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Banjara women's livelihood and the revival programs oforganizations in Telangana

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Abstract:
Background: Clothing is a medium to know about people, culture of the community and their region. India is full of different tribal communities where, women transfer their stories, beliefs and myths of the tribe on to the clothing with their creativity. When this mirror of the community is endangered, for any reason, society should come in to preserve it. That is what is happening with the traditional craft of Banjaras. The colorful and picturesque Banjara costume and ornamentation identifying the tribe was endangered for many reasons. They started to discard their age old traditional costume and adopted local dress patterns putting theexistence of the craft into danger. The study has focused to understand and document how the organizations both government and non-government in Telangana have come forward to preserve this craft withtheir programs and how the livelihood of the tribal women in Telangana has changed due to this intervention of the organizations.
Keywords: Banjara Embroidery, Livelihood of Banjara Women, Revival Programs

Introduction:

The Banjaras are nomadic tribes who were believed to have migrated from Afghanistan, before settling in Rajasthan and other parts of India. They were wanderers and used to transport food grains on bullocks under different rulers in India like Maratha rulers of Satara, Peshwas of Pune, Nijam of Hyderabad etc. They settled in different districts of Telangana, Andhra Pradesh, Karnataka and Tamilnadu etc. It was this limitlessness and freedom that is reflected through the Banjara embroidery designs. Banjara embroidery is a combination of colorful threads, design patters, mirror work, stitching patterns, appliqué or patch work. It consists of the intricate thread work making geometrical patterns with countless of stitching skills. This traditional craft is inherited from their fore fathers and has been passed on from generation to generation. As they started to settle in different regions in India, some got into agriculture and others into labour work in the cities and towns. Banjaras are more significant and prominent in numberin Telangana. With the change in time they have tried to adjust with society resulting in a detachment from their traditions and culture. One of them is, slow vanishing of their traditional needle craft and in turn losing their ethnic identity. Some NGOs and Govt. organizations in different states have come forward to help artisans to retain this traditional Banjara art. For example, Sandur Kushala Kendra in Karnataka (SKKK) is a non-profit organization in Bellary district promoting craft-based livelihood; in Tamilnadu, under craft initiative of THI, some older women were trained in the craft in turn others joined and formed a craft association called as "Porgai"; and Craft Council of Telangana is working towards helping artisans and promoting tribal art form with their many programs including workshops, training programs and other financially supported initiations. This study is focused to understand and document such support systems, their interventions and programs they conducted that helped artisans of this traditional craft to sustain. This study also focuses on understanding the impact of it on the Banjara women's livelihood and financial freedom.

Thus the current study has been planned with the following objectives:

1. To document the embroidery of Banjara community with respect to technique, material, color, designs, and motifs used in it, before and during the intervention.
2. To collect and document different programs of organization's to revive the craft for sustainability of Banjara embroidery.
3. To study and document the impact of the organization's intervention on livelihood of Banjara women and their financial freedom.

Method of Data Collection:

Since my study demands descriptive approach and needs a proper documentation, I will embrace qualitative method to analyze data collected through a survey method. My primary data source are in-depth interviews with the artisans and organizers of at the agency and individual artisans of different thandas using structured and unstructured questionnaires, mails and phone calls and my secondary data sources are the newspaper articles, articles in the digital media, printed information from the agencies, web sources and books etc.This study aims to understand the impact of intervention of organizations to revive the craft on the livelihood of Banjara women in Telangana.

Area of study:

The Telangana state has 33 districts and almost all the districts have population of Banjara communities settled in them. Villages are selected for the study that have been chosen by the organizations for the revival.

Sample selection:

Artisans: A sample size of 50-60 Banjara women were chosen from Telangana. The sample size included Banjara women who have been practicing the needle craft and in the age range of 25-75 years from different regions of Telangana.

Organizations: Couple of organizations that have been supporting Banjara craft since 20-25 years in and around Hyderabad to preserve the craft. Particularly, Crafts Council of Telangana, Tribal Welfare Department and Nehru Centenary Tribal Museum.

Individuals: People from fashion field like boutique owners, craft stores owners, students of NIFT (National Institute of Fashion Technology, Hyderabad) and individual customers.

Data collection:

Data about the traditional art of Banjara needle craft was obtained through textual sources and field study. The primary data was collected from conducting in-depth interviews with artisans of different thandas (tribal hamlets) in Telangana, employees of government and non-government organizations and other people associated with this craft. The secondary data sources include books, digital articles, museums, craft stores, and personal photo albums of the artisans etc. Data acquired from artisans of different Banjara thandas, Shilparamam, scholars, artists, shops, thandas of different villages.

Banjara Thandas visited for data collection:

- Yellamma Thanda, Ibrahimpatnam, Ranga Reddy Dist, Telangana
- Lambadi Thanda, Wanaparthy, Telanagana
- Perkiweedu Thanda, Mahboobnagar, Telangana
- Maktha Venkatapur Thanda, Parigi, Vikarabad Dist, Telangana
- Roopla Thanda, Shivampet, Medak, Telangana
- Mantralamma Thanda, Devarakonda, Telangana
- Kotha Thanda, Dindi, Nalgonda Dist, Telangana

Organizations and individuals:

- Scholars and individual artists related to Banjara tribe
- Tribal welfare department (Banjara Bhavan), Hyderabad
- Crafts Council of Telangana (CCT), Banjara hills, Hyderabad
- Nehru Centenary Tribal Salarjung Museum, Masab tank, Hyderabad
- Shilparamam, Madhapur, Hyderabad
- Craft Stores of Santhosh nagar, Koti etc in Hyderabad

Results and Discussions:

Traditionally this craft is a community specific art and is a knowledge passed from generations to generations by word of mouth and involving in the activity from childhood. Banjara women do it for themselves and their family members. Due to many changes in the lifestyle, this traditional art started to lose its charm. Some of the reasons came across during the discussions were:

For economic reasons, Banjara women started to involve into different works outside the house like, agriculture and labor works so the production of the art reduced to minimum.

When these women started to go out, their traditional attire was not preferred because of the societal acceptance and ease. Banjara clothing is a beautiful work of art with all the embroidery and different materials like cowries, shells, coins etc but for the same reasons, their attire is heavy to carry which reduced the preference.

These and other reasons made their ancient beliefs and practices to go through radicalreduction and less preferred. Now the usage of their art and costume reduced to mere occasions like festivals and marriages.

Organizations and their Intervention:

Some government and non-government organizations in different states of India have come forward to help artisans to retain this beautiful tribal. They are working towards retaining the art with their different programs that encourage artisans to create more and spread this art to more people.

While researching about this art, I found some organizations, nation-wide, are working remarkably to help the artisans to continue working in all scenarios. This support is resulting not only to sustain the art but also making Banjara women to earn their livelihood and to be financially independent.

Let me discuss about the organizations working for this art.

Craft Council of Telangana, Banjara Hills, Hyderabad, Telangana:

Under Crafts Council of India, CCT, Crafts Council of Telangana is working towards helping artisansand promoting tribal art forms by conducting different programs.

Crafts Council of Telangana aims to uplift artisans. The CCT has been playing a major role in promoting these crafts by organising multiple exhibitions and workshops along with handholding theartisans and continues to influence the life of the artisans from the State. The voluntary and not-for-profit organization came into being in 1987 in the undivided Andhra Pradesh and was inspired by the work of Kamaladevi Chattopadhyay who started the Crafts Council of India in the 1960s. Started off with a 15-member team in the 1980s, the council has over 170 members including artisans and has held many sessions with the craftsmen even during pandemic.

"It became a big challenge for us to convince them to mould their art. We conducted workshops for a year and were able to train 150-160 members and now many are selling their designs in national and international markets," Khemka said.

Tribal Welfare Department, Banjara Bhavan, Hyderabad: Sevalal Banjara Bhavan was built by the government of Telangana for Banjara community's betterment. Tribal leaders and intellectuals of the tribe are conducting number of programs by making it a platform for the uplift and development of the community. Part of it, they have a permanent store established for the Banjara tribal art and craft along with frequent exhibitions of their craft.

Nehru Centenary Tribal Museum, Masa Tank, Hyderabad:

The Nehru Centenary Tribal Museum displays the rich tribal cultural heritage of Andhra and Telangana. Located in the premises of the Telugu Samkshema Bhavan, the Nehru Centenary Tribal Museum (NCTM) is dedicated to the social and cultural life of tribal communities in Telangana and Andhra Pradesh. It has galleries for displaying artefacts related to tribal communities from different districts and a mini auditorium that screens films on tribal culture and development and a library with over 14,500 books on tribal communities from India and around the world.

Revival Programs of the Organizations;

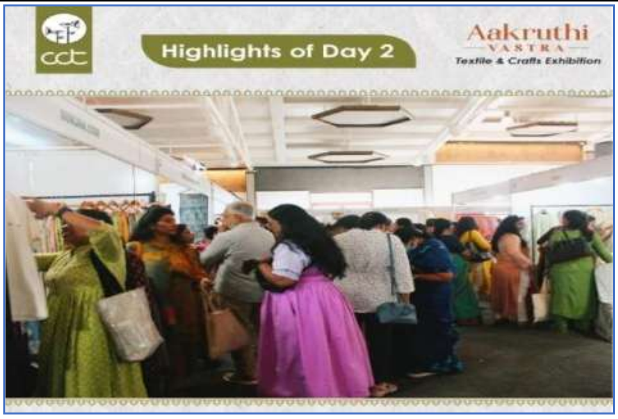
Each organization is working towards the uplift and conservation of Banjara tribal art by designing number of different programs for the same cause. There are some programs like conducting training and exhibitions that are common but there are many contemporary approaches and methods they adopted to maximize the benefit of the artisans. For decades these organizations have been helping theartisans not only providing financial assistance but also by training them to be self-sustaining even after these programs.

Here I am discussing the revival programs and approaches that organizations adopted in conserving Banjara tribal art and in turn helped the artisans, particularly the Banjara women to be financially independent by making the art as their livelihood.

Exhibitions:

From centuries, Banjara women have been stitching embroidery only for their personal use, for themselves and their family. With change in time, to adopt the societal scenario, for comfort, and for other reasons, they started to shift from wearing their traditional attire to contemporary clothes. Government organizations saw it as declination of the traditional art form and came up with different strategies, one of them is conducting exhibitions.

Initially the organizations provided financial aid to the artisans so that they produce their traditional art and exhibit in Hyderabad. Later, artisans were encouraged to do their art on different products like pillow covers, pouches, bed sheets, saree blouse, fabric belts, bags etc. These products were liked and purchased by people, including non-Banjara population that boosted the artisans to create more.



Trainings and Workshops:

Banjara women acquire the skill of embroidery from their ancestors. Organizations planned for exposure of this craft to more people and started conducting workshops for interested Banjara women. It was like training more and more people to learn and produce this craft. Workshops were arranged in Hyderabad by calling Banjara women from different districts of Telangana (and Andhra Pradesh before the state division)

Senior Banjara women were selected from selected districts and made them train the younger women of this craft. Products produced in the workshops were sold in the exhibitions conducted later. Senior women were benefitted by the payment and younger women by learning the craft. Trained women were given work to go back and produce in the comfort of their homes.

Angadi, the Craft Bazaar:

Angadi ia a craft baazar which is an initiation of Crafts Council of Telangana that showcases talents of craftsman from all over India. Craftsmen including Banjara women from different districts come and participate with their products. It is like other exhibitions but there is no prior funding from the organizations rather they create with their own finances and sale in the Angadi for profit. Angadi is arranged for 3-4 days in a row in the spaces of CCT in regular intervals where not only Banjara but all other crafts are encouraged.

Sales at Gated Communities:

Exhibitions were arranged in the gated communities of Hyderabad where high society people wouldbe interested to acquire these products as traditional souvenirs and some people would give commercial orders to do the embroidery of their choice on their clothes raising the income of these artisans. When these exhibitions were conducted, artisans sold many of their products and got income and encouragement to do more work. Angoori of Devarakonda recollects how these exhibitions gave her the freedom fromlabour work and raised respect in the society as an artisan along with financial benefits.

Meetings with potential clientele/advisers:

Organization arrange meeting of artisans with different people like boutique owners, freelance designers, fashion institutes etc. where the artisans learn many useful things that are importatnt for their developmet.

Sessions teach them:

- How to improve their skills to make embroidered textiles more attractive in less time?
- How to adapt to new requirements of the customers to handle the orders?
- Creating new forms and items according to the market requirements
- How to form groups of artisans and work together in their hamlets?
- How to do online sales of their items?

Online marketing:

Organizations took the artisans products to online and helped them with the required knowledge of online market, like taking pictures of their products, uploading the images to websites, how to catalogue them, pricing their works, handling the orders, payment apps and money transactions, and helped them with write-ups etc. Professional from the industry were invited to conduct sessions to teach the artisans the tips and tricks to update themselves with the technology. Some of them are now well versed with the techniques and also helping the younger groups. Crafts Council of Telangana has its Instagram handle @craftscounciloft where information about their programs and products are continuously publicised for public information.

Artisan showing me box full of her creations ready to go online along with different stitches she uses She was one of the earlier batch trainees who is now capable of creating customised products, handling online sales and also training younger women on a regular basis.

“I and my team do not compromise with the quality of work we do, so we get orders regularly. I managed to marry off my daughter with my income without talking any help from my husband” says laughs Anasuya proudly.

Owning commercial stores:

Now after many years of support and experience, artisans have started their own commercial stores in the city, making them proud owners of a business. There are many stores of the artisans in Santhoshnagar, Koti, Madhapur, Saroornagar, Hubsiguda etc in the city (Hyderabad). They get the products done in the villages and selling them in the city which in turn is providing source of income to those who are back in villages.

This initiation of the organization helped them to earn for their family and even their second generation family members are showing interest in the art.

Teaching in Schools:

Due to the revival programs of these organizations, exposure to this traditional art has increased and people’s interest increased. Some schools in Hyderabad decided to conduct classes for their students as part of their extra-curricular activities, for example, Akshaya School in Banjara Hills and Nachiketa School in Madhapur. They invited senior Banjara women to come and take classes for their students on a regular basis. This became an opportunity to earn more for some of these women. Their travelling expenses and teaching time is well paid off by the school management. Not only financial benefit, it is also like a confidence booster and encouragement for these women to continue their traditional art.

Collaborations:

Revival programs by both government and non-government organizations proved beneficial to Banjara art. As mentioned earlier, these revival programs were organised in other states too. Though their programs worked individually, there are collaborations too. That is, Banjara artisans of different states were encouraged equally by conducting exhibitions in collaborations where artisans of different states and organizations were allowed to participate and sell their products in other states too, increasing their chances of earning. Also these collaborations made the women cross borders and establish contacts across states. Along with financial opportunities, confidence levels clearly increased. Now they communicate and work across border which is positive for the sustainment of the art.

Awards:

These interventions of the organizations not only made Banjara women of Telangana financially independent but also won them awards for their work and contribution. They are appreciated and awarded state awards and UNESCO awards for their contribution. Angoori Sepavat of Hyderabad is one such example of a recognised and award-winning craftsperson who has held demos of her work at crafts-promotion events. She is honoured by Crafts Council of Telangana for her role in spreading Banjara needle craft. Kethavath Laxmi Bai, is one of the early artisans who were invited to train other women under the revival programs. She is still sticking to the tedious but traditional techniques of the craft and escaping to non-traditional the short cuts of the business. After years of working with the organizations, she is currently providing employment to about 200 women belonging to her community in her own village, Yellamma Thanda. After three decades of adapting to changing times, the Banjara women led by Laxmi are embroidering blouses, cushion covers, cell phone covers, dupattas and sarees in their traditional style, applying it to contemporary trends and needs.

The Kamala Samman Award of The Crafts Council of India is the highest among the Kamala Awards. It recognises and honours a senior person whose long and dedicated work in the field has significantly benefitted craft communities and transformed their lives. Smt Lakshmi proudly showing her products; Customised items that are ready to be dispatched her clients in different places.

"I lost my husband very early but managed to lead my life decently. Unfortunately I lost my grown up son recently, his widow and 2 years old son are my responsibility now. I am thankful to the revival programs because of which, my traditional craft is serving as back support for my life's challenges." says wet- eyed Laxmi Bai.

Another artisan, Smt. Anasuya of Ibrahimpatnam, who is honoured for her contribution proudly shows her house that she built on her own with after starting to sell her work to boutiques in Hyderabad, exhibit with artisans of Sandur Kushal Kendra of Karnataka and take classes in theschools etc. she is teaching the craft in her village to younger women of her community.

Smt Anasuya showing me her collection for the upcoming exhibition in Delhi.

Conclusion:

Banjara needle craft is an integral part of the cultural heritage of Banjara community in Telangana, deeply rooted in the traditions and identity of the Banjara community. When this craft was endangered, successful attempts to preserve, promote, and sustain this traditional craft was carried out by different organizations. Their timely projects and efforts to revive this traditional craft not only helped the art but also helping the artisans to be independent and confident with new exposure and financial independence, in turn, preserving and extending the culture heritage of the community. With the improved knowledge and skills, artisans attempting to experimentation of the craft without losing the traditional essence is appreciable. I am glad to work on this project because of which I could meet all these artisans and organizations and understand how their efforts turned fruitful in saving this communal craft along with economic development of the artisans.

Selfie with the winner of Kamala Sanman Award, Smt. Lakshmi Bai of Yellamma Thanda

Acknowledgement:

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Analytical Study of Democratic Values in the Constitution of India

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Abstract:

The Research Paper delves into the profound insights and contributions of Dr. Ambedkar regarding democracy, rights, and societal values. It explores the intricate interplay between political, social, and economic dimensions within the constitutional framework. Dr. Ambedkar's emphasis on establishing a robust foundation for democracy, ensuring equality, and fostering a sense of brotherhood in society is meticulously analyzed. The study also delves into the significance of special powers and constitutional provisions for marginalized groups, highlighting the pivotal role of socio-economic rights in shaping a just and equitable democratic system. Through an analytical lens, The Research Paper illuminates Dr. Ambedkar's visionary perspectives on democracy, equality, and the parliamentary system, underscoring the essence of ethical and constitutional principles in shaping a democratic society.

Key words - Liberty, Equality, Social Democracy, Political Democracy, Economic Democracy, Thoughts of Brotherhood.

Introduction:

The architect of the Indian Constitution, presented the constitution to the nation and established a democratic system with it. Dr. Babasaheb Ambedkar's unique contribution is significant in building modern India. Dr. Ambedkar took great care to deeply analyse and approach the social, political, economic, and cultural disparities in India with a scientific perspective. Dr. Ambedkar took on the significant task of reorganising all these unfair systems. The concept of democracy is not only about material possessions but also about ideology. Dr. Ambedkar had a profound idea when designing a democratic system. Taking into account all the factors of democracy, Dr. Ambedkar has introduced this system to the public via the Constitution. Dr. Ambedkar discusses the advantages and disadvantages of democracy in his writings. Dr. Ambedkar stated that the democratic system outlined in the constitution will not be successful if those in charge of implementing it lack capability. Ambedkar held a firm belief. This research paper endeavours to analyse the study of democratic values in the constitution of India .

Social-Economic Rights-

When considering political democracy, it is important to also consider social and economic democracy. Political freedom loses its significance without economic freedom and opportunities for the less privileged in society. Furthermore, without the elimination of caste discrimination and social injustice, political freedom will hold no value. The French Revolution helped bolster democracy by introducing the ideals of freedom, fairness, and brotherhood. When attempting to discover the timeless aspect of Ambedkar's ideology, one immediately thinks of his dedication to the three values of equality, liberty, and fraternity. The principle of equality is also considered essential. The resolution of untouchability, the eradication of the caste system, and the dismantling of the religious-cultural values and traditions that supported the caste system all stem from the universal principle of equality. Dr. Ambedkar thought that it was necessary for democracy to empower the untouchables, who lack economic and social opportunities, by offering them a variety of options. If marginalised groups do not have their social and economic rights clearly defined, the dominant class in society will continue to hold power indefinitely. Creating a monopoly within a specific group will unfairly harm those who are less powerful. Dr. Ambedkar firmly believed that by establishing socio-economic justice as the basis of political democracy, democracy has the power to bring about comprehensive change.

Thoughts on Freedom Typically, the idea of 'freedom' is commonly viewed in a negative light. As per Dr. Ambedkar, freedom involves genuine chances, skills, and the capacity for personal and societal growth. Dr. Ambedkar argued that unrestricted negative freedom results in endless personal conflicts, monopolies, and dominance. He thought that favourable social, economic, and physical conditions were necessary in order to enjoy basic rights. To achieve this, the social and economic rights of the existing classes must be restructured. This implies a requirement to redistribute power and wealth. Dr. Ambedkar believes that freedom cannot be fully experienced by just implementing constitutional limitations. There is no guarantee that the ruling class will provide fairness to the oppressed; in fact, they are more likely to further exploit the weaker class. As this class will exploit freedom further, True freedom lies in our state of mind. Having a free mind indicates liveliness. Dr. Ambedkar stated that this freedom should not infringe upon the constitution's structure. He stated that, in addition to liberty, all individuals are considered equal as per the constitution.

Equality:

Dr. Ambedkar stated that freedom cannot be achieved without equality. Ambedkar thought that the privilege granted to the ruling class by the government was essentially the same as the control of wealthy individuals. The ideas of liberty and fairness go hand in hand, benefiting both individuals and the government, as well as providing chances for societal and economic progress for marginalised groups. Equality is not emphasised in the West, while social, economic, and cultural inequality has become a notable characteristic of India's social framework. Dr. Ambedkar recommended that. There is a greater necessity to ensure equality in India. Equality cannot be achieved unless the roots of socio-economic disparity are dismantled. Dr. Ambedkar had conducted a thorough study of the caste system in India. The aim of Dr. Ambedkar When examining the concept of equality, Dr. Ambedkar endorsed the principles of 'equal suffrage', 'one person, one vote', and ‘adult suffrage’. Considering their lack of political rights, marginalised individuals may gain authority, but their ability to impact change once in power is uncertain. Ambedkar had doubts. Equality is about treating everyone the same to ensure that every individual has the same opportunities for personal growth and advancement. Equality involves providing opportunities and establishing suitable circumstances for each individual. When there is a level playing field, the individual or group's intrinsic abilities will be more stimulated and energised, leading society to significantly advance. In a capitalist system, equality is eradicated, while individual freedom is eradicated in a communist system. Dr. Ambedkar was in favour of democratic socialism.

Special powers and constitutional provisions

Dr. Ambedkar believes equality goes beyond just equal opportunities, emphasising the need for special opportunities for marginalised groups. Dr. Ambedkar emphasised the need for a constitutional provision to offer special opportunities, concessions, and protection to socially and economically disadvantaged groups in order to enhance their competitiveness. Dr. Ambedkar incorporated social justice into the Indian Constitution by granting special concessions and protection to the Scheduled Castes and the Educationally Backward Classes, thus enforcing the principle of equality.

