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"Women and Nutrition in this polarised world"

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Abstract:

My paper explores that the health and nutrition of women and girls is of particular concern because, in many societies, they are disadvantaged by discrimination rooted in sociocultural factors. Those are including heart disease, diabetes, stroke, some cancers, and osteoporosis, high blood pressure, high cholesterol etc... Women represent the cornerstone of a family's overall health, ensuring they have access to quality care also can lead to improved health for children and families. The health of families and communities are no doubt, tied to the health of women. So that nutritional food is very important to women for her well-being, ability to fight off illness, ability to recover from illness or injury. The diets of women in India are often too poor to meet their nutritional needs. It's essential to take steps to improve her well-being with nutrition.

Key words: Women Health, Nutrition, Food, wellness, polarised world etc.

Introduction:

Women represent the cornerstone of a family's overall health, ensuring they have access to quality care also can lead to improved health for children and families. The health of families and communities are no doubt, tied to the health of women. Women's health refers to the branch of medicine that focuses on the treatment and diagnosis of diseases and conditions that affect a woman's physical and emotional well-being. Well-nourished women are better able to provide for themselves, their children, and their families. Well-nourished mothers are more likely to have infants with healthy birth weights, and such children are less likely to ever suffer from malnutrition. A well-balanced diet, comprised of a variety of foods, adequately meets women's needs for vitamins, minerals and energy. For good health, women need to pay special attention to calcium, iron and folate (folic acid) intake. A healthy diet also should minimize the intake of fat and sugar.

Women and her nutritional life:

Balanced nutrition and a healthy diet can support woman body in many ways. Whether Woman is looking to improve her energy and mood, combat stress, or boost fertility, what her fuel to her body with can make an impact. To help explain how nutrition can impact on her is to studying. it's very important to acknowledge that men and women have differing nutritional needs as a result of differences in their bodies. For example, hormonal changes associated with menstruation, childbearing, and menopause mean that women have a higher risk of anemia, osteoporosis, and various nutritional deficiencies. For this reason, it's important for women to include foods rich in calcium, vitamin D, B vitamins, and iron in their diet to maintain bone health and prevent anemia. Women also tend to lose more lean muscle mass over time due to age and

childbearing. Therefore, a regular exercise regimen that includes weight training and/or high-intensity workouts should be a part of her routine. Regularly scheduled eating times can help with energy levels and boost your mood. The average recommended calorie intake is around 2,000 calories per day for women. Each woman has unique nutritional needs, but in general you need about 1-2g of protein daily for every kilogram you weigh. For a 130-lb. woman (58kg), that means taking in up to 116g of protein daily. Most people do not eat enough food just to maintain their daily nutritional needs. And, while I know it seems counterintuitive, especially if you are trying to lose weight, building muscle is important as it burns fat/calories and helps maintain normal bone health. You cannot build muscle without protein. Stress and anxiety are also big energy zappers, so to lower stress levels, try walking, listening to music, or talking to friends. It's also easy to confuse hunger and fatigue with thirst, so make sure you are drinking plenty of water.

Women's nutrition and Fitness:

Nutrition and diet are critical to overall health. Being nutritionally fit means finding the right "fuel" so you perform at your best. A good diet isn't just healthy and nutritious, it must also be sustainable. Trendy or gimmick diets can offer short-term success, but often are not sustainable. Maintaining a healthy, balanced, and sustainable diet helps build wellness across many areas of health. The right nutrition can also help you achieve optimal emotional, cognitive, and physical performance. When you eat right, you're likely to feel more energized with better focus, judgment, accuracy, and reaction time. Follow these additional nutrition tips to optimize mental performance.

Nutritional Food:

1. Vegetables leafy greens, cruciferous veggies (broccoli, cauliflower), bell peppers, carrots, mushrooms, onions, and tomatoes.
2. Fruits like berries, cherries, apples, bananas, citrus, tropical fruit (mango, pineapple), and kiwi.
3. Grains and starchy veggies like whole grains such as oats, brown rice, whole grain bread, potatoes, legumes, beans, and peas.
4. Lean proteins like poultry, fish, lean red meat, low-fat dairy, beans, nuts, seeds, and soy products.
5. Healthy fats like nuts and seeds, olive oil, and avocados. Etc...

Women's Fertility and nutrition:

Besides aging, a number of non-modifiable lifestyle-related factors such as elevated consumption of caffeine and stress, agonist sports, chronic exposure to environmental pollutants, and other nutritional habits exert a negative impact on a women's fertility. In particular, metabolic disorders including diabetes, obesity, and hyperlipidemia commonly associated to hypercaloric diets are suspected to affect a woman's fertility either by direct damage to oocyte health and differentiation, or by indirect interference with the pituitary-hypothalamic axis, resulting in dysfunctional oogenesis. Obese women show decreased insulin sensitivity determining persistent hyperinsulinemia, which may be involved in the pathogenesis of Polycystic Ovary Syndrome. Thus, the reduced insulin secretion induced by dietary adjustments is an attractive non-pharmacological treatment to prevent infertility, and a Mediterranean diet aimed at maintaining normal body mass may be effective in the preservation of ovarian health and physiology. Furthermore, in relation to the oxidative stress as a co-factor of defective oocyte maturation, an appropriate intake of proteins, antioxidants and methyl-donor supplements may decrease the bioavailability of toxic oxidants resulting in the protection of oocyte maturation. Infertility is a major problem in modern society and recurs in as much as 20–30% of the fertile female population. The American Society of Reproductive Medicine (ASRM) delineates infertility as the failure to conceive after one or more years of attempts of natural fertilization, with the World Health Organization (WHO) reporting up to 80 million women world-wide having been affected by this disease to date, with a prevalence of 50% of all women in developing countries.

Women's health and nutrition:

Healthy eating means getting nutrients primarily from food rather than from vitamins or

other supplements. Some women might need vitamins, minerals, or other supplements at certain times in life like before or during pregnancy. But most women, most of the time, should get their essential nutrients from what they eat and drink. Healthy eating is a way of eating that improves your health and helps prevent disease. It means choosing different types of healthy food from all of the food groups (fruits, vegetables, grains, dairy, and proteins), most of the time, in the correct amounts for you. Healthy eating also means not eating a lot of foods with added sugar, sodium (salt), and saturated and trans fats. Well-nourished women are better able to provide for themselves, their children, and their families. Well-nourished mothers are more likely to have infants with healthy birth weights, and such children are less likely to ever suffer from malnutrition.

Conclusion:

Thus Nutrition for women is critical because inadequate nutrition affects not only themselves but also the health of their children. Requirements for macronutrients and micronutrients are significantly increased during pregnancy to support the growth of the foetus, and the development of the placenta and maternal tissues. Women represent the cornerstone of a family's overall health, ensuring they have access to quality care also can lead to improved health for children and families. The health of families and communities are no doubt, tied to the health of women

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Navabrahma Temple at Alampur

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Abstract: Alampur is situated in Mahabubnagar in (Andhra Pradesh) present in Telangana, it is famous for Saivite Kshetra and Devi Jogulamba as listed in Astadasa Sakti Pitas. This Alampur is famous for Navabrahma temples and is located on the left bank of river Tungabhadra, the temple at kudali Sangameswara was transplanted and erected at Alampur. The inscriptions and architecture belong to Chalukyas of Badami Kalyani, the Architecture of Alampur temple follows the Nagara tradition and Dravida tradition.

Keywords: Chalukyas of Badami Kalyani, Dravida, Nagara tradition.

Alampur is a taluk head quarter in the district Mahabubnagar in Telangana. It can be approached from Hyderabad or Kurnool. The town is 9 kms from the Alampur Railway station. This town had hoary antiquity. It is a Saivite kshetra and formed as a Western gateway to Srisailem, Devi Jogulamba is also listed in Astadasa Sakti Pitha. This temple is directly located on the left bank of river Tungabhadra. This complex is enclosed by a prakara wall with two entrances. This Alampur temple complex was provided with a massive stone protective wall on its eastern side, on the river bank. River Tungabhadra flows as an Uttaravair and merges into the river Krishna at Kudali Sangameswaram. At Srisailem, river Krishna a hydro-electric project was constructed. Due to this project number of villages in Mahabubnagar and Kurnool were submerged under water or reservoir. The temple at Kudali Sangameswaram was transplanted and erected at Alampur by the Archaeological survey of India. Because of this project Nava Brahma temple complex was also in danger, for this reason this protective wall was constructed between Tungabhadra and temple complex. This temple complex was declared as a monument Archaeological survey of India. They constructed a museum and placed the loose sculptures and inscriptions which were collected from this complex.

From the inscriptions we know that Alampur was known in the historical times as Alampura, Hatampura, Alampuri and Alampur. Alampuri is mentioned in an inscription of the time of Krishnadevaraya of Vijayanagara. Alampur is situated on the western bank of the Tungabhadra River and the main temple is located between the Vedavati and Nadavati rivers. Alampur is referred to as Daksina Varanasi Kasi Ksetra and the western gateway of Srisailem.

The earliest inscriptions at Alampur to the period of Chalukyas of Badami, the three inscriptions found. One is of the time of Vinayaditya and other two of the reigns of

Vijayaditya. The inscription at the time of Vinayaditya in the Svarga Brahma temple states that the temple is honour of the queen (Mahadevi) of Vinayaditya was caused to be constructed by Lokaditya-Ela-Arasa. So, this inscription is more important to fix the time of the construction of the Svarga Brahma temple. The inscription of Vijayaditya dated 704 A.D. is on the slab fixed into the for-wall near the Devadroni and states that the enclosure in question was set up at the instance of the Chalukyan ruler and dedicated to the worshipful Isanacaryaswami. On the same slab there is another fragmentary inscription with similar contents. These inscriptions together with the architectural style form the basis for assigning the construction of the "Nava Brahma" temples are interesting as similar practice is met with at the other centers of art of the Chalukyas of Badami like pattadakal and satyavolu.

According to a local story Sri Brahmeswara Kshetra Mahatyam, these Navva Brahma temples were built by a Rasa Siddha with the blessings of gods. A king named Vilasat Raja who was a nastika attempted to ruin the temples and cursed by the siddha lost all his army and wealth. One day the king wandering in the forest met a deer through a hunter and the deer told the king that he should go to Brahmeswara Kshetra and do penance there for some time and reconstruct the temples to get over his sins, the king in the sculpture is identified with Vilasat Raja.

An episode of deer and hunter is carved on the pillar at the narrow entrance to the fortress. On one side of the pillar, the scene of a deer feeding its little one as a hunter is waiting in the vicinity and another scene of a hunter aiming to shoot an arrow at the deer are carved. On another side of the pillar the scene of a hunter standing in Anjali pose before a king and his queen and the attendant standing in Anjali pose before the deer are carved. There are on the ceiling of the Mahadvara or the main entrance sculptures of Vishnu, Siva as Andhakasura Samharamurti and Brahma. In a small shrine beside

the entrance there is an image of a goddess locally called Kamakshi. She is found handed seated deity, holding damaru, khadga, trisula and patra in her hand. This shrine was built in the year 1353 A.D. who was pradhani of Mahamandalesvara Hemmadideva.

Description of the Temples:

In this complex nine Nava Brahma temple complex contains 9 temples which are dedicated to Siva. Among these, Bala Brahma temple is main shrine and located in the center of the compound. In these temples eight are in Nagara tradition and the Taraka Brahma temple is in Dravida tradition.

Taraka Brahma Temple:

This temple was built in sand stone and it is a unique model of Dravida Vimana exhibiting the sukanasa feature common to the nagara style. This temple faces east and consists of a square the garbhagriha an antharala. It is a ruined temple the garbhagriha is in a ruin state.

On basis of construction these temples are two phases, the phase belongs to Vikramaditya 652-681 A.D. and the latter to the ruling period of Vinayaditya, Vijayaditya, Vikramaditya and Kirthivarman 682-750 A.D. the temple Kumara Brahma, Arka Brahma, Bala Brahma belongs to first phase, other temples belong to second phase.

The Kumara Brahma Temple:

The pillars of the porch in this temple are noteworthy for the fineness of the carvings. The lintel of the hall door-frame is peculiar in that a row of seven heads are carved on it. In general plan, this temple is like the other Nava Brahma temples.

Swarga Brahma Temple:

This temple was constructed towards the end of the 7th century A.D. the entrance of the temple has a rectangular hall, which is divided into a nave and side aisles by the use of pillars connecting the passage. The panels on the outer walls carry the reliefs of Krishna leela, animals Garuda nose faces and Matrumurti. Although there had been relief carvings in Aihole and Pattadakal, the pantheism here shows a passionate enthusiasm for exaltation of human form to divine status. On the wall sculptures depicted the Lingodbhavamurti of Shiva, inset into a tall phallus, with worshipping figures in a rectangular panel from which Linga is carved. And a truncated figure shows the remains of a dynamic sculpture of Shiva as Tirpurasura Samharamurti. The mobility of the carving skillfully releases energies into the universe with terrifying violence. Another broken figure is a relief of Gangavatarana, again as a demonstration of the Alampur sculptor's genius for release of potential power of the gods. A similar sculpture of Shiva involved in the Tandava dance is a heroic image. The frenzy of the movement is caught in the ecstatic moment, by some

Viswakarma, realising himself through the expression of muscular energies into the universal image of dance incarnate. The Swarga Brahma temple has a six-pillar porch on the east. The purnaghata pillars being decorated with amalakas. There are horned dwarapalas by the doorway. Ganga and Yamuna are symbolically carved on the door-frame with the Garudanaga motif above. The temple has a curvilinear sikhara of the northern style, with a figure of dancing Shiva carved in the chaitya windows of the sukanasi.

Padma Brahma Temple:

This temple was like in the form of Swarga Brahma temple. Apart from the sculpture the two dwarapalikas near the square gateway, with the flying figure on the top, the sculptures on the façade of this temple have all been destroyed.

Garuda Brahma Temple:

Modelled on the Padma Brahma, this temple is distinguished by elaborate carvings on the pillars inside the hall, with the cool shadow secured for the extension of consciousness into the non-sensuous realms of clam.

Bala Brahma Temple: This temple remains in worship through the centuries therefore, it has often been renovated. The images are a mixture of routine sculptures like Jogulamba, Durga, Narasimha and the Rishis. In the courtyard are images of Mukhalinga, Sahasralinga and Mahishassuramardini. The most vital image is the mother goddess in the small shrine.

Arka Brahma Temple:

This temple roof was disappeared and it was in ruin state.

Vishva Brahma Temple:

The plan of the Vishva Brahma temple resembles the Swarga Brahma, except that it has no porch. The sculptures of the outer side walls are also similar, both in theme and execution, though the virtuosity has disappeared of the vandal's axe. Thus, the figure of Trivikramarka might have been a magnificent carving. When it was whole. Also, the Gangavatarana was once a highly energetic sculpture. The mithunas are also damaged. The floral reliefs of makaras and birds with flying figures indicate the lyricism of desire flowing through them from the springtime of Chalukyan sensibility.

The Vira Brahma Temple:

This temple in style is like the others of the group.

The Local Museum:

This museum contains the richest collection of Hindu sculptures. The sculptures and inscriptional slabs in the museum have been collected from places, in and around the Alampur. The sculptures are Daksha, A sage and his two

wives, Subramanya and Valli, A warrior couple,
Nataraj, Mahisasuramardini, Surya, etc.

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Shakespeare's Unfathomable Depth in Characterisation: A Critical Lore

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Abstract

The greatness and pre-eminence of Shakespeare as a dramatist are universally recognized. He lived in an age, studied the crowd, gave them what they wanted and simply reflected their own thoughts and feelings. Critics have been trying to plunge into the unfathomable depth of Shakespeare to know him well and to trace his greatness as a literary figure. Different critics have tried to interpret the characters of Shakespeare in their own way. This has been approved by several critics that the supreme excellence of Shakespeare as a dramatist lies in his power of characterisation. In fact, Shakespeare's characters are real beings of flesh and blood. They speak like men, and not like the mouthpieces of the playwright. The secret of Shakespeare's strength comes from his unique power of close observation and sympathetic representation. His persons impress us as 'real'. In presenting his characters Shakespeare is highly tolerant; he does not take sides, and pronounces no judgment. But it is impossible to interpret Shakespeare's characters by any definite method, because they are the product of the poetic exploration of the hidden springs of human conduct and continue to appeal to his readers.

Key words: Shakespeare, great, critic, character, real.

Objectives

The objectives of the present study are

1. To take a minute look on the observations of the Shakespearean critics on Shakespeare's greatness as a dramatist.
2. To accumulate the critical observations on the unfathomable depth of Shakespeare in characterisation.
3. To find out the various facets of Shakespearean criticism on his creation of live characters.
4. To view the inner traits of Shakespearean characters both major and minor in the eye of critics.

Methodology

Love for literature is an evergreen technology to conserve environment. To accumulate the views of Shakespearean critics on the characterisation of various Shakespearean characters both major and minor attempts have been made to collect available data both primary and secondary from various sources both living and non-living, online and offline like texts and various editions of books of critics, research papers and journal articles published by the learned scholars and various websites on the topic. Paper has been prepared after careful analysis of those data accordingly.

Full Paper

*Others abide our question. Thou art free.
We ask and ask Thou smilest and art still,
Out-topping knowledge. For the loftiest hill,
Who to the stars uncrowns his majesty. Matthew
Arnold*

Indeed Shakespeare, the greatest Elizabethan poet and dramatist of England is as deep and many-sided as life and thus it requires great courage to face and understand him. One must try to

plunge into the unfathomable depth of Shakespeare to have a glimpse of the greatness of Shakespeare and his characterisation. His greatness and pre-eminence as a dramatist are universally recognized. He lived in an age, studied the crowd, gave them what they wanted and simply reflected their own thoughts and feelings. Critics have been trying to plunge into the unfathomable depth of Shakespeare to know him well and to trace his greatness as a literary figure. Different critics have tried to interpret the characters of Shakespeare in their own way. Though romantic critics hold that in him 'all came from within', practical men are of the view that in Shakespeare 'all came from without'.^(Long 1) This has been approved by several critics that the supreme excellence of Shakespeare as a dramatist lies in his power of characterisation.

The supreme excellence of Shakespeare as a dramatist lies in his power of characterisation. It is neither in diction and versification, nor in construction and the aids to construction, that the progress of the English drama incurred its deepest debt to Shakespeare. That which has given the greatest and most enduring potency to his influence upon English drama and in ever-widening circles upon the modern Western drama in general, is his own supreme gift as a dramatist, the gift of the power of characterisation. In the drawing of characters ranging over almost every type of humanity, in which the experience of succeeding generations has recognized a fit subject for the art of either the tragic or the comic dramatist, he has infinitely surpassed all the predecessors and remains absolutely without a peer.^(Bhattacharyya 108)

The greatest among the critics have, as is right and fitting, dwelt with the utmost insistence and

amplitude upon this quality of his dramatic genius. As Alexander Pope argues:

His (Shakespeare's) characters are so much Nature herself.....every single character in Shakespeare is as much an individual, as those in life itself; it is impossible to find any two alike; and such, as from their relation or affinity in any respect appear most to be twins, will upon comparison be found remarkably distinct.^(Henry 1)

Samuel Johnson in his Preface to Shakespeare opines:

This, therefore, is the praise of Shakespeare, that his drama is the mirror of life; that he who has mazed his imagination, in following the phantoms which other writers raise up before him, may here be cured of his delirious ecstasies, by reading human sentiments in human language, by scenes from which a hermit may estimate the transactions of the world, and a confessor predict the progress of the passions.^(Bloom 28)

William Richardson also asserts:

The genius of Shakespeare is unlimited. Possessing extreme sensibility, and uncommonly susceptible, he is the Proteus of the drama; he changes himself into every character, and enters easily into every condition of human nature.⁽³¹⁾

It is Samuel Taylor Coleridge who points out the problem of analysing his characters. As Coleridge comments: The characters of the dramatis personae, like those in real life, are to be inferred by the reader; they are not told to him. And it is well worth remarking that Shakespeare's characters, like those in real life, are very commonly misunderstood, and almost always understood by different persons in different ways.^(London Quarterly 12)

In comparing these four critics William Hazlitt who was among those who recognized Shakespeare's power of characterisation as his greatest excellence as a dramatic artist remarked:

The characteristic of Chaucer is intensity; of Spenser, remoteness; of Milton, elevation; of Shakespeare, everything.⁽⁶¹⁾

He is of the opinion:

...when he (Shakespeare) had conceived of character whether real or imaginary, he not only entered into all its thoughts and feelings, but seemed instantly, and as if by touching a secret spring, to be surrounded with all the same objects, 'subject of the same Skye influence' the same local, outward and unforeseen accidents which would occur in reality.^(Chambers 52)

He also observed in his book, *The Characters of Shakespeare*:

Each of his characters is as much as itself, and as absolutely independent of the rest, as well as of the author, as if they were living persons, not fictions of the mind. The poet may be said, for the time, to identify himself with the character he

wishes to represent, and to pass from one to another, like the same soul successively animating different bodies.^(Muir 45)

In fact, Shakespeare's plays are properly expressions of the passions, not descriptions of them. His characters are real beings of flesh and blood. They speak like men, and not like the mouthpieces of the author.

As a dramatist, Shakespeare is without a parallel. Even among the great classical dramatists like Aeschylus, Sophocles, and Euripides, we do not find any one so successful in characterisation. While in great Greek tragedies, men and women are often like automatons created after a set pattern to be doomed by the inexorable Fate, in Shakespeare they are living men and women, with freedom of will and judgment desperately struggling against circumstances either to win or to lose. The action is determined as much by the characters themselves as by circumstances. In Greek dramas it is the inscrutable way of Gods that moulds the human destiny; in Shakespeare it is rather our character that moulds our destiny. We gain or lose just as we deserve. This rational outlook on life as represented by Shakespeare has not lost its interest even in the age of Ibsen or Shaw.

The secret of Shakespeare's strength comes from his unique power of close observation and sympathetic representation. He knew life perhaps more than any other else; and he had a divine sympathy for life in all its forms. To him no life was mean enough, low enough but had its own virtues. His supremacy lies in this --- that he could see and understand so much of life, could pierce the heart of so many passions, without falling a prey to any aspect of life; so that we may say of him that he is universal, and we dare not say what his personality was. Every phase of feeling lay within the scope of Shakespeare's understanding and sympathy. There is no point of morals, of philosophy, of the conduct of life that he has not touched upon, no mystery of human nature that he has not penetrated. Life and death, love, wealth, poverty, the prizes of life and the way we gain them; the characters of men and the influences and forces which affect them; on all these questions Shakespeare has enriched the world with his thought.

Comparing Shakespeare's characters with those of Marlowe and Ben Jonson, Reese has observed:

Shakespeare was not interested in the man in whom the balance was entirely overthrown. Jonson was the chief among the dramatists who liked to examine the character who pursues a course of rational calculation, the man whose defects do not spring from an excess of passion but from an excess of reason. Iago was such a man. In them the will is strong, and it allows them to subdue the passions which might distract them from their chosen

purpose; but the reason is warped, and the goal ---- usually acquisition of some kind or other ---- becomes so insistently important that all impulses are killed which do not lead to it.^(Bhattacharyya 109)

In presenting his characters Shakespeare is highly tolerant; he does not take sides, and pronounces no judgment. In the quality of tolerance he excels all other authors. In this connection Saintsbury writes in *The Cambridge History of English Literature, Vol. V*:

His (Shakespeare's) severity is tempered by, and throws into relief, the quality of tolerance in which he excels every other author. This tolerance is not complaisance: justice prevents that, and sanity too. Shakespeare never winks at anything. But, as he understands everything, so, without exactly pardoning it ('that's when he's tried above'), he invariably adopts a strictly impartial attitude towards everything and everybody. In this, he stands in marked contrast to Dante, who with almost equal sanity and fully equal justice, is not merely unnecessarily inexorable, but distinctly partisan ---- not merely a hanging judge, but a hanging judge doubled with an unsparing public prosecutor..... It might be said that the extraordinary serenity and clarity of Shakespeare's mind and temper make it unnecessary for him to think whether he is fair or not. He gives the character as it is ---- the other characters --- and the reader may make what they can of it. He allows Malcolm to call Macbeth a "dead butcher" and Lady Macbeth a 'fiendlike queen', because it is what Malcolm would have done. But he does not attach these tickets to them; and you will accept the said tickets at your own risk. Another contrast which is useful is, again, that of Thackeray. The author of *Vanity Fair* and *The Newcomes* has a power of vivifying character not much inferior to Shakespeare's. But, when he has vivified his characters, he descends too much into the same arena with them; and he likes or dislikes them, as one likes or dislikes fellow creatures, not as the creator should be affected towards creations. Becky Sharp is a very fallible human creature, and Barnes Newcome is a detestable person. But Thackeray is hard on Becky; and, though he tries not to be hard on Barnes, he is. Shakespeare is never hard on any of his characters ---- not merely in the case of Lady Macbeth and Cleopatra, where there is no difficulty; but in those of Iago and Edmund, of Richard and of John, where there is. The difficulty does not exist for him. And yet he has no sneaking kindness for the bad, great person, as Milton has. The potter has made the pot as the pot ought to be and could not but be; he does not think it necessary to label it "caution" or "this is a bad pot", much less to kick it into potsherds. If it breaks itself, it must; in the shreds into which it breaks itself, in those it will lie; and "there is no more to seyn."⁽²¹²⁻³⁾

In fact, the interpretation of the characters of Shakespeare has had a history, with fluctuations, revolutions, and reactions, not determined solely by the genius or authority of particular interpreters, but reflecting general intellectual tendencies of the time. From Coleridge to Dowden this interpretation was dominated by the intellectual bias which explained kind of phenomena more readily by reason and purpose than by blind impulse and accidents, which therefore found, meaning and significance everywhere, and in particular discovered in the speech, demeanour, and fortune of every Shakespeare's character the working out of a single and coherent dramatic intention. Bradley has also, to a great extent, followed the same method. But in 1900, a pronounced reaction against this type of interpretation became apparent. Bergson had dethroned intelligence as the master faculty in man in favour of the instinctive intuition which he shares with the animal world. The prevailing psychology, from James and Wundt and M'Dougall, was preoccupied with those aspects of mentality which depend most closely upon the sense-stimuli, upon the half-unconscious and involuntary activities of instinct and habit, or upon determining or modifying social and physical conditions. It was believed that a man may be inconsistent or incoherent; he may have conflicting even contradictory moods, and yet remain indefeasible himself. Moreover, the seeming inconsistencies of an imagined character may merely betray the artist's fluctuating intention, or uncertain hand, or the capricious accesses and lulls of inspiration.

Modern psychology, by its disclosure of the phenomena of dual and multiple personality, has eased the path of those who find real inconsistency in any part of Shakespeare's characters; their inconsistency need not detract from their psychological truth. This is the stand point of Prof. Wright who recognizes with perfect clearness that our sense of a man's 'reality' not merely depends upon our being able to reduce him to a formula, but is even heightened and quickened when we find our efforts to do so futile. And Shakespeare's persons impress us as 'real' for the same reason. On the other hand, the modern realist of the more mechanical type lays hands upon every appearance of inconsistency in the characters as a sign of incongruity or incoherence in the art. Prof. Stoll and Schucking are the leaders in such critical interpretations..

There is also the 'historical' method of interpretation of character, which finds the key to Shakespeare's characterisation in the tastes, interests, and preoccupations of his audience. This method has been pursued with much labour and scholarship by Miss Lilian Winstanley in her book, *Hamlet and the Scottish Succession:*(1921)

But it is impossible to interpret Shakespeare's characters by any definite method, because they are the product of the poetic exploration of the hidden springs of human conduct. One of the distinctly original features of Shakespeare's writing is his introduction of vivid supporting characters, who are by no means two-dimensional characters. The fact that Shakespeare put so much into these characters, in comparison, say, to Marlowe, who only really has one interesting character per play, and Jonson, who deals in character types or 'humours', not fully grown individuals, makes Shakespeare's drama so much more vivid than his contemporaries.

Last but not the least, Ben Jonson's brilliant comment that Shakespeare was not of an age but of all time.⁽²⁸⁸⁾ has been the greatest tribute to Shakespeare's genius and his world of men and women. Indeed his deep insight into human nature enabled him to transcend his own time, so to speak, and to investigate problems which are still being discussed today in the light of contemporary theories. There is no iota of doubt that his immortal poetry and characters continue to appeal to his readers. Studies of Shakespeare from criticism, adaptations or rewrites have been continuing as the readers' or scholars' responses to the greatest dramatist of England offer new perspectives in the changing socio political milieu.

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Using ICT in Education of Special Needs Children

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Abstract:

Digital technologies have become a regular part of lives of special needs children. They can primarily come across them in their families, but they can also play an important role in education. To integrate a computer successfully into special needs education requires suitable engagement of pedagogues who are computer literate and who then become familiar with suitable educational programs and change their existing methods of work. Millions of students across the country cannot benefit fully from a traditional educational program because they have a disability that impairs their ability to participate in a typical classroom environment. For these students, computer-based technologies can play an especially important role. Not only can computer technology facilitate a broader range of educational activities to meet a variety of needs for students with mild learning disorders, but adaptive technology now exists that can enable even those students with severe disabilities to become active learners in the classroom alongside their peers who do not have disabilities. The article concludes that there exists a considerable potential in the educational uses of ICTs alongside with many challenges and dangers. Useful recommendations were made to maximize the benefits of ICT in special needs education.

Introduction:

Special education is the practice of educating students with special educational needs in a way that addresses their individual differences and needs. Ideally, this process involves the individually planned and systematically monitored arrangement of teaching procedures, adapted equipment and materials, and accessible settings. These interventions are designed to help individuals with special needs achieve a higher level of personal self-sufficiency and success in school and in their community, that may not be available if the student were only given access to a typical classroom education.

Common special needs include learning disabilities (such as dyslexia), communication disorders, emotional and behavioral disorders (such as ADHD and ADD), physical disabilities (such as Brittle Bone Disease, Cerebral Palsy, Muscular Dystrophy, Spinal Bifida, and Frederich's Ataxia), and developmental disabilities (such as autism spectrum disorders and intellectual disability). Students with these kinds of special needs are likely to benefit from additional educational services such as different approaches to teaching, the use of technology, a specifically adapted teaching area, or a resource room. Special education is designed specifically for students with special needs.

Use of Technology for the Education of Special Child:

Special education in developed countries is often regarded as a service rather than a place. Integration can reduce social stigmas and improve academic achievement for many students. Technology in the classroom can serve as a great

equalizer. When used correctly, technology can help teachers differentiate instruction and empower students with special needs. There are different devices and apps for students with all types of special needs.

Help and ICT for struggling students:

One of the most common problems teachers face with students with special needs is being able to include them in classroom activities. For students who have a learning disability, simply being included can be an empowering experience. However, when a student has a deficit in basic reading or math skills, it can be hard for them to participate successfully in the same activities other students are doing.

Technology allows teachers to easily differentiate. There are tons of programs available that let teachers adjust the difficulty level of reading assignments, for example. With technology, teachers can make small changes to assignments, such as adding additional help or resources, without providing a ton of extra materials for just a few students. When it's impossible for every student to do the same activity, it's easier for students to work on different activities using technology. If every student has an iPad in their hands, other students won't notice when a few classmates are working on something different. This can make it less embarrassing for students who need remediation.

Teach Life Skills to Special Needs Child:

Special needs world, the most basic skills are called Adaptive Living Skills, or ADL's. More advanced skills, such as doing laundry, catching a bus, or following a daily schedule, are sometimes called Life Skills or Skills of Daily Living. While

these skills aren't critical for survival, they are extremely important for anyone who plans to work and recreate in a modern community.

Everyone needs certain skills to simply get through the day. Skills related to eating, dressing, and personal hygiene are absolute requirements for anyone wishing to live even a semi-independent life. In addition to these very basic skills are the many skills we use each day to navigate life at home and in the community.

Most people learn ADLs and many of the skills of daily living at a young age. They learn through a combination of instruction, imitation, and trial and error. For example, a child may learn to bathe himself by remembering the experience of being bathed, by imitating a parent's actions, and by discovering for herself that if you run very hot water for too long the water will be too hot for comfort.

How Life Skills Are Taught to Children With Special Needs:

Teachers, therapists, and parents have developed a set of techniques that, together or separately, can be very effective in teaching life skills to children with special needs. And the good news is that these techniques can be equally effective for teaching just about any skill to just about anyone—no matter what their abilities or challenges.

Step One: Task Analysis. Task analysis is a process for breaking down any given task into its component parts. For example, brushing teeth includes finding a toothbrush, toothpaste, and cup, putting toothpaste on the brush, brushing the bottom teeth, rinsing, brushing the top teeth, rinsing again, cleaning the brush, and putting all the equipment away properly.

Step Two: Creating a Visual Guide. Many parents create visual guides to help their children with special needs to make sense of, remember, and get comfortable with the steps involved in a task. The visual guide can include photos or clip-art style images of each step in the process.

Step Three: Prompting and Fading. At first, a child with special needs may need a lot of help in remembering and properly completing each step in a task. Prompting may involve physical, hand-over-hand help. As they learn, parents will start to "fade" the prompts. First they'll stop using hand-over-hand help, and instead provide only verbal prompts ("don't forget to rinse the toothbrush!").

Then they'll start to fade even the verbal prompts. When no prompts are required, the child has learned the task!

Facts: Technology can be the great equalizer in a classroom with diverse learners. Whereas teachers can find it difficult to differentiate instruction for 30+ students in one class, all with different needs and abilities, "assistive technology" (devices and

software to assist students with disabilities) can often help teachers personalize lessons and skills enhancement to each child. Children with learning disabilities often have better technology skills than their teachers and are drawn to computers and other gadgets, so using them in the classroom makes perfect sense. For children with physical disabilities, technology can give access to learning opportunities previously closed to them. E-readers help students turn book pages without applying dexterity, and voice adaptive software can help students answer questions without needing to write. Computers are engaging and more advanced than the typical modified lesson allows. The widely-used teacher education textbook *Educating Exceptional Children* has a special section in each chapter focused on assistive technology explaining how it is used with exceptionalities ranging from giftedness to autism.

Assistive technology is not always just for students with disabilities; it can be used to help any student with motivation, academic skills, and social development. Here are some helpful resources for teachers looking for assistive technology for their students:

1. **UNC's Center for Literacy and Disability Studies** uses technology in their mission to promote literacy and communication for individuals of all ages with disabilities. The Center has developed a three-part video on reading assessment and assistive technology that explains evidence-based practices of improving literacy through technology. Additionally, the Center has developed "alternative pencils" for students with disabilities who cannot hold a traditional pencil or see a page, including children with deaf-blindness. These technologies include alphabet eye gaze frames allowing children to "point" to letters with their eyes, onscreen keyboards that are controlled by switches, and electronic flipcharts.
2. **LEARN NC** offers an extensive set of resources to help teachers meet the needs of all learners, including "Reaching Every Learner: Differentiating Instruction in Theory and Practice," a series of articles and web conferences about differentiation. In addition, LEARN NC's technology integration page provides links to web resources, lesson plans, articles, and online courses designed to help educators incorporate technology into their teaching
3. **Voice Thread** is a free software program that captures student voices and photos in order to collaborate on a topic. It is a technological substitute for written papers and allows students freedom to narrate their own projects.

4. **Sounding Board** is an iPad/iPod Touch app that lets a student turn their device into a story board communicator. Students with writing disabilities and communication disorders can use the symbols to create their own messages in the same way that traditional symbol boards work, but easily and with a limitless supply of symbols.
5. **TechMatrix** offers consumer guides and links to software and assistive technology devices for students with disabilities. The site is sponsored by the National Center for Technology Innovation and the Center for Implementing Technology in Education. TechMatrix gives information and links to resources for teaching science, math, reading, and writing using technology with special education students.

Ways to Use Technology in the Special Education Classroom:

Technology and special education classrooms:

In developing new technology, software and hardware companies have not overlooked the spectrum of special needs and special education students. Technology in special education classrooms is an industry within an industry and it is constantly developing and improving products for special needs.

1. Operating Systems:

Just about every operating system available has something for people with special needs. Both Microsoft and Apple, the creators of the two most prevalent operating systems, Windows 7 and OS X, offer a number of enhancements that enable users of different impairments to use the system. Microsoft's 'Ease of Access' center in the Windows operating system, as well as Apple's OS X, offer options that allow for using the computer without a monitor for the blind, adding visual prompts and eliminating sounds for the deaf, and alternate input devices for those with mobility deficiencies. These options are available in the base design of each system and do not cost users anything extra.

2. Braille displays:

There is no limit to what technology in special education classrooms can accomplish. Braille displays offer the ability read text that is sent to the machine by activating pins on a multi-cell display. They are available cheaply for reading text line by line while more expensive versions can read text, allow for text input and SMS texting, and help with navigation around the computer. They work with a cable and also come in a Bluetooth wireless version. Some Braille displays are even able to operate with smart phones and PDA's.

3. Word prediction software:

Word prediction software simply predicts the words that are being typed to reduce the number of keystrokes used to input the word. Once several

letters of the word are typed, a list of words pops up and the student selects the correct word. Some versions of the software base the list of words on the letters keyed and other versions will base the choice on context and grammar.

4. Tablets and I Pads:

Tablets and I Pads are the hottest must haves in the technology market. These devices can be used like a computer, an imaging device, a camera, a projector, a mouse, a keyboard, and a remote device for a white boards. The use of tablets and I Pads as technology in special education classrooms is limitless and app developers, parents, specialists and doctors are always searching for more unique ways to employ these devices.

5. Apps :

Apple's App Store and Google's Android App Market both offer a number of apps designed to assist in the use of technology in special education classrooms. Though sometimes they may be a little difficult to locate, Eric Sailors, a speech-language pathologist who has developed several apps for special needs children, has compiled a list of apps available in Apple's App Store and provides a short description of each. This list will assist teachers in finding useful apps quickly so they may work with their children more effectively. Alternately, the website Bridging Apps has developed a community of people directly concerned with the education of those with special needs and helps people to develop and share ideas about programs, apps and the use of technology in special education classrooms.

Conclusion:

Most students with disabilities can and do benefit from technology in the classroom. Incorporating technology increases students' motivation to learn and personalizes lessons to a student's individual needs. Even the students with the most severe and profound disabilities can use assistive technology to join a classroom of typical students, and their potential can be reached in ways we didn't have before. The use of technology in special education classrooms is still in its infancy. As developers see new markets for their technology and educators and specialists create new ideas that develop into hardware and software, the choices will grow. But, there are currently many options to choose from and a simple search can produce a number of ideas that can be employed in the classroom right away, with little investment.

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A Study on the Attitude of Secondary School Teachers towards Flipped Learning and Flipped Learning Material

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“I never teach my pupils, I only attempt to provide the conditions in which they can learn.”

Albert Einstein

Abstract

Worldwide, institutions and universities are increasingly debating the integration of digital technologies in educational settings. A flipped learning method has been perceived as a way to respond to the questions of teachers and meet the needs of students. Flipping learning has thus become a trend among teachers in order to keep up with 21st century issues and improve student learning outcomes. The integration of these technologies appears to be met with cynicism and reluctance by teachers. A change in attitudes among teachers towards new technologies is therefore urgently needed. This research study is conducted through the use of a questionnaire on teachers of private as well as government secondary schools to inquire upon their attitudes towards flipped learning and flipped learning material. The results of the investigation depict that approx 55% teachers thought that flipped learning is a better teaching learning approach than conventional. 72% teachers showed their zeal and enthusiasm towards flipped learning and make use of it in their classes.

Keywords:- Flipped Learning, Flipped Learning Material, Attitude, and Secondary School Teachers.

Conceptual Background of the Study:-

In flipped learning, instructional content is delivered outside of the classroom, often online, and activities, like homework, are moved into the classroom, often via webcasting. Flipped learning involves watching lectures online, participating in online discussions, or carrying out research at home before integrating concepts from a lecture into a classroom lesson.

In flipped learning, lectures and homework are reversed and part of the course is flipped. Before the class session, students watch short video lectures, and in-class time is dedicated to exercises, projects, or discussions. Flipped learning typically involves video lectures, which are either created by the instructor and posted online or selected from a repository. It is certainly possible to use an audio podcast to record and listen to a prerecorded lecture, but video today is so accessible that the flipped model is so closely associated with it.

The attitude has been central to the explanation of social behavior throughout the history of social psychology. In general, the term refers to a positive or negative reaction towards an object, person, or event. Different degrees of favorability can be held by individuals toward themselves and their surroundings. Because attitudes are hypothetical constructs, they are inferred from measurable responses reflecting positive or negative evaluations of the attitudes they describe. It is possible to infer attitudes from cognitive responses or beliefs (reflecting a person's perception, and information, of, the attitude object). Three categories of responses are distinguished, following a classification dating back to Plato:

attitudes can be determined by cognitive responses or beliefs; affective reactions (evaluating the object and feeling about it); and conative responses.

Significance of the Study:-

In 21st century it is the need for schools to change their approach towards teaching and learning process. Now technology has become an essential part of education and it is the responsibility of schools to develop thinking skills, ICT skills, heuristic and creative attitude of learners which is the demand of 21st century. Flipped learning is also an approach which helps the students to empower them with choices. To make students' learning permanent it is necessary to make their learning active. Flipped learning promotes new pattern of thinking among students. They experience their own learning and directly explore their own knowledge. This learning approach makes the learners responsible towards their studies and the teachers can guide them for higher order thinking and higher levels of applications. This study aimed at investigating the attitude of secondary school teachers towards Flipped Learning and Flipped Learning Material.

Statement of Problem:- “A Study on the Attitude of Secondary School Teachers towards Flipped Learning and Flipped Learning Material”

Operational Definition of Key Words:-

Flipped Learning: Flipped learning is a method in which the traditional idea of classroom-based learning is turned upside down. Students are given the learning material ahead of time, and during class, they discuss it with their peers and engage in problem-solving activities with the help of the teacher.

Flipped Learning Material: FLM is prepared by teachers and introduced to the students outside the class. Mostly it is provided online and it consists with videos, audios, presentations, text material etc. So, FLM helps students to enter in the class with a conceptual knowledge he/she attains before the class.

Attitude: Attitude refers to a person's mental outlook, perspective, or disposition towards something or someone. It is a state of mind that influences how individuals think, feel, and behave in various situations. Attitude can be positive, negative, or neutral, and it can be shaped by personal beliefs, experiences, values, and social influences.

Secondary School Teachers: Secondary school teachers provide education to students ranging from 6th to 12th grade.

Objectives:-

1. To study the attitude of secondary school teachers towards Flipped Learning and Flipped Learning Material.
2. To study the awareness secondary school teachers towards Flipped Learning and Flipped Learning Material.

Delimitations:-

1. This study is delimited to the city 'Rohtak' only.
2. This study is delimited to Flipped Learning, Flipped Learning Material and attitude of teacher secondary school teachers only.
3. This study is delimited to sample size of 110 teachers only.

Research Type:-

This study used descriptive research approach.

Research Methodology:-

This study is based on a quantitative analysis of a closed questionnaire addressing secondary school teachers' attitude towards flipped learning and flipped learning material.

Variables of the Study:-

In the present study three variables have been studied.

1. Flipped Learning
2. Flipped Learning Material
3. Attitude

Sample Size:-

Sample size refers to the number of observations or individuals included in a study or experiment. It is an important consideration in research because the size of the sample can influence the reliability and validity of the results. The size of sample is of 110 Teachers (51 Male, 59 Female) for this study.

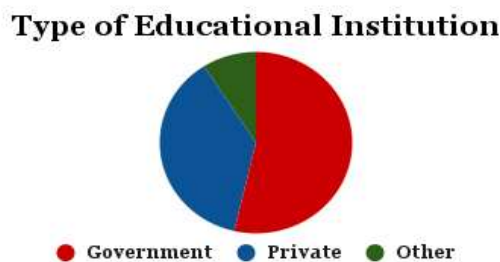
Tools:-

A closed questionnaire (Google Form) consists with 15 questions to measure the attitude of secondary school teachers towards flipped learning and flipped learning material.

Statistical Technique:-

The data are analyzed based on these sections. A closed questionnaire consists with 15 questions was prepared where nine items were designed to express the level of agreement and disagreements with specific items on a five-point Likert scale (i.e., strongly disagree, disagree, neutral, agree, and strongly agree) and six items were designed to express the thinking of secondary school teachers about flipped learning and flipped learning material with specific items on a three-point scale (i.e., Yes, No, Maybe). The data were statistically analyzed from the submitted responses. Independent-samples t-test was used to test a comparison of mean between males' and females' secondary school to analyze teachers' attitudes towards flipped learning and flipped learning material.

Results and Interpretation:-
Teacher's Profile:-



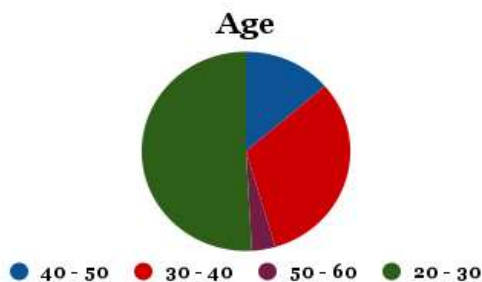


Table 1.1: Results of the Attitude Questionnaire

Sr. No.	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Flipped learning is a better teaching learning approach than conventional teaching learning approach.	7.3%	10.9%	16.4%	54.5%	10.9%
2	Flipped learning makes the classroom more interactive.	9.1%	8.2%	12.7%	49.1%	20.9%
3	Flipped learning motivated the learners more.	7.3%	6.4%	11.8%	54.5%	20%
4	Flipped learning makes the learners more active.	5.5%	6.3%	18.2%	53.6%	16.4%
5	Learners learn more and better with flipped learning approach.	5.5%	9.1%	15.4%	53.6%	16.4%
6	Flipped learning material makes learners more responsible and sincere towards their studies.	9.1%	9.1%	22.7%	48.2%	10.9%
7	Flipped leaning material boosts the grade of learners.	11.8%	8.2%	10.9%	54.5%	14.6%
8	Flipped learning material makes learning easy, enjoyable and stress-free.	8.2%	2.7%	20%	45.5%	23.6%
9	Flipped learning approach establishes better teacher learner rapport.	10%	8.1%	17.3%	49.1%	15.5%

Sr. No.	Statement	Yes	No	Maybe
10	Do you think flipped learning materials are effective learning resources?	68.2%	12.7%	19.1%
11	Do you think learners could focus more on their study through flipped learning material?	67.3%	16.4%	16.3%
12	Do you think learners are confident to do the problems before coming to class after watching the material?	70.9%	13.6%	15.5%
13	Do you think flipped learning material helps learners to clear their concepts and deepen their knowledge?	70.9%	13.6%	15.5%
14	Do you think flipped learning approach is more engaging and participating teaching approach?	68.2%	16.4%	15.4%
15	Would you like to prefer the flipped learning approach in your classroom?	71.8%	14.6%	13.6%

Findings of the Study:-

The above table mentions the responses of secondary school teachers towards flipped learning and flipped learning material. By analyzing the responses the following findings were emerged.

1. 55% of the teachers opinioned that flipped learning is a better teaching learning approach than conventional teaching learning approach.
2. 49% of the teachers opinioned that flipped learning make the classroom more interactive.
3. 55% of the teachers said that flipped learning motivated the learners more.
4. 54% of the teachers said that flipped learning makes the learners more active.
5. 54% of teachers opinioned that learners learn more and better with flipped learning approach.

6. 48% of the secondary school teachers said that flipped learning material makes learners more responsible and sincere towards their studies.
7. 55% of teachers believed that flipped leaning material boosts the grade of learners.
8. 46% of the teachers believed that flipped learning material makes learning easy, enjoyable and stress-free.
9. 49% of the teachers thought that flipped learning approach establish better teacher learner rapport.
10. 68% of teachers thought that flipped learning materials are effective learning resources.
11. 67% of teachers thought that learners could focus more on their study through flipped learning material.
12. 71% of teachers thought that learners are confident to do the problems before coming to class after watching the material.
13. 71% of teachers thought that flipped learning material helps learners to clear their concepts and deepen their knowledge.
14. 68% of secondary teachers thought that flipped learning approach is more engaging and participating teaching approach.
15. 72% of teachers preferred the flipped learning approach in your classroom.

Suggestions for further Study:-

Research in any branch of human knowledge is never a closed book; there is always a persistent need of finding solution to new problem and testing the veracity of solution of older problems, some of the suggestions for the further researchers in the area are given below:

1. The study can be conducted to other district of Haryana.
2. The study can be conducted to a large sample than selected for the present study which can make the result more reliable.
3. The study can be conducted on students other than school teachers.
4. Similar study can be analyzed by different statistical techniques for verifying the results.
5. The presented study may be extended to rural & urban areas separately.

Conclusion:-

This study aimed at examining secondary school teachers' attitudes toward flipped learning and flipped learning material. The study results revealed that (1) teachers expressed positive attitudes overall toward flipped learning and flipped learning material, (2) teachers agreed on the benefits of flipped learning and flipped learning material regarding teacher–student interaction; (3) teachers expressed skepticism regarding the effects of this teaching approach on parent–student communication.

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Role of Digitization in Admission Trends

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Abstract

Technology use is discussed and debated in practically every aspect of Education today. It is not hard to forget that the use of computers in Education is a very recent phenomenon that has only just become main stream. According to Roblyer and Edwards, the advent of the first microcomputers in 1997 marked the beginning of teachers having more control over the use of technology in the classroom. Many of the problems associated with technology use continue to be astonishingly constant even though technology use and application advance at a nearly exponential rate. These include suitably qualified employees, sufficient resources, continued funding, and successful technological integration to maximize learning. When these difficulties are successfully overcome, the benefits of utilizing technology can be increased while the drawbacks are reduced.

The International Society for Technology in Education summarizes the current problems that must be overcome in order to maximize a technology-integrated learning environment. As follows:

1. Visions supported by the education system's proactive leadership
2. Teachers adept in utilizing technology to enhance learning
3. Resources for the curriculum and content standards
4. student-centered methods of instruction
5. Evaluation of the Value of Technology in Education
6. providing technical support for using and maintaining technology resources
7. Community partners who offer knowledge, assistance, and face-to-face interactions
8. permanent financial assistance for continued technological use
9. New learning environments are supported by policies and standards.

Visions with the Support of the Education System and Active Leadership

The government's explanation and action plan for incorporating ICT into teaching, learning, and assessment practices in schools over the course of the following five years are laid out in the Digital Strategy for Schools. This approach to ICT integration builds on preceding ones and is aware of ongoing changes in the elementary and secondary education systems that are being made to the curriculum. The recommended activities are intended to completely integrate ICT across the system and improve the overall quality of Irish Education. This strategy focuses on the education sector, namely the school sector. The strategy has been carefully designed to make sure that the efforts and plans to support digital learning in the Higher Education and further education sectors are complemented and fit with the activities. This strategy was developed by the department based on

research. To establish a baseline for the levels of usage of ICT by teachers and schools, a census study was first carried out. A consultative report resulting from this research, Building Towards a Learning Society: A National Digital Strategy for Schools, was released in 2013, concurrently with the start of a public consultation phase. Various organizations and people submitted a total of 124 comments on the consultative paper's content, and these comments were supplemented by face-to-face meetings with a variety of stakeholder groups. In order to create the strategy, the input and opinions from this phase were then integrated with studies on the integration of ICT from around the world. The strategy incorporates the viewpoint of the younger generation.

The magnitude of the issue might be shown by the following statistics:

1. Readability ratings: According to the 2001 census, the nation's total literacy rate was 64.8%. This suggests that we lack the formal tools necessary to even attempt to identify the abilities of the other 35.2% of the population, let alone try to develop them. The nation's human resources are being underutilized to a very high degree.
2. Development of educational institutions: Between 2000–2001 and 2003–2004, there were 7.12 million primary schools, an increase of 6.38 million, or a simple annual growth rate of 3.87 percent. The number of Upper Primary Schools increased from 2.06 lakh to 2.62 lakhs within the same time period, representing a simple annual growth rate of 9.06 percent. The number of Plus, 2-level institutions, increased from 1.26 lac to 1.46 lac over the same time period, or a simple rate of growth of 5.29 percent per annum. The number of general education colleges increased from 7900 to 9400 within the same time period, representing a simple annual growth rate of 6.33 percent. We cannot expect to swiftly improve the

population's baseline educational status with the modest rate of expansion in the number of educational institutions. Consequently, the technical approach must also be backed and assisted by the conventional one. GOVERNMENT OF INDIAN MINISTRY OF HUMAN RESOURCE DEVELOPMENT DEPARTMENT OF HIGHER EDUCATION SECRET No. F.5-29/2007-DL Page of SECRET 6 interventions using ICT to make the information resources accessible to every learner at their convenience and at the right moment.

3. Student enrollment: The annual increases in enrollment for Primary, Upper Primary, and High/Higher Secondary classes between 2000-01 and 2003-04 were 4.24 percent, 4.59 percent, and 8.93 percent, respectively. It appears to be very difficult to close the gaps and utilize the full potential of our human resources at the current rate, barring the opening of alternate avenues.
4. Gross enrolment ratio: Since 1990–1991, the gross enrolment ratio for primary schools has been between 90–100%, yet even then, the literacy rate was just 64.8%, indicating that many pupils left school very early without acquiring literacy. The question of how they managed to enroll if they had to leave after a year or two or whether our pedagogy is so unappealing as to lose the interest of the young brains arises.
5. Dropout rates: For the academic years 2000–2001, 2002–2003, and 2003–2004, respectively, the dropout rates were 40.7 percent, 39.0 percent, 34.9 percent, and 31.5 percent.

Awareness of Educators in the Use of Technology for Learning

Teachers and principals will play a significant role in the ICT integration process. It is crucial to guarantee that ALL teachers have the skills, confidence, and knowledge required to use ICT in their teaching. Every stage of the teacher education continuum, including Initial Teacher Education, Induction, and Continuous Professional Development, must include the use of ICT for teaching, learning, and assessment. There will be several possibilities for teachers to advance their knowledge and self-assurance in implementing ICT integration, irrespective of where they are on the spectrum of teacher education. The relevance of the potential of ICT to improve teaching and learning in schools will be emphasized in the Teaching Council's policy on teacher education. The development of all upcoming possibilities for teacher professional learning will be significantly influenced by the UNESCO ICT Competency Framework for Teachers. ICT will be urged to be incorporated into the development and delivery of

CPD by The Online Planning for school systems – improving teaching, Education, and assessment, as well as other parties participating in teacher education, are all part of the department's support services. The approach will offer advice and examples of best practices for using ICT for teaching, learning, and assessment in a way that is efficient, critical, and ethical to schools. These illustrations will show actual classroom activities in action. Distributed leadership is required to fully integrate ICT into our educational system. ICT integration into teaching, learning, and evaluation in schools will be strongly supported by the department and its agencies. This won't be sufficient, though. So that we can integrate ICT and provide students with the digital skills we value, school management and other important stakeholders will also need to take the initiative and lead this task. The strategy acknowledges the critical position of assessment in keeping track of implementation and making sure the system is moving toward ICT integration. Institutions, along with other education providers, must record and share innovative practice with the greater teaching community in order to enhance the entire academic achievement of our children. By building a strong research foundation, every aspect of the system will be better educated on how to incorporate ICT. The strategy understands that there is a chance that ICT will be used unethically in schools, and the department will continue to offer advice, planning tools, and related services to help school administrators and teachers utilize ICT in a responsible, effective, and ethical manner. Additionally, the strategy will assist schools in establishing connections with already-existing school regulations, such as School Self Evaluation, to ensure that ICT is thoroughly ingrained throughout the school.

