dedication to technology and generation. Mahalanobis became the architect of the planning framework, which turned into essentially to provide the county a benchmark for progress as we went along in preference to a unfastened market approach. The manner records are accrued within the country for computing GDP etc is an envy of many developing societies and the figures are well depended on in the Western global. In early 80's when liberalization simply started out, corporations like INFOSYS, TCS and WIPRO took the lead in software program and set up benchmark in terms of world standards via this time the authorities found out that the Indian economy had sincerely matured to



a degree in which a stage gambling area was created. It turned into ready for actual liberalization and the monetary reforms of 1990 have been in tune with the time. The reality that the authorities stored out of software program becomes the belief crazy within the publish-liberalization technology.

### **Conclusion**

One can handiest speculate what Nehru might have achieved had he lived longer. The economic system perhaps in advance alongside the road of countries like Japan wherein the kingdom is an energetic player however no longer an instantaneous one if you can degree some form of criticism against the improvement technique of the beyond 5 a long time, it's far in phrases of the forget of essential infrastructures of Water, Sanitation, Power, Transportation and Primary training. Nehru reorganized the states on linguistic strains a whole lot to the dismay of the Westernized intellectuals in India but in retrospect it became a smart selection due to the fact every of the rich languages of India flowered in its personal way.

These 12 months marks the 119<sup>th</sup> anniversary of the birth of this first-rate son and citizen of India. The name Nehru is unceasingly associated with the fight for India's independence and its establishment as a sovereign nation and additionally his perspectives are benchmark for close to future and improvement of any financial system.

### **References**

1. Pulapre Balakrishnan (2007), *The Recovery of India: Economic Growth in the Nehru Era – Economic and Political Weekly*, New Delhi.
2. Lokanathan. V. (2002), *A History of Economic Thought – Mangala Deep Publication*, Jaipur.
3. Vladimir Putin (2004), *A Special Lecture on Jawaharlal Nehru*, Jawaharlal Nehru Memorial Foundation, New Delhi.
4. M.A. Pai (2006), *A Special Lecture on Remembering Nehru – Computer Engineering University, Illinois, U.S.A.*
5. Montek S. Ahluwalia (2005), *India in a Globalizing world Jawaharlal Nehru Memorial Foundation*, London.

## **Global Education In English Classroom: Integrating Global Issues Into English Language Teaching**

**Eshakumar H N**

Assistant Professor of English Government First Grade College K R Nagar

### **Abstract**

Teaching isn't all approximately how to make students grasp the issue and get high scores. It is also an effort to make a higher global and to power college students to be a good deal better residents for the world. Seeing the current circumstance of the arena, educators have to show their social responsibilities to build it and to solve the global troubles as well as to use schooling to foster peace and mutual expertise among people and countries. This turns to be a project for all educators such as English language educators to convert their coaching and learning system into a procedure which does now not most effective cognizance on equipping college students to be successful rookies of the target language or proficient audio system of sure languages. More than that, English instructors must be able to equip college students to be greater understanding and displaying extra appreciate to their surroundings. This paper aims at analyzing and explaining the way to integrate training which makes a specialist of international issues and problems into English Language Teaching. The evaluation confirmed that peace, appreciate, knowledge among human beings across countries cannot only be constructed completely through diplomatic cooperation through the governments. These entities may be built efficiently thru schooling which reflects them via integrating some international issues to the teaching and learning method itself.

**Keywords:** Global Education, English Language Teaching, Global Problems.

### **Introduction**

As English teachers on this worldwide technology, we've a few responsibilities to undoubtedly react to the critical issues were going on in the global. Our world is now going through stressful troubles which include terrorism, ethnic clash, social discrepancy, and environmental destruction. We have that allows you to prepare our students to address the ones troubles with what so called as "Global Education". Global Education is a technique to teaching and studying language which is meant to response a few essential international problems. It is geared toward facilitating students to efficiently and actively acquire positive languages they learn together with enriching them with information, understanding, and commitment to definitely reply international problems and associated problems within the international as one of the global citizens. Global Education is considered to be education which helps information, perspectives, attitudes, and talents related to stay lifestyles with excessive duties for multicultural and interdependent global. Another student defines worldwide education as form of efforts to make changes to the content, approach and related contexts of schooling machine inside the reason of getting ready college students to be desirable international citizens. By the ones definitions, it's miles clear that global educators cognizance on putting worldwide training as the primary part of pedagogical content and method and not simply thinking about it as one of strategies in