Thoughts of brotherhood:

Dr. Ambedkar believes that even though we have established a democratic system founded on freedom and equality, without a sense of brotherhood and social harmony, a genuine human society cannot be formed. Society functions like a family, and it is essential to foster a feeling of inclusivity and unity among its members. Dr. Ambedkar states that a sense of brotherhood will be fostered in the vulnerable community. All social groups must honour the dignity, equal justice, equal status, and rights of other groups. If a sense of brotherhood is established within society, the ideals of liberty and equality will be safeguarded.

Political Democracy:

Dr. Ambedkar's ideas appear to have been significantly impacted by the French Revolution. The new philosophy of liberty, equality, and fraternity was introduced to the world by the French Revolution. Political democracy took shape as a fresh liberal system was established. By liberating the citizens from the rule of the monarch, power was transferred into the hands of the average person. In the end, the concept of people owning the state system began to gain prominence in the democratic system. The idea of democracy suggests that every member of society has the opportunity to participate in the political system. To elevate the class that has been excluded from political, social, and economic advancements for centuries and to enhance the class as a whole. Ambedkar's aim had turned into, as Dr. stated, that the oppressed group would only be liberated from bondage once they acquired political authority. Ambedkar had a belief. Dr. Ambedkar set up a political party for this purpose. The doctor stated that the establishment of political democracy is necessary to ensure that justice is given to the disadvantaged. Ambedkar's opinion.r. Ambedkar believed that in a democratic society,the state should limit its involvement and prioritise safeguarding individual rights as the main objective of governance. A form of political democracy needs to be established where both the majority and minority groups respect and have trust in each other. Dr. Ambedkar suggests that while granting constitutional rights, one must ensure that no injustice is done to any group.

Social Democracy:

Dr. Ambedkar thought that in order for political democracy to thrive, it was essential to establish social democracy. Without altering our traditional social setting, our political rights will hold no significance. Dr. Ambedkar believed that political democracy was partially introduced by the British in India, but they were unsuccessful in creating social democracy. Dr. Ambedkar initiated a social movement for this purpose. The doctor stated that political justice or law will ensure the protection of human rights. Ambedkar did not believe that to be true. Dr. Ambedkar believed that a mutual agreement on human rights in society was crucial for establishing political democracy as the basis for societal harmony.

Economic Democracy:

Just having political democracy in place in the nation won't lead to justice for the citizens or result in genuine democracy. Dr. Ambedkar stated that true justice will be achieved only when social and economic democracy are established. If the person or the group does not have financial power, they will be enslaved indefinitely. Marx's socialist ideology's philosophical basis. Even though Ambedkar did not completely agree, he agreed to the socialist economic program. He thought that parliamentary democracy could bring about state socialism. He believed that democratic socialism was the way to achieve human liberation. In his address to the Constituent Assembly, Dr. Ambedkar pondered the question of how to establish economic democracy. Does this idea have certainty? There is a belief among individuals that there are numerous methods to establish economic democracy. There are individuals who believe in the necessity of a socialist system. This is the most effective method to promote economic democracy. They believe that a socialist government and system are superior. He argues that this arrangement creates economic democracy.

Parliamentary System of Government:

Dr. Ambedkar's political beliefs were influenced by the principles of democracy. Dr. Ambedkar researched the presidential and parliamentary systems of government. In a submission to the Constitutional Committee, he stated his belief that India would not benefit from a parliamentary system but would be better off with a presidential system. However, during the later period, it appears that he supported parliamentary democracy. Dr. Ambedkar believes that using peaceful democratic methods can create economic and social changes in society. Another option for democratic governance besides non-violence is the deliberative process. In a democratic system, choices are determined through talking and deliberating. Decisions are made and implemented by the Executive Board. The parliamentary form of government is the most ideal system for ensuring the welfare of both individuals and society. Dr. Ambedkar stated that the only way for individual life and social change to occur is through the parliamentary system of government. Ambedkar's viewpoint was. The parliamentary system's effectiveness hinges on active citizens, accountable opposition parties, and free, fearless elections. Ambedkar's view was. During the Mahad Satyagraha in 1927, Dr. Ambedkar mentioned the French National Assembly in his speech, suggesting the current assembly should be inspired by it. This assembly must create a similar path for the progress of Hindu society as the one devised by the French for their nation's development and the one embraced by reformed nations.

Conclusion:

Taking the above discussion into account, Dr. Ambedkar believed more in the foundational principles and ideals of parliamentary democracy than its procedural framework. Dr. Ambedkar did not provide the Constitution as a written document but instead focused on establishing a socio-economic foundation for its provisions. He prioritised the political party system, elections, legislature functioning, the government's role in the constitution, as well as societal values like equality, responsible public opinion, constitutional ethics, and social conscience. Ambedkar has emphasised something special.

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Spatio-Temporal Changes in Cropping Pattern in Satara District

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Abstract;

India is known as an agricultural country of villages. India's one third population directly and indirectly depends on agricultural sector and agriculture plays significant role in Indian economy. But present scenario shows that the Indian agricultural passing through difficult phase all over country. Due to the attitude of farmers is changed toward the high value crops. The cropping pattern means the proportion of area under different crops at the point of time.

The changes in cropping pattern reflected to change in land utilization under different crops at two different times. Due to the infrastructural development, technology, irrigation facilities, hybrid seeds, capital, transportation facilities, agro based industries, availability of marketing and diversification of agriculture changes occurred in cropping pattern. This study focused spatio temporal changes in cropping pattern in Satara district from 2001 to 2021.

The result is obtained from statistical and graphical analysis of the crop production in the study region. Besides these this study also found the area under food grain crops decreased and increased under cash crops like as Sugarcane. The Sugarcane cultivation record tremendous growths compare other crops.
Key Words: Spatio-temporal, Agriculture, Food grain, Cash crops.

Introduction:-

Today, Indian economy known as developing economy and more depend on the agricultural sector. Therefore, we usually say agriculture is back bone of Indian economy. India having second largest population in the world and majority of population lived in villages all over the country. Agriculture is prime sector to supply sufficient food and employment of Indian people. Agriculture sector supplied not only food for increasing population but also raw material for the agro based industries.

But the growths of industries are more than double than the agriculture sector. Today the agricultural sector provides 62 % direct and indirect employment and the 38 % by industrial sector. It is clearly shows that the rate of supply of employment by agriculture sector is more than double than the industrial sector.

But day by day the role of agriculture sector in national income marked decreasing trend, due to the agriculture achieved adequate water because of pressure from rapid growth of population, industrialization, urbanization and climate change. The gamble of monsoon, inadequate irrigation insufficient and ineffective implementation of government policies are marked about them. With the increasing the small families the size of land holding decreases with more demand of agricultural production.

The choice of cropping pattern in a particular region is an outcome of i) the general condition of agriculture including types of soil, climate, water supply, water table. ii) The aim of agricultural production including size of land, scale of production, techniques of agriculture and changes in market price. The area having scarcity of rainfall having grater dependency on food grain like as Jawar, Bajara and etc. crops.

The area having assured rainfall and irrigation facilities are devoted to Sugarcane, Rice and Ginger crops. The black soil offers high production of Cotton and wheat crops, whereas laterite soil attracted plantation crops. Besides these rent of interest, wages and distance of market are the factors affecting on the cropping pattern.

2. Study Region:-

The study Satara district is one of the district of Maharashtra states. The agriculture is important activity in economic sector of Satara district. More than 70 % population depends on agriculture. The district has located in the Nira and Krishna basin.

Map of Study Region;

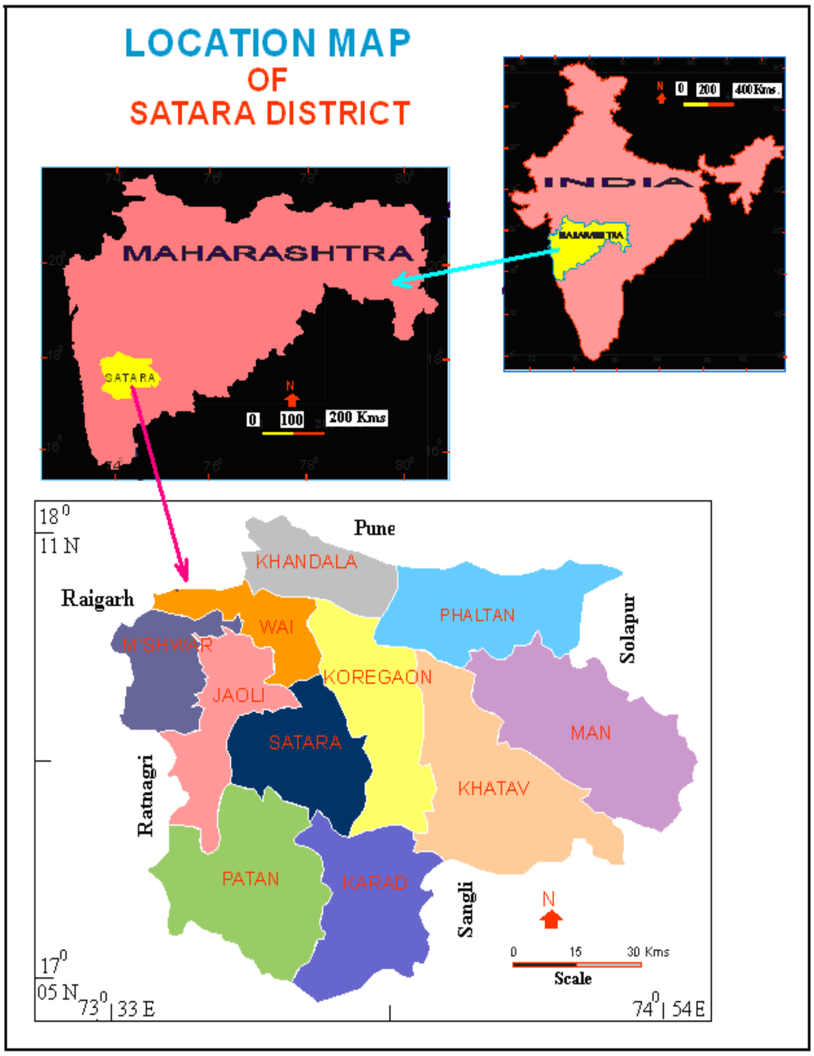

Fig No. 1

This district is located between 17^0 5' to 18^0 11'north latitudes, and 73^0 33' to 74^0 54' east longitudes and occupies an area of 1048489 sq.km. The study region has 2796906 populations. The study region lies in southern Maharashtra and administratively consists of 11 tahsils which is Phaltan, Man, Khatav, Koregaon, Satara, Karad, Patan, Javali, Mahableshwar, Wai, and Khandala etc. In proposed study region the soil of farm is laterite patches in the west, to deep medium black alluvial of the river tracks and poor gray soil in the east part. The annual rainfall in the district varies from west to east. In the west Mahableshwar records highest amount of rainfall. It is 6000 mm. recorded, and it decreases in the east Man tahsils, it is recorded 500 mm. The district having three seasons of rains which is June to September south-west monsoon, October to December having returning monsoon and March to May constitutes pre monsoon. The physical setting of district indicates contrast in temperature 11.7^0 C minimum and 37.5^0C maximum. This has resulted variety of landscape, climate and agricultural activity. The literacy rate is according to 2011 is 78.27 %, which is higher than state and nation too i. e. 77.27 % and 65.36 % respectively. The sex-ratio according to 2011 is 995, which is higher than state and nation too i. e. 992 and 933 per thousand male respectively. The western part of district is hilly region and eastern part is drought prone area. In the western part Mahableshwar, Wai, Patan, Javali, tahsils having large forest area. In the study region Krishna and Koyana are main rivers and rivers basin has highly cultivable area in the district. In the eastern part including Man, Khatav, Phaltan, Khandala and some part of Koregaon, there is drought prone area and always shortage of drinking water.

Objective:-

The present study identifies to the valuable importance of cropping pattern and its spatio-temporal changes and check the important cash crops in Satara District.

Data Base and Methodology:-

The present study is based primary and secondary data. The primary data obtained from observation and field work method. The secondary data obtained from district socio-economic review of Satara district. Thus, the data collected were processed and converted in percentage by statistical techniques. For result obtained the tabulated data shown by graphs.

Changes in Area under Major Crops in Satara District:-

The gross cropped area increased in the study period. The area under rice, Maize and wheat crops increased with 35 5 t0 50 %. The share of Jawar and Bajara records decreasing trend. All the cash crops like Ginger and Sugarcane witnessed tremendous growth in net swan area as well as gross cropped area of the district. The table No. 1 shows area under the major crops and its changes in the district.

Table No. 1
Changes in Area Under Major Crops in Satara District

Crops	Area (Ha) '00'		Variation of Percentage
	2010-11	2019-20	
Jawar	735.82	380.29	- 49.30
Bajara	981.09	643.89	- 35.41
Wheat	652.39	1045.17	34.12
Rice	536.34	826.06	32.13
Maize	453.53	1035.94	122.24
Ginger	608.48	1328.92	135.21
Sugarcane	649.25	1957.71	311.32
Others	1656.07	1176.97	- 34.52
Total	6273	8395	

Source: Complied form by author (Socio-economic Review of Satara district

Changes in Area under Major Crops in Satara District

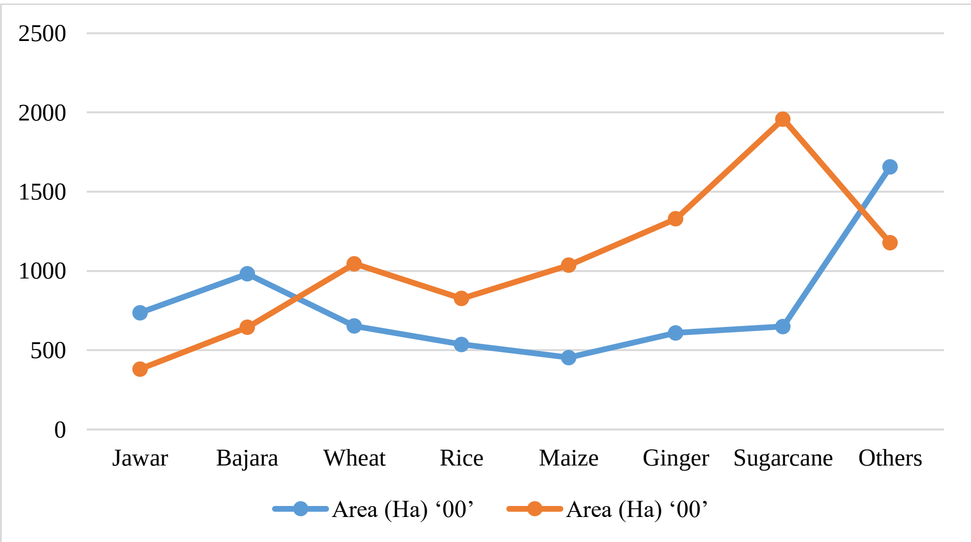

Fig No. 3

Percentage Distribution of Major Crops in Satara district:-

The table No 1 shows land use pattern of Satara district. The Table No. 1 and fig. No. 2 clearly shows that in the year 2000-01 to 2020-21, percentage of food grain crops has been decreasing trend, whereas cash crops recorded increasing trend. The total cropped area in the

Table No. 2
Percentage Distribution of Major Crops in Satara district

Year	Total Cropped Area (Ha)	Jawar	Bajara	Wheat	Rice	Maize	Ginger	Sugarcane	Others
2010-11	6273	11.73	15.64	10.40	8.55	7.23	9.70	10.35	26.40
2019-20	8395	4.53	7.67	12.45	9.84	12.34	15.83	23.32	14.02
Variation	2122	-7.2	-7.97	2.05	1.29	5.11	6.13	12.97	7.38

Source: Complied form by author (Socio-economic Review of Satara district

Percentage Distribution of Major Crops in Satara district

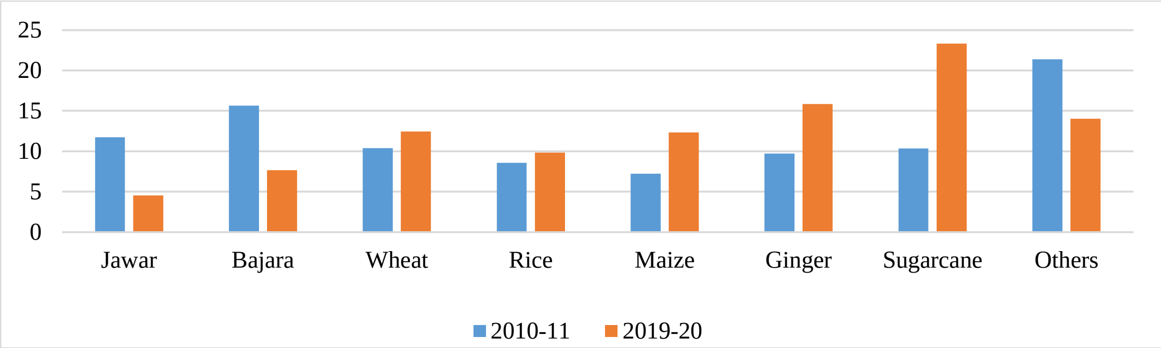

Fig No. 2

District recorded more than double area under Ginger and Sugarcane cultivation. Within study periods the land utilization of food grain crops like Jawar and Bajara turned into the cash crops like as Ginger and Sugarcane. The area under wheat, rice and maize also marked increasing trend but cash crops like Ginger and Sugarcane shows tremendous growth in gross cropped area.

Perspective Changes in Cropping Pattern:-

The country India having sugarcane cultivation great history and India is second largest country in the world in sugarcane production. The sugarcane cultivation acquire more than 7 % share in Indian economy. Besides these this crop supply raw material to the other industries. The Maharashtra is 2nd position in sugarcane cultivation, and the Uttar Pradesh having 1st position. The western Maharashtra including Satara, Sangali, Pune, Solapur, Kolhapur and Ahmadnagar districts leads to sugar industries by co-operative as well as private sector. In the district Satara having 11 co-operative 7 private sugar industries. The crop sugarcane having more than 23 % area in the district. The basin of Krishna, Koyana and Nira having highly cultivable soil, irrigation facilities and installation of the sugar industries in this area.

Conclusion:-

In the study region Satara district the attitude of the farmers changed towards cash crops in the study period. The cash crops sugarcane cultivation marked increasing trend with more than double. This crop using 50 % of the water by irrigation facilities. Besides these cultivation of Ginger and Maize records increasing trend. The trend of food grain crops like as Jawar and Bajara marked decreasing trend which are create insecurity for food in future of the district. The responsible authority required steps to divert the attention of farmers towards fruit farming in all over the study region.

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Zooplankton Diversity of Dongergaon Water Tank Dongergaon Dist Latur (M.S)

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Abstract:
The present paper deals with the zooplankton diversity of Dongergaon water tank Dongergaon. The qualitative and quantative analysis of zooplankton was carried out from Feb 2022 to Jan 2023. Different species of zooplankton were identified. The zooplanktons are the indicators of ecological status of any aquatic body. Zooplankton is one of the important stage in aquatic food chain where they are directly fed by small fishes.
Key words-: Zooplanktons, Dongergaon water tank.

Introduction:

The fresh water communities like fishes, macrophytes, microphytes, phytoplankton and zooplankton are sensitive to physic chemical changes in any aquatic water body. It also demonstrates ecological status of that water body. The planktons form an important stage in aquatic food chain. The productivity of the water body lot more depend upon these primary stages in the food chain, Michale (1973). There has been considerable interest in the relevance of limnological information to the productivity, development and management of aquatic environments.

Materials and Methods:

For the estimation of zooplanktons the water samples were collected from four different stations of Dongergaon water tank. These are station A, Station B, Station C and Station D. The samples were collected in different seasons, monthly and were preserved in 4% formalin for quantitative and qualitative analysis of zooplanktons. Plankton samples were collected with standard plankton net made of silk bolting cloth no.25. The amount of water filtered was 200 lit and the samples were concentrated to 50 ml volume. Each replicate of phytoplankton and zooplankton samples was identified under research microscope using suitable keys, standard texts and monographs given by Pennak (1978), Tonapi (1980), APHA (1985), fresh water biology by Vard and Wipple, Zooplankton by Battis, The book of IABA, Hyderabad for water analysis methods.

Result and Discussion:

Monthly water samples from tank water were collected to study quantative and qualitative data of various zooplanktons. Rotifers were represented by 8 species, Cladocerans by 6 species and Copepods by 3 species. The list of zooplankton was given in table no 1.

Among the total zoo planktonic organisms rotifer come first in order of abundance. Rotifers were represented by 8 species. Keratella was dominated in the tank. The highest density of rotifers was observed in the month of April and May. Throughout the summer months rotifer population was maximum however, during winter season, the rotifer population was comparatively less. The Rotifers Keratella cochlearis, K. procura, Macrochaetus collinsi and Philodina citrine were dominant in summer month. The genus Keratella was represented by 2 species.

Cladocerans were represented by 6 species. Among cladocerans Monia and Alona dominated the tank. During summer and early monsoon there was a dominance of Moina brachiate and Alona quadrangularis.

Copepods were represented by 3 species. The copepods Cyclops, mesocyclops in copipoide stage were dominated. The density of copepods population was more during summer and least during late rainy snd early winter season. A minor peak of the population of copepods was seen during December and January while major peak being in April and May.

Table 1. Zooplankton Diversity In Dongergaon Water Tank Dongergaon, During Feb 2022-Jan 2023

Sr. No.	Group	Species
1	**Rotifera**	*Brachionus forficula*
		Keratella cochlearis
		Keratella procura
		Notholca striata
		Lecane bulla
		Macrochaetus collinsi
		Philodina citrine
		Filinia opoliensis
2	**Cladocera**	*Daphania carinata*
		Cereodaphnia cornuta

		Moina brachiate
		Moina micrura
		Bosmina longirostris
		Alona quadrangularis
3	**Copepoda**	*Mesocyclop sps*
		Cyclop sps
		Nauplius Larvae

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"Understanding Political Participation of Women in Urban Local Governance: Evidences from Guwahati Municipal Corporation, Assam"

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Abstract:

Women's standing in society is mostly determined by their involvement in politics, representation in elected offices, and share in decision-making bodies. Women's political engagement as representatives in decision-making bodies is extremely low in the majority of the world's nations. Particularly in the wealthy and developing nations, the situation is appalling. While some well-chosen women with a solid political experience may hold senior executive and political positions or participate in decision-making bodies, this does not necessarily mean that women are becoming empowered. In this paper an attempt has been to study the political participation women with special reference to Guwahati Municipal Corporation (GMC) Assam.
Keywords: Status of Women; Representation; Underdeveloped; Pathetic; Empowerment.

Introduction:

Scholars have extensively examined the concept of political involvement from a variety of viewpoints, including socioeconomic, political, and scholarly. The word "political participation" is linked to the word "political," which means to examine the use of power. Political participation, in this context, refers to the exercise of power through involvement in the political system at different levels. Political participation is defined as the range of actions carried out by someone holding an elected office or doing their civic duty. This is due to the expectation that such involvement will serve as a platform for public decision-making, which is characterised as power. Political engagement has historically been restricted to involvement in official political institutions, such as legislatures and the executive branch in democracies. Political theorists have expanded it to encompass movements, protests, and struggles as acceptable manifestations of political behaviour. Political engagement, then, is any action that a person takes to directly express their political beliefs.