Content Standards and Curriculum Resources

The department has made investments in the ICT infrastructure of the nation in recent years, notably with the implementation of 100 Mbit/sec internet access to all post-primary institutions and a handful of special institutions with post-primary pupils. The Department of Learning and Employment and the Department of Communicating, Energy, and Natural Resources (DCENR) support this initiative. During the course of this strategy, primary schools will receive increased connectivity to improve internet access for all schools. The strategy has highlighted current developments, such as students bringing their own gadgets to class and the usage of cloud computing in Education. All of our lives are being impacted by the internet more and more. In light of these new developments, the strategy will offer guidance and assistance to schools, enabling both educators and administrators to make better local decisions. It also

acknowledges how difficult it is for institutions to obtain the required technical assistance. In order to provide guidance on the most appropriate choice for schools, the department will assess a variety of technical assistance possibilities. In order to verify that specifications and suggestions are offered for the purchase of equipment like printers, desktop PCs, and notebooks (SPU), the department will keep on collaborating with the Office of Government Procurement (OGP) and the School Procurement Unit. Schools will also need to upgrade their ICT infrastructure. The price of such equipment will be covered by financing in the sort of school grants.

It is critical to keep in mind that, in the modern era of technology use, going beyond merely increasing technology availability may be the toughest hurdle. Ely was thinking about the future when he proposed using technology to "restructure schools or to train higher order thinking" (Valdez et al., 1999, p. 14). To do this, instructors will undoubtedly require a range of experiences and Education to improve their professional abilities. As stated by Valdez et al. (1999), data-driven virtual learning is currently the main emphasis of the third phase. It's important to keep in mind that despite the fact that utilizing the internet has become a daily need, convenient access, and usage are still relatively new phenomena. There are other websites that offer timelines, but <http://www.zakon.org/robert/internet/timeline> is one that is particularly relevant. Finding suitable equipment and ongoing funding is a perennial challenge, given how swiftly technology is changing. Due to the expense, the public is demanding greater accountability and evidence of the advantages for pupils (Johnson & Bartleson, 2001; Valdez et al., 1999). As Internet usage rises, these contemporary educational challenges are mirrored, inspiring instructors to adapt technology to meet the needs of the standards movement and utilize it to proceed with greater-order thinking applications. Some districts have changed as a result of the based-on-data online educational setting on the internet. One such Technology Plan (Decatur School District 61, 1998) shows the advancements made by the subsequent phase of technology integration. It is clear that the technology's infrastructure and hardware were upgraded to the most modern models available at the time of Instructional Technology in Classroom 477. There was one computer lab in every elementary school, two in every middle school, and two to three in every high school. Mobile personal computers were furthermore accessible for use in the classroom. High-speed gain routes and proxy servers were used to link each personal computer to the internet. Within the Decatur Schools District, Cisco and Novell claim that this private institution has the most comprehensive and all-encompassing

networking infrastructure of any public school system in the country. The district's Fast Ethernet technology, according to the COMPAC Netelligent Case Study, "opens up a world of educational options and puts them at the top of the class" (Decatur Schools District 61, 1998, p.4). If districts want to provide students with a cutting-edge learning environment, they must continually assess and evaluate technological applications.

Student-Centered Approaches to Learning

To make the greatest use of the available technology, districts must create plans for the way they are going to reimburse for updates and continuous staff training. The mission statement for technology at Decatur School District 61 reads: "Developing lifetime learning opportunities utilizing innovative technology along with instruction, assistance programs, and connection to worldwide and local networks" (Decatur School District 61, 1998, p. 5). This important goal for all schools is mirrored in this mission statement. Although renting hardware is an option to consider, it's crucial to review the package being offered to make sure it includes data portability from the old technology to the new and operating system updates, software updates, and other essentials. Schools frequently struggle to provide cutting-edge equipment. Educators must employ a variety of tools, not simply cutting-edge technology, to enhance effective teaching and learning practices. By today's standards, this idea of the newest and best that is constantly evolving quickly is no longer relevant. Technology Taxonomy by Gerry Beimler (Decatur School District 61, 1998) serves as an excellent example of current significance and the challenges of moving up the teacher effectiveness hierarchy.

1. Computers are known to teachers with a certain level of understanding, and they may or may not use them. They are able to follow written directions that are keyed in step by step.
2. Application-level educators give the program control of the learning environment, but they are open to using or allowing students to use applications.
3. Teachers who are proficient in analysis can use apps' component parts to assist students in achieving their academic goals.
4. Teachers at the synthesis level may use relevant online learning methodologies and support resources with classroom instruction.
5. Evaluation-level teachers design and assess learning opportunities in the classroom in addition to developing instructional software and curricular materials (Decatur School District 61, 1998).

As with almost any effective implementation of curricular innovation, the teacher remains the main factor in the success of technological integration.

Ongoing Financial Support for Sustained Technology Use

Since the publication of Institutions IT 2000 (Department of Education, 1997), the Department of Education has been investing in the adoption of ICT in schools. This basic policy framework has been supplemented by later policy texts. The Department's Inspectorate assessed ICT usage in Irish schools in 2008. The succeeding paper, titled ICT in Schools, emphasizes the advantages of ICT use in schools while also highlighting amenities assistance with technical problems and ICT usage in teaching and learning concerns (Department of Education and Science, 2008). The ICT Strategy Group, which was created to provide guidance to the department on the ICT priorities for investment in Schools at the time, wrote the paper contributing efficiently to ICT in Institutions (Department of Education and Science, 2008). After Smart Schools=Smart Economy (Department of Education and Science, 2009) was published, the government granted schools with funds totaling €92 million. The most recent strategies and approaches for incorporating ICT into the classroom are presented in these publications. The goal of this strategy is to more successfully integrate ICT into schools by taking into account and building upon these policies. ICT'S IMPACTS ON TEACHING, TESTING, AND LEARNING The widespread usage of ICT in society today is changing the way individuals move through our daily lives. By linking policy regarding Education to social and economic progress, it has the power to impact alterations to ways teaching, learning, and assessment are carried out in schools.

For Maintaining and Using Technology Resources, Technical Assistance

Allowing all partners to effectively incorporate ICT into our classrooms and across the range of teacher preparation. The department will assess the execution of the strategy once a year. The

strategy expands on current Departmental policy, which aims to "provide all learners with the knowledge and abilities they require to participate entirely in society as well as the economy in general, in a manner that allows all pupils to acquire knowledge of how to learn" (Public Sector Reform Plan 2014-2016, 2014; p.43). This is done by making it possible for all students to pursue their academic goals. 17. The Strategy substantially enhances the continuing revolution of learning in primary and secondary schools (2015-2017) by supplementing the Department's Statement of Strategy. 18. THE INTEGRATION OF TECHNOLOGIES In order to achieve this goal, the department is committed to implementing an "ICT integration" strategy to integrate ICT across the system. ICT integration is a concept that is commonly used in national objectives and initiatives, but it is rarely defined. The expectation that ICT integration will happen spontaneously in schools only because ICT (such as computers, broadband, etc.) is there is all too common (Lim and Khine, 2006; OECD, 2015). However, it is becoming more widely understood that incorporating ICT into teaching, learning, and evaluation is a challenging and complex process (Qablan et al., 2009; Brown, 2004 in Jamieson-Proctor et al., 2006). Students who study digital media have access to the internet, communication tools, and computer technology for independent research. The capacity of pupils to understand exactly what they are searching for, reject or ignore some information, and recognize information that may be relevant or beneficial improves as they gain digital literacy abilities. They get the capacity to assess the various online information sources and challenge the points of view they come across. They learn how to communicate, collaborate, and create effectively.



Fig.1-Policies and standards supporting new learning environments

Policy Unit will support pertinent Departmental units, including the entities within its purview, in actively participating in the execution of the Digital Strategy for Schools. It is the duty of every department within the department, along with any pertinent affiliated organizations and support services, to integrate ICT at all stages of the continuum of teacher education. The department will also work with school administrators to incorporate ICT into their approaches to teaching, learning, and assessing pupils. It will be a difficult undertaking to accomplish meaningful integration; thus, every one of the instructional partners will need to collaborate.

Evaluation should be a significant component of the new strategy. It is essential to keep an eye on how the strategy is being put into practice to ensure that it is encouraging ICT inclusion in various schools. Ongoing ICT integration assessment is crucial for enhancing standards and results in this industry. The Department's Inspectorate's external evaluations, as well as internal evaluations conducted as a part of schools' commitment to self-evaluation, are both covered by this.

The application of technological devices in Education, instruction, and evaluation was recommended, and the strategy was suggested to encourage teacher-led research in this area. Several replies made during the strategy's public consultation phase supported the idea of teachers as reflective practitioners.

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Stress among Adolescents In Relation To School Environment

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Abstract

The present investigation focuses on the study of Stress among adolescents in relation to school environment. The survey method was adopted in this present study. In this study, 250 adolescents were taken as sample through the random sampling technique. The 't' test, ANOVA test, and Chi-square tests were used to analyse the data. The results revealed that the stress present among adolescents in school environment.

Key words: Stress, adolescents and school environment

Introduction

Adolescence means 'to emerge' to achieve 'identity'. Personhood is what we want the Adolescent to attain not only just in its physical or intellectual aspects but also in his/her whole human hood, which includes the often neglected but equally important aspects, which are emotional or psychological, social and spiritual. The time of growing up from childhood to adulthood is known as the Adolescence

The term "Adolescence" comes from the Latin word 'adolescere' that means "to grow" or "to grow to maturity". Maturing involves not only physical but also mental growth. It is a period, which fills the gap between childhood and adulthood. Generally, this period is termed as "youth". This period runs between childhood and adulthood, sometimes-called "the period of storm and stress". School environment is defined as a school having appropriate facilities, well-managed classrooms available school-based health supports, and a clear, fair disciplinary policy there are many hallmarks of the academic, disciplinary, and physical environments of schools with a positive climate.

Importance of Adolescents

1. An adolescent is a critical link between childhood and adulthood.
2. Characterised by significant physical, psychological and social transitions.
3. These transitions carry out risks but also present opportunities to positively influence the immediate and future health of young people.
4. While adolescent health is beginning to receive more attention at a global level.
5. These are still major gaps in both knowledge and action.

Need For The Study

Adolescents are a stressful period due to the physical, psychological and social changes. The pressure of psychiatric, anxiety and stress at the stage of life is a matter of concern. It is a time where a number of significant changes occur in a relatively short period of time, and because some of these

changes may be challenging for Adolescents. Students cannot make rational or tell the difference between right and wrong it means they should not be held responsible for their action.

Since they are falling in many social activities like suicide, conflict, frustration and minor and major crime. The knowledge of various stress is very essential for the Adolescents student to understand the day today problems that they are facing routinely. In order to resolved and cope up the above knowledge are mandatory for the learners. This study is helpful to reduce the stress of adolescents in school environment and plan appropriate counselling technique to provide to those who are in need. This study is also useful to prevent Adolescents learner's rate of suicidal attempts.

Objectives of The Study

1. To find out the difference in the stress among Adolescents in relation to school environment based on their gender.
2. To find out the difference in the stress among Adolescents in relation to school environment based on their medium of instruction.
3. To find out the difference in the stress among Adolescents in relation to school environment based on their locality of school
4. To find out the difference in the stress among Adolescents in relation to school environment based on their type of family.
5. To find out the difference in the stress among Adolescents in relation to school environment based on their type of school.

Null Hypotheses

1. There is no significant difference between male and female adolescents in their stress in relation to school environment.
2. There is no significant difference between Tamil medium and English medium adolescents in their stress in relation to school environment.
3. There is no significant difference between rural and urban adolescents in their stress in relation to school environment.

4. There is no significant difference between adolescents belonging to joint family and nuclear family in their stress in relation to school environment.
5. There is no significant difference among adolescents studying in Government, government aided and private school in their stress in relation to school environment

Method for the Study

In the present study, research is conducted in the survey method and on the basis of that interferences are drawn about whole populations. According to webster Collegiate Dictionary, Survey is a critical inspection, often official to provide exact information, a study of an area with respect to a certain condition or its prevalence, Survey method helps the investigator to collect more information from very large samples.

Population of the Study

The second part which is used to ascertain the characteristics of the large group is called sample. Alternatively, sample is a subsection or cross section of the large group. The large group

from which a sample is selected for any research project is known as population. All possible units or elements that make up a large group make up the population. The population for the present study consists of stress among adolescents in relation to school environment in Coimbatore district.

Samples for the Study

The investigator adopted simple random sampling technique, for collecting the sample for the study. A sample of 250 students from types of managements namely Government, Government Aided, and private schools are selected by the investigator for the present study.

Tools Used In the Study

Construction of tool is another important step in a research study. The tool was developed and validated by the investigator

Data Analysis

Null hypothesis 1

There is no significant difference between male and female adolescents in their stress in relation to school environment.

TABLE: 1 Stress Among Adolescents In Relation To School Environment: Gender

Gender	Number of sample	Mean	SD	Calculated t- value	Table value At 5%level	Remarks At 5% level
Male	129	69.33	6.495	5.131	1.96	Significant
Female	121	73.55	6.503			

From the above table it is inferred that the calculated 't' value 5.131 is higher than the table value 1.96 at 5% level of significance. The mean score of female students (73.55) is higher than the male students (69.33). So the null hypothesis is rejected. Hence there is a significant difference

between male and female adolescents in their stress in relation to school environment.

Null hypothesis 2

There is no significant difference between Tamil medium and English medium adolescents in their stress in relation to school environment.

TABLE : 2 Stress Among Adolescents In Relation To School Environment: Medium Of Instruction

Medium of instruction	Number of sample	Mean	SD	calculated t- value	Table value at 5%level	Remarks at 5% level
TAMIL	184	71.86	6.721	1.931	1.96	Not significant
ENGLISH	66	69.98	6.958			

From the above table it is inferred that the calculated 't' value 1.931 is lower than the table value 1.96 at 5% level of significance, the mean score of Tamil medium students is 71.86. higher than English medium students is 69.98. So the null hypothesis is accepted. Hence there is no significant difference between Tamil medium and English

medium adolescents in their stress in relation to school environment

Null hypothesis 3

There is no significant difference between rural and urban adolescents in their stress in relation to school environment.

TABLE: 3 Stress Among Adolescents In Relation To School Environment: Locality Of School

Locality of School	Number of sample	Mean	SD	Calculated t- value	Table value at 5%level	Remarks at 5% level
RURAL	43	70.63	7.509	0.781	1.96	Not Significant
URBAN	207	71.52	6.679			

From the above table it is inferred that the calculated 't'-value 0.781 is lower than that of the

table value (1.96) at 5% level of significance. The mean score of rural school students

is 70.63 and urban school students is 71.52. which shows that there is a slight difference in their mean scores. So the null hypothesis is accepted. Hence there is no significant difference between rural and urban adolescents in their stress in relation to school environment.

Null hypothesis 4

There is no significant difference between adolescents belonging to joint family and nuclear family in their stress in relation to school environment.

TABLE 4 Stress Among Adolescents In Relation To School Environment: Type Of Family

Type of Family	Number of sample	Mean	SD	Calculated t- value	Table value at 5% level	Remarks
FAMILY JOINT	37	69.22	8.284	2.093	1.96	Significant
NUCLEAR FAMILY	213	71.74	6.485			

From the above table it is inferred that the calculated 't'-value 2.093 is higher than the table value (1.96) at 5% level of significance. Mean score of nuclear family is (71.74) higher than the joint family (69.22) So the null hypothesis is rejected. Hence there is a significant difference between adolescents belonging to joint family and nuclear

family in their stress in relation to school environment.

Null hypothesis 5

Null Hypotheses – 5

There is no significant difference among adolescents studying in Government, government aided and private school in their stress in relation to school environment.

TABLE 5 (a): Stress Among Adolescents In Relation To School Environment: Type Of School - Anova Test

Type of School	Number of sample	Mean	SD
Government	116	71.43	6.420
Govt. aided	44	68.25	6.989
Private	90	72.81	6.812

From the above table, it is observed that, there is difference in the mean value of stress among adolescents in relation to school environment in the scores among government, govt. aided and private school students. Private school students are higher

than the mean score of government and govt. Aided school students.

In order to find out whether there is significance difference in mean scores, F- test was applied to the following table that gives the result of F- test with reference to the type of school.

Table 5 (b) Anova Test: Type of School

Source of variance	Sum squares	df	MS	Calculated F- value	Table value at 5% level	Remarks
Between groups	615.657	2	307.828	6.931	3.00	Significant
Within groups	10970.487	247	44.415			

From the above table it is inferred that the calculated F- value is 6.931 higher than the table value 3.00 at 5% level of significance. So the null hypothesis is rejected.

Hence there is a significant difference among adolescents studying in Government, government aided and private school in their stress in relation to school environment.

Recommendations

Students are the wealth and future of a nation. It is clear from the findings that male and female participants have more academic stress participants. Their academic problem must be discussed by the teacher as well as parents. And they must be guided properly to choose a specific stream, not forced by

parents. Parents should have expectations by their children according their capability. This study recommended that the teacher should arrange the necessary healthy environment to reduce the students' academic stress. The teachers' should focus on reducing the students' academic stress by providing mentors classes, time scheduling activities, changing teaching method, and providing extracurricular activities.

Conclusion

School staff should make schools a safe place where there are fewer chances that students have to make difficult decisions. Classrooms need to be safe havens. When students have any doubt that they can be successful doing an assignment or task, the

stress response goes into motion. Students need to know that the teacher is on their side and will give them many opportunities to learn. Parents should encourage their children to learn respectful behaviour by thinking before he or she speaks to. Parents should encourage their children to participate in exercise and physical activities. Join in to model fitness. The result of this study may help school staffs, teachers and counsellors to understand why some students display high anxiety, fear, and depression. The focus of intervention programs should be on training students to have a healthy mind set with positive coping strategies. Parents and teachers should provide activities for the students which help them to enjoy their free time, including exercise, and allow them sometime to be completely unproductive for reducing stress. School staffs, teachers and counsellors should develop ways to improve effective communication between students and teachers, thereby improving academic and social efficiency of students. Their understanding of students' academic stress will help them to practice techniques and adopt essential to assist and mentor them to cope/deal with academic stress more effective.

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LinkedIn Marketing – An Effective Platform for Generating Leads

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Abstract

LinkedIn marketing has various advantages for companies looking to improve their online presence and reach their target audience. This abstract gives a concise explanation of the advantages, procedures, and main concepts underlying LinkedIn marketing. It emphasizes the benefits of using LinkedIn for brand awareness, lead creation, and professional networking. The abstract also includes a simple step-by-step approach to LinkedIn marketing, such as optimizing your profile, providing compelling content, networking, and assessing performance. Businesses that follow these procedures may successfully exploit LinkedIn's capabilities and tap into its enormous professional network to achieve their marketing objectives. LinkedIn marketing delves into the significance of developing a functional LinkedIn profile, providing compelling content, utilizing advertising opportunities, and expanding a network of industry peers. It also examines LinkedIn's role in B2B marketing, talent acquisition, and event promotion. Businesses can uncover possibilities, magnify their brand, and reach their professional marketing goals by knowing and using the power of LinkedIn marketing

Keywords: LinkedIn marketing, networking, brand exposure, lead generation, profile optimization, B2B, network building, measurement, marketing goals.

Introduction:

LinkedIn is a business-focused social networking platform that operates via websites and mobile applications. It debuted on May 5, 2003. Microsoft currently owns the company. The site is primarily used for professional networking and career advancement, and it allows both job seekers and employers to publish CVs and vacancies. Since 2015, the majority of the company's revenue has come from offering recruiters and sales professionals access to information on its users. It has been a fully-owned subsidiary of Microsoft since December 2016. LinkedIn has nearly 900 million registered members from over 200 countries and territories as of March 2023.

LinkedIn members (both employees and employers) may build profiles and interact with one another in an online social network that can symbolize real-world professional ties. Members can ask anyone (existing or non-existent) to become a connection. LinkedIn may also be used to organize offline events, join groups, create articles, publish job advertisements, upload images and videos, and do a variety of other things.

LinkedIn provides a variety of marketing tools, including sponsored content, sponsored In Mail, and display advertisements, to help businesses promote their products and services to the relevant audience. Furthermore, LinkedIn Groups and Company Pages allow for community involvement and brand growth. Marketers can reach certain sectors, job titles, seniority levels, and more using the platform's extensive targeting capabilities, ensuring their messages are delivered to the most appropriate persons.

The emphasis on professional networking and job improvement is one of the key benefits of LinkedIn marketing. This sets it apart from other social media platforms and makes it ideal for B2B

marketing. Marketers may utilize LinkedIn to interact with decision-makers, industry leaders, and potential business partners, fostering relationships that can lead to collaborations, sales, and company success.

Objectives of the Study

1. To explain the significance of LinkedIn marketing.
2. To highlight the points on creation of an effective LinkedIn profile
3. To bring out the benefits of LinkedIn marketing strategy
4. To describe the approaches of LinkedIn marketing.
5. To bring out the recent trend prevailing among employers & employee

LinkedIn Marketing:

LinkedIn marketing is the process of using LinkedIn to make connections, generate leads, improve brand awareness, foster business relationships and partnerships, share content and drive traffic to your website.

Creating an Effective LinkedIn Profile:

Step 1 – Profile Picture & Background Image

1. The significance of having a professional profile photo that portrays your brand
2. Tips to Choose an Appropriate and High-Quality Profile Picture
3. Using a backdrop image to boost your profile and highlight your skills

Step 2 – Headline & Summary

1. Crafting a captivating headline that grabs attention and communicates your value proposition
2. Writing a compelling summary that provides an overview of your background, skills, and achievements
3. Incorporating relevant keywords to improve searchability and visibility

Step 3 – Education and Experience

1. Including employment titles, responsibilities, and accomplishments in your professional experience
2. Highlighting the academic credentials, certificates, and relevant coursework
3. Making use of LinkedIn's rich media features to provide samples of the work or projects

Step 3 – Education and Experience:

1. Identifying and selecting critical talents that are relevant to area of expertise and industry
2. Encourage endorsements from contacts to prove expertise and boost credibility.
3. Obtaining referrals from colleagues and clients as social proof

Step 4 Achievements and Certifications

1. Highlighting the professional achievements, such as awards, publications, or speaking engagements
2. Including credentials and licenses that show competence and qualifications of clients.
3. To promote community participation, including volunteer experience and supporting issues.

Step 5: Personalization and Contact Information

1. Making the contact information available to prospective connections and possibilities
2. Creating a professional and memorable connection by personalizing the profile URL
3. Managing privacy settings and deciding the information to make publicly available

Step 6: Best Practices for LinkedIn Profile Optimisation

1. Understanding LinkedIn's search algorithm and optimizing the profile for higher search exposure
2. Use relevant keywords throughout the profile to boost the chances of being found in relevant searches.
3. Updating and maintaining the profile regularly to reflect the current achievements and professional progress

Benefits of LinkedIn Marketing Strategy:

1. Extremely Effective:

Marketing using social media sites may be expensive, time-consuming, and frequently ineffective. A LinkedIn marketing approach, on the other hand, incorporates an audience of professionals who are prepared to provide the networking site with more of their personal information. Businesses may target individuals with hyper-focused outcomes now that this information is easily available. So the client may target by career, education, area, region, and a plethora of other characteristics, making LinkedIn's ad offering far more appealing than other social networking networks.

2. Enormous Participations

LinkedIn offers impressive data on interactions, lead quality, ROI on lead generation, and so on. Indeed, 96% of B2B content marketers encourage organic social marketing on LinkedIn as part of their digital marketing plan thus benefiting the professionals.

LinkedIn Content/Articles - LinkedIn networking is certainly one of the platform's primary functions. As a result, one must understand how to successfully connect with one's target audience. Being active on the platform is critical for naturally getting the material viewed and expanding network. All of this improves chances of success when it comes to paying for adverts. However, apart from publishing, there are other ways to contribute to the platform and network more effectively. Creating material, especially high-quality information that will be widely shared, may be difficult. Writing LinkedIn articles may be a simpler and more fundamental method.

3. LinkedIn Advertising:

There are nine alternative ad distribution strategies for LinkedIn marketing plan. Slideshows, direct InMail, highlighted articles and more features are available matching the choice of the marketing plan of the client. Furthermore, the breadth of techniques of r campaign is merely the beginning of the customizability. To obtain the greatest outcomes, there are several strategies to target. LinkedIn can present several alternatives as it has access to information from over 690 million members.

4. Comprehensive Analytics

Statistics on every platform need rigorous examination; nevertheless, LinkedIn's statistics are very clearly set out to understand the success and outcomes of campaigns. It provides a comprehensive picture to enable businessmen for a review and retargeting the audience. The marketing strategy of LinkedIn makes bud getting a breeze. It offers Budget – Friendly Campaigns to suit the needs of the businessmen. Moreover, the cost of the advertisement is nominal and feasible for social media marketing. This is extremely beneficial and enable the business to accomplish the best chance of success.

5. The Advertising Industry's Future

Social media marketing has caused a huge shift in the way marketing is handled and B2B services communicate with one another. Several possibilities are accessible irrespective of the fact whether the client has previously used platforms such as Facebook for advertising or a beginner. LinkedIn offers a webpage with a wealth of further information thereby serving most effective solutions for the digital marketing strategy.

Approaches of LinkedIn Marketing:

- 1. Video Content:** Video content continues to gain popularity across social media platforms, including LinkedIn. Creating and sharing engaging videos that provide valuable insights, interviews, or product demonstrations can help to capture the attention of the target audience and drive engagement on LinkedIn.
- 2. Native LinkedIn Polls:** LinkedIn recently introduced native polls, allowing users to create and share polls directly on the platform. Incorporating polls into content strategy can be an effective way to encourage audience interaction, gather feedback, and gain valuable insights.
- 3. Employee Advocacy:** Leveraging employees as brand ambassadors on LinkedIn is a growing trend. Encouraging and enabling employees to share company updates, industry news, and thought leadership content can amplify brand's reach and credibility.
- 4. LinkedIn Live:** LinkedIn Live allows users to broadcast live video content to their network and beyond. It's an excellent opportunity to host webinars, panel discussions, Q&A sessions, and virtual events. Going live on LinkedIn can help engage with the target audience in real time and build stronger connections.
- 5. Influencer Marketing:** Collaborating with influencers in the industry can help expand the reach and credibility of business. Identifying and partnering with relevant influencers who align with brand values can boost the organization's visibility, attract a wider audience, and drive engagement on LinkedIn.
- 6. Personalization and Customization:** Personalization is becoming increasingly important in marketing, and LinkedIn is no exception. Tailoring the content and messaging to specific segments of audience can help in the creation of a more meaningful connection and deliver relevant content that resonates with the target audience.
- 7. LinkedIn Stories:** LinkedIn Stories provide a more informal and authentic way to engage with the network. Sharing behind-the-scenes content, showcasing company culture, and providing updates in a more casual format can help humanize the brand and foster connections with the audience.
- 8. LinkedIn Events:** LinkedIn Events is a feature that allows in the creation and promotion of virtual or in-person events on the platform. Utilizing this feature can help to attract attendees, facilitate networking opportunities, and generate buzz around events.
- 9. LinkedIn Advertising Features:** LinkedIn continues to enhance its advertising features,

providing more targeting options and ad formats.

Recent Trends Prevailing Among Employers & Employee

- 1. Remote Recruitment and Onboarding:** To accommodate remote employment, employers are altering their recruitment and onboarding procedures. To hire and integrate distant personnel, Virtual interviews, remote evaluations, and digital onboarding processes have become popular Practices.
- 2. Employer branding and Employee Experience:** Employers are concentrating their efforts on developing a strong employer brand and improving the employee experience. They invest in promoting their corporate culture, values, and perks to recruit and retain top staff. Employers are implementing more agile and flexible work strategies to satisfy evolving employee requirements. This includes things like flexible work hours, remote work possibilities and performance assessments based on results.
- 3. Remote and Hybrid Work:** The pandemic of COVID-19 has hastened the adoption of remote and hybrid work paradigms. Many businesses now provide flexible work arrangements, allowing 3 workers to work remotely or combine remote and in-office work.
- 4. Employee Well-Being and Mental Health:** Employers are emphasizing employee well-being and mental health. To assist their employees' general well-being, they provide wellness programs, mental health resources, counseling services, and flexible scheduling.
- 5. Continuous Learning and Up Skilling:** Continuous learning and professional development are becoming increasingly crucial to employees. Companies are providing upskilling programs, Mentorship opportunities, and access to online learning platforms to help their employees improve and advance in their careers.

Conclusion

LinkedIn marketing has specific advantages for businesses looking to reach a professional audience. Because of the platform's enormous user base and specialized features, advertisers may target the right people, connect with them successfully, and achieve their marketing goals. Businesses may use LinkedIn's advertising alternatives, such as sponsored content and display commercials, to increase brand recognition, generate leads, and drive conversions. Furthermore, due to the platform's emphasis on professional networking, it is a valuable tool for building essential contacts and cultivating long-term economic ties. LinkedIn is a go-to tool for professionals looking for employment

prospects, industry information, and key connections as the business environment evolves. Marketers that see LinkedIn's potential and apply successful tactics may use the platform's power to strengthen their brand, broaden their reach, and generate economic success. LinkedIn marketing is a great complement to any complete digital marketing plan due to its broad targeting choices, engagement tools, and networking capabilities.

Building a strong personal brand, gaining relevant contacts, and unlocking possibilities on LinkedIn all need a good LinkedIn profile. It thus helps to develop a profile that stands out and successfully expresses the professional identity by paying attention to aspects such as profile photo, headline, summary, experience, talents, and personalization. This paper contributes helpful hints, ideas, and best practices for optimizing profile and making a lasting impact in the professional world. Before adopting a LinkedIn marketing plan, firms must first establish their unique objectives. Clear objectives lead marketing activities and allow organizations to effectively analyze their success and return on investment.

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Advertisement and Business Development

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Abstract

Advertisement is a mass communication process of persuading the prospect to buy the products or service with increase satisfaction to the consumers and profits to the sponsors. In recent time companies invest huge amount in social media platform to influence the consumer behaviour. Advertisement has a power to engage customers through different media platform. Marketers these days uses various digital media advertising techniques to keep their customers informed, as today's era consumers are well literate so there is no scope of fooling them. The age of digitalization has led to changes in consumers' media habits. There is need of understanding how advertisement shapes consumer behaviour and develops a positive relationship with consumer. Hence, we also need a deeper understanding of advertisements on different media platforms and its implications on consumer behaviour. The expectations of consumer to get information from various media such as TV, radio, newspapers, magazines and the Internet are entirely different. Now a days growth of business enterprises vastly depends on how efficiently they are able to market their product through different advertising platforms. Advertising has also given a birth to new position a company that is advertising manager. Toady companies in order to efficiently market their product keep separate advertising manager whose role is to see whether companies advertising policies are in line or not. In a strategic market, it is important for advertising managers to grab consumers' attention through different advertisements techniques and sales promotion. A sizable marketing budget is spent on advertising. The trend of using digital media platforms for advertisements is growing. In this research article we will explore the importance of various media advertisements on consumer behaviour. This article thus focuses on how advertising is helping in business development and making brand valve.

❖ Introduction:

Advertising is multidimensional. It is a form of mass communication, a powerful marketing tool, a component of the economic system, a means of financing the mass media, a social institution, an instrument of business management, a field of employment and profession. In today's world, all of us are under the influence of '**Advertisement**'. Right from buying groceries to children's study materials, finding a holiday spot to watching a movie, selecting restaurant for dinner to booking a banquet hall for special events, and searching educational institutions to hunting for a company to find jobs, almost every act is guided and decided by advertisements.

Above all, advertising is a big business. It is bigger in the developed rich countries of the west. In India, the advertising industry has been seen phenomenal growth. Indian advertising industry's revenue growth will accelerate to 16.8 per cent in 2023, according to the reports. The advertising industry in the country, which has a relatively stronger economic outlook as compared to the world markets, will grow 15.8 per cent to USD 14.9 billion in 2022. and spending enough to reach your target users, advertisements can have an immediate impact on business. This effect could be seen in improved trade or boosted brand recognition, among many different metrics. Today we are exposed to large number of commercial messages than any time in the past. Newspaper and magazines are full of advertisements. Not only has

the quantity increased, even the quality of advertisement has improved considerably over the past couple of years. Other means of advertising, such as mobile, radio, television, cinema and bill boards and the internet etc., have also amply contributed to the growth of this industry. Advertising, which has become a marketing force helping mass selling and distribution, is also the object of much criticism, some justified, some not. It has been claimed that much advertising is false, deceptive and misleading, and that it conceals information which should be revealed and omits the limitations and comparative disadvantages of the item advertised. Not only this; some fear that the power of advertising to persuade and manipulate the consumer and the public at large has increased. However before going on a serious debate on advertising we must understand its types and advertising process and its advantages.

❖ What is Advertising?

When the marketer or a firm has developed a product to satisfy market demand after thoroughly analysing the market, there is a need for establishing contact with the target market to eventually sell the product. Moreover, this has to be a mass contact which means that the marketer is interested in reaching a large number of people so that his product may receive optimum exposure. Naturally, the best way to reach this mass market is through mass communication and advertising is one of the means of such mass communication along with such

other means as publicity, sales promotion and public relation.

Advertising as a means of mass communication has, therefore, made mass selling possible. It is perhaps the best known mass communication channel. Marketers and firms engaged in selling their products and services throughout the country and or in other nations are fully aware of the necessity and importance of advertising. As a means of forceful communication, advertising promotes the sales of goods, services, images and ideas through information and persuasion. But one thing may be well understood that advertising by itself cannot sell the product. It cannot sell products of poor quality, products which are too costly, or items which do not come up to the expectations of the consuming public. Advertising only helps in selling. Advertising is not a panacea that can restore a poor product or rejuvenate a declining market. It only helps in selling through the art and business of persuasive communication.

Definition of Advertising:

Basically, advertisement is an announcement to the public of a product, service or idea through a medium to which the public has access. The medium may be print (such as newspaper, poster, banner, and hoarding), electronic (radio, television, video, cable, phone, internet) or any other. An advertisement is usually paid for by an advertiser at rates fixed or negotiated with the media.

The American Marketing Association, Chicago, defines advertising as "any, paid form of non-personal presentation of ideas, goods and services by an identified sponsor."

❖ Types of Advertising

Several categories of organisations are large users of advertising, most important among them being the manufacturing, trading and service firms, non-profit institutions and the government agencies. There are various types of advertising, some are;

1. Social Media Advertising:

Businesses and brands use social media platform like Instagram, Facebook, LinkedIn, Twitter, WhatsApp, etc., to communicate with the customers and promote their product. With the increase in the usages of digital marketing techniques social media advertisement has quickly become one of the most sought advertising strategies.

2. Paid Search Advertising:

It is a form of advertisement where the advertisers bid on specific keywords, and the search engine pops relevant ads whenever a user enters a query with those keywords at the top of the results page. With paid search advertising, the advertiser has to pay for the ad only if someone clicks on the link to follow through.

3. Print Advertising:

Print advertisement is the oldest form of advertisement. As digital marketing practices gain more popularity, the scope of print advertising has significantly shrunk. However, it remains the most effective form of advertisement. It has the wide reach to the people as newspapers are daily delivered to most of the houses in India. Print advertisement also covers magazines, brochures, pamphlets etc.

4. Mobile Advertising:

The amount of time people spend on their mobile devices, it is unsurprising that brands are now developing ads, especially for mobile devices. Utilizing this technology can turn great returns for the brand. Therefore, businesses are now focusing more on mobile advertising than any other form of advertising methods.

5. E-Mail Advertising:

This type of advertising is also increasing now a days. In this type of advertisement advertiser sends mails to selected set of audience via newsletter, subscriptions etc. The scope for direct mail advertising is vast and slowly gaining momentum amongst brands.

6. Television Advertising:

This is the costly form of advertisement therefore generally used by big business brands. Television advertising is a type of broadcast advertising where companies advertise their products or services through 20-, 30- or 60-second TV commercials. The costs to air television commercials can vary due to various factors- ad length, number of networks, time of the day, frequency of airing, the geographical reach, etc.

7. Radio Advertising:

Radio advertising is another popular form of advertising channel. It broadcasts advertisements that are played during programming breaks. Companies can take advantage of this form of advertisement by searching which radio station is most popular among customers and can reach that station to broadcast its ads.

8. Podcast Advertising:

Podcast advertising is a modern form of advertising. In this form of advertisement companies can sponsor a podcast for their product and services that plays an ad during their episode. Podcast advertising is same as radio advertising it plays an ad at the beginning, middle, or at the end of the episode.

9. Outdoor Advertising:

Outdoor advertising refers to advertisement that customers see outside their homes. It aims to catch the attention of a large number of people around. Examples are billboard, advertisement at the side of the buses or inside a subway car.

❖ Advertisement and Business Development

Business Development includes wide scope of ideas, activities, steps and process that a business manager needs to implement in business in order to accomplish the goals of business. Business development may include much type of objectives, such as sales growth, business expansion, the formation of strategic partnerships, and increased profitability. It is important for business enterprises to be aware of new market strategies, possibilities of expansion, competitor development and how to increase the current source of company's revenue.

Every business entity, irrespective of its size, ownership and kind of businesses, does take the help of advertisement; it is a push that make things happen. Advertising is a function of marketing and pushes the product in the market for bigger sales. When a firm decide upon an advertising programme as a part of its overall promotion mix, it needs it need to have system and an organization to implement it for the attainment of the desired objective. Firm do have an advertising and publicity department to manage the advertising function. In some small firms, there may not be a separate department in the name of advertising, but the function either looked after by the marketing manager or the chief executive. The Companies advertising department usually relies on outside experts, often the advertising agencies which prepares the advertisement messages, selects appropriate media, and arranges to release them. The advertising department of a company has only a limited creative function primarily a supervisory one. This department is merely a liaison point in the company for the agency, though it is responsible for the advertisement budget, and supervises the performance of the agency.

Role of Advertising Manager in Business Development:

The advertising manager usually works under the marketing manager for effective advertising. Advertising has to coordinate with the marketing and sales function, so that the advertising efforts may be fully integrated with the firms marketing and sales strategy. He has also to perform the managerial task of formulating advertising strategy and planning advertising through the advertising agency. The agencies often assist the advertising manager in programme formulation.

The hiring of an advertising agency is a function of the advertising manager. If the agency has to be changed, the recommendation to that effect is made to the higher management by the advertising manager. In large corporation, the advertising staff are employed for different product/ brand line. Product or brand mangers develop the advertising and promotion needs of their products and brand. Similarly, sales manager

determine the kind of advertising support they need for sales, and distribution managers inform it of the advertising support they require. All these requirements are coordinated by a manager, who is known as the advertising manager. He sets the advertising objectives and communicates them to the agency. In a typical, large size organization, the advertising manager reports to the vice president in charge of advertising, sales promotion, publicity and public relation with a view to determining an effective total promotion mix.

Some roles of advertising manager in an organization are:

1. Organizing advertising campaign:

Advertising manager forms a marketing strategy that focuses on the target market, which includes magazines and television channels. As part of the marketing campaign, the manager supervises the production of all advertising content, such as photography, mail displays, posters, market creation and approval of the content until it is used by the agency. Advertising managers are liable for evaluating overall marketing strategies, marketability of the products and help to develop the promotional campaign.

2. Targeting Audience:

Advertising managers work with the marketing team to decide how their product and services will meet the needs of their target audience. Advertising managers first learns the need of target audience then forms the marketing strategy according to their demands. Choosing a target audience is essential as it helps the company to focus its investments towards certain consumers with a potential for growth, product value and brand loyalty.

3. Search engine optimisation:

It is an important role of advertising managers that he must establish traffic-enhancing strategies by making the site available on the internet. Pay per click, or PPC, search engine optimization takes clients to the platform through search engines like Google, Yahoo. Pay per click management is an important way to gain larger web-based visibility through the search for keywords.

4. Designing the sales Policy:

The advertising manager of the company is also responsible for designing the suitable sales policy for the product so that it can achieve the targeted sales. Designing the suitable sales policy is the foundation for any business success. Advertising manager should take into account discount price, way of distribution of goods, terms of payment, price etc.

❖ Techniques of Advertising

Today every company need to advertise its product and services to keep the customers informed, gain reputation, acquire market value and

achieve the ultimate goal of business to increase the sales of company. Now a days company are investing heavy amount in advertising their products but the money spent will lead to success only when the best techniques of advertising are used for the product. So here are some very common and most used techniques used by the advertisers to get desired results.

1. Bandwagon Advertising:

In this type of technique it involves convincing the customers to join the group of people who have bought this product and be on the winning side. This is one of the advertising techniques that play on human emotion and their fear of missing out (FOMO). One can achieve this by portraying that their brand is meant only for select few audiences, or by hiring celebrities etc.

2. The psychology of colors:

Color psychology is the use of colors to attract certain emotions of consumer. Some time color is so important that it determine brand image. It's important to consider colors in backgrounds, product packaging, fonts and branding because a particular color palette can send specific messages. For example, muted colors can provide consumers with a sense of calmness, so marketers often use light colors in advertisements for sleep-related products. Many companies use one color to represent their brand that becomes recognizable to consumers. For example, Coca-Cola's distinct bold red color is imprinted in our minds and most viewers would recognize their ads in one glance.

3. Social media influencer:

In this technique advertising manager uses people with large number of following on social media so when they post ads on their pages large number of audience get to know about the product and brand. It's effective to use a person who your target audience might already know because there's a high likelihood that they like and trust the opinions of this person. Other than advertisements, influencers can also help promote your products on multiple social media platforms, where they have considerable influence.

4. Storytelling:

Storytelling means telling a story by sharing a customer's experiences, recalling their history, or gathering inspiration from their particular industry. People see numerous ads each day and may forget most of those, but if you tell them a great story, they'll most likely remember it. If you want to connect with your customers and retain them for the long term, storytelling is one of the advertising techniques that you should use.

5. Repetition:

In this technique you will see that the spokesperson repeats a phrase to attract attention to

a particular product feature. Most often, marketers use repetition to raise awareness for new products or the brand generally. This involves displaying an advertisement to customers multiple times. You can achieve repetition by buying numerous TV spots, several billboards or promoting posts on social media.

❖ Importance of Advertising

Advertising is an integral part of social economic system of a country. Since it affects consumption, guides production, enhances exchange and dictates the distribution, its role can be analysed from the angles of manufactures, consumers in particular and society in journal. Here are some importances of advertising that can be study as follow:

1. Advertising helps to retain customer:

Ongoing advertisement helps to retain old customers and make them happy and satisfied that they were using this product. Ongoing advertisement also helps customer to make other people aware about the product they were using. Ongoing consistent ad campaign is specially important if the business is not doing well and needs returning and new customers. When company slightly change their product or upgrade it for the ease of their customer they will make the customer to know about it through the advertisement. Like this if people get upgraded about small changes in the product they will never switch to other companies to satisfy their needs.

2. Crucial for launch or announcement:

Advertisement is the main source to launch new product to the customer. By the help of advertisement people get to know about the features and uses of the new product and services. It is the crucial tool in the hand of the company to make people aware about the product. For example in launching model of cell phone company make customers to know about new feature of the model through advertisement only. Advertisement place the pivotal role in order increases the sales and demand of new product and services. With the help of advertisement only company makes its customers to know how their new product is different from its old version or some other product.

3. Overcome competition and helps in increasing sale:

Advertisement makes people to know about the product and also helps to differentiate form other brands product. Because of advertisement only customers can compare the same product of different companies and select it wisely according to their needs. It helps the customers to have full knowledge of the product that what they are buying. A perfect attractive advertisement helps companies to overcome competition in the market and it also helps to increase sale, by this way it helps the

company to increase its value in market which in turn results in increased total revenue of the company.

4. Advertisement lets you target specific customers:

Publishing your advertisement at product friendly places makes you to increase the customers. For example display advertisement of baby product near children's hospital, advertising fitness products near gyms or in fitness focus magazines. Through digital advertising targeting the customers has become more easy and convenient.

5. Advertising a science or an art or a profession:

Advertising is a science for it has evolved as a systematised body of knowledge. It is social science and hence in exact. They results are not accurate as the circumstances of advertiser are not identical and the advertiser can hardly predict the future precisely. It is accepted more as an art because the principles are to be put into practice by experience tackling the problems. Of late, it has been accepted as a profession because it has attained the status of a profession and the indication of the same is development of advertising agencies.

❖ Conclusion:

Advertisement is the crucial part of every company. By the help of advertisement company easily introduce their new products to the customers. It also helps in spreading awareness amongst the customers and get to know them what changes company has brought in its existing product. Advertisement plays the pivotal role in order to increase the sales of the product. The volume of information present in advertisement was found to be independent of their size. Its impact could be accessed from the actual fact that advertisement with an increase of informational content material was identified to impact more clients. Advertising makes the firm to work at higher activity level by creating demands for the product which further helps in reducing the cost of the product. It has the power to expand consumer market by influencing favourably the consumption pattern of consumers. Thus by the research it is understood that main aim of advertisers is to influence the consumer behaviour and their decision making process based on advertising goals.

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Histopathological Alterations in The Intestine of Marine Fish *Chiloscyllium plagiosum* (Anonymous (Bennett), 1830) Due to *Phyllobothrium*

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Abstract

The studies of histopathological alterations in the intestine of *Chiloscyllium plagiosum* (Anonymous (Bennett), 1830) with infection of helminthic parasite *Phyllobothrium* from At Alibag coast, Dist Raigad (M. S) India in the period of June 2018 to May 2019. This parasite caused significant histopathological alterations in the *Chiloscyllium plagiosum* marine water fish intestine, The severe infection was evidenced by the total eruption of villi from the mucous membrane which resulted to a major disruption of the structural organization of the intestine which might have a profound influence on the nutrition and digestion process of the fish.

The present paper deals with the histopathological alterations showed the intestine of marine water fish *Chiloscyllium plagiosum* infected with helminthic parasite *Phyllobothrium*

Keywords: Marine fish, *Chiloscyllium plagiosum* Infected Intestine, Cestode *Phyllobothrium*

Introduction:

Histopathology is the microscopic study of tissues affected by disease the procedure adopted for that preparation of material for such studies are known as Histological or Histopathological techniques. The digestive tract of many fish has been shown to be a favourite environment for the establishment and growth of pathogenic organisms. Endoparasites helminth often includes inflammation and modification of the structures and function of local tissues (Castro, 1992). According to Sharkey (1992), the inflammations consist of a complex series of homeostatic mechanism involving the immune, nervous and circulatory system in response to tissues injury or infection. There are several published records on the essential role of enteric immune cells in inflammatory processes caused by parasitic Helminthes (Fairweather, 1997; Maifrino et al., 1999; Dezfuli et al., 2000a, 2002a, b, 2003b; Bosi et al., 2005).

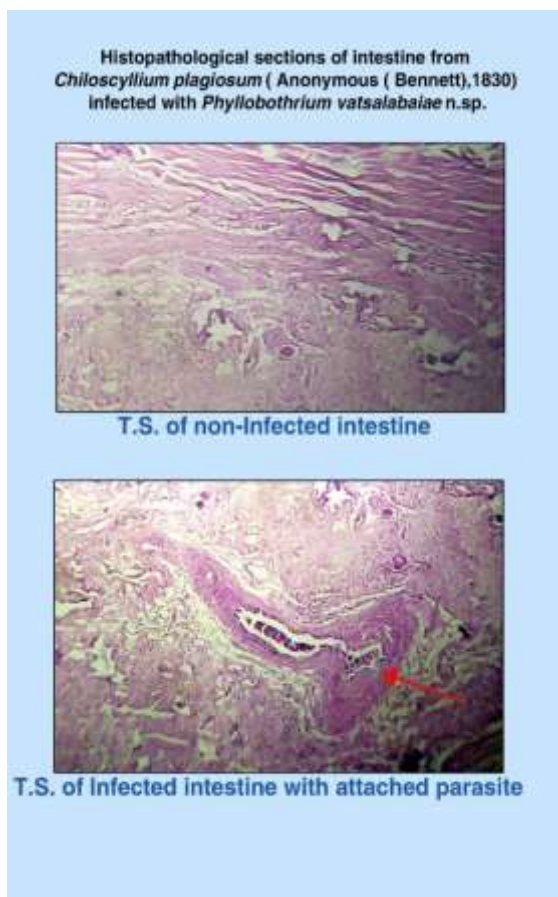
Parasitic infections introduce an additional demand for the host resources (Poulin, 1998). Infections can be costly for the host through competition with the parasite over limited resources and ultimately through energy depletion caused by the parasite (Coops & Holmes, 1996), which might have an impact on the decision making and optimal resources allocation pattern of the host. The host could therefore benefit from parasite resistance by decreasing the effect of parasite or avoiding parasites. However, it has been generating trade off with life history traits (Sand land & Minchella, 2003). Several studies on the effect of intestinal parasites have shown that the main detrimental consequences for the host species are localised at the site of infection (Hoste, 2001).

Material & Methods

Marine fish *Chiloscyllium plagiosum* (Anonymous (Bennett), 1830) were brought to the local laboratory alive and sacrificed just before examination. During the parasitological examination, the intestines were cut open and examined under stereomicroscope to see the degree of infection. The tapeworms were collected, placed in saline solution, freed from the adhering mucus by gentle shaking, they were flattened, processed and stained for morphological studies and were identified as *Phyllobothrium vatsalabaiiae n. sp.* within short time 2 to 3 cm long pieces of proximal intestinal segments containing tapeworms were fix in Bouin's solution for 24 hrs, as the tissue undergoes autolysis rapidly after death and rapid fixation is essential.

The fixed material was transferred and processed through ascending grades of alcohol, dried in a wax miscible agent and impregnated in wax (M. P. 58°-60°C). Sectioning was carried out on a rotary microtome at 6µm. Sections were floated on warm water at 48°C and mounted on chemically cleaned slides coated with egg albumin. The mounted, unstained sections were dewaxed in three stages of xylene at 1 minute each and stained with most widely used standard haematoxylin and eosin stain, staining was carried out using haematoxylin and eosin staining technique (Bullock, 1978). This stained is often sufficient for identification of larger parasites such as Helminthes, in this method the nuclei of cells are stained by the haematoxylin; the cytoplasm is coloured by the eosin. Stained mounted sections were examined under light microscope for good ones that were selected for photomicrography.

Result & Discussion:



Histopathology of *Phyllobothrium vatsalabaiiae* n.sp. infection of the intestine *Chiloscyllium plagiosum* (Anonymous (Bennett), 1830). The selected slides were observed under microscope and reveal that it causes much damage to the host intestine by invading in the mucosa layer. It is very clearly seen parasite in the transverse section of the intestine. The worm *Phyllobothrium vatsalabaiiae* n.sp. is having nonpenetrative type of scolex, further it was observed that parasite is easily floating near the villi in lumen of intestine. The worm is able to reach the intestine and is adhered to it. Due to favourable condition for the parasites in the lumen of intestinal is freely floating to cause a disturbance in the absorption of food by piercing the intestinal tissue. The host intestine is rich in protein, carbohydrate and lipids and they are present in parasites, when have been accumulated by the active absorption of food by the help of teguments, from the nutritional rich environment. Thus, it can be concluded that the worm could be able to take nourishment from the host and tissue causing damage to the host's intestinal tissue.

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Digital Library and Information Technology

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Abstract:

Today's era is the era of information technology and technology is advancing a lot in the present world. In such a situation it is imperative that we stay updated and for that we must maintain the latest improvements in technology so that we can perform our work efficiently and accurately without any problem. Computer literacy has increased with the development of science and technology. A lot of research in the field of technology has led to the emergence of new technologies. By using this new technology, there is a drastic change in the library sector. The library sector is not behind in this. In a developing country like India, the government has implemented a digital literacy campaign in every village. In this article we will briefly learn about digital library and information technology.

Introduction:

Digital library is also known as online library and internet library. The most special thing about digital library is that the reader can use it from any corner of the world. Although more and more people of the country are attracted towards this sector, the most important thing is to bring digital library to every citizen. Students can access digital library anywhere with the help of internet. Digital libraries have unlimited space than any physical library. This library will have almost all books from around the world available in digital form, which can be accessed from any location. Students will not need to go anywhere and register for the book, but students will be able to read the books of their choice at home.

A library is generally a place where all types of printed materials as well as manuscripts are kept together. Readers, reading materials and staff are three important components of a library. The basic purpose of a library is to store knowledge and information. These tools can be taken from the library for use and returned for a limited period of time. In modern times, the concept of libraries has changed and it has become an information exchange institution. Currently, in the era of digital and information technology, audio-visual media is also seen in the library. The new library format is becoming computerized. It is possible to search for information on the Internet. Today the concept of digital library has come all over the world. With the digital library students will have almost all the books from around the world in digital form which can be read and viewed by the readers from any place. With digital library, students can read books at home instead of going anywhere to get books.

Digitization of Libraries need have Time:

Libraries have a centuries-old tradition of maintaining a collection of books. As human life changes with time. Also, this change is taking place in the library. Libraries have started moving in that direction by adapting to technology. Today the

concept of digital library has come all over the world with the help of digital library it is possible for you to read many valuable books from all over the world from the library, not only that but anyone can register as a member of that library and provide the facility of the desired method. Through 'E-Library', students will be able to get help in getting educational books, various sources of educational curriculum, and documents with latest and latest technology information, e-books, e-journals, scientific journals in a short period of time. Today, all libraries are being transformed into 'Global Knowledge Centers'. Computerization is its first step. The emphasis is on digitalization of all libraries for better future of libraries. Various software are used for information and preservation of library resources. It is mainly used in college. Now the use of computer has increased in all fields. The benefit from it is attracting everyone. Therefore digitization of libraries has become the need of the hour.

What is digital library?

A digital library is a collection of digital assets. Those who do not have any physical existence. As the name suggests, a digital library is a library where books exist in digital or electronic form. These books can be accessed only with the help of electronic devices. Digital library is also known as online library and internet library. The most special thing about digital library is that the reader can use it from any corner of the world. Although more and more people of the country are attracted towards this sector, the most important thing is to bring digital library to every citizen. Students can access digital library anywhere with the help of internet. Digital libraries have unlimited space than any physical library. In this library, almost all the books of the world will be available in digital form, which can be viewed and read from any location.

Advantages of Digital Library:

Free Educational Resources provides visitors with numerous resources like educational materials, training, courses, scientific publications, etc. Not only do public libraries provide their services face-to-face, some of them have also integrated e-learning.

Digital library saves space and time. Less manpower is required and hence cost savings. Rare historical texts, literature may be available. Also, materials in different formats can be saved. For generosity. Texts, periodicals, bibliographies, printed non-bibliographic material apart from non-print non-bibliographic material for free. Sound recording, currency picture, video footage etc.

1. A reader can access digital information through internet at home.
2. A digital library can be handled 24 hours and 365 days a year.
3. The same information can be read by many readers simultaneously through digital library.
4. A digital library can store more information than a traditional library.
5. Reader can give time as per his convenience.
6. Readers can acquire knowledge with the help of library staff and digital media.

Disadvantages of digital library:

1. Digital libraries can be a bit technically complex.
2. Digitization may violate copyright laws. Because one author's ideas can be used by another author without his prior consent.
3. As more computers are connected to the Internet, they slow down and waste more time for the user.
4. Reading material in digital library cannot be read without media. For generosity. Computer, Mobile.
5. Internet facility is not available everywhere.

Purpose of Digital Library:

Today the concept of digital library has come all over the world with the help of digital library it is possible for you to read many valuable books from all over the world from the library, not only that but anyone can register as a member of that library and provide the facility of the desired method.

Digital reading materials are stored, archived and displayed using computers. Information is stored and retrieved through digitization of information. Also, the purpose of digital library is to create database in the form of CDs, to provide computerized books.

Information Technology and its Components:

Information technology is the collection, storage, processing and communication of information. The term information technology is synonymous with telematics, informatics. The

Information Technology Act 2000 defines information- Information as includes information, original text, images, sounds, symbols, computer program systems and base information sets.

Information technology is used in library management, library computerization, library networking, transcription services and technical communication. The concept of information technology is formed by the combination of all the elements like collection of information, edition, photo technology, computer artificial intelligence, hardware etc. In general, information technology is developed by coordinating computer software, networking, internet, messaging, information retrieval and storage.