coaching. There are as a minimum four foremost areas or troubles to don't forget as the basic parts of worldwide training; "peace, human rights, development, and environment". The purposes of a international education cowl four principal areas; information, abilities, attitudes, and motion. Knowledge related to worldwide troubles and problems comes first. Students will paintings for a better existence and international once they recognize things related to the issues faced through the arena, together with the reasons of these problems as well as the possible answers. The second goal is ability. Students need to grasp the abilities of verbal exchange, crucial and logical wondering, creativity, and trouble solving. Other capabilities such as non violent decision for clashes, informed decisive functionality, and the skill to apply more than one perspective in seeing a trouble are vital to reply the worldwide problems or problems. The third purpose is worldwide attitudes. These approach students want to be prepared with the attitudes to be aware and curious to the worldwide issues. Some other attitudes inclusive of appreciate, appreciation, empathy, and justice are also important to uphold. The ultimate intention is movement. This refers to active participation to solve worldwide problems and troubles starting from the nearby troubles up to the worldwide ones. Some discussions associated with international problems and the ways to reply them are disclosed inside the further sections. The dialogue is followed by a few examples for each point referred to. Thus, it

gives clean description and explanation associated with the subject being mentioned.

### **Teaching Global issues in the English Classroom**

As being noted formerly, the obligations of overseas language educators aren't only coaching vocabulary, grammar, pronunciation, listening, speaking, analyzing and writing. However, we as educators need to also take note of some troubles occurring in the world and equip our students with expertise and capabilities to actively participate in solving the problems or at least displaying sympathy to the ones troubles. It is morally far from right to only stick our thoughts in coaching to the textbooks we are the use of with none care to the issues round us. We may not be capable of resolve those issues without delay but our attention, sympathy, and understanding toward the conditions and issues are necessities to lessen the unfold of the problems. In addition, we must comprehend that the career of educators is to bring blessings to society. In the past twenty years, the growing of experts in training and technology become so large. They carried out research for solving troubles existed in their surroundings. Physicians, as one in all examples, worked very difficult for innovation and invention till they were given Noble Prize Award. Lawyers also labored very tough to be contributively to the so known as law enforcement. If language teachers truly need to be professions, they have to begin getting ready themselves to expose their social responsibilities to society. Besides, training is considered one of fields taken into consideration to have sturdy contribution in spreading peace, justice, and way to any social problems. The World Confederation of Organizations of Teaching Profession genuinely publicizes that its goals are to sell and create equality, peace, justice, freedom, and human rights among people. The 1974 United Nations Education, Scientific, and Cultural Organization Recommendation Concerning Education for International Understanding, Cooperation and Peace and Education Relating to Human Rights and Fundamental Freedoms requires worldwide view on all degree or diploma of schooling and admire among cultures, knowledge to the man or woman and institution rights, and active participation in fixing global problems . As language educators, the most tangible action associated with international issues is the UNESCO's Linguapax program. This name is derived from Latin language because of this language (lingua) and peace. This refers to

language teaching for global expertise to sell peace.

This Linguapax resulted some recommendations for foreign language educators:

1. Knowing and know-how their obligations to also assist worldwide knowledge within the teaching and getting to know procedure.
2. Effectively the use of the language coaching and getting to know procedure to boom respect, peace, and cooperation amongst international locations within the world.
3. Developing international knowledge through extracurricular sports which include global college students exchange programs, activities, motion pictures.
4. Developing the global cooperation amongst international locations via college students' cooperation inside the study room.

By this Linguapax, it's far clean that the importance of equipping college students with global understanding is inevitable. The troubles won't be around us or some distance from our surrounding but our efforts to introduce our college students to the troubles occur all over the international have significant impact to the development of the world.

### **Integrating Global Education to English Classroom**

Educators have already tried to integrate global issues and international schooling into the coaching and learning school room. This consists of some integration to the content material, approach, teaching materials, lesson plan, teacher education programs, and some other activities such as extracurricular activities.