Urban Local Governance:

The management of local affairs by duly elected bodies that serve the local people is known as local self-government. In India, there are two types of local self-governance: urban local government and rural local government. The urban local government manages affairs in towns and cities through municipal corporations, committees, councils, cantonment boards, town and notified area committees, and other municipal entities. The 74th Constitutional Amendment Act (CAA)'s Article 243 Q (1) defines the three different types of urban local bodies: nagar Panchayats for transitional areas, municipal councils or boards for smaller urban areas, and municipal corporations for bigger areas. According to the 74th Constitutional Amendment Act, all states have allocated one-third of their population to women and Schedule Caste and Schedule Tribe reservations, with members of municipal councils being chosen directly for a five-year term. Based mostly on population, the overall number of members in municipal bodies varies from state to state. In Maharashtra, for instance, the overall strength of municipal corporations is 65-227, whereas in Guwahati, Assam, the entire strength is 60.

Objectives:

1. To highlight the participation of women as elected members in the GMC.
2. To make a brief study of the post 74th Constitutional Amendment scenario in the context of participation of women.

Study Area:

In Guwahati, GMC, Assam is the only urban local body in charge of overseeing 216 square kilometres of GMC territory. The Assam Legislative Act of 1969 allowed for the establishment of the GMC, which began operations in 1974. There are 60 wards in the GMC overall.

Methods and data collection:

This paper is mainly based on secondary sources of data. Data has been collected from the GMC office and from other relevant literatures like books, journals, etc. The method of this study is mainly analytical.

Women's Participation in Electoral Politics:

The Indian Constitution guarantees the right to vote for all adults and establishes the conditions necessary for women to actively engage in politics. Religion, race, caste, sex, and place of birth are among the grounds on which discrimination is forbidden by Article 15 of the Constitution. Despite this constitutional provision, women's involvement in state and national politics as candidates, voters, legislators, and holders of portfolios in various political organizations is still insufficient. Only 18 women from Assam have been elected to the Lok Sabha from 1952 -2024. Besides, in Assam Legislative Assembly, only 93 women has been elected from 1952-2021. In the recently held Assam Legislative Assembly election, 2021, only 74 women candidates out of 946, who contested for 126 seats. Only 7.8% candidates were women. This is very minimal figure in a democratic country like India where all people irrespective of sex are considered as equal. And only 12 women candidates have contested the 2024 Lok Sabha elections in Assam. The scenario of less participation of women as representatives is similar to that of other states of India. However the percentage of women as voters is encouraging. Dhaneswar Baishya says "the participation of women in the electoral process has been very insignificant. There are no legal obstacles in the participation of women in the electoral process but in reality there still exists some socio-economic obstacles". The need of the hour is to make the women conscious of their rights and also of their role in politics and the importance of women's participation in the decision making process.

In the GMC, we found that the participation of women in the electoral process as voters is quite remarkable but as an elected representative is not satisfactory, basically before the introduction of 74th Constitutional Amendment Act (CAA), 1992.

Table 1.1 Number of Elected Women Representatives of GMC before the Introduction of Reservation Policy through 74th CAA

Year of Elections	Number of wards for election	Number of contesting women candidates	Number of Elected Women Representatives	Introduction of Reservation Policy through 74th CAA
1974	34	0	0	No
1979	34	4	0	No

Source: GMC Election Report

The table clearly indicates that no women have been elected in the GMC elections before the introduction of reservation policy of women. However, a total of 4 women candidates have contested in the 1979 election of GMC, but not a single woman was able to win a seat. This is because due to the believe that "Politics is meant only for men, household chores are meant only for women". Still the society runs in this notion where men are capable to play active role in decision making and women are good house makers.

Table 1.2 Number of Elected Women Representatives of GMC after the Introduction of Reservation Policy through 74th CAA

Year of Elections	Number of wards for election	Number of Women candidates	Number of Elected Women Representatives	Introduction of Reservation Policy through 74th CAA
1995	60	36	19	Yes
2003	57	57	19	Yes
2013	31	72	10	Yes
2022	60	110	30	Yes

Source: GMC Election Report

The table clearly shows that after the introduction of 74th CAA, the number of women contesting candidates' increases. The introduction of 74th CAA has created a space for women in the GMC, urban local governance. In the first three elections of GMC, as per the74th CAA, 33 % of seats were reserved for women in urban local governance but the Assam Government has introduced 50 % of reservation of seats for women in the 2022 election. Consequently, the number of women of both contesting and winning seats was raised to 110 and 30 respectively. The 74th CAA has truly provided a platform for women to participate actively in the grassroots level of politics which is considered as the learning arena for regional and national level of politics.

Conclusion:

Based on the aforementioned study, it can be concluded that the 74th CAA has created opportunities for women to actively engage in urban municipal governance. Correcting an unfair and unrepresentative system is just as important as promoting parity when it comes to women in positions of leadership. The secret to equitable economic growth is political transformation. Since the new members have a bigger stake in the local natural resources, local councils are likely to be more environmentally protective as a result of the local self-government transforming them into representative entities.

In India, urban local governance gives women a chance to transform the political leadership landscape. However, we still need to make sure that these are areas where women can go to bargain for their rights.

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Balancing Development and Environment: The Role of the National Green Tribunal

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Abstract:
The National Green Tribunal (NGT) of India plays a pivotal role in environmental protection by providing a specialized judicial platform for the swift resolution of environmental disputes. Established under the National Green Tribunal Act, 2010, the NGT integrates legal and technical expertise to address issues such as pollution control, forest conservation, and biodiversity protection. Its adjudicatory and appellate functions ensure strict enforcement of environmental laws and offer compensation for environmental damage. Landmark rulings, such as those involving Sterlite Industries and the Ganga River pollution, highlight the tribunal’s proactive approach in enforcing regulations and holding violators accountable. By promoting public participation and developing robust environmental jurisprudence, the NGT significantly strengthens environmental governance in India. Despite challenges in implementation and balancing development with environmental concerns, the NGT remains crucial in advancing sustainable development and safeguarding ecological integrity.
Keywords: National Green Tribunal (NGT), Environmental protection, Environmental disputes, Environmental jurisprudence, Compensation, Environmental damage, Compensation, Sustainable development

Introduction:

Environmental degradation has become a significant concern globally, with its impacts felt across ecosystems, human health, and economic stability. The need for robust legal frameworks to address environmental issues has led to the establishment of specialized judicial bodies. One such body in India is the National Green Tribunal (NGT), established to expedite the resolution of environmental cases and ensure the effective enforcement of environmental laws. This article explores the role of the NGT in environmental protection, its structure and functions, significant case rulings, and its impact on environmental jurisprudence in India.

Historical Background

- **Origins and Establishment**

The National Green Tribunal (NGT) was established on October 18, 2010, through the enactment of the National Green Tribunal Act, 2010. The inception of the NGT was driven by the recognition of the growing complexity and specialized nature of environmental cases, which traditional courts were often ill-equipped to handle effectively and efficiently. The establishment of a dedicated environmental court aimed to provide a specialized platform for the swift resolution of environmental disputes. The NGT's creation was also intended to reinforce the “right to a healthy environment,” as guaranteed under Article 21 of the Indian Constitution, which ensures the right to life and personal liberty, encompassing the right to a clean and healthy environment.

- **Legislative Framework**

The National Green Tribunal Act, 2010, provides the legislative framework for the NGT. This Act delineates the tribunal’s jurisdiction, powers, and procedures, specifying the types of cases it is authorized to adjudicate. The NGT has the authority to address issues related to environmental protection, the conservation of forests, and the sustainable management of natural resources. It is empowered to hear cases involving environmental laws, such as the Water (Prevention and Control of Pollution) Act, 1974, the Forest (Conservation) Act, 1980, the Air (Prevention and Control of Pollution) Act, 1981, and the Environment (Protection) Act, 1986.

The NGT is mandated to provide effective and expeditious disposal of cases related to environmental protection and conservation, ensuring that legal rights pertaining to the environment are upheld. Its establishment marked a significant step towards strengthening environmental governance in India by ensuring that specialized and technical matters concerning the environment are addressed by a competent judicial body. The tribunal's decisions are binding and can be challenged only in the Supreme Court of India, underscoring its pivotal role in India's environmental justice system.

Structure and Jurisdiction

Composition:

The NGT comprises both judicial and expert members. The chairperson of the tribunal is a retired judge of the Supreme Court or a High Court. Alongside the chairperson, the tribunal includes other judicial members, who are also former judges of the Supreme Court or High Courts, and expert members with substantial experience in environmental and related fields. This combination ensures a balanced approach, integrating legal expertise with scientific and technical knowledge.

Jurisdiction:
The jurisdiction of the NGT is extensive, covering a wide range of environmental issues. It has the authority to hear cases related to:

- Water pollution
- Air pollution
- Forest conservation
- Biodiversity protection
- Waste management
- Environmental clearances for projects
- The tribunal is empowered to provide relief and compensation to victims of environmental damage, restitution of property damaged, and restitution of the environment.

Regional Benches:
To facilitate access to justice, the NGT operates through regional benches located in different parts of India. These benches are situated in New Delhi (Principal Bench), Bhopal, Pune, Kolkata, and Chennai. This regional distribution helps in addressing environmental issues specific to different regions and ensures that justice is not delayed due to geographical constraints.

Functions and Powers:
The National Green Tribunal (NGT) of India is vested with significant powers and functions aimed at addressing environmental disputes, ensuring compliance with environmental laws, and promoting sustainable development. Here's a detailed overview of its powers and functions:

- **Adjudicatory Role:**
- **Specialized Tribunal:** The NGT serves as a specialized judicial body dedicated exclusively to environmental matters. It adjudicates on disputes relating to environmental laws, regulations, and policies.
- **Principles of Natural Justice:** It operates on the principles of natural justice, ensuring fair and impartial adjudication of cases brought before it.
- **Preventive and Remedial Measures:**
- **Injunctions and Directions:** The NGT has the authority to issue injunctions to prevent activities that are likely to cause environmental damage. It can also issue directions to mitigate existing environmental harm and restore ecological balance.
- **Environmental Impact Assessment (EIA):** The tribunal can review and provide direction on projects undergoing Environmental Impact Assessment to ensure compliance with environmental norms and prevent adverse impacts.
- **Appellate Jurisdiction:**
- **Review of Decisions:** As an appellate authority, the NGT hears appeals against decisions of central and state governments, and regulatory bodies under various environmental laws.
- **Scrutiny and Accountability:** It scrutinizes administrative decisions to ensure they align with environmental protection goals and legal requirements.
- **Environmental Compensation and Restoration:**
- **Polluter Pays Principle:** The NGT upholds the principle of "polluter pays," where those responsible for environmental damage are required to compensate affected parties.
- **Restoration of Environment:** It can direct measures for the restoration of the environment in cases where damage has occurred, aiming to mitigate adverse impacts and restore affected ecosystems.
- **Monitoring and Compliance:**
- **Monitoring Compliance:** The NGT monitors the implementation of its orders and directions to ensure compliance with environmental laws and its own directives.
- **Enforcement Actions:** It can enforce its orders through penalties, fines, or other measures to compel compliance and deter future violations.
- **Public Participation and Awareness:**
- **Public Hearings:** The NGT promotes public participation by conducting hearings that allow stakeholders, including affected communities, to voice concerns and provide input on environmental issues.
- **Awareness Campaigns:** It engages in awareness campaigns and educational activities to foster understanding of environmental laws and promote environmental stewardship.
- **Research and Expertise:**
- **Technical Expertise:** The NGT may seek expert opinion and technical advice to inform its decisions on complex environmental matters.
- **Research and Recommendations:** It conducts or commissions research and may make recommendations to governments and authorities on environmental policies and practices.

Significant Case Rulings:
The National Green Tribunal (NGT) has adjudicated numerous significant cases since its establishment, addressing a wide range of environmental issues. Here are some notable cases decided by the NGT:

Sterlite Industries (India) Ltd. Case:
In the Sterlite Industries (India) Ltd. case, the National Green Tribunal (NGT) ordered the closure of Sterlite's copper smelter plant in Tuticorin, Tamil Nadu, in 2013 due to severe environmental violations. The plant was found to be causing significant air and water pollution, which led to adverse health effects on the local population. Despite multiple public protests and documented environmental harm, Sterlite continued operations without necessary environmental clearances. The

NGT's ruling highlighted its commitment to stringent enforcement of environmental laws and prioritizing public health and ecological integrity over industrial interests.

Art of Living Foundation Case:

In the Art of Living Foundation case, the National Green Tribunal (NGT) imposed a fine on the foundation for environmental damage caused by the World Culture Festival held in March 2016 on the Yamuna floodplains in Delhi. The event led to significant ecological damage, including soil compaction and disruption of the river's ecosystem. The NGT directed the foundation to pay ₹5 crore as an interim environmental compensation and mandated the restoration of the affected area. This case underscored the NGT's role in holding organizations accountable for large-scale environmental violations and protecting natural habitats.

Ganga Pollution Case:

In the Ganga Pollution case, the National Green Tribunal (NGT) issued several directives to address the severe pollution in the Ganga River. The tribunal ordered industries along the river to install effluent treatment plants and mandated municipalities to prevent the discharge of untreated sewage into the river. The NGT's comprehensive action plan included measures for waste management, riverbank restoration, and continuous monitoring of pollution levels. The tribunal's proactive stance has been crucial in efforts to rejuvenate the Ganga, highlighting its commitment to enforcing environmental regulations and protecting one of India's most important water bodies.

Yamuna River Pollution Case:

In the Yamuna River Pollution case, the National Green Tribunal (NGT) issued multiple orders to tackle the severe pollution in the Yamuna River. The tribunal mandated the installation of sewage treatment plants, restricted industrial discharges, and prohibited the dumping of solid waste into the river. The NGT also directed authorities to implement conservation plans and monitor pollution levels regularly. These directives aimed to restore the health of the Yamuna and prevent further degradation. The tribunal’s interventions have been vital in addressing the pollution crisis and promoting sustainable management of this crucial water resource.

Lal Kuan Stone Crushers Case:

In the Lal Kuan Stone Crushers case, the National Green Tribunal (NGT) ordered the closure of several stone crushing units in Lal Kuan, Uttar Pradesh, in 2014. These units were operating without proper environmental clearances and were found to be causing severe air pollution, resulting in significant health issues for local residents, including respiratory problems. The tribunal’s decision emphasized the need for industrial compliance with environmental norms and prioritized public health and environmental protection over unregulated industrial activities. This case highlighted the NGT's role in enforcing environmental regulations and mitigating industrial pollution.

Goa Foundation vs. Union of India:

In the case of Goa Foundation vs. Union of India, the National Green Tribunal (NGT) suspended all mining activities in the state of Goa in 2012. This decision followed petitions by environmental groups highlighting illegal mining practices that were causing extensive environmental degradation, including deforestation and water pollution. The NGT emphasized the need for sustainable mining practices and proper environmental clearances before mining operations could resume. This landmark ruling had a significant impact on Goa's mining industry, setting a precedent for stringent enforcement of environmental laws and ensuring sustainable development in mineral-rich regions.

Delhi Air Pollution Case:

In the Delhi Air Pollution case, the National Green Tribunal (NGT) issued several directives to combat severe air pollution in the national capital. The tribunal banned the sale of diesel vehicles older than 10 years and petrol vehicles older than 15 years, restricted construction activities during high pollution periods, and prohibited the burning of waste in open areas. These measures aimed to improve air quality and protect public health from hazardous levels of air pollution. The NGT's proactive approach in addressing Delhi's air pollution crisis underscored its role in enforcing environmental regulations and promoting sustainable urban development practices.

Kudankulam Nuclear Power Plant Case:

In the Kudankulam Nuclear Power Plant case, the National Green Tribunal (NGT) upheld the environmental clearance granted to the nuclear power plant in Tamil Nadu, subject to strict compliance with safety and environmental norms. The tribunal emphasized the importance of adequate safeguards to mitigate potential environmental impacts and ensure the safety of local communities. The NGT's decision balanced the need for energy security with environmental protection, highlighting its role in scrutinizing large-scale infrastructure projects to uphold ecological integrity and public safety. This case showcased the NGT's approach to promoting sustainable development while safeguarding environmental interests..

POSCO India Project Case:

In the POSCO India Project case, the National Green Tribunal (NGT) suspended the environmental clearance granted to the proposed steel plant in Odisha in 2013. The tribunal cited inadequate environmental impact assessments and non-compliance with forest rights as reasons for its decision. The project, one of the largest foreign direct investment proposals in India, faced opposition from local communities and environmental groups due to concerns over its potential ecological and social impacts. The NGT's ruling underscored the importance of thorough environmental assessments and community participation in decision-making processes concerning large-scale industrial projects.

M. C. Mehta vs. Union of India:

In the M. C. Mehta vs. Union of India case, the National Green Tribunal (NGT) continued its involvement in the long-standing litigation concerning pollution in the Taj Trapezium Zone (TTZ) near the Taj Mahal. The tribunal issued directives to industries to reduce pollution levels, particularly from coal-based industries, to protect the iconic monument from environmental degradation. The NGT's interventions aimed to preserve the architectural and cultural heritage of the Taj Mahal while ensuring compliance with environmental norms, highlighting its role in safeguarding national treasures through stringent environmental oversight and enforcement measures.

These cases illustrate the NGT’s critical role in enforcing environmental laws, protecting natural resources, and ensuring sustainable development in India.

Impact on Environmental Jurisprudence

Strengthening Environmental Law Enforcement:

The establishment of the NGT has significantly strengthened the enforcement of environmental laws in India. The tribunal’s orders and judgments have created a deterrent effect, compelling industries and individuals to comply with environmental regulations. Its proactive approach has filled the gaps in the traditional legal system and ensured that environmental offenders are held accountable.

Promoting Public Participation:

The NGT has promoted public participation in environmental decision-making by providing a platform for individuals and civil society organizations to raise their concerns. The tribunal’s accessibility and transparent procedures have empowered citizens to play an active role in environmental protection, fostering a culture of environmental stewardship.

Development of Environmental Jurisprudence:

The NGT has contributed to the development of environmental jurisprudence in India through its progressive and landmark judgments. Its interpretations of environmental laws and principles, such as the “polluter pays” principle and the “precautionary principle,” have enriched the legal discourse and set precedents for future cases. The tribunal’s decisions have also influenced policy-making and regulatory frameworks, leading to more robust environmental governance.

Challenges and Criticisms:

The National Green Tribunal (NGT) in India, despite its pivotal role in environmental justice, grapples with various challenges and criticisms. One of the foremost challenges is the effective implementation of its orders. Despite issuing stringent directives on issues like pollution control, forest conservation, and environmental clearances, the actual enforcement often encounters bureaucratic hurdles, delays, and inadequate follow-up mechanisms at the state and local levels. This results in a gap between the tribunal's rulings and their on-ground impact, undermining its effectiveness.

Criticism has also arisen regarding the NGT's jurisdiction and scope. Some stakeholders argue that the tribunal occasionally oversteps its mandate by intervening excessively in developmental projects, which they claim impedes economic growth. This tension between environmental conservation and development priorities underscores a broader debate on regulatory balance in India. Critics contend that while protecting the environment is crucial, stringent NGT rulings sometimes lead to project delays or cancellations, impacting sectors like infrastructure, mining, and industrial development.

Moreover, the NGT faces operational challenges such as backlog of cases and a shortage of expert members, which can delay justice delivery. The tribunal's functioning across its regional benches also varies, with concerns about consistency and expertise in handling complex environmental issues persisting.

Addressing these challenges requires concerted efforts to strengthen enforcement mechanisms, clarify jurisdictional boundaries, and enhance coordination among stakeholders. Finding a balance that ensures robust environmental protection while facilitating sustainable development remains a pressing issue for the NGT and India's environmental governance framework.

Conclusion:

The National Green Tribunal has emerged as a pivotal institution in India’s environmental governance framework. Its role in adjudicating environmental disputes, enforcing laws, and promoting public participation has been instrumental in advancing environmental protection. While challenges remain, the NGT’s contributions to environmental jurisprudence and its proactive stance in addressing environmental issues underscore its importance. As environmental challenges continue to evolve, the NGT’s role will be crucial in ensuring a sustainable and healthy environment for future generations.

By maintaining a balance between environmental protection and developmental needs, the NGT can continue to uphold the principles of justice and sustainability, fostering a harmonious coexistence between nature and society.

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The Governance and Accountability of Non-Governmental Organisations (NGOs) in India

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Abstract:
NGOs are both praised and criticized in the current reformulations of governance for development. Although they are expected to take the position of the state in a number of capacities and endeavors, there are growing doubts about their ability, legitimacy, and credibility to do so. Growth has increased the sector's prominence, which has drawn critical attention from the policy and research communities—particularly with regard to issues of NGOs' governance. NGOs (non-governmental organizations) deal with trust and accountability challenges. Concerns about improving NGOs' efficacy and performance as well as holding them more accountable for the funding they get are becoming more prevalent. The trust and credibility difficulties facing non-governmental organizations, along with a few elements that could enhance their efficacy, performance, and credibility. Corporate-NGO partnerships are sometimes brief collaborations with very specific goals, such as events, campaigns, programs, or initiatives where the primary business of the corporate organization and the NGO's field of expertise overlap.
Keyword: Accountability, Transparency, Responsibility Financial resources, NGO movements, Efficiency problems of NGOs

Introduction:

Non-Governmental Organizations (NGOs) are becoming an unstoppable force in the world. The voluntary sector, sometimes referred to as the non-governmental sector, is expanding in proportion to its involvement in developmental initiatives. Most places in the universe today acknowledge and embrace its significance in the field of human growth. In essence, non-governmental organizations, also known as voluntary organizations, are for-profit organizations founded with the intention of helping the underprivileged, marginalized, poor, downtrodden, and needy. They are also more accessible to the target groups, have flexible administrative structures, make decisions quickly, take prompt action, and help the people become self-sufficient while guaranteeing their full involvement in the process of development. Lester Salamon recently completed a major multi-nation study and found that NGOs are a huge economic and social force. The study clearly highlighted the rapid rise of NGOs. The author observes that the emergence of the non-profit sector on a worldwide scale could be deemed just as significant a development of the late 20th century as the nation-state's formation was in the earlier 19th century. The study team discovered a strikingly wide range of non-profit activity in nearly every location they studied.

The research, which encompasses nations such as France, Germany, Hungary, Italy, Japan, the UK, the US, Brazil, Ghana, and India, bolsters the belief that the industry is unquestionably progressing quickly across numerous domains of human endeavor. According to the report, has grown to be a significant employer, providing jobs for seven million Americans, 1.4 million Japanese, and almost a million individuals in France, Germany, and the UK put together. One in every eleven workers in these nations holds a service-related job, making up an average of 3.4 percent of the labor force. Additionally, it is discovered that the industry spends enormous quantities, with an average of 3.5 percent and variances between 1.2 and 6.3 percent of GDP in Hungary and the US.