Importance of Information Technology in Libraries:

Along with imparting knowledge to the readers, it is important to develop the library with the help of various technologies. Nowadays, new technology has made it possible to convey more information to the readers in less time. Schools were closed for the past two years due to the Corona epidemic. In between, only classes 10th - 12th were running from time to time. The entire academic year 2020-21 has been taught online. One session of the year 2021-22 was taught online. Due to the development of information technology, the learning days of the students in the corona era have not been wasted. Today, many libraries are offering home-based services to readers. By using WhatsApp technology, libraries are providing their readers with the information they want without delay. Through the information technology network, one library can exchange information with another library. Information technology allows readers to send information they want via e-mail, fax, or other links. In the future, the existing functions of the libraries will remain the same. But all libraries must take the help of technology. This super highway of information technology includes computer networks, telephone, and wireless. Every field is progressing because of the World Wide Web. The world is interconnected because of the web. Finding information was a very time-consuming process. But today, due to technology, information is available within a short time.

Library Network:

Inflibnet is an important organization working under the University Grants Commission i.e. UGC like Ayuka in Pune. The full name of this organization is 'Information and Library Network'. University Grants Board established Information and Library Network (Inflibnet) in 1991. This institute is located in Gandhinagar, Gujarat. This organization is working in the field of higher education in various works such as helping universities in India in research work, providing

guidance for quality research, providing e-resources, preparing a unified table of books available in university libraries in India. An important objective is to create a chain of libraries and information centers, important national institutions, research and development institutions with the help of this network. Also, the basic objective of this network is to make the available resources of libraries in the country accessible to all. In this, Delnet, a network of metropolitan areas, includes information sets of books, information sets of multilingual books, e-mail services, group list of current periodicals, information from abroad, and online research of collections.

Library Mechanization:

Electronic devices are used for mechanization of library. Library mechanization is the use of machines for repetitive work, clerical work and library services. Libraries are responsible for catering to the information needs of readers. Libraries also have to change the format of information transmission to meet the changing needs of the readers. Electronic devices are being used for mechanization of library. At present, continuous study and research is going on technical and scientific subjects. A lot of information is published on new research. Libraries are also having to change their book-centered approach as per need and time. It has changed from a book-centric perspective to an information-centric one. So today many libraries are mechanized. As mechanization has affected various spheres of life. Similarly, the use of e-books, e-magazines has started in the library sector today.

Advantages of Information Technology:

In the twenty-first century, information technology has become an integral part of our lives. Information technology is proving to be a boon to the world. From children to elderly grandparents, from waking up in the morning to going to bed at night, technology devices are being used everywhere. Information technology has completely changed human life. Today, information technology is used in many places. Information technology has played an important role in the days of global epidemics such as mobile, internet, business and today's corona. Traffic on the roads reduced, schools and colleges were closed, and exams were cancelled, but in all these things went smoothly due to information technology. Even though schools are closed, children are being educated using information technology. Online exams are being conducted. Government and administration are performing their responsibility and duties properly by using information technology. Information technology is helping to make things easier.

Technology has brought the world closer together. Through technology we can share information all over the world. Technology saves time and money. Information technology plays an important role in the growth of any country's economy. Many companies are doing business with the help of technology and due to this, employment has been made available to the unemployed.

Summary:

The present age is the digital age. The development of information technology has been very beneficial during the infectious disease of Covid-19. In reality, schools and colleges were closed, but students were in the flow of education due to information technology. Today, the concept of digital library is becoming popular everywhere. Information technology is being widely used in libraries. Information technology has become the need of the age in all fields such as educational, social, political, and cultural. Advances in all areas like education, entertainment, information acquisition, communication, transportation, health, etc., have improved the physical life of human beings due to the growth of information technology. Technology has made human work easier. But it is necessary to be careful. How do we use technology? Everything depends on it.

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Yarns in “Tomb of Sand” (Reit Samadhi) by Geetanjali Shree

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Abstract: Women are special in every sense. They are specially crafted by Him with differences. Women in the “The Tomb of Sand” are equally different. There are three ladies symbolising different thoughts, beliefs, and life style. They symbolise an era, a love forgotten and unknown to many but alive in heart of Chandra Prabha Devi (Ma) and Anwar even after their separation after Partition. There was a time when they were in love and partition separated them but not the love they had for each other. Here is one lady who counters all the questions of Cops for crossing borders onlt to meet his love. Beti a free Modern woman living life on her own terms. And Bahu a mix of modernity and old culture and traditions. All portray a different world of their own. Beauty is that they being different are one.

Key words:- Women, Differences, Love ,partition ,Modern

Geetanjali Shree has combined many plots, characters, and stories to weave *Rait Samadhi*. She is the first Indian to win Booker Prize for her novel *Rait Samadhi* translated by Daisy Rockwell and turned *The Tomb of Sand*. She has touched human emotions of love, aspirations, and dejections. It has many characters who are life like and true in their essence. They represent Indian social system. Our world is full of people from different field but they occupy and play an important role in our life. This is one story where Eunuch, a tailor, gamlewala, milkman or every other and so have a significant role to play in every one’s life.

It is completely Indian in its theme, settings, relations, and emotions. It is a tale of Indian Women with emotions, pride, overconfidence, love, affection, and show-off for her and her family. There are mothers, soft, fragile, and strong who confide in their sons and daughters. There is daughter who is smart, independent and represents modern Indian free financially stabled Lady living life on her own terms. Every story has plots and characters. It is woven around Ma and Beti their emotions, relationships, highs and lows, understandings, love, care and compassion, fears, secrets, and openness. It has despair, agony, anguish, pain, and desperation and on the other hand, it has aspirations, desires, wishes, dreams, and expectations.

“Women are stories in themselves, full of stirrings and whisperings that float on the winds, that bend within each blade of grass”. (11)

It has women with different shades. It has affection and admiration and then it portrays despise and fear too. For every women world is different. They describe it as they want to see. It be new to one and the same may be old to other. “Things change with time for women.”(231) Life for women in earlier days was not what bahu and Beti are portrayed living. There must have been financial and social constraints. Though they are living in new world but, “the new age is tangled with the

old.”(232) Bahu, Bade’s wife, another woman in the novel is an Indian woman with self-appraisal and a self-proclaimed world where she controls everything even the emotions of her son. She pictures things in the frame she wants to see. She is a typical house wife who has webbed a world where she should be praised for all she did. She always frames statements with a taunt where arrow hits the target and none knows it. Her intentions were never so clear for her sister in law Beti. She was not jealous but vocal about the kind f life she used to live. That’s why she asks Bade to send Maa to Beti’s home for the sake of change. She described Beti’s life as, “nothing to worry about----she is free----she is alone-free from responsibilities-she is a freelancer.”(232)

Bade, Beti, Ma, and Bahu all were seen in different world. Beti changes her life to bring happiness to her mother’s life. Bahu, memsahib, the daughter-in-law was a wife to Bade and behaves as though she only manages everything at home. Beti, “daughters are made of wind and air”. Bahu was bahu busy with Bade and his world of Government jobs and affairs of transfer and celebrations. Bade works in the UP government which involves transfer so the walls and homes kept changing. The doors to Bade’s home know no constraints to the visitors. The word privacy is not even in a dictionary here. Shouting is a tradition, an ancient custom upheld by the eldest son. So was Bade, shouting at everyone whether he is to be blamed or questioned is unquestionable.

Bahu is being flattened by her other overseas son as he feels that she has been sacrificed on the family altar. Women of every race and creed meet this criterion. This type of son every mother has. Overseas son brought a cane which rested by Ma’s bedside as though it was a member of the house. When he was not keeping well bahu’s heart broke for her son. Ramdei took Bahu and their serious son to the tomb of Bahke Fakir, Pir Nabina 100 years old. Pir Nabina described his illness as he

cannot laugh, after this meeting he got promoted, and his company made him CEO of overseas offices, since then he became an overseas son. He brought a cane for Dadi. Bahu reminds everyone that she reminded his son to gift Dadi a cane stick.

Bahu is seen as a typical woman of every house just contrary to Beti. They do not nurture very emotional bonds. It was very artificial or superficial where emotion had no place. When she visited her house during Ma's stay, she praised the upper portion of the house as the one shown in the magazines or pictures. Bahu stated MA has turned her house into a home. She did not envy her lifestyle but Beti was the one whose life was different and free. There was a satire on the sister-in-law and bahu relationship, "sister-in-law does not desire the sort of life another lead, but they are pleased to see another deprived of the life they wish to lead."

We are made to believe in certain ideas from childhood. We are conditioned by beliefs, theories, and influences. Our thoughts frame us as someone like Hindu and Muslim, or Traditional and Modern. The conflict between the mind and life continues always. The same conflict is there between Anwar junior and Beti when they heard the story of Ma and Anwar. These theories govern our life and our thinking beyond it what is not acceptable to society in normal scenarios.

Ma, Chandra Prabha Devi, is "growing downwards" and her daughter is "growing upward". Ma is tuned in "a bundle shrinking even more from moment to moment". She has turned her back on the world and is stuck to the wall of her room. The relationship between Ma and her daughter was very unusual. She was more concerned for everything about Ma as "she had suffered so poor Amma and she lay there so sadly at Bade's house...it made her legs steadily weaker" (251). She takes everything in her hand about Amma for she plans to shift and postponing her relationship with KK. She told KK, "to let things settle first". As two swords cannot rest in the same sheath, mother and lover cannot inhabit the same skin....or sleep in the same bed either. (279).

Ma could never be at her daughter's house because of Bade's transferable job and now she managed to come to Beti's house because of another transfer. Indian society is still on non-acceptable terms with this set of relationships. Families do not agree. Relatives do not accept the unusual relationship. The same set of astonishment is felt by Beti during their visit to Khyber where Ma wished to meet Anwar her husband, whom she separated during partition. They nurture a humorous relationship as well. They talked about food, hair, dresses, and plants. They both laugh. Beti was happy for Ma. She allowed her to be in her skin and enjoy whatever she wanted to do, "Let her be happy,

do whatever she wants, here there are no rules as at babe's, none of the wife's demand, none of the foibles of the bureaucrats, wear as you won't speak what you wish, we are free, let's make a garden on the balcony"(260). They talked about the bloated belly, hair on the chin, mother and daughter nest in intimacy. Ma who has turned back to everything is having fun with her, she started walking, and they enjoyed tea on the balcony and watched films.

An Indian family is a complex web of relationships, too many of them mingled and intermingled even then so indifferently different to one other. Some relations are on the toss. Bahu on the same pretext desired freedom but always condemned the free life of Beti. Some unspoken grudges always survive and remain in the hearts if they are unaccepted. These relationships continue even after that as there is always a link or association that keeps them connected. The same Bade and Beti both are not on talking terms with each other still they maintain a distance so that their relationship may continue even after differences.

Indian society and family have a place for everyone may it be a faraway relative like padosi or one like Rosie Bua, a Tran's gender? Indian mythology has instances of transgender playing substantial roles in forming our traditions and culture and maintaining balance in society. Though they are not so accepted community at large. Because of Rosie Bua the life of Ma changed, she brought positive harmonious changes in life of Ma. Acceptance of Rosie Bua as a family member was not acceptable to Bahu but she was like a friend and the one with whom Ma opened her heart. When Bahu knew Rosie Bua became a regular visitor to Beti's house she surprisingly asked "The hijra?...she comes here too." She disapproved of her statement and firmly stated "There are no silly taboos at our place. And look how liberated MA feels. She doesn't lie lifeless here." Rosie Bua was a regular visitor to her place and the sense of her sis felt in every nook and corner of her house. Rosie Bua suggested home remedies for moles and skin tags and Ma was happy in her company.

Every society has a social set of norms and patterns where everyone is taken care of. By way of baksish, these people fended themselves. They visited everyone's house after festivals to collect grains, clothes, money, and other belongings for their survival. Society has been taking care of them in the form of baksish. Nowadays people are hesitant in accepting their way of life earlier this was not the system. Ma in the company of Rosie Bua adopted "a new posture for life" (313). Ma is now Bajji and beti is Baby. Rosie Bua got a nightie dress stitched by Raza tailor master so that Ma may be free in walking and "no fabric getting bunched between the legs" (318). Rosie Bua turned the

lifeless Ma into an unstoppable woman who started going downstairs with Rosie Bua and they would sit together on the step of “the medieval tomb in the green belt in the society” (320).

Another yarn in the novel is a plot where Rosie Bua is shown as a regular visitor. She is a Eunuch. Beti recalls Rosie Bua as the one who visited Ma when she was a child but Rosie Bua used to come from the backyard door, sit palms pressed away from others. She remembered “Sturdy Rosie Bua in a very colourful saree... or some type of sharara outfit”. Beti accepted everything in Ma’s life so that she may be back to life. Beti was improving Ma’s life in every way. The relationship between Ma and Beti was the centre. Every society has a social set of norms and patterns where everyone is taken care of. By way of baksish, these people fended themselves. They visited everyone’s house after festivals to collect grains, clothes, money, and other belongings for their survival. Society has been taking care of them in the form of baksish. Nowadays people are hesitant in accepting their way of life earlier this was not the system.

Ma in the company of Rosie Bua adopted “a new posture for life” (313). Ma is now Baji and beti is Baby. Rosie Bua got a nightie dress stitched by Raza tailor master so that Ma may be free in walking and “no fabric getting bunched between the legs” (318). Rosie Bua turned the lifeless Ma into an unstoppable woman who started going downstairs with Rosie Bua and they would sit together on the step of “the medieval tomb in the green belt in the society” (320).

Society is still not on cordial terms with old social taboos where people like Rosie Bua, childhood love, and live-in relations are acceptable. Ma who was adamant to meet Anwar her husband, Beti too became sceptical of the stories Ma drafted. She blamed Rosie Bua and her company Ma learned this nonsense. She disapproved of her mother’s first love for Anwar.

She was a prisoner when she was in Bade’s house. Rosie Bua gave her strength and liberated her soul and will. She lived what she had, a room, a wall, and her loneliness and lone thoughts. She confronted everyone and every question because she knew she was right. Now, she was adamant to meet Anwar, and when she met Ali Anwar senior a paralysed man who lay motionless, and a man with nope left. Ma and Anwar talked about the partition, Budha, and the changes the border bought into their life. She uttered “year they made you and me two separate countries. Anwar smiled”(694). They became the victims of partitions where many lost their life before starting. They also got lost in the same partition never to meet aging before this last time. Memories were fresh even after years of dismay and love was still fresh. They

shared their life with smiles and complained about the world for the borders and forgave each other in last for not coming to meet each other. Two lifeless cold lives smiled at each other in last to bid adieu. No one believed this can be the world. This was a world of beliefs, love, and emotions not to be judged.

Geetanjali Shree has beautifully drawn attention to lovers’ relations, living at will without getting married. This was the reason for contempt for Bade not talking to his sister. With KK she has developed a mutual relationship of understanding and respecting the space for each other. That’s why she doesn’t want to attend calls by KK after returning from Dar e Salam. KK and she had a life in their comfort zone. She remembers KK several times when she finds “bizarre drama”. No Maid, no bells, no unattended calls, no unannounced meetings or visits by people. Her life turns “bumper crop of bells” (280). She gets confused about doorbells or Ma’s phone bells. She is deceived by these bells and with every call she jumps to her skin. Still to all these, she accepts happily so that she may offer better comfort to Ma. Silence in her house is broken by Ma’s presence.

Conclusion : Yarn is normally a thread to be used for knitting. Here I have used the term yarn to knit relationship which are torn. They’re like but the warmth is missing. Geetanjali Shree the story teller has spined the yarns that keep the readers engaged and well knitted within the plots. All the character are knitted together well to give sense to the plot. Story moves round the characters and make readers connect to the emotions and at time take them in memory lane where they find same emotions attached to them or some co relations with the incidents.

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The study of socio-cultural advancement in Modern Indian History

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Abstract:

My paper explores that Changes and advancement in sociocultural factors of modern Indian history. Sociocultural refers to a wide array of societal and cultural influences that impact thoughts, feelings, behaviors, and ultimately health outcomes In modern Indian history. In India, the modern period is said to have begun in the mid-18th century. We can see tremendous changes in sociocultural aspects from the development of science and technology, advancement in invention, Innovations, changes in way of life etc... Contemporary Indian social, Cultural, political, and economic facts are examined in modern history. The field concentrates on the fundamental ideas and principles of political history, as well as the social and cultural advancement of the India, between the eighteenth and the twentieth centuries.

Key Words: Sociocultural factors, Modern History, Advancement, Way of life etc...

Introduction:

The period of time after the Middle Ages is known as modern history. The phrase "modern history" generally refers to the history of the globe from the start of the Industrial Revolution and the Age of Reason and Enlightenment in the 17th and 18th centuries. Even India also modern history started during 18th century in this period we can see tremendous changes and advancement in people's way of life, social and cultural advancement. Contemporary Indian social, Cultural, political, and economic facts are examined in modern history. The field concentrates on the fundamental ideas and principles of political history, as well as the social and cultural advancement of the India, between the Eighteenth and the twentieth centuries.

Sociocultural Factors:

Socio-cultural factors include People's lifestyles, education, religion, beliefs, Thoughts, values, demographics, social classes, sexuality and attitudes. Western conquest exposed the weakness and decay of Indian society in earlier. In modern Indian society Hence, thoughtful Indians began to look for the defects of their society and for the ways and means of removing them. And they bring some changes in sociocultural practice like iradication of child marriage, child labour, and remarriage for windows and removed Certain blind beliefs from people's mind. Through this traditional kind of mindset changed and people were started thinking and they wanting and in searching of new things, advancement in social and cultural aspects.

Social and cultural advancement in modern Indian history:

One of the most significant changes in Indian society in Modern years has been the steady improvement of the status of women. The Hindu religion, as evidenced in the process of Sanskritization that occurs within its social structure, often oppressed women using religious justification.

Sanskritization is the increased importance placed on Sanskrit and traditional aspects of Indian culture, so that as lower castes increasingly use Sanskrit and practice lifestyles of higher castes, they themselves become higher castes. As secularization and modernization changed social structures throughout the late 19th and early 20th centuries, women's place in Indian society improved.

The two major cultural changes in India are modernization and secularization. The social and cultural resilience (or quality of quickly recovering the original condition after being pressed or crushed), tolerant indifference towards Brahmanical tradition, continual involvement in cultural and agrarian movements, and a pugna-cious utilitarianism provide this class today with a major role in the country's social and economic development. This group today leads the powerful backward class movement.

Reasons for change and advancement:

1. Decline of Mughal empire:

The Mughal Empire began to decline in the 18th century, during the reign of Muḥammad Shah (1719–48). Much of its territory fell under the control of the Marathas and then the British. Foreign invasions sapped the remaining strength of the Mughals and hastened the process of disintegration. The invasions of Nadir Shah and Ahmad Shah Abdali resulted in further drainage of wealth. These invasions shook the very stability of the empire. Britishers were started the ruling and education got new perspectives also it undergo the innovative practices.

2. Change in women's status:

The fight for women's empowerment in India in the modern period. Then as time passed society evolved with changes and somehow women got their chance to enjoy their rights and powers but this was not available for every woman in society. At the very beginning of this modern period of women's

empowerment in India, there are many names that come up during the East India Company. They were extraordinarily brave women at that time like Begum Hazrat Mahal, Uda Devi, and Azizun Bai, also one of them is Rani Laxmi Bai of Jhansi. The status of women in India, through the past few millennia, has changed a lot. The whole 19th century is in one sense said to be the women's century all over the world. All over the world women's education became a moot question, which was not a topic of discussion lately but somehow the western world had some influence on women's empowerment in India.

3. Advancement In learning:

Colonialism had totally made the industrial foundation of Indian society lean, and following independence, the country today ranks about thirteenth in terms of industrial advancement. These achievements have resulted from the planned development of society in basic sectors of its life. Many missionaries and educational institutions came into exist and they started to give scientific knowledge and technological development it has paved the way for advancement in learning.

4. Industrial revolution:

Industrialisation got under way in India in the last quarter of the nine-teenth and first half of the twentieth century. Cities grew around the new industries. Before industrialisation, we had (i) agrarian non-monetised economy, (ii) a level of technology where the domestic unit was also the unit of economic exchange, (iii) a non-differentiation of occupations between father and son and between brothers and brothers, and (iv) a value system where authority of the elders and the sanctity of tradition were both supported as against the criterion of 'rationality'. But industrialisation has brought about economic and socio-cultural changes in our society.

5. Modernization and social change:

Social change is any change, which is witnessed in the structures of society. This kind of change is comprehensive and includes all the aspects of society. On the other hand, modernization is a specific change aimed at the attainment of the norms of modernity. One of the strongest pillars of modernity in India is secularism. It assumes much importance in the context of Indian tradition. Hinduism is not only a religion of the vast majority of people; it is also a way of life of the masses of people. Even the caste system and in this respect the social stratification, i.e., hierarchy is drawn from Hinduism. But Hindus are not the only people in India.

6. Modern mindset and thoughts:

Modern Mindset and thoughts investigates how our beliefs, values, and psychology influences our modern life and emotions. the rejection of all religious and moral principles as the only means of obtaining social progress. In other words, the modernists repudiated the moral codes of the society in which they were living in. The reason that they did so was not necessarily because they did not believe in God, although there was a great majority of them who were atheists, or that they experienced great doubt about the meaninglessness of life. Rather, their rejection of conventional morality was based on its arbitrariness, its conformity and its exertion of control over human feelings. In other words, the rules of conduct were a restrictive and limiting force over the human spirit. The modernists believed that for an individual to feel whole and a contributor to the re-vitalization of the social process, he or she needed to be free of all the encumbering baggage of hundreds of years of hypocrisy.

Conclusion:

Thus my paper explored that reasons for the socio-cultural advancement and changes in sociocultural aspects of modern Indian history. Fall of mughal empire, introducing innovative practices and advancement in learning, influence of liberalisation in thought process and industrial revolution thought and mindset of modern Indian changed in history. One of the most significant changes in Indian society in Modern years has been the steady improvement of the status of women. The Hindu religion, as evidenced in the process of Sanskritization that occurs within its social structure, often oppressed women using religious justification. Sanskritization is the increased importance placed on Sanskrit and traditional aspects of Indian culture, so that as lower castes increasingly use Sanskrit and practice lifestyles of higher castes, they themselves become higher castes. As secularization and modernization changed social structures throughout the late 19th and early 20th centuries, women's place in Indian society improved.

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English Translations of India Literature in Colonial India

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Abstract:

Translations are always embedded in cultural and political systems, and in history. For too long translation was seen as purely an aesthetic act, and ideological problems were disregarded. Yet the strategies employed by translators reflect the context in which texts are produced. In the nineteenth century, an English translation tradition developed, in which texts from Arabic or Indian Languages were cut, edited and published with extensive anthropological footnotes. The present work attempts to focus on strategies of colonial translators to uphold supremacy over culture and literature of the colonized.

As English becomes an increasingly global language, so more people become multilingual and translation becomes a crucial communicative activity, whereas traditional thinking about translation saw it as a poor copy of an original, today translation is viewed as an act of invention that produces a new original in another language.

Translations are always embedded in cultural and political systems, and in history. For too long translation was seen as purely an aesthetic act, and ideological problems were disregarded. Yet the strategies employed by translators reflect the context in which texts are produced. In the nineteenth century, an English translation tradition developed, in which texts from Arabic or Indian languages were cut, edited and published with extensive anthropological footnotes. In this way, the subordinate position of the individual text and the culture that had led to its production in the first place was established through specific textual practices. The Arabs, Edward Lane informed readers in notes to his popular translation of *The Thousand and One Nights*, were far more gullible than educated European readers and did not make the same clear distinction between the rational and the fictitious (Lane 1859). In similar vein, Edward Fitzgerald, author of one of the most successful translations of the nineteenth century, *The Rubaiyat of Omar Khayyam*, could accuse the Persians of artistic incompetence and suggest that their poetry became art only when translated into English (Bassnett 1991). Both these translators were spectacularly successful, but when we start to examine the premises upon which their translation practice was based, what emerges is that they clearly saw themselves as belonging to a superior cultural system. Translation was a means both of containing the artistic achievements of writers in other languages and of asserting the supremacy of the dominant, European culture.

When Sir William Jones (1746-96) translated the Sanskrit romantic play *Abhijnanashakuntalam* into English as *Sacotala*, or the *Fatal Ring: An Indian Drama* (1789), a major departure into English as *Sacotala*, of the *Fatal*

Ring: An Indian Drama (1789), a major departure he made from the Introduction 7 original was to stop the tender lovelorn heroine from breaking into sweat every now and then. Having lived in Calcutta as a judge of the Supreme Court there since 1783 he could not but have noticed that the climate was appreciably warmer, but he still felt obliged to mitigate this essential bodily function in the interests of his Western notion of the aesthetic. He would not have known, with the *Kama Sutra* yet to be 'discovered' and translated, that to sweat was traditionally known and appreciated in India also as a visible symptom of sexual interest and arousal (in contrast with England, where one sweats when one is 'hot, ill, afraid or working very hard', Collins 1987: 1477), nor could he have taken while horses sweat and men perspire, women glow. Anyhow, his act of prim and proleptically Victorian censorship neatly points up the common translatorial temptation to erase much that is culturally specific, to sanitize much that is comparatively odorous.

Sir William Jones was, of course, universally acclaimed till the other day as 'Oriental Jones' (cannon 1964), in pre-Saidian innocence and even reverence. He pioneered translation into English of Indian (specifically Sanskrit) as well as Arabic and Persian texts, and helped bring about a new awareness of oriental literature which initially caused such tremendous excitement among some of the best and most creative European minds of that age as to have precipitated nothing less than an 'Oriental Renaissance' – or so it then seemed (Schwab 1948: 4-8) what is notable here is that now, as for some decades afterwards, the traffic in translation between the East and the West remained decidedly one-sided, from the East to the West. However, through the nineteenth century and well into the twentieth, even when a regular flow of translations from English into the Indian languages had been inaugurated, nearly as many works from Sanskrit continued to be translated into the modern Indian languages as from English, and often by the same new multilingual Janus-faced Indian translators. Throughout this period, the Indian literary space was a vigorously contested terrain,

with the impulse for an eager reaction of the new western modes of literature being counterpointed by a tendency to resist such influence, often through reasserting the older indigenous forms of Indian writing. Eventually, however, the resurgence of native traditions gave way to a hegemony of Western literary culture even as the British colonial dominance grew way to a hegemony of Western literary culture even as the British colonial dominance grew more entrenched all round. A striking instance of the new literary climate was a flurry of about a dozen translations into Hindi in the 1920s and 1930s of the Rubaiyat of Omar 8 Susan Bassnett and Harish Trivedi Khayyam. These were, of course, translations of a translation, an instance indeed of orientalism translated, and perhaps even a foreshadow, so to say, of the Empire translating back. For several of these translations were strongly modified Indian adaptations, while a couple had been done straight, from Persian, which had been the elite court-language of India for several centuries before English supplanted it under the Macaulay-Bentinck diktat from 1835 onwards, and in which many cultured Indians were still well versed a century later. Thus, while multiple translations into Hindi of Edward Fitzgerald's Omar Khayyam may have underlined the condition of colonial dependence in which Indians now gained access to Persian can be seen as a resolute act of resistance to the English intervention. In any case, the most successful of all these translations (of new and inspired versions), Madhushala (i.e. The House of Wine;1935) by the most popular romantic poet in Hindi this century, Harivansha Rai Bachchan (1907-), was a wholesale appropriation of the Rubaiyat to the local cultural and even topical nationalish context (Trivedi 1995: 29-52). Thus, if the Persian poets such as Khayyam and Attar needed to be supplied with 'a little Art' by Fitzgerald before they could become acceptable in English, Fitzgerald in turn needed to be fairly comprehensively modified and even subverted before he could be metamorphosed into successful Hindi poetry. If Bachchan's Madhushala is at all translation, it is translation as rewriting, as Andre Lefevere has called it of translation as 'new writing', as Sujit Mukherjee has named it in the Indian literary context (Mukherjee 1994: 77-85). In India, with its long history of oral composition and transmission and the dominant early phase of bhakti or devotional poetry in all its modern languages in which the poet surrendered to and sought to merge his individual identity with his divine subject, the distinction between different composers of poetry within the same tradition of between an original writer and a translator was never half as wide as it has been in the West. Indeed, Gayatri Chakravorty Spivak's uncharacteristically tender plea that a translator

should adopt a procedure of 'love' and 'surrender' towards the original, as she herself claims to have done when translating from the Bengali some devotional poetry as well as the contemporary fiction writer Mahasweta Devi, may be seen as vestigial persistence of these traditional Indian practices (Spivak 1993:180-1). It is relevant in this regard that the printing of books started in India on any significant scale only towards the end of the eighteenth century. Charles Wilkins, an Introduction 9 early orientalist and translator from Sanskrit, also designed and cast the first font of Bengali characters and founded in 1778 in Calcutta a printing press which was generously patronized by the East India Company (Brockington 1989: 96), the Indian incunabulum thus may be said virtually to comprise books published before 1801. The rise of print capitalism in India was thus a modern-colonial phenomenon as was the birth of the individual copyright-holding 'author', whose 'death' and 'function' have lately been debated in the West by Roland Barthes and Michel Foucault. Such an author could no longer be simply and silently rewritten; he needed to be scrupulously, even faithfully, translated.

The word for translation in Sanskrit, which persists unchanged in most of the modern Indian languages, is *anuvad*, which etymologically and primarily means 'saying after or again, repeating by way of explanation explanatory repetition or reiteration with corroboration or illustration, explanatory reference to anything already said' (Monier-Williams 1997:38). (One of the early Sanskrit uses of the word in this sense occurs in the Brihadaranyaka Upanishad in a passage which T. S. Eliot picked up for use in the last section of the Waste Land; Eliot's 'What the Thunder Said' is, in the Sanskrit source, strictly speaking what the Thunder Translated/Tepeate- for the syllable DA had already been first uttered by the god Prajapati.) The underlying metaphor in the word *anuvad* is temporal to say after, to repeat –rather than spatial as in the English/ Latin word translation – to carry across. Thus 'imitation' in the neo-classical sense was in India a form of translation as being a repetition of something already written, and formed the staple of the pre-colonial literary tradition with those two great sources –books of Indian culture, the Ramayana and the Mahabharata, being worked and reworked by countless writers in Sanskrit itself as well as in all the modern Indian languages, with various shifts of emphasis and ideology through which gaps in the original were inventively filled in, silence were rendered poignantly articulate, and even some of the great heroes turned into villains and villains into heroes.

The most outstanding examples of literature as an accumulative endeavor constantly to make it

new are the standard versions of these two great epics in nearly every one of the modern Indian languages. Each of these versions, which were done on the whole sometime between the tenth and the sixteenth centuries AD, is clearly and substantially based on the Sanskrit original it repeats or retells, but with sufficient indisputable originality based on the Sanskrit original it repeats or retells, but with sufficient indisputable originality for it to be regarded by everyone 10 Susan Bassnett and Harish Trivedi as an autonomous freestanding creative work of the first order. For example, Tulsi Das (1532-1623) is still regarded as the greatest poet ever in Hindi for having (re-)written the Ramayana. Such was his own poetic genius that he enjoys the status in Hindi, incredible as it may sound, of both Shakespeare and the Authorised Version of the Bible put together in English. Tulsidas was by birth a brahman. Even as he brought this scriptural epic to the 'vernacular' masses by releasing it from the monopolist custody of Sanskritpundits, by whom he was predictably derided and harassed, he remained, as decreed by religious tradition and caste, entirely non-violent and a vegetarian. His reformational act of the appropriation of the Ramayana could thus hardly be called an instance of Brazilian cannibalism, it marked, rather, a natural process organic, ramifying, vegetative growth and renewal, comparable perhaps with the process by which an ancient banyan tree sends down branches which then in turn take root all around it and comprise an intertwined family of trees: *quod rami non arbores*. Such symbiotic intermingling of the original with the translation, of the tradition with the individual genius, still persists and is seen as sanctioning the practice, fairly widely prevalent in contemporary India, of transcreation (Lal 1996). Indeed, this word is listed in a new supplement of 'Indian English' words in the Oxford Advanced Learner's Dictionary of Contemporary English (5th edn, 1996), along with such exotically incomprehensible terms as *tota* and *trishul*-unmindful of the fact that transcreation is a term which has independently been used also on the other side of the globe, by Haroldo de Campos in Brazil (as shown in Else Vieira's chapter in this volume).

A crucial disjuncture between the older pre-colonial translational practice in India (of which different aspects are highlighted in this volume in the chapters by G. N. Devy and by Vanamla Viswanatha and Sherry Simon) and the present post-colonial phase is that now, translations from the various Indian languages into English, whether done by foreigners or by Indians themselves, have attained a hegemonic ascendancy. The widely shared postcolonial wisdom on the subject is that the Empire can translate back only into English, or into that lower or at least lower – case variety of it,

English, according to some pioneering and influential theorists of the subject (Ashcroft et al. 1989: 8) To any counter-claims that literature especially with a postcolonial thrust is being written equally or even more abundantly in languages other than English, especially in countries such as India where only a small elite (variously estimated to constitute between 2 Introduction 11 and 10 per cent of the population) knows any English, the usual skeptical Western retort, is : But show us – in English translation (Trivedi and Mukherjee (eds) 1996: 239). Yet, in inveterately multilingual countries such as India, not only is most literature being written now in the indigenous languages but the majority of translations being done are from one Indian language into the others. In 1996, when Mahasweta Devi translated, introduced and theorized in English by no less a post-colonial authority than Gayatri Chakravorty Spivak received India's highest literary award, the Jnanpeth (at a ceremony at which a special guest was Nelson Mandela) and acknowledge in her acceptance speech the role played by translation in gaining her a wider audience beyond Bengali in which she writes, she mentioned with gratitude the role played not by Spivak or any others of her translators into English but rather by Arvind Kumar, the then director of the National Book Trust of India, and earlier a Hindi publisher himself, who had for many years facilitated the translation and dissemination of her works into Hindi and other Indian languages. There are thus two Mahasweta Devis, the one addressing the political and cultural realities on her native ground in her native language as these have evolved over a long stretch of both colonial and post-colonial times (right from her first novel, which had for its heroine Rani Lakshmi Bai one of the most valiant fighters against the British during the 'Mutiny of 1857, to her more recent work describing the present – day struggles of the tribals and Marxist revolutionaries against the independent Indian nation-state), and the other the author of a few selected short stories which through English translation have been borne across and coopted within the post-colonial agenda set by the western academy. And there are many Mahasweta Devis in each of the Indian languages whose writings engage with a whole range of postcolonial issues but who are yet untranslated into English and therefore unknown to postcolonial discourse.

The question to be asked here is: can one be thought to be a postcolonial even before or without being translated into English? Does s/he even exist before so translated? It is an understandable urge for simple self-assertion which in a large measure accounts for the great translation boom currently on in India in which any number of Indians have taken it upon themselves to translate works of Indian

literature, both ancient and modern, into English to show the world (including Anglophone Indians) that such works do exist. A. K. Ramanujan, probably the most outstanding Indian translator in the half century since Independence, set an example in this regard through his own 12 Susan bassnett and Harish Trivedi informed and conscientious practice, as Vinay Dharwadker's chapter on him in this volume demonstrated.

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“A Study of Analysis of Growth on Implementation of Goods and Service Tax (GST) During Last 5 Years (Up to March 2022)

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Abstract

The paper tries to analyse the impact of the Automation on the various processes and procedures of GST during the last 5 years till June 30th, 2022. The paper has studied the data related to various parameters which would help us to conclude about the performance of GST during the said span. The various parameters included in the study are Registrations done, Returns filed , E Way bills generated Revenue generated. Various parameters may have shown an increasing trend and few may have shown a decrease. The changes(increase) in the rates of taxes and additional inclusions under the taxability of GST as well as COVID 19 have impacted a lot on the GST performance . Furthering more, the pace has enhanced due to increased automation in GST .

Keywords: GST, Revenue, returns, Registration, E Way Bills ,Refund.

Introduction

Goods and service tax known as GST was introduced from 1st July,2017. The Goods and Service Tax Act was passed in the Parliament on 29th March 2017. GST was first proposed by Mr Atal Bihari Vajpayee where the Task force had

recommended the implementation of GST. Later in 2006, the Finance Minister proposed to introduce the GST from 1st of April 2010. The sequence of incidences till adoption of GST has been given below :

2007	Rates of CST were reduced from 3% to 2%.
2008	Dual structure of GST with separate Levy and Legislation
2011	Computerization of commercial Taxes
2012-2015	Re introduction of GST Bill
2016	GSTN was made live
2017	4 bills passed in Lok Sabha & approved by the Cabinet
	GST implemented on 1 st July, 2017

GST has subsumed many taxes such as –

1. Excise duty
2. VAT/CST
3. Service tax
4. Additional duty of Customs and Special Additional duty in Customs.

The main idea behind the implementation of GST was “One nation One Tax”. Currently GST is the only indirect tax in India on a domestic level. GST is a comprehensive tax, levied on goods and services at each stage of value addition. GST is a tax levied at every point of sale. In the case of intra-state sales, Central GST and State GST are charged. All the inter-state sales are chargeable to the Integrated GST. In case of the Union Territories, the State GST is replaced by UTGST. GST is a destination based tax because the tax is levied at the point of sale and at place of consumption.

For example, a sale takes place from Gujarat to Rajasthan, then the final consumer being in Rajasthan, the tax will be levied by Rajasthan.

Benefits of GST are enumerated below:-

1. The principle of “One nation one tax”.
2. To eliminate or remove the cascading effect of taxes.

3. To reduce the evasion of taxes.
4. To enhance the tax payer base.
5. To ease the process of doing business.
6. To enhance the consumption and endorse competitive pricing.
7. To regulate the unorganized sector.
8. To enhance the efficiency in logistics.

GST and Technology

The adoption of GST was itself an example of the human efforts being replaced by Technology. The GSTN i.e the GST network is an authentication of the same. The Automation is nothing but the replacement of human efforts being replaced by the Technological applications. With the adoption of GST, various processes and procedures of manual intervention have been replaced by the automated processes through various software's .There is a lot of information flowing freely from various sources and perspectives. Different data requires different treatment at different levels so as to fulfill the requirements and compliances The data compiled and processed by these softwares can be easily uploaded on the GST portal by logging in . The data processed by these softwares is compatible for direct uploading thereby saving the time and proving cost

effective. These changes were also necessary due to the sudden emergence of COVID 19 which had made it difficult to complete the processes in a physical mode .

In this paper we study the performance of GST in the last five years on the basis of the following parameters :

1. Registrations
2. E Way Bill Generation
3. Filing of returns
4. Revenue Collection
5. Contribution from various forms of business in the overall revenue generation.
6. Refunds issued

Rationale of the Research

We know that today we are in an era of highly impactful technologies. Each day begins with advent of some new technology. GST generates a lot of revenue for the fiduciary on account of taxes in India. We study the correlation between the changes that have occurred in the past 5 years (Increase/ Decrease) on account of various parameters stated below and its impact on performance of GST. The various parameters chosen for the study are –

1. Registrations
2. E Way Bill Generation
3. Filing of returns
4. Revenue Collection
5. Contribution from various forms of business in the overall revenue generation .
6. Refunds issued

Objective of the research:

1. To critically analyze the financial impact of GST .

2. To study the impact of non-financial impact of GST.

Research Methodology –

1. **Research Design** – This is an Analytical The main purpose of this research is to analyze the performance of various procedures and compliances in GST using the automation.
2. **Sampling Design:** As the research is based on secondary data and is an analysis of data available on the online sources , there is no scope for sampling design.
3. **Data Processing and Analysis:**
 1. Critical review of literature and historical events.
 2. Identifying gap in the existing field of knowledge.

Hypothesis

“There has been a good financial growth on account of GST implementation in the past 5 years”.

Data Analysis

The data for analysing the performance of GST in last 5 years has been collected from the official report of the government published on its website - <https://www.gst.gov.in/download/gststatistics>. The analysis is based on the data available on the website . The various parameters chosen have been studied individually and correlated with the growth of GST.

Registrations

The trend of Registrations from April 2020 to June 2022 has been depicted in the chart below:



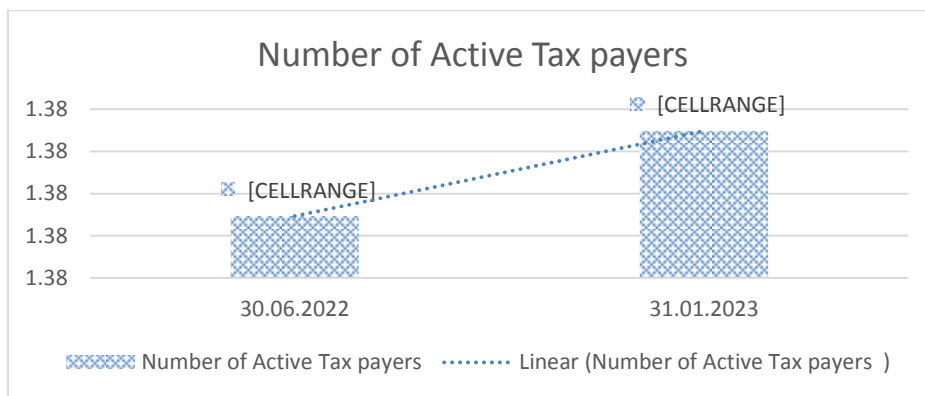
Source : <https://www.gst.gov.in/download/gststatistics>

From the above chart, we find that the registrations have increased from April 20 to June 2022 thereby having higher number of active tax payers in the present times. These registrations are net of the cancellations that have occurred during

the given period. The total tax payers as on June 2022 have reached the number of 1.40 crores as in June 2022.

A further study of registrations from 30th June 2022 to 31st January 2023 are depicted below :

Year	Number of Active Tax payers
31.01.2023	1,37,89,304
30.06.2022	1,38,29,686



The above chart depicts that there has been an increase in the number of taxpayers from June 30, 2022 to 31st January 2023. This is an indication that more businesses have been registered and hence it will also have a corresponding impact on the revenue as well.

E Way Bills

We know that E Way bill is necessary for the GST registered persons having a taxable value

of goods over 50,000. E way bill indicates that there has been a movement of goods indicating huge amount of transactions that may have taken place. The E Way Bill needs to be generated in the following cases :

1. Supply of goods
2. Return of Goods
3. Transfer between branches

E-way bill Statistics

Functionalities	1 st April 2021 To 31 st March 2022	1 st April 2022 To 30 th June 2022
Total e-Way Bills generated	77,38,77,511	22,33,40,497
Count of Inter State e-Way Bills	30,34,94,161	8,41,43,173
Count of Intra State e-Way bills	47,03,83,350	13,91,97,324

Total Number of E-way Bill generated	280,05,92,362	From Apr 2018 to Jun 2022
Highest number of e-Way bill generated in a day	32,87,109	On 31st March 2022
Number of Tax payers registered with e-Way bill system *	41,80,323	As on 30 th June 2022
Number of Transporters registered with e-Way bill system	67,959	

* Out of 1,38,27,412 registered taxpayers

Source : <https://www.gst.gov.in/download/gststatistics>

From the above chart we find that almost 77 crores of E Way bills have been generated during the FY 2021-22 and 22 crores of E Way bills have been generated during the last six months till June 2022 in the current Financial year 2022-23. If we see the number of E Way bills generated from April 2018 to June 2022, the number is around 280 crores.

Roughly if we calculate the number of E Way Bills generated during the span April 18 to April 21 calculates to 280 crores -77 crores = 203 crores.

Therefore we see that there is high generation of E Way bills during the last 5 years indicating a good performance of GST.

Return Filing- GSTR 1

The GSTR 1 return of GST is to be filed mandatorily by all the registered persons. It relates to the outward supplies of the taxpayers during a month/ quarter as per the scheme of return filing adopted by the supplier.



Source : <https://www.gst.gov.in/download/gststatistics>

The chart above indicates the number of returns filed by the taxpayers during the period starting July 2019 and ending May 2022. We observe that in the first years, the gap between the eligible tax filers and actual tax payers was more as compared to the later years. Secondly, the tax filers are more at the end of each quarter as compared to the other months as in the quarter ends, the tax payers filing under monthly and quarterly scheme are filing returns.

To talk in numbers we can say that almost in July 2019, 30 lakh tax payers filed returns whereas the number reached 70 lakh of tax payers in April 22. This is with reference to the monthly tax payers.

Similarly when we speak of monthly and quarterly tax payers taken together, in Sep 2019, the

number was near to 1.1 crores which increased to 1.2 crores in March 2022.

This rise again is in line with the increase in registrations and E Way bill generation which indicates that more tax payers have been covered under the net of GST.

Return Filing- GSTR 3B

The GSTR3B return of GST is basically a declaration of summary of return filed every month by the tax payers. IT is to be filed even in case of Nil taxes. It is not allowed to revise the return once filed. The following people are exempted from filing the above return :

1. Input service distributors
2. Non residents who are taxable
3. Taxpayers registered under the Composition scheme



Source : <https://www.gst.gov.in/download/gststatistics>

The above chart shows the compliance of the tax payers on account of GSTR 3 B on a monthly and quarterly basis. We see that the number of tax payers filing returns late are more than the number of tax payers filing returns on timely basis. We can see that the percentage of tax payers filing timely returns is about 65-70% whereas the defaulters are in the bracket of 35-40%. Hence a collection of late fee must also have

been done on account of delayed filing. However the financial impact of the same has not been considered in this study.

Revenue Collection

The tax paid by the tax payers under GST has been depicted in the graph below. The tax payment indicates the money paid by the tax payers under the GST regime. It includes the data from Quarter 2 of 2017-18 till the quarter 4 of the

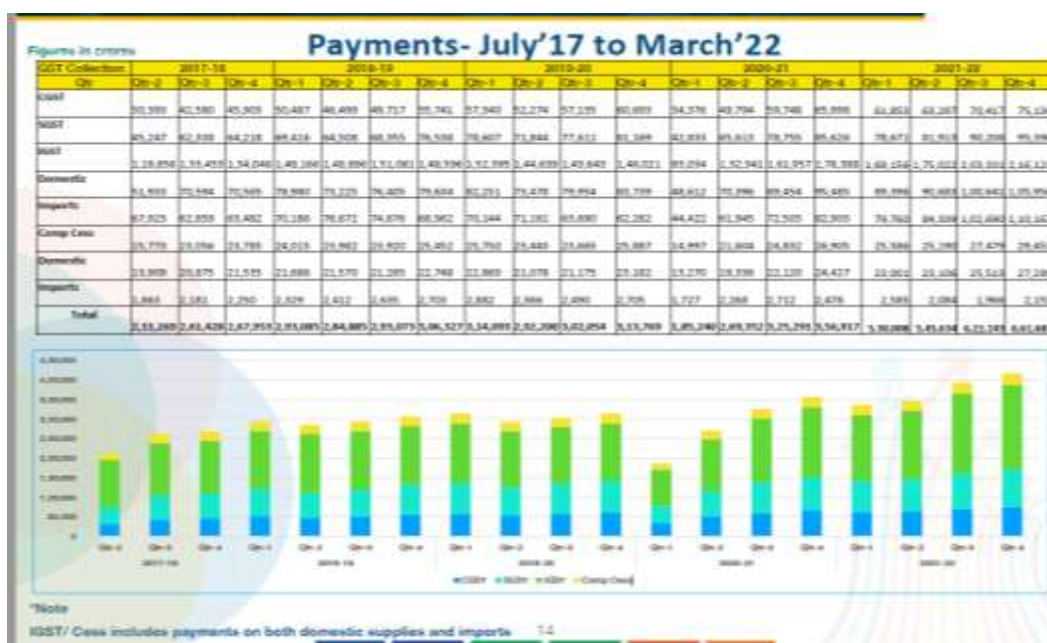
financial year 2021-22. The GST was implemented from 1st July 2017 and hence there is no data for the same for the quarter 1 of 2017-18.

In quarter 2 we also have the tax payers who have shifted from the earlier regime to the GST regime and hence there is an impact on the collection for the same.

We see that in Quarter 2, the collection of taxes was around 211 thousand crores whereas it increased to 661 thousand crores in the quarter 4 of the FY 2021-22. Hence we see that there is almost a 313% growth in the revenue over the span of last 4 years which is highly commendable.

The growth is not only because of the growth in the business but also because of the increase in the rates of few commodities. However major component of growth has occurred due to increase in the number of tax payers who are required to pay taxes under GST under domestic supplies as well as imports.

The total composition also indicates that IGST(Integrated GST) collected during the Inter state sales is the highest as compared to SGST(State GST), CGST (Central GST), Cess in all the quarters of the past 4 years.



Source : <https://www.gst.gov.in/download/gststatistics>

Contribution from various forms of business in the overall revenue generation

Under this parameter, we study the various tax payers who have contributed towards the revenue under GST. The various forms of business organisations contributing towards the GST revenue according to the chart below are:

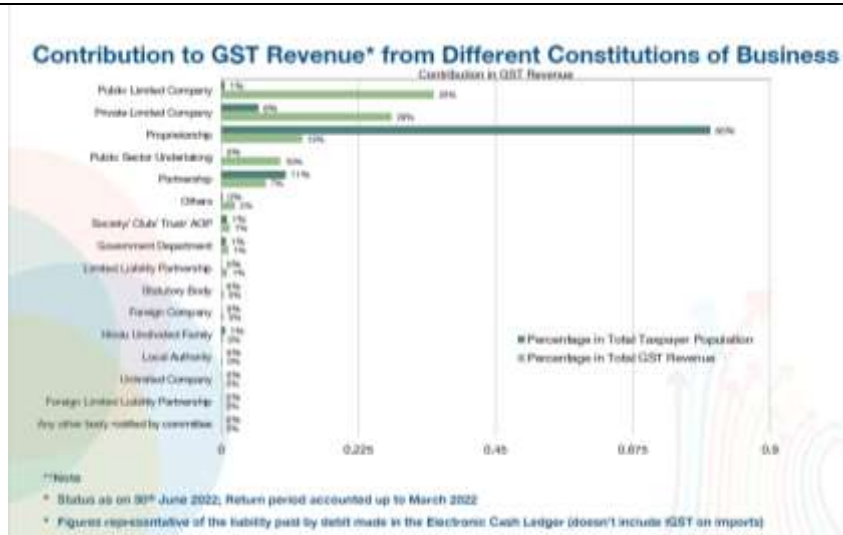
1. Public limited companies
2. Private limited companies
3. Proprietorship
4. Partnership Firms
5. Limited liability partnership
6. Public Sector Undertakings
7. Government Departments
8. Others

We can see that the highest contribution is from the public limited companies (35%)

whereas they are only 1% of the total tax payer population. Second in the line of contribution are Private limited companies being 6% of the tax payer population and contributing about 28% to the revenue.

The highest of the tax payer population are the proprietorship firms (80%) and they contribute only 13% to the total revenue. Next in line are the partnership firms who constitute to 11% of the tax payers and contribute 7% to the revenue.

The Public Sector Undertakings contribute to 10% to the total revenue. This indicates that the proprietary firms registered under GST are voluntary registered but not having much liability as the turnover is less.



Source : <https://www.gst.gov.in/download/gststatistics>

Refunds

The refund can be claimed by a tax payer only if the GSTR 3B and GSTR1 returns are filed. The various refunds that can be claimed under GST broadly consist of the following components :

1. Excessive tax deposited
2. Excess ITC which is accumulated and remains non utilized due to no liability of tax
3. Refund of IGST in exports

The chart below shows that the refunds issued by the Government on account of GST since 2019. Refunds of about Rs. 2 crores have been disbursed by the Government in the past 5 years against 7 lakh number of applications of refunds during the span. Thus in comparison to the revenue collection of year ended March 2022 (Rs. 2,358 thousand crores) we can say that refunds are (Rs 225 thousand crores). The refunds constitute around 9 % of the collection .

Online Refund Status: As on 30th June, 2022

#	STATUS	COUNT	AMOUNT (IN CR.)	EXPLANATION
1	Total application received since 26/09/2019 (H-RFD-01)	11,31,524	3,98,051	
2	Total applications withdrawn	18,413	5,881.67	
3	Filed, but yet to be acknowledged (RFD-02)	21,278	6,990	
4	Out of (1-3-2) above, cases where deficiency memo issued (RFD-03)	2,56,892	79,405.77	
4	Cases which are at various stages of processing (1-2-3-4)	6,35,242	2,74,769.95	Percentage of 6,35,242 ↓ Percentage of 2,74,769.95 ↓
5	Out of 4 above, cases which have been acknowledged but no further processing has started	19,085	1,087.49	2.24% 1.85%
6	Out of 4 above, cases where Provisional Order has been issued (RFD-04)	1,371	1,184.88	0.18% 0.41%
7	Out of 4 above, (RFD-06) issued	8,04,589	258386.24	96.22% 94.02%
8	Out of 4 above, cases where SCN has been issued which have not been replied (RED-08)	4,930	1,367.81	0.59% 0.50%
9	Out of 8 above, cases where SCN has been replied and case under process (RFD-09)	5,819	2,735.11	0.80% 1.00%
10	Number of Payment Order issued in RFD-05	7,87,804	2,31,349.98	Percentage of 787,804 ↓ Percentage of 231,349.98 ↓
11	Out of (10) above, Disbursed by PFMS	7,67,972	2,25,832.60	97.17% 97.62%

Conclusions

The goods and services tax system are highly comprehensive , integrated and user friendly . The process has become even easier as the compliance part can be met with the automation for up to 80% of the processes.

The GST has had a good financial performance can be concluded from the data analysed above .

1. The tax payer base has increased over the past 5 years which indicates that businesses and transactions under GST have grown helping the Indian economy to grow.
2. The E way bill generation has also been quite good and shows an increasing trend indicating again increase in the transactions under GST .
3. The returns filed for GSTR 3 B and GSTR 1 also indicate that the compliances are duly met

- by 65% to 70% of the tax payers and delays occur on part of the rest of the tax payers. A corresponding increase in return filed is observed on account of increased tax payer base
4. The revenue collections have shown a 313% increase over the past 5 years (Quarter 2 of F Y 2017-18 to Quarter 4 of March 2022).
 5. We see that the maximum contribution in tax payment is done by the Public and private limited companies. Both together contribute to 63% of the revenue. Balance 37% is generated by other forms of the business . Here we also find that proprietorship firms have taken voluntary registrations as they consist of 80% of the population of tax payers but their contribution is only 6%. We can say that there could be major growth in revenue from these tax payers in near future as they may have registered only as they know they would be required to pay taxes in the near future based on their revenue projections.
 6. The refunds have also been made by the Government in the past 5 years . If we see that

proportion of the total refunds made in 2022 as a % of turnover it comes to 9% of the revenue collected for the year ended March 2022.

Suggestions/recommendations

It is recommended that the Government should also publish the data relating to the penalties charged by it during the past 5 years . Also it should give the data for registrations in a year wise manner on the website for ease of study and to analyse the Y-O-Y growth for better analysis

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Research Ethics: Sustainable and Innovative Publication

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Abstract:

The primary goal of research is to advance understanding, expand knowledge, and contribute to the existing body of information on a subject. Publication ethics are standards of behavior that are usually accepted when publishing the findings of scientific study or other intellectual activity, according to the psychology dictionary. This article discusses various unethical publication practices in research. Also, the role and responsibilities of authors have been discussed with the purpose of maintaining the credibility and objectivity of publication.

Keywords:- Ethics, Sustainable, Innovative Plum Analytics, Altmetric, Citations.

Introduction

Research refers to the systematic investigation or inquiry conducted to discover, interpret, or refine knowledge about a particular topic or phenomenon. It involves a process of gathering and analyzing information, examining existing theories or hypotheses, and generating new knowledge or insights. Research can be conducted in various fields such as science, social sciences, humanities, technology, and more.

The primary goal of research is to advance understanding, expand knowledge, and contribute to the existing body of information on a subject. It typically follows a structured approach that includes formulating research questions or objectives, designing a study or experiment, collecting and analyzing data, interpreting the findings, and drawing conclusions. The research process often involves the use of various methodologies, including quantitative and qualitative methods, depending on the nature of the research question and the available resources.

Researchers employ various tools and techniques to conduct their studies, such as literature reviews, surveys, experiments, observations, interviews, and data analysis. They may work individually or collaboratively, and their research findings are usually documented and communicated through research papers, articles, presentations, or other forms of scholarly publications. The outcomes of research can have practical applications, inform policy decisions, drive innovation, and contribute to the overall progress and development of society.