1. Content Integration Integrating worldwide education to the content material of coaching and studying manner can be executed through listening, speaking, studying, and writing resources. Teachers can train the ones four talents by way of the usage of issues associated with worldwide troubles inclusive of global human rights, international peace, global health issues, or even any problems related to antiracism movements. They can also start with teaching paying attention to college students by way of gambling audios and motion pictures associated with how UN has been running thus far to uphold human rights internationally and equality for all man or women within the world. Reading sources also can use passages related to global troubles. Another talents writing and speak me can observe the preceding skills substances. Teachers can also combine worldwide schooling into their teaching and mastering materials by using some terminologies related to international troubles. One of

examples is using the word “peace” in coaching pronunciation or consonant “p” in English classroom. Teaching grammar seems to be greater thrilling if the substances are difficult for the students. Teachers may additionally use the progress of worldwide human trafficking from then to now to educate gift, beyond, and modern tenses, for instance. This integration is meant to conform the teaching and getting to know materials to be extra associated with the global problems. Besides this could enrich students’ and instructors’ understanding associated with troubles occur international in addition to different troubles related to it. In different words, both students and teachers can advantage greater benefits and brought fee from the edition.

2. **Methods of Teaching** How we teach international training to college students in the school rooms is some other vital issue. This motivates instructors and students to begin using lively getting to know in place of passive one. Besides, the teaching and studying process will be a scholar-focused teaching and finally ends up with the paradigm of coaching language for conversation about world troubles. Some techniques instructors might also use in the school rooms are experimental learning, function play, and discussion, for examples. This might also flip college students to act as whites and darks to study apartheid or racism in the world. An extra dynamic coaching and getting to know manner also can be performed through asking students to simulate UN ambassador’s assembly simulation. Students act because the ambassadors of every member of UN. Teachers can also convey the arena into the classroom by means of asking students to behave as the US ambassador for youngsters and ask them to supply speech as shape of talking elegance. Students also can perform a little undertaking based totally studying activity by way of undertaking simple interviews and surveys related to the position of UN to remedy some global problems. All of these techniques above are geared toward giving students the description or photo of going through and fixing global issues. In addition, the awareness of them related to the global problems might be elevating. This may not at once resolve the real troubles however this creates a higher circumstance both for the students’ improvement and the sector situation inside the future to be better.

#### **Teaching materials for Global Education**

Global education is meant to introduce and expose students to information, abilities, and attitudes so as to cause them to be extra socially responsible as the citizens of the world. The

textbooks to be had up to now appears to have no longer touched those troubles deeply. Even once they contact these issues, they do now not put them as the priority however virtually on the floor of the troubles. Most textbooks are considered to be so traveller-minded with the focus greater on topics related to purchasing, models, touring, holidays, and glamorous lifestyles patterns and even evidently they lead college students to “bias, racism, and stereotype.” Fortunately, no longer all foreign language textbooks forget the worldwide problems. Some Asian textbooks of English make bigger the content material into some issues associated with international warming, different environmental troubles which include woodland degradation, starvation inside the global, human rights, child troubles, human trafficking, as well as a few troubles associated with terrorism and civil conflict inside the global. A growing wide variety of commercially posted English textbooks seem which address worldwide issues because the topics of the textbooks along with Making Peace by Brooks and Fox, The World round Us by way of Hoppenrath and Royal, and The Global Classroom by de Cou-Landberg. For language educators who find difficulties in finding those such type of textbooks, they are able to create their very own coaching materials on extensive range of topics associated with international troubles which include; poverty, modernization, ancient web sites in the global, peace, human rights, respect. They also can get right of entry to a few online sources associated with these problems together with from youtube and a few different websites posted via English speak me country embassies. These time and again provide greater blessings to instructors and students. Especially for the academics, this can deliver them greater possibilities to be extra unbiased teachers and enhance their fantastic attitudes closer to their surrounding and any new challenged provided for them.

#### **Extracurricular activities for Global Education**

Extracurricular activities also can be used to offer students experience and publicity to international problems while learning certain overseas languages. Activities inclusive of seminar on global problems, speech contest or different opposition with the subjects related to worldwide troubles can be part of the challenge to introduce students to worldwide issues focus. Another hobby which could facilitate students with international view is the worldwide volunteer pastime. Other activities such as

overseas tour and trade applications can be the options. These sports are currently promoted by using some foundations and governments. Teachers can inspire students to apply and join those applications to offer them new window in seeing the arena. Those extracurricular activities are meant to introduce students to exclusive perspectives, manner of lifestyles, cultures, and social conditions. Extracurricular activities have greater possibilities to be higher methods to introduce students with the worldwide problems and the reaction we must show. This is due to the fact that extracurricular activities supply students' greater time to be comfortable and to be the actual human beings. They basically don't forget extracurricular sports as time to get relaxed at the same time as enjoying their instructional life. If those sports are fulfilled with a few activities related to worldwide issues and the way to respond them, these will turn to be extra enlightening sports for them and their destiny. Thus, maximizing these sports promoting peace and tolerance is crucial.