It appears that the last 20 years have seen particularly remarkable expansion in the voluntary sector. Over the years, there has been a noticeable increase in the presence of NGOs, particularly those working on development projects. In actuality, NGOs' role in development is now essential. It is estimated that NGOs currently handle around 10% of the $8 billion in public development aid provided globally. That being said, nothing has changed in India. If the number of NGOs growing is any guide, the industry is growing daily. According to a conservative estimate, there are more than 0.2 million NGOs worldwide. Only those registered for certification to receive foreign assistance are included in this number; trade unions, schools, and hospitals are not included.

INDIA'S NGOs:

Voluntary action has a very long history. "Volunterism operated freely and exclusively in the fields of education, medicine, cultural promotion, and even acted as succour in crises like droughts, floods, epidemics, and foreign invasions" (Inamdar, 1987). This is according to Inamdar.

Early in the 19th century, underprivileged and weaker segments of society received services from volunteer organizations. The majority of the work was done in the areas of social reform and religion. The individuals who dedicatedly worked to remove caste restrictions, improve widows' and women's education conditions, and help orphans and destitute women included Raja Rammohan Roy

(1772–1833), Ishwar Chandra Vidyasagar (1820–1891), Sasi Pada Banarjee (1842–1925), Keshab Chandra Sen (1838–1884), Swami Dayanand Saraswati (1824–1883), Swami Vivekanand (1863–1902), Mahatma Phule (1827–1888), Pandit Ramabai (1858-1922), Maharshi Karve (1858-1962), Sir Sayyed Ahmed Khan (1817–1898), and Behramji Malbari (1853–1912).

Christian missionaries also pioneered work in the subject of social welfare in the second half of the 1800s. Along with enhancing their living conditions and health, they also became interested in educating women, indigenous people, and others. In the early 20th century, non-governmental organizations (NGOs) worked in a variety of sectors, including health, education, and labor welfare, in addition to providing relief and rehabilitation efforts during natural disasters like earthquakes, floods, and famines.

Chowdhry claims that social workers who had served under Gandhi's leadership gave India's leadership after independence. In actuality, they were the ones who initiated the volunteer action movement in the areas of health, education, social welfare, adult education, rural development, etc., in both urban and rural areas (1987). In addition to encouraging nonprofits to launch social welfare initiatives under the grant-in-aid program and establishing independent entities like the Central Social Welfare Board and Indian Council of Social Welfare, the government implemented welfare programs under a number of plans and regulations.

A number of establishments, including those founded by Christian missionaries, Indian benefactors, the Ramakrishna Mission, and Mahatma Gandhi and the wives of officers with the backing of the British Government, remained operational. Notwithstanding the fact that nationwide organizations such as the Harijan Sevak Sangh, YMCA, YWCA, and Indian Red Cross Society were operational. Around this period, a number of nationwide voluntary organizations were established, including the Association of Social Health, the Kasturaba Gandhi National Memorial Trust, the Indian Council of Child Welfare, and the Youth Hostel Association (1999).

The second half of the 1970s saw a growth in community organizations. Additionally, a radical trend developed, with social action organizations adopting the stance that poverty is a structural issue that needs to be actively addressed by the rural poor's mobilization. With generous foreign funding, social action groups mushroomed in the late 1970s and early 1980s, taking over as the predominant form of non-governmental organization (NGO) in several states, most notably Tamil Nadu and Bihar, in stark contrast to the program-focused approaches that had become popular since the 1960s.

Within the NGO movement, another trend began to emerge in the mid-1980s, stressing the value of a professional approach built on strong administration, planning, and coordination. In the 1980s, public involvement in development was very noticeable. The establishment of resource organizations, which deal directly with the underprivileged and offer other NGOs support services like training, assessment, and documentation, was a parallel growth (Umukoro, 2009).

To better the situation in rural areas, the Council for Advancement of Rural Technologies (CART) was established in 1983. The Council for the Advancement of People's Action and Rural Technology (CAPART) was established in 1986 through the merger of CART and People Action for Development in India (PADI). The organization's primary goals were to create jobs, generate income, develop community assets, and meet basic needs like housing and drinking water (2000). The empowerment concept gained popularity in the 1990s. NGOs started engaging in campaigning and lobbying to counter the threats and challenges posed by macro forces to the marginalized and impoverished people living in rural areas. NGOs' operations have brought them into closer touch with the public as a result of their increased size and impact.

NGOs were further acknowledged by the Eighth Plan, which also encouraged them to take part in cutting-edge initiatives like the watershed development project under the DPAP and Agro Climatic Regional Planning (ACRP). The Ninth Plan called for NGOs to be involved from the outset of planning. The main focus of the SGSY program, which was introduced in 1999 and combined other rural development schemes like JRY and IRDP, is still group lending. NGOs are heavily influencing SHGs because they have been at the forefront of promoting SHGs.

NGOs IN INDIA:

voluntary action is very ancient. According to Inamdar, “During ancient and medieval times, voluntarism operated freely and exclusively in the fields of education, medicine, cultural promotion and even acted as succour in crises like droughts, floods, epidemics and foreign invasions” (1987).

In the early years of 19th century, voluntary agencies provided services to the under-privileged and weaker sections of the society. The areas of operation were largely in the fields of religion and social reforms. Raja Rammohan Roy (1772 -1833), Ishwar Chandra Vidyasagar (1820-1891), Sasi Pada Banarjee (1842-1925), Keshab Chandra Sen (1838-1884), Swami Dayanand Saraswati (1824-1883), Swami Vivekanand (1863- 1902), Mahatma phule (1827-1888), Pandit Ramabai (1858-1922), Maharshi Karve (1858-1962), Sir Sayyed Ahmed

Khan (1817-1898), Behramji Malbari (1853-1912) were the people who worked with dedication towards removal of caste restrictions, improving conditions of widows, women education, orphans and destitute women etc,.

In the latter part of 19th century, Christian Missionaries also did pioneer work in the field of social welfare. They also took interest in spreading education among women, tribals, and others, and in improving their health and living conditions. In the early decades of 20th century, besides relief and rehabilitation programmes in times of natural calamities like earthquakes, floods and famines, NGOs were also engaged in various fields like education, health and labour welfare.

According to Chowdhry, "After Independence, leadership in India was provided by social workers who had worked under the leadership of Gandhi. As a matter fact, they were the ones who started the movement of voluntary action, both in urban and rural areas in the fields of health, education, social welfare, adult education, rural development etc.," (1987). The government undertook welfare schemes under various plans and policies, besides encouraging voluntary organizations to undertake social welfare programmes under the grant-in-aid programme and set up autonomous bodies like Central Social Welfare Board, Indian Council of Social Welfare etc.,

Some of the institutions started by Mahatma Gandhi and by the wives of the officers with the support of the British Government and those started by the Indian philanthropists, Christian Missionaries, Ramakrishna Mission etc, continued to function. Although national organizations like Indian Red Cross Society, Young Men's Christian Association (YMCA), Young Women's Christian Association (YWCA), Harijan Sevak Sangh etc, were functioning. It was around this time that several all-India level voluntary organizations such as Kasturaba Gandhi National Memorial Trust, Indian Council of Child Welfare, Youth Hostel Association, Association of Social Health etc, were set up (1999).

During the latter half of the 1970s, community organizations gained momentum. Also, a radical trend emerged, with social action groups taking the view that poverty is a structural phenomenon which had to be tackled head-on through the active mobilization of the rural poor. With liberal foreign funding, social action groups proliferated throughout the late 1970s and early 1980s and established themselves as the dominant type of NGO in some states, notably Tamil Nadu and Bihar in sharp contrast to the programme-focused approaches which had found favour from the 1960s.

From the mid-1980s, a further trend emerged within the NGO movement, emphasizing the importance of professional approach based on sound management, planning and co-ordination. People's participation in development was much pronounced in 1980s. A parallel development was the creation of resource agencies which work directly with the poor and also provide support services to other NGOs in the form of training, evaluation and documentation (Umukoro, 2009).

In the year 1983 a new organization called Council for Advancement of Rural Technologies (CART) was set up to improve conditions in rural areas. In 1986, CART was merged with People Action for Development in India (PADI) to form Council for the Advancement of People's Action and Rural Technology (CAPART) and its main thrust was in the areas of employment, income generation, creation of community assets and fulfilment of basic needs like housing and drinking water (2000). In 1990s empowerment approach gained momentum. NGOs began to perform advocacy and lobbying in order to meet the challenges and threats of macro forces towards the rural poor and marginalized. As NGOs have grown in size and influence, their activities have brought them into closer contact with the Government. The NGOs are recognized by the government in rural reconstruction work. They received explicit recognition from the government in the latter half of 1980s. The Seventh Five Year Plan (1986-1990) emphasized the involvement of voluntary agencies in various proposed projects.

The Eighth Plan further gave credit to NGOs and encouraged them to participate in the innovative projects like Agro Climatic Regional Planning (ACRP), the watershed development project under DPAP etc. The Ninth Plan envisaged involving NGOs right from the planning process. In 1999 the SGSY scheme had been launched merging various Rural Development Schemes like IRDP, JRY etc., Group-lending remains the major thrust. As NGOs have done pioneering work in SHG promotion, they are being extensively involved in influencing the SHGs.

Problems Faced by NGOs in India:

The following are some of the main issues that NGOs in India are dealing with: RASS, Rural Reconstruction Society (RRS), Social Activities for Rural Development Society (SARDS), Community Action for Literacy and Livelihood (CALL), ASSIST, Rural Aid Service Organization (RASO), Society for National Integration through Rural Development (SNIRD), Rural Development Society (RDS), Rural and Urban Development Society, etc.

Lacking Funds for Programmes:

Lack of funding is a problem for the majority of NGOs in India. The government does not withhold aid in full or postpone approving funding for a number of initiatives. NGOs are not always able to manage the matching contributions required of them, which prevents them from receiving the grants. Charity in the minds and emotions of people today is not as strong as it was in ancient societies. This was another area where NGOs' finances were stagnant.

Programmes Conducting Efficiency:

The state and caliber of services provided by any organization are determined by the leadership abilities of its leaders in non-governmental organizations. In this context, "Leadership for the sake of Leadership," or particularly committed leadership, is a crucial determining element. Unfortunately, in the post-independence era, NGOs faced a leadership vacuum as the leaders who had pioneered voluntary action and worked for it with a spirit of devotion and dedication chose to enter politics in order to find positions in legislatures and parliament. There are some assumptions that older people hold the majority of the leadership positions. The authoritarian manner in which these elderly individuals conduct themselves irritates younger individuals who represent fresh concepts, bold endeavours.

Deficiency of Social Work Professionals:

The professional skills of an organization's leaders in non-governmental organizations determine the condition and quality of services the organization offers. "Social work professional for the sake of Leadership," or more specifically, devoted leadership, is an important deciding factor in this situation. Unfortunately, the leaders of NGOs who had pioneered voluntary action and worked for it with a spirit of devotion and dedication chose to embrace politics in order to gain jobs in legislatures and parliament, leaving NGOs with a leadership vacuum in the post-independence era. Some people assume that the majority of leadership roles are held by older individuals. Younger people who represent new ideas, daring initiatives, and ingenuity but are not as old as these older people disturb me with their authoritarian demeanor.

Fund Divert or Misuse:

It is the matter of fact that some unscrupulous elements have made fortunes by floating NGOs for their personnel gains and managing grants from the government. It is a common experience that there have been serious charges of misuse and misappropriation of funds received as grant-in-aid form the government, foreign donors and raised through their own resources by the most of the NGOs. These NGOs may reflect its image to other NGOs who are working with dedication and commitment.

Lack of Coordination among Staff and Public Participation:

In non-governmental organizations, the state and caliber of services provided are determined by the leadership abilities of the organization's leaders. In this case, "leadership for the sake of leadership," or more precisely, committed leadership, is a crucial differentiator. Unfortunately, in order to get positions in legislatures and parliament, the leaders of NGOs who had pioneered voluntary action and worked for it with a spirit of commitment and dedication chose to enter politics, leaving NGOs in need of leadership throughout the post-independence era. Some people believe that elderly people occupy the bulk of leadership positions. I find the authoritarian manner of younger individuals, who are not as old as these older people but symbolize bold ideas, inventiveness, and daring endeavors, to be unsettling.

Lack of Volunteerism/Social work among Youth:

The fundamental quality of an NGO is voluntarism. While volunteering was once a popular professional path for young people, it appears that this excitement has now waned. The amount of volunteerism is decreasing daily and becoming more and more professionalized. Even recent social work graduates are eager in pursuing careers in professionalism. As a result, NGOs struggle to find effective volunteers.

Time-bound and goal-oriented programs:

It has been noted that the government or donor endorsing the grant would present the NGO with time-bound and goal-oriented programs. These NGOs will require time, but the services they provide are of high caliber. As a result, the quality of the services declines and falls short of expectations.

Area of Interest:

Occasionally, an NGO will favor the donor's area of interest when it comes to welfare initiatives that go beyond his own preferences or involve multiple programs. Additionally, this causes the quality of services provided by that particular program to decline.

Suggestions:

The following are the suggested remedies to the problems of the NGOs in India.

1. The Indian government must approve more funding to NGOs and loosen the restrictions on grants-in-aid. In addition, the government ought to form committees or commissions of inquiry to double verify any misappropriation of funding by non-governmental organizations. Committee members are required to oversee and occasionally monitor the work of non-governmental organizations. Investigative measures like this could be the result of personnel or political vendettas.
2. Recent college, university, and school graduates must host public seminars, meetings, symposiums, and other events. They must also use the local media to promote volunteerism, highlight its value, highlight the accomplishments of NGOs, and inspire others to get involved.

3. In order to cultivate leadership in the next generation of leaders, the Indian government must incorporate the success stories of great leaders, along with their leadership attributes such as voluntarism, dedication, and commitment to social work, into the curricula of social work departments and the school syllabus. Young people's fresh perspectives, initiative, and inventiveness must aid in their development as outstanding leaders.

Conclusion:

NGOs are the ones who genuinely want to help the underprivileged and neglected segments of society. These kinds of devoted, committed, and committed organizations are necessary for the growth of our emerging nation. Therefore, in addition to the fact that these organizations' services are clearly praiseworthy in helping to uplift the rural poor, the government, leaders, funders, politicians, and the general public should support these groups and assist them in solving their problems at the grassroots level.

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Recasting Sedition in Bharatiya Nyaya Sanhita, 2023 – Abolishing or Reinforcing Colonial Sedition Law in India?

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Abstract:

It is a classic theory of democracy in political science that the governments instituted among men derive all just power from the consent of the governed, and may, therefore, be by them at any time altered, amended or abolished. In the light of this theory, it is a settled principle that freedom of speech and expression includes expressing dissent against established government. So far as India is concerned, Art. 19(1)(a) of the Constitution of India protects freedom of speech and expression of its citizens provided reasonable restrictions can be imposed by law under Art. 19(2). But this is post-constitutional position. A pre-constitutional statutory provision in Indian Penal Code (IPC) has come in conflict with Art. 19(1)(a) time and again and i.e. Section 124A which provided for Law of sedition. Presently, cases pending under this section are been put on abeyance by apex court in SG Vombatkere v. Union of India (2022) and no new case can be filed under this section since central government is reviewing this law. Sedition can be explained as any action or speech that leads to revolt against the authority of the State. Law of sedition was included by British Parliament in IPC to curb Wahabi movement in the year 1870. Currently, Section 152 of Bharatiya Nyaya Sanhita, 2023 includes provision similar to erstwhile sedition law under the heading 'Acts endangering sovereignty unity and integrity of India'. Looking at the legislative intention behind inserting law of sedition in IPC, the question arises as to the justification to existence and continuance of this law of sedition in present legal system. The aim of present research is to analyze that legislative intention and to find out whether new Section 152 is 'old wine in new bottle'.

Keywords- Sedition, Freedom of speech and expression, Indian Penal Code, Bharatiya Nyaya Sanhita, Legislative Intention

Introduction

"The section 124-A, under which I am happily charged, is perhaps the prince among the political sections of the Indian Penal Code designed to suppress the liberty of the citizen."
Mahatma Gandhi

"Affection cannot be manufactured or regulated by law. If one has no affection for a person or system one should be free to give the fullest expression to his disaffection, so long as he does not contemplate, promote, or incite violence. But the section under which [I am charged] is one under which mere promotion of disaffection is a crime. I have studied some of the cases tried under it, and I know that some of the most loved of India's patriots have been convicted under it. I consider it a privilege, therefore to be charged under that section. ... I have no personal ill will against any single administrator; much less can I have any disaffection towards the King's person. But I hold it to be a virtue to be disaffected towards a Government which, in its totality, has done more harm to India than any previous system. India is less manly under the British rule than she ever was before. Holding such a belief I consider it to be a sin to have affection for the system." Gandhi's comments elevated dissension and sedition—both of which have historically been associated with violence and terror—to a new plane of nonviolence and political legality.

Sedition can be explained as any action or speech that leads to revolt against the authority of the State. Law of sedition was included by British Parliament in IPC to curb Wahabi movement in the year 1870. Currently, Section 152 of Bharatiya Nyaya Sanhita, 2023 includes provision similar to erstwhile sedition law under the heading 'Acts endangering sovereignty unity and integrity of India'. Looking at the legislative intention behind inserting law of sedition in IPC, the question arises as to the justification to existence and continuance of this law of sedition in present legal system. The objective of present research was to analyze that legislative intention and to find out whether new Section 152 is 'old wine in new bottle' or innovation in Bhartiya Nyaya Sanhita.

From Savarkar's call for armed rebellion to Gandhian non-violent non-cooperation, the colonial state's response to revolutionary nationalism in India gave rise to two primary colonial weapons against all anti-colonial nationalism. The first weapon was surveillance, a newly developed state control technique that subjected a growing number of young revolutionaries to regular observation. Sedition legislation was the colonial state of India's second, and possibly more significant, weapon. Carrying on with this line of reasoning would be mistaking the symptom for the cause. The true threat did not lie in weapons and explosives or in anarchy or nihilism. Indian discontent with colonial rule was the cause.

In essence, sedition is an offense against the state's security. It describes speaking or writing in a way that incites hatred or disdain for the sovereign state, incites disloyalty toward the Constitution or the democratically elected government, or makes an illegal endeavor to bring about a change in the government. Sedition has traditionally been justified on the grounds that a sovereign government has the right to resist both external and internal aggression, and to protect the citizens of the state from harm. A seditious intention, according to English law, means 'an intention to bring into hatred or contempt, or to excite disaffection against, the king or the Government and Constitution of the United Kingdom, or either House of Parliament, or the administration of justice; or to excite the King's subjects to attempt otherwise than by lawful means, the alteration of any matter in Church or State by law established; or to incite persons to commit any crime in general disturbance of the peace; or to raise discontent or disaffection among His Majesty's subjects; or to promote feelings of ill-will and hostility between different classes of His Majesty's subjects.'

From their inception, laws suppressing dissent have been political in nature. The earliest known such decree was under The First Statute of Westminster, 1275, which came into being as a direct outcome of a 'rebellion of the barons' against the monarch who was considered 'the holder of the Divine Right'. This was aimed at safeguarding the ruling establishment, including the nobility, from popular uprisings that challenged the existing order. The doctrine of *Scandalum Magnatum* meaning 'scandal of the magnates' became the basis for this law, which placed curbs on scandalizing or criticizing royalty, judges or peers. According to the thirty fourth chapter of the First Statute:*'none be so hardy to tell or publish any false news or tales, whereby discord, or occasion of discord or slander may grow between the King and his people, or the great men of the realm.'*

Over the subsequent centuries this made its journey through the Statues of Treason (1352 and 1534) and evolved into the offence of seditious libel in 1606 at a Star Chamber decision in de Libellis Famosis, the law of libel or written defamation. In this case, the court held that criticism of public officials and the government would inculcate disrespect for public authority. Interestingly, this case evaded some of the safeguards laid down in the offences of Treason and *candalum Magnatum*. Hamburger points out that the 18th century saw the increased usage of sedition against the printed word.

In Dombrowski v. Pfister, the US Supreme Court, while hearing a petition from James Dombrowski seeking relief from prosecution under Louisiana's Subversive Activities and Communist Control Law, invoked the overbreadth doctrine, wherein "a regulation of speech can sweep too broadly and prohibit protected as well as non-protected speech" and discussed the need to protect the First Amendment rights from a 'chilling effect'. The court said:

"A chilling effect upon First Amendment rights might result from such prosecution regardless of its prospects of success or failure, as is indicated by appellants' representations of the actions taken under the statutes. Although sedition survives as an offence in the US, it is very narrowly construed and can even said to have fallen in disuse."

Genesis and evolution of Sedition Law in India:

Thomas Macaulay, a British historian and politician, authored the sedition statute in 1837. It was placed into the IPC as Section 124A in 1870, ten years after its enactment. Law academics argue that this clause was included in the IPC to prevent the burgeoning revolt led by Deobandi scholars to topple British rule in India. The rebellious movement was also known as the Wahabi Movement. Since then, it has been employed by all governments to silence anyone who criticizes official policy. The provision was later amended in 1870 and was based on the English Treason Felony Act of 1848, which dealt with dissent, mutinous acts, and rebellions. This law was used by the British administrators against Mahatma Gandhi, Lokmanya Tilak, Bhagat Singh, Maulana Azad, Annie Besant and Jawaharlal Nehru for their speeches, writings and actions during the freedom struggle. Bal Gangadhar Tilak was charged with sedition twice, once in 1897 for his speech in Shivaji Park, Bombay, which led to the killing of two British officials, and the second time in 1908, when he was arrested for his seditious writings against the British in the Marathi newspaper 'Kesari' wherein on both occasions he was convicted by the Bombay High Court.

During the Constituent Assembly Debates in April 1947, Vallabhbhai Patel suggested an exception for "seditious" language, stating that it should be treated differently from other speech rights. Following more discussion, the Constituent Assembly rejected this idea in 1948 based on a suggestion made by K.M. Munshi, who emphasized the provision's colonial origins and its history of being used to hinder the independence movement. The prominent Congressman and educationist KM Munshi vehemently expressed during his time in the Constituent Assembly that he believed the Indian Constitution ought to allow for a certain amount of sedition. The framers of our Constitution recognized that sedition laws could have a negative impact on the right to free speech and expression.

Despite not being included in the Constitution, sedition remained illegal and was classified as a crime under Section 124A of the IPC. The purpose of this move was to prevent any such behavior that would jeopardize the peace and order in a civil society. To preserve the democratic administration that had been duly elected, Section 124A was required. This component had to be kept in place as well, given the expanding separatist movements that emerged in the nation following its independence. The general populace needed to be made to fear that disobedience to the government could result in harsh penalties. However, the Coroners and Justice Act, 2009 asserts that sedition has been outlawed in the United Kingdom, which served as the model for Indian legislation.