Objectives of the study

Research refers to the act of making information, research, creative works, or other content available to the public through various mediums. It involves the process of disseminating information or works to a wider audience for consumption, review, or distribution. Publications can take various forms, including books, newspapers, magazines, journals, scholarly articles, research papers, reports, brochures, pamphlets,

websites, blogs, social media posts, and more. The purpose of publication can vary depending on the context and content involved. It may serve to inform, educate, entertain, persuade, or share knowledge and ideas.

Publishing involves several steps, including writing or creating the content, editing, proofreading, formatting, designing, and printing or digitally distributing the material. Publishers, whether traditional publishing houses or self-publishers, play a crucial role in the publication process by selecting, curating, and producing content, and making it available to the intended audience. With the advancement of technology, digital publishing has become increasingly popular, allowing for easy dissemination of content through online platforms and electronic devices. This has opened up new avenues for self-publishing and reaching a global audience with minimal barriers.

In academic and research contexts, publication refers to the process of sharing scholarly findings and research outcomes through peer-reviewed journals or conference proceedings. It plays a vital role in advancing knowledge, facilitating academic discourse, and establishing credibility within a specific field or discipline.

This chapter discusses the four fields of innovation that will help to support sustainable development goals, including (traditional) innovation, eco-innovation, social innovation, and the ideal sustainable innovation. This paper aims to help close the distance by introducing a conceptualization which includes four concepts of innovation reviewed from empirical studies, scientific cases, and innovation literature which highlight meaningful recommendations for readers. A decade before this essay was written, the United Nations Commissions and Summits established that sustainable development "meets the needs of the present without compromising the ability of future generations to meet their own needs (Burton 1987, p. 37). Published works by academic researchers and reports from international bodies have expanded the

original definition to describe sustainability as a prosperous or inclusive well-being, a quality of life for all people, now and in the future, which will not reduce with time. More recently, all members of the United Nations have pledged seventeen Sustainable Development Goals (SDGs) since September 2015, which introduce specific goals and timelines to promote international sustainable development, where innovation and the advance in technology stay as the most central (i.e., Goal number 9) among sustainable development targets. Technology is a category of science containing the complete spectrum of tools, methods, and processes that can serve those human purposes both representatively and reliably. At the same time, innovation reflects the stage at which technology is planned, created, codified, and implemented. The innovation mechanism is carried out in multifaceted innovation structures that can be viewed as a linked number of actors and institutional factors that form innovation processes. Innovation would need greater transparency in the design of the multiple innovation stages and an understanding of the obstacles for innovation. It also requires much effort from an abundance of scientific studies and pragmatic practices in order to achieve sustainable growth in general, especially for society and the environment, while continuing to maintain economic implications. Most innovation studies have focused on particular economies, industries, markets, countries, or the advances

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Sustainability Research –

Sustainability research is research and scholarship that explicitly addresses the concept of sustainability, furthers our understanding of the interdependence of ecological and social/economic systems, or has a primary and explicit focus on a major sustainability challenge in technology. Innovation researchers have often suggested that many theoretical system structures to explain the development, transition, and implementation of technology (Amidon 1997; Cassiman and Veugelers 2006). Nonetheless, these studies are infrequent and directly related to the particular challenges encountered by those efforts trying to foster sustainable development. This paper presents four perspectives of innovation from the academia and practitioners that will lead together to the formulation of strategies to boost innovation for sustainable development, including (traditional) innovation, social innovation, environmental innovation, and sustainability innovation. Throughout this chapter, we illustrate a conceptualization of illustrative examples as well as academic literature in order to shape the concrete arguments included.

2 (Traditional) Innovations

The term (traditional) innovation represents innovations This chapter discusses the four fields of innovation that will help to support sustainable development goals, including (traditional) innovation, eco-innovation, social innovation, and the ideal sustainable innovation. This paper aims to help close the distance by introducing a conceptualization which includes four concepts of innovation reviewed from empirical studies, scientific cases, and innovation literature which highlight meaningful recommendations for readers. A decade before this essay was written, the United Nations Commissions and Summits established that sustainable development “meets the needs of the present without compromising the ability of future generations to meet their own needs (Burton 1987, p. 37). Published works by academic researchers and reports from international bodies have expanded the original definition to describe sustainability as a prosperous or inclusive well-being, a quality of life for all people, now and in the future, which will not reduce with time.

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Sustainable Innovation

The final ideal type of innovation is sustainable innovation, which aims to deal with social and environmental challenges. Sustainable innovation is inconsistent with a number of concepts such as “sustainability oriented

innovation” (Hansen et al. 2009; Juntunen et al. 2019) or “socio-ecological innovation” (White and van Koten 2016). Sustainable innovation does not try to enhance a single aspect of a social, environmental, or economic situation (Tello and Yoon 2008); instead a suitable approach must be sought, and concessions can be appropriate among a variety of dimensions to benefit society and the environment, as well as delivering positive economic consequences (Boons et al. 2013; Nguyen et al. 2019). This form of innovation relates to the concept of the triple bottom line and highlights the three foundations of sustainable development: economic, environmental, and social. Currently, social scientists argue that sustainable innovation is difficult to achieve and is also risky, as it is both ambitious (as it needs to satisfy a broader range of stakeholders), and also complicated (due to the conflicting accountability from multiple parties involved) (Harris et al. 2018; Hoang 2018). The current worldwide innovation system has not yet met the demand for the advances in technology and social structure as well as the awareness required by the sustainable innovation (Mattera and Baena 2015; Nguyen et al. 2019). Motivation is broadly used to express both the sustainable innovation and development process to suit the endless demand of end users better or to replace a previous innovation. It is essential that the innovation and technology system that supports sustainable innovation must perform much more than promote other forms of innovation. The technologies must be accessible, well-adapted, and eventually be integrated into different regional contexts that change variably in terms of economies, politics, and

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Sustainable Innovation in Research

The final ideal type of innovation is sustainable innovation, which aims to deal with social and environmental challenges. Sustainable innovation is inconsistent with a number of concepts such as “sustainability oriented innovation” or “socio-ecological innovation”. Sustainable innovation does not try to enhance a single aspect of a social, environmental, or economic situation; instead a suitable approach must be sought, and concessions can be appropriate among a variety of dimensions to benefit society and the environment, as well as delivering positive economic consequences. This form of innovation relates to the concept of the triple bottom line and highlights the three foundations of sustainable development: economic, environmental, and social. Currently, social scientists argue that sustainable innovation is difficult to achieve and is also risky, as it is both ambitious (as it needs to satisfy a broader range of stakeholders), and also complicated (due to the conflicting accountability from multiple parties

involved). The current worldwide innovation system has not yet met the demand for the advances in technology and social structure as well as the awareness required by the sustainable innovation. Motivation is broadly used to express both the sustainable innovation and development process to suit the endless demand of end users better or to replace a previous innovation. It is essential that the innovation and technology system that supports sustainable innovation must perform much more than promote other forms of innovation. The technologies must be accessible, well-adapted, and eventually be integrated into different regional contexts that change variably in terms of economies; Those technologies must also be ready to be used by the poorest and most vulnerable subjects. International, national, and local institutions play a vital role in shaping the extent to which sustainable innovation improves a human’s well-being. Institutions are considered as the sets of beliefs, expectations, rules, norms, and decision-making processes that manage the actor interactions. Previously, innovation has been promoted through different channels, including research grants, patent laws, and research networks, both nationally and internationally (Sharma 2017). Those efforts have many influences on the success of normal technological innovation projects but still failed to meet the request for advancing sustainable innovation.

Publication Ethics in Research

Innovations Description Related concepts/ components/ examples References (Traditional) innovation. The term (traditional) innovation represents innovations with minor implications for society and the environment. These innovations focus on profit maximization for a group of stakeholders or particular organizations Multiple-disciplinary perspectives (economic, business and organizational) Drucker (2002), Prahalad and Ramaswamy (2004), Crowther and Seifi (2017), and Raimi (2018) Origin of (traditional) innovation Bullinger et al. (2004), Toivonen and Tuominen (2009), and Schot and Steinmueller (2018) Innovation diffusion Rogers (2010), Mahajan(2010), and Kiesling et al. (2012) Environmental innovation Eco-innovations imply new products and processes which provide both the customer and business value while significantly decreasing environmental impacts. This form of innovation focuses strongly on finding a solution for environmental concerns; however, less importance is put on social problems Environmental technology Shrivastava (1995), Grigore et al. (2015), and Kanda et al. (2016) Eco-efficiency Ehrenfeld (2005), Carvalho et al. (2017), and Hoang et al. (2020) Eco-design Knight and Jenkins (2009) and Donnelly et al. (2006) Environmental design Rap

Publication Ethics Publication ethics are standards of behavior that are usually accepted when publishing the findings of scientific study or other intellectual activity, according to the psychology dictionary. In general, it is a rule that safeguards intellectual property and prohibits the redistribution of another person's work without due attribution. It also prohibits using someone else's work without their permission. It must be true that the data and information published as original.

• **Publication Ethics are needed to**

1. To maintain high standards of publication,
2. ensure information's accuracy,
3. increase public confidence in publications,
4. obtain due credit for scholarly writing,
5. Properly organize information, and reduce the time required for information retrieval.

This chapter discusses the four fields of innovation that will help to support sustainable development goals, including (traditional) innovation, eco-innovation, social innovation, and the ideal sustainable innovation. This paper aims to help close the distance by introducing a conceptualization which includes four concepts of innovation reviewed from empirical studies, scientific cases, and innovation literature which highlight meaningful recommendations for readers. A decade before this essay was written, the United Nations Commissions and Summits established that sustainable development “meets the needs of the present without compromising the ability of future generations to meet their own needs” (Burton 1987, p. 37). Published works by academic researchers and reports from international bodies have expanded the original definition to describe sustainability as a prosperous or inclusive well-being, a quality of life for all people, now and in the future, which will not reduce with time. More recently, all members of the United Nations have pledged seventeen Sustainable Development Goals (SDGs) since September 2015, which introduce specific goals and timelines to promote international sustainable development, where innovation and the advance in technology stay as the most central (i.e., Goal number 9) among sustainable development targets. Technology is a category of science containing the complete spectrum of tools, methods, and processes that can serve those human purposes both representatively and reliably. At the same time, innovation reflects the stage at which technology is planned, created, codified, and implemented. The innovation mechanism is carried out in multifaceted innovation structures that can be viewed as a linked number of actors and institutional factors that form innovation processes. Innovation would need greater transparency in the design of the multiple innovation

stages and an understanding of the obstacles for innovation. It also requires much effort from an abundance of scientific studies and pragmatic practices in order to achieve sustainable growth in general, especially for society and the environment, while continuing to maintain economic implications. Most innovation studies have focused on particular economies, industries, markets, countries, or the advances

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In technology. Innovation researchers have often suggested that many theoretical system structures to explain the development, transition, and implementation of technology (Amidon 1997; Cassiman and Veugelers 2006). Nonetheless, these studies are infrequent and directly related to the particular challenges encountered by those efforts trying to foster sustainable development. This paper presents four perspectives of innovation from the academia and practitioners that will lead together to the formulation of strategies to boost innovation for sustainable development, including (traditional) innovation, social innovation, environmental innovation, and sustainability innovation. Throughout this chapter, we illustrate a conceptualization of illustrative examples as well as academic literature in order to shape the concrete arguments included. 2 (Traditional) Innovation The term (traditional) innovation represents innovations

Methodology: In order to enforce publishing ethics in the reputable journals, subject-specific specialists and editors are hired on a paid or voluntary basis to serve as editors, reviewers, editors-in-chief, editorial managers, advisory boards, and/or editorial board members. Every employee wants to establish their individual competence so they can meet their objectives and expectations. The following salient characteristics:

1. A research paper's branding
2. To promptly examine publications submitted by authors who are far away;
3. To maintain secrecy and impartiality;
4. To use a software programme to verify all research papers for plagiarism before the review process;
5. To a person with relevant knowledge to send the study submission;
6. To promptly publish articles, news, bulletins, and reports;
7. To promptly answer inquiries from submitters;
8. To deliver publications to authors' exact addresses both domestically and internationally;
9. To charge authors, especially those from impoverished nations, a fair publication fee;
10. Granting reviewers or editorial board members who voluntarily play an honest role possibilities such as free publishing;

11. To offer free or discounted publications to those who cannot afford them; should closely adhere to the research approach; to carefully inspect printing errors;
12. To focus on theoretical research papers rather than personal interviews; and
13. To have knowledgeable academics serve as editors and reviewers of the study report.
14. Naturally, editors should play a crucial role in positioning their journals on a global stage. Editors would adhere to the publication's ethical standards.

In order to generate journals of the highest calibre for the authors, the editorial office's function is crucial. Before the articles are published, the office will examine them very carefully and make very slight edits so that no one will be able to spot even a small error.

- **Editorial Publication Ethics and Policies**

To communicate with readers whose first language is not English, the editorial manager must utilise straightforward and everyday words, phrases, and sentences. While responding to authors' emails, he should attempt to avoid using a convoluted and garish writing style. He should also avoid delaying his reply. While numerous papers are submitted for publication, it is frequently observed that authors are excitedly awaiting publication of their works. Reviewers must adhere to stringent publication ethics and respond promptly in order to preserve a timeline.

- **Title Selection**

The title and the research project must be consistent. 12 to 18 words are typically considered the perfect length for article titles. The choice of a title must be made after consultation with literary or linguistic specialists in order for it to be acceptable and pertinent to the academic community or the interview panel. The contextual title will be chosen by the authors, editors, and reviewers so that it will meet audience expectations.

- **Correction and Revision**

Corrections are frequently needed in research papers for authors who don't have a strong command of English. Clearly, such subpar authors have terrible command of the English language.

- **Resubmission**

To sustain high-quality journals, resubmission is necessary; the more resubmissions, the more essence the journals retain. Many academics and administrators at universities all over the world anticipate further revision by resubmission from the governing committee of the journals. Therefore, the editorial office's action in the case of resubmission is essential to maintaining the reputation of his journals. However, if we look at some predatory or open access journals, we'll find

that articles are published as-is. After careful review, editors must suggest the writers to resubmit the articles. All types of articles must adhere to the resubmission policy. The articles had some small errors that were discovered upon resubmission.

- **Usage of Hi-tech Plagiarism Software Checker**

For checking plagiarised articles, the world is well known for Turnitin or i-Thenticate software. Each editor should utilise a plagiarism detection programme.

- **Integrity, Neutrality, and Confidentiality**

No editorial office can succeed and establish a name for itself in the research sector without having honesty, objectivity, and confidentiality.

- **Publication Fee**

Given that the writers are from underdeveloped nations, the editorial office ought to charge a fair amount for the publication of articles in journals. In the majority of cases, it is discovered that the editors-in-chief, despite accepting the research article for journal publication, impose numerous fees on the authors, which they are unable to pay because of the current economic situation. The editorial office should very kindly enforce publishing ethics in such cases. It is undeniable that authors in developing countries receive extremely low pay. They must maintain their lives and struggle to make a living with this pay.

- **Remuneration**

One of the key concerns for the editorial office is compensation. Because they must support their families, children, and routine costs on a very meagre wage, reviewers and editors in underdeveloped nations should be compensated.

- **Timing of Publication**

The editorial office's ability to control publication timing is essential to every journal's publication process. Editors must adhere to the deadline policy extremely tightly in order for writers to receive their published research paper on schedule.

1. **Measures based on citations**

These metrics use article citations as the benchmark for assessing the significance of research. Citation metrics can be used to assess specific researchers, centers/departments, organisations, fields, nations, and other types.

Citation measures have drawbacks, such as their susceptibility to "gaming," inability to fully account for differences between disciplines and publications, and propensity to prioritise theoretical over applied research.

2. **Citations from Google Scholar**

You may monitor citations to your articles, find out who is citing them, chart citation trends, and more.

3. H-index

The number of an author's publications that have been mentioned at least that many times (h) are used to generate the H index, an author-level indicator. offered through Google Scholar. H-core is a collection of a journal's most frequently referenced h articles, among other h metrics. H-median is a publication measure that represents the median citation counts in a journal's h-core, h5-index, h5-core, and h5-median metrics for articles published in the last five years.

4. Impact Factor

The number of citations to articles published in the two years prior, divided by the total number of articles published, is a journal's impact factor. owned and managed by Thomson Reuters/Clarivate Analytics as a proprietary designation. accessible through Web of Science.

5. SCImago Journal Ranking

SJR rates journals based on their average prestige per publication, much like Google PageRank. Citations and journal prestige are also considered in SJR calculations. Based on data from the Scopus database; freely accessible. developed by a research team from the University of Granada, Carlos III (Madrid), Alcalá de Henares, Extremadura, and Consejo Superior de Investigaciones Científicas (CSIC).

6. Source-Normalized Impact per Paper (SNIP)

Reflects differences in citation practises between disciplines and measures the average citation impact of a journal's article. according to Scopus data. produced by Leiden University's Centre for Science and Technology Studies.

7. Eigenfactor Score

Counts the number of times in a year that a journal's articles have been mentioned. Size is weighed; larger journals receive higher ratings. at the University of Washington, which was developed.

8. CiteScore

CiteScore metrics determine a title's citations from every document published in the first year to every document published in the three years prior. Elsevier created the item. based on information from Scopus.

9. Altmetric

The term "altmetrics" refers to a set of metrics that go beyond typical citation counts to gauge the effect and scope of scholarly research outputs. Altmetrics, as opposed to conventional metrics like citation counts, consider a variety of digital sources, including social media mentions, downloads, views, and bookmarks. In the digital age, altmetrics offer a more comprehensive and rapid perspective of the impact of research.

10. Plum Analytics

Plum Analytics was acquired by Elsevier a leading global provider of scientific technical and medical information products and services. Plum analytics provides tools and services to help institutions researcher and publishers track and analyze their impact of their research outputs.

In this analytics all the data gathers forms of scholar publications and organizes it into categories based on usage, mentions, captures, social media, and citations. Products specifically designed for institutions, institutional repositories, research groups and departments, and research funders. To measure the impact and reach of scholarly research beyond traditional based matrices.

11. Impact story

Uses information from citations, social media, data and code repositories, and other sources to track and score all research outputs. a connection to a user's ORCID profile. Twitter accounts that are free.

12. Research Gate Score

Research Gate, a social networking site for academics, assigns users a grade depending on how their peers perceive their efforts. Publications, data, and other things can be contributions. The RG score of the researcher rating research work of researcher weighs your own RG score.

• Responsibility of Author

Authorship is not just a list of names. It is the matter of pride that has to be deserved, earned, and declared. To maintain the integrity and credibility of medical research and to nourish the trust of public in scientific endeavors, all authors must follow the rules of good scientific publication practice and should stick to the following responsibilities

1. Do not fabricate or manipulate the data
2. Avoid plagiarism and give proper citation to others works
3. Decide the order of authorship prior to writing the paper to avoid future conflicts
4. Declare whether research work has been published or presented before
5. Declare COI
6. Avoid ghost/gift/guest authorship
7. Do not submit the manuscript to more than one journal for simultaneous consideration

Conclusion:-

To prevent unethical practises in the publication scientific research scholarly articles article writer should follow proper guidelines or SOP of the journal. Article writer should actively participate in research work and avoid the unethical practices in research publication. Analysis of research productivity and the number of citations

received by publications included in the sample confirm the growing interest of the academia in research on responsible and sustainable innovations.

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8. Nylenna M, Anderson D, Dahlquist G, et al. Handling of scientific dishonesty in the Nordic countries. *National Committees on Scientific Dishonesty in the Nordic countries*. *Lancet*. 1999;354:57–1. cultures. Those technologies must also be ready to be used by the poorest and most vulnerable subjects.
9. International, national, and local institutions play a vital role in shaping the extent to which sustainable innovation improves a human's well-being. Institutions are considered as the sets of beliefs, expectations, rules, norms, and decision-making processes that manage the actor interactions (Halme et al. 2016; Hoang et al. 2020).
10. Previously, innovation has been promoted through different channels, including research grants, patent laws, and research networks, both nationally and internationally (Sharma 2017). Those efforts have many influences on the success of normal technological innovation projects but still failed to meet the request for advancing sustainable innovation (Hoang et al. 2020).
11. A trend of unequal and ineffective sustainable innovations is partly due to many divergent factors. Firstly, many innovations have externalities that exceed the influence of corporations or individual country-states and are thus susceptible to free-rider problems which result in under-production by both markets and national technological innovation processes. Secondly, developing countries tend to offer a relatively small number of business opportunities to private entrepreneurs when compared to developed countries (Sharma 2017).
12. They have also promoted low- efficiency national innovation programs to facilitate domestic technological developments, resulting in fewer or improperly adapted technological advances being ready for use in other countries (Mahmoud and Hinson 2012).
13. Finally, although innovation incentive programs are used to encourage scientists and innovators, the funding for these is still low compared to the total cost of the grants needed to promote sustainable innovations (Donnelly et al. 2006).
14. As a result, high invention costs can hinder access to better technology for societies most in need, including Drugs, the off-grid supply of energy and waste treatment devices.
15. Addressing these problems needs effective local, national, and global institutional frameworks. Such problems of harnessing technical advancement for sustainable growth have started to be tackled in recent years through a number of interventions and supports within the global advancement schemes.
16. Examples include funding mechanisms, scientific development networks, priority-setting procedures, initiatives to promote continued use and universal access to technology, international assistance and trade agreements, and feedback mechanisms linking end users and innovators/connectors (Sharma 2017). Such interventions have, in general, altered the laws, standards, resources, and organizational structures that form the actions of the actors involved, including government bodies, private companies, investigators, and end users.
18. Although many new innovative approaches have been piloted in a large variety of fields over the past decade, they are mostly poorly understood, unknown within their respective sectors, and thus not responding to the awareness or enhancement of the worldwide innovation mechanism for sustainable development as much as they could.
19. Understanding of what is likely to work is either incomplete or scattered across various industries, so that the global technical innovation mechanism remains underachieving

with respect to its capacity or the need for global sustainability innovation (Mattera and Baena 2015; Halme et al. 2016) (Fig. 1).

20. Innovation and Sustainability 15

Growth of Indian Banking Sector: Emerging Trends

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Abstract: 'Changes are law of nature.' Banking sector is fundamental part of economy. Every change brings some opportunities and challenges. To cash opportunities and to make challenge in opportunities build banking sector much stronger we need to find out recent changes. The objective of the study to find out theoretical aspect of recent changes in Indian banking sector through analysis of newspaper articles, research papers, reports etc.

High credit growth, increasing digital transactions, use of modern AI technologies, decreasing Non- performing assets comes as opportunities in Indian banking sector whereas increasing interest rates due to inflation; and cyber security comes as challenges in future.

Keywords: Banking sector, growth, trends

Introduction:

The bank is known as such institution which accepts deposits and lends loans and provides other finance related services. Banking has defined in Banking Regulation Act 1949; Section 5(b) as a business which:

1. Accepts deposits of money from public.
2. For purpose of accepting deposits: Lending, Investing.
3. Deposits will be repayable on demand or otherwise.
4. Withdrawal of money by cheque, draft, order or otherwise.

The activities carried out by banks known as **Banking Activities**. Now banks provide retail services like E Banking, Net Banking, Mobile banking, Debit & Credit card , A.T.M.(Automatic Teller Machine) and so on which help the people provide banking services anytime, anywhere .

The bank is an active performer in financial market. Supply of money in circulation is largely controlled by banks. Banks can influence nature and characteristics of production of the country thereby, it can be helpful in improvising the economic situation of country. Now banks have become fundamental part of worlds' economic development.

In the current scenario of extreme global uncertainty, Indian banking sector able to with stand in severe regressed situations such as Silicon Valley bank crisis, Russia-Ukraine war, Covid -19. Due to recent changes in banking sector of India, banks are able to fight back and make a strong comeback. They are profitable, liquidate, and growing day by day. In the research I will discuss about the different changes in current Indian banking scenario and try to find out why they are growing in spite of global upside down situations.

Literature Review:

A Literature Review is reading, analyzing, researching, evaluating and summarizing scholarly literature about a specific topic and being able to

provide conclusion about result and methods. A Literature Review is a detailed and critical inspection of scholarly research papers, articles, books, and other sources relevant to a particular issue, area of research or theory; by providing a description, summary, and critical evaluation of each work.

Sidhu et al. (2022)⁹. Focused on impact of Liquidity Coverage Ratio on performance of selected Indian bank. The research investigates the relation of liquidity and financial performance .The secondary data collected from the Reserve Bank of India and Centre for Monitoring Indian Economy's Prowess database for the study. Banks' profitability variables was Net Profit Margin (NIM) return variable was Return on Assets(R.O.A.) bank risk calculated through Net Profitable Assets (NPA) .Data analysis made through descriptive statistics, correlation and dynamic panel data analysis. The study reveals that increase in Liquidity Coverage Ratio and its components increase the funding cost and have adverse effect on financial performance of banks.

Pierri, N. & Timmer,Y. (2022)⁸ did an investigation on importance of technology during crisis. The study conducted on United States banks. The study reveals enhanced role of adoption of information technology on banks' profitability during crisis.

Anitha et al. (2022)³. Did an empirical study on factors affect the financial performance of selected commercial banks of India. Total four banks taken for data analysis and data collected from Reserve Bank of India for the period of ten years. Factors analysis and regression analysis used for data analysis. The study reported that financial performance is affected by profitability ratios which were higher for the banks of private sector.

Agrwala,V. & Agrwala ,N.(2019)¹ Did a critical review on non-performing assets in the Indian banking industry. The purpose of this study is

to look into NPAs growth pattern during the period 2010-2017. The private sector banks, the nationalized banks and SBI and its associates have been considered as sample. Statistical tool geometric mean used for data analysis. Results of the study shows that private sector banks growth rate of NPAs is low as compared to the nationalized banks, as well as the SBI and its associates.

Abbasov et al (2019)² conducted a study on digitalization in banking sector. The study examined major trends in development of digital banking sector in Azerbaijan. The study used general scientific method to analysis trends in digital banking. The study reveals progress of mobile banking and internet banking is closely related to the development of e commerce.

Soni, V (2019)¹⁰ did a study about role of artificial intelligence in combating cyber threats and cybercrimes in banking. Various opportunities are provided by AI techniques, which help the banking sector to increase prosperity and growth. In the paper different kind of advantage and disadvantage in adoption of Artificial intelligence are discussed.

Gizaw et al (2015)⁶ conducted study on the impact of credit risk on profitability performance of commercial banks in Ethiopia. The sample was collected from eight commercial banks of Ethiopia during twelve years 2001-2012. Descriptive analysis and panel data regression analysis done through (STATA Version 11) software. The study reveals need of enhancing credit risk management for better profitability.

Aspal, et al (2014)⁴ did an empirical analysis of capital adequacy in the Indian private sector banks. The study aims to find out bank variables have an impact on capital adequacy ratio in Indian private sector banks during 2008-2012. Twenty private sector banks of India have been considered as sample. Statistical tool multiple linear regression analysis used for data analysis. The study shows that the private sector banks of India manage a higher level of capital reserve than prescribed by Reserve Bank of India. The study also found that Indian private sector banks have excess funds to meet their requirements and have opportunity to give more advances to public by protecting owner's shares.

Malik et al (2014)⁷ did a study about interest rate and its effect on bank's profitability. The study conducted to check and examine the market interest rate effect on the bank's profitability in public and private sectors of Pakistan. The sample of the study was divided into two categories. 1) Public sector banks: which includes four nationalized banks and 2) Private sector banks: which includes six private sector banks of Pakistan during 2008-2012? The study concluded that the interest rate affects both sector banks significantly.

Private sector banks had more effect as compared to public sector banks.

Bohaene et al (2012)⁵ conducted a study about relationship between credit risk and profitability of banks. The sample of the study was taken six commercial banks of Ghana for the period 2005-2009. Analysis of data made through regression, descriptive statistics, variance of inflation factor analysis. The result of the study revealed that the credit risk had positive and significant effect on bank's profitability.

Research Methodology:

Research methodology is a master plan that specifies the need and procedure for gathering and analyzing the information required. "It involves various steps that are generally followed by a researcher in studying his research problem along with the logic behind the" (Bajpai, Naval 2013). "A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure." (Kothari, 2004). The following research is descriptive in nature. Source of data will be secondary. The major sources of secondary data are:

1. Report on Trend and Progress of Banking in India
2. Reserve Bank of India Publications

Besides this, government reports, several books, newspaper articles, websites, online research papers available in Google scholar studied to obtain the desired information.

Objective: This research aims to know about recent changes in Indian Banking sector.

Findings:

1. **Declining Non Performing Assets:** Gross non-performing assets (GNPA) declined to 5.8 %; says 'Trends and Progress of Banking in India' report of financial year 2022 from its peak during year 2018 which means a better assets quality. Reduction in outstanding GNPA's made through write-offs, recoveries and lower slippages.
2. **Higher Liquidity Coverage:** Indian banks are performing better in the term of liquidity with the ratio of 135.6% (it should be 100%). whereas global economy confronted with serious financial stability challenges due to recent liquidity crisis in the banking sector in some advanced economy.
3. **Better Capital Position:** Indian banks capital position has been improved. The banks should meet the minimum regulatory capital requirements regulated by Reserve Bank of India even in severe stress situations so banks have enough capital buffers to have better capital position.

4. **Rising Interest Rates:** Due to Russia-Ukraine war inflation increased all over the world, India also had this inflationary stress, to control the situation Reserve Bank of India had to increase interest rates.
 5. **Growth of Credit:** Credit growth reached 17.5% in December 2022 which was highest in past several years we are getting single digits. Public sector banks will be able to compete to Private sector banks due to credit growth.
 6. **Digital Economy:** India is now developing as digital economy, as part of **Digital India** campaign, after covid 19 which made people realized digital payments are easier to use and free from any physical appearance in bank branches that saves time and cost.
 7. **Cyber Security:** Increasing digital payments whereas providing better growth in economy but leads to many cyber frauds related to cyber crime. Cyber security and educate consumers towards safe digital banking are main concern in India.
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Women's Rights – Constitutional Rights and Legal Protection

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Abstract: -

We are all humans, men and women are equal to share in human rights. Although the constitution of India grants men and women equal rights, gender disparities remain. Gender discrimination mostly in favor of men in areas. In the past, human rights had been conceptualized in a way that did not take account of women's lives and the fact they experienced violence, crime, discrimination and coercion. In the past, women followed certain norms and traditions that put many restraints upon them, primarily in the male dominated society. The work of activists, human rights mechanisms and states has been critical in ensuring that the human rights framework has developed and adjusted to summarize the gender specific dimensions women in a better way. Efficiently ensuring women's human rights requires a wide-ranging understanding of the fundamental societal structures and power relations that define and stimulate the ability of the women to enjoy human rights. These power structures have an impact on all aspects of life, from law and politics, to economic and social policy, family and community life, education, training, skill development and attainment of employment opportunities. Rights are universally accepted that means without any discrimination on the basis of caste, color, sex and religion must provide. Its aim is human dignity, equality, liberty and fraternity. This paper views to highlight the problems which are facing by the women and though rights are given by the constitution of India.

Keywords: Women Rights, Violations, Legal Rights and constitutional Rights

Introductions: -

Swami Vivekananda, quoted that, "There is no chance for the welfare of the world unless the condition of women is improved, and it is not possible for a bird to fly on only one wing." Thus, in order to achieve the status of a developed country, India needs to transform its colossal women force into an effective human resource and this is possible only through proper awareness of women rights.

India, the land of goddesses where women are to be respected with high esteem, witnesses' harassment, abuse and other atrocities and crimes against women. Historical study clearly reveals that the status of women in India has been subject to many changes over the span of recorded Indian history. During the Indo-Aryan era of the ancient India's period, women underwent subordination. Practices and taboos like female infanticide, child marriage, dowry and taboo on widow remarriage had a long duration in India paving way for difficult situation in rooting out of Hindu society in northern India. A phenomenal change happened during the British rule when they enacted measures which aimed at removing social taboos, including Bengal sati Regulation, 1829, Hindu Widow's Remarriage Act, 1856, Female Infanticide Prevention Act, 1870 and Age of Consent Act, 1891. Women's rights under the Constitution of India mainly include equality, dignity, and freedom from discrimination: additionally, India has various statues governing the rights of women. One witnessed greater radical changes in the status of women during the recent era where women served in various senior positions in

the Government of India occupying the chair of being the first citizen of India – The president of India. The Real executive- PM, the States's real executive- CM' the speaker of the Loka Sabha and other exceptionally dignified posts. In spite of this, many women in India still face significant difficulties. Violence against women especially sexual violence has been a great threat to the rights of women. Hence, there is a desire for consciousness of the rights which seeks to shield women.

Objectives of the Study:

1. To know the need of women rights.
2. To analyse the various women rights in India.
3. To review the government enactments which ensures women rights.
4. Adopt and strengthen sound polices and enforceable for the promotion of gender equality.

Violations of Women's Rights

The areas that violate the Rights of women in India have been stated as follows.

1. **Dowry deaths: -** Day by day dowry death cases are increasing. Because lack of effective implementation of "The dowry prohibition Act", It has been disconnected that mostly number of states neither have a dowry prohibition officers nor do they made it mandatory to keep the record of things given and received.
2. **Missing of Women and Girls: -** All over the world women and girls are missing for one or other purpose.
3. **Domestic Violence: -** In spite of the protection of women from domestic violence Act 2005, it

is increasing, when a women experiences violent and criminal acts at the hands of their husbands, in laws, fathers, brothers and other family members. These include verbal abuse, physical abuse and inflicting various forms of mistreatment.

4. **Child Marriage:** - Child marriage which deprives the childhood from their education. It effects the social psychological and emotional of the child in a negative way child marriage Act 2006, prohibit child marriage and declares-18 as the marriage age for girls and 21 for boys.
5. **Sati:** - It is practice when the widows were placed in the funeral pyres of their husbands. Through it was abolished by the Social Reformer Raja Ram Mohan Roy. The sati prevention act was passed which declared the practice of sati as a crime.
6. **Preference for a male child:** - People who belongs to rural communities and socio-economically backward sections of the society wants male child. Because they feel and regards male child as a assert to the family. Preference for a male child is historically deep rooted in the patriarchal system of the Indian society. May be agricultural factor, where it considered as major source of income and controlled by male themselves.
7. **Female Foeticides and Female Infanticide:** - Female Foeticide means killing of the girl child before its birth and female infanticide means killing of the girl child after its birth. This practice is very worst, because which deny the basic right from the girl child, that is the right to live.
8. **Education:** - Education must become basic for each and every individual without any discrimination constitution made right to education is obligatory under Article-21, for all irrespective of male and female in the society. But percentage of female in rural areas very less when compared to male child. Many reasons arise for drop-out girls from educational system.
9. **Sexual Harassment at the Workplace:** - Now days, this problem is increasing, because of employment women are discriminated on the basis of pay and remuneration for their jobs, women are mistreated both in rural and urban area in concern towards their promotion and advancement within the employment setting. This sexual harassment compelled the women to leave her job though she needs very badly for her survive in the society.
10. **Rape:** - Now days these cases are rapidly increasing due to animosity, enmity, resentment etc. The upper caste people use mass rapes as a strategy to exercise power over lower caste groups. Through the laws is there, gang rape or

individual rape take place whether inside the home or outside the home.

11. **Forced Evictions and Exclusions:** - In India, widows are evicted from their martial homes and they are meant to look after their needs and requirements on their own, after the death of their husbands. Their children to get evicted along with them, women headed households and women in general are less secure as compared to men. When a woman loses her spouse, there are various types of detrimental consequences that they are supposed to go through. When they are evicted from homes, they are required to face all hardships and difficulties in order to provide for their sustenance. A single woman, with no land or family to take care of often ends up in the urban slum.

12. **Social Violence against Women:** - Patriarchal family made the women difficult to obtain her position and justice in the society especially religious communities have made the life of women miserable due to conservative practices. This made her to stick on the wall of home and she is isolator from the outside world.

Provisions of Violence against women

The rights available to woman in India can be classified into two categories, namely as Constitutional Rights and Legal Rights. The constitutional rights are those which are provided in the various provisions of the constitution. The legal rights on the other hand are those which are provided in the various laws of the parliament and the state legal legislation.

Constitutional Rights to Women in India –

The constitution of India in its attempts to provide equal rights and opportunities to women and to ensure protection and justice has made the following provisions...

1. Constitution assures equality to all its citizens including women. (Article-14)
2. No discrimination against its citizens of India on the basis of sex (Article-15(1))
3. The state is empowered to make any special provision for women. In other words, this provision enables the state to make affirmative discrimination in favors of women (Article-15(3))
4. No discrimination be made by the state against its citizens including women while providing jobs (Article-16)
5. Traffic in human beings and forced labour are prohibited (Article-23(1))
6. The state to secure for men and women equally the right to an adequate means of livelihood (Article 39(a))

7. To fixing “equal pay for equal work” without discriminating between men and women. (Article 39(d))
8. To required to ensure that the health and strength of women workers are not abused and that they are not forced by economic necessity to enter avocations unsuited to their strength (Article 39e)
9. The state shall take it as its responsibility to provide maternity benefits for its women employes (Article 42)
10. Reserving one third of the total number of seats for women in the panchayats for which direct elections are held (Article 243 D (3))
11. Reserving one third of the total number of the presidential posts at all the levels of the panchayat systems (Article 243 D (4))
12. Reserving one third of the total number of seats for women in the town municipalities for which direct elections are held (Article 243(T)(3))
13. Reserving the presidential posts of the town municipalities for women in such manner as the state legislature may provide (Article 243 T (4))
14. It’s promoting harmony and fraternity among people and doing with all the humiliating customs in respect of women (Article 51(A) and e)

Legal Rights to Women

The following various legislations contained several rights and safeguards for women:

1. Hindu Widows’ Remarriage Act, 1856
2. Indian Christian Marriage Act 1872
3. Indian Divorce Act 1869
4. Child Marriage Restraint Act, 1929
5. Dissolution of Muslim marriages Act, 1939
6. Parsi marriage and divorce Act, 1936
7. Special marriage Act, 1954
8. Hindu succession Act, 1956
9. Hindu adoptions and maintenance Act, 1956
10. Immovable traffic(prevention) Act, 1956
11. Hindu marriage Act, 1955
12. Indecent representation of women (prohibition) Act, 1986
13. Maternity benefit Act, 1961
14. Dowry prohibition Act, 1961
15. Medical termination of pregnancy Act, 1971
16. Pre-conception and pre-natal diagnostic techniques. (Prohibition of sex selection)
17. Equal Remuneration Act, 1976
18. Family courts Act, 1984
19. Muslim women Act, 1986 (protection of rights on divorce)
20. National commission for women Act, 1990
21. Protection of women from Domestic Violence Act 2005
22. Indian evidence Act, 1872
23. Indian penal code 1860

24. Sexual harassment for women at workplace Act, 2013 (Prevention, prohibition and redressal)

Conclusions:

The main purpose of this research paper is to acquire understanding of human rights of women. Because women have been undermined is due to the existence of the patriarchal society. In the male dominant society, preference was given to the male children; there were practices of female foeticide and female infanticide. Therefore, not only rights are provided to the women but also protection must be given.

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Migration and its Complications with special reference to youth of Punjab

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Despite the significant benefits of migration, some migrants remain among the most vulnerable members of society. Migrants are often the first to lose their jobs in the event of an economic downturn. Some work for less pay, for longer hours, and in worse conditions than native-born workers. While migration is often an empowering experience, some migrants endure human rights violations, abuse, and discrimination. Migrants, particularly women and children, may fall victim to human trafficking and the heinous forms of exploitation that it entails.

Types of Migration:

1. Internal Migration: Moving within a Nation.
2. External Migration: Moving to a different Nations.
3. Seasonal Migration: Moving with each season or In response to labourer demand or climate change.

In today's time, almost every home in Punjab somehow has their relation with abroad. The first Sikh settlers from Punjab are mostly those people who were hired by British authorities around 1830 to get the work done in farmlands of Australia but There are no authentic sources from where it can be confirmed that early Punjabi's workers were worked in Australia's farmlands.

Key Words: youth, migration

Introduction

Migration is not a term, it's a process. As far as the early 17th-century Latin term *migrare* is considered, it simply means to move or shift. There can be ample reasons why one decides to migrate but the foremost reason according to me are desire. The desire to live a better life; the desire to earn a better living. And to desire is beautiful because it requires one to step out of their comfort zone. In today's increasingly interconnected world, international migration has become a reality that touches nearly all corners of the globe. Modern transportation has made it easier, cheaper and faster for people to move in search of jobs, opportunity, education, and quality of life. At the same time conflict, poverty, inequality and a lack of sustainable livelihoods compel people to leave their homes to seek a better future for themselves and their families abroad. When supported by appropriate policies, migration can contribute to inclusive and sustainable economic growth and development in both home and host communities². The migration process not only brings people close to each other but it also exchanges the ideas and culture of one nation generation with other nation generation which give birth to something stunning. For instance, The Afro-American generation gave birth to break dance and freestyle clothes which gave a new wave to American dance and fashion industries. There are many examples around the world which proved that when two different culture are assimilated with each other it's always gonna

be a masterpiece.

Migration policy is at the top of the global political agenda. More than 1 million people tried to cross the Mediterranean to reach Europe from 2014-2016. This has been largely caused by the displacement of people from war-torn countries such as Syria, Afghanistan, Yemen, Bangladesh, etc. Population migration is an important issue for local planners and nationally. Locally changes in the size and composition of populations relative movement between areas impact on the need for services including housing, social health, education, employment, etc. knowledge of population movement is also critical to properly assess the success of regeneration initiative although, historically, adequate data have not been available.

Migration from Punjab:

In today's time, almost every home in Punjab somehow has their relation with abroad. The first Sikh settlers from Punjab are mostly those people who were hired by British authorities around 1830 to get the work done in farmlands of Australia but There are no authentic sources from where it can be confirmed that early Punjabi's (The word Punjabi's refer to those people who can speak punjabi or living in Punjab) workers were worked in Australia's farmlands⁶. Shortly, after the annexation of Punjab into the British Raj in 1849. The Britishers started recruiting the local Punjabi's into their armies to serve the British Kingdom. The migration of Punjabi's was escalated during World War I & World

War II. When Britain was in war with Germany and they need an army to stand against Germany so they started recruiting the local people from Punjab and India in enormous numbers. In World War I and World War II Punjabi's fought at many 9 frontier against the Axis power. The composition of British Indian Army was mostly filled by Punjabis. For instance, In opium wars Punjabi's fought against the China Emperor, during this war Punjabi's were popular as "BLACK LIONS". After the end of World War II most of the Punjabi's who settle down in Britain and other European countries were from military background. People wanted to leave the Punjab not just because there was a shortage of industrial and agricultural jobs, but also because of the chaotic aftermath of the 1947 division of "British" India into the secular but largely Hindu state of India and the Muslim state of Pakistan. The frontier between India and Pakistan ran through the Sikh homeland of the Punjab. There was bloodshed and destruction as millions of Muslims, Hindus and Sikhs tried to cross the border to the safety of their own communities. The Punjab changed from a settled and prosperous area to a violent and overcrowded frontier zone.

Many Sikhs left the area that was to become Pakistan to move to the Indian section of the Punjab, while others left India altogether. As time passes, developed countries opened many new ways for others or outsiders and Punjabi's take full advantage of this opportunities. In now a days the popular way to go to abroad is by student visa. In which people initially go for study and later then they apply for the citizenship for that country to get the permanent residence.

Hypothesis

The migration from Punjab was started in late 1830 but in previous 10 years to today's Punjab people are crazy about to go abroad especially Canada. By following this trend in Punjab we made the following hypothesis to know the ground situation.

1. Youth are going abroad to improve their financial situation in home country.
2. After getting in touch with western, Punjab's culture is assimilated with western culture

Objectives of the Study

The main objectives of the study are to review the present patterns of youth migration from Punjab. This objective is to investigate overall effect of western culture on Punjab's traditions along this there is also a secondary motive that is how fast this acculturation happening in Punjab. Through snowball

sampling we have collected samples from various region from Punjab was selected for the study. The study mainly aims to investigate their causes, migration pattern and to know the culture changes.

1. Why the youth of Punjab going away from Punjab
2. To study the culture changes among the migrant population in terms of lifestyle, language and traditions.

The survey on youth migration from Punjab is completed by 200 respondents from various countries such as Canada, Australia, etc. The sample was obtained by snowball sampling. Any kind of incentives were not offered to the respondents to take part in a hard to convince respondents to take part in this survey. After analyzing responses carefully, we used the relevant information for the research.

Causes of Migration

Majid Husain states are also going to abroad to settle their life. According to Majid Hussain, the main causes of migration is advanced technology, poor economic conditions in the hs that in today's world the human migration has big concern to every country. Many countries are going through a civil war which pushes the people towards the developed countries to improve their financial conditions and to live an ideal lifestyle. Majid Hussain points out that people also go abroad to improve their lifestyle, for the future of their children and high skilled people from various fieldome country, political instability and less per capita resources, etc.

Immigration, Migration, and Culture

The writer of this article emphasis on cultural assimilation into other societies and communities. The term Immigration refers specifically to international migration that is relatively permanent in nature. Immigrants are those individuals who have moved to a new country on a relatively permanent base. Migration often results in two or more cultures coming into contact in the process of acculturation one party have to lose their culture to adjust in the new culture.

Psychological theory and research suggest that acculturation is bi-dimensional, with changes potentially taking place along two dimensions - One representing the maintenance or loss of the original culture and other representing the adoption or rejection of the new culture but some people not adopt the new culture instead of adopting new culture they maintain their original culture. The two culture may be expressed at different times, in a different context or may merge to form cultural expression that has

aspects of both cultures.

Is Migration Beneficial Or Detrimental To The Host Country?

The writers has written that gives benefit to the host country because when migration happen people bring new culture and new innovative ideas to the host country. They write that human resource is the supreme resources among all other natural resources because human knows that how to use the other natural resources which helps the host country to enhance their progress. Writers suggests that immigration fueled diversity which is good for economic growth. The migration of old people is not good for the host country because government has to spend money on old people's health, pension and on other welfare activities. However, the migration of youth is always give benefit to the hostcountry because youth are skilled and innovative which enhance the progress of host country.

Linguistic Proximity on Preferred Destination

An extensive literature shows that both fluency in destination language and the transfer to existing human capital to the destination countries 'labour market' (Bleaky and Chin 2004). They started that language effect the migrant in destination country because all migrant have to communicate in the mother tongue of that country. Alicia and Mariola Pytikova collect the data of 30 OECD (Organisation for Economic Co-operation and Development) countries who shares the same official language such as USA and U.K and 40 million people migrated to OECD countries who did not share any common languages.

The Benefit of Migration

Migration and Integration have lasting effects on economic social process. In this the writers scrutinize if a diverse cultural environment has a positive impact on labour market provide new opportunities through an open and tolerant climate and contributing to overall economic growth. They test their

Family Occupation in Home Country

It is crystal clear that most of the respondents have their background from the agriculture sector but the main question arrive here that why there were so many respondents from the agriculture sector. The simple answer for this that farmers families are suffering in India and Punjab because they can't get the appropriate price for their crops which not enough to run their lives. they borrow money from money lenders to send their children to abroad To them, it is an only

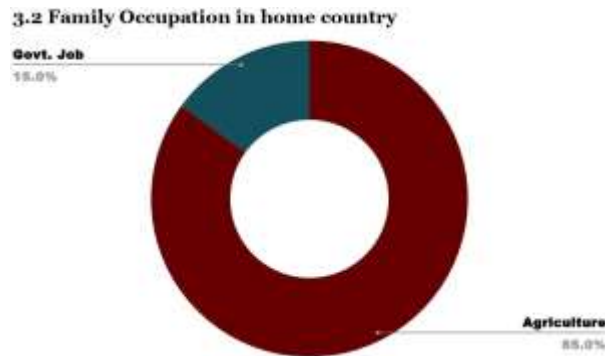
assumption by analysing the successful transition from education to work depending on the regional distribution and ethnic mix of the foreign population in Germany (cultural diversity). To account for variation within Germany, cultural diversity is observed at small administrative units. We analyse a cohort of young adults at the time of the successful completion of their apprenticeship in Germany and follow them through the beginning of their career. The concentration on a homogenous group regarding occupational certificates enables us to focus on the effects of the local and social environment as well as individual characteristics such as their national background on finding a job (or not). They apply an instrumental variable design to disentangle the effects of cultural diversity and share of foreigners. The results show that both young foreigners and Germans face significantly lower barriers for employment entry in culturally more diverse German regions.

Migration and Social Change

As cultural evolutionist interested in how societies change over the long term. We have thought a lot about migration, but only recently tumbled to an obvious idea: migration has a profound effect on how societies evolve culturally because it is selective. Writers believe that immigration generates far more cultural evolution today than does conquest. Flows of migrants are often substantial. Foreign-born people, mainly from Latin America and Asia, compose about 11% of the current US population, a figure close to historical averages. The richer countries of Europe, such as Sweden, Norway and Germany, once the source of streams of immigrants to the United States and elsewhere, are now receiving people from Asia, Africa and poorer European countries such as Poland and the Balkan states.

one-time investment which is roughly around ₹15 - 18 lakh (Indian rupee). On the flip side of the coin, their parents are not willing to allow their children into the same occupation which they are doing from the years. second one portion is showing the Government jobs sector which is very less in numbers as compared to opposite occupation. The reason behind is this that they have their permanent source of income but farmers families doesn't have any permanent source of income.

Figure: family occupation in home country



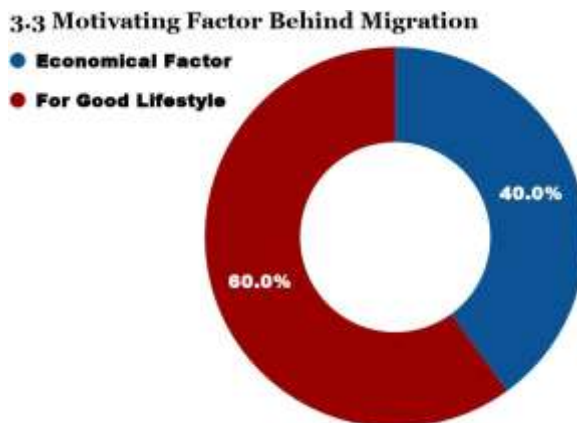
Motivating Factors behind Migration

Figure 4 illustrate that main behind the migration of all respondents were the economical factors. There is a direct relationship between figure 3 & 4 which is this that most of the respondents families are from agriculture sector and the revenue from crops are not so good to spend a good life in

India or punjab. To improve their financial situation in home country they come to abroad to earn money and take the full advantage of good economy of developed countries.

The second most prefer choice is for a good lifestyle which is very low as compare to opposite choice which means that the main motive of all respondents are just to earn money.

Figure: Motivating Factor behind Migration



The Changes, Respondents are not willing to do

It can be clearly seen that most of the respondents are not willing to change their religion but they agree that they can marry to those who are not even to belong their religion or from their native country. For instance, In the starting of phase 1900s Punjabi migrated to United States Of America for work, when 1913 California state passed the California Alien Land Act 1913 after that Asians were not allowed to work, they were not considered as

citizens and it was also illegal for Punjabis laborers to bring wives from Punjab. At last most of punjabis labors of America ended up with marrying Mexican girls but they did not force them to change their religion for marriage, Punjabi Sikh-Mexican American community fading into history. In figure, 40% respondents are not willing to change their religion but on the other hand 60% respondents are not willing to change anything.

3.5 The Changes, Respondents are not willing to do

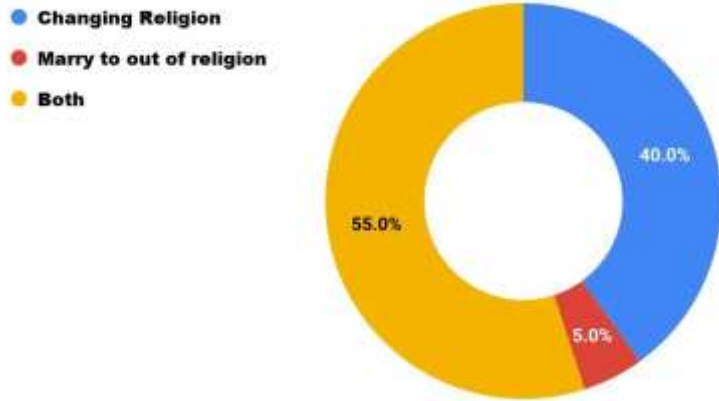


Figure: the changes, respondents are not willing to do

Changes In Mother Tongue

It is crystal clear 55% respondents admitted that they see changes in their in mother tongue and 22% respondents don't know that his mother tongue and English is mixing up with each other. 26% respondent are

still think that there is no changes in their mother tongue. Most long-term migrants know whatit's like to be a slightly rusty native speaker. The process seems obvious: the longer you are away, the more your language suffers.

3.6 Changes In Mother Tongue

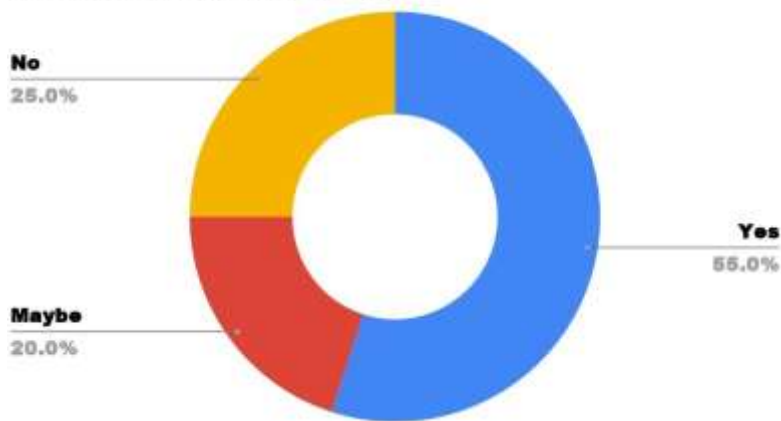


Figure Changes In Mother tongue

Tradition Need A Change

Considering the statistical data our respondents agree, our tradition need change. The interesting fact of this question is this out 70 female respondents 40 female respondents agree, need a change in our tradition. Maybe the main cause behind this of females is this, they are not getting enough freedom in their home country to do their work. Additionally, our male respondents also want a change in tradition. Out of 120 male respondents, 50 male agrees that there must be the change in society and only one respondent agrees for no change.

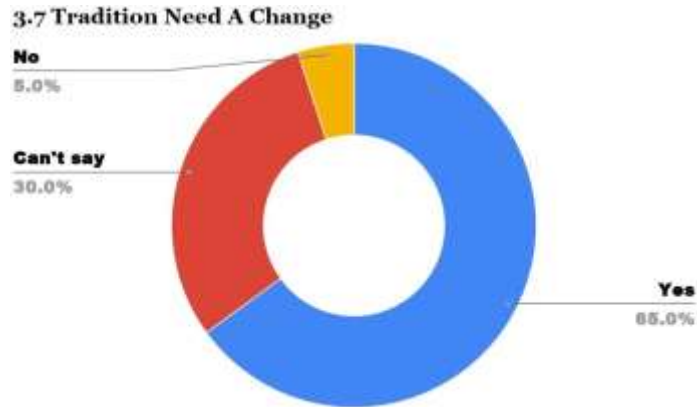


Figure: Traditions need a change.

Most Important Changes Required For Adapting

Taking statistical data into account of figure 9, it is clear that when a person shifts from one place to another place he/she has to adjust according to the new environment. In data, respondents also agree that they also had

to adjust according to their new situations when they moved to a new country. As answers given by our respondents, they had to adjust their food habits, catching the flow of new language and most importantly that how people behave with each other.