In order to be successful in introducing something new to schooling, instructors need to be nicely prepared. Teacher training is certainly one of fundamental parts in training. Equipping teachers with the information and consider of world issues is also wished so that instructors can be experts. Teachers can enhance their expert development thru a few seminars, workshops, and brief direction. By becoming a member of the ones academic activities with the subject associated with international issues, teachers can enhance their know-how and experience within the overseas language they may be coaching as well as improving their information associated with global issues. In addition to a few seminars and workshop sports, teacher also can be part of instructor schooling or teacher professional improvement applications. These sports will enrich their understanding and abilities to develop teaching courses and substances related to the problems of human trafficking, worldwide warming, civil war, oil inside the center-east, forest in tropical international locations, and endangered animals, for examples. Teacher training has been carried out with the aid of the authorities of Indonesia via the Ministry of Education and Culture. However, the effectiveness of the education related to the goal ought to have greater interest. In other words, supervision at some stage in the method of trainer schooling needs to be extra greatly emphasizes. Besides, teacher training ought to be conducted numerous instances throughout in one educational year. This is for

the sake of the effectiveness of the schooling each for the instructor and for the schooling in widespread.

## **6. Conclusion**

World problems aren't only the obligations of those directly related to those issues. Those issues also are our obligations. Education can be used to construct peace in the world. Through education, leaders are created and via education also, the ones problems can be decreased and even solved as a consequence, our paintings difficult as educators are vital for a better international. English Language Teaching may be tailored to satisfy the demand of the worldwide conditions. Such global issues can be taken via teachers to be developed extra and suitable for the teaching substances. This method will provide students wider understanding and interest to international problems. The success of adapting worldwide troubles to English Language Teaching is tormented by some factors particularly the teacher willingness and readiness to address the troubles by way of inserting them to the teaching materials. Support from the authorities to instructors is also a determining element. Support inclusive of instructor schooling software is improperly needed through the lecturers so as to be able to conduct coaching and gaining knowledge of technique which display global problems and boom students' attention towards such troubles.

## **References**

1. Cates, K. (1990) Teaching for a better world, The Language Teacher, vol. 5, 1990
2. UNESCO (1974) Recommendation Concerning Education for International Understanding, Cooperation and Peace and Education Relating to Human Rights and Fundamental Freedoms, Paris.
3. Fisher, S. and Hicks, D. (1985) Teacher's Handbook, Edinburgh.
4. Kniep, W. (1985) A critical review of the short history of global education, American Forum for Global Education, New York.
5. WCOTP (1989) World Confederation of Organizations of Teaching Profession (WCOTP) Handbook, Switzerland.
6. UNESCO (1987) Linguapax Kiev Declaration on Content and Methods that could contribute in the Teaching of Foreign Languages and Literacy to International Understanding and Peace, Paris.
7. Pike, G. and Selby, D. (1988) Global teacher, global learner, London.
8. Selby, D. (1999) Global education: toward a quantum model of environmental education, Canadian Journal of Environmental Education, vol. 4.

## **Chief Editor**

**Dr. R. V. Bhole**

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

## **Editor**

**Dr. Ajeya A Abbar**

Head. Department of Political Science  
S.K. College of Arts, Commerce and  
Science, Talikoti.  
Vijayapura, Karnataka

**Ms. Sneha Navadagi**

Head. Department of Commerce  
S.K. College of Arts, Commerce and  
Science, Talikoti.  
Vijayapura, Karnataka

## **Editorial Board**

Prof. R. J. Varma ,Bhavnagar  
[Guj]

Dr. D. D. Sharma, Shimla [H.P.]

Dr. Abhinandan Nagraj,  
Benglore[K]

Dr. Venu Trivedi ,Indore[M.P.]

Dr. Chitra Ramanan Navi  
,Mumbai[M.S]

guyen Kim Anh, [Hanoi] Virtnam

Prof. Andrew Cherepanow, Detroit,

Michigan [USA]

Prof. S. N. Bharambe, Jalgaon[M.S]

Dr. C. V. Rajeshwari, Pottikona [ AP]

Dr. S. T. Bhukan, Khiroda[M.S]

Dr. R. K. Narkhede, Nanded  
[M.S]

Prof. B. P. Mishra, Aizawal  
[Mizoram]

Prin. L. N. Varma ,Raipur [ C.  
G.]

Prin. A. S. Kolhe Bhalod[M.S]  
Prof. Kaveri Dabholkar  
Bilaspur [C.G]

---

## **Address**

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

---