Judicial Perspective over Law of Sedition in Post-constitutional Era:

After the commencement of Constitution of India, in various cases people were accused and convicted under sedition law. But in the landmark decision of the Indian Supreme Court in Kedar Nath Singh v. State of Bihar, the judicial controversy regarding the validity of section 124-A of the Indian Penal Code, I860, was resolved and Court pointed towards one of the basic problems involved in India in the enforcement of fundamental rights. Fundamental rights, guaranteed in the Constitution, have to be applied within a legal system devised originally by an alien government with an object which is no longer valid in the present-day context. The result, therefore, is that there often arises a conflict between the rights and the pre-Constitution laws still in force, and the courts are called upon to decide the validity of such laws under psychologically different and entirely changed socio-economic urges and conditions. This was precisely the problem before the Supreme Court in this case. In this case, the appellant was charged with having 'brought or attempted to bring into hatred or contempt or excited or attempted to excite disaffection towards the Government' by having delivered certain speeches and was thereupon convicted under section 124-A of the IPC by a Magistrate's court in the State of Bihar. The appellant's conviction having been sustained by the Patna High Court, he obtained special leave to appeal to the Supreme Court. The main argument for the appellant was that section 124-A of the Penal Code was repugnant to the provisions of Art. 19 of the Constitution guaranteeing freedom of speech and expression. The point at issue, therefore, was whether the restrictions imposed by S. 124-A were within the ambit of permissible legislative power under article 19(2). The answer to the question depended upon the acceptance of either of the two divergent interpretations given to section 124-A in the pre-Constitution days. In the Kedar Nath case, the Supreme Court relied upon the narrower of the two interpretations and thereby came to the conclusion that the impugned section imposes 'restrictions on the fundamental freedom of speech and expression, but these restrictions cannot but be said to be in the interest of public order and within the ambit of permissible legislative interference with the fundamental right.' The judgment has far-reaching implications on the scope of liberty of speech.

However, Justice P.B. Sinha, clarified that criticism of the government did not amount to sedition unless it was accompanied by an incitement or call for violence. Some have argued that the Court in Kedar Nath did not provide direction about who decides if there is an incitement to violence.

In 2021, the two-Judge Bench of the Supreme Court quashed the sedition FIR filed against late journalist Vinod Dua for his comments on the Prime Minister's handling of the COVID-19 crisis. Justice U.U. Lalit held that while Dua had criticised the government, his comments could not be termed as seditious. In its Judgment in this case, the Court reiterated its earlier decision in Kedar Nath, but refused to constitute a screening committee as this would breach the legislature's powers.

On May 1, 2023, the Centre informed the Supreme Court that the legislative process of reviewing the sedition law was in the final stages, adding the government is keen on pushing reforms and that something may be in works as early as the coming monsoon session of Parliament (July-August). The submission prompted the court to defer the judicial determination of the validity of the controversial law until the second week of August. Meanwhile, the Law Commission came out with the 279th report, dated 24 May 2023, as it answered a reference on the sedition law made to the panel in March 2016 by the Union home ministry and it recommended that the colonial law be retained. This is, however, not the first time that the Commission has scrutinized the usage of Section 124A of IPC. Earlier 39th, 42nd and 267th Report (1968) also analyzed sedition law in India. The panel mentioned statistics on deaths of security forces and civilians due to insurgency, militancy and terrorism in various states, including Chhattisgarh (Maoist violence), the North-East states and Jammu & Kashmir, to emphasise that India's internal security must be shielded to enable it to exercise its sovereignty and protect its territorial integrity.

The order of the Supreme Court of India in S.G. Vombatkere v. Union of India has been monumental for the future of dissent in the country. The order has been passed in a bunch of petitions filed challenging the Constitutionality of the provision on sedition under the Indian Penal Code 1860 ("IPC"). During the hearings in the matter, the Union of India, in its affidavit, averred that it had decided to reexamine and reconsider the provisions on sedition under the IPC. It was further submitted by the Union of India that the Supreme Court may examine the constitutional validity of the law on sedition once the exercise of reconsideration has been undertaken by the government. Accordingly, the Court deemed it inappropriate to use the provisions on sedition till the reexamination by the Union of India is complete. Additionally, the Court recommended that the governments should restrain from registering any FIR, or undertaking any coercive measure in sedition cases till the matter is under consideration. The Court also ordered that all pending proceedings concerning sedition would be kept in abeyance.

Change in Law of Sedition by Bhartiya Nyaya Sanhita:

BNS has omitted S. 124A of IPC under which sedition was punishable offence and replaced it with treason under S. 152. A key change in Section 152 is to remove an old provision in which a person convicted of sedition could get away with a fine. Section 152 of the bill prescribes imprisonment for life or imprisonment which may extend to seven years, in addition to the fine, as punishment. So, in a way, punishment has been made more severe. The name sedition law has also gone away. Words "disaffection towards the Government established by law in India" have been removed from S. 152. It directly targets secessionism, separatism, and a call for armed rebellion – words like "contempt" or "hatred" against the Government of India removed. It also includes "electronic communication" and "use of financial means" as tools for perpetuating an act "endangering sovereignty, unity and integrity of India." Earlier sedition law required very harsh words and some action like an example of uprising against the country. Under Section 152, merely words by themselves will attract the charge of having participated in anti-national activities. Terrorism offences, organized crimes and criminal activities added in the new provision.

But this new provision also suffers with certain loopholes. Instead of making incitement to violence or disruption to public order a condition precedent to invoke the charges, the proposed Section 152 continues to criminalize any act that "excites or attempts to excite" secessionist activities or "encourages feelings of separatist activities" and also penalizes a person who "indulges in or commits any such act", vesting with law enforcement agencies a greater discretion to decide what can be brought within the fold of an act "endangering sovereignty, unity and integrity of India" for the purposes of slapping the charges. Section 152 takes in its purview almost everything, including a speech, a newspaper article, a book, a drama– everything that Section 124A of IPC currently penalizes as sedition.

Conclusion and suggestions:

According to a number of publications, India has filed about 800 sedition lawsuits against over 13,000 individuals since 2010. According to the "Crime in India 2020" report from the National Crime Records Bureau, there were 70, 93, and 73 instances of sedition in 2018, 2019, and 2020, respectively. Sedition cases have increased, but conviction rates have remained low. In 2014, there was one conviction out of 47 cases that were registered; in 2015, there were zero convictions out of 30 cases that were registered; in 2016, there was one conviction out of 35 cases that were registered; in 2017, there was one conviction out of 51 cases that were registered; in 2018, there was one conviction out of 70 cases that were registered; and in 2019, there was one conviction out of 93 cases that were registered. The low conviction rates show that Section 124A is being misused and that cases are being brought even when the necessary ingredients are missing. Under the provision, a number of journalists, artists, and dissidents have been unsuccessfully booked. For example, Binayak Sen, an Adivasi activist and doctor, was accused of sedition on the grounds that he had books written by the Naxals. Aseem Trivedi was also charged with sedition after he made remarks about the nation's corruption and immoral bureaucracy.

The colonial law has remained a useful instrument for the police and other state agencies to instill fear in the populace and quell any valid critiques or opposition against the governments ever since the sedition law was enacted. Although the misuse of the law has been a feature of all succeeding regimes, in recent years it has become more overt. A quick look at the instances that have been filed recently shows how the law is being abused more and more. Two dozen sedition cases against prominent participants in the Citizenship Amendment Act, 2019 (CAA) protests, twenty-seven cases pertaining to the Pulwama tragedy, and twenty-two cases pertaining to the reporting of the Hathras gang-rape incident were filed, according to the portal. Seditious actions can include everything from merely displaying signs to displaying anti-government phrases and private on social media.

India is home to the world's largest democracy, and democracy requires the freedom of speech and expression. Democracy is dependent on dissent. If the government receives comments at the appropriate moment, a great deal of resources, government equipment, etc., can be saved. On the other hand, polarizing forces must be restrained in order to protect national integrity. The majority of the criticism directed towards the Sedition can be eliminated by simply preventing its improper enforcement and misuse. The government needs to give that top priority. In this way, new S. 152 of Bhartiya Nyaya Sanhita can be stopped from misuse otherwise it will only reinforce colonial sedition law in India and as Gandhiji said will continue to suppress liberties of people.

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A Jain Sculptures of Badami

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Abstract:
Badami is one of the ancient Jain centre of ancient Karnataka. In this centre there were remarkable heritage Jain centre in Badami. Badami was a capital city of Chalukya's of Badami, dedicated to caves of Hindu Gods and Jain Tirthankaras were built by Chalukya rulers. There are four cave temples in the fort of Badami. The sculptures of Adinath, Parshwanath, Mahaveer, Bahubali, Goutham Swami and 24 tirthankara's were carved on the wall of forth Jain Cave, which was located on the hillocks opposite to the fort. Pattadakallu is a World Heritage Site, recognised by UNESCO. It had only one Jain Narayan Temple. Badami Caves and Jain Basadi's were in the style of architecture of Chalukya's of Badami.
Key Words: Pilaster – A rectangular column, Aisle – A passage between rows of seats in building, Mukamantap – Front open wall, Garbhagriha – Sanctum, Knitting – Method by which yarn is manipulated to create a textile, Viman – Peak.

Introduction:

The city of Badami in Northern Karnataka, formerly known as Vatapi, was the capital of one of the greatest and most enduring dynasties in Southern India and was also most popular historical places in southern India. It was the regal capital of the Badami Chalukyas from AD 540 to 757. It is famous for its rock cut structural temples. It is located in a ravine at the foot of a rugged, red sandstone outcrop that surrounds Agastyalake. Badami has been selected as one of the heritage cities of Government of India and the historical study of Badami is an interesting concept. Jain Basadi's and sculptures which had given shelter to the Jain Muni's.

Badami Jain Cave:

The architectural structure constructed through the rock of stones is caves. The caves constructed by Badami Chalukyas became temples. The 4 caves in badami were carved on the north side of the southern hills. As a result of that all the caves are more or less situated on northwards. Thus at any time of year the sun light directly cannot enter into the caves. Under the hills of these caves a spacious Agashtya thirtha exists. These caves are popularly known as Menabasti or Menabasadi. Of these the one is of Shaiva and other two are of Vaishnav and Jain's caves. It is very small cave. These made it very convenient to understand the impact of the architecture of the ancient Karnataka over the architectures built by Badami Chalukyas and the caves of their neighbouring pallavas[1].

Architecture of IV Cave of Badami:

The forth cave belongs to Jain community. Probably it was constructed during the period of Mangalesh. It is smaller as the first and second caves. The cave is 15 feet high; it is supported by 6 pillars, each measuring 2.5 square feet. Each column and pilaster is carved with wide, deep basis crowned with capitals that are partly hidden by bracket on three sides. The sculptures of Parshwanath and Gommateshwar on the walls of varanda were made during the rule of Chalukyas. The sculptures of tirthankar on the walls of mahamantap were of 12th century. The anatomy of these sculptures itself proves it[2].

A Corridor, a pillar of the aisle, and a Sanctum are there in first three caves temple. Pillar of aisle are not existed in Jain cave. However, there is a square Mantap without pillars. All the caves are of same shape. Pillars of mukamantap supposed to standing on back of the sleeping lion. The basement of the pillar is in square structure, Top is designed cover. It has been decorated half-structured medals. The pillars and their caps were square in size. They are stretched in wave shapes. The external part of the pillars is shaped like horns of the lions. Which are supportive to the caves[3]. On the sanctum of cave, flower designs, diamond shapes, tube shapes, and tube shaped Aquarius, tube shaped fine, circular caps, and square house frames are carved. Lower part of the doors, there are dwarapalakas. Around the whole design there are three large joints, of which five small temples are curved in the forms of lines and meetings[4]. It's quite commonly found on the top of the pillars, the imaginative figures of Medals, Mathangankra, Hamsa, Angles, Padma, Patralatha, Peakock, Semi human and semi bird in Badami Caves. These shapes are used for knitting – bars and Pallava caves[5].

The Sculptures of IV Cave of Badami:

Parshwanath Sculpture:

This sculpture faced towards southern with a height of 86 cm. and width of 31c.m. A five-headed snake halos on its top. Beside the statue, there are attractive sculptures of angles. There is a picture of kamtopsarga on the west walls in parshwanath sculpture. The yaksha Dharanendra stood under the five-headed snake in bare body. There incomplete sculptures in both the sides of the parshwanath statue. On the right side of the parshwanath, padmavathi yakshi, who had held a diamond umbrella just above the heads of snake. It seems on the top of the parshwanath, kamata a birth enemy of parshwanatha, throwing rock from his hands. Defeated kamata who was sitting with surrender mode on the legs of the Parshwanatha [6].

Mahaveera Sculpture:

The Mahaveera sculptures are designed on the East and West walls with about 2 mtrs height. Just below the Mahavira sculpture, a carve of Mathanga, a yaksha, sitting on elephant and Siddayini a yakshini, sitting under a tree are shown [7]. A statue of tirthankara on the top of the simha peeta with a height of 28cms and width of 73 cms is situated in garbhagraha of caves. Due to unavailability in the inscriptions of thirthankar it is not possible to tell the accurate name of Basadi.

Bahubali Sculpture:

There is a Bahubali sculpture on the east walls of mukhmantap. It is imagined that this **sculpture** is an ancient sculpture in Karnataka. Bahubali stood barely in Kayotsarga mudra. His hair is knotted. The limps of his body are surrounded by creepers of various flowers. It is shown that the king cobras coming out of anthills, which are grown under his legs. Vidhyadhari's are untying the creepers that are surrounded from his limps and the other two vidhyadhari's are sitting with saluting. Only the statue of Bahubali is completed but the statue of vidhyadhari is incomplete and its height is 34cms only [8].

Sculptors:

Very few of these sculptors will remind us the tradition of 3rd cave of Badami. There many names of sculptors in this cave atmosphere, of which Kantimatja Kannu,**Pelamatja**,Singamatja, Harike, Bavaswami Arya, Udagra, Kesava, Pajjana, Vijamma, Prasanna Buddi, Arikke, Bhadukke, Sirigereya, Kolimajja, Kadreswami,Shrigerey, Margaj, Shrinidhi Dev, Anattamajja and so many [9].

Conclusion:

Jain religion was named as an oldest religion in global religions and it has an ancient chronicler. We can say that, Jain religion was lives from several years with having good relation with other religions. Caves, Basadi's and sculptures of Badami. In this centre, we can find lot of Parshwanath and Mahaveer Sculptures. This Jain religion helped to became a oldest heritage Jain centres. This article is prepared with the help of sources found and survey made by us.

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Microfinance and Women's Economic Empowerment: A Comparative Study of Rural and Urban Areas in West Bengal, India

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Abstract:

Microfinance has emerged as a significant instrument for women's economic empowerment, particularly in developing regions. This comparative study explores the impact of microfinance on women's economic empowerment in rural and urban areas of West Bengal, India. The study aims to understand the differences and similarities in how microfinance affects women in these distinct settings, highlighting the unique challenges and opportunities present in each.

In rural areas of West Bengal, women's access to traditional financial services is often limited due to socio-economic barriers, including lower levels of education, limited mobility, and cultural restrictions. Microfinance institutions (MFIs) have stepped in to bridge this gap by providing small loans, savings options, and other financial services tailored to the requirements of rural women. It can be concluded that this dissertation has highlighted the significant role of microfinance in empowering women in West Bengal, with rural women benefiting more substantially from these services.

Keywords: Microfinance; Women's Economic Empowerment; Rural and Urban; MFIs

Introduction:

Microfinance has emerged as a pivotal tool for poverty alleviation and economic empowerment, particularly in developing countries. By providing financial services such as small credit , savings accounts, and insurance to underserved and economically marginalized populations, microfinance institutions (MFIs) aim to foster financial inclusion and promote economic development. Women often face significant barriers to accessing traditional financial services and have been primary beneficiaries of microfinance initiatives. This focus on women stems from recognizing that their economic empowerment has far-reaching benefits for households and communities, including improved health, education, and overall well-being.

West Bengal, a state in eastern India, presents a unique landscape for studying the impact of microfinance. The state encompasses diverse rural and urban areas with distinct socio-economic characteristics and challenges. Understanding how microfinance affects women's economic empowerment in these different settings can provide valuable insights into these programs' effectiveness and highlight areas for improvement.

Despite the widespread implementation of microfinance programs in West Bengal, there remains a significant gap in understanding the differential impacts of these programs on women in rural versus urban areas. Rural women often face additional challenges, such as limited market access, lower educational levels, and stronger patriarchal norms, which can impede their ability to benefit from microfinance services. Conversely, urban women might have better access to resources but still struggle with issues like income inequality and socio-economic barriers. This study aims to address this gap by comparing the impact of microfinance on women's economic empowerment in rural and urban areas of West Bengal.

This research will contribute to the existing body of information on microfinance and women's empowerment by aranging a comparative analysis of rural and urban contexts in West Bengal. The findings will inform policymakers, practitioners, and microfinance institutions about the unique challenges and opportunities in these settings, helping to design more effective programs. Ultimately, the study aims to enhance the socio-economic empowerment of women through improved microfinance strategies.

The study focuses on women beneficiaries of microfinance programs in selected rural and urban areas of West Bengal. While the findings will provide valuable insights, they may not be generalizable to all regions or populations. The study will primarily rely on self-reported data, which may be subject to biases. Additionally, the research will consider only the direct effects of microfinance and may not capture broader socio-economic influences.

Literature Review:

Here, Literature Review has been discussed in the following ways:

(i) Theoretical Framework of Microfinance and Economic Development

(ii) Comparative Analyses of Microfinance Impacts in Rural and Urban Settings

(iii) Socio-Economic Benefits of Microfinance for Women

(iv) Barriers to Microfinance Access and Utilization

Theoretical Framework of Microfinance and Economic Development:

Microfinance is grounded in the theory that arranging financial services to low-income poor people who lack access to traditional banking can spur economic development and reduce poverty. Vital theoretical frameworks include the financial inclusion model, which emphasizes the importance of integrating marginalized groups into the financial system, and the empowerment theory posits that access to financial resources enhances individuals' capabilities to make strategic life choices.

Scholars such as Yunus (1999) and Morduch (2000) have highlighted microfinance's role in fostering entrepreneurship, generating income, and ultimately contributing to broader economic growth. This theoretical basis supports the notion that microfinance can be a powerful tool for women's economic empowerment by enabling them to invest in small businesses, improve their livelihoods, and gain financial independence.

Comparative Analyses of Microfinance Impacts in Rural and Urban Settings:

Comparative studies on the impact of microfinance in rural and urban areas reveal significant differences in outcomes due to varying socio-economic conditions and infrastructural challenges. Research indicates that while urban women often have better access to markets, education, and resources, rural women face additional barriers such as limited market access, lower educational levels, and stronger patriarchal norms (Khandker, 2005; Swain & Wallentin, 2009). Studies arranged in India and other developing countries show that urban microfinance clients experience faster economic gains and higher business growth rates than their rural counterparts. However, the potential for transformative change in rural areas remains significant if tailored interventions address these unique challenges (Banerjee & Duflo, 2011).

Socio-Economic Benefits of Microfinance for Women:

Empirical evidence demonstrates that microfinance provides substantial socio-economic benefits for women, leading to improved income, savings, and investment in education and health. Case studies from Bangladesh, Kenya, and India illustrate how microfinance has enabled women to start or expand small businesses, increase household income, and improve living standards (Pitt & Khandker, 1998; Anderson & Locker, 2002).

In West Bengal, microfinance has been particularly effective in fostering women's entrepreneurship and enhancing financial independence (Sinha, 2005). These benefits extend beyond economic gains, as women report increased confidence, greater participation in household decision-making, and enhanced social status.

Barriers to Microfinance Access and Utilization:

Despite its benefits, several barriers impede women's access to and utilization of microfinance services, especially in rural areas. Socio-cultural norms that restrict women's mobility and decision-making power, lack of financial literacy, inadequate infrastructure, and policy constraints are significant obstacles (Armendariz & Morduch, 2010).

In rural West Bengal, additional challenges include lower literacy rates, limited awareness of financial products, and logistical issues related to geographic dispersion. While access might be more accessible in urban areas, women still face challenges such as gender discrimination and economic inequalities that limit their full participation in microfinance programs (Cheston & Kuhn, 2002). Addressing these barriers requires targeted strategies, such as financial literacy programs, gender-sensitive policies, and infrastructure improvements, to enhance the effectiveness and reach of microfinance services.

The objective of the study:

The primary objectives of this study are:

- To find out the microfinance inclusion outreach scenario in West Bengal, India.
- To evaluate the accessibility and utilization of microfinance services among women in rural and urban areas of West Bengal.
- To compare the economic outcomes of women beneficiaries in terms of income, savings, and investment patterns.
- To analyze the changes in women's social status and decision-making abilities in both rural and urban contexts.
- To identify the challenges women face in accessing and benefiting from microfinance in rural versus urban areas.

The hypothesis of the study:

Hypothesis testing

T-Test for Income Increase Amount:

To check the difference in income increase among rural and urban women, we used a T-Test. Hypothesis (H1): There is a difference in the mean income increase amount between rural and urban areas. The p-value is 0.301, more significant than the significance level 0.05. We accept the null hypothesis. This means there is no significant difference in the mean income increase between rural and urban areas.

Table 01: Hypothesis test results

Hypothesis Test Results

	Test	Statistic	P-Value	Degrees of Freedom	Expected Frequencie
1	Proportion Test for Income Increase	-0.6010829247756458	0.5477847557024214		
2	Chi-Square Test for Social Status Change	1.001602564102564	0.31692304473321	1.0	[[26. 24.] [26. 24.]]
3	T-Test for Income Increase Amount	1.0458102158764473	0.3012343009457977		

Proportion of Women Reporting Income Increase:

Alternative Hypothesis (H1): There is a significant difference in the proportion of women reporting income increases between rural and urban areas.

The p-value is 0.548, more significant than the significance level of 0.05. Therefore, we accept the null hypothesis. This means there is no significant difference in the proportion of women reporting income increases between rural and urban areas.

Chi-Square Test for Social Status Change:

Alternative Hypothesis (H1): There is an association between residence (rural vs. urban) and social status change.

The p-value is 0.317, more significant than the significance level of 0.05. Therefore, we accept the null hypothesis. This means no significant association exists between residence (rural vs. urban) and social status change.

These results suggest that while there are observable differences in the data, these differences are not statistically significant for the variables tested. This indicates that microfinance services have a similar impact on women's income increase and social status change in both rural and urban areas of West Bengal.

Independent Samples t-Test: Rural vs Urban Women Empowerment:

Alternative Hypothesis (H1): There is a significant difference in the level of empowerment between rural and urban women using microfinance services.

Table 02: Independent sample t-test for women empowerment difference observation

Group	N	Mean	Std. Deviation	Std. Error Mean
Rural	50	3.86	0.567	0.080
Urban	50	3.24	0.534	0.076

t-Test Results

t-value	df	Sig. (2-tailed)
5.947	98	0.000

The mean empowerment score for rural women (3.86) is significantly higher than that for urban women (3.24). The t-test value is 5.947 with a p-value of 0.000, less than the significance level of 0.05. Therefore, we reject the null hypothesis and accept the alternative hypothesis, indicating a significant difference in the level of empowerment between rural and urban women using microfinance services.