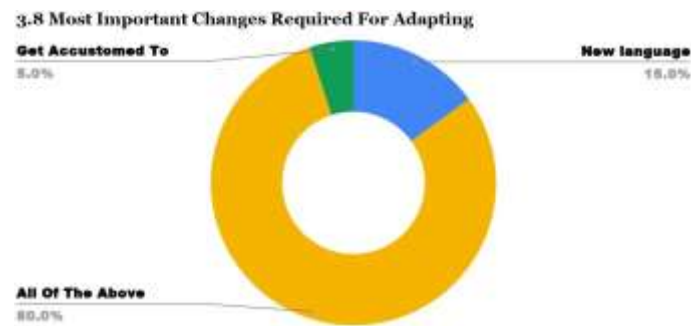


Figure: most important changes required to adapting

Homecoming

Taking statistical data into account of figure 12 that most of the respondents are not in favour to return home after once they settled in abroad as i discussed earlier that most of people are going abroad to improve their

financial situation in home country. Out of 200 respondents, 110 respondents are favouring not to come home and only 10 respondent is willing to be back. Remaining 80 respondents are not sure about this.

3.11 Homecoming

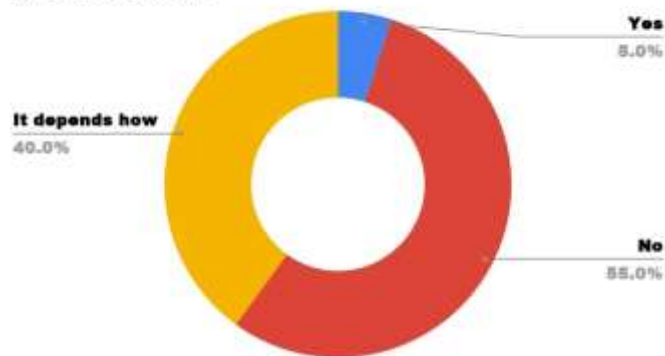


Figure: Homecoming

Conclusion:

India has around 600 million youth which is more than any other country's youth population. youth is the backbone of a country because they provide more people to the workforce than any other age groups and have better skills as compared to other age groups. It can be dangerous if they are not guided properly and the Indian government is failing to give them jobs which would make their living conditions better. Lack of jobs is creating unrest among youth and that is not good at any point. It eventually leads to the conflict between the government and youth of the nation.

The migration from Punjab began in late 1830 and it is still going on but this time the migration is at very fast pace than ever in Punjab history. The figures can be disputed but it's clear that Punjab is staring at a huge demographic crisis. It is being reported that around one lakh students have gone abroad especially to Canada to study and then to find employment. Most educational institutions here are complaining of a sharp drop in admissions. But the majority does not want to return. This unrest is going too far from where it can be impossible to recover the potential of our youth. The data of our report flavored my hypothesis that the prime reason behind youth migration from Punjab is economic factors and if we look into grass root level you will find out that Punjab government are not providing enough decent jobs to youth which will help to improve their financial situation. Most of the people who are going abroad belong from farmer's families because the Punjab Government is not paying enough for their crops and to sustain that they are sending their children abroad to earn money. The journey just not ended up here, after getting abroad they have to adjust in the culture of the host country. As people spend years in the host country, the culture of both communities is starting to assimilate with each other. Furthermore, Punjab's people also agree that they have seen changes in the mother tongue, dressing style, after getting in touch with western. Besides that, Punjab is gripping by drugs which mostly cover the young population of Punjab and to avoid this some parents forcefully send their children abroad. Some of our respondents think that in Punjab there is no scope for their children so they migrate from Punjab to secure their children future and without giving incentive to be respondent.

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Writing for Publication- A Sure Guide for the Academic Writing

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DOI- 10.5281/zenodo.8241318

Background of the book

The general structure of the book

Apart from Acknowledgement and write up on Introducing Academic's Support Kit, the book contains contents like Further Reading and Index

The book entitled **Writing for Publication** is an authoritative guide that deals with a number of important issues about academic writing and its publication. It also discusses intellectual property rights regarding publications of books and research papers. This informative and guiding book also considers writing refereed journal articles, books and book chapters in detail as well as other, less common, forms of publication for academics. The main aim of this book is to clarify the process and to help interested authors to become a confident, competent, successful and published writer. This book is published by SAGE Publications in January 2007 with ISBN: 978184920366 as it is entitled as Writing for Publication Series: The Academic's Support Kit. This book is authored by Debbie Epstein; Jane Kenway; Rebecca Boden. The book consists of 6 chapters and each one of it has provided valuable guidance regarding academic writing and the process of its Publication in various forms.

About the Authors

Debbie Epstein works at the nexus of sociology and cultural studies and my research interests comprise childhood and youth studies, particularly sexuality, gender and race in education and in popular culture, and the cultural politics of education. Overall, my focus is on the dominant and how it is held in place, though this often involves investigating the experiences of those in subordinated, marginalised and/or stigmatised groups. He is especially concerned with how children negotiate these 'differences that make a difference' and their agency in the context of institutional settings such as schools and families.

Research interests of the author

1. Education policy particularly in relation to globalization and socio-cultural change
2. Socio-cultural studies of diverse youthful identities and education
3. Education, media and consumer cultures
4. Elite Schools around the world and the formation of transnational elites

Fields of Research (FOR)

1. Higher Education
2. Gender, Sexuality and Education
3. Education Policy
4. Sociology of Education

Chapter wise review of the book

The first chapter of the book entitled who should Use this Book and How?

Gives a clear cut idea about the objectives of this book as the author has mentioned that the book will help those who are interested in the business of writing and developing their writing skill further. This book can also be described as a guide to tackle the complex processes involved in the publication of research in a variety of formats. This book intends to help

1. A research student who has yet to write for publication.
2. Someone who has had an academic job for a while, but who has not yet got going with writing and publishing their research.
3. Someone in their first academic job (with or without a research degree) who needs to acquire writing and publication skills.
4. A more experienced academic who is mentoring someone in one or more of these categories.

In the second chapter entitled The Business of Writing the book addresses the significance of reading for an academic writer. The chapter very effectively clarifies that reading is important in developing good research skills. It shows that one has to develop good reading skills, he or she wants to be a good researcher or academic writer. The chapter also offers following hints for effective reading with all required explanation

1. Read actively,
2. not passively
3. Read widely
4. Be a style guru

The chapter also advises that In reading actively, don't just concentrate on the academic content and argument but develop a keen critical eye, or rather ear, for the different genres of academic writing. The chapter further explains the key role of taking notes in academic or research oriented writing. It gives some useful suggestions as

Keep systematic notes. Avoid, at all costs, extensive detail and exact copying of whole paragraphs. Everyone has their own system of note taking and you have to do what suits you best. After giving useful tips for developing reading habits the chapter also explains how to start writing an academic or research paper. It discusses various psychological issues involved in the process of

writing. Then it clarifies that Writing does get easier with practice, but it is always hard work and even the most experienced of writers have bad days in which they write one paragraph. Then the chapter focuses on the question When do one starts writing as it also explains the importance of writing skill in the process of research as it very truly mentions that writing is a learned skill and an activity that is integral to the research process. The process of writing is much more complex, messy and creative. Afterwards the author also gives some important heads and suggestions for writing the draft of academic for research paper or book. It discusses how to plan the academic writing and also the importance of planning in the writing of academic work. In the discussion of the point of the architecture of writing the author suggest following elements should be included in the academic writing

1. A question, or questions, being addressed.
2. An overarching argument that contains different strands and themes.
3. Evidence to support the argument, which may consist of empirical data collected from archives or fieldwork, or it might consist of the writings of others. Most likely, it will include both.

The book also offers its best and most basic advice on structure structure of writing which is suggest us that

1. Say what you are going to say.
2. Say it.
3. Say what you've said.

The author as yours that if these three simple stages, academic writer will have a clear structure or architecture to his or her writing Then the writer of this book discusses how Academics write about their research in a number of quite distinctive genres. The author explains in more detail how to publish work in some of the most common forms. Some of the main forms are:

1. Dissertations and theses, Academic journal articles, Book chapters in collections, Books for academic audiences, often called research monographs, Books about research findings for practitioners and policy makers, Popular books based on research but written for non-academic audiences, Professional journal articles.
2. Reports for specific organizations and/or government departments, Newspaper or other popular press pieces, Conference and seminar papers and posters.

The author argues that as academics need to write for different audiences, using different genres, one can find that the same ideas or piece of research can and should be re-presented in many different formats.

The book has also discussed about the writing by sole author and writing by it very rightly or used that writing something entirely on your own as a sole author can be a lonely activity. However, it is

one that you need to be expert and experienced in because:

1. Regulations, such as when you are writing a thesis, may require it.
2. You may need to demonstrate your competence beyond doubt for promotion/appointment purposes.
3. Most important, there will be things that you want to say that are very particular to you and you need to give voice to. The book father says that writing with others can be immensely rewarding, creative and generative. It shows that how Collaborative writing is often an integral and natural part of collaborative research. It further discusses how there is no 'right' way of actually doing collaborative writing. The book suggests that one has to devise a way of working together that suits all the authors. Then this chapter also highlights how there are a number of potential pitfalls in collaborative writing. In the last part of this chapter the writer has given some handy hints for successful writing. The chapter has also shared a few quick tips to help you become successful academic writers.

Chapter 3 entitled as The Business of Publishing talked about the business of writing and how to go about it. In this third chapter the book deals with a range of generic issues around the real business of publishing. The chapter argues that there is no golden rule on what the best publishing strategy is. The most important thing is that we must have a strategy and that it fits our needs, work and subject areas. The writer father discusses that a good way of ensuring that you have a viable publishing strategy and that you are mindful of the intended impact of your published work, is to have a personal publishing plan. In some institutions you may be required to produce this periodically for the delectation and scrutiny of some manager or mentor. However, the most important reason for having a plan is for your own benefit, and if you do have to produce one for others you will at least be in the fortunate position of not having to do it just for someone else. Then the chapter has discussed some hints on how to plan for publication. The chapter father highlights the concept of Authorship. It explains how one of the most enduring problems in publishing is the issue of authorship, by which we mean who gets named as an author in the published output and the order of the names on the published piece. This chapter has also given some suggestions to deal with the problem of authorship. It suggests that the best way of tackling any problems with attributing authorship is to have clear, early and explicit agreements with your co-authors and fellow researchers. Then it deals with another important topic in relations with authorship and it is that of conventions of numbering of author and

acknowledgement. Further the chapter discusses the title of the book chapter. A matter of entitlement: titles as totems in academic texts. Basically you need a good title for your work and, sadly, some people can think of them and others can't. If you're in the latter category, get help and advice. The chapter also discusses how Titles fulfill a number of important functions. In the next part of this chapter, the writer has thrown light on the

Rewards and benefits of writing and publishing. He argues that it is extremely unlikely to gain any significant direct financial return from publishing your research. However, publishing brings its own distinct rewards. The chapter narrates various benefits of academic writing activities such as personal satisfaction, fulfillment of promotion criteria, development of profile, associating yourself with the process of research, professional development and good standing in your professional community.

In the last part of the chapter the author has discussed the importance and role of IPR (otherwise known as Intellectual Property Rights) in publishing books as research articles. The chapter has analyzed and has shown that how there are four main types of IPR: patents (for inventions); trademarks (for brand identity); designs (for product appearance); and copyright (for material such as literary and artistic outputs, music, films, sound recordings, broadcasts, software and multimedia). Writing and publishing activities are concerned only with copyright issues. Then the author has also highlighted other important points like legal and academic implications of economic copyright, assistance and guidance from author's societies around the world.

Chapter 4 entitled as Publishing Articles in Academic Journals, the writer has highlighted some of the complexities and details of how to write journal articles and get them published in refereed academic journals.

He has discussed the meaning of 'academic journals'? The author has also talked about difference between professional and academic journal and Various misconceptions about journals. Then the author has asked very relevant questions like Why publish in academic journals? What can I publish? Why publish in academic journals? Then the writer has thrown light on the concept of good publishable papers. After discussing it the writer turn towards the most important question and that is how do I get paper published? In the answer of this question the writer has highlighted seven stages of paper Publication and the chapter has explained the same with appropriate diagrams. It informs the reader about following stages of Publication

1. Research and writing
2. Presenting your work
3. Targeting a journal

4. Preparing for submission
5. The reviewing process
6. Acceptance or rejection
7. Proofs and copyright

Chapter 5 entitled as Publishing Books and in Books talks about publishing books and in books. For this the writer has advised us that we first define our subject then discuss why we might choose this publishing form and set out the practicalities of how to go about it.

In this chapter the writer also talks about two specific sorts of books: research mono-graphs and edited collections The chapter discusses the relative merits of research monographs and edited collections. This chapter also discusses the most important stage of book publication. Under this important topic the writer has explained various concepts like Publishers, proposals and contracts. The writer has highlighted the nature of each of these concepts and its nature as follows Contracts are binding legal agreements between the author and the publisher.

They set out the terms on which the book will be released. These terms should include matters such as: Editing, proofreading, binding cover page, selling strategies

The last and Chapter no 6 entitled Other Sorts of Publishing deals with the other sorts of publishing that one can do as an academic. We look briefly in turn at textbooks and a whole range of alternatives to journals and research books. the chapter has discussed various other types of books and their nature with their important features. Under this the writer has mentioned Textbooks and other writing for students, Dictionaries, encyclopedia's, reference books and annotated bibliographies, Reference guides, Annotated bibliographies, Books for Beginners. In the final section of this chapter the writer focuses on the changing nature of publishing and what does this mean for scholarly practices?

Overall analysis of the book

This book is written in very simple and effective language. It is reader friendly and the book has explained various complicated and technical concepts in a very simple language. The tone and style of the book is conversational.

Conclusion

To conclude we can certainly say that this book can serve as a sure guide for the business of writing and publishing which is regarded as complicated, demanding and problematic activity. The book has shared very practical wisdom regarding academic writing and it finally shows that even though academic writing and its Publication is highly complicated activity still, it provides academics with a real and enduring sense of achievement and satisfaction. This informative book is very useful for budding writers who are desirous

to contribute in the field of academic writing and Research activity.

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Internet of Things-Characteristics and its Applications

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Abstract-The internet of things (IOT) is a computing concept that describes the idea of everyday physical objects being connected to the internet and being able to identify themselves to other devices. With the Internet of Things (IOT) gradually evolving as the subsequent phase of the evolution of the Internet, it becomes crucial to recognize the various potential domains for application of IOT, and the research challenges that are associated with these applications. Ranging from smart cities, to health care, smart agriculture, logistics and retail, to even smart living and smart environments IOT is expected to infiltrate into virtually all aspects of daily life. Even though the current IOT enabling technologies have greatly improved in the recent years, there are still numerous problems that require attention. Since the IOT concept ensues from heterogeneous technologies, many research challenges are bound to arise. The fact that IOT is so expansive and affects practically all areas of our lives, makes it a significant research topic for studies in various related fields such as information technology and computer science. With the former, we have seen an entire ecosystem built around Amazon's Echo devices using the Alexa Voice Service. Google, Microsoft, and Apple have followed suit as well. Since these are independent and closed platforms, the responsibilities of securing the devices rest with the platform providers. In this paper, I highlights characteristics of IOT, Various applications of IOT.

Keywords- IOT, Internet of Things, applications, characteristics smart agriculture, smart cities.

Introduction-The Internet of Things (IOT) refers to the interconnectivity of physical devices, vehicles, home appliances, and other items embedded with electronics, software, sensors, and connectivity which enables these objects to connect and exchange data. The IOT concept involves extending Internet connectivity beyond traditional devices like desktop and laptop computers, smartphones and tablets to a diverse range of devices and everyday things. The ultimate goal of IOT is to offer advanced connectivity of devices, systems, and services that goes beyond machine-to-machine communications and covers a variety of protocols, domains, and applications.

The recent rapid development of the Internet of Things (IOT) and its ability to offer different types of services have made it the fastest growing technology, with huge impact on social life and business environments. Internet of Things (IOT) devices are rapidly becoming ubiquitous while IOT services are becoming pervasive. Their success has not gone unnoticed and the number of threats and attacks against IOT devices and services are on the increase as well. The Internet of Things (IOT) is an idea that could radically alter our relationship with technology. The promise of a world in which all of the electronic devices around us are part of a single, interconnected network was once a thing of science fiction. But IOT has not only entered the world of nonfiction; it's taking the world by storm. IOT devices are no longer a niche market. They have started to move from our workspaces into our (smart) homes, where IOT devices are expected to have the most significant impact on our daily lives. Most smart home devices will be benign, everyday appliances like kettles and toasters. Even if these

devices are hacked and compromised, short of ruining your breakfast, there's not a lot a hacker can do to cause you grief. The market is currently focusing on the vertical domains of IOT since it is in relatively early phases of development. But IOT cannot be treated as a single thing, or single platform, or even a single technology. The interconnectivity of people, devices and organizations in today's digital world, opens up a whole new playing field of vulnerabilities — access points where the cyber criminals can get in. The overall risk “landscape” of the organization is only a part of a potentially contradictory and opaque universe of actual and potential threats that all too often come from completely unexpected and unforeseen threat actors, which can have an escalating effect. In this paper discussed various security challenges in IOT. The main contribution of this paper is to provide an overview of the applications used in various areas and its characteristics.

Characteristics of Internet of Things (IOT) – Some most popular characteristics of Internet of things are:

1. Intelligence,
2. Connectivity
3. Dynamic Nature
4. Enormous scale
5. Sensing
6. Heterogeneity
7. Security

1. Intelligence- IOT comes with the combination of algorithms and computation, software & hardware that makes it smart. Ambient intelligence in IOT enhances its capabilities

which facilitate the things to respond in an intelligent way to a particular situation and supports them in carrying out specific tasks. In spite of all the popularity of smart technologies, intelligence in IOT is only concerned as means of interaction between devices, while user and device interaction is achieved by standard input methods and graphical user interface . Together algorithms and compute (i.e. software & hardware) provide the “intelligent spark” that makes a product experience smart. Consider Misfit Shine, a fitness tracker, compared to Nest’s intelligent thermostat. The Shine experience distributes compute tasks between a smartphone and the cloud. The Nest thermostat has more compute horsepower for the AI that make them smart.

2. **Connectivity** - Connectivity empowers Internet of Things by bringing together everyday objects. Connectivity of these objects is pivotal because simple object level interactions contribute towards collective intelligence in IOT network. It enables network accessibility and compatibility in the things. With this connectivity, new market opportunities for Internet of things can be created by the networking of smart things and applications. Connectivity in the IOT is more than slapping on a Wi-Fi module and calling it a day. Connectivity enables network accessibility and compatibility. Accessibility is getting on a network while compatibility provides the common ability to consume and produce data. If this sounds familiar, that’s because it is Metcalfe’s Law and it rings true for IOT.
3. **Dynamic Nature** -The primary activity of Internet of Things is to collect data from its environment, this is achieved with the dynamic changes that take place around the devices. The state of these devices change dynamically, example sleeping and waking up, connected and/or disconnected as well as the context of devices including temperature, location and speed. In addition to the state of the device, the number of devices also changes dynamically with a person, place and time. The state of devices change dynamically, e.g., sleeping and waking up, connected and/or disconnected as well as the context of devices including location and speed. Moreover, the number of devices can change dynamically.
4. **Enormous scale** -The number of devices that need to be managed and that communicate with each other will be much larger than the devices connected to the current Internet. The management of data generated from these devices and their interpretation for application

purposes becomes more critical. Gartner (2015) confirms the enormous scale of IOT in the estimated report where it stated that 5.5 million new things will get connected every day and 6.4 billion connected things will be in use worldwide in 2016, which is up by 30 percent from 2015. The report also forecasts that the number of connected devices will reach 20.8 billion by 2020. The number of devices that need to be managed and that communicate with each other will be at least an order of magnitude larger than the devices connected to the current Internet. Even more critical will be the management of the data generated and their interpretation for application purposes. This relates to semantics of data, as well as efficient data handling.

5. **Sensing** - IOT wouldn’t be possible without sensors which will detect or measure any changes in the environment to generate data that can report on their status or even interact with the environment. Sensing technologies provide the means to create capabilities that reflect a true awareness of the physical world and the people in it. The sensing information is simply the analogue input from the physical world, but it can provide the rich understanding of our complex world . We tend to take for granted our senses and ability to understand the physical world and people around us. Sensing technologies provide us with the means to create experiences that reflect a true awareness of the physical world and the people in it. This is simply the analog input from the physical world, but it can provide rich understanding of our complex world.
6. **Heterogeneity**-Heterogeneity in Internet of Things as one of the key characteristics. Devices in IOT are based on different hardware platforms and networks and can interact with other devices or service platforms through different networks. IOT architecture should support direct network connectivity between heterogeneous networks. The key design requirements for heterogeneous things and their environments in IOT are scalabilities, modularity, extensibility and interoperability. The devices in the IOT are heterogeneous as based on different hardware platforms and networks. They can interact with other devices or service platforms through different networks.
7. **Security** - IOT devices are naturally vulnerable to security threats. As we gain efficiencies, novel experiences, and other benefits from the IOT, it would be a mistake to forget about security concerns associated with it. There is a high level of transparency and privacy issues

with IOT. It is important to secure the endpoints, the networks, and the data that is transferred across all of it means creating a security paradigm.

Applications of Internet of Things (IOT)

Some useful applications of Internet of Things (IOT) are:

1. Connected Health
2. Smart City
3. Connected Cars
4. Smart Home
5. Smart Farming
6. Smart Retail
7. Smart Supply Chain

1. Connected Health- (Digital Health/Tele health/Telemedicine) IOT has various applications in healthcare, which are from remote monitoring equipment to advance & smart sensors to equipment integration. It has the potential to improve how physicians deliver care and also keep patients safe and healthy. Healthcare IOT can allow patients to spend more time interacting with their doctors by which it can boost patient engagement and satisfaction. From personal fitness sensors to surgical robots, IOT in healthcare brings new tools updated with the latest technology in the ecosystem that helps in developing better healthcare. IOT helps in revolutionizing healthcare and provides pocket-friendly solutions for the patient and healthcare professional. Connected healthcare yet remains the sleeping giant of the Internet of Things applications. The concept of connected healthcare system and smart medical devices bears enormous potential not just for companies, but also for the well-being of people in general. Research shows IOT in healthcare will be massive in coming years. IOT in healthcare is aimed at empowering people to live healthier life by wearing connected devices. The collected data will help in personalized analysis of an individual's health and provide tailor made strategies to combat illness. The video below explains how IOT can revolutionize treatment and medical help.

2. Smart City -Smart city is another powerful application of IOT generating curiosity among world's population. Smart surveillance, smarter energy management systems, automated transportation, water distribution, urban security and environmental monitoring all are examples of internet of things applications for smart cities. IOT will solve major problems faced by the people living in cities like pollution, traffic congestion and shortage of energy supplies etc.

Products like cellular communication enabled Smart Belly trash will send alerts to municipal services when a bin needs to be emptied. By installing sensors and using web applications, citizens can find free available parking slots across the city. Also, the sensors can detect meter tampering issues, general malfunctions and any installation issues in the electricity system.

3. Connected Cars- The automotive digital technology has focused on optimizing vehicles internal functions. But now, this attention is growing towards enhancing the in-car experience. A connected car is a vehicle which is able to optimize its own operation, maintenance as well as comfort of passengers using on board sensors and internet connectivity. Most large auto makers as well as some brave start-ups are working on connected car solutions. Major brands like Tesla, BMW, Apple, and Google are working on bringing the next revolution in automobiles. Connected car technology is a vast and an extensive network of multiple sensors, antennas, embedded software, and technologies that assist in communication to navigate in our complex world. It has the responsibility of making decisions with consistency, accuracy, and speed. It also has to be reliable. These requirements will become even more critical when humans give up entirely the control of the steering wheel and brakes to the autonomous or automated vehicles that are being successfully tested on our highways right now.

4. Smart Home -Smart Home has become the revolutionary ladder of success in the residential spaces and it is predicted Smart homes will become as common as smartphones. Whenever we think of IOT systems, the most important and efficient application that stands out every time is Smart Home ranking as highest IOT application on all channels. The estimated amount of funding for Smart Home startups exceeds \$2.5bn and is ever growing. Wouldn't you love if you could switch on air conditioning before reaching home or switch off lights even after you have left home? Or unlock the doors to friends for temporary access even when you are not at home. Don't be surprised with IOT taking shape companies are building products to make your life simpler and convenient. The cost of owning a house is the biggest expense in a homeowner's life. Smart Home products are promised to save time, energy and money. With Smart home companies like Nest, Ecobee, Ring and August, to name a few, will become household brands and are planning to deliver a never seen before experience.

5. **Smart Farming** -Smart farming is an often overlooked IOT application. However, because the number of farming operations is usually remote and the large number of livestock that farmers work on, all of this can be monitored by the Internet of Things and can also revolutionize the way farmers work. But this idea is yet to reach a large-scale attention. Nevertheless, it still remains to be one of the IOT applications that should not be underestimated. Smart farming has the potential to become an important application field specifically in the agricultural-product exporting countries.
6. **Smart Retail** -Retailers have started adopting IOT solutions and using IOT embedded systems across a number of applications that improve store operations such as increasing purchases, reducing theft, enabling inventory management, and enhancing the consumer's shopping experience. Through IOT physical retailers can compete against online challengers more strongly. They can regain their lost market share and attract consumers into the store, thus making it easier for them to buy more while saving money. The potential of IOT in the retail sector is enormous. IOT provides an opportunity to retailers to connect with the customers to enhance the in-store experience. Smartphones will be the way for retailers to remain connected with their consumers even out of store. Interacting through Smartphones and using Beacon technology can help retailers serve their consumers better. They can also track consumer's path through a store and improve store layout and place premium products in high traffic areas.
7. **Smart Supply** -Chain Supply chains have already been getting smarter for a couple of years. Offering solutions to problems like tracking of goods while they are on the road or in transit, or helping suppliers exchange inventory information are some of the popular offerings. With an IOT enabled system, factory equipment that contains embedded sensors communicate data about different parameters such as pressure, temperature, and utilization of the machine. The IOT system can also process workflow and change equipment settings to optimize performance [21].

Conclusion- Current state of research in IOT is mainly concentrated on authentication and access control protocols, but with the rapid growth of technology it is essential to consolidate new networking protocols like IPv6 and 5G to achieve the progressive mash up of IOT topology. The IOT can best be described as a CAS (Complex Adaptive System) that will continue to evolve hence requiring new and innovative forms of software engineering,

systems engineering, project management, as well as numerous other disciplines to develop it further and manage it the coming years. The application areas of IOT are quite diverse to enable it to serve different users, who in turn have different needs. The technology serves three categories of users, individuals, the society or communities and institutions. As discussed in the application section of this research paper, the IOT has without a doubt a massive capability to be a tremendously transformative force, which will, and to some extent does already, positively impact millions of lives worldwide. The main emphasis of this chapter was to highlight different applications of IOT are discussed Also discussed characteristics of IOT.

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Exploring the Role of Robotics in Today's World: A Comprehensive Study

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Abstract

The rapid evolution of robotics in the 21st century has transformed the global landscape, revolutionizing industries, societies, and human interactions. "Exploring the Role of Robotics in Today's World: A Comprehensive Study" presents an in-depth examination of the multifaceted impact of robotics in the contemporary era. This research paper delves into the current state of robotics, encompassing technological advancements, applications, and societal implications across diverse domains. Through a comprehensive analysis of industries such as manufacturing, healthcare, logistics, and more, the study uncovers how robotics has elevated efficiency, safety, and innovation. Moreover, the paper explores the intricate interplay between robotics and societal dynamics, addressing challenges like job displacement, human-robot collaboration, and ethical considerations. By evaluating case studies, trends, and future prospects, the study sheds light on the path forward for robotics, highlighting opportunities for cross-disciplinary collaboration, responsible integration, and ethical decision-making. This research paper delves into the contemporary landscape of robotics and its diverse applications in today's world. Robotics has witnessed exponential growth and advancement in recent years, transforming various industries and aspects of daily life. The study encompasses an analysis of the current state of robotics, its impact on industries, societal implications, challenges, and future prospects. Through a comprehensive review of existing literature, case studies, and expert opinions, this paper aims to provide an insightful overview of robotics' multifaceted role in the modern era.

Key words: Robotics, Industries, Societal Implications, Challenges, and Future Prospects.

1. Introduction

The 21st century has ushered in an era characterized by remarkable technological advancements, and at the forefront of this transformation stands robotics. Over the past few decades, robotics has evolved from a concept confined to science fiction into a tangible reality with far-reaching implications across industries, economies, and societies. This comprehensive study aims to dissect the multifaceted role of robotics in today's world, exploring its dynamic impact on various domains, its potential to reshape traditional industries, and the complex interplay between human society and robotic innovation.

The roots of robotics can be traced back to ancient civilizations, where automatons and mechanical devices offered glimpses of what could be achieved through the integration of machinery and intelligence. However, it wasn't until the 20th century that robotics truly began to take shape, fueled by advancements in engineering, computing, and artificial intelligence. The introduction of programmable logic controllers (PLCs), followed by the development of microprocessors and sophisticated sensors, laid the foundation for modern robotics.

In the present day, robotics has blossomed into a multidisciplinary field that converges mechanical engineering, electronics, computer science, and AI. This transformation has led to the creation of robotic systems that exhibit not only precision and efficiency but also adaptability and autonomous decision-making. From industrial assembly lines to surgical operating rooms, from

exploration of distant planets to assistance for people with disabilities, robotics has permeated nearly every facet of contemporary life.

The exploration of robotics in today's world is not just an examination of machines and algorithms; it is an investigation into the transformative power of technology to revolutionize industries, redefine human roles, and reshape our perceptions of possibility. This study serves as a guide to navigate the complex interplay between robotics and the contemporary landscape, ultimately illuminating the path forward in a world increasingly intertwined with technological advancement.

2. Problem Statement

The rapid evolution of robotics in the contemporary era has brought about transformative changes across industries and societies. As robotics technology advances, there is a growing need to comprehensively understand its role, impact, and implications. However, despite the significant progress and proliferation of robotics, there exists a lack of comprehensive research that holistically examines its multifaceted influence on various domains. Moreover, as robotics adoption increases, ethical and societal challenges emerge, necessitating a focused investigation into the potential consequences and responsible integration of these technologies.

The problem at hand revolves around the need for a comprehensive study that addresses the following key questions:

1. How has the current state of robotics evolved in terms of technological advancements, applications, and capabilities across industries?
2. What are the societal implications of the widespread adoption of robotics, including both positive advancements and potential challenges?
3. What technical challenges and limitations persist in the field of robotics, hindering its further integration and advancement?
4. What are the trends and innovations that are likely to shape the future of robotics in diverse industries and societal contexts?

Addressing these questions is crucial to provide a comprehensive and insightful overview of the role of robotics in today's world. By conducting an in-depth study that examines technological advancements, societal consequences, technical limitations, and future trends, this research paper aims to contribute valuable insights that inform both researchers and stakeholders about the complex dynamics of robotics' impact on industries and society at large.

3. Significance of the Study

As robotics continues to evolve at an unprecedented pace, it has become essential to grasp both the promises and perils it brings. By analyzing real-world case studies, reviewing existing literature, and consulting experts in the field, this study endeavors to shed light on how robotics is reshaping industries, influencing societal dynamics, and creating opportunities for innovation. Moreover, by discussing the ethical and regulatory dimensions, we aim to foster a well-rounded understanding of the challenges that must be navigated to ensure responsible and beneficial integration of robotics.

4. Research methodology

The research methodology for "Exploring the Role of Robotics in Today's World: A Comprehensive Study" involves a structured approach to gather, analyze, and interpret information from various sources. It aims to provide a comprehensive overview of the current state of robotics, its impact on industries and society, challenges, and future trends. Here's an outline of the research methodology

4.1. Research Design

The study adopts a mixed-methods research design, combining qualitative and quantitative approaches. This allows for a comprehensive exploration of both qualitative insights from expert opinions and quantitative data from case studies and statistical analysis.

4.2. Data Collection

1. Literature Review: A thorough review of scholarly articles, research papers, reports, and books is conducted to establish the foundational knowledge about robotics, its applications, and implications.

2. Case Studies: A selection of diverse and relevant case studies from different industries and sectors is collected to provide real-world examples of robotics' impact.
3. Expert Interviews: Semi-structured interviews are conducted with experts from the robotics field, including researchers, industry professionals, and policymakers.

4.3. Data Analysis

- **Qualitative Analysis:** Expert interview responses are transcribed and subjected to thematic analysis to identify recurring themes, challenges, and insights related to robotics.

5. Research Objectives:

1. To Examine the Current State of Robotics
2. To Evaluate Robotics' Impact on Industries
3. To Predict Future Trends and Innovations

6. Exploring the Role of Robotics in Today's World: A Comprehensive Study

6.1. The Current State of Robotics

An in-depth analysis of the present state of robotics involves a comprehensive examination and exploration of the various dimensions that contribute to the current landscape of robotic technologies, applications, and capabilities. This analysis goes beyond surface-level observations and delves into the intricacies of how robotics has evolved, the technologies driving its advancements, and the diverse domains in which it is making an impact. Here's a breakdown of what an in-depth analysis entails:

Technological Advancements: An in-depth analysis assesses the latest developments in robotics technology, encompassing both hardware and software components. This includes evaluating advancements in sensors, actuators, manipulators, mobility systems, and computing power. The analysis should explore breakthroughs that have led to increased precision, adaptability, and autonomy in robotic systems.

Artificial Intelligence and Machine Learning: A comprehensive understanding of the present state of robotics involves examining the integration of artificial intelligence (AI) and machine learning (ML) techniques. This entails exploring how AI algorithms enable robots to perceive and interpret their environment, make decisions, learn from experience, and improve their performance over time. The analysis should highlight the role of AI in enabling robots to handle complex tasks and scenarios.

Sensor Technologies: An in-depth analysis pays special attention to the sensors that enable robots to interact with their surroundings. This includes exploring advancements in vision sensors, LiDAR, radar, tactile sensors, and more. The analysis should emphasize how these sensors contribute to accurate perception, mapping, and interaction with the environment.

Robotics Software and Programming:

Understanding the present state of robotics requires an examination of the software frameworks, programming languages, and tools that facilitate the development and control of robotic systems. This analysis should consider how these software solutions enable efficient robot programming, simulation, testing, and remote operation.

Robotics Domains and Applications: An in-depth analysis encompasses a comprehensive exploration of the various domains and sectors where robotics is applied. This includes industries such as manufacturing, healthcare, agriculture, logistics, aerospace, and entertainment. The analysis should provide insights into how robotic solutions are tailored to meet the unique challenges and requirements of each domain.

Human-Robot Interaction: This aspect involves studying the advancements in human-robot interaction technologies. An in-depth analysis considers how robots are designed to collaborate and communicate effectively with humans, including natural language processing, gesture recognition, and intuitive interfaces.

Commercial and Research Initiatives: The analysis should include an overview of prominent companies, research institutions, and organizations driving the robotics field. It should highlight notable projects, partnerships, and collaborations that contribute to the current state of robotics.

Success Stories and Challenges: Examining the present state of robotics entails discussing both success stories and challenges. The analysis should showcase examples of successful robotics deployments, highlighting the positive impact on industries and society. Additionally, it should address challenges such as safety concerns, technical limitations, and barriers to widespread adoption.

Global Trends and Market Dynamics: An in-depth analysis should also consider the global trends and market dynamics shaping the robotics industry. This includes evaluating factors such as market size, growth projections, investment trends, and regulatory environments that influence the adoption and development of robotics technologies.

An in-depth analysis of the present state of robotics involves a thorough exploration of the technological, application-based, and societal dimensions of robotics. It seeks to provide a nuanced understanding of how robotics is currently positioned within the broader landscape of technological innovation and its potential implications for the future.

6.2. Evaluating robotics' impact on industries

Evaluating robotics' impact on industries involves assessing how the integration of robotic technologies has transformed traditional sectors, reshaped operations, and created new opportunities

for innovation. This assessment encompasses a range of industries, each experiencing distinct changes due to robotics adoption. Here's an overview of how robotics has impacted various industries:

Manufacturing and Automation: Robotics has revolutionized manufacturing by enabling automation of repetitive and labor-intensive tasks. Industrial robots equipped with advanced sensors and programming can perform tasks with high precision and consistency. This has led to increased production efficiency, reduced defects, and improved product quality. Collaborative robots (cobots) have further facilitated human-robot cooperation on assembly lines, enhancing flexibility and adaptability in manufacturing processes.

Logistics and Warehousing: The logistics industry has benefited from robotic solutions in the form of autonomous guided vehicles (AGVs), drones, and robotic arms. Robots are used for material handling, order picking, and goods transportation within warehouses and distribution centers. This has accelerated order fulfillment, reduced operational costs, and enabled better inventory management.

Healthcare and Medical: Robotics has transformed healthcare through surgical robots, robotic-assisted surgeries, and rehabilitation robots. Surgeons can perform minimally invasive procedures with greater precision, leading to reduced patient trauma and faster recovery times. Robotic exoskeletons aid in physical therapy and assist individuals with mobility impairments, enhancing the quality of life for patients.

Agriculture and Farming: Agricultural robotics, including autonomous tractors, drones, and robotic harvesters, have optimized crop cultivation and monitoring. Robots can perform tasks such as planting, irrigation, and crop inspection with high efficiency. This technology helps increase crop yield, reduce resource waste, and address labor shortages in rural areas.

Construction and Infrastructure: Construction sites have adopted robotics for tasks such as bricklaying, concrete pouring, and demolition. Robotic systems offer increased safety, precision, and speed in executing complex construction tasks. Drones are used for site surveying and monitoring progress, enhancing project management and decision-making.

Automotive and Transportation: The automotive industry has long embraced robotics for tasks like welding, painting, and assembling vehicles. Robotics ensures consistency in manufacturing processes and contributes to vehicle customization. Autonomous vehicles are a notable development, with potential to revolutionize transportation and reshape urban mobility.

Retail and Customer Service: Retail robots, including automated checkouts and shelf-stocking

robots, have enhanced the shopping experience. These robots streamline operations, reduce waiting times, and improve inventory management. Chatbots and customer service robots also provide personalized assistance, enhancing customer engagement.

Energy and Utilities: Robotics has enabled efficient maintenance and inspection of energy infrastructure, including power plants and pipelines. Inspection robots can assess the condition of equipment in hazardous environments, minimizing human exposure to risks. Offshore robots play a role in maintaining offshore wind farms and oil rigs.

Entertainment and Hospitality: In the entertainment industry, robotics enhances attractions in theme parks and creates interactive experiences. Robots are also employed in hospitality, performing tasks such as room service and concierge services in hotels.

Education and Research: Robotics is increasingly integrated into educational curricula, fostering STEM (science, technology, engineering, and mathematics) skills. Research institutions use robots for experiments, exploration, and data collection in various fields, including space exploration and underwater research.

The impact of robotics on industries is profound and multifaceted. It has catalyzed efficiency gains, improved safety, and created new avenues for innovation across a wide range of sectors. The integration of robotic technologies continues to shape the way industries operate, offering potential solutions to challenges while opening up exciting possibilities for the future.

6.3. Predicting future trends and innovations in robotics

Predicting future trends and innovations in robotics involves extrapolating from current advancements and anticipating how emerging technologies might shape the field. While the exact path of development is uncertain, several key trends and innovations are likely to influence the future of robotics:

Soft and Flexible Robotics: Soft robotics, inspired by biological organisms, is expected to gain prominence. These robots use flexible and deformable materials to achieve versatile and safe interactions with their surroundings. Soft robotics holds promise in applications where rigid robots are impractical, such as medical procedures and delicate tasks.

Swarm Robotics: Inspired by the collective behavior of social insects, swarm robotics involves the coordination of large numbers of simple robots to accomplish tasks. This approach has potential in scenarios like environmental monitoring, search and rescue missions, and agricultural tasks.

Human-Augmentation Robotics: The development of wearable exoskeletons and assistive

devices will likely continue, enhancing human strength, mobility, and capabilities. These technologies could find applications in industries requiring physical labor, as well as rehabilitation and healthcare.

Autonomous Drones and Aerial Robots: Aerial robots and drones are poised to play an increasingly significant role in tasks such as surveillance, package delivery, disaster response, and agriculture. Advances in navigation, energy efficiency, and obstacle avoidance will drive their evolution.

Bio hybrid and Bio-Inspired Robots: Combining biological tissues with robotic components could lead to the creation of bio hybrid robots capable of complex behaviors. Additionally, robots inspired by natural systems, like animal locomotion or plant growth, could open new avenues for innovation.

Ethical and Explainable AI: As AI plays a central role in robotics, there will be a focus on developing algorithms that are ethically conscious and transparent in their decision-making processes. Ensuring that robots can explain their actions to humans will be critical for building trust.

Edge and Cloud Robotics: A combination of edge computing and cloud robotics will likely become more prevalent. Robots will utilize onboard processing for real-time tasks while leveraging cloud resources for complex computations and data storage.

Multi-Modal Sensing: Integrating multiple sensing modalities, such as vision, touch, and sound, will enhance robots' ability to perceive and interact with their environment. This is crucial for tasks that require a comprehensive understanding of the surroundings.

Human-Robot Collaboration in Workspaces: Collaborative robots (cobots) will continue to evolve to work alongside humans more effectively. Enhanced safety features, intuitive interfaces, and improved programming tools will foster increased collaboration in manufacturing and service industries.

Robotics in Space Exploration: Robotics will remain integral to space exploration, with robots playing a key role in planetary exploration, satellite servicing, and asteroid mining. Advances in autonomy and reliability will be crucial for these applications.

Ethical and Legal Frameworks: The development of robotics will be accompanied by the establishment of comprehensive ethical guidelines and legal frameworks. These will govern aspects such as liability, safety standards, and responsible AI use.

Education and Workforce Development: Robotics education will become more prevalent at various educational levels to prepare individuals for the changing job landscape. Upskilling and

reskilling programs will be crucial to bridge the skills gap.

While these trends provide insights into the potential directions of robotics, it's important to note that the future is shaped by a multitude of factors including technological breakthroughs, societal needs, and unforeseen challenges. Continued research, innovation, and collaboration across disciplines will determine the trajectory of robotics in the coming years.

Conclusion

The exploration of the role of robotics in today's world unveils a dynamic and transformative landscape that is reshaping industries, societies, and human interactions. The comprehensive study undertaken in this research paper has illuminated the multifaceted dimensions of robotics' impact, presenting a nuanced understanding of its current state, challenges, benefits, and ethical considerations.

The analysis of the current state of robotics revealed a rapid evolution driven by technological advancements, including AI, machine learning, and sophisticated sensors. These advancements have catalyzed the integration of robotics into a wide array of industries, resulting in enhanced efficiency, safety, and innovation. From manufacturing to healthcare, from agriculture to space exploration, robotics has demonstrated its ability to revolutionize traditional practices and unlock new possibilities.

Societal implications emerged as a central theme, highlighting the transformative consequences of increased robotics adoption. While robotics offers the potential for improved quality of life, collaborative workspaces, and solutions for societal challenges, concerns such as job displacement, ethical dilemmas, and privacy issues must be carefully navigated. The complex interplay between technology and society underscores the importance of ethical frameworks, regulatory guidelines, and responsible innovation.

Technical challenges and limitations were identified as essential aspects shaping the trajectory of robotics. From robust perception and adaptability to dexterity and human-robot interaction, these challenges provide fertile ground for further research and innovation. Addressing these challenges requires interdisciplinary collaboration, combining expertise in engineering, AI, ethics, and more.

Looking ahead, the research paper identified promising future trends and innovations that will shape the field of robotics. The emergence of soft and flexible robotics, swarm robotics, and human-augmentation technologies promises to unlock new possibilities for applications in various domains. As robots become more integrated into our lives, ethical considerations, transparency in AI

decision-making, and sustainable development will play pivotal roles in shaping the ethical and responsible integration of robotics.

In conclusion, the comprehensive study undertaken in this research paper emphasizes that robotics is not solely a technological pursuit but a multidimensional force that intersects with society, ethics, economics, and more. By embracing a holistic perspective, society can harness the potential of robotics to enhance human lives, address global challenges, and usher in a future where human and machine collaboration shapes a technologically advanced and harmonious world. As the journey of robotics continues, let this research paper serve as a guide, encouraging dialogue, collaboration, and ethical decision-making in the ongoing exploration of robotics' role in today's world.

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The Rise and the fall of Bahmani Sulthanate

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Abstract

The Bahmani Sultanate, a prominent medieval Indian kingdom situated in the Deccan region, holds a unique place in the tapestry of history. This research paper probes into the captivating journey of the Bahmani Sultanate, tracing its trajectory from a nascent power to its eventual disintegration. The paper explores the complex interplay of factors that contributed to its rise, including geographical positioning, cultural diversity, and political ambitions. Through a meticulous analysis of historical sources and narratives, the study probes into the administrative innovations, military strategies, and socio-cultural dynamics that enabled the sultanate to establish its dominance in the Deccan.

As the Bahmani Sultanate consolidated its power, it also encountered internal and external challenges that ultimately unraveled its unity. Factionalism, rivalries, and the rise of regional powers prompted the division of the sultanate into smaller Deccan Sultanates. This study examines the intricacies of this division, shedding light on the vulnerabilities inherent in governing vast and diverse territories.

Moreover, the research delves into the legacy of the Bahmani Sultanate, exploring its enduring impact on subsequent regional histories, cultural developments, and the formation of identities. The sultanate's patronage of art, architecture, and religious institutions left an indelible mark on the Deccan's cultural landscape.

Through a comprehensive analysis, this paper aims to provide insights into the rise and fall of the Bahmani Sultanate, revealing the lessons it offers about the dynamics of power, the intricacies of governance, and the fusion of cultures in a complex historical background.

Key words: Geographical Positioning, Military Strategies, and Socio-Cultural Dynamics

Introduction

The Bahmani Sultanate stands as a pivotal chapter in the annals of medieval Indian history, embodying a complex interplay of political maneuvering, cultural diversity, and regional dynamics. Situated in the Deccan plateau, the sultanate emerged as a formidable force in the 14th century, disrupting existing power structures and ushering in an era of socio-political transformation. Its rise marked a departure from the traditional narratives of northern Indian dominance, as it carved out its own distinct identity and legacy.

The establishment of the Bahmani Sultanate was not merely a historical event but a culmination of historical, religious, and geographical factors that set the stage for its ascendancy. The region of the Deccan had long been a crossroads of cultures and civilizations, and the sultanate's rise was influenced by the interactions of diverse communities, including Hindus, Muslims, and others. The Deccan's strategic location played a significant role, as it facilitated trade and cultural exchange between the north and the south of the Indian subcontinent.

This paper delves into the multifaceted journey of the Bahmani Sultanate, aiming to dissect the forces that propelled its rise, the mechanisms that sustained its power, and the intricacies that ultimately led to its downfall. The sultanate's expansionist policies, administrative innovations, cultural patronage, and religious syncretism all played pivotal roles in shaping its trajectory.

Furthermore, this paper will analyze the internal and external challenges that the sultanate faced, such as factionalism, rivalries, and confrontations with neighboring powers. The division of the Bahmani Sultanate into smaller Deccan Sultanates is a testament to the complexities and vulnerabilities inherent in governing vast territories with diverse populations.

By exploring the legacy of the Bahmani Sultanate, this study seeks not only to shed light on a crucial era but also to unravel the enduring impact of its legacy on subsequent regional histories, cultural developments, and the shaping of identities in the Deccan. Through a meticulous examination of historical sources, narratives, and archaeological findings, we aim to paint a comprehensive picture of the rise and fall of the Bahmani Sultanate, illuminating the lessons it offers for understanding the dynamics of power, cultural fusion, and the complexities of governance in a diverse and intricate landscape.

Problem Statement:

This research seeks to comprehensively investigate the multifaceted historical trajectory of the Bahmani Sultanate, focusing on its rise to power, the mechanisms that sustained its dominance, and the factors that contributed to its eventual disintegration. The intricate interplay of cultural diversity, geographical positioning, and political dynamics that facilitated the sultanate's ascendancy calls for a deeper exploration into the forces that shaped its emergence as a significant

medieval Indian kingdom. Additionally, the internal conflicts, external pressures, and administrative complexities that led to the fragmentation of the Bahmani Sultanate into smaller Deccan Sultanates necessitate a thorough examination to discern the root causes and consequences of this division. By addressing these questions, this research aims to enrich our understanding of the Bahmani Sultanate's historical significance, its impact on the Deccan region, and the broader lessons it offers regarding the dynamics of power, governance, and cultural interaction in complex historical contexts.

Research methodology

Literature Review:

Conducted an extensive literature review to gather existing scholarship on the Bahmani Sultanate. This has provided a foundation for understanding the historical context, key events, and scholarly debates surrounding the topic.

Primary and Secondary Sources:

Utilized primary sources such as historical texts, chronicles, inscriptions, and manuscripts from the time period to gather direct information about the sultanate's history, policies, and governance. Drawn from secondary sources, including academic articles, books, and research papers, to gain insights from modern scholars and historians who have analyzed the Bahmani Sultanate's rise and fall.

Data Collection:

Gather data on the sultanate's territorial expansion, military campaigns, alliances, economic policies, cultural practices, and administrative systems from historical records, inscriptions, manuscripts, and scholarly sources

Objectives

1. To Analyze the Factors of Rise
2. To Examine Administrative and Governance Strategies
3. To Investigate Socio-Cultural Dynamics
4. To Assess Military Expansion and Strategies
5. To Explore Internal Conflicts and Division

By addressing these research objectives, the study aims to provide a comprehensive and nuanced analysis of the rise and fall of the Bahmani Sultanate, shedding light on its historical significance and its implications for broader historical, cultural, and governance considerations.

The rise of the Bahmani Sultanate

The rise of the Bahmani Sultanate marks a significant chapter in the history of the Deccan region of India. Emerging in the 14th century, the sultanate's rise was influenced by a combination of geopolitical, cultural, and religious factors that facilitated its establishment as a dominant power. Here is an overview of the key elements that contributed to the rise of the Bahmani Sultanate:

1. Geographical Advantage:

The Deccan region, where the Bahmani Sultanate was founded, occupied a strategic position as a crossroads for trade routes connecting northern and southern India. This allowed the sultanate to control vital commercial arteries, enhancing its economic and strategic importance.

2. Decline of Previous Empires:

The preceding kingdoms and empires, such as the Delhi Sultanate and the Vijayanagara Empire, had weakened by the 14th century. This created a power vacuum in the Deccan, which the Bahmani Sultanate aimed to fill.

3. Formation of a Unique Identity:

The Bahmani Sultanate's rulers were of Persian and Turkic origin, which granted them a distinct Islamic identity. This identity helped legitimize their rule and unite their diverse subjects under a common banner.

4. Military Success and Territorial Expansion:

The early rulers of the Bahmani Sultanate, notably Alauddin Hasan Bahman Shah, demonstrated military prowess by successfully capturing territories from the Delhi Sultanate. These conquests established the foundation of the sultanate's territorial dominion.

5. Administrative Innovations:

The sultanate introduced administrative reforms to govern its vast territories effectively. The establishment of provinces and the appointment of governors helped streamline governance and ensure greater control over the diverse regions.

6. Religious Tolerance and Syncretism:

The Bahmani rulers adopted a policy of religious tolerance, which allowed for harmonious coexistence of various religious communities. This inclusivity attracted scholars, traders, and artisans from different backgrounds, contributing to the region's cultural richness.

7. Patronage of Art and Culture:

The sultanate's rulers were patrons of art, literature, and architecture. Their support for cultural endeavors attracted intellectuals, poets, and artisans, enriching the cultural landscape of the Deccan.

8. Trade and Economy:

The Deccan's strategic location facilitated trade between northern and southern India, as well as with regions beyond its borders. This trade brought economic prosperity, allowing the sultanate to fund its military campaigns and infrastructure projects.

9. Alliance Strategies:

The Bahmani rulers forged alliances with other regional powers, such as the Persian and Turkic kingdoms, to enhance their political and military strength. These alliances bolstered the sultanate's position in the Deccan.

Administrative and governance strategies

The Bahmani Sultanate employed various administrative and governance strategies to effectively manage its diverse territories and populations. These strategies were instrumental in establishing the sultanate's authority and stability. Here is an examination of some key administrative and governance strategies employed by the Bahmani Sultanate:

1. Centralized Administration:

The sultanate established a centralized administrative structure, with ultimate authority vested in the sultan. This allowed for swift decision-making and coordination across the vast territories.

2. Provincial Governance:

The sultanate was divided into provinces, each headed by a governor known as a wali. This decentralized approach enabled local administration and ensured effective governance in different regions.

3. Bureaucratic System:

A well-organized bureaucracy supported the administrative apparatus. Officials at various levels were responsible for tasks such as revenue collection, law enforcement, and record-keeping.

4. Land Revenue System:

The Bahmani Sultanate introduced the "Kankut" system, involving a systematic survey and assessment of land for taxation purposes. This helped ensure a steady revenue stream for the state.

5. Trade and Revenue Generation:

The sultanate collected revenue from trade and customs duties due to its strategic location along important trade routes. Trade-related income contributed significantly to the state's finances.

6. Administrative Efficiency:

Efficient governance mechanisms allowed the sultanate to exert control over vast territories. Regular communication between the central authority and provincial governors helped maintain order.

7. Military Administration:

The military played a vital role in governance and stability. The sultanate maintained a well-structured army that helped protect its borders, suppress revolts, and maintain law and order.

8. Legal System:

The Bahmani Sultanate established a legal system guided by Islamic jurisprudence. Qadis (Islamic judges) were responsible for dispensing justice and maintaining social harmony.

9. Religious Tolerance and Coexistence:

The sultanate's rulers promoted religious tolerance, allowing diverse communities to practice their faiths. This policy contributed to social cohesion and stability.

10. Public Works and Infrastructure:

The sultanate invested in public infrastructure, constructing roads, bridges, mosques, and other

public buildings. This not only improved connectivity but also enhanced the quality of life for the populace.

11. Patronage of Scholars and Intellectuals:

The Bahmani rulers patronized scholars, poets, and intellectuals. This support for learning and culture enriched the intellectual landscape of the sultanate and attracted scholars from various regions. The Bahmani Sultanate's administrative and governance strategies were designed to ensure efficient administration, economic stability, and social harmony across its diverse territories. The combination of centralized authority, decentralized governance, effective revenue systems, and cultural inclusivity contributed to the sultanate's success in managing its vast realm.

The socio-cultural dynamics of the Bahmani Sultanate

The Bahmani Sultanate was marked by a rich tapestry of socio-cultural dynamics that reflected its diverse population, religious coexistence, artistic endeavors, and intellectual contributions. Investigating these dynamics provides insights into the sultanate's societal fabric and its impact on the Deccan region. Here's an exploration of some key socio-cultural dynamics:

1. Religious Diversity and Tolerance:

The Bahmani Sultanate was home to a diverse population encompassing Hindus, Muslims, and others. The sultanate's rulers practiced religious tolerance, allowing various communities to coexist peacefully and practice their faiths. This policy fostered an atmosphere of interfaith harmony.

2. Cultural Syncretism:

The sultanate's embrace of cultural syncretism led to the blending of various artistic, architectural, and linguistic traditions. This fusion is evident in the Deccani architectural style, which combined Persian and Indian elements, resulting in unique structures such as the GolGumbaz.

3. Architecture and Artistry:

The Bahmani rulers were patrons of art, literature, and architecture. The architectural marvels they sponsored, like the Jama Masjid in Gulbarga and the Charminar in Hyderabad, stand as enduring testaments to their artistic patronage.

4. Literary Contributions:

The sultanate's intellectual vibrancy is reflected in its literary achievements. Scholars and poets flourished under the Bahmani patronage, producing works that captured the ethos of the era and contributed to the development of the Deccani literary tradition.

5. Sufi Influence:

Sufi orders played a significant role in the socio-cultural landscape. Sufi saints and their khanqahs (spiritual centers) became centers of community interaction, spiritual guidance, and

cultural exchange, bridging divides and fostering a sense of unity.

6. Linguistic Diversity:

The Bahmani Sultanate's linguistic diversity mirrored its cultural mosaic. Dakhini, a Persianized version of local languages, emerged as a literary language, contributing to the spread of cultural and intellectual ideas.