Methodology & Data Sources of the Study:

Methodology:

Statistical analysis was performed using software such as Excel and Python to identify trends. A descriptive statistics analysis will explore the relationship between microfinance and women's economic empowerment.

Quantitative data from the surveys will be examined using statistical tools. Frequency distribution was used to summarize the data. Inferential statistics (t-tests and chi-square tests) were used to compare the economic and social outcomes between rural and urban women beneficiaries.

Composite Financial Inclusion Index Calculation:

The composite financial inclusion (FI) index is calculated to measure the level of financial inclusion in different districts. The methodology involves the following steps:

Selection of Indicators: The FI index includes various indicators categorized into five dimensions: availability, outreach, banking penetration, usage, and deepening.

Normalization of Indicators: The raw data for each indicator is normalized to a scale of 0 to 1 to ensure comparability. This is done using the formula:

$$X_{\text{normalized}} = \frac{X - X_{\min}}{X_{\max} - X_{\min}}$$

Eq.1

Calculation of Dimension Scores: The normalized scores for each indicator within a dimension are averaged to obtain the dimension score.

Composite Index Calculation: The composite FI index is calculated by averaging the scores of all five dimensions:

$$\text{Composite FI Index} = \frac{\text{d1} + \text{d2} + \text{d3} + \text{d4} + \text{d5}}{5}$$

Eq. 2

The FI index helps identify the level of financial inclusion across districts, allowing for targeted interventions to improve financial access and utilization.

Data Sources:

Both primary and secondary data will be used for this study. Primary data will be collected from women actively involved in microfinance activities, and secondary data will be collected from government websites.

Primary Data:

Surveys will be conducted with women beneficiaries of microfinance programs in both rural and urban areas of West Bengal. The survey will collect income, savings, investment, and socio-economic changes data. Structured questionnaires will be designed to capture quantitative data, while semi-structured interviews will be used to collect qualitative insights.

Secondary Data:

Secondary data will be sourced from NABARD reports, government publications, and other relevant databases. This data will include information on financial inclusion, microfinance penetration, and socio-economic indicators for West Bengal.

Sample Selection:

A random sampling technique will be used to ensure representation from various socio-economic backgrounds within the rural and urban areas of West Bengal. The study will consider 100 respondents, 50 from rural and 50 from urban areas. The study sets some inclusion and exclusion criteria for selecting samples from the rural and urban areas.

Data Analysis, Results and Findings:

District-wise Financial inclusion outreach:

The Composite FI Index is calculated to evaluate the financial inclusion scenario across different districts in West Bengal. The index considers five key dimensions: availability, outreach, banking penetration, usage, and deepening. The districts are ranked based on their performance in these dimensions to identify areas for improvement.

Table 03: Composite FI Score

Sr. No.	Districts	Availability (d1)	Outreach (d2)	Banking Penetration (d3)	Usages (d4)	Deepening (d5)	FII	Rank
1	Kolkata	0.3248	1	0.4882	1	0.5572	0.6505	1
2	Coochbehar	1	0.0571	0.5434	0.0209	0.6255	0.4593	2
3	Uttar Dinajpur	0.785	0.056	0.5416	0.007	0.6424	0.4212	3
4	Murshidabad	0.7315	0.0793	0.5271	0.005	0.577	0.4	4
5	Malda	0.5403	0.052	0.6533	0.012	0.5972	0.388	5
6	Darjeeling	0.4457	0.0217	0.5746	0.1284	0.6786	0.3846	6
7	Dakshin Dinajpur	0.5839	0.0362	0.571	0.0087	0.5672	0.3721	7
8	Nadia	0.5629	0.0674	0.4561	0.0433	0.6103	0.3644	8
9	Purba Medinipur	0.3779	0.0368	0.5662	0.0423	0.6716	0.3587	9
10	Birbhum	0.3411	0.0275	0.686	0.0258	0.5729	0.3528	10
11	Paschim Burdwan	0.0349	0.0491	0.6027	0.1166	0.6549	0.3208	11
12	Jalpaiguri	0.5409	0.0265	0.3391	0.008	0.488	0.3029	12
13	Bankura	0.3654	0.0164	0.4292	0.014	0.4841	0.2832	13
14	Purulia	0.2661	0.0115	0.3738	0	0.5811	0.2729	14
15	Paschim Medinipur	0.3123	0.0161	0.3736	0.0238	0.526	0.2724	15
16	Howrah	0.0815	0.1051	0.3395	0.0557	0.5991	0.2615	16
17	24 Pgs. (N)	0.1282	0.0817	0.3297	0.1157	0.5268	0.2543	17
18	Purba Burdwan	0.3226	0.0323	0.1295	0.0292	0.5924	0.25	18
19	24 Pgs. (S)	0.1996	0.0241	0.3264	0.0179	0.5172	0.2412	19
20	Kalimpong	0.1352	0	0.4675	0.0521	0.3856	0.2327	20
21	Jhargram	0	0.0026	0.2477	0.0061	0.4367	0.1726	21
22	Alipurduar	0.1625	0.0105	0.2074	0.0201	0.3485	0.1681	22
23	Hooghly	0.1008	0.0533	0.3869	0.0532	0.0931	0.1574	23

Source: NABARD, 2023

Kolkata leads in the availability dimension, indicating the highest presence of bank branches, ATMs, and other banking outlets per lakh population. In the case of outreach, Kolkata also excels in outreach, suggesting a significant geographical penetration of banking services. The banking penetration dimension is led by Malda, highlighting that a substantial proportion of the population has bank accounts. Usage, measured by per capita deposit and credit, shows Kolkata as the leading district, indicating higher economic activities and better financial awareness. The deepening dimension, reflecting the allocation of financial resources to priority sectors, also shows Kolkata performing well due to its high Credit-Deposit (CD) ratio and achievements under Annual Credit Plan (ACP) targets.

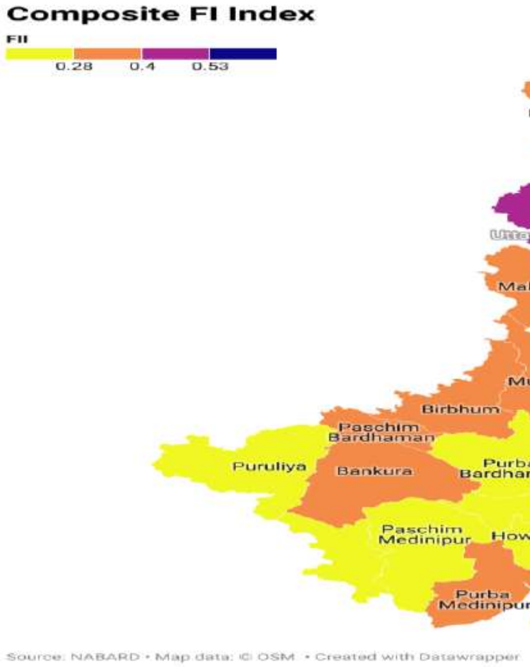

Figure 01: District-wise Composite FI Score
Source: Self-developed

Accessibility and Utilization of Microfinance Services:

The accessibility and utilization of microfinance services among women in rural and urban areas show distinct patterns:

Duration of Microfinance Usage:

In the case of microfinance usage, it is observed that rural respondents have used microfinance services for shorter durations, with most using them for less than one year. It is also observed that urban respondents have a more balanced distribution across different usage durations.

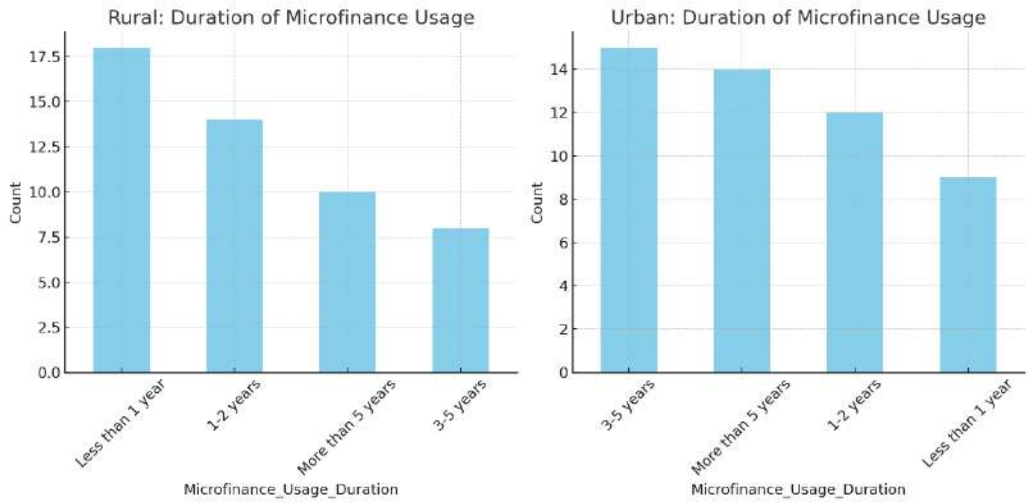

Figure 02: Microfinance usages (rural and urban)

Types of Microfinance Services Used:

In rural areas, insurance and small loans are the most commonly used services. In urban areas, training and support services are the most utilized.

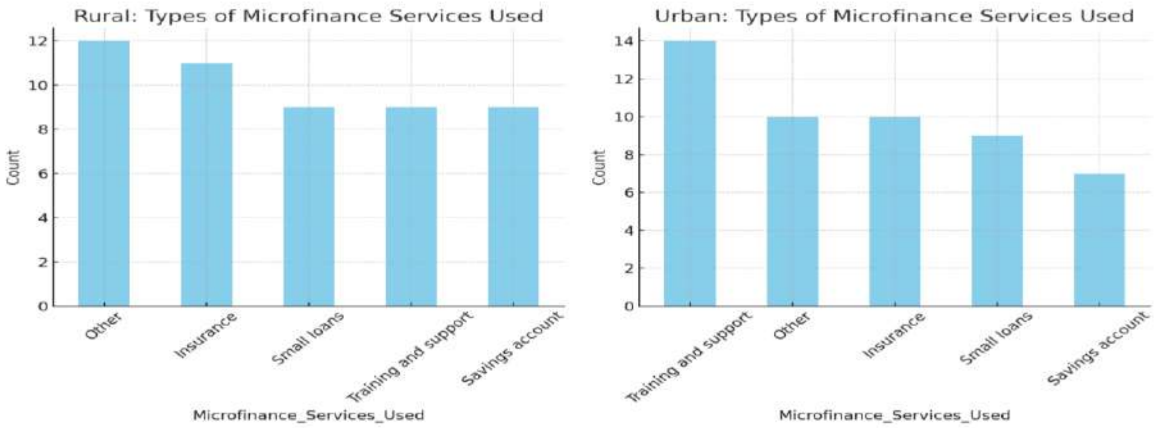

Figure 03: Types of microfinance usages

Economic Outcomes for Women Beneficiaries:

Regarding the economic impact on women beneficiaries, we focused on income increase, regular savings, investment, and decision-making stories.

Income Increase:

Rural respondents report a lower increase in income compared to urban respondents, with 28 rural women not experiencing an increase in income.

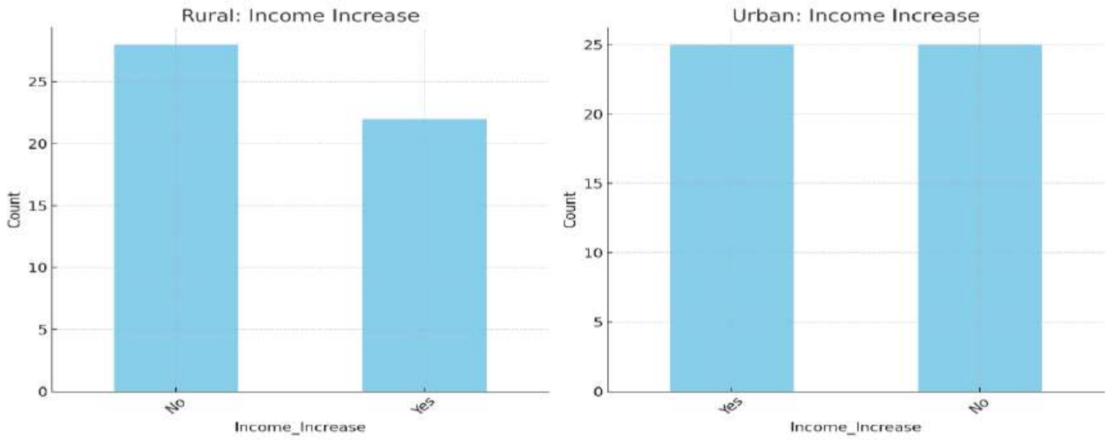

Figure 04.: Income increase status

Regular Savings:

Regular savings habits are similar in rural and urban areas, with slightly more rural women reporting no regular savings.

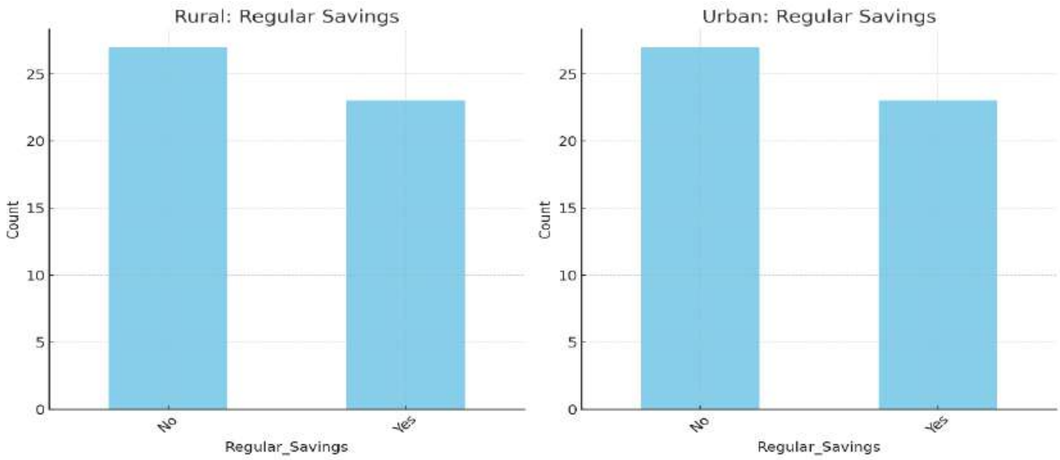

Figure 05: Savings (Rural and Urban)

Investments Made:

Urban women are more likely to invest, with 32 urban women reporting making investments compared to 24 rural women.

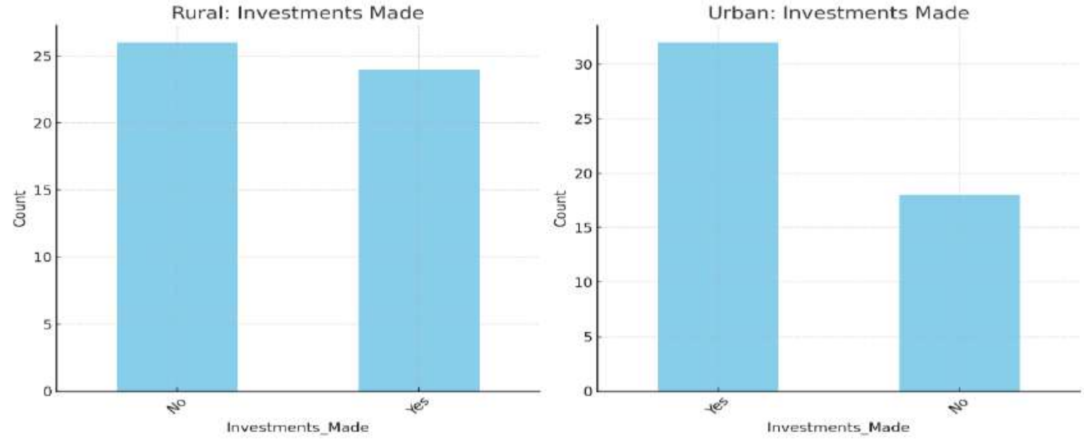

Figure 06: Investment made (Rural and Urban)

Impact on Social Status and Decision-Making Power:

Social Status Change:

In the case of social status change, urban women report more positive social status changes than rural women. Twenty-nine rural women reported no change in social status, while 27 urban women reported positive changes.

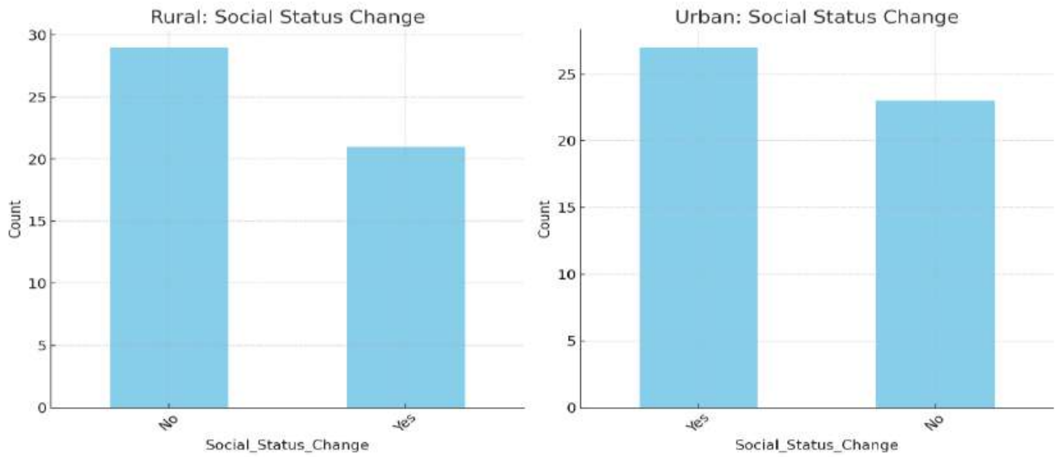

Figure 07: Changes in social status

Decision-Making Power Change:

Urban women report more significant improvement in decision-making power within their households than rural women.

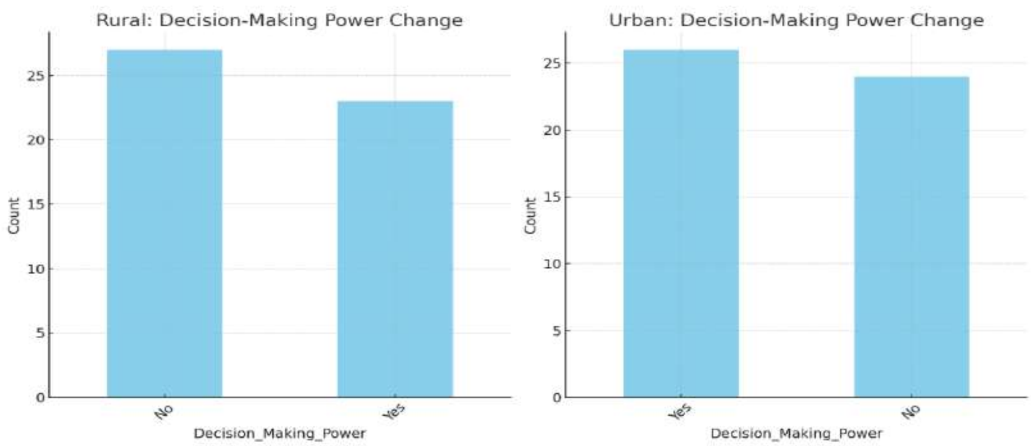

Figure 08: Changes in the decision-making power

Challenges Faced in Accessing and Utilizing Microfinance Services:

Collateral requirements and other unspecified challenges are the most reported in rural areas. In urban areas, the most significant challenges are collateral requirements and distance to the service provider.

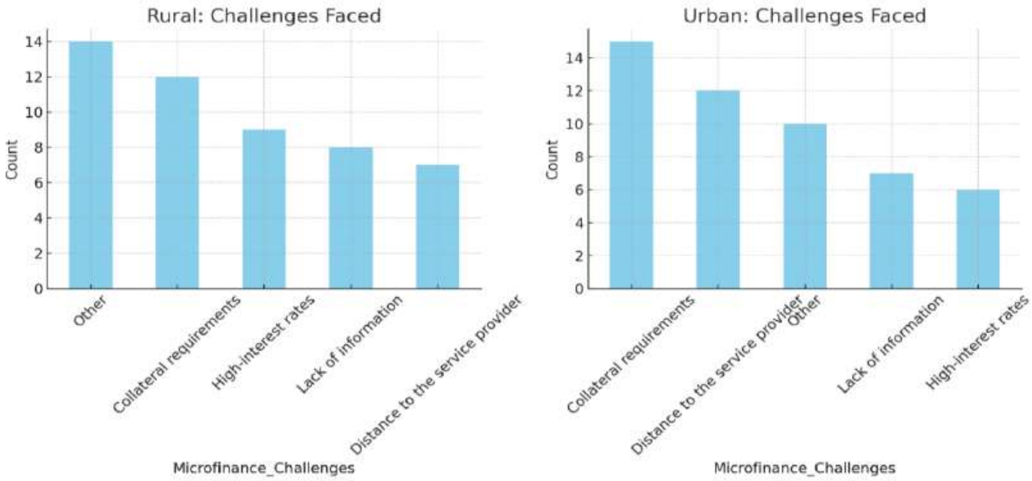

Figure 09: Challenges faced for microfinance accessibility

Implications of Findings:

The findings of this study provide significant insights into the state of microfinance and women's empowerment in rural and urban areas of West Bengal. The analysis has several critical implications:

Financial Inclusion Index:

The Composite FI Index shows stark disparities among different districts in West Bengal. Kolkata leads in most dimensions, highlighting its advanced financial infrastructure and outreach—however, districts like Uttar Dinajpur and Murshidabad lag, indicating the need for targeted financial inclusion efforts.

Rural vs. Urban Empowerment:

The study reveals a significant difference in the level of empowerment between rural and urban women using microfinance services. Rural women show higher empowerment levels compared to their urban counterparts. This could be attributed to the tailored microfinance services that cater to the specific needs of rural women, enabling them to utilize these resources more effectively for economic activities.

Economic Outcomes:

The findings indicate that microfinance services positively impact women's economic outcomes, such as income increase, savings, and investments. However, the impact is more pronounced in rural areas. This suggests that rural women are more reliant on microfinance for economic activities. In contrast, urban women might have access to alternative financial resources.

Social and Decision-Making Empowerment:

The study shows that rural women experience more significant changes in social status and decision-making power due to microfinance services. This implies that microfinance plays a crucial role in enhancing women's social position and autonomy in rural areas.

Summary and Conclusion:

Summary of Key Findings:

This dissertation aimed to explore the impact of microfinance on women's empowerment in rural and urban areas of West Bengal, focusing on accessibility, utilization, economic outcomes, social status, and decision-making power. The key findings from the study are as follows:

- All respondents in the study had access to microfinance services. However, rural women showed higher utilization levels, particularly for longer durations and a more comprehensive range of services.
- Microfinance services positively impacted women's economic outcomes, with rural women experiencing more significant increases in income, savings, and investments compared to their urban counterparts.
- The study revealed that microfinance services enhanced women's social status and decision-making power, especially in rural areas. Rural women reported more significant changes in their social standing and household autonomy.
- The Composite FI Index highlighted significant disparities in financial inclusion across different districts in West Bengal. While Kolkata led in most dimensions, districts like Uttar Dinajpur and Murshidabad lagged, indicating the need for targeted financial inclusion efforts.

Conclusion:

It can be concluded that this dissertation has highlighted the significant role of microfinance in empowering women in West Bengal, with rural women benefiting more substantially from these services. The study underscores the need for targeted strategies to improve financial inclusion in underperforming districts and tailor microfinance programs to the specific needs of different demographic groups. By addressing the limitations of this study and exploring new research avenues, future studies can further enhance our understanding of microfinance's impact on women's empowerment and contribute to more effective and inclusive financial policies and practices.

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Reading Comprehension: A Strategy for Enhancing Academic Performance

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Abstract:

Reading skill is a complex one, especially when it comes to reading comprehension. It requires special training, which is not provided by teachers in the class. Teachers focus on decoding and developing vocabulary. ESL students face more difficulties at higher levels as they are not able to comprehend unseen passages. Many researchers have proven that if teachers train students with various strategies related to reading comprehension, it will be helpful for the students to comprehend any reading material.

Keywords: Reading comprehension, Reading comprehension strategies

Introduction:

English is considered a second language in many countries. In India, it is considered a window language and a link language. In India, it is used as a second language. Language development includes listening, speaking, reading, and writing skills. In that reading skill is very complex. Basic reading can be developed by various activities if teachers allocate proper time for it in class, but when it comes to developing reading comprehension, teachers do not train students for it. They focus on decoding words and vocabulary. For developing reading comprehension, they either translate or paraphrase the text. The students of ESL face more difficulty, and if they are not trained at the school level, they face difficulties at higher levels.

Review of Related Literature:

According to the ANNUAL STATUS OF EDUCATION REPORT (2017), 53% of all 14-year-olds in the sample can read English sentences. For 18-year-old youth, this figure is closer to 60%, and of those who can read English sentences, 79% can understand the meaning of the sentences. Even among youth in this age group who have completed eight years of schooling, a significant proportion still lack foundational skills like reading.

As per the research study conducted by Shobha Sinha (2012) in India, primary-level instruction focuses on decoding words, and at higher grades, it focuses on developing vocabulary. For comprehension, teachers translate the passage.

The study conducted by Narasimhan (2004) on the children of elite schools in Mumbai assessed their comprehension of narrative, expository, and instructional texts. The students displayed a wide range of proficiency in their performance and performed lower than the average in the public exams. Narasimhan explained that this result showed that the students did not have the competence to comprehend unfamiliar texts.

The study conducted by Dolores Durkin (1978) in “What classroom observations reveal about reading comprehension instruction” also concluded that teachers give very little time for reading and comprehension during instruction, whereas it is a more important skill to be developed among students.

Review of literature also proved that teachers do not train students for reading comprehension but assess the same. If teachers train the students in reading strategies, it will help to comprehend the text in an effective manner.

Strategies for Reading Comprehension:

These are a few reading strategies for students to develop reading comprehension.

Evaluating Text Structure:

There are different types of text structures, and many students are not aware of them. Students reading a wide variety of text types are not able to identify the type of text as they are unaware of the characteristics of various types of writing. Students need to be explicitly taught text structure and its characteristics of various text types. It has been found that students who are aware of text structure can highly relate to reading comprehension. Explicit teaching about text structure specific to the text type will help students to distinguish among several organizational patterns and help them find important information in texts in a more systematic and organized way. Once students can recognize the text structure, it enhances the student’s ability to comprehend and recall the information read. Teachers should explain the knowledge of specific text type, organization, signal words, and questions to be asked about the text will help the students to know the text and comprehend it. When students first look at a text and skim through it or preview, they pick up some ideas about the layout and features of the text. This will help students to predict what the text will be about and work with the text background knowledge to help make predictions. Good readers make predictions and then check their predictions as they read.

There are different types of text such as description, sequence, cause and effect, compare, position statement and reason, and problem and solution. When teachers introduce these types of texts, students get confused with the basic structure of the text and cannot see the big picture. Teachers must explain each one with proper examples and practice it in the daily classroom. Once the student understands the text structure, it helps them to comprehend the text.

Generating Questions:

Students, while reading, lose their concentration, and they keep on reading without understanding. If they are taught to generate questions as they read, it helps the students to comprehend. Skilled readers keep track of whether the author is making sense by asking themselves questions. If students pose and answer questions that clarify meaning and promote a deeper understanding of the text. Teachers should train the students to generate three types of questions. First type is 'Right there'. This question is about the factual knowledge which is in the text and the answer can be given in one word, a phrase, or one sentence. The second type of questions is 'Putting it together'. These questions can be answered by looking in the text in one or more sentences. To find out the answer, you must look in more than one place in the text and put the information together. The third type of questions is 'Think it out-Making connections' questions. These types of questions require thinking about what you have read, what you already know, and how it fits together. To enhance comprehension, questions can be asked not only by the reader but also by a peer or the teacher. Teachers often ask questions to see whether students understand what they have read. Understanding the different types of questions makes it easier to find the answers. Some questions require students to find facts about what they read, while others require students to draw conclusions or make inferences.

Teaching students to generate their questions about a text helps with their understanding and assists them to answer questions set by others. Question generation includes previewing the text and then generating questions at three levels, Questions asked to help students get the facts rarely help students to construct an understanding of an author's message. They find answers but miss the important questions, the questions they should pose to themselves to guide their reading and understanding. Questions can be generated at any time during the reading process that is before, during, and after reading.

Fix-up Strategies:

To fix up the strategy which suits students, they should be trained for self-monitoring. Students who know how to self-monitor can make self-corrections and retain information from what they have read. Self-monitoring involves 'metacognitive awareness,' which is 'knowing when what one is reading makes sense by monitoring and controlling one's comprehension. Self-monitoring is an important metacognitive skill for improving reading comprehension. It can be taught by developing the student's internal dialogue or self-talk. Active readers, as they read, monitor how well they understand what they are reading. When reading difficult material, these students engage in self-monitoring strategies such as rereading portions of the text or reading slowly and trying to figure out the meaning of unfamiliar words important to understand it. Even realizing that repeated readings of a passage will make it significantly easier to recall its important content can be of benefit to many students. When students self-monitor, they need to be aware of when meaning breaks down, what they do not understand (word, sentence, paragraph), and make use of appropriate strategies to "fix-up." Students should visualize what is wrong or missing, keep the logical sequence in the text. Through self-talk try to understand what is wrong and incomplete, unclear in the meaning. Students should understand that reading must make sense, and when it does not, we need to do something to improve meaning, ask questions, reread, and read more slowly. When the text is not understood, find out the reason, understand text type features and prior knowledge of background, create an image in the mind, make connections and sometimes ask for help. Teachers should teach all these strategies to students so they can make use of these strategies as per their requirement.

Main Idea:

Once the students understand the main idea of the text, it will be easy for them to comprehend the text. Students should determine the main idea it helps the readers to recall important information. Locating the main idea and significant details help the reader understand the points the writer is attempting to express. Identifying the relationship between the main idea and significant details will improve comprehension. Students tell who and what the paragraph is about and what is important information about, teachers ask students to read the passage and find out who is doing what, underline the main sentences, find the main idea by finding initial sentences of the topic embedded within the paragraph, teachers develop the background knowledge, underline the main idea and circle supporting details, record the topic sentence and significant details using a graphic organizer, make use of background knowledge, contents, headings, and subheadings to find out the main idea.

Visualizing:

Visualizing is sometimes called sensory imaging, creating pictures in your mind like a 'movie in your mind'. Visualizing is a very good strategy when it comes to abstract ideas. Students can visualize the content by using prior knowledge and experiences to create a mental image from what is happening in a text. Sometimes it is helpful for students to close their eyes and imagine what is being read to them. Visualizing brings the text to life, engages the imagination, and uses all of the senses. Visualization cannot be developed in one day; teachers must train students from their daily life and day-to-day activity, gradually taking students from concrete to abstract thinking. Read simple and short stories and ask students to imagine and then gradually take difficult texts.

Conclusion:

Reading comprehension is essential for secondary and higher secondary students not only from an academic viewpoint but for the future as well. If students are not trained with reading comprehension strategies, it will be difficult for them to comprehend unknown texts. In Indian classroom teacher assess the students for comprehension but take less efforts them for the same. As per New Education policy 2020 education should develop higher order thinking, critical thinking among student for that student should read lot of reference material, understand it, and make use of it for that these reading strategies will be useful specially for ESL users.

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Customer Satisfaction Regarding the Usage of Jio Network in Sivakasi

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Abstract:

This study investigates customer satisfaction with the Jio network in Sivakasi, focusing on key aspects such as network coverage, internet speed, call quality, and customer service. Through a combination of surveys, customer feedback, and network performance data, the research aims to identify areas of strength and opportunities for improvement. Findings reveal that while most customers are satisfied with the network coverage and internet speed, there are concerns regarding peak hour slowdowns and specific areas with weak signals. Call quality is generally reliable, though occasional call drops occur. Customer service is positively rated but can benefit from reduced wait times and more efficient issue resolution. Overall, the satisfaction level is encouraging, with a majority of users expressing positive experiences. Recommendations for enhancing customer satisfaction include improving network infrastructure in areas with weak coverage, optimizing bandwidth management during peak hours, and refining customer service processes. Implementing these measures is expected to lead to a more reliable and satisfying experience for Jio users in Sivakasi.

Key words: network coverage, data plans, call quality, affordability, telecom services, service quality and service reliability.

Introduction:

One of the most emergent industries which face evolved very speedily in last decade with the advancement in science and technology is telecommunication industry. India is the world’s largest telecommunication market and still growing. Likely, in India most popular destinations for smartphone companies with as many mobile users as the entire population of the United States. The number of smartphone users in India was estimated to increase to about 442 million in 2022. Mobile economy in India is increasing very fast and will add significantly to India’s GDP. Reliance Jio has become the biggest telecom operator by subscriber base in India. It is also the biggest in terms of revenue. Vodafone Idea remains in second for now with Airtel quickly catching up. Jio stormed the sector with free calls and data forcing rivals to merge or exit in September 2016 and has amassed 215 million subscribers since then and says it is profitable. Presenlty Jio, with a speedy 4G network, free calls, and dirt-cheap data. It has since issued a super-low-cost smartphone and is rolling out fixed broadband services to their customers. The resulting 'Jio-fication' has been nothing short of revolutionary; with data use surging and Jio's competitors scrambling to match its offerings, the development has jump-started India's digital economy. Jio made all level of people to participate in the modern economy. An analysis of marketing management has made it clear that customer is the king –pin in the market. The producer should produce goods keeping in mind the requirement of customers and should satisfy the customer, but it is observed that this obligation is neglected by some businessman and they are involved in unfair practices. So, there is a need for analysis of customer satisfaction towards the usage of Jio network, it is need to find out the customer need and satisfy the usage of networks.

Scope of the Study:

The study covers the customer satisfaction towards the Jio networks in Sivakasi. The study makes effort to ascertain the satisfaction level of customer of reliance jio. Through this analysis the level of customer satisfaction and the expectations of the customer also find out and it also helps to know the problem that customer are facing during the usage of Jio networks.

The subject has been taken for the research as it plays key role in the success of Telecom sector. No company can think of their selling their product without having satisfied customer. No company can survive in long run without coming up to the satisfaction level of customer. In short it is the level of satisfaction that is link between end-user and company. As long as the company is able to satisfy its customer. Customer would remain in the bracket of loyal customer. Hence it is very essential to understand the customer satisfaction and to measure the satisfaction level time to time as there is always scope of improvement.

The research will also be beneficial in analyzing the overall market position of the company and measures which should be adopted by the Jio N to increase their market share in Sivakasi.

Statement of the Problem:

Reliance Jio is creating the most extensive and future-proof network in India, and perhaps, in the world. It will provide next generation legacy-free digital services over an end-to-end all-IP network. Jio is widely used by the techno-savy customers. The customer satisfaction is conditioned by price, availability and addressing the problem of the customer at once. People would not like to use jio after free service are over.

The Network also has been a big problem a lot of people are facing network issues and Changes in package price, frequent call failures because of high network congestion. Especially, village areas, their network gets fail again and again. If customer wants to access internet on the urgent basis or want to make an emergency call, they might get stuck due to the network. The data and voice-calling is unlimited, but for a period of 90 days. After your 3-month preview period, you will have to pay for both calls and data. So the researcher has analyzed the customer satisfaction towards jio network.

Objective of the Study:

The following are the major objectives of the study:

- To know the socio, economic and demographic profile of the Customers in the study area.
- To analyse the level of customer satisfaction towards jio network in the study area.
- To offer suitable suggestions on the basis of findings of the study.

Research Methodology:

The survey has based on both primary and secondary data. Both the data were collected and presented in this research report. The suggestions of the study were emerged from the inferences drawn from the respondents in Sivakasi.

Collection of Data:

1. **Primary data:** Primary data have been gathered from the jio users in the study area. The primary data have been collected through a well-designed, pre-tested questionnaire constructed for the purpose of the study. The questionnaire consists of open ended questions and closed ended questions.
2. **Secondary data:** The secondary data needed for the study have been collected from various books, journals, magazines, related research report and web sites, etc.,

Sample Size:

As the number of jio network users are infinite in the study area, it is very difficult to adopt the census method to collect data. So the researcher has adopted the convenient sampling technique for this study. A sample of 60 respondents of using jio networ has been selected for this study.

Limitations of the Study:

The limitations of the study are given below;

- The behavior of the customer is unpredictable which may result in the lacking of accuracy in the data.
- As the sample size of the survey was so small and comprise of only 60 customers, the results may have some prone to errors.
- Stipulated short span of time for survey.
- The study is based on the opinion expressed by subscribers of Jio networks in Sivakasi

Benefits of Jio Network – Garrett Ranking Technique:

The researcher has further analyzed the customer's satisfaction towards the jio network. To identify the most preferred benefits of jio network, the researcher has used Garrett Ranking Technique. The details of scores given by the respondents are presented in the Table 1.

Table 1: Benefits of Jio Network

Benefits	I	II	III	IV	V	VI	Total
Packages Price	8	10	9	11	8	14	**60**
Coverage area of network	8	10	14	10	7	11	**60**
Speed of network	14	10	10	6	11	9	**60**
Customer service	7	10	12	12	11	8	**60**
Free calls	12	10	7	8	12	11	**60**
Unlimited data back	11	10	8	13	11	7	**60**
Total	**60**	**60**	**60**	**60**	**60**	**60**	

Source: Primary Data

Garrett Ranking Technique:

The Garrett Ranks are calculated by using appropriate Garrett ranking formula. Then based on the Garrett table value is ascertained. The percent position percentage is calculated by the following formula;

Percent position = 100(Rij-0.5)/Nj Where, Rij = Rank given for the i^{th} item by the j^{th} sample respondents.

Nj = Total rank given by the j^{th} sample respondents

Table 2: Percentage of Position and Garrett Value

S.No	100(Rij-0.5)/Nj	Calculated value	Garrett value
1.	100 (1-0.5) / 6	8.33	**77**
2.	100 (2-0.5) / 6	25	**64**
3.	100 (3-0.5) / 6	41.67	**55**
4.	100 (4-0.5) / 6	58.33	**45**
5.	100 (5-0.5) / 6	75	**37**
6.	100 (6-0.5) / 6	91.67	**23**

Table 2.1: Caculation of Garrett Score

Benefits	I	II	III	IV	V	VI	Total
Packages Price	616	770	693	847	616	1078	**4620**
Coverage area of network	512	640	896	640	448	704	**3840**
Speed of network	770	550	550	330	605	495	**3300**
Customer service	315	450	540	540	495	360	**2700**
Free calls	444	370	259	296	444	407	**2220**
Unlimited data back	253	230	184	299	253	161	**1380**

Source: Computed Data

Table 2.1 shows that the Garrett scores. Firstly, the Garrett ranks are calculated by using appropriate Garrett ranking formula. Then based on the Garrett ranks, the Garrett table value is ascertained. The Garrett table values and scores of each rank in Table 2 are multiplied to record scored in Table 2.1. Finally, by adding each row, the total Garrett score is obtained.

Table 2.2: Benefits of Jio Network – Garrett Ranking

S. No.	Benefits	Garrett score	Average value	Rank
1.	Packages Price	4620	77	**I**
2.	Coverage area of network	3840	64	**II**
3.	Speed of network	3300	55	**III**
4.	Customer service	2700	45	**IV**
5.	Free calls	2220	37	**V**
	Unlimited data back	1380	23	**VI**

Source: Computed Data

The Table 2.2 above shows that the Garrette scores and average scores are ranked according to their values. The first rank is given to Packages price, second rank is given to coverage area of network, third rank is given to speed of network, fourth rank is given to customer service, fifth rank is given to free calls and sixth rank is given to ulimited data back. It is found that 77 per cent of the respondents enjoy the packages price of jio network.

Sources of Knowledge about Jio Network:

The researcher made an attempt to study the sources of getting knowledge about jio network and the details are presented in the following Table 3

Table 3: Sources of Knowledge about Jio Network

S. No.	Sources	No. of respondents	Percentage
1.	Friends	24	**40.00**
2.	Advertisements	11	**18.33**
3.	Self	19	**31.67**
4.	Social Media	6	**10.00**
	Total	**60**	**100**

Source: Primary Data

From the Table 3 above clearly indicates that among 60 respondents, 24 (40 per cent) of the respondents are acquired knowledge about Jio network through their friends, 11 (18.33 per cent) of the respondents are gain knowledge about Jio network through advertisements, 19 (31.67 per cent) of them are acquired knowledge by self-learning, and the remaining 6 (10 per cent) of the respondents are getting knowledge through social media.

It is revealed that most of the customers 24 (40 per cent) have acquired knowledge about Jio network from their self-learning practices.

Amount Spend:

The customer expectation may differ according to the fluctuations in package price. So the researcher has analyzed the monthly amount spend towards Jio network by the respondents and the results are highlighted in Table 4.

Table 4: Amount Spend

S. No.	Amount Spend	No. of respondents	Percentage
1.	Up to Rs.300	34	**56.67**
2.	Rs.301 – Rs.500	21	**35.00**
3.	Rs.501 – Rs.1000	5	**8.33**
	Total	**60**	**100**

Table 4 exhibits that, out of 60 respondents 34 (56.67 per cent) of the respondents are spend up to Rs.300 per month, 21 (35 per cent) of the respondents are spend between Rs.301 to Rs.500 per month, 5 (8.33 per cent) of the respondents are spend between Rs.501- Rs.1000. It is evident that the majority 34 (56.67 per cent) of the respondents are spend towards network connection is Up to Rs.300 per month.

Satisfaction Level: The researcher further analyse the level of satisfaction of the Jio users and the results are presented in the following Table 5.

Table 5: Satisfaction Level of Jio Network

Factors	Excellent	Very Good	Fairly Good	Average	Poor	Total
Network Coverage	12 (20%)	**26 (43.33%)**	13 (21.67%)	8 (13.33%)	1 (1.67%)	**60**
Network speed	**19 (31.66%)**	18 (30%)	15 (25%)	4 (6.67%)	4 (6.67%)	**60**
Package plans	3 (5%)	20 (33.33%)	**26 (43.34%)**	6 (10%)	5 (8.33%)	**60**
Package price	6 (10%)	15 (25%)	**20 (33.33%)**	13 (21.67%)	6 (10%)	**60**
Jio app services	11 (18.33%)	19 (31.67%)	**20 (33.33%)**	6 (10%)	4 (6.67%)	**60**
Data usage	13 (21.67%)	**22 (36.67%)**	18 (30%)	6 (10%)	1 (1.67%)	**60**
Customer services	11 (18.33%)	**22 (36.67%)**	21 (35%)	4 (6.67%)	2 (3.33%)	**60**

The researcher has assigned following weight to the respondents opinion. Excellent (E) - 5 Points; Very Good (VG) - 4 Points; Fairly Good (FG) - 3 Points Average (A) - 2 Points; Poor (P) - 1 Point.

Table 5.1: Weighted Average Method

S. No.	Factors	E	VG	FG	A	P	Total	WAM	Rank
1.	Network Coverage	60	104	39	16	1	220	**3.67**	**III**
2.	Network speed	95	72	60	8	4	239	**3.98**	**I**
3.	Package plans	15	80	78	12	5	190	**3.17**	**VI**
4.	Package price	30	60	60	36	6	192	**3.2**	**VII**
5.	Jio app services	55	76	60	12	4	207	**3.45**	**V**
6.	Data usage	65	88	54	12	1	220	**3.67**	**III**
7.	Customer services	55	88	84	8	2	237	**3.95**	**II**

From the above Table 5.1 shows that, Network speed ranked first, Customer service ranked second, Network coverage and Data usage ranked third, Jio app services ranked fifth, Package plans ranked sixth and package price ranked seventh. It is identified that the customers have good opinion about jio network for its network speed.

Findings Of The Study

1. Network Coverage

Approximately 75% of respondents rated network coverage as "Good" or "Excellent".

Analysis: Most customers are satisfied with the coverage provided by Jio in Sivakasi. However, around 15% reported coverage as "Average", and 10% as "Poor" or "Very Poor", indicating some areas with weak signals.

2. Internet Speed

Finding: 60% of respondents are "Satisfied" or "Very Satisfied" with the internet speed. Analysis: While a majority find the internet speed satisfactory, 25% reported it as "Neutral" and 15% as "Dissatisfied" or "Very Dissatisfied". Complaints are particularly high during peak hours when speeds tend to drop.

3. Call Quality

Finding: 70% of customers rarely experience call drops or poor call quality.

Analysis: Call quality is generally reliable, but 20% of respondents reported experiencing issues "Sometimes", and 10% "Often" or "Always". These problems were more frequent in specific areas with lower network coverage.

4. Customer Service

Finding: 65% of respondents rated their experience with Jio customer service as "Good" or "Excellent".

Analysis: The customer service is well-regarded by most users. However, 20% rated it as "Average", and 15% as "Poor" or "Very Poor", often citing long wait times and unsatisfactory resolution of issues.

5. Overall Satisfaction

Finding: Overall, 68% of respondents are "Satisfied" or "Very Satisfied" with Jio’s services.

Analysis: The general satisfaction level is positive, but there is still room for improvement. About 22% rated their overall satisfaction as "Neutral", and 10% as "Dissatisfied" or "Very Dissatisfied".

Key Issues Identified

Peak Hour Internet Speeds: Significant number of customers experience slow internet speeds during peak hours.

Specific Area Coverage Gaps: Certain areas in Sivakasi have weak network coverage, leading to call drops and poor call quality.