7. Trade and Exchange:

The sultanate's strategic location facilitated trade, attracting traders and merchants from different regions. This economic interaction brought with it cultural exchanges that enriched the region's cultural tapestry.

8. Urban Centers and Cosmopolitanism:

Cities like Bidar, Gulbarga, and Hyderabad became centers of vibrant urban life. The diverse population and the presence of scholars, artisans, and traders contributed to a cosmopolitan atmosphere.

9. Legacy and Enduring Influence:

The socio-cultural dynamics of the Bahmani Sultanate left a lasting impact on the Deccan region. Elements of religious tolerance, architectural styles, linguistic influence, and cultural syncretism continue to shape the Deccan's identity and ethos.

The Bahmani Sultanate's socio-cultural dynamics were characterized by religious harmony, cultural fusion, artistic patronage, and intellectual vibrancy. These dynamics not only shaped the sultanate's identity but also left a lasting imprint on the Deccan's cultural heritage and contributed to its enduring influence on the broader Indian subcontinent.

Military Expansion and Strategies

The Bahmani Sultanate's military campaigns, alliances, and expansionist policies were instrumental in shaping its territorial acquisitions and overall trajectory. While these efforts helped the sultanate expand its influence, they also presented significant challenges to its stability. Let's delve into this aspect:

1. Military Campaigns:

Territorial Expansion: The Bahmani Sultanate embarked on a series of military campaigns to expand its territories. It sought to incorporate neighboring regions under its control, including areas held by other kingdoms and principalities.

Conquest of Raichur: One of the notable campaigns was the conquest of Raichur, a strategically important fort that controlled key trade routes. This conquest enabled the sultanate to enhance its economic and military power.

2. Alliances and Partnerships:

Vijayanagara Conflict: The Bahmani Sultanate engaged in several conflicts with the Vijayanagara Empire, a powerful neighboring kingdom. These conflicts often led to alliances with other regional

powers that shared common interests in countering Vijayanagara's expansion.

Support from Persian Kingdoms: The sultanate established alliances with various Persian and Turkic kingdoms, which provided military and diplomatic support. These alliances facilitated the exchange of military strategies and technologies.

3. Expansionist Policies:

Strategic Interests: The sultanate pursued expansionist policies driven by strategic interests, including control over trade routes, access to resources, and the consolidation of power in the Deccan.

Political Influence: Expanding its territorial influence allowed the sultanate to exert political control over smaller states and principalities, enhancing its stature and authority.

4. Challenges to Stability:

Overextension: The sultanate's rapid expansion led to challenges in effectively governing and administering the acquired territories. Overextension strained administrative resources and hindered effective control.

Ethnic and Religious Diversity: Conquered territories often had diverse ethnic and religious populations. Maintaining stability while managing these diversities required complex governance and policies.

Internal Rivalries: Military successes sometimes led to power struggles within the sultanate's leadership. The distribution of conquered territories among different factions could lead to internal conflicts and weaken overall stability.

5. Economic Strain:

Cost of Warfare: Sustaining military campaigns and maintaining a standing army strained the sultanate's financial resources. Continuous warfare impacted economic stability and required efficient revenue collection.

6. External Threats:

Counterattacks: Expansionist policies invited counterattacks from neighboring powers, leading to conflicts that could divert resources and efforts away from internal stability and development.

In summary, the Bahmani Sultanate's military campaigns and expansionist policies played a significant role in its territorial growth and political influence. However, these efforts also introduced challenges related to governance, diversity management, stability, and economic strain. The balance between territorial acquisition and maintaining internal cohesion posed complex dilemmas for the sultanate's rulers, shaping the course of its history.

The fall of Bahani Sulthanate

The internal rivalries, factionalism, and power struggles within the Bahmani Sultanate were critical factors that led to its eventual division into smaller Deccan Sultanates. These internal tensions

emerged due to various factors, including succession disputes, competing interests of nobles, and administrative challenges. The sultanate's inability to effectively manage these internal conflicts significantly contributed to its decline. Here's an analysis of these dynamics:

1. Succession Disputes:

Succession disputes were a recurring issue within the Bahmani Sultanate. The absence of a clear and stable method for succession often led to power struggles among different claimants to the throne. This internal instability weakened the central authority and created divisions.

2. Rivalry among Nobles:

The sultanate was marked by intense competition among noble families for political influence and control over territories. These rivalries often manifested in factionalism, as powerful nobles sought to consolidate power within their own spheres of influence.

3. Geographical Diversity:

The Bahmani Sultanate's territories spanned a vast geographical area with diverse cultures and ethnic groups. Governors of different regions often pursued their own interests, leading to tensions and rivalries as they vied for greater autonomy.

4. Administrative Fragmentation:

The division of the sultanate into provinces under the control of governors allowed for local administration but also contributed to administrative fragmentation. This division made it difficult to maintain central control and exacerbated internal rivalries.

5. Economic Interests:

Economic resources, including revenue from trade and agriculture, played a role in shaping internal rivalries. Rival factions and governors competed for control over lucrative revenue sources, leading to conflicts.

6. Patronage of Foreign Powers:

External powers, such as the Persian and Turkic states, often sought to exploit internal rivalries to their advantage. By supporting specific factions or governors, these foreign powers added another layer of complexity to the internal dynamics of the sultanate.

7. Weak Central Authority:

The sultanate's inability to assert strong central authority allowed internal factions and regional rulers to wield considerable power. This weakened the sultanate's ability to address conflicts effectively.

Impact on the Decline of the Bahmani Sultanate:

These internal tensions and rivalries significantly contributed to the decline of the Bahmani Sultanate:

1. Administrative Inefficiency:

The power struggles and factionalism hindered effective governance and administrative coordination. Administrative inefficiencies

weakened the sultanate's ability to provide stable governance and public services.

2. Military Weakness:

Internal rivalries diverted resources away from maintaining a strong military. As a result, the sultanate became vulnerable to external threats, including invasions by neighboring powers.

3. Division and Fragmentation:

The infighting among nobles and power centers led to the division of the sultanate into smaller entities, such as Ahmadnagar, Bijapur, Golconda, and Berar. These smaller sultanates were often at odds with each other, further weakening the region's unity.

4. Vulnerability to External Threats:

The division and internal conflicts made the Deccan Sultanates susceptible to external invasions. The Mughal Empire, under Emperor Aurangzeb, took advantage of these internal tensions to launch successful campaigns into the Deccan.

The internal rivalries, factionalism, and power struggles within the Bahmani Sultanate played a pivotal role in its decline. The inability to address these internal tensions weakened the sultanate's governance, military capabilities, and overall stability, ultimately contributing to its fragmentation and conquest by external powers.

Conclusion:

The history of the Bahmani Sultanate is a vivid saga of ambition, innovation, and the intricate interplay of factors that govern the rise and fall of empires. From its inception in the 14th century, the sultanate stood as a testament to the Deccan's cultural diversity, administrative prowess, and strategic importance. However, its journey was not without challenges, and its eventual decline revealed the vulnerabilities inherent in its structure.

The rise of the Bahmani Sultanate was driven by strategic geographic positioning, military victories, and visionary administrative reforms. The sultanate's architects of power sought unity amid diversity, fostering religious tolerance and cultural syncretism. Artistic patronage flourished, leaving an indelible mark on the Deccan's architectural landscape. The sultanate's legacy was etched in its ability to navigate a complex tapestry of cultures, ethnicities, and ideologies, forging a unique Deccani identity.

Yet, the very forces that propelled the sultanate's rise also sowed the seeds of its decline. Internal rivalries, factionalism, and power struggles undermined its unity and governance. The sultanate's inability to address these tensions led to its division into smaller Deccan Sultanates, weakening its collective strength and leaving it vulnerable to external threats. The rise of regional powers, coupled with economic challenges and changing trade dynamics, hastened the sultanate's eventual disintegration.

The legacy of the Bahmani Sultanate endures in the architectural marvels it left behind, the cultural fusion it promoted, and the lessons it imparts to history. It reminds us that the journey of empires is a complex interplay of internal and external forces, where unity and governance are as vital as military conquests. The rise and fall of the Bahmani Sultanate exemplify the fragile equilibrium that must be maintained for a realm to endure, offering insights into the complexities of governance, cultural coexistence, and the inescapable ebb and flow of history.

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Quantitative Analysis of Scientific Publications Output on Virtual Library: A Scientometric Study

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Abstract

This study investigates the observations of research publications in the field of Virtual Library Global Level as reflected in the Web of Science (WoS) core collection database during 2018-2022. The data was interpreted by using Bibexcel and VoSviewer and tabulated using MS Excel. The results indicated that 2659 papers were published in the year of 2018 to 2022 and the loftiest number of publications, 707 (26.589%), was produced in 2022. Using colorful Scientometrics approaches, the study presents research published on Virtual Library as reflected in the Web of Science for Global and Indian output of citation analysis, keywords, H-index, Degree of Collaboration (DC), International Collaboration, and Institution based collaboration, ranking of core journals and so on. The degree of collaboration in the study of Deforestation Research is 0.92 which shows the collaboration of multiple authors. The USA is publishing 555 records from the years 2018 to 2022. The most productive and top-ranked journal is 'Journal of Biomolecular Structure Dynamics' with 123 records (4.625%). This paper discusses the concept of a digital library and how it helps in conserving manuscripts and what type of equipment or software are required in this work. This article also explores successful digital library projects set up in India and what is the future of digital libraries in the Indian scenario.

Keywords: Scientometric, Degree of Collaboration, Bibexcel, Virtual Library, Electronic Library, Cyber Library

Introduction

Scientometric is the "Organization, classification and quantitative evaluation of publication pattern of all macro and micro communication along with their authorship by mathematical and statistical calculus". Scientometrics is "the measurement of scientific output and the impact of scientific findings on public policy".

Virtual Library

The Virtual Library was initially created and controlled by Tim Berners-Lee in 1991. It was subsequently developed, coordinated, and administered for a number of years by Arthur Secret as the "virtual librarian" before it was legally constituted with Gerard Manning as its first chairman. An assortment of materials that are accessible through one or more computer systems are referred to as a virtual library since they all have a single interface or point of access. The availability of a plethora of material that may not be available through traditional library collections makes virtual libraries a significant tool for education and research. They are a great resource for people who, for whatever reason—due to their location or another—cannot use physical libraries. There is no charge for using our virtual library.

Review of Literature

Zare Zadeh Mehrizi, E., and Hazeri, A. (2022) this study's goal is to examine the document keywords that are comparable across three clusters of electronic, digital, and virtual libraries. Co-word analysis and clustering methods are used in this

scientometric study. All pertinent texts from electronic, digital, and virtual libraries that have been indexed in the Web of Science between 1990 and 2018 are considered research materials. The Jaccard index is used to determine the rate of similarities in addition to the observable surface similarity. According to an analysis of growth patterns, there has been a minor and unfavorable increase in the number of documents about electronic and virtual libraries (growth coefficients of -0.68 and 36.1). However, there are more digital libraries now. **Sood, D. Tiwari, & S. Khanna (2018)** Numerous publications have been made in the sector as a result of the quick adoption and development of digital libraries in recent years. The current study looks at how publications in the area of digital libraries have changed and grown through time. The current scientometric study is limited to gathering data that were included in Scopus, Elsevier's citation database, between 2006 and 2015. A total of 17268 records were discovered that were relevant to the current investigation, and these were examined to draw findings. The current analysis analyzes publication data in a variety of performance areas, including year-over-year growth in publications, the most productive authors globally and nationally, the most prolific source titles, research articles across a range of themes, document types, relevant keywords, and research. **Visakhi, P., Kumbar, B. D., & Shivaram, J. (2021)** The study presents a bibliometric assessment of 681 Indian publications on research in digital libraries, as indexed in the Scopus database during 2000-19.

India's research output on digital libraries registered 36.95% annual average growth, registered an average citation impact of 4.07 citations per paper, accounted for 11.75% share of internationally collaborative papers, and ranked 6th highest in global publication share (3.53%). Computer science accounted for the highest publications share (60.94%) in India's research output on digital libraries, followed by social sciences (33.33%), engineering (25.99%), mathematics (13.80) and arts & humanities (6.02%) during 2000-19. About 231 organizations and 262 authors contributed to India's research output on digital libraries during 2000-19. After ten years of study and development, **Verma, N. C., and Dominic, J. (2009)** report that operational systems and services for digital libraries are now available. The difficulties involved in making such adjustments are outlined in this essay. Particularly when we take into account the service aspects, digital libraries as systems and digital libraries as institutions are merging. They serve as enabling technologies for programs like information retrieval, e-commerce, and classroom instruction. Research on uses and users of digital libraries needs to be done in a variety of locations because usability significantly depends on context. Scalability and interoperability remain significant difficulties, although they are now better understood.

Institutional collaboration is becoming more and more of a priority as technological development on interoperability and scale is ongoing.

Objectives of the Study

1. To examine the year-wise distribution of publications
2. To measure the Degree of Collaboration among the authors
3. To find out Continent countries
4. To identify the most productive keywords
5. To find out a language-wise publication of Virtual Library

Methodology

The Web of Science databases, which are maintained by Thomson Reuters, contained the bibliographic information for the publications used to collect the data for their study. The top ten authors, nations, institutions, and keyword analysis were examples of scientometric indicators that were published in the publication. 2659 records from the scientometric analysis of Virtual Library from 2018 to 2022 were used in this study. The Social Science Citation Index (SSCI) was used to submit the obtained data to a Web of Science database. Bibexcel was used to analyze the data, and an Excel calculation was used to determine the outcome after tabulating the data.

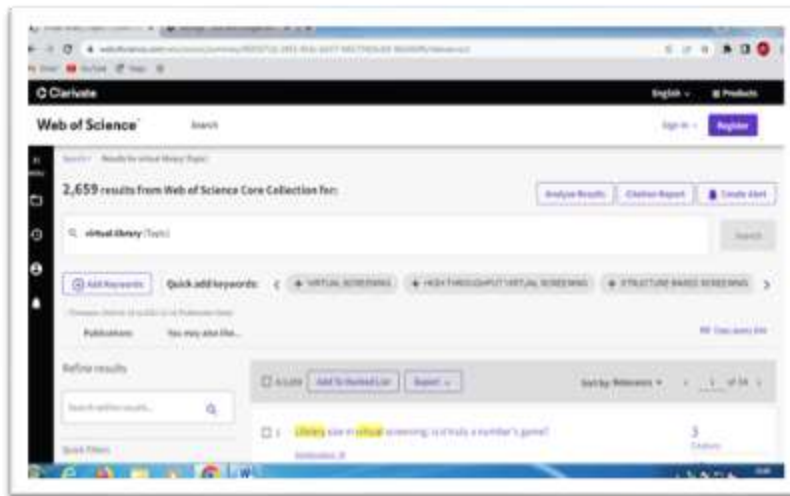


Figure: 1 Screenshot of Web of Science page for records shown

Data Analysis and Interpretation

Table 1: Detailed information of samples on child sexual abuse

S.No	Details about the sample	Observation values
1	Duration	2018 - 2022
2	Period	Five Years
3	Records	2659
4	Citations	25549
5	Document Types	13
6	Keywords	6117
7	Countries	122
8	Authors	15377
9	H-Index	66

This table indicates the detailed information of samples on Virtual Library during the period 2018 – 2022. This table shows the overall data in all types of disciplines, similar as; period, records,

citations, authors' donation, document types, keywords, H-index, and countries. These are the sample details of the exploration.

Table: 2 Year-wise Publications with Citations of Virtual Library

S.No	Publication Years	Records	Percentage	Citations
1	2022	707	26.589%	10960
2	2021	659	24.784%	8564
3	2020	531	19.970%	4431
4	2019	423	15.908%	1368
5	2018	339	12.749%	226
Total		2659	100%	25549

Table 1 shows the distribution of articles with citations published on Virtual Library research during 2018–2022 (5 years). The year 2020 provides 531 records with an average of 19.970 percent. In 2022 carries 707 records with an average of 26.589%. The year 2018 leads with 339 records with an average of 12.749%. The year 2019 contains 423

records with an average of 15.908%. The year 2020 contains 531 records with an average of 19.970%. According to the year-wise publication of records; the year 2022 carries more records i-e.26.589 with 26.589% and the highest citation of 10960 in the year 2022.

Table: 3 Document type of Virtual Library

S.No	Document Types	Records	Percentage
1	Article	1,961	73.750%
2	Review Article	656	24.671%
3	Early Access	49	1.843%
4	Editorial Material	25	0.940%
5	Proceeding Paper	18	0.677%
6	Meeting Abstract	7	0.263%
7	Book Review	5	0.188%
8	Book Chapters	3	0.113%
9	News Item	3	0.113%
10	Data Paper	2	0.075%
11	Correction	1	0.038%
12	Letter	1	0.038%
13	Retracted Publication	1	0.038%

Table 3 shows the document type distribution at the Global level and it is a contribution to Virtual Library research. It shows 13 document types such as Article, Review Article, Editorial Material, Letter, Meeting Abstract, Early Access, Proceeding Paper, Book Review, and so on.

Among them the highest publications were published in the form of Articles with (1961, 73.750%), followed by Review Articles (656, 24.671%). The lowest number of publications were found in Articles; News Item, Reprint, Retracted Publications, and Retraction with 1 (0.038%).

Table: 4 Prolific Authors Wise Distribution

S.No	Authors	Records	Percentage
1	Ahmad S	20	0.752%
2	Kumar A	20	0.752%
3	Kumar S	20	0.752%
4	Wang J	19	0.715%
5	Liu Y	13	0.489%
6	Sharma P	13	0.489%
7	Durdagi S	12	0.451%
8	Wang X	12	0.451%
9	Chandra S	11	0.414%
10	Yang Y	11	0.414%

The top 10 prolific authors were recognized in Virtual Library research. They have published 20 or more papers during 2018–2022. The identified top 10 authors had published about 826 (55.0%)

papers. Ahmad S became the most productive author, contributing 20 (0.752%) articles, followed by Kumar A with 20 (0.752%) articles.

Table: 5 Single Authors Vs Multi authors

S.No	Authorship Pattern	Publication	Percentage
1	Single Authors	116	4.36%
2	Multi Authors	2543	95.63%
Total		2659	100%

The table shows the result of the contributions of a single author and multiple authors. The multiple authors published 2543 records with an average of 95.63%, but the single

author contributed only 116 works with an average of 4.36%. The study reveals that multiple authors contributed more than single authors.

Table: 6 Degree of Collaboration

Single Author(NS)	Percentage	Multi Authors(NM)	Percentage	Total (NS+NM)	DC=NM/NS+NM
116	4.36%	2543	95.63%	2659	96%

(DC = Degree of Collaboration, NM = Number of Multi Authors, NS = Number of Single Authors)

DC= NM/NM+NS DC= 2543/2659
 DC = 96%

The table shows the details of the degree of collaboration during 2018–2022. The average degree of collaboration was 96%. The formula is used to calculate the DC. K. Subramanian, 1982: The formula is where,

As a result, the degree of collaboration in the study of Deforestation Research is 0.92 which shows the collaboration of multiple authors.

Table: 7 Web of Science Index wise Publications

S.No	Web of Science Index	Records	Percentage
1	Science Citation Index Expanded (SCI-EXPANDED)	2,442	91.839%
2	Social Sciences Citation Index (SSCI)	479	18.014%
3	Index Chemicus (IC)	88	3.310%
4	Arts & Humanities Citation Index (A&HCI)	24	0.903%
5	Conference Proceedings Citation Index – Science (CPCI-S)	18	0.677%
6	Current Chemical Reactions (CCR-EXPANDED)	5	0.188%
7	Conference Proceedings Citation Index – Social Science & Humanities (CPCI-SSH)	5	0.188%
8	Book Citation Index – Science (BKCI-S)	3	0.113%

Table 7 illustrates 8 Web of Science Index and categorized rank-wise production. The most productive and top-ranked Web of Science Index 1 is ‘Science Citation Index Expanded (SCI-EXPANDED)’ with 2442 records (91.839%) and

‘Social Sciences Citation Index (SSCI)’ has occupied second place with 479 records (18.014%). The third rank has got ‘Index Chemicus (IC)’ positioned with 88 records count along with (3.31%) Web of Science Indexes.

Table: 8 Institution and University based distribution (Top Ten)

S.No	Institution	Records	Percentage
1	Udise French Research Universities	56	2.106%
2	Centre National De La Recherche Scientifique Cnrs	55	2.068%
3	Egyptian Knowledge Bank Ekb	48	1.805%
4	Chinese Academy of Sciences	46	1.730%
5	Indian Institute of Technology System Iit System	45	1.692%
6	University of London	42	1.580%
7	N8 Research Partnership	37	1.392%
8	The University of California System	36	1.354%
9	Universidade De Sao Paulo	34	1.279%
10	Pennsylvania Commonwealth System of Higher Education Pcshe	33	1.241%

This table indicates the literature outputs from Institutions and Universities in the field of Virtual Libraries during the study period. We have chosen to analyze only the top most productive research papers which are published by the eminent scholars and faculty members of the Virtual Library Department. This table illustrates the results with the

highest number of articles (56, 2.106 %) published by the “Udice French Research Universities” and the same articles (55, 2.068 %) placed in the first and second positions. The other institutions and universities listed in the table above have been placed in the next-level positions based on the research papers of Virtual Library.

Table: 9 Language-wise distribution of Virtual Library

S.No	Languages	Records	Percentage
1	English	2,600	97.781%
2	Spanish	23	0.865%
3	Portuguese	22	0.827%
4	German	9	0.338%
5	Chinese	4	0.150%
6	Russian	1	0.038%

The language-wise distribution of research output is identified. The majority of scientists choose to publish their output in the English language, which is about 2600. The subsequent language is Spanish, which accounted for 23

publications followed by Portuguese (22). The languages of German and Chinese are found at appreciable levels. English is the common language so the majority of the articles are published from this language.

Table: 10 International Collaboration on Virtual Library (Top10)

S.No	Countries	Record	Percentage
1	USA	555	20.873%
2	Peoples R China	462	17.375%
3	India	334	12.561%
4	Brazil	311	11.696%
5	England	175	6.581%
6	Germany	160	6.017%
7	Italy	160	6.017%
8	Spain	122	4.588%
9	Canada	100	3.761%
10	Saudi Arabia	98	3.686%

In keeping with the country-wise distribution of that table, The USA is publishing 555 records from the years 2018 to 2022. Peoples R China followed the second position, publishing 462 records. India published 334 (12.561%) records and

got third position worldwide. The USA is the leading country to publish records on deforestation among the highest top ten countries.

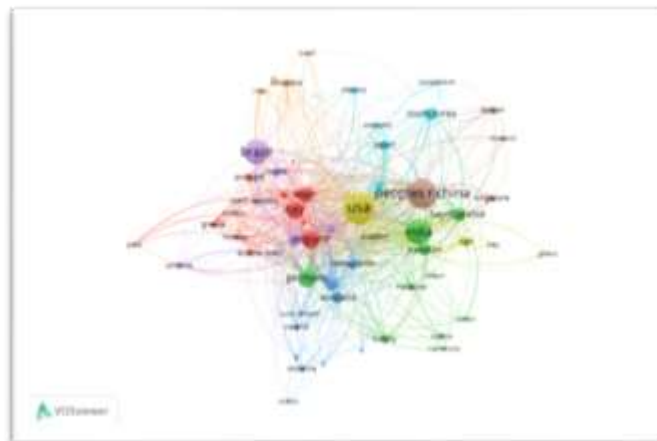


Figure: 4 International Collaboration on Virtual Library

Table: 11 Ranking of core Journals on Virtual Library (Top 10 Journals Out of 55)

S.No	Publication Titles	Records	Percentage
1	Journal of Biomolecular Structure Dynamics	123	4.624%
2	Molecules	82	3.083%
3	Journal of Chemical Information And Modeling	79	2.970%
4	International Journal of Molecular Sciences	46	1.729%
5	Journal of Molecular Graphics Modelling	32	1.203%
6	Molecular Diversity	32	1.203%
7	European Journal of Medicinal Chemistry	31	1.165%
8	Molecular Informatics	24	0.902%
9	Plos One	24	0.902%
10	Ciencia Saude Coletiva	22	0.827%

Table 11 illustrates 55 core journals and categorized rank-wise production. The most productive and top-ranked journal is 'Journal of Biomolecular Structure Dynamics' with 123 records (4.625%) and 'Molecules' has occupied second place with 82

records (3.083%). The third rank has got 'The Journal of Chemical Information and Modeling' positioned with 79 records count along with (2.970) core journals.

Table: 12 Highly Productive Keywords on Virtual Library (Top 15)

S.No	Keywords	Records
1	Docking	280
2	Discovery	266
3	Design	252
4	Drug Discovery	197
5	Identification	180
6	Protein	168
7	Prediction	142
8	Inhibitors	136
9	Binding	124
10	Model	89
11	Database	86
12	Derivatives	81
13	Expression	78
14	Tool	78
15	Cancer	77

Table 10 and the below picture reveals the frequency of Virtual Library research. The research has taken up the occurring words. The word "Docking" has been repeatedly used 280 times by

Virtual Library research scientists during the study period, followed by "Discovery" 266 times. The word "Design" occupies the third position being used 252 times.

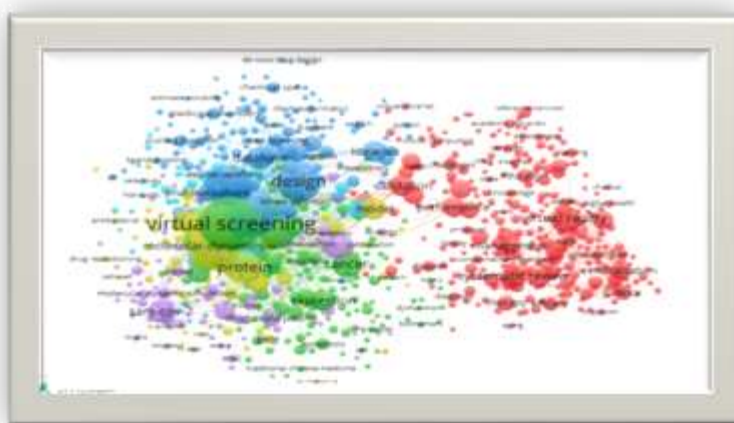


Figure 5 Keywords on Virtual Library

Findings and Conclusion

Virtual Library research during 2018–2022 (5 years). The year 2020 provides 531 records with an average of 19.970 percent. In 2022 carries 707 records with an average of 26.589%. Document type distribution at the Global level and is a contribution to Virtual Library research. It shows 13 document types Article, Review Article, Editorial Material, Letter, Meeting Abstract, Early Access, Proceeding Paper, Book Review, and so on. Prolific authors were recognized in Virtual Library research. They have published 20 or more papers during 2018–2022. The identified top 10 authors had published about 826 (55.0%) papers. Contributions of a single author and multiple authors. The multiple authors published 2543 records with an average of 95.63%, but the single author contributed only 116 works with an average of 4.36%. The study reveals that multiple authors contributed more than single authors. The degree of collaboration during 2018–2022. The average degree of collaboration was 96%. Web of Science Index and categorized rank-wise production. The most productive and top-ranked Web of Science Index I is 'Science Citation Index Expanded (SCI-EXPANDED)' with 2442 records (91.839%).

The literature outputs from Institutions and Universities in the field of Virtual Libraries during the study period. We have chosen to analyze only the top most productive research papers which are published by the eminent scholars and faculty members of the Virtual Library Department. The highest number of articles (56, 2.106 %) was published by the "Udine French Research Universities". The majority of scientists choose to publish their output in the English language, which is about 2600. In keeping with the country-wise distribution of that table, The USA is publishing 555 records from the years 2018 to 2022. Peoples R China followed the second position, publishing 462 records. India published 334 (12.561%) records and got third position worldwide. 55 core journals and categorized rank-wise production. The most productive and top-ranked journal is 'The Journal of Biomolecular Structure Dynamics' with 123 records (4.625%). The research has taken up the occurring words. The word "Docking" has been repeatedly used 280 times by Virtual Library research scientists during the study period.

Reference

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Applications of Psychology in Education

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Abstract

Psychology as a science of human and animal behaviour and cognitive processes has both research and applied orientations. The article discusses applications of Psychology in Education and the contribution of the Psychologists to the field of education. Briefly focusing the work of William James, John Dewey and Edward Thorndike, the psychologists that laid the foundations of Educational Psychology; the article also discusses some of the applications of Psychology in education extending from learning, assessment, motivation to the development, classroom management, special education, and social and emotional learning.

Key Words: Principles of Psychology, Applications of Psychology, Educational Psychology

Introduction

Psychology as a science of human and animal behaviour and cognitive processes has both research and applied orientations. This diverse scientific discipline embraces numerous branches of research like Experimental Psychology, Biological Psychology, Cognitive Psychology, Lifespan Developmental, Personality, Social Psychology), along with the applications of this research in physical as well as mental health and therapies, adjustment issues, industries and organizations, family and relationships, social issues, crime and investigation, education etc. This article focuses on the applications of Psychology in Education.

Rationale

Given to the fact that humans are on the top ladder of evolution, education can transform them in more matured individuals. So, education is an important component and contributing factor the development of an individual. The goal of development is to make the individual more capable and it is also a main goal of education too. Educational psychologists try to make this developmental process as effective as possible by applying psychological principles in imparting education.

Objectives

1. To understand how the principles of Psychology can be applied in the field of education
2. To understand the contributions of some of the leading psychologists to the field of education

Methodology

It is an archival study that discusses applications of Psychology in Education and the contribution of the Psychologists to the field of education.

Discussion

William James, John Dewey and Edward Thorndike laid the foundation of Educational Psychology. In a lecture series "Talks to Teachers", William James discussed the finest methods of teaching and the use psychological principles for the purpose (James, W.,1958).

John Dewey established the first laboratory of educational psychology in Chicago, USA in 1894 and continued his innovative work at Columbia University. He stalwartly felt that it was an accountability of people to make this world a better place with the help of edification and social transformations. (Williams, M. K. 2017). For him, schools are not only meant for knowledge, but they shall be considered as social institutions that provide necessary opportunities for social interactions; these social exchanges play a prime role in effective education (Flinders & Thornton, 2013). He emphasized students' active participation in learning process. At the same time, he also emphasized the overall development of the students. He envisioned that children should be able to adapt to the world outside school and solve their own problems. Theobald (2009) thinks of Dewey as the most renowned and influential philosopher to influence edification.

Thorndike emphasized assessment and maximizing the intellectual skills of students along with teaching. He initiated scientific research on teaching and learning process and added value to it by proposing three laws of learning. The law of readiness emphasizes learners' readiness and condition to learn (Islam, M. H.,2015). The law of exercise states that teacher can elicit a desirable response by providing multiple opportunities. According to him, the fundamental law of teaching and learning is the law of effect that emphasizes the reinforcement of expected and desirable responses and elimination of unexpected and undesirable responses. Thorndike thought that it was very important on the part of teachers to make the learning activities satisfying so students would give desirable response to learning. (Sears, L.,2007). According to him, making students interested in learning is also important and it can be done by contiguity, suggestion, imitation, conditioning and selection through rewards and penalties. (Sears, L.,2007).

Psychology has several important applications in the field of education. Understanding how individuals learn, develop, and behave can greatly enhance teaching strategies, classroom management, and student outcomes. Here are some key applications of psychology in education:

Learning and cognition: Psychology helps educators understand how students acquire knowledge, process information, and make connections between different concepts. By applying principles of cognitive psychology, educators can design instructional methods and materials that optimize learning, such as using active learning strategies, incorporating visual aids, and promoting critical thinking skills.

Educational assessment: Psychology plays a crucial role in designing and implementing effective assessment methods. Psychometric principles help educators develop reliable and valid tests and measurements to assess students' knowledge, skills, and abilities. Additionally, understanding concepts like formative and summative assessments can help teachers monitor student progress and adjust instructional approaches accordingly.

Child development: Knowledge of developmental psychology is essential for educators to create appropriate learning environments and tailor instruction to students' developmental stages. Understanding the physical, cognitive, social, and emotional changes that occur during different life stages helps teachers design age-appropriate activities, address individual differences, and support students' holistic development.

Motivation and engagement: Psychology provides insights into the factors that motivate and engage students in the learning process. By understanding theories of motivation, educators can create a supportive and stimulating classroom environment, set meaningful goals, provide timely feedback, and use strategies that foster intrinsic motivation and a growth mindset.

Classroom management: Applying principles from behavioural psychology can assist educators in establishing effective classroom management strategies. Techniques such as positive reinforcement, behaviour modification, and clear expectations help create a positive and structured learning environment, promoting student engagement and reducing disruptive behaviours.

Special education and inclusion: Psychology informs the understanding of diverse learning needs and supports the development of inclusive educational practices. By understanding different learning styles, cognitive abilities, and exceptionalities, educators can tailor instruction, adapt teaching methods, and provide appropriate support to students with special educational needs.

Social and emotional learning: Psychology highlights the importance of social and emotional

factors in the educational setting. Educators can use principles from social psychology to foster positive peer relationships, empathy, and prosocial behavior among students. Additionally, incorporating social-emotional learning (SEL) programs can enhance students' emotional well-being, self-awareness, self-regulation, and interpersonal skills.

Educational psychology research: educational psychologists conduct research to identify effective teaching methods, investigate factors that influence learning outcomes, and explore the impact of educational policies and interventions. Educators can benefit from staying updated on research findings to inform their instructional practices and decision-making.

By applying psychological principles in education, educators can create more engaging and effective learning experiences, promote positive student outcomes, and support the holistic development of learners.

Conclusion

Principles of Psychology and the work of various psychologists have contributed effectively in the field of education. The application ranges from learning, assessment, motivation to the development, classroom management, special education, and social and emotional learning.

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“An Analysis on the Implications of NGO's on India's Development”

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Abstract:

NGOs play an important part in the development process in third-world nations like India, particularly in the twenty-first century. They're decreasingly important to the survival and substance of India's ethnical and underdeveloped people. This exploration makes trouble to examine the function of non-governmental organizations (NGOs) in fostering Lamani community growth. The part of the agency (NGO) in empowering the community to develop sustainable practices is also explored. This study is the product of fieldwork conducted in a Chikodi place. An organization called NEEDS is helping the Lamani people of the Gangajal Tanda agreement in the Belgaum District of Karnataka ameliorate their profitable, social, political, and demographic standing. The limitations of agency or civil society enterprise in development are also explored. The state has an abecedarian and vital part in designing and carrying out profitable and social development enterprises in popular society. Still, in the moment's sophisticated culture, the difficulties that individualities, particularly the impoverished, face are more intricate. This is particularly true in a country like India, where numerous marginalized groups face systemic demarcation.

Keywords: Women Commission, Child Right, Mortal Rights, Labor Rights, Education, Health, Disability, Husbandry, Beast Well, etc

Introduction:

Development encompasses not only profitable growth, but also the advancement of social justice, gender equality, and quality of life for everyone. similar ambitious and intricate public workshop systems can not be handled by the government alone. In light of this need, several-non-governmental organizations are pivotal in furnishing backing to the government. Because of its abecedarian significance, civil society was suitable to develop. (SharmaN.Ket. at 2017) Since NGOs represent a significant part of civil society, they play an important part in the growth of the nation as a whole.

Objectives:

1. To study the fundamentals of NGOs.
2. To perceive the influence of NGOs on Indian development.

Research Methodology:

It is evident that the examination has a scientific approach. The evaluation criteria state that all the information used is from secondary sources. The data is collected from trustworthy websites, national and international reports, publications, and online material.

Indian NGOs:

India boasts a long tradition of giving back to its neighbourhood. They say that once India gained its independence, Mahatma Gandhi also intended the Indian National Congress to come a public service organisation. Despite the original rejection of the plan, numerous devoted Gandhians latterly established several non-profit organizations around the nation to continue Gandhi's positive work. (SharmaN.Ket. 2018) still, it was not until the 1970s that India's incipient nongovernmental

organization (NGO) sector began to take shape in a formal capacity. At the onset of their sanctioned actuality, NGOs were given a further push by the government in a variety of ways.

During the sixth Five Time Plan, the GOI did admit the part of NGOs in India's growth by using the now-notorious " GARIBI HATAO" aphorism. For pastoral revivification, the seventh FYP charged nongovernmental organizations with creating " tone-reliance communities." Towards the end of the 8th FYP, the government made sweatshops to boost the presence of NGOs around the country. Its primary purpose, according to the ninth FYP, will be to encourage PS throughout the country. The tenth FYP recognized the part that non-governmental organizations (NGOs) might play in advancing the husbandry sector by raising growers' knowledge of new husbandry styles and government programs. also, the government has been laboriously supporting the growth of NGOs via colorful backing and support enterprise.

The government's stimulant of nongovernmental organizations (NGOs) has led to a swell in progress on a variety of fronts, including sweat to reduce poverty, cover children's rights, combat prejudice against members of nonage groups, empower women, end child labor, ameliorate living conditions in pastoral areas, give clean drinking water, and address other pressing environmental and social enterprises. (SharmaN.Ket. at 2022) Over the once two decades, NGOs have taken a more active part in the development of the social sector, including education, health care, and so on. NGOs have also played a pivotal part in getting scholars who had dropped out back into the classroom, particularly in

pastoral areas, thereby guarding the right to an education. Programs to annihilate Leprosy, tuberculosis, and malaria, and ameliorate water and sanitation structures, all enforced by non-governmental organizations, have also been veritably successful.

Most especially, NGOs have been effective in getting governments to pass laws and programs that are favorable to development. Some exemplifications of similar legislation and policy include the Right to Information Act, the Integrated Child Development Scheme(ICDS),(ICPS),(MNREGA), the Juvenile Justice Act, the Nirmal Gram Initiative (NGI), the Rashtriya Swasthya Bhima Yojana(RSBY), and multitudinous other programs aimed at empowering women and guarding the terrain and those who are marginalized by mortal trafficking. (SharmaN.Ket. at 2020).

NGOs in Karnataka:

Karnataka's non-profits and charities play an important part in the state's overall social progress and citizen well-being. Karnataka's non-governmental organizations (NGOs) have long been devoted to the state's civic and pastoral populations, where they run real social development enterprises and weal conditioning. Non-governmental organizations (NGOs) in Karnataka take part in charity and social weal events hosted by the state government and nonprofits. Karnataka's non-governmental organizations (NGOs) are eager to advance causes related to child and womanish development, education, social mindfulness, and other motifs.

Karnataka is home to several NGOs that work toward causes like the education, weal, and rights of children; the development and commission of women; the care of the senior; the recuperation of the physically and mentally disabled; and the uplift of children and women living in slums. NGOs do a great job of coordinating enterprises to combat poverty and palliate suffering in areas similar to education, health care, social justice, disaster preparedness, natural resource operation, agrarian advancement, social mindfulness, and the betterment of depressed and underprivileged communities. It's inarguable that NGOs are vital to maintaining the country's popular ideals and those they play a visionary part in conserving the interests of the poor and indigent.

There have been many nongovernmental organizations (NGOs) whose demonstrations against government conduct have turned ineffective, according to (IB). The demonstrations of foreign backing NGOs' were also criticized for the loss of 3-5 of the country's GDP. Since the release of the study, questions of NGO responsibility have been frontal and center. Non-governmental organizations (NGOs) have a responsibility to speak out for the

rights of the people and to organize demurrers, but they also have an obligation to give the government feasible druthers so that progress may be made. Demurrers that fail to halt development enterprise will have a negative impact on the country as a whole and achieve nothing. Since the rise of NGOs is inextricably tied to the need for the most effective indispensable styles, it follows that NGOs must guarantee excellent policy exploration with a suppose-tank mode of operation and present indispensable options to the government.

Conclusion:

It's common knowledge that numerous NGOs finance their operations using plutocrats bestowed from away. It's also true that power dearth's in those countries may be directly attributed to the conduct of these NGOs in protesting the construction of coal and thermal design shops and the Konndankulam nuclear design. Following the publication of the IB report, there have been many strong grounds advanced to halt the possibility of carrying foreign backing. Still, it's inferior to halt the foreign backing in a country like India where profit sources are poor and considerable challenges are linked with generating plutocrats, which are vital for NGOs to meet their bare minimum requirements. Rather than confining donations from abroad, the government can promote further openness by classifying NGOs according to the origins of their backing. The Foreign Contribution (Regulation) Act of 2010 would also be helpful if it were to be used to increase the government's examination of charitable donations. As a fresh demand, NGOs must maintain openness in their board meetings and overall governance structure.

Non-Governmental Associations (NGOs) are, in sum, not responsible to any central authority, operate on a "non-profit" basis, and are guided by ideals similar to "social equivalency", and "mortal development," among others. There are now over 25 thousand NGOs operating in different regions of India. In conclusion, the development process in India will be strengthened by the NGOs operating with further responsibility, by bringing indispensable answers to the development, in confluence with the government and request, which is the need of the hour.

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“An Exploration on E-Commerce and its Accomplishment in India”

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Abstract:

The Vijayanagara and Mughal Empires rose grandly- flying in the world of Commerce. With rising competition, ancient history signifies the diapason view of trade and commerce that implies the present world likewise. From the failed system of Tughlaq to the emergence of Homeric rule, India has seen hops and bounds in the field of commerce. This exploration will explain how commerce has presently advanced in the dawn of technology explaining the current state and challenges of systems, their armature, modernization, and the invention of cyber systems in e-Commerce. With the operation of software in commerce at the core of every business moment, the overlook of how Omni channel deals operate is admiration with the 5th artificial revolution(5IR) and its societal impact. It also explains how Omni channel systems function for communication over fifth-generation networks, for transactions over block chains, and for composition over social networks. In order to comprehend the dawn of a period of Omni channel systems in the Fifth Artificial Revolution(5IR), its prospects, and their anticipated challenges, it will be beneficial for all stakeholders in commerce, including those from the public and private sectors, internal and external trade, force chain associations, and consumers, to read this study.

Keywords: 5IR, Epidemic, Supply Chain, Drop shipping business model, Omni channel, The Artificial Revolution.

Introduction:

E-Commerce is the process of shopping for and dealing with goods or services with the main motive to earn profit via the net, and thus the transfer of cash and data to finish the deals. It's also called electronic commerce or internet commerce. moment, questions on e-Commerce generally concentrate on which are the simplest and dependable channels to execute business online. With the operation of software in commerce at the core of every business moment, we can see a bright future.

Objectives:

1. To study the concept of e-commerce in India.
2. To perceive the accomplishment of e-commerce in India.

Research Methodology:

The assessment is clear and logical in nature. The data used in this report has been sourced from reliable sources as per the requirements of this audit. Supporting data has been gathered from various reports by public and international organizations, credible websites, magazines, and electronic content.

Types of e-Commerce:

Commerce continues to evolve, and so does how it's conducted. The top conventional types of e-Commerce models are listed below

1. **Business to Consumer (B2C)** B2C is e-Commerce which is the most popular model among other e-Commerce. Business to the consumer implies that the trade is taking place between a business and a consumer like formerly you buy a shirt from a web retailer.

2. **Business to Business (B2B)** Business-to-business e-Commerce isn't consumer-facing and generally involves products like raw accouterments, software, or products that are combined. Manufacturers also vend to retailers via B2B e-Commerce. B2B e-Commerce refers to a business dealing goods or services to a different business, for illustration, kind of a manufacturer and wholesaler, a wholesaler and a retailer, or the other way around.
3. **Direct to Consumer (D2C)** Direct-to-consumer e-Commerce is that the newest model of e-Commerce. D2C sells its end client without enquiring about the retailer, distributor, or wholesaler. Subscriptions are a well-liked D2C item, and social selling via platforms like Instagram, Pinterest, Facebook, Snapchat, etc. are popular platforms for direct-to-consumer deals.
4. **Consumer to Consumer (C2C)** C2C e-Commerce refers to dealing goods or services to a different consumer. Consumer-to-consumer deals occur on platforms like OLX, eBay, Etsy, etc.
5. **Consumer to Business (C2B)** Consumer writes reviews or when a consumer gives a useful idea for a brand spanking the new product also that consumer is creating value for the business if the business adopts the input. Consumer to business is when a consumer sells his product or services to a business.

Ways of E-Commerce:

Everyone from independent freelancers to small businesses to the most important of pots can

enjoy the power to vend their goods and services online at scale.

Retail: The trade of products to a consumer without a conciliator.

Drop shipping is a new retail business fashion where they don't keep the products that they want to vend. They buy the item from a 3rd party and also it'll be delivered to the client directly. Because of its unique fashion, the seller doesn't have to handle the wares directly. A wonderful business strategy for aspiring entrepreneurs is drop shipping.

Downloadable information: such as templates, courses, e-books, software, or media that must be purchased in order to be utilized. Whether it's the accession of software, tools, pall- ground products, or digital means, these represent an outsized chance of e-Commerce deals.

Wholesale: Whole sale products are bought and ended in bulk. Noncommercial products are generally vented to an agent or numerous retailers, who also vend the products to consumers.

Services: These are chops like guiding, writing; influencer marketing, etc., that are bought and acquired online.

Subscription: Subscription is a well-liked D2C model, subscription services are the recreating purchases of products or services on an everyday basis.

Crowd funding: Crowd funding allows merchandisers to boost startup capital to bring their products to the request. Once consumers have bought the item, it's also created and packed. the moment it's nearly inconceivable that a pot wouldn't be using digital space to drive deals and nethermost lines.

Top-rated and largest e-Commerce Companies by its Profit:

1. Amazon is an American transnational technology company. It's the largest e-Commerce retailer in the world that had changed the face of retail online shopping. The burning question for numerous retailers is a way to beat Amazon. In 2020 the company came the largest e-Commerce company by its profit. In 2019 amazon generated 280.5 billion USD focusing substantially on e-Commerce, digital streaming, artificial intelligence, and pall computing.
2. JD.com ranks number 2 also known as Jingdong innovated in 1998 which is a Chinese e-Commerce company headquartered in Beijing formerly called 360buy. It's China's biggest online retailer and leading overall retailer, as well as the country's leading Internet Company by profit.
3. The third-placed company, Alibaba, was established in 1999 by Jack Ma. The Chinese

transnational technology company is the world's most successful e-Commerce company and retailer. Alibaba is specialized in the internet, technology, retail, and e-Commerce. There was a time in 2015 when Amazon and Walmart combined couldn't match the profit of Alibaba.

4. Suning.com is an anon-government retailer in China that innovated in 1990. After JD.com and Alibaba, Suning.com is the top e-Commerce platform in China with a request cap of 83.13 billion USD and generates over 38.06 billion USD.
5. Rakuten ranking 5th on the list of top e-Commerce companies in the world by profit. It's a Japanese online merchandising and electronic commerce company grounded in Tokyo with a profit of 11.6 billion USD and an estimated request cap of USD 12.46 billion in 2020.
6. One of the earliest and most significant e-Commerce platforms, eBay pioneered back in 1995. It generates 10.8 billion USD per year and has a current request maximum of 35.75 billion USD for 2020.
7. Wayfair is an American e-Commerce Company that sells cabinetwork and home goods and ranks 7th among the largest e-Commerce companies in the world by profit 9.13 billion USD last time with a current request cap of billion USD.
8. Zalando in 2019 generated 7.26 billion USD and has a current request cap of 15.72 billion USD. It's a European e-Commerce company grounded in Germany that deals with fashion and life products to guests in European requests.
9. The ninth-ranked e-Commerce company on our list, Coupang, is a South Korean company that innovated in 2010 and produced 6.23 billion USD the previous year. In South Korea, Coupang is the largest online retailer furnishing stylish qualitative, and fast services to its guests across the country. It also claims that 99.6 of its orders are delivered within 24 hours which makes Coupang the stylish e-Commerce service provider in South Korea.
10. Flipkart, an Indian e-Commerce company grounded in Karnataka, India. Rounding out on the list of the top 10 largest e-Commerce companies in the world. Flipkart in 2019, generated earnings of 6.1 billion USD. It substantially focuses on furnishing consumer electronics, books, home rudiments & groceries, fashion, and life products.

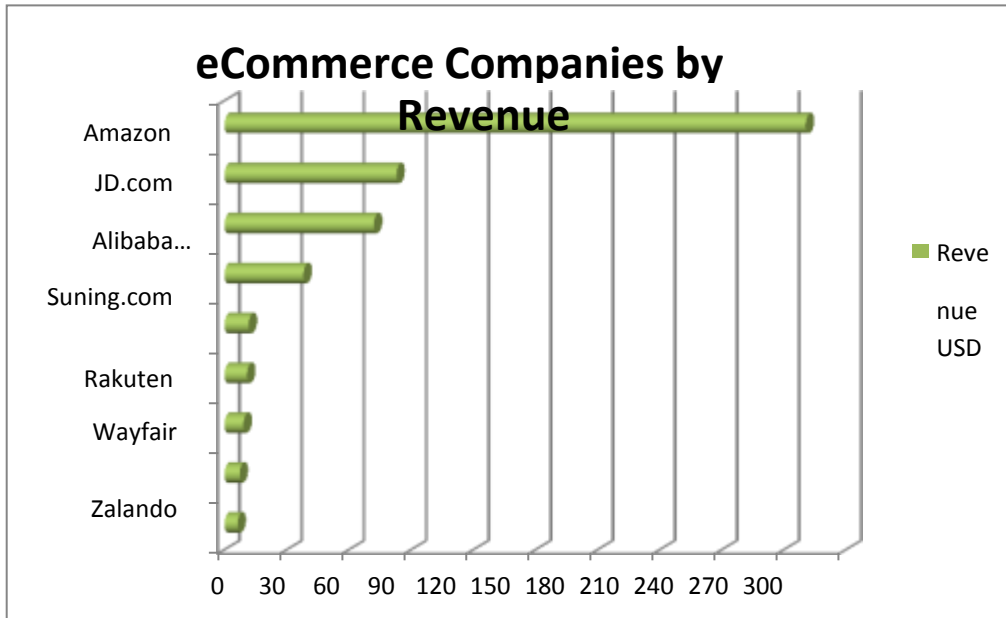
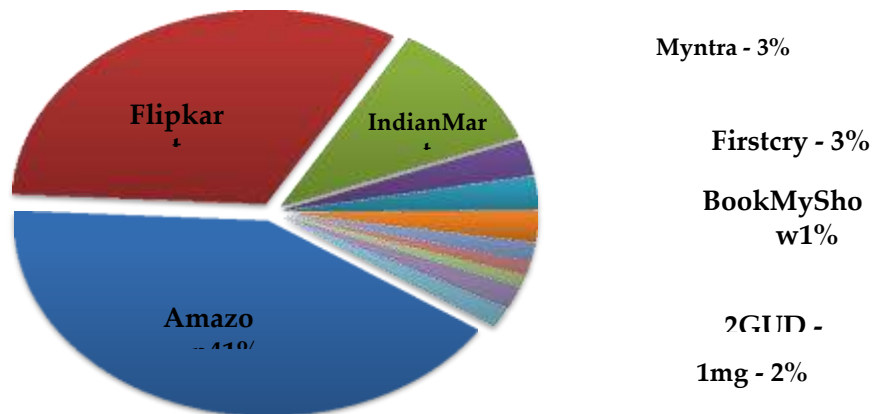


Figure: 1

Ten Topmost e-Commerce Spots in India 2020:

- 1. Amazon:** India Amazon has come the uncontested global leader of e-Commerce – Projected yearly business of 200 Million visits.
- 2. Flipkart:** is the intestine leader of e-Commerce in India. Projected yearly business 157.5 Million visits.
- 3. India Mart:** IndiaMart is an Indian company that deals in B2B emporiums. Projected yearly business of 52.2 Million visits.
- 4. Myntra:** Myntra is a devoted online life, home, fashion, and retailer in India. Projected yearly business Million visits.
- 5. Snapdeal:** Snapdeal is an expanded online shopping platform. Projected yearly business of 12.9 Million visits.
- 6. Firstcry:** Firstcry is a devoted e-Commerce platform for kiddies ' clothes, baby care products, and toys. Projected yearly business of 12.5 Million visits. 1 mg is an online healthcare and drugstore Word website. Projected yearly business 9.05 Million visits.
- 7. Book My Show:** BookMyShow is the foremost retailer and shows marking portal in India. Projected yearly business of 7.2 Million visits.
- 8. Nykaa:** Nykaa is a beauty retailer dealing clothes, cosmetics, and heartiness wares to Indian guests. Projected yearly business5.35 Million visits.
- 9. 2GUD:** 2GUD is an e-Commerce shop that deals with mobile phones and electronics refurbished goods. Projected yearly business4.65 Million visits.

Figure: 1
 ESTIMATED MONTHLY TRAFFIC IN INDIA



Constraints and Challenges of e-Commerce in Epidemic:

As the Pandemic hit the world, the choice of buyers was suppressed in lockdowns and limited the movements of goods and services which burned the assigning factors of shopping through e-commerce platforms. The COVID-19 Epidemic has been marching on for close to a time and a half now, it's high time that we look at how it has impacted our livelihood. COVID-19 has paralyzed businesses, commerce, and diligence around the globe along with our diurnal lives dealing with the severe impacts of the Epidemic. operation of online technology at the plant, educational institutions, and business associations is the only choice for numerous and indeed for introductory ménage musts. By operating on an omnichannel system or enforcing a standalone system could actually profit them to meet the demand of the guest's one-Commerce platforms. We've been seeing the client's attributions in the 21st century sluggishly shifting copping actions, indeed there are people who calculate more and more on e-Commerce for their diurnal rudiments but due to government rules, epidemic, and lockdown, we can see that e-Commerce has marked a significant growth over the times. still, with the Epidemic then to remain for the foreseeable future, e-Commerce demand will still grow and demand will reach each- time highs by 2022. This section elaborates on the present e-Commerce system challenges through its inventions in software armature, development, comity of technologies, security that illuminated during the epidemic, and the way associations can alleviate them.

Top Challenges for e-Commerce Businesses Amid & Post-Pandemic:

1. Managing the Supply Chains:

The global scale request for Supply Chain Management has been fully disintegrated due to the central and state government assessing lockdowns as a means of controlling the epidemic. The Epidemic has had significant impacts at the core of the Global value chains(GVC's) mecca regions, including the US, Europe, and China. Industrial Production in demitasse witnessed a fall of 25- 30 in the 9 months of the Epidemic. China isn't the only country being affected, if you dissect the product exertion across GVC's countries, all have marked declines in goods produced.

What might be done?

We must look for other force chain options. Research and find other suppliers from developing countries to continue e-Commerce operations. Below is a list of top products and goods imported from China and now we need to find an indispensable country that can supply the products to the business

1. India, Brazil, and Colombia can render their service to the entire world with Optical, medical, and surgical instruments.
2. India, Colombia, and Chile can take care of the Automotive Extra corridor.
3. Canada and Brazil can serve the requirements and wants in the Apparel & Clothing Accessories
4. Can depend on Mexico for cabinetwork & corridor.
5. Brazil and Japan can be trusted for Electrical Machinery or Equipment

2. Consumer Demand & Stock oscillations:

The government's changeable opinions and lockdowns both by central and state governments raised a fear situation which makes them go from store to store in order to buy goods in inordinate amounts. The government order of 'stay-at-home' accreditation has increased the number of consumers to order further rudiments than they would be consumed. The irregular purchase patterns have led to changeable demand creating dearths in the force across the world.

What might be done? Drop shipping Business Model

Yes, effectively using a Drop shipping system for e-Commerce stores generally and especially in times of extremity can do prodigies to grow the nethermost line. Enforcing it'll enable to be free from maintaining and managing force allowing fastening only on growing online deals.

3. Peak in Website Business:

During the lockdown phase, e-Commerce stores that vended diurnal musts products witnessed no way - ahead- seen website business. Numerous physical and traditional stores that didn't effectively manage their online gatekeeper, website, or web operations have suffered extensively. Their e-store didn't do well in handling the client's needs and wants which led to a swell in business and they couldn't give smooth client services to guests. Indeed a lack of digital marketing processes across the country has affected good business.

Conclusion:

E-commerce systems are the motorist of future software development. The e-commerce assiduity in India has been directly impacting MSME in India by furnishing means of technology, training, and backing has a favorable discovering effect on other diligence as well. The Indian e-commerce assiduity has been on a overhead growth line and is anticipated to surpass the US request to come the alternate-largest e-commerce request in the world by 2030. As a software- ferocious system, taking into consideration the design principles of the 5th artificial revolution i.e. interconnection, information translucency, specialized aiding systems, and decentralized decision timber, e-

commerce systems are integral in the elaboration of the way humans work as well as enhance global trading services. Over the coming four times, the Indian electronic retail assiduity is anticipated to exceed 280- 320 million shoppers.

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ಮಾರ್ಗ: ಪಥ ಬದಲಿಸದ ಕತೆಗಳು

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ಕನ್ನಡ ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕ, ಸರ್ಕಾರಿ ಪ್ರಥಮ ದರ್ಜೆ ಮಹಿಳಾ ಕಾಲೇಜು

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ಕತೆ ಓದುವುದು ಸುಖದ ಕೆಲಸ. ಅದು ವಿರಾಮಕ್ಕೊಡ್ಡಿಕೊಳ್ಳುವ ಶೂನ್ಯ ಮನಸ್ಸು ಸುಖವಲ್ಲ, ಬದಲಾಗಿ ಕತೆ ಓದುತ್ತಲೇ ನಮ್ಮ ಜೀವಕೋಶಗಳಲ್ಲಿ ಹುದುಗಿದ್ದ ಅನೇಕ ಸ್ಮೃತಿಗಳನ್ನು ಹೊರಕ್ಕೆಳೆದು ಹೊಳಪುಗೂಡಿಸಿ ಮತ್ತೆ ಮತ್ತೆ ನೋಡಿಕೊಳ್ಳುವ ಸುಖ. ಓದುಗನೊಬ್ಬ ತನ್ನ ಪ್ರಜ್ಞೆಯ ಪಾತಳಿಗಳಿಗಿರುವ ವ್ಯಕ್ತಿಯ ದ್ವಂದ್ವಗಳನ್ನು, ಸುತ್ತಣ ಸಮಾಜವನ್ನು, ಅಲ್ಲಾಗುತ್ತಿರುವ ಬದಲಾವಣೆಗಳನ್ನು ಮತ್ತೆ ಮತ್ತೆ ಗಮನಿಸುವ, ಆ ಮೂಲಕ ತನ್ನ ಮನಸ್ಸಿನ ಕೊಳವ ಕದಡಿಕೊಂಡು, ನಂತರ ತಿಳಿಗೊಳಿಸಿಕೊಳ್ಳುವ ಕ್ರಿಯೆಯ ಸುಖ. ಅಂದರೆ ಈ ಮೂಲಕ ತನ್ನೊಳಗೆ ಮೂಡಿದ್ದ, ಮೂಡಬಲ್ಲ ಅನ್ನಿಸಿಕೆಗಳನ್ನು ಮತ್ತಷ್ಟೂ ಸ್ಪಷ್ಟಗೊಳಿಸಿಕೊಳ್ಳುವ ಪರಿ. ಹಾಗಾಗಿ ಕನ್ನಡ ಕಥಾ ಸಾಹಿತ್ಯದ ಅರಿವಿಟ್ಟುಕೊಂಡು ಬರೆದ ಲಿಂಗರಾಜ ಸೊಟ್ಟಪ್ಪನವರ 'ಮಾರ್ಗ' ಸಂಕಲನದ ಕೆಲ ಕತೆಗಳ ಓದಿನ ನಂತರದ ಪ್ರತಿಕ್ರಿಯೆಗಳನ್ನು ಇಲ್ಲಿ ಚರ್ಚಿಸಬಯಸುತ್ತೇನೆ.

ಹದಿನೈದು ಕತೆಗಳಿರುವ ಈ ಕೃತಿಯಲ್ಲಿ ಕೆಲ ಕತೆಗಳನ್ನು ಎರಡನೆಯ ಸಲ ಓದಿದೆ. ಈ ಓದು ಕನ್ನಡ ಕತೆಗಳ ನನ್ನ ಓದಿನ ಹರಹು ಈಗಾಗಲೇ ಬೆನ್ನಿಗಿದ್ದಿದ್ದರಿಂದ ಹಲವು ಪ್ರತಿಫಲನಗಳನ್ನು ನೀಡಿತು. ಇಷ್ಟು ಕತೆಯೊಳಗೆ ನನ್ನನ್ನು ತೀವ್ರವಾಗಿ ಆವರಿಸಿಕೊಂಡ ಕತೆ 'ಅವ್ವ ಮತ್ತು ರೊಟ್ಟಿ'. ಹತ್ತಿರ ಹತ್ತಿರ ನೂರರ ಪ್ರಾಯದ ಫಕ್ಕೀರವ್ವ ಸ್ವಾತಂತ್ರ್ಯ ದಿನಾಚರಣೆಯ ಪ್ರಭಾತ್ ಪೇರಿಗಾಗಿ ತನ್ನ ಕೇರಿಯನ್ನು ಸ್ವಚ್ಛಗೊಳಿಸುವ ಕ್ರಿಯೆಯ ಮೂಲಕ ಸ್ವಾತಂತ್ರ್ಯ ಹೋರಾಟ ಕಾಲದ ತನ್ನ ಕಿರಿ ವಯಸ್ಸಿನ ನೆನಪಿಗೆ ಜಾರುವ ಕತೆ. ದೇಶ, ಕೇರಿ ಅಂದರೆ ಜಾತಿಯ ಮತ್ತು ವ್ಯಕ್ತಿ ಸ್ವಾತಂತ್ರ್ಯದ ಹೋರಾಟದ ಮೂರು ಎಳೆಗಳನ್ನು ಮುಪ್ಪುರಿಗೊಳಿಸಿಕೊಂಡ ಕತೆಯಿದು.

ಸ್ವಾತಂತ್ರ್ಯದ ಪ್ರಶ್ನೆಗಳೇ ಹಾಗೆ. ಉರಿನ ಬಿಡುಗಡೆಯ ಮೂಲಕವೇ ದೇಶದ ಬಿಡುಗಡೆ ಕಾಣುವ ಕಾಲವದು. ಬ್ರಿಟಿಷ್ ಸರ್ವಾಧಿಕಾರ ದೇಶಕ್ಕೆ ಕೇಡೆನಿಸಿದರೆ, ದಲಿತ ಕೇರಿಗೆ ಮೇಲ್ವಾರ್ತಿಯ ಸರ್ವಾಧಿಕಾರ ಕೇಡು. ಇನ್ನು ಹೆಣ್ಣಿಗಂತೂ ದೇಶ, ಉರು, ಕುಟುಂಬ ಎಲ್ಲವೂ ಕೇಡೇ.

ಅಪ್ಪ ಸತ್ತ ಮೇಲೆ ಗಂಡು ದಿಕ್ಕಿಲ್ಲದ ಮನೆಗೆ ರಂಟೆ ಕುಂಟೆ ಹೊಡೆಯುವುದು, ಮರ ಹತ್ತುವುದು, ಹೋರಿ ದನಕರು ಮೇಯಿಸುವುದು, ಹೊಳೆ ಈಜುವುದು, ಅಷ್ಟೇ ಏಕೆ ಥೇಟ್ ಅಪ್ಪನಂತೆಯೇ ಗೇಣಿಗೊಂದು ಬೀಜದಂತೆ ಕುಶಲತೆಯಿಂದ ಬಿತ್ತುವುದು ಕಲಿತಿದ್ದ ಫಕ್ಕೀರವ್ವನಿಗೆ ತನ್ನ ಕೇರಿಯ ಸಂಕಿಯೇ ಜತೆಗಾತಿ. ಸ್ವಾತಂತ್ರ್ಯ ಹೋರಾಟದ ಯೋಧರು ಬ್ರಿಟಿಷರಿಂದ ತಪ್ಪಿಸಿಕೊಳ್ಳುವ ಸಲುವಾಗಿ ತಮ್ಮೊಳಗೆ ಬರುತ್ತಾರೆನ್ನುವ ಸುದ್ದಿಯೇ ಎಲ್ಲರನ್ನೂ ರೋಮಾಂಚನಗೊಳಿಸಿತ್ತು. ಅದರಲ್ಲೂ ಫಕ್ಕೀರವ್ವ ಮತ್ತು ಸಂಕಿಯೆಂಬ ಎಳೆಯ ಹೆಣ್ಣುಗಳನ್ನು.

ಸಂಕಿಗಂತೂ ಹದಿನಾಲ್ಕು ವಯಸ್ಸಿಗೇ ಸ್ವಾತಂತ್ರ್ಯ ಚಳವಳಿಗೆ ಸೆಳೆದುಕೊಂಡು ಮನೆ ಬಿಟ್ಟು ಹೋದ ತನ್ನ ತಮ್ಮ ಕರಿಯಲ್ಲನೂ ಬರಬಹುದೆಂಬ ನಿರೀಕ್ಷೆ ಮನದ ಮೊನೆಗೆ ಬಂದಿತ್ತು.

ನಂತರದಲ್ಲಿ ತಾವು ನಿತ್ಯ ದನಕರು ಮೇಯಿಸ ಹೋಗುವ ಮಾದರ ಹರವಿನ ಬಳಿಯ ಪೊದೆಯಲ್ಲಿ, ಅದರ ಬಗಲಿಗೇ ಬೆಳೆದ ಆಳೆತ್ತರದ ಜೋಳದ ಹೊಲದಲ್ಲಿ ಚಳವಳಿಗಾರರು ಅವಿತಿಟ್ಟುಕೊಂಡ ಸುದ್ದಿ ಹೇಗೋ ಸಂಕಿಗೆ ತಿಳಿದು, ದಿನಾಲೂ ರೊಟ್ಟಿ ಉಟದ ಗಂಟನ್ನು ಅವರಿಗೆ ಮುಟ್ಟಿಸುವ ಹುಕಿಗೆ ಫಕ್ಕೀರವ್ವನೊಂದಿಗೆ ಬಿದ್ದಳು, ಅದರಲ್ಲಿ ಆಕೆಯ ತಮ್ಮ ಕರಿಯಲ್ಲನೂ ಇರಬಹುದೆಂದುಕೊಂಡು.

ಇಲ್ಲೊಂದು ವಿಶೇಷ ಕಾಣಿಸಿತು. ಅದೇನೆಂದರೆ ಜಾತಿಯಿಂದ ಹೊಲೆಯರಾಗಿ, ಉರಿನ ಮೇಲ್ವಾರ್ತಿಯವರು ಕೀಳಾಗಿ ಕಾಣುವ ಹೊತ್ತಿನಲ್ಲಿ ಚಳವಳಿಗಾರರು ತಾವು ಮಾಡಿದ ರೊಟ್ಟಿಯನ್ನು ಪಡೆಯುತ್ತಿರುವರೆಂಬ ಸಂಕಿಯ ಖುಷಿ. ಅದೊಂದು ತಮ್ಮ ಕುಲಕ್ಕಂಟಿದ ಅಪಮಾನದ ವಿಮೋಚನೆಯೆಂದೇ ಆಕೆ ಭಾವಿಸಿ, ಆ ಸಂಗತಿಯನ್ನು ಹೊರಗೆ ಹೇಳಿಕೊಳ್ಳುವ ಮಟ್ಟಿಗೆ ತುಡಿಯುತ್ತಾಳೆ. ಈ ತುಡಿತ ಇನ್ನೊಂದು ತಿರುವು ಪಡೆದು, ಅದೇ ಕಾಲಕ್ಕೆ ಬ್ರಿಟಿಷರಿಂದ ಮತ್ತಷ್ಟು ಚಳವಳಿಗಾರರ ಹತ್ಯೆಯಾಗಿ, ಗುಟ್ಟು ರಟ್ಟು ಮಾಡಿದ ಆರೋಪಿ ಸ್ಥಾನದಲ್ಲಿ ಸಂಕಿ ಮತ್ತು ಫಕ್ಕೀರವ್ವ ನಿಲ್ಲಬೇಕಾಗುತ್ತದೆ. ದಲಿತ ಕೇರಿಯ ಗಂಡು ಹೆಣ್ಣಾದಿಯಾಗಿ ಸೆರಗೊಡ್ಡಿ ಬೇಡಿದರೂ ಸಂಕಿ ಮತ್ತು ಫಕ್ಕೀರವ್ವನ ಮೈ ಬಾಯುವಂತೆ ಮೇಲ್ವಾರ್ತಿಯ ಜನ ಹಲ್ಲೆ ಮಾಡುತ್ತಾರೆ. ಮಕ್ಕಳಾಗಿ ಈ ಹಲ್ಲೆಯ ನೋವು ಮರೆತು, ತಮ್ಮ ಕರಿಯಲ್ಲ ಮತ್ತು ಚಳವಳಿಗಾರರ ಕಕ್ಕುಲಾತಿಗೆ ಬಿದ್ದು ಅವರ

ಹಸಿವಿಗೆ ರೊಟ್ಟಿ ನೀಡಲು ಹೋಗಿ ಕೊನೆಗೆ ನಿಗೂಢವಾಗಿ ಸಂಕಿ ಕೊನೆಯಾಗುತ್ತಾಳೆ.

ನಿಜಕ್ಕೂ ಈ ಕತೆ ಮೊದಲೇ ಹೇಳಿದಂತೆ ದೇಶ, ಸಮುದಾಯ, ವ್ಯಕ್ತಿ, ಅದರಲ್ಲೂ ಸ್ತ್ರೀ ಸ್ವಾತಂತ್ರ್ಯದ ಸಂಘರ್ಷವನ್ನು ಅತ್ಯಂತ ಆಪ್ತವಾಗಿ ದಾಖಲಿಸಿದ ಕತೆ. ಈಗಲೂ ಸ್ವಾತಂತ್ರ್ಯ ಕಸಿದೊಯ್ಯು ಗುಪ್ತ ಹೊನಗ್ಯಾಗಳು ಎಂದಿಗೂ ಜೀವಂತ. ಹಾಗೆಯೇ ಈ ಕತೆ ದಟ್ಟ ಪ್ರಾದೇಶಿಕ ಅನುಭವವನ್ನು ಕಣ್ಣಿಗೆ ಕಟ್ಟುವಂತೆ ನಿರೂಪಿಸಿದೆ. ಈ ಸಂಕಲನದ ಉತ್ತಮ ಕತೆಯಿದು.

ಮತ್ತೊಂದು ಕತೆ 'ಕೋನಡೆ'. ಕಾಡು ಮತ್ತು ಆಧುನೀಕರಣದ ಸಂಘರ್ಷವನ್ನು ಪ್ರಜ್ಞಾಪೂರ್ವಕವಾಗಿ ನಿರೂಪಿಸಿದ ಕತೆಯಿದು. ಕತೆಗಾರನಿಗೆ ಕತೆ ಬರೆಯುವ ತಂತ್ರ ಒಲಿದರೆ ಆತ ವಸ್ತುಗಳನ್ನಾರಿಸಿಕೊಂಡು ಕತೆಯೇನೋ ಬರೆಯುತ್ತಾನೆ. ಆದರೆ ತಂತ್ರ ಬಲದಿಂದಲೇ ಕತೆ ಉಸಿರಾಡಲಾರದು. ಹಾಗಾಗಿ ಕತೆ ಬದುಕಿನ ಘೋಷಿತ ಸಂಘರ್ಷಗಳಾಚೆಯ ಮುಖಗಳನ್ನು ತೋರಲಾರದೆನ್ನಿಸುತ್ತದೆ.

ಹೇಮಿ, ದ್ಯಾಮಿ, ಲಚ್ಚಿ ಇವು ಸ್ತ್ರೀ ಪಾತ್ರಗಳು. 'ಬೇಲಿ ಮತ್ತು ಹೂವು' ಮತ್ತು 'ದ್ಯಾಮಿ' ಕತೆ ಎರಡೂ ಭಿನ್ನ ಜಾತಿಯ ಗಂಡು ಹೆಣ್ಣಿನ ಸಂಬಂಧದ ವಸ್ತುವನ್ನೊಳಗೊಂಡ ಕತೆಗಳು. ಈ ಕತೆಗಳನ್ನು ಓದುವಾಗ ಅದರಲ್ಲೂ 'ಬೇಲಿ ಮತ್ತು ಹೂವು' ಕತೆಯನ್ನೋದುವಾಗ ಅನಂತಮೂರ್ತಿಯವರ ಸಂಸ್ಕಾರ ಕಾದಂಬರಿ ನೆನಪಿಗೆ ಬಂತು. ಅದೇ ಗುಂಗಿನಲ್ಲಿ ಲಂಕೇಶರ ಬರಹ ನೆನಪಿಸಿಕೊಳ್ಳುತ್ತಾ ಅವರ ಕೆಲ ಲೇಖನ ತಿರುವುತ್ತಾ ಹೋದೆ. ಮಾಸ್ತಿಯವರ ಕತೆಯೊಂದಕ್ಕೆ ಟಿಪ್ಪಣಿ (ಹೆಣ್ಣು ಎಂಬ ಸಮಸ್ಯೆ) ಬರೆದ ಲಂಕೇಶ್ " ಈ ಜಗತ್ತಿನ ಅತ್ಯಂತ ಪ್ರಬಲವಾದ ಶಕ್ತಿ ಪ್ರೇಮ ಮತ್ತು ಸಂತಾನದ್ದು. ಸಂತಾನವನ್ನು ಸ್ವಲ್ಪ ಹೊತ್ತು ಮರೆತು ಯೋಚಿಸಿ, ಎಲ್ಲ ಶಾಲೆ, ಮಠ, ತಪಸ್ಸು, ಚಾರಿತ್ರ್ಯಗಳು ಕಾಮ, ಪ್ರೇಮಕ್ಕೆ ವಿರುದ್ಧ ನಿಂತೇ ಯೋಚಿಸುತ್ತವೆ". 'ಬೇಲಿ ಮತ್ತು ಹೂವು' ಕತೆಯೊಳಗಿನ ನಾಗಯ್ಯ ಲೈಂಗಿಕವಾಗಿ ಹೆಂಡತಿಯೊಂದಿಗೆ ಅನ್ಯಮನಸ್ಸು. ಹಾಗಾಗಿ ಅವನಿಗೆ ಹೇಮಿ ಎಂಬ ಗಂಡ ಸತ್ತ ಹೆಣ್ಣೊಂದಿಗೆ ಸಹಜ ಸೆಳೆತ. ಹೇಮಿಗೂ. ಇವರಿಬ್ಬರ ಸಂಬಂಧ ಸಂಸ್ಕಾರ ಕಾದಂಬರಿಯ ನಾರಾಣಪ್ಪ ಮತ್ತು ಚಂದ್ರಿಯ ರೀತಿಯದು. ಇಬ್ಬರೂ ಅವರವರ ಪ್ರೇಮಿಗಳು ಅಸುನೀಗಿದಾಗ ದುಃಖಿಸುವ ಪ್ರಾಮಾಣಿಕ ಹೆಣ್ಣುಗಳು. ಸಾಂಪ್ರದಾಯಿಕ ಸಮಾಜದ ದೂಷಣೆಗೊಳಗಾದವರು. ಆದರೆ ಈ ಕತೆಯ ಅಂತ್ಯ, 'ಸಂಸ್ಕಾರ' ಕಾದಂಬರಿಗಿಂತ ಭಿನ್ನವಾಗಿ ಹೊರಳುತ್ತದೆ. ನಾಗಯ್ಯನ ಕರುಳ ಕುಡಿ ಹೇಮಿಯೊಡಲಲ್ಲಿ ಬೆಳೆಯುವುದು ತಿಳಿದು, ನಾಗಯ್ಯನ ತಾಯಿ ಮರುಗುವ

ಮಾನವೀಯ ನೆಲೆಯ ತಲುಪುವಂಥದ್ದು. ನಾರಾಣಪ್ಪನ ಸಂಸ್ಕಾರವನ್ನು ಬ್ರಾಹ್ಮಣ್ಯದ ಪ್ರಶ್ನೆಯನ್ನು ಎತ್ತಿ ನಿರಾಕರಿಸುವ ನೆಲೆಗಿಂತ ಮರುಗುವ ಮಾನವೀಯ ಸ್ತರ ತಲುಪಿರುವ ಸಾಮಾಜಿಕ ವ್ಯವಸ್ಥೆಯನ್ನು ಕತೆಗಾರ ಪ್ರಾತಿನಿಧಿಕವಾಗಿ ಚಿತ್ರಿಸಿರುವರನ್ನಿಸುತ್ತದೆ. ಹೆಣ್ಣಿಗೆ ಹೆಣ್ಣು ಮರುಗುವ ರೀತಿಯಿದು.

ಇನ್ನು 'ದ್ಯಾಮಿ' ಎನ್ನುವ ಕತೆಯ ದ್ಯಾಮಿ ಫೀರಸಾಬನ ಪ್ರೇಯಸಿ. ಇವರಿಬ್ಬರನ್ನು ಒಂದಾಗಿಸಿದ್ದು ಫೀರೂನ ಎಲೆ ವ್ಯಾಪಾರ ನಿರ್ವಹಿಸುವ ಸೈಕಲ್. ಈ ಕತೆಯ ನಾಯಕಿ ದ್ಯಾಮಿ ಮಾತ್ರ ಸಂಪ್ರದಾಯದ ಬಲಿಷ್ಠ ಬಾಹುವಿಗೆ ಕಾಲಾನಂತರದಲ್ಲಿ ವಶವಾಗಿಬಿಡುತ್ತಾಳೆ. ಅಂತೆಯೇ ಫೀರೂ ದ್ಯಾಮಿಯ ಅಗಲಿಕೆಯ ನೋವಿನಲ್ಲಿ ಕತೆ ಮುಕ್ತಾಯವಾಗುತ್ತದೆ.

ಮತ್ತೊಂದು ಕತೆ 'ಸುಡುಬೇಸಿಗೆಯ ಒಂದು ಹಗಲುಗನಸು'. ಲಂಬಾಣಿ ಸಮುದಾಯಕ್ಕೆ ಸೇರಿದ ಸೀತಪ್ಪ ಮಾಸ್ತರರ ಕತೆ. ಇಲ್ಲಿ ಜಾತಿಯ ಅವಮಾನ ಮತ್ತು ಲೈಂಗಿಕ ದೌರ್ಬಲ್ಯದ ಸಂಕಟಗಳನ್ನು ಒಟ್ಟೊಟ್ಟಿಗೆ ಕಟ್ಟಿಕೊಡಲಾಗಿದೆ.

ಈ ಮೂರೂ ಕತೆಗಳು ಮನುಷ್ಯನ ಮೂಲಭೂತ ಅವಶ್ಯಕತೆಯಾದ ಕಾಮವನ್ನು ನವ್ಯ ಕತೆಗಳ ಛಾಯೆಯನ್ನು ಹೊದ್ದುಕೊಂಡೇ ತುಸು ಮುಂದೆ ಸಾಗುತ್ತವೆ, ಜೊತೆಗೆ ಜಾತಿಯ ಪ್ರಶ್ನೆ ಇಟ್ಟುಕೊಂಡು. 'ಮಠ' ಕತೆಯನ್ನೂ ಈ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಗಮನಿಸಬಹುದು.

ಬೇಕು ಬೇಡಗಳ ಆಯ್ಕೆಗೆ ಅವಕಾಶಿಸದೆ ಬಂದಿರುವುದು ಜಾಗತೀಕರಣ. ಎಲ್ಲ ಮೌಲ್ಯಗಳ ಮೂಲೆಗುಂಪಾಗಿ ಸಿ ನಮ್ಮ ವ್ಯವಸ್ಥೆಯ ನಡುವೆ ಹಣ ಮತ್ತು ವಸ್ತು ಪ್ರಾಮುಖ್ಯತೆಯ ಗೋಪುರವನ್ನು ಬಲವಾಗಿ ನಿಲ್ಲಿಸಿದೆ. ಮನುಷ್ಯ ಸಂಬಂಧಗಳಂತೂ ಭಾವ ಕೋಶ ತೊರೆದು ನಗರಗಳಲ್ಲಿ ನಿಂತಾಗಿದೆ. ಮೂಲತಃ ಸಂಬಂಧಗಳ ನಂಟಿನಲ್ಲೇ ನೆಮ್ಮದಿ ಕಾಣುವ ಮನುಷ್ಯ ಸ್ವಭಾವ ಈ ಯಾಂತ್ರಿಕ ಸೆಳೆತಕ್ಕೆ ಸಿಕ್ಕಿ ಭಿದ್ರವಾಗಿದೆ. ಇಂತಹ ಅನುಭವ ಲೋಕವನ್ನು ಕನ್ನಡದ ಮಟ್ಟಿಗೆ ವಿವೇಕ ಶಾಸನಭಾಗರ 'ಹುಲಿ ಸವಾರಿ' ಕತೆಯಿಂದ ಹಿಡಿದು ಅನೇಕರು ಬೇರೆ ಬೇರೆ ಕೃತಿಗಳಲ್ಲಿ ಕಟ್ಟಿಕೊಟ್ಟಿದ್ದಾರೆ. ಸೋಫೋಕ್ಲಿಸ್, ಶೇಕ್ಸ್‌ಪಿಯರ್ ರಂತಹ ಕೃತಿಗಳಲ್ಲಿ ಮಹಾ ದುರಂತಗಳನ್ನು ಕಂಡರೆ, ಸಮಕಾಲೀನ ಚಿಕ್ಕ ಚಿಕ್ಕ ಭಿದ್ರತೆಗಳನ್ನು ಈ ಬಗೆಯ ಕೃತಿಗಳಲ್ಲಿ ಕಾಣಬಹುದು. ಲಿಂಗರಾಜ ಸೊಟ್ಟಪ್ಪನವರ ಅಂಥದೊಂದು ಕತೆ 'ಕರ್ಮಣ್ಯವಾಧಿಕಾರಸ್ತೆ'. ಸೇವೆಯ ನೈತಿಕ ಮೌಲ್ಯಗಳ ಮೇಲೆ ನಿಂತ ವೈದ್ಯಕೀಯ ವ್ಯವಸ್ಥೆ ಹೇಗೆ ಹಣ ಉತ್ಪಾದನೆಯ ದುರಾಸೆಯಲ್ಲಿ ಅಮಾನವೀಯಗೊಳ್ಳುವುದೆಂಬುದನ್ನು ತಂದೆ ಡಾಕ್ಟರ್ ಶಿವಸುಂದರ್ ಮತ್ತು ಮಗ ಡಾಕ್ಟರ್ ಸುಧೀಂದ್ರರ

ನೆಲೆಯಲ್ಲಿ ವಿವೇಚಿಸಬಹುದು. ಆಧುನಿಕ ನಗರಗಳು ಬಡವರನ್ನು ಸೆಳೆದು ಮುಕ್ತವ ಕ್ರಿಯೆವನ್ನು 'ದೂರ ತೀರದ ಮೋಹ' ದಲ್ಲಿ ನೋಡಬಹುದು. ಇನ್ನು ಹಳ್ಳಿಗೊಂದು ಖಾಸಗಿ ಬ್ಯಾಂಕ್ ಬಂದು ಪೋಸ್ಟ್ ಮ್ಯಾನ್ ಕಡೆಯಿಂದ ಪಿಂಚಣಿ ಪಡೆಯುತ್ತಿದ್ದ ಚಂದವು ಎ.ಟಿ.ಎಮ್ ಕಾರ್ಡ್ ಮೋಹಕ್ಕೆ ಬಿದ್ದು, ನೇರ ಕೈಸೇರದೆ ಬ್ಯಾಂಕ್ ಗೆ ಸಂದಾಯವಾಗುವ ಕಾರಣದಿಂದ ಅನುಭವಿಸುವ ಯಾತನೆ, ಕಳೆದುಕೊಳ್ಳುವ ಮೊಮ್ಮಕ್ಕಳ ಸುಖ ಕೂಡ ಇದೇ ಗುಂಪಿಗೆ ಸೇರುವಂಥದ್ದು.

ಹೀಗೆ 'ಮಾರ್ಗಿ' ಸಂಕಲನದಲ್ಲಿನ ಒಂದಷ್ಟು ಕತೆಗಳನ್ನು ಓದಿದಾಗ ಅತೀವವಾಗಿ ಮನಸ್ಸಲ್ಲಳಿವುದು 'ಅವ್ವ ಮತ್ತು ರೊಟ್ಟಿ' ಕತೆ. ಕತೆಯಾದ ಕಲಾತ್ಮಕ ದೃಷ್ಟಿಯಿಂದಲೂ, ಹಾಗೆಯೇ ಅತ್ಯಂತ ಸಹಜವಾಗಿ ಕತೆ ಬೆಳೆದುಕೊಂಡು ಹೋಗುವ ಕಾರಣದಿಂದಲೂ ಗಾಢವಾದ ನೋವನ್ನು ಎದೆಗೆ ಬಲವಾಗಿ ಚುಚ್ಚುವ ಕತೆಯಿದು.

ಉಳಿದಂತೆ ಮಾಸ್ತಿಯವರ ಕಥಾ ಪರಂಪರೆಯಿಂದ ಅನಂತಮೂರ್ತಿ, ಯಶವಂತ ಚಿತ್ತಾಲ, ಲಂಕೇಶ್, ದೇವನೂರ ಮಹಾದೇವ, ಶ್ರೀಕೃಷ್ಣ ಆಲನಹಳ್ಳಿ, ಜಯಂತ ಕಾಯ್ಕಿಣಿ, ಮೊಗ್ಗಿ ಗಣೇಶ್ , ವಿವೇಕ ಶಾನಭಾಗ ಹೀಗೆ ಅನೇಕರ ಕತೆ ಓದಿಕೊಂಡ ಓದುಗನಿಗೆ ಕಾಡಬಲ್ಲ ಪ್ರಮುಖ ಪ್ರಶ್ನೆಯೆಂದರೆ ಕತೆಗಾರ ತನ್ನ ಜೀವನಾನುಭವಕ್ಕೆ ಬದ್ಧನಾಗಿಯೂ ತಾನು ಬರೆಯುವ ಕತೆಯನ್ನು ತಾನು ಮಾತ್ರ ಬರೆಯಲು ಸಾಧ್ಯವೆಂಬಂತೆ ಬರೆಯುವುದು ಹೇಗೆ? ಎಂಬುದು. 'ಅವ್ವ ಮತ್ತು ರೊಟ್ಟಿ' ಕತೆ ಬಿಟ್ಟರೆ ಉಳಿದ ಕತೆಗಳಲ್ಲಿ ಅಂತಹ ಸೋಪಜ್ಜಿತ ಯಾಕೆ ಕಾಣುತ್ತಿಲ್ಲ? ಎಂಬುದು. ಪ್ರಚಲಿತದಲ್ಲಿ ಹೊರಹೊಮ್ಮುತ್ತಿರುವ ತಾತ್ವಿಕ ಸಂಗತಿಗಳ ಕನ್ನಡಕದ ಮೂಲಕ ಬದುಕಿನ ಮೂಲ ನೆಲೆಗಳನ್ನು ನೋಡ ಹೊರಡುವ ಸೃಜನಶೀಲ ಲೇಖಕನಿಗೆ ಇರಬೇಕಾದ ಪ್ರಮುಖ ಜವಾಬ್ದಾರಿ ಎಂದರೆ ಆ ಬದುಕಿನ ಸಂಕೀರ್ಣ ಎಳೆಗಳನ್ನು ಕಪ್ಪು ಬಿಳುಪಾಗಿಸದೆ ತನ್ನ ಕೃತಿಯಲ್ಲಿ ತರುವಂಥದ್ದು. ಪ್ರತೀ ಲೇಖಕನಿಗೂ ಇದು ಸವಾಲಿನ ಕೆಲಸವೇ. ಅಂತಹ ಸವಾಲಿನ ಪ್ರಯತ್ನದಲ್ಲಿ 'ಅವ್ವ ಮತ್ತು ರೊಟ್ಟಿ' ಕತೆ ಕತೆಯಾಗಿದೆ. ಉಳಿದವು ವಿಚಾರಗಳ ಸರಳೀಕೃತ ಮಂಡನೆಯನ್ನು ಕತೆಗಾರನ ಕಥನ ಕೌಶಲದಿಂದ ಮಾಡಿಸಿಕೊಂಡಂತಿವೆ?

ಪರಾಮರ್ಶನ ಗ್ರಂಥಗಳು :

1. ಮಾರ್ಗಿ- ಲೇ: ಲಿಂಗರಾಜ ಸೊಟ್ಟಪ್ಪನವರ, ಪಲ್ಲವ ಪ್ರಕಾಶನ, ಚನ್ನಪಟ್ಟಣ, ಬಳ್ಳಾರಿ ಜಿ
2. ಟೀಕೆ ಟಿಪ್ಪಣಿ, ಸಂಪುಟ 2, ಲೇ : ಪಿ. ಲಂಕೇಶ್, ಲಂಕೇಶ್ ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು.

To Study the Sex Ratio of Similar Size City and Nanded City

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1. Introduction

One of the important indicators of social development in the high level of literacy and educational attainment is considered to be an important factor in the process of modernization. Nanded city literacy structure was studied in the period of 1991 to 2011.

A high level of literacy reflects the dynamic character of a city population. The Table indicates the literacy structure of the Nanded city during the period of 1971-2011. In 1971, 1981, 1991, 2001 and 2011 census, it was of 43.6, 53.88, 59.14, 68.87 and 74.8 percent respectively; it was accordingly increased decade by decade. Male literacy rate was observed higher in 1971 and 1981 census, it was 67.45 and 63.42 percent. After the 1991 census, male literacy rate was decreased but female literacy rate was increased. In the 2011 census, 54.47 males and 45.53 percent females are literate in Nanded city. Its main cause is development of educational facilities in the city as well as in the state.

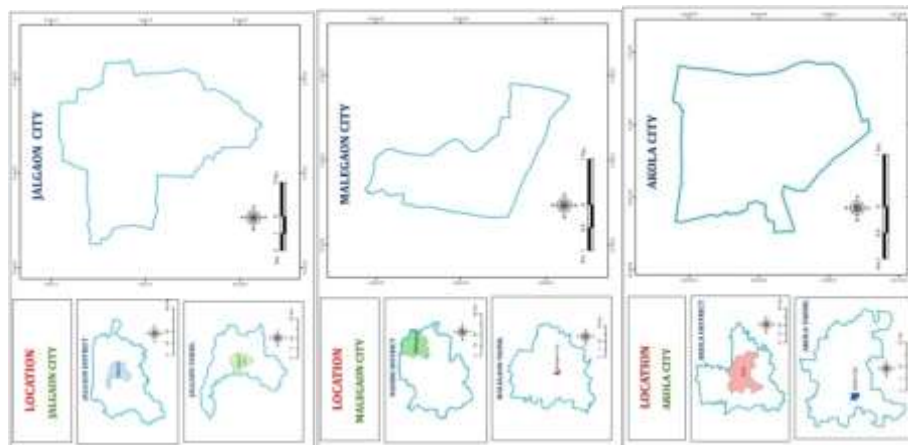
2. Study Area of Similar Size Cities

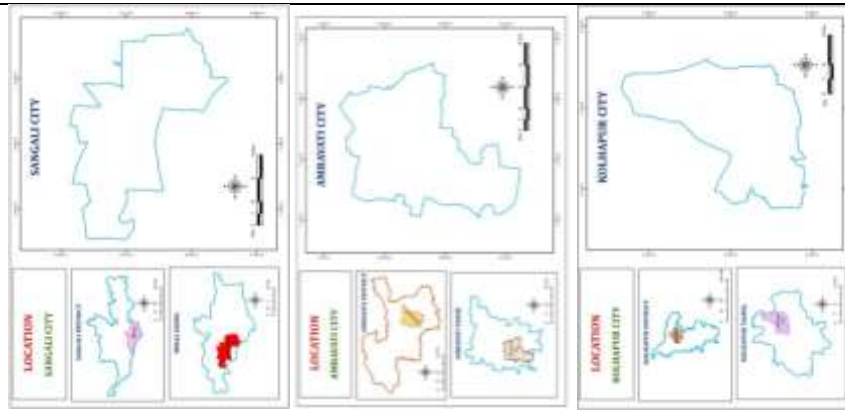
Here an attempt to select similar cities on the basis of population. The population of selected

cities is as per 2011 Census and the population is near to $\pm 1,00,000$.

Geographical Location of Similar Size Cities

Sr. No.	Name of the City	Latitude	Longitude	Figure Number
1	Amravati	20 ⁰ 50'17" N. to 20 ⁰ 59'16" N.	77 ⁰ 42'08" E to 77 ⁰ 49'47" E	5.1
2	Akola	20 ⁰ 41'34" N. to 20 ⁰ 43'41" N.	76 ⁰ 58'54" E. to 77 ⁰ 00'40" E	5.2
3	Jalgaon	20 ⁰ 56'18" N. to 21 ⁰ 02'47" N.	75 ⁰ 30'45" E. to 75 ⁰ 36'36" E	5.3
4	Kolhapur	16 ⁰ 39'09" N. to 16 ⁰ 46'03" N.	74 ⁰ 11'18" E. to 74 ⁰ 16'49" E	5.4
5	Malegaon	20 ⁰ 31'43" N. to 20 ⁰ 34'08" N.	74 ⁰ 31'19" E. to 74 ⁰ 32'55" E.	5.5
6	Sangli	16 ⁰ 46'21" N. to 16 ⁰ 53'36" N.	74 ⁰ 31'38" E. to 74 ⁰ 41'19" E.	5.6





3. Objective:

- To Study The Sex Ratio Of Similar Size City And Nanded City

4. Data Base & Methodology:

The required data present study has collected from primary and Secondary Data Collection by various government departments, i.g. District Census Hand Book of Nanded District 1981,1991 ,2001 and 2011, Socio-Economic Review and District Statistical Abstract of Nanded District 1981,1991 ,2001 and 2011, District Gazetteer of Nanded District, Various branch offices of Nanded Zilla Parishad. Various Municipal Corporation Offices of the Nanded District, Industrial Development Corporation (MIDC), Town planning Department Nanded, Nanded Municipal Reports.

Data collected data has tabulated, classified, presented, compared and interpreted with help of various appropriate statistical methods. Tables, Diagrams and maps have used at appropriate place and their interpretation has realized the present study

5. Result & Discussion:

Sex Ratio

Following Table shows the similar size cities' sex ratio in 2001. The sex ratio of Amravati, Nanded, Kolhapur, Sangli, Jalgaon, Akola and Malegaon city was 989, 916, 914, 947, 905, 938 and 960 females per thousand male respectively. The sex ratio of Amravati city was higher than the other cities and Jalgaon city had lowest sex ratio than the other cities.

**Similar Size Cities'
Sex Ratio- 2001**

Name of City	Male	Female	Sex Ratio
Amravati	268247	265263	989
Nanded	224813	205920	916
Kolhapur	255778	233789	914
Sagali	224300	212481	947
Jalgaon	193496	175122	905
Akola	206649	193871	938
Malegaon	208868	200539	960

Source: Census 2001.

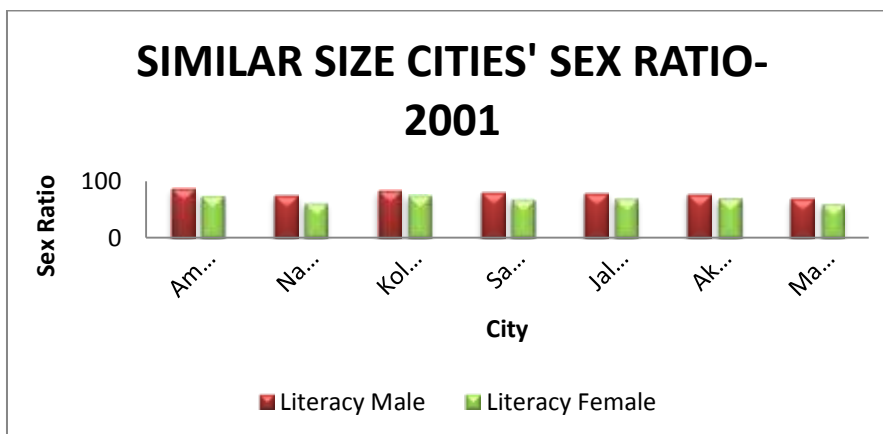


Table shows the similar size cities' sex ratio during the period of 2011 census. The sex ratio of Amravati, Nanded, Kolhapur, Sangli, Jalgaon, Akola and Malegaon city was 961, 928, 959, 982,

913, 959 and 972 females per thousand male respectively. Sangli city's sex ratio was higher than the other cities and Jalgaon city observed lowest sex ratio than the other cities.

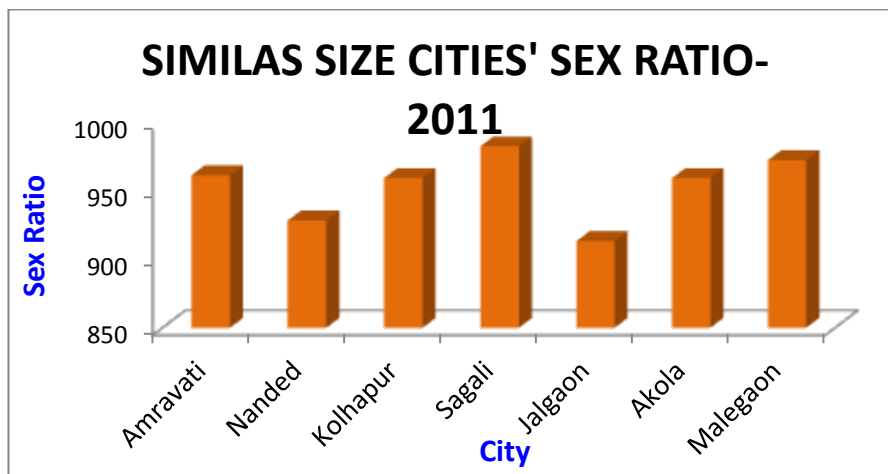
**Similar Size Cities'
Sex Ratio- 2011**

Name of City	Male	Female	Sex Ratio
Amravati	329992	317065	961
Nanded	285433	265006	928
Kolhapur	280366	268870	959
Sangli	253640	249153	982
Jalgaon	240599	219638	913
Akola	217393	208424	959
Malegaon	244080	237148	972

Source: Census 2011.

The sex ratio of Amravati city was decreased than the 2001 census year, and Sangli city's sex ratio was increased but the Jalgaon city's sex ratio was

comparatively stable than the last census year. Nanded and Kolhapur cities' sex ratio was slightly increased in 2011 census.



6. Conclusion:

The similar size cities' sex ratio during the period of 2011 census. The sex ratio of Amravati, Nanded, Kolhapur, Sangli, Jalgaon, Akola and Malegaon city was 961, 928, 959, 982, 913, 959 and 972 females per thousand male respectively. Sangli city's sex ratio was higher than the other cities and Jalgaon city observed lowest sex ratio than the other cities. The sex ratio of Amravati city was decreased than the 2001 census year, and Sangli city's sex ratio was increased but the Jalgaon city's sex ratio was comparatively stable than the last census year. Nanded and Kolhapur cities' sex ratio was slightly increased in 2011 census.

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Reproductive Choice of a Woman: A Fundamental Right

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Abstract

Human rights law stipulates that women must be free to decide when to be pregnant, how many children to have, and how to space pregnancies. Laws and policies that deny women and girls their sexual and reproductive health rights are inherently discriminatory. States should respect the capacity of women and girls for autonomous decision-making and not limit the access to contraceptives to the obtention of the authorisation of husbands, partners or parents of girls. The right of women to exercise their reproductive choice is implicitly protected as the fundamental right under the Indian Constitution. Indian courts play a crucial role in preventing and addressing the ongoing violation of these women rights. Women always possess particular rights which shouldn't be denied at any cause. One such right is her right to exercise her reproductive choice. All of us have a right to body autonomy, which means we should be able to make decisions about our bodies on our own. In our society, women and girls are often denied reproductive choices. It is not only immoral and discriminatory, but it also infringes on their basic human rights, including the right to life and dignity. It adds to disparity and violence. The right of reproductive choices is a basic fundamental right that should be granted to all without question and with dignity. With the passage of time, tremendous progress in implementing reproductive health has been made. There is still a long way to go in fully acknowledging reproductive rights. The ultimate purpose of the right to reproduction is the individual's well-being and thus everyone should be able to freely exercise their reproductive choice. Not only will better approach to reproductive health assist women, but it will also benefit society as a whole. Men, particularly spouses, must come out in support, accept their wives consent, and participate equally in the decision-making process. The government must ensure proper reproductive health as well as reproductive information and education to safeguard the individual's rights and promote wellbeing and a healthy lifestyle. This will, in turn, benefit the country's growth and development.

Keywords : reproductive choice, discriminatory, human rights, fundamental rights

Introduction

India is basically a patriarchal society where woman has been abused and were given a lower position from ages. India's culture preferred introduction of men over women. The most offensive wrongdoing in India is female foeticide which is largely observed in Northern States. Actually regenerative decision is a private choice that we make in our life but in reality it is affected by different concerns such as political, philosophical and financial wellbeing and medical care. In earlier times, ie; during Vedic period woman had a high position in the society but later due to social, political and monetary changes, woman lost their status. International laws recognize certain rights that all human beings are entitled to. One of such right is reproductive right of woman. Constitution of India has also recognised sexual and reproductive right which includes right to life, liberty and security of the person, the right to health, care and information, and right to non-discrimination in the allocation of resources to health services. The right to reproductive choice means the right of a woman to choose whether to reproduce or not which includes the right to decide whether to carry or terminate unwanted pregnancy and the right to choose contraception. The key of reproductive

choice is the right to family planning education, information and services. Right to reproductive choice of woman is connected to numerous human rights such as the right to life and right to be free from torture.

State's obligation to ensure regenerative rights necessitate that ladies and young ladies are not only given complete regenerative wellbeing data but also that they experience positive conceptive wellbeing results. Violation of regenerative rights hurt ladies because of their ability to become pregnant and lawful insurance of these rights as basic freedom is necessary to empower sex equity and the uniformity of ladies. The Constitution of India perceives a significant number of these equivalent rights as the essential rights which includes the right to fairness and non-segregation (Article 14 and 15) and right to life (Article 21) which is perceived through law that incorporates the rights to wellbeing, pride, independence from torment and abuse, and privacy. India is a signatory to various worldwide shows which perceive regenerative rights such as the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW), International Covenant on Civil and Political Rights (ICCPR), International Covenant on Economic, Social and Cultural Rights

(ICESCR), and Convention on the Rights of the Child (CRC)¹. Article 51(c) of the Constitution of India states that the State shall endeavour to foster respect for International law and treaty obligations. The public authority of India has a commitment to guarantee lawful solutions for infringement of principal rights and basic freedoms. Article 39(a) in The Constitution Of India says that the citizens, men and women equally, have the right to an adequate means to livelihood. The Supreme Court of India and few State High Courts have taken significant steps in perceiving the regenerative rights. Article 21 incorporates the "conceptive privileges of an individual." This paper tends to throw the spotlight on women's reproductive choice with respect to right to life and personal liberty under Article 21.

International Perspective of Reproductive Choice

The Slogan of the ladies' prerogative movement at the 1993 World Conference on Human Rights in Vienna was Women' right are human rights. The Charter of UN in 1945 and the Universal Declaration of Human Rights (UDHR) drawn up that all individuals have essential freedoms for the direct clarification of being human. The Charter disallows segregation based on race, sex, language, or religion. The Bill of rights - The Universal Declaration of Human Rights and its two covenants: International Convention on Civil and Political Rights and International Covenant on Human Rights (ICCPR) and Economic, Social and Cultural Rights (ICESCR) explicitly gives women important opportunities for the same reasons as men. The UN basic freedom framework incorporates an instrument that deals exclusively with liberties by ladies; the —Convention on the Elimination of All Forms of Discrimination against Women (CEDAW Convention). The Convention revolves around the wide range of exploitation against women. The CEDAW Convention in its significant articles, settle various issues that are related to women. s. Article 12(2) of the Convention, for example, sets out that: 'States Parties will guarantee to ladies proper administrations regarding pregnancy, containment and the post-natal time frame, allowing free administrations where important, just as satisfactory nourishment during pregnancy and lactation.' The Economic and Social Council (ECOSOC) of the UN in 1946 set up a particular body to manage ladies' privileges: The Commission on the Status of Ladies (CSW).

"In 1946, the Economic and Social Council" of the UN (ECOSOC) set up a particular body to manage 'ladies' privileges': the Commission on the Status of Ladies (CSW). —1994 International Conference on Population and Development (ICPD) deals with government's obligation to maintain

regenerative rights. As expressed in Paragraph 7.3 of the ICPD Program of Action: "Regenerative rights embrace certain common freedoms that are now perceived in public laws, worldwide basic liberties records and other agreement archives. These rights lay on the acknowledgment of the essential right, everything being equal, and people to choose openly and dependably the number, dispersing and timing of their youngsters and to have the data and intends to do as such, and the option to accomplish the best quality of sexual and conceptive wellbeing. It additionally incorporates their entitlement to settle on choices concerning propagation liberated from separation, compulsion and brutality, as communicated in common freedoms records". The Convention on the Rights of Persons with Disabilities (Disability Rights Convention) is the key instrument to expressly perceive the right to conceptive and sexual prosperity as a fundamental freedom². Protocol to the African Charter on Human and Peoples' Rights on the Rights of Women in Africa (Protocol on the Rights of Women in Africa) explicitly explains ladies' conceptive rights as basic freedoms, and certifies ladies' all in all correct to regenerative decision and self-governance, and explains African states' obligations corresponding to ladies' sexual and conceptive wellbeing. With the appropriation of the UN Millennium Development Goals (MDGs) in 2000, governments were of the opinion to address ladies' conceptive wellbeing is critical. The report delivered at the 2005 World Summit made an express obligation to accomplish conceptive wellbeing by 2015.

Regulating Reproductive Rights in India

Reproductive rights are an individual's overall right to plan a family, end a pregnancy, use contraceptives, get some answers concerning sex guidance in state supported schools ,and access regenerative prosperity organizations. With regards to the judgment in *Justice K S Puttaswamy v Union of India*³, we look at two conceptive rights ie; foetus removal and surrogacy. On 24 August, 2017, a nine judge seat of the Supreme Court of India perceived that security as an unavoidable right and held that security to cover individual self-rule identifying with the body and mind. In the mid 1980s the ladies wellbeing development started in India with little gatherings of ladies from different parts talking about being female. Efforts made to regulate reproductive rights in India are:

1. A long fight against unsafe contraceptives

During 1980's, women's get-togethers discovered that hormonal contraceptives were damaging women's prosperity. Hormonal

³ AIR 2017 SC 4161

contraceptives like injectables can be dangerous, making irreversible and real damage to women's bodies. Hormonal contraceptives require incredibly close checking at each stage through pre-arranged workforce using complex equipment. Other than the pill, all hormonal contraceptives are long-representing model injectables. Thus, whether or not a woman wishes to stop using the precaution, the effect of the synthetic continues holding up in and impact her body for a huge proportion of formerly. The key benefits of long-acting hormonal contraceptives shown to be key risks for women. The woman may not understand the imbue ment she is getting is a precaution due to the lack of proper instructed consent. It is a huge issue which is often rejected in clinical fundamentals of contraceptives and the woman are not taught sufficiently about the possible outcomes of subsequent use of this contraceptives. Women campaigned towards male obligation with respect to contraception. The condom is an unobtrusive, strong and easy to use procedure. It has no outcomes. Vasectomy is with less trouble than female sterilization but men are reluctant to undergo vasectomy.

2. Abortion and Reproductive Autonomy

The Puttaswamy judgment expressly perceived that it is the right of ladies to have regenerative decisions as it is an individual freedom under Article 21 of the Indian Constitution. *Suchita Srivastava V. Chandigarh Administration*⁴, held that conceptive rights incorporate a lady's right to convey a pregnancy to its full term. Infringement of conceptive rights excessively hurt ladies because of their ability to become pregnant. Conceptive rights as common freedoms is basic to empower sex equity and the equity of ladies. The Constitution of India perceives a large number of these equivalent rights including the right to equity and non-segregation (Article 14 and 15) and the right to life (Article 21) which is perceived through law to incorporate the rights to wellbeing, respect, independence from torture and abuse, and security.

3. Current situation in respect to MTP Act

Section 3 of the MTP Act places a 20-week gestational limit on abortions. Post this time frame, there is no provision for abortion, except when it is "immediately necessary to save the life of the pregnant woman"⁵. Section 5 of the MTP Act says that this limit in Section 3 will not apply in case a RMP opines that such termination is necessary to save the life of the pregnant woman.

The Supreme Court has given abroad interpretation to the expression life under Section 5 which includes the physical and mental health of a

pregnant person, beyond immediate survival⁶. In the case of rape, court has permitted post-20 weeks terminations of pregnancies. Under Section 5, Court has also recognized substantial foetal impairment as a ground for termination of pregnancies post-20 weeks⁷.

Bombay High Court in *High Court on its own motion V. State of Maharashtra*⁸, held that all pregnant women have the same rights in the case of termination of pregnancy, and forcing any woman to continue with any unwanted pregnancy would result in violation of her bodily integrity and would be injurious to her mental health. Reproductive autonomy, or the right to make one's own reproductive choices has been recognised as part of the right to personal liberty under Article 21 of the Constitution of India⁹.

The Medical Termination of Pregnancy Act, 1971 was instituted to end specific pregnancies by enlisted clinical professionals. The said Act is to protect ladies who need to end pregnancy under certain predefined conditions. The MTP Act designates service providers to control exercise of this right by women. Many service providers are of the view that post-20 weeks termination of pregnancy is legally impermissible for them to provide abortion services. So, women are denied abortions or asked to get permission of the court for post-20 weeks termination which leads to delays and sometimes denials. In 2017, the Supreme Court explained foetus removal at 24 weeks is lawful and it is to safeguard her own life against the avoidable risk to it.

An MTP Amendment Bill was passed by Parliament in March 2020. It is an enhanced and liberal version of previous act. It increased the time limit for abortion from 20 to 24 weeks for pregnant woman. This Act also allowed unmarried woman to terminate unwanted pregnancy based on failure of contraceptives. The right to privacy of woman was ensured by this Act. The medical institute conducting abortion can reveal the details regarding

⁶ Aparna Chandra et al, Securing Reproductive Justice in India (n 18) 112-113

⁷ Tapasya Umesh Pisal v Union of India (2018) 12 SCC 57, Sonali Kiran Gaikwad v Union of India WP(C) 928/2017 (Order dated 9 October 2017) (Supreme Court), Sarmishtha Chakraborty v Union of India (2018) 13 SCC 339; Shaikh Ayesha Khatoon v Union of India 2018 SCC OnLine Bom 11 (Bom HC), XYZ v Union of India WP 10835 of 2018 (Order dated 3 April 2019) (Bom HC). See generally, Aparna Chandra et al, Securing Reproductive Justice in India (n 18) 113

⁸ 2017 Cri LJ 218 (Bom HC)

⁹ See *Suchita Srivastava v Chandigarh Administration* (2009) 9 SCC 1; *Justice K.S. Puttaswamy (Retd.) and Anr. v. Union of India and Ors* (2017) 10 SCC 1.

⁴ (2009) 14 SCR 989, (2009)9 SCC 1

⁵ MTP Act, s 5

abortion to the authorised person only. It is more inclusive of victims of rape, incest, differently abled, minors etc. Earlier, for abortion of more than 12 weeks and under 20 weeks requires the opinion of two medical practitioners. Now it has been change to one doctor for abortion within 20 weeks and two doctors for abortion between 20 to 24 weeks. For abortion beyond 24 weeks, a medical board has to decide it.

A Comparative Study in India and USA

The debate on abortion in the USA is primarily between communities religious belief and the interest of State in protection of a potential life on one side and on other side the mother's right to reproductive autonomy¹⁰. Involuntary sterilization is another instance where an individual's right to procreative choice is considered secondary when compared to population control. The right to procreative choices has not yet gained an explicit recognition from US Constitution as well as from Indian Constitution. The right to procreative choices has been protected from unreasonable and unnecessary State interference by the wide view of right to privacy. This was subsequent to the Supreme Court's case in the *Griswold V. Connecticut*¹¹.

State Policy in the U.S.A

The right to abort with the consent of the pregnant woman was granted only at stages prior to quickening by United States. The State was of the view that unrestricted abortion could pose significant threats to the life of mother or child. Later, the legalisation of abortion was a result of intense campaigning between vocal feminist organisations. Therefore, the right to abortion is considered as a female's right to liberty and received legal recognition in the year 1973. It was legalised after the abolition Anti-Abortion Laws as it violated woman's right to reproductive choice which is ultimately violation of one's right to personal liberty. So, Supreme Court rulings in *Roe V. Wade*¹², created protection for a pregnant woman's right to get an abortion. However, this case was overturned in 2022 by *Dobbs V. Jackson Women's Health Organisation*¹³, and states now impose regulation on abortion.

State policy in India

In India, abortion is considered as a criminal offence under Section 312 of Indian Penal Code, 1860¹⁴. Apart from this, Parliament passed

M.T.P. Act, 1971¹⁵. This Act is an exception to Section 312 of IPC and permits to undergo abortion with restriction. Abortion is allowed for cases where the continuance of pregnancy will cause grave injury to mental and physical and health.

Reproductive Autonomy: A Comparison of Judicial Attitudes in the U.S.A and India U.S.A

Abortion was illegal in US before the landmark judgment of *Roe V. Wade*¹⁶, were a woman named Jane Roe moved to the court in demand of abortion for her third pregnancy when the Texas Constitution revoked her choice. Roe appealed to Supreme Court. SC with a dominant majority of 7-2 amended the Constitution and thus abortion was legalized following the due process of law under the right to privacy. But it is not an absolute right. Woman were permitted to abort till foetal viability, that is until the third trimester. But in 2022, *Dobbs V. Jackson Women's Health Organisation*¹⁷ overturned the earlier decision and states now impose regulation on abortion.

India

Before 1971, abortion was criminalized under Section 312 of IPC. But in 1971, M.T.P Act came into force and Indian Constitution grant abortion rights to women. In 1964, socio-cultural, medical and legal study was conducted by Shah Committee appointed by government of India. Committee recommended legalisation of abortion. Thus, Medical Termination of Pregnancy Act, 1971 was included in the Constitution. It inferred the right To abortion of women up to 20 weeks of pregnancy in the following conditions:

1. If the pregnancy causes threat to a women's life and can cause physical and mental damage.
2. If the expected child threat to life or physical or mental injury
3. If pregnancy is due to rape
4. If pregnancy is the result of failed contraceptive

Permission was given by Supreme Court in few cases for abortion after 20 weeks of pregnancy in accordance with Article 142 to confer justice¹⁸. An MTP Amendment Bill was passed by Parliament in

of saving the life of the woman, be punished with imprisonment of either description for a term which may extend to three years, or with fine, or with both; and, if the woman be quick with child, shall be punished with imprisonment of either description for a term which may extend to seven years, and shall also be liable to fine.

¹⁵ Medical Termination of Pregnancy Act, 1970

¹⁶ Supra note 10

¹⁷ No.19-1392,597 U.S-2022

¹⁸ Article 142 (order passed by the apex court to do complete justice) confers this power to the highest court.

¹⁰ Roe v. Wade 410 U.S. 113, 148-1950 (1973)

¹¹ In this case, the Court invalidated 1879 Connecticut Law that made the sale and possession of birth control devices a misdemeanour.

¹² 410 U.S. 113, 148-1950 (1973)

¹³ No.19-1392,597 U.S-2022

¹⁴ S.312-Causing miscarriage.—Whoever voluntarily causes a woman with child to miscarry, shall, if such miscarriage be not caused in good faith for the purpose

March 2020. It is an enhanced and liberal version of previous act. It increased the time limit for abortion from 20 to 24 weeks for pregnant woman. This Act also allowed unmarried woman to terminate unwanted pregnancy based on failure of contraceptives. The right to privacy of woman was ensured by this Act. The medical institute conducting abortion can reveal the details regarding abortion to the authorised person only. It is more inclusive of victims of rape, incest, differently abled, minors etc. Earlier, for abortion of more than 12 weeks and under 20 weeks requires the opinion of two medical practitioners. Now it has been change to one doctor for abortion within 20 weeks and two doctors for abortion between 20 to 24 weeks. For abortion beyond 24 weeks, a medical board has to decide it.

Conclusion and Suggestion

My personal view is that every woman should be able to freely exercise their reproductive choice. The ultimate aim of right to reproductive choice is the individual's well being. Men, particularly spouses should support, accept the wife's consent and participate equally in decision making process. The main issue arising here is the conflict between the right of reproductive choice of woman and right of unborn child. Woman should have reproductive choice to abort an unwanted pregnancy even though it seems to be a violation of the right of unborn child because otherwise the parenting and guardianship of that child will be badly affected. A woman should not be forced to behave against her own free will. Reproductive choice of a woman is a fundamental right as well as human right. It should be protected. Some are of the view that since abortion does not require the consent of the father, it is a violation of paternal right of the father. Actually a proper family planning should be present between the spouses. The primary cause of abortion is unplanned pregnancy. Family planning programs that emphasize counselling can help couples determine whether, when, and how often they will have children. Expanding women's access to safe and voluntary family planning, counselling and services and to a range of modern, safe, and effective contraceptives allows them to control their reproductive lives. Government should take the initiative to bring family planning program thereby reducing abortion, controlling population growth and protecting physical and mental health of the woman which leads to the protection of reproductive right of the woman.

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The Transformative Impact of Artificial Intelligence on Education

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Abstract

The integration of Artificial Intelligence (AI) in education holds transformative potential, promising personalized learning experiences, administrative efficiency, and data-driven decision-making. However, this paradigm shift introduces a complex array of challenges that must be navigated to ensure the responsible and effective integration of AI in educational settings. This paper examines two primary challenges: ethical considerations and the potential displacement of educators. Ethical concerns surrounding AI implementation in education encompass algorithmic biases, data privacy, and the preservation of human interaction. Ensuring fairness and transparency in AI algorithms, safeguarding sensitive student data, and maintaining the essential role of educators are critical facets of addressing these concerns. Furthermore, the potential for educators' displacement due to AI adoption raises questions about the evolving nature of their roles, the need for ongoing professional development, and the balance between technological innovation and human touch. By delving into the intricate landscape of ethical complexities and educator displacement, this paper contributes to a holistic understanding of the implications of AI in education. Through a comprehensive analysis of these challenges, educators, policymakers, and stakeholders can make informed decisions that maximize the benefits of AI while upholding the ethical standards and human-centric values that underpin effective education. As the educational landscape evolves, thoughtful consideration of these challenges is imperative to shape the future of AI-enhanced education responsibly and ethically.

Introduction:

The integration of Artificial Intelligence (AI) into educational settings has ignited a paradigm shift in how learning is delivered, experienced, and managed. As the capabilities of AI technologies continue to evolve, their potential implications for education are both promising and complex. This paper delves into the challenges and limitations associated with the integration of AI in educational environments, with a specific focus on ethical considerations and the potential displacement of educators. The advancement of AI has brought forth a wave of innovative possibilities that promise to enhance personalized learning experiences, streamline administrative processes, and enable data-driven decision-making. However, as educational institutions embrace AI to transform their practices, a series of intricate challenges arise that necessitate careful consideration. Among these challenges, ethical concerns stand at the forefront, demanding a closer examination of the potential biases and privacy issues that AI may introduce. Moreover, the proliferation of AI tools in education prompts discussions on the role of educators, the preservation of human interaction, and the equitable distribution of technological resources.

This paper aims to shed light on the multifaceted landscape of integrating AI into education by analyzing the challenges posed by ethical complexities and the potential for educator displacement. By exploring these challenges, the paper seeks to provide educators, administrators, policymakers, and stakeholders with a comprehensive understanding of the intricate considerations that accompany the integration of AI

technologies in educational contexts. Through an in-depth examination of ethical implications, data privacy concerns, and the potential impact on educators' roles, this paper endeavors to contribute to the ongoing discourse surrounding the transformative potential of AI in education. While AI offers unprecedented opportunities to enhance learning outcomes and operational efficiency, it is essential to navigate these challenges thoughtfully and collaboratively to harness AI's benefits while safeguarding the values and principles that underpin education.

Problem Statement:

The integration of Artificial Intelligence (AI) into educational environments presents a promising avenue for enhancing learning experiences and operational efficiency. However, as educational institutions adopt AI technologies, a series of intricate challenges emerges, warranting careful consideration. Among these challenges, ethical complexities and the potential displacement of educators stand out as significant concerns.

Ethical considerations encompass issues of algorithmic bias, data privacy, and the preservation of human interaction. The use of AI algorithms to personalize learning experiences and make data-driven decisions raises concerns about unintentional biases that could perpetuate inequalities among students. Moreover, the collection and analysis of student data prompt questions about the safeguarding of personal information and the transparency of data usage. Concurrently, the integration of AI has the potential to alter the role of educators, introducing uncertainties about job

displacement and the balance between technology and human expertise.

Research Methodology:

This research paper employs a qualitative research methodology to comprehensively analyze the challenges and limitations associated with the integration of Artificial Intelligence (AI) in educational settings, with a particular focus on ethical considerations and the potential displacement of educators. The qualitative approach is chosen to delve into the intricate nuances of the subject matter, allowing for a deep exploration of the underlying complexities and diverse perspectives. By utilizing a qualitative approach, this research aims to provide a nuanced understanding of the challenges and limitations, paving the way for informed decision-making, policy formulation, and responsible AI adoption in educational settings.

Objectives

1. To examine how Artificial Intelligence (AI) technologies are transforming traditional educational practices and methodologies.
2. To explore the potential benefits of AI in education, including personalized learning experiences, enhanced administrative efficiency, and data-driven decision-making.
3. To analyze the challenges and limitations associated with integrating AI into educational settings, such as ethical considerations and potential job displacement for educators.

Artificial Intelligence (AI) and traditional educational practices

Personalized Learning Experiences: AI-powered systems can analyze individual learning patterns, preferences, and performance data to create customized learning paths for each student. This tailoring of content and pacing ensures that students receive education that matches their skill level and learning style. Adaptive learning platforms can provide additional resources or challenges based on a student's progress, leading to improved engagement, higher retention rates, and a deeper understanding of the subject matter.

Data-Driven Decision-Making: AI facilitates the analysis of vast amounts of educational data, enabling educators and administrators to make informed decisions. Educators can use this information to tailor teaching strategies, offer targeted interventions to struggling students, and design more effective curricula based on real-time insights.

Early Intervention and Support: With AI's ability to detect patterns indicative of student struggles, educators can identify students at risk of falling behind or dropping out. Early intervention measures can be implemented, such as targeted tutoring or

counseling, to help students overcome challenges and succeed academically.

Efficient Assessment and Feedback: AI can automate the grading of assignments, quizzes, and tests, reducing the time educators spend on routine grading tasks. This efficiency allows educators to focus on providing qualitative feedback and engaging with students on more meaningful aspects of their learning journey. Swift feedback improves student learning outcomes and helps identify areas needing additional attention.

Global Accessibility to Education: Online education platforms powered by AI enable learners from diverse geographic locations to access quality education. This is particularly impactful for those who lack physical access to educational institutions due to geographical constraints, thereby democratizing education and expanding learning opportunities.

Lifelong Learning and up skilling: AI recommends personalized learning paths for individuals seeking to up skill or pursue further education. Professionals looking to adapt to evolving industries can access relevant courses and resources, allowing for continuous learning throughout their careers.

Enhanced Research and Innovation: AI assists researchers in analyzing vast amounts of data, automating tasks such as data mining and literature reviews. This accelerates research progress, enables the discovery of new insights, and fosters innovation across various academic disciplines.

Potential benefits of AI in education

Personalized Learning Experiences: AI can adapt educational content to individual students' learning styles, paces, and abilities. By analyzing data from students' interactions with learning materials, AI systems can tailor lessons, exercises, and assessments to match each student's needs. This personalized approach enhances engagement, comprehension, and retention, fostering a more effective learning experience.

Enhanced Administrative Efficiency: AI automates administrative tasks, reducing manual workloads and human errors. Tasks such as enrollment, scheduling, attendance tracking, and resource allocation can be streamlined using AI-driven systems. This efficiency allows educators and administrators to focus on more strategic aspects of education, ultimately improving the overall effectiveness of educational institutions.

Data-Driven Decision-Making: AI's data analysis capabilities empower educators and administrators to make informed decisions. By analyzing students' performance, engagement, and behavior, AI systems can provide insights into learning trends, helping educators adjust their teaching strategies to better

meet students' needs. Administrators can also identify areas for improvement and allocate resources more effectively.

Personalized Support and Intervention: AI can identify students who may be struggling based on their performance data and behavior patterns. Educators can then offer timely interventions, such as extra support, tutoring, or counseling, to help these students overcome challenges before they escalate. This targeted approach improves student outcomes and reduces dropout rates.

Efficient Assessment and Feedback: AI can automate the grading process for assignments, quizzes, and tests, saving educator's significant time. It also ensures consistent and objective grading, while educators can focus on providing detailed feedback that helps students understand their mistakes and improve their skills.

Adaptive Learning Resources: AI can recommend supplementary learning resources, such as articles, videos, and interactive exercises, based on students' progress and areas of interest. This dynamic approach enhances students' understanding and encourages independent exploration of the subject matter.

Limitations associated with integrating AI into educational settings

Ethical Considerations: Ethical concerns arise when implementing AI in education. One major concern is the potential for algorithmic bias. If AI systems are trained on biased data, they might perpetuate existing inequalities and discriminate against certain groups of students. Ensuring fairness and equity in AI algorithms is crucial to prevent such biases from affecting educational outcomes.

Data Privacy and Security: The integration of AI often involves the collection and analysis of sensitive student data. Protecting this data from unauthorized access or breaches is a significant challenge. Institutions must establish robust data privacy measures, secure storage, and comply with relevant regulations to safeguard students' personal information.

Loss of Human Interaction: While AI can personalize learning experiences, it might also lead to a reduction in human interaction. Building strong student-teacher relationships and fostering a supportive learning environment are essential aspects of education that AI may struggle to replicate. Maintaining a balance between AI-driven personalization and human interaction is crucial for effective education.

Overreliance on Technology: Overreliance on AI and technology might lead to students becoming passive learners who solely depend on automated systems. Encouraging critical thinking, problem-solving, and creativity are important educational

goals that might be challenged if students become overly dependent on AI tools.

Educator Training and Adaptation: Integrating AI into education requires educators to adapt to new technologies and methodologies. Providing proper training and professional development opportunities is essential to ensure educators can effectively use AI tools and continue to play a significant role in the learning process.

Job Displacement for Educators: The introduction of AI in education can lead to concerns about potential job displacement for educators. Automated grading, chatbots, and virtual teachers might replace some tasks traditionally performed by educators. Institutions need to strategize how to leverage AI to enhance educators' roles rather than replacing them entirely.

Technological Infrastructure and Accessibility: Integrating AI requires robust technological infrastructure, which might not be equally available across all educational institutions or regions. This could exacerbate existing educational disparities and limit the benefits of AI for underserved populations.

Cost and Resource Allocation: Implementing AI technologies can be costly, from initial setup to ongoing maintenance and updates. Institutions need to carefully allocate resources to ensure that investments in AI lead to meaningful improvements in education without compromising other essential aspects.

Lack of Human Judgment and Creativity: AI systems operate based on patterns and data, which might lack the nuanced judgment, creativity, and adaptability that human educators possess. Complex aspects of education, such as fostering empathy, emotional intelligence, and ethical decision-making, might be challenging for AI to replicate.

Conclusion

The integration of Artificial Intelligence (AI) into educational settings presents a transformative opportunity to enhance learning experiences, streamline administrative processes, and enable data-driven decision-making. However, the journey towards harnessing the benefits of AI in education is not without its challenges and complexities. This paper has examined two key challenges: ethical considerations and the potential displacement of educators.

Furthermore, the potential displacement of educators due to AI adoption introduces a critical consideration. As AI takes on tasks traditionally performed by educators, questions arise about the evolving roles of educators and the need for ongoing professional development. Striking a balance between the efficiencies of AI and the unique qualities of human educators is imperative to maintain a holistic educational experience.

This paper has shed light on these challenges, emphasizing the importance of addressing ethical concerns and considering the evolving role of educators within the AI-enhanced educational landscape. As educational institutions embark on this transformative journey, a balanced approach that prioritizes ethical AI design, transparent algorithms, data privacy, and continuous educator training will be crucial to maximize the potential benefits while mitigating potential pitfalls.

In essence, while AI offers the promise of revolutionizing education, the path forward requires careful navigation of the ethical and human-centric dimensions. By fostering open dialogues among educators, administrators, policymakers, and stakeholders, and by integrating AI responsibly and ethically, we can create an educational environment that leverages AI's capabilities while upholding the core values of education – equity, engagement, and empowerment. In this dynamic landscape, collaboration and conscientious decision-making will drive the successful integration of AI, ultimately shaping the future of education for generations to come.

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Export of Handicrafts during the Mughal period

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Abstract:

During the advent of Mughal administration, the region of Kashmir emerged as a renowned hub for the manufacture of handicrafts. The Mughal authorities actively facilitated commercial routes, created bridges, and established serais, so significantly fostering the export of handicrafts inside the Mughal suba of Kashmir. The handicrafts were sent too many regions inside India as well as to adjacent nations. South India also evolved as a significant hub for marketing Kashmir handicrafts, leading to substantial income for the region of Kashmir. This study examines the methods by which Kashmir handicrafts were exported. For example, it is worth exploring the trade channels utilized for exporting these handicrafts, as well as understanding the reasons for the widespread popularity of Kashmiri handicrafts among individuals from all regions of India and neighboring countries. Additionally, it is important to assess the extent to which the export of these handicrafts has contributed to the economic and cultural development of Kashmir.

Keywords: Kashmir, Mughal, Trade, Handicrafts, Routes, Market

Introduction:

Kashmir is renowned in medieval literary sources for its picturesque landscapes and the inhabitants for their intellectual acumen and exceptional artistic prowess. The individual was endowed by nature with a plentiful supply of natural resources, which he skillfully transformed into luxurious items that showcased his sophisticated artistic sensibilities, harmoniously complementing the surrounding landscapes. The region of Kashmir has demonstrated a longstanding presence of artistic skills dating back to prehistoric times. Kashmiris are renowned for their intellectual acumen and are often regarded as possessing greater intelligence compared to individuals from other regions of India.¹

Following the advent of Mughal administration, the region of Kashmir emerged as a prominent hub for the manufacture of handicrafts. The acquisition of Kashmir by the Mughal Empire resulted in the widespread recognition and renown of Kashmiri craftsmen on a global scale. The Mughal monarchs effectively managed the commercial routes, overseeing the construction of bridges and serais to accommodate travelers. This strategic approach significantly facilitated the export of handicrafts inside the Mughal suba of Kashmir.²The handicrafts originating from Kashmir were disseminated across various regions of India and even extended beyond its borders via established trade routes. Abul Fazl asserts that the region of Kashmir was interconnected with the external world by a network of 26 trade routes. Among these routes,³ the ones that held significant importance were:

The Muzaffarabad Pakhli Route serves as a vital link connecting the region of Kashmir with Rawalpindi, and subsequently with Peshawar. The

pathway was located at a relatively low elevation, allowing for year-round accessibility.⁴

The Mughal Route served as a vital link between the regions of Kashmir and Punjab. The route traverses the Pir Panjal Pass, specifically in Hastivanj.⁵The closure of this route during the winter months is attributed to its traversal at an exceptionally elevated height.⁶

The Punch Route serves as a connection between the regions of Kashmir and Punch, traversing through the Haji Pir pass. Furthermore, Punch is linked to Jammu through the towns of Rajouri, Thana, Dharamsala, and Akhnoor.⁷ Regarding the Kishtawar route, no information was provided. There exist two distinct pathways that connect the region of Kashmir to Kishtawar. There are two routes to reach Islamabad, also known as modern Anantnag. One route passes through Singhpora,⁸ while the other route travels via Dasu.⁹ The region of Kishtawar is linked to Badarwah and Jammu via the town of Ramban. The Central Asian Trade Route traverses the entirety of Ladakh, spanning from its eastern to western regions. The aforementioned path was deemed traversable solely during the summer season;¹⁰ but, due to its significant economic significance, merchants frequently choose to utilize it even during this period. The region of Kashmir was geographically linked to Central Tibet, Kashgarh, and China. This route facilitated the trade of Kashmir with Bhutan, Nepal, and Bengal.¹¹ According to Abul Fazl, the roads of Bhimber and Pakhli were deemed the most favorable among all available options, as they were typically passable by horseback¹². The handicrafts of Kashmir were exported to Central Asia, Russia, Bhutan, Nepal, Bengal, and Patna via these trade routes.¹³ Over time, there was an expansion of trading relations that reached as far as Bijapur and Golconda.¹⁴The handicrafts of Kashmir that were

produced for commercial purposes encompassed various significant items, such as the Kashmiri shawl, carpet, silk, paper, paper-mache, and carved wooden goods. Out of all the items mentioned, the shawl held the utmost significance and was distributed to many regions inside India as well as its adjacent nations. The textile industry experienced significant growth prior to the Mughal period, but it achieved a higher level of refinement during this era as a result of the adoption of innovative techniques. Consequently, Kashmir gained international recognition for producing shawls that were renowned for their softness, warmth, and delicate texture. During the Mughal era, the city of Srinagar witnessed the operation of an extensive number of looms, exceeding 24,000, dedicated to the manufacturing of shawls.¹⁵

After the completion of the manufacturing process, the shawls were subsequently sent to the wafarosh, an individual who had provided financial support, as well as to the mokhim or broker. These two factors determine the pricing and impact the transaction with the retailer.¹⁶ According to Bernier (year), the shawl business in Kashmir can be regarded as a distinctive feature of the region. The region of Kashmir is known for its significant accumulation of wealth.¹⁷ The Kashmiri shawls were widely utilized by the upper classes and aristocracy in India and other regions. Kashmiri shawls were historically employed as a symbol of opulence and extravagance.¹⁸ the acquisition of a shawl had become a popular trend among the nobility, as it was widely regarded as a status symbol.¹⁹

The Mughal era resulted in an increased commercialization of the shawl industry.²⁰ the loom underwent enhancements, resulting in the introduction of new color variations and the production of shawls in diverse dimensions²¹. The Mughal emperors acquired shawls in significant quantities, both through purchase and as gifts from the Subedars of Kashmir.²² The shawls were additionally dispatched to foreign kings as a gesture of reverence.²³ During the reign of Shahjahan, a significant quantity of shawls were dispatched to the monarchs of Bijapur, Golconda, Rome, Egypt, and Iran.²⁴ The Mughal rulers, particularly Emperor Akbar, not only established extensive wardrobes and storage facilities for the preservation of various items, but also enforced the mandatory use of specific garments by courtiers and officials. These garments included the Takauchiya (a coat), peshwaz (a coat open in the front), and parm-narm.²⁵ (the Kashmiri shawl). According to Abul Fazl, this measure was implemented in order to effectively manage and enhance the demand for various commodities, which received significant attention from Akbar. The Kashmir shawl was extensively utilized throughout the reigns of Jahangir and

Shahjahan as well. The Tuzuk has a minimum of twenty references documenting the bestowal of Kashmir shawls onto individuals of noble status, courtiers, fakirs, foreign envoys, and other individuals as a gesture of favor.²⁶ As a result, Shahjahan had a notable affinity for shawls, both in his own consumption and in his generous distribution of them to the monarchs of Bijapur, Golconda, Rome, Egypt, and Iran.²⁷ Moreover, Shahjahan had a substantial requirement for a multitude of shawls and carpets to furnish the newly erected palaces²⁸ During the reign of Aurangzeb, the manufacturing of shawls in Kashmir reached its zenith and was thereafter sold to many regions around the globe.²⁹ The commercial interest of the East India Company in Kashmiri shawls experienced significant growth starting in 1665, ultimately leading to its dominance in the European market.³⁰ In addition to Lahore³¹, Agra³², Ahmedabad,³³ and Gujarat,³⁴ South India has also evolved as a prominent marketing center for Kashmiri shawls.³⁵ Nepal, Lhasa, and Kathmandu were significant importers of Kashmiri shawls,³⁶ acquiring substantial amounts of these textiles. In a manner akin to shawls, the carpets originating from Kashmir held significant value as a commodity for exportation throughout the Mughal era. The carpets originating from Kashmir were often regarded as being of higher quality compared to the imported carpets from Persia.³⁷ during the Mughal era, the region of Kashmir was known for its production of rugs, namdas, and pile carpets. These goods were carried to South India, where the Deccan kings created a favorable market for them. The woollen carpets that are being preserved in the shrine of Asar Mahal in Bijapur are said to have been acquired by Muhammad Adil Shah from Kashmir in the year 1657.³⁸ It is highly likely that these carpets are part of the collection that has been conserved within the Gol Gumbaz Museum in Bijapur. Based on technical tests, it is highly probable that the objects in question were created in Kashmiri handicraft Karkhanas.³⁹ In the seventeenth century, the hair of the holy prophet in Hazratbal Srinagar was transported from the temple of Bijapur. This implies that the Hamdani/Kubarwiya order established affiliations with the carpet and textile industry, as well as with the veneration of the sacred hairs of the prophet, which were housed in the Asar Mahal in Bijapur and in Hazratbal Srinagar.⁴⁰

The region of Kashmir is renowned for its flourishing silk industry. The silk industry of Kashmir has been highly acclaimed by Mirza Haider Daughlat, Abul Fazl, and Jahangir.⁴¹ Mirza Haider Daughlat considered it to be among the marvels of the Kashmir region.⁴² According to Bernier's account in his Travels, it is reported that certain goods were exported to Lahore.⁴³

The paper produced in the region of Kashmir was highly sought after within India due to its suitability for writing purposes. The object possessed a smooth and lustrous surface.⁴⁴ The paper was sufficiently treated to ensure that, upon washing, all ink residue would be completely eradicated, so allowing for its reuse in writing applications.⁴⁵ The manuscript paper was highly sought after in India and was utilized by individuals seeking to enhance the formality and prestige of their written communication.⁴⁶ According to George Forster's account in his work titled "Travels," it is stated that the Kashmirians were known for their production of high-quality writing paper, which was formerly a highly sought-after commodity in the Eastern region. Significant volumes of paper were exported from Ahmedabad to Persia, with the assumption that the paper originated from Kashmir. In addition, the region of Kashmir was renowned for its production of exquisite woodwork products, which were widely traded across the Indian subcontinent. In his Travels, Bernier made an observation regarding the Kashmiri people, stating that they exhibit a notable level of activity and industriousness⁴⁷. The craftsmanship and aesthetic appeal of their palekys, bedsteads, trunks, inkstands, boxes, spoons, and other assorted items are notably amazing. These objects, produced by their skilled artisans, are widely utilized throughout various regions of the Indies. The individuals in question possess a profound comprehension of the craft of varnishing and exhibit exceptional proficiency in replicating the intricate patterns seen in a certain type of wood. They achieve this by skillfully incorporating meticulously crafted gold threads, resulting in an exquisite and flawless imitation that I have yet to witness surpassed in terms of elegance and precision. The merchants held a significant position in Kashmir society⁴⁸ because to their riches, influence, and power, making them crucial actors in the handicraft trade. Through engaging in trade and commerce, they established political affiliations with distant territories, so assuming a crucial position in the socio-economic and political landscape of Kashmir.⁴⁹ These traders facilitated the establishment of novel marketplaces in distant locations, hence enhancing India's commercial connections with other nations such as Rome, Persia, Egypt, Central Asia, and Nepal.⁵¹ Due to substantial profits, the merchants engaged in year-round journey through several mountains to procure pashm and other raw materials, thereafter selling the produced items.⁵²

Conclusion

During the period of Mughal governance in Kashmir, the handicraft sector exhibited a high level of organization, resulting in the large-scale production of handicrafts. These goods were not

only intended for local consumption, but were also exported to various regions within India as well as neighboring nations. According to Bernier, the utilization of child labor in craft manufacturing was prevalent, resulting in significant economic prosperity. The merchants specializing in handicrafts established marketing centers across various regions in India, Central Tibet, Nepal, and Bhutan. Transactions in these areas were predominantly conducted using a financial instrument known as Hundis. Frequently, the clientele provided recommendations regarding their preferred shawl patterns and designs. The significant demand for Kashmiri handicrafts can be attributed to the extensive number of local and international dignitaries who received them as gifts, as well as the consumption from prominent marketing centers. The procurement and production of handicraft products were overseen by a designated official known as Khan-i-Saman, who ensured timely acquisition of existing items and the manufacturing of new ones.

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A Study on Rapid Growth of Digital Marketing towards Consumer Buying Behavior

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Abstract

Digital Marketing can be defined as marketing of products and services on electronic media .E-Marketing is one of the latest and emerging tools in the marketing world. It include the creative use of internet technology including use of various multimedia ,graphics, text etc .with different languages to create catchy advertisements ,forms ,e-shop where product can be viewed promoted and sold .It includes advertisement (flash , text, graphics ,audio or video), product display, product navigation, 3-D products view, basket selection, checkout and payment E-marketing and internet marketing terms are used in the same sense. This form of marketing is equally applicable in most of the business models:

1. E-commerce-Direct sales of good to the mass customer/consumer or the business customers.
2. Publishing services-where advertisement are sold.
3. Lead-based websites –like policy bazaar, Sulekha where sales leads are generated are sold to either third party or used in-house to convert them into sales through appropriate channel.
4. Affiliate marketing – a referral marketing strategy where reward is given for referring product, company, or website to other friends, relative or in nutshell other potential customer or target segment.

Objectives of the Study

1. To analyze the awareness of Digital among the people .
2. To realize the impact of Digital marketing on purchase decision of consumers.
3. Identify the relationship of demographical factors that influence online shopping.
4. To determine the factors affecting the perception of online buyers.

Statement of Problem

In the case of online marketing, there is no direct personal meet of the marketers and consumers. Hence, the marketers have to be careful in the determination of the customers expectations and perception on various aspects related to the products and services in online marketing. They should be aware of the factors leading to their attitude towards online marketing At the same time, the marketers should know their strengths and weakness in online marketing. If not, there will be a lot of services failure. Nowadays, the handling of service failure in online marketing has received increasing attention. The online marketing is subjected to some issues like credit card security, privacy, on-time delivery and ease of navigation

Research Methodology of the Study

Sample Design:

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique to the procedure adopted in selecting items for the sampling designs are as below:

Sample Size: The substantial portions of the target customers that are sampled to achieve reliable result are 100.

Sampling Method: Non probability sampling method: Convenient sampling.

Data Collection

The study was conducted by the means of personal interview with respondents and the information given by they were directly recorded on questionnaire. For the purpose of analyzing the data it is necessary to collect the vital information. There are two types of data, they are

1. Primary data
2. Secondary data

Collection Techniques

1. **Primary Data:** Primary data will be conducted through questionnaire.
2. **Secondary Data:** Secondary data will be collected through books, journals and various websites

Review of Literature

1. Sharma, Gupta and Manhas (2002) in one of the article entitled –“Internet marketing: opportunities and challenges” found that internet marketing will add a new dimensions to the concept of marketing. Due to the concept of internet marketing, there is practically no geographical bar for the company .E-shopping is one such marketing service which is available to the customer uninterrupted 24 hours a day and 7 days a week.
2. Ahuja , Gupta and Raman (2003) conducted the study entitled –“An Empirical Investigation of Online Consumer Purchasing Behavior” and the

study found that 4% of people gave –inability to touch and feel the product as a reason –for not shopping online.

3. Dr.Durmaz (2011) in the study entitled–“Impact of cultural factors on online shopping behavior” and the study found that while buying goods

and services ,cultures, beliefs and traditional take an important position ,while the environment, friends and social groups stated 48.6%.In this case the impact of cultural factors means a lot.

Weighted Ranking Method

Table No. 1: Main Reason for Online Shopping

Category	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Ranking
Price	145	104	63	14	2	328	1
Convenience and time saving	80	120	84	10	4	298	5
Fast shipping	115	120	69	10	4	318	3
Security	75	104	72	36	2	289	6
Brand conscious	85	136	69	16	3	308	4
Attractive offers	115	104	87	2	1	319	2

SOURCE: Primary data

Interpretation:

Main reason for online shopping is ranked are as follows:

1. Price is ranked 1st by the respondents.
2. Attractive offers is ranked 2nd by the respondents.

3. Fast shipping is ranked 3rd by the respondents.
4. Brand conscious is ranked 4th by the respondents.
5. Convenience and time saving is ranked 5th by the respondents.
6. Security is ranked 6th by the respondents.

Table No .2: Income of the Respondents and Modes of Payments

Income	N	Mean	Std. Deviation	F	Sig.
Credit card	15	3.20	1.207	.734	.572
Debit card	16	2.81	1.223		
Online banking transaction	6	2.83	1.329		
Cash on delivery	46	2.91	.985		
Others	2	4.0	1.414		
Total	85	2.64	1.096		

Source: Primary data

P-value: .572

The above table no. 4.36 shows that the modes of payment at different income levels. It was found that though there were difference in modes of payments among income level. There is no statistical significant difference among behaviors income levels.

Thus, no relationship was found between income level and modes of payments in this study.

Result: Hence, the P-value is greater than 0.05, the relationship between the income level of the respondents and the modes of payments are not significant.

So , the null hypothesis is applicable.

1. **H0:** There is no significant difference between age and feeling secure while shopping online.
2. **Ha:** There is significant difference between gender and feelings secure while shopping online.

Chi-Square Test

Table No.3: Qualification of the Respondents and How the Respondents Know the Shopping Websites Crosstab

Qualification	With the recommendation of friend	With the advertisement in press and media	With the search engines	With links	others	Total
High school	7	2	1	0	1	11
Bachelor degree	8	5	4	5	2	24
Master degree	20	9	6	5	2	42
Ph.D. degree	3	3	1	1	0	8
Total	38	19	12	11	5	85

Chi-Square Test

	Value	DF	Asymp.sig(2-sifded)
Pearson chi-Square	6.632	12	.881

Source: Primary data

Chi-square value : 6.632
 Degree of freedom : 12
 P-Value : .881
Result: Hence, the P-value is greater than 0.05, the relationship between gender of the respondents and the internet accesses the most are not significant.

So, the null hypothesis is applicable.
H0: There is no significant difference between age and feelings secure while shopping online.
Ha: There is significant difference between gender and feelings secure while shopping online.

Table No .4: Age of the Respondents and Feeling Secure While a hopping Online

Age	N	Mean	Std. Deviation	F	Sig
Yes	62	2.65	1.010	.022	.883
No	23	2.61	1.033		
Total	85	2.64	1.010		

Source: Primary data

P-value: .883

The above table no.4.35 shows that the feeling secure while shopping online by different age groups. It was found that though there was difference in security among the age groups. There is no statistical significant difference among various age groups.

Thus, no relationship was found between age and security while shopping online in this study.
Result: Hence, the P-value is greater than 0.05, the relationship between age groups of the respondents and the hours spent on the internet are not significant.

Findings and Suggestions

1. Online shopping is growing bigger and more popular each passing day .It gives you the ability to search for the products you like in a flash from the comfort of your home and availability of 24*7.It is convenient and time saving.
2. Almost all the people are aware of the online shopping .The prime motive for surfing the net remains remain checking the products before to buy. The reason being the issues concerning the security of the credit cards.
3. The promotional strategies and methods do influence and motivate the buyer towards online shopping. These promotional strategies create excitement about the brands and entice the consumer to visit a shopping site.
4. Many consumers who buy online for the sake of convenience have not had very pleasant experiences. There are too many cases of delayed delivery, damaged goods, quality issues and even instances of cheating where the goods are shipped.
5. Most of the people feel that products available through online shopping are costly because of the shipping charges whereas in the traditional shopping there are no such charges. So the companies should provide the facility of free delivery in order to create excitement among non-users.
6. Websites should be made more attractive and appealing to the buyer in order to retain the

potential shoppers. Moreover, the sellers should ensure that the shopper easily and quickly gets to the final shopping-cart web page, instead of undergoing a series of clicks from one webpage to another.

Conclusion:

1. Digital Marketing towards consumer behaviour should use effective implementation of websites factors such as information design, features, communication, privacy and security, as a marketing stool by which trust towards the website can be created among the consumers and subsequently enhance purchase intention.
2. People are aware to online shopping because there is a difficulty in returning the faulty products. Hence the companies should make the arrangement so that try and buy facility is available at the customer doorstep and one can return if the product is faulty.
3. One of the most reason for not doing online shopping is that there is a less chance of making reasonable negotiations and bargaining .It has been found that Indian consumers are price sensitive. Hence the price sensitive consumers do not take much interest in online shopping. So the companies should allow considerable bargain for the customers.

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The Multiple Lineages of 'Khetauris': A Forgotten Chapter in the History of Santhal Parganas

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Summary :

Khetauri kings and *zamindars* have left behind valuable historical treasures in the form of remains and material objects. But due to negligence and lack of proper care their conditions are fast deteriorating day by day. If proper maintenance and care is not taken then, the day is not far when they would fade into oblivion. Khetauris were always part of the local setup of Santhal Pargana and behaved in a manner which suited them most at a given point of time. They asserted Kshatriya *Varna* like status by self proclamation of *Suryavanshi* Kshatriya during medieval period, as Man Singh was overseeing the operations of Santhal Pargana area. Things have changed afterward; Khetauris were called tribal by British Raj dispensation in the first half of twentieth century and got included in the Backward Community List by the then Bihar Government of Independent India. Lately, not satisfied with backward tag due to under-development of the community, Khetauris have started demanding tribal status. Their history is a rich example of the contingencies of identity formation in modern India.

Key words: Santhal Pargana, Report, Khetauri, Ghatwal, Property

Preface :

Khetauri is a culturally distinct group of people residing in different areas of Santhal Pargana. Khetauris are one of the early occupants of the region, earlier called *Damin-i-koh*, after ancient groups of *Paharias* and *Bhuiyas*. Khetauris were rulers of different regions of Santhal Pargana and adjoining areas from sixteenth century onwards. They held *Mansab* and *Jagir* titles accorded to them by the Mughals. Khetauris even adopted Fasli chronological system in maintaining calendar years, which was devised by Emperor Akbar for land revenue purpose in Northern India. This article attempts to outline the contours for constructing a tentative history of Khetauris in Santhal Parganas so that understanding about Khetauris could be augmented.

Research Methodology:

In-depth study and analysis of historical dimensions have been done under the analytical and descriptive method for the study of the presented research "Many genealogies of 'Khetauri': A forgotten chapter in the history of Santhal Pargana".

Research Objective:

The purpose of the presented research article is to study the many genealogies of 'Khetauri': a forgotten one in the history of Santhal Pargana and to bring new facts to the fore through this research.

Hypothesis:

Many genealogies of 'Khetauri': A forgotten chapter in the history of Santhal Pargana, what has been the importance of these facts.

Main proposition:

In fact Man Singh, a viceroy of Akbar, finds little prospects of directly obtaining revenue from the hills of *Paharias* had given control of the region to different Khetauri families as a reward for their support to his conquests of Bengal. The descendants of Khetauri *Mansabdars* ruled from

Rajmahal and Pakur on the east of the hills to Colgong (Kahalgaon) and Godda on the western side. Some descendants even received the title of 'Raja'. Khetauris withstood ups and downs of time, but their lives have undergone dramatic change after independence of the country. Except for a handful of direct descendants of different estate rulers, others have a difficult time. Their number was recorded as 1,431 in 1901, 27,024 in 1911, 20,946 in 1921, 26,787 in 1931 and 20,702 in 1941. The number of Khetauris at the census of 1901 was returned as only 1,431, but the similarity of the name with Kshatriya and the claim of the Khetauris to be Kshatriya have, it is believed led to them being, regarded as Rajputs in many cases.²

The general impression about Khetauris is that they were basically warriors who lived by swords and conquests. There are lot of speculations about and legends woven around them. To some they were tribal Rajas and to many others they were akin to Rajput rulers.

I

Eminent scholars, including historians have not widely studied the Khetauris, and have not adequately portrayed them. Even very recent publications do not refer to the Khetauris of Santhal Parganas, though they form an important and culturally distinct group residing in the districts of Sahibganj, Dumka and Godda of Santhal Pargana. It appears that their significance in historical perspective has not been properly considered so far. Khetauris of Santhal Parganas could have been well studied by various suitable approaches, but there is none. Whatever sketch one makes of Khetauris is by reading sporadic references of Khetauris in different District Gazetteers, Journals, Census Reports, Survey and Settlement Reports, etc.

Perhaps Francis Buchanan was the first British ethnographer who wrote on Khetauris in his book,

*An Account of the District of Bhagalpur in 1810-11.*¹ In fact Francis Buchanan has presented a mystified picture of Khetauris emergence in Delhi who were forced by circumstances to move to Kharagpur and then to Chotanagpur. In the first decade of 20th century, H. McPherson was the first scholar who broadly wrote on Khetauris in his works, *Aboriginal Races of Sonthal Parganas* published in 1908 and *Final Report on the Survey and Settlement Operations in the District of Sonthal Parganas* published in 1909. L.S.S. O'Malley also wrote in detail about the tribes and castes of Santhal Parganas in his works, *Bengal District Gazetteers: Santal Parganas*² published in 1910 and *Bihar and Orissa District Gazetteers: Monghyr*³ published in 1926. O'Malley has made a mention of Khetauri estates under the titles, 'History', 'The People' and 'Gazetteer'. Even this mention is passing, very scattered and does not even properly enumerate the number of estates held by Khetauris.

Rai Bahadur S.C. Mukherjee in his work, *Bihar District Gazetteers: Santal Parganas* published in 1938, which is a revised edition of the *Bengal District Gazetteers: Santal Parganas* of L.S.S. O'Malley has nothing more to offer except putting the Khetauris and Bhuiyas under Semi-Tribals. P.C. Roy Choudhary's *Gazetteers entitled Bihar District Gazetteers: Bhagalpur*⁴ published in 1962 and *Bihar District Gazetteers: Santhal Parganas* published in 1965, were in line with the previous Gazetteers, except that it shows the numerical strength of Khetauris and Bhuiyas, from 1901 to 1941. Khetnuri' population figure has been shown under 'Selected Tribes' in the census of 1941.

Apart from the above mentioned works on Khetauris, one also get their references and partial past history from various other local booklet and leaflet publications. Thus, the published references pertaining to the Khetauris are very marginal, absolutely sketchy and lack in any depth. The few brief booklets that deal with them portray royal past of the Khetauris but without proper references. Khetauri saga has been in fact severely underreported and carries very little written work. Many of these are in long narrative and local traditions covered by British administrators in Gazetteers as well as Survey and Settlement records. Thus there is absolutely no comprehensive information on the Khetauris. The study had limitations like non-availability of proper secondary source data and that the present study was confined to past five hundred years and not beyond. The racial elements of Khetauris have not been touched in the present work.

The division of Santhal Parganas, earlier called Damin-i-koh and present day commissionaire of newly created Jharkhand state, lies between 23°40' and 25°18' north latitude and between 86°28'

and 87°57' east longitude. It contains a population of 45,71,658 as ascertained by the census of 1991 and it extends over 5470 sq. miles. Dumka is the administrative headquarters of Santhal Pargana. Santhal Parganas is bounded on the north by the districts of Bhagalpur, Purnea; on the east by Malda, Murshidabad and Birbhum; on the south by Burdwan and Dhanbad; and on the west by Hagaribagh, Munger and Bhagalpur. The boundary on the north and east is defined for some distance by the river Ganga, which separate Santhal Pargana from Purnea and Malda, while portions of the southern coincide with the Barakar and Ajai rivers which separate it from Dhabad and Burdwan.⁵ It is, "an upland tract with a hilly backbone running from north to south. To the north and east it is flanked by a long but narrow strip of alluvial soil hemmed in between the river Ganges and the Rajmahal Hills."⁶

Moreover, Khetauris who number a little more than a lakh in Santhal Parganas are concentrated in a number of villages of three districts of Santhal Parganas ie Godda, Sahibganj and Dumka

Field work conducted in Khetauri dominated villages of Santhal Parganas and in the remains of Khetauri estates and religious centres suggest an interesting interplay of tradition and modernity. Primary source techniques like free flowing interview, interview schedule, observation and investigation reveal that the Khetauris are still a thriving community. Extensive library and archive work was done to collect information of Khetauris. Survey and Settlement Reports such as of McPherson, Gantzer; District Gazetteers of Santhal Parganas, Bhagalpur and Munger, Old Journals of English administrator Buchanan; Numerous Research Articles, Decennial Census Reports and Court Accounts like that of Dumka's Deputy Commissioner Boxwell Esquire were studied in order to understand the place of Khetauris in the historical records.

II

Khetauris are considered to be one of the earliest settlers of Santhal Pargana like the Paharias and the Bhuiyas. O'Malley confirms this when he says that an early occupant of the district, Bhuiyas owed allegiance to the Khetauris who had their chief seat at Kharagpur and exercised supremacy. They were ruled over by fifty- two chiefs until they were overcome by Rajput adventurers from north India.⁵ Besides, the above mentioned chief estates of the Khetauris, there are also references of a number of big and small estates which were dominated by the Khetauris in their history of past 500 years. The Khetauri chiefs built many forts in this region.

Quite interestingly, folktales and stories have inherited great significance among the

Khetauris since long. These tales provide certain glimpses of their historical and cultural antecedents. Among many popular folktales it is believed that Khetauris were in existence even during the time of *Parsurama*, the mythological god. They say that it was the beginning of their losing out from the mainstream. The timing of the myth thus specifies their existence as 7500 years old. Buchanan cites another folktale related to the expulsion of Khetauris from Kharagpur and says that three brothers, Dandu, Vasudev and Mahindra of the Kinawar tribe of Rajputs, took service and became favourites of Sasanka, the Khetauri Raja of Kharagpur. During a friendly intercourse, they had an opportunity of perceiving how his house might be attacked; and one night in the year 1503 A.D., having collected a band of Rajputs, they suddenly attacked the house and put the Raja to death. Dandu immediately proclaimed Raja by beat of drum, and from time to time destroyed other Khetari chiefs who had depended on Sasanka, and seized on their estates.⁷

It could be said that Khetauris' power struggle in Santhal Parganas was unique in a sense that they acquired power and estate with sheer diligence and shrewdness. Khetauris utilized every opportunity to overthrow ruling masters of Santhal Pargana of that time. Mughal support consolidated and legitimized their position and made them the focal point of governance in Santhal Pargana. Khetauris' ascension to power in Santhal Pargana mystified their general rank and file. Power established Khetauris as martial race and their position were further strengthened during the British period, at the time of Permanent Settlement of Cornwallis. They were designated as 'Zamindars' and acted as intermediaries between the farmers and the British Government. However, the British Government took full advantage of their internal rifts and counter claims to seat of power, leading to their destabilisation. At the same time *Khetauris* also had to face the growing hostilities of the native Malers.

III

On exodus from Kharagpur's seat of power, Khetauris worked hard to gain position of power in Santhal Parganas, and are the only rulers of Santhal Parganas whose power game is explicitly recorded. Barkop, Patsunda, Manihari, Handwe, Usila etc., were some of the important estates of Khetauris in this region. A number of ruins consisting of their forts, temples, kutcheries, platforms, etc. could be found scattered here and there in these estates.

Barkop was formerly held by Nat Rajas, but during the reign of Akbar came into the possession of Deb Brahm, a Khetauri chief of Kharagpur, who settled in Patsunda having obtained a grant of Patsunda and Barkop from the Mughal Viceroy. In 1687 the estate was divided between two of his

descendants, Mani Brahm retaining Barkop, while Patsunda was handed over to his younger brother, Chandra Brahm. The headquarters of the Handwe Estate are at Nonihat, two miles from which under the Lagwa hill is the ancestral home of the Khetauri Rajas. Handwe was another of the *ghatwalis* of Kharagpur Raj. The first Khetauri *ghatwal* was Vijay Singh and it appears that the acquisition of Handwe by Vijay Singh was one of the sequels to the Rajput invasion of Kharagpur. According to McPherson, Manihari Estate was acquired by an inferior family of Khetauris led by Rupkaran. Man Singh conferred the title of 'Raja' on him and he enjoyed the estate till 1608 A.D.⁸

From their early days Khetauris were great warriors. They were men of great courage and valour and were known for their prowess. They were expert in war great tactics and had control over a wide range of armouries to support them. The king's army consisted of the infantry, cavalry and elephants in general. Artistry has been in their blood. They were considered fine horse-riders and elephant-riders and had expertise in the art of sword-fighting, moving *bana*, archery, using *latthi*, etc.

IV

This part is devoted to later day Rajas and *zamindars* as well as lives and times of present day elites. In the early 19th century, according to Buchanan, the Khetauris there were above three thousand families in the middle parts of Santhal Parganas. In the division of Banka four of them assumed the dignity of kingdom, and took their titles from Manihari, Handwe, Barkop and Patsunda.⁹

Deb Brahm is considered to be the founder of the Khetauri family in Santhal Parganas and he held the joint estates of Patsunda and Barkop till they were separated in 1687 A.D. Deb Brahm was succeeded by his son Amar Brahm and Amar by his son Tilak. In 1687 A.D. the estate was divided between two of his descendants, Mani Brahm who retained Barkop while Patsunda was handed over to his younger brother Chandra Brahm. The proprietor at the time of the Permanent Settlement was Ajit Brahm who died in 1835 A.D. without any male issue, leaving two widows, Lilabati and Bhulanbati. The nature of the proprietors of the estates was that of an agent of the British Empire. They collected rent on behalf of the British Government.

A part of the revenue was given to them as a commission for the maintenance of their estates. After the death of Lilabati, Bhulanbati adopted Chandra Dayal Brahm, of the Patsunda family. She died shortly afterwards, and the estate came under the Court of Wards. Later the estate got encumbered with debt, and half of it was alienated by sale. A dispute between the adopted son and the sons of Lilabati's daughters resulted in the division of the Estate.¹⁰ After 1876 during the *British Raj* days

Barkop estate was transferred into a *Zamindari*. Babu Ram Charan Singh, Babu Guru Charan Singh and Babu Maha Prasad Singh were some of the early zamindars followed by Vidyanand Singh, Shashi Bhusan Singh and Radha Raman Singh. In 1962 A.D. all the properties of Radha Raman Singh was annexed by the Government and his *zamindari* was abolished.

On the other hand Chandra, who received *tappa* of Patsunda, was followed in regular succession, from father to son, by Gaj, Dular, Sital, Futeh, Tej, Tilak and Thakur Brahm. The estate was eventually sold up in January 1904 for debt and purchased by some *mahajans* of Bhagalpur. Finally it was been taken over by the Government of Bihar. Shri Shyam Lal Brahm is the tenth generation descendant of Chandra Brahm and a well known social worker. Kunwar Bateshwar Singh was a well known social worker, leader and politician who fought Assembly elections four times from Mahagama and Jarmundi. Kunwar Gopal Singh, son of late Kunwar Bateshwar Singh, is also a well known social worker, leader and politician.

Meanwhile, in the Handwe Estate Vijay Singh was succeeded by his eldest son Uday Singh followed by Puran, Tilak, Dalel, Sobha, Purandar, Jhabban, Madho and Udit. Udit died issueless and was succeeded by his wife Rani Kesobati Kumari, who adopted Kumar Satya Narayan Singh of the Barkop family as her heir. After the death of Satya Narayan Singh in 1924, he was succeeded by his wife Srimati Sonabati Kumari as the *ghatwalin* of the estate. The application of Bihar Land Reforms Act to *ghatwal* estate of Handwe was declared by the Supreme Court to be legal and Rani Anandbati Kumari, the legal heir and successor of the deceased Rani handed over the charge on the 10th May 1963. Kunwar Devendra Narayan Singh, son of late Anandbati Kumari, is a well known political leader and social worker of the region having won the Jarmundi assembly seat twice. Shri Dipnath Rai, brother-in-law of Kunwar Devendra, is the first Khetauri MLA of this region.

Manihari was inherited by Rupkaran's lineal descendant, Pratap Singh, followed by Mani Singh. The next descendant Kishori Singh embraced Islam and married a member of the family of Shah Shuja, but his nephews, enraged at his apostasy, assassinated him. Coming to later times, the raids of the Paharias (Malers) forced Sujjan Singh, to grant 36,000 bighas *jagirs* in order to prevent their incursions. However, after some of their chiefs were treacherously murdered, they stormed Lakrargarh and drove out the Khetauri *jagirdars*, challenging and ultimately destroying their status of being in military rank. Sujjan Singh was succeeded by his son Gajraj Singh who was succeeded by his two sons, Raja Bhagwan Singh and Kumar Chandan Singh. In

1838 *zamindari* of Manihari was sold for arrears of revenue and purchased for Rs 15,500.¹² Rani Dularbati, the wife of Bhagwan Singh and Musamat Kalabati, the wife of Chandan Singh, both lived till 1888 and were in receipt till then of Government pensions. During the resettlement operations of 1898-1910, Nahal Singh and Sib Narayan Singh, descendants of Mahtab Singh, a brother of Raja Gajraj Singh, were at the helm of affairs. Its last proprietor Roop Narayan Singh got killed by his younger son and the British government forfeited the property and pension was fixed for the family members.

The ruins of the forts at Barkop, Mahagama (Patsunda), Lagwa (Handwe) and Lakrargarh (Manihari) are testimony of the glorious past of the Khetauri kings. Nothing much is however, left of the Lakrargarh Fort. The other forts appear to be mostly single storey buildings, of medium size and having medieval features. Ruins of ancient *Kutcheries* could be seen at the Lakhan Pahari village near Barkop, at the Barkop village, at Mahagama headquarters, at the footsteps of Lagwa hill and at Nonihat headquarters. Judicial proceedings of the estates were conducted in these *Kutcheries*.

Remains of *Thakurbadis* could also be seen in these estates. Remains of *Laxmi-Narayan Mandirs* could be seen near the ruins of Patsunda Fort and Lagwa fort. They are traditional Hindu temples. Idols of Laxmi and Vishnu are kept in it. Khetauris worship Shakti in the form of *Durga, Kali, Bhagwati*, etc. Only symbolic stones or mounds of earth are kept in the *garb-griha*. Puja is generally performed through tantric method by the Khetauri priests. Animal-sacrifice is in practice. *Yogini Mandir* situated in the eastern side of Barkop village at the foothills of *Yogini Pahar* is among the famous *Shakti Peeths* of India. A temple dedicated to goddess Kali could be seen in the vicinity of the erstwhile Patsunda estate. An old temple of *Chanchala Devi* is established on the banks of Dhowriver, near the Lagwa fort. A prominent *Shiva Mandir*, also known as the Manokamna Mandir is situated on the top of *Dhansukh Pahar* at Barkop. Several temples of a later date could be seen in close vicinity of the erstwhile Patsunda estate. Chief among them are the temples of Lord *Shiva*, Goddess *Kali* and Seven Deities signifying *Sheetla Mata*.

From their early days Khetauris have a tradition of *Phagdol*. In the month of *Phalgun* on *Purnima*, Lord *Krishna* is swayed in a swing attached to the *Phagdol*. Remains of *Phagdols* could be seen at these estates. Elephants of the royal force were kept in *Hathi-Ghars* and their ruins could be seen adjacent to the forts. Besides, remains of

Shikargahs, Hammams, ancient Lakes and Ponds,
etc. could be noticed.

Khetauris might have been simply a ruling lineage which gradually turned endogamous in Santhal Pargana. According to scanty historical and tradition based references, Khetauris are only known to have emerged from Kharagpur seat of power, who on being driven out by Rajput invaders worked hard to gain power in Santhal Pargana. However, it would be reductive to remember them for their ruling exploits only. It is clear that the Khetauris were one of the earliest settlers in the region and had established their *zamindari* suzerainty in a great part of Santhal Pargana. But gradually all their *jagirs* were lost and they came in direct fight, first. with the Rajputs adventurers, then with Malers causing their downfall. The Khetauris gradually lost political hegemony, social prominence and economic excellence that they had in the region. The successive downfall of the Khetauris also largely affected the social structure and economic life of the community.

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