Customer Service Improvements: A notable percentage of customers are not satisfied with the efficiency and effectiveness of customer service.

Recommendations: To enhance customer satisfaction, Jio should:

1. Enhance network infrastructure in areas with weak signals.
2. Optimize bandwidth management during peak hours.
3. Improve the efficiency of customer service processes.

By implementing these measures, Jio can ensure a more reliable and satisfying experience for its users in Sivakasi, fostering stronger loyalty and trust in the network.

Conclusion

The study on customer satisfaction regarding the usage of the Jio network in Sivakasi highlights a generally positive user experience with areas for improvement. Key aspects such as network coverage, internet speed, call quality, and customer service were analyzed to understand the satisfaction levels and concerns of the customers. Most customers find the network coverage to be good or excellent, although some areas still experience weak signals. Enhancing infrastructure in these specific areas will help address these concerns. While a majority of users are satisfied with internet speeds, there are significant slowdowns during peak hours. Optimizing bandwidth management during these times can help maintain consistent speeds and improve user satisfaction. Despite some challenges, the overall satisfaction level is encouraging, with a majority of customers expressing positive experiences. Continuous efforts to monitor and address the highlighted issues will help maintain and improve customer satisfaction.

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Model Fitness of Effective Advertisements Using Brand Identity among Gen Z (As Part of Research Thesis)

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Abstract

Advertisements are effective in measuring / showcasing Gen Z Characteristics and the chosen brands exhibit brand identity elements at 70 Percent to be called **'Generational Advertising'.** David Aaker Brand Identity Model is shown to represent brand identity elements by Facet Model of Generational Advertising Effectiveness at 73 Percent coefficient effectively for Gen Z at coefficient 83 Percent. Gen Z can perceive brand identity elements and understand cognitive aspects of the brand advertisements effectively. For the generational cohort**,** who believe in social cause and 'truth' about themselves, they expect their brands to be truthful and are motivated to identify brands that differentiates in the market. Advertisers may utilize Gen Z characteristics for recognition and recall brand identity elements that suits their demands.
KeyWords: Brand Identity, Facet Model, Advertisements, David Aaker, Gen Z, Effectiveness

Introduction:

1.1 Gen Z Characteristics

Generation Z is known as ***'Generational Cohort',*** Gen Z born between 1996 and 2009 is the first generation to grow with technology. They are known as digital natives. They have access to internet, portable digital tools and social media. This study is about developing brand identity of various categories of brands to be identified by Gen Z as consumer segment through advertisements as medium. Gen Z Characteristics identified for the study from various reports are **Communaholic, Dialoguer, Passionate, Realistic, Singularity, Self-Expressive, Digital Native and Multiple Realities.** [1]

1.2 Facet Model of Advertising Effectiveness

Advertising is a form of communicating a message to a consumer about a product. Its effectiveness is determined by its success in following the traditional steps are in a communication model. Advertising **effects** are ways consumers respond to an advertising message. They are grouped into five categories viz., **Perceive, Understand** or a Cognitive Response, **Feelings** or an emotional or affective response, **Associations** that set up connections in the consumers mind**, Belief,** the result of persuasion (**Wells, Moriarty and Burnett, 1991)** that advertisers can utilize as factors of **Facet Model of Advertising Effectiveness** whilst targeting Gen Z as audience and potential market base. [2]

1.3 David Aaker Brand Identity Model

A **brand** is defined as a "name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition". **Brand Management** is defined as 'strategic and tactical efforts to uphold and strengthen tangible and intangible aspects of brands'. Brand identity is a strategic brand concept, a system with distinct features and attributes, reflecting as unique identifiers through external expression like advertisements determine its position and shapes brand identity as to how customers perceive brands (**American Marketing Association** (AMA). [3]

The concept of **brand identity** is an idea of what a brand is, what it should be and what it aspires to be. Identity is a planned, selection of identifiers, components and elements, brand positioning and a strategic brand definition. Brand identity is enhanced with presence of unique brand features to stand out among others, complex, resource-intensive non-copying possibility, necessity to be first and best, controllable key product attributes and brand attributes demanded by consumers.

1.4 Need for the Study

Gen Z as an evolving generation expresses unique demands that separate them as generational cohort in the economy. Gen Z's individualistic self-expression and sense of togetherness as a community create gap in the market for products and services. Their dialogue via social media shows advertisements as a medium create, rebrand identities and as such there is demand to measure advertising effectiveness as a communication medium.

1.5 Objectives of the Study

1. To analyse the impact on Gen Z on advertising medium based on brand identity (David Aaker Brand Identity Model).
2. To critically evaluate the characteristics of Gen Z as consumers of advertising and its effectiveness (Facet Model).

1.6 Research Gap

Changing dimensions of 'Gen Z' as a generational cohort creates demand for gender fluidity, product placements and brand preferences.

Advertisements as a marketing medium shall follow techniques to reach Gen Z as a demanding segment with unique characteristics. Advertisers and brand experts need to impact them by integrating those dimensions that resemble as a persona, beliefs, perception, understanding, feelings, emotions and as connectors to the online world with various aspects of their life.

1.7 Research Methodology

Source of Data: Primary & Secondary Data

Secondary Study: Books on Advertising, historical and current data from Reports and Surveys on Gen Z, Articles from online and offline sources.

Sample Population: Gen Z in the age group of 17-27 (more than 100000)

Sample Size: 400 decided using Cochran Formula. Cochran's sample size formula for categorical data at alpha level a priori for .05 (error of 5%) is n0 = (t) 2*(p) (q)/(d)2=384. n0 is the sample size, t is the value for alpha level (1.96) in each 25 tail at 95% confidence level, d is margin of error, p is estimated proportion of the population, q= 1-p, p*q is variance.

Sample Design: Convenience Sampling. Samples were drawn from different colleges (students) and companies (employees in IT sector, Service sector, Automobile Industries, Government Organizations, Other Businesses) in the said age group. Time taken to collect the samples is about a month.

1.8 Statement of the Problem

Characteristics of Gen Z are studied and analyzed in connection to the facet model of advertising effectiveness and their various dimension having impact on Gen Z. Gen Z, the happening generational cohort plays a key role in sustenance of marketing communication of advertisers and branding strategists. Hence its effectiveness is studied in addition to integrating Gen Z characteristics to the term, 'Generational Advertising'.

1.9 Research Question

- Does Gen Z Characteristics determine 'Facet Model of Generational Advertising Effectiveness'?
- Does Facet Model of Generational Advertisement Effectiveness represent Brand Identity based on David Aaker Brand Identity Model.

1.10 Demographic Profile of Gen Z

Table 1.1 Demographic Profile of Gen Z

Demographic Profile of Gen Z		Frequency	Percent
Age	17-21	264	66
	22-27	136	34
Gender	Male	205	51.2
	Female	195	48.8
Educational Qualification	Pursuing Graduation	212	53
	Pursuing Post Graduation	37	9.2
	Graduate	86	21.5
	Post Graduate	44	11
	Diploma Holder	21	5.2
Occupation	IT Sector	50	12.5
	Government	27	6.8
	Industry	12	3
	Service Sector	42	10.5
	Business & Other Industries	11	2.8
	Unemployed & Student	258	64.5

Table 1.1 explains demographic profile of the sample of the study. While Age Group (17-21) show 264 in frequency at 66 Percent, Age Group (22-27) is 136 in frequency at 34 Percent. Gender of Gen Z, Male show frequency of 205 at 51.2 Percent and Female has frequency of 195 at 48.8 Percent.

Towards Educational Qualification, Gen Z Pursuing Graduation show frequency of 212 at 53 Percent, Pursuing Post Graduation has frequency of 37 at 9.2 Percent, Graduate has frequency of 86 at 21.5 Percent, Post Graduate has frequency of 44 at 11 Percent and Diploma Holder has frequency of 21 at 5.3 Percent.

Towards Occupation, Gen Z is employed in IT Sector show frequency of 50 at 12.5 Percent, Government has frequency of 27 at 6.8 Percent, Industry has frequency of 12 at 3 Percent, Service Sector has frequency of 42 at 10.5%, Business has frequency of 11 at 2.8 Percent and Unemployed and Student has frequency of 258 at 64.5 Percent.

1.11 Reliability Test Using Cronbach Alpha

Table 1.2 Reliability Test using Cronbach Alpha for Gen Z Characteristics

S.No	Gen Z Characteristics	Cronbach's Alpha	Sig.	N	Factors
1	**Digital Native**	.879	.000	400	2
2	**Communaholic**	.838	.000	400	3
3	**Realistic**	.828	.000	400	3
4	**Singularity**	.827	.000	400	3
5	**Multiple Realities**	.817	.000	400	3
6	**Self-Expressive**	.815	.000	400	3
7	**Passionate**	.801	.000	400	4
8	**Dialoguer**	.800	.000	400	4

Source: Primary Data Computed

1.13 Mean Ranks of Gen Z Characteristics By Friedman Test

Objective: To critically evaluate **Characteristics of Gen Z** and analyse its effect on advertisements based on **Facet Model** as target audience and advertised Brand Identity based on **David Aaker Model** as consumer segment.

Table 1.3 Friedman Test – Mean Ranks of Gen Z Characteristics

S. No	Gen Z Characteristics	Mean Rank (S)	Chi-Square Value	P Value
1	**Passionate**	7.08	2.784E3	.000
2	**Dialoguer**	6.70		
3	**Communaholic**	6.44		
4	**Realistic**	4.93		
5	**Singularity**	4.60		
6	**Self-Expressive**	2.84		
7	**Digital Native**	1.75		
8	**Multiple Realities**	1.66		

Source: Primary Data Computed
** Denotes significance at 1% level

H_0: There is '**No Significant Difference**' in '**Mean Ranks**' among Factors of Gen Z Characteristics. To test the stated hypothesis, **Friedman Test** was conducted on factors of **Gen Z Characteristics** and compare its '**Mean Ranks**' to determine with statistical evidence that they are **'Not Significantly Different'.**

Analysis of **Table 1.3** show, based on **Friedman Test** that there is **'Significant Difference'** between '**Mean Ranks**' of factors of **Gen Z Characteristics** at **Chi-Square Value 2.784E3 and p value < .01**. Hence **Alternate Hypothesis** is **'Accepted'** at **1% Significance**,

(a) **'Passionate'** with variables **'Visual Appeal, Trust, Fairness, Purpose'** has '**Friedman Mean**' of **7.08** serving as **the most important factor** of Gen Z Characteristics with **First Rank**.

(b) **'Dialoguer'** with **'Informative, Engage, Advocacy & Essence of Youth'** as variables has '**Friedman Mean**' of **6.70** with **Second Rank** as **the most important factor.**

Findings

Advertisers should focus on exhibiting brands as Purposeful, Trustworthy and Fair to '**Passionate**' consumers. As advocacy is key, brands can advocate health and more related issues through advertisements for a **'Dialoguer'.**

(c) **'Communaholic'** has **'Connect, Versatile & Personalize'** with **'Friedman Mean'** of **6.44** at **Third Rank**.

(d) **'Realistic'** has **'Entrepreneurial, Pragmatic, Original'** with '**Friedman Mean'** of **4.93** at **Fourth Rank.**

(e) **'Singularity'** has **'Embrace Change, Express with Freedom, Undefined Identity'** with **'Friedman Mean'** of **4.60** at **Fifth Rank**.

(f) **'Self-Expressive'** has **'Social Cause, Set You Apart, Truth as Ideal'** with **'Friedman Mean'** of **2.84** at **Sixth Rank**.

Findings

Chance to express their ideas with freedom **(Singularity),** to connect with their identity as Gen Z **(Communaholic),** to support social cause and being truthful about its benefits, uses, quality / value etc., **(Self- Expressive)** is valued by Gen Z. Gen Z being a **'Singular' Gen Z** willing to embrace change in products and a key characteristic indicate they express their freedom for an identity in society. Providing truthful information with youthful spirit, engaging their entrepreneurial spirits, personalizing brand attributes and giving original, truthful facts **(Realistic)** matter to Gen Z.

(g) **'Digital Native'** has **'Symbolic Meaning and Know the Score'** with **'Friedman Mean'** of **1.75** with **Seventh Rank**.

(h) **'Multiple Realities'** with variables **'Transform, Variety Novelty Seeking & Meaningful Imagery'** has 'Friedman **Mean'** of **1.66** at **Eight Rank** as important factor of Gen Z characteristic.

Findings:

To utilize brand core aspects like Slogan, to give symbolic meaning to brand vision is suitable for '**Digital Native**' Gen Z and to apply meaning to their existence and why brands exist in order to transform '**Multiple Realities'** Gen Z, as audience. A market base in the present and in future can be realized by Gen Z through their Characteristics.

1.14 Model Fitness Of Gen Z Characteristics

1.14a Confirmatory Factor Analysis of Gen Z Characteristics By Spss - Amos

Objective: To critically evaluate **Characteristics of Gen Z** and analyse its effect on advertisements based on **Facet Model** as target audience and advertised Brand Identity based on **David Aaker Model** as consumer segment.

Table 1.4 Model Fitness by Confirmatory Factor Analysis of Gen Z Characteristics

Factor Indices For Model Fitness By Confirmatory Factor Analysis	Com	Dia	Dn	Mr	Pass	Real	Se	Sing
Chi-Square Value / DF	1.4	.6	.7	.73	.9	.43	1.02	.9
P Value	.10	.10	.52	.6	.7	.10	.42	.60
Goodness of Fit (GFI)	.984	.992	.999	.997	.988	.996	.992	.990
Adjusted Goodness of Fit (AGFI)	.963	.984	.990	.989	.976	.990	.982	.981
Normal Fit Index (NFI)	.962	.976	.997	.992	.966	.991	.977	.960
Comparative Fit Index (CFI)	.989	1.000	1.000	1.000	1.000	1.000	1.000	1.000
Root Mean Square Residual (RMR)	.024	.02	.006	.006	.02	.010	.02	.021
Root Mean Square Approximation (RMSEA)	.031	.000	.000	.000	.000	.000	.007	.000

Source: Primary Data Computed

Analysis of **Table 1.4** show that **Confirmatory Factor Indices** like **Goodness of Fit (GFI), Adjusted Goodness of Fit (AGFI), Normal Fit Index (NFI), Comparative Fit Index (CFI)** of **Gen Z Characteristics**, **'Communaholic, Dialoguer, Digital Native, Multiple Realities, Passionate, Realistic, Self-Expressive and Singularity'** are above **0.9**; **Root Mean Square Residual (RMR) and Root Mean Square Approximation (RMSEA)** show less than **0.8** as a thumb rule. Hence **'Gen Z Characteristics'** show '**Good Model Fit'**.

Towards either **Chi-Square < 0.5** or **p Value > 0.5 'Communaholic, Dialoguer, Digital Native, Multiple Realities, Passionate, Realistic & Singularity'** show **p value > 0.5** and **Self-Expressive (0.42) < 0.5.** Since **p value** and other indicators show **'Reliable Fitness'** we accept the **'CFA Model as Fit'** to proceed for **'Convergent Validity'** and '**Discriminant Validity'** analysis.

Findings

It is indicated that Gen Z is a dynamic cohort and in India, as a demographic and generational group, they exhibit their characteristics in their own way for an independent market base.

2 Facet Model Of Advertising Effectiveness

2.1 Reliability Test Using Cronbach Alpha For Facet Model Of Advertising Effectiveness

Table 2.1 Reliability Test (Cronbach Alpha) for Facet Model of Advertising Effectiveness

S. No	Facet Model of Advertising Effectiveness	Cronbach Alpha	N	Items
1	Perceive	.893	400	6
2	Connect	.837	400	4
3	Feel	.832	400	3
4	Understand	.807	400	4
5	Believe	.773	400	6

Source: Primary Data Computed

Table 2.1 shows '**Reliability'** for **'Facet Model of Advertising Effectiveness'** with **'Perceive'** at **.893**, **'Connect'** at .837, **'Feel'** at **.832**, **'Understand'** at **.807** and **'Believe'** at **.773.** Primary Data collected show '**High Reliability'** with **Cronbach Alpha.** It refers that as an instrument has attained high internal consistency and reliability.

Findings

Test result show '**High Reliability'** is achieved at more than **.8** for 'Perceive, Understand, Connect and Feel' and more than .**7** for 'Believe' of Facet Model. Advertisement effectiveness measures show **'Perceive'** (Exposure, Attention, Awareness, Interest, Relevance and Recognition) as a main factor of Facet Model with **'High Reliability'**.

2.2 Mean Ranks Of Facet Model Of Advertising Effectiveness Using Friedman Test

Objective: To study effectiveness of advertisement as a medium by integrating **Gen Z Characteristics** in measuring advertisement effectiveness using **'Facet Model of Advertising Effectiveness'** and its influence on them to be called **'Generational Advertising'** and identifying Brand Identity Elements **(David Model).**

Table 2.2 Friedman Test – Mean Ranks of Facet Model of Advertising Effectiveness

Facet Model of Advertising Effectiveness	Mean Ranks	Chi-Square Value	P Value
Perceive	4.58	1.302E3	.000**
Believe	3.91		
Understand	3.49		
Connect	1.76		
Feel	1.27		

Source: Primary Data Computed

**** Denotes significant at 1% level**

H_0: There is **No Significant Difference** in **Mean Ranks** among Factors of **Facet Model of Advertising Effectiveness** and in measuring advertisement effectiveness.

To test the stated hypothesis, **Friedman Test** was conducted on factors of '**Facet Model of Advertising Effectiveness' and compare its '**Mean Ranks'** to determine with statistical evidence that they are **'Not Significantly Different'** in measuring the effectiveness of advertisements.

Table 2.2 indicate p-value as .000**, **Alternate Hypothesis** is **'Accepted'**. It is concluded that there is '**Significant Difference'** among **'Mean Ranks'** of **'Perceive, Believe, Understand, Connect and Feel'** as factors of **'Facet Model of Advertising Effectiveness'** and in measuring advertisement effectiveness at **Chi Square Value** of **1.302E3** at **1% Significance.**

Based on **Friedman Mean Ranks** it is shown that,

(a) 'Perceive' with **'Exposure, Attention, Awareness, Interest, Relevance and Recognition'** as variables show **'Mean Rank'** of **4.58**, is **the most important factor** of **'Facet Model'** to measure Advertising Effectiveness that impacts Gen Z perception with **Friedman First Rank**.

Findings

Perceive is **the most important factor** to effect Gen Z, irrespective of age, gender, educational qualification and occupation, brands can consider them as homogenous group while targeting them as audience.

(b) 'Believe' with **'Motivation, Influence, Argument, Attitude, Involvement and Conviction'** as variables show '**Mean Rank'** of **3.91** that associates / persuades Gen Z's intention as Users to identify brands with **Friedman Second Rank**.

Findings

Believe is **the second most important factor** of Facet Model in measuring Advertising Effectiveness. 'Believe' is the final factor in the facet model and having the **'Second Highest Mean'**, imply that Gen Z consider believe as a criteria is vital in establishing advertisement effectiveness. Advertisers can consider how it can make Gen Z believe in what the ad says and why a brand exists is important.

(c) 'Understand' with **'Cognitive Learning, Information Need, Differentiation and Recall'** as variables show **'Mean Rank'** of **3.49** to establish the need for Advertisement Effectiveness with cognitive impact to identify advertised brand's identity as audience and recall with **Friedman Third Rank**.

Findings

Understand is **the third most important factor** of Facet Model in measuring Advertising Effectiveness. It implies that advertisement shall provide brand information to differentiate its identity elements for better learning and recall.

(d) 'Connect' with **'Symbolism, Personality, Transformation & Brand Link'** as variables show **'Mean Rank'** of **1.76** links brands' ability to connect with Gen Z as target audience with **Friedman Fourth Rank**.

Findings

Connect is **the fourth most important factor** of Facet Model in measuring Advertising Effectiveness. It indicates that 'Connecting' the brand identity aspects to the target audience symbolize their personality, to link and transform their attitude towards brands.

(e) 'Feel' with **'Like, Emotion, Resonance'** as variables show '**Mean Rank'** of **1.27** to inform us that emotions and feelings resonate with Gen Z as audience to showcase and consider Facet Model of Advertisement Effectiveness as important with **Friedman Fifth Rank**.

Findings

Feel is the **last and fifth most important factor** of Facet Model in measuring Advertising Effectiveness. It indicates that 'emotional' aspects are important. Gen Z finds emotions, likes and feelings towards brands comes last in their analysis of ad effectiveness. Endorsers can emote, resonate with the audience, feel for a national brand etc. It is vital that the advertisement show myriads of emotions.

2.3 Model Fitness of Facet Model Advertising Effectiveness

2.3a Confirmatory Factor Analysis (Cfa) Of Facet Model Advertising Effectiveness

Objective: To study effectiveness of advertisement as a medium by integrating **Gen Z Characteristics** in measuring advertisement effectiveness using **'Facet Model of Advertising Effectiveness'** and its influence on them to be called **'Generational Advertising'** and identifying Brand Identity Elements **(David Model).**

Table 2.3 Confirmatory Factor Analysis (CFA) of Facet Model of Advertising Effectiveness

Factor Indices For Model Fitness By Confirmatory Factor Analysis Of Facet Model Of Advertising Effectiveness	PER	FEEL	UND	CON	BEL	Suggested Value
Chi-Square Value / DF	1.50 / 104	.389	.87	0.9	1.15	<.03/.05 (Hair, 1998)
P Value	.001	.994	.782	0.7	.190	> 0.05 (Hair, 1998)
Goodness of Fit (GFI)	.957	.996	.979	.989	.974	> 0.90 (Hu and Bentler, 1999)
Adjusted Goodness of Fit (AGFI)	.937	.990	.966	.976	.959	> 0.90 (Hair, 2006)
Normal Fit Index (NFI)	.928	.988	.932	.979	.904	> 0.90 (Hu and Bentler, 1999)
Comparative Fit Index (CFI)	.974	1.000	1.000	1.000	.986	> 0.90 (Daire et al., 2008)
Root Mean Square Residual (RMR)	.024	.012	.025	0.02	.030	< 0.08 (Hair, 2006)
Root Mean Square Approximation (RMSEA)	.035	.000	.000	0.000	.019	< 0.08 (Hair, 2006)
Cronbach Alpha	**.888**	**.832**	**.807**	**.837**	**.836**	➢ **0.7**

Source: Primary Data Computed

Table 2.3 indicate Confirmatory Factor Indices by conducting **'GFI, AGFI, NFI, CFI'** that show '**Good Model Fit'** for **'Perceive, Feel, Understand, Connect and Believe'** as above **0.9**; **RMR & RMSEA** show less than **0.8** which is adequate. Towards either **Chi-Square < 0.5** or **p value > 0.5 'Feel, Understand, Connect and Believe'** show **p value > 0.5** and **'Perceive' (0.001) < 0.5.** Since p value and other indicators show **'Reliable Fitness'**, we accept '**Confirmatory Factor Analysis'** as **Model Fit** to proceed to conduct **'Convergent Validity and Discriminant Validity'** Analysis on Data Set.

3 David Aaker Brand Identity Model

3.1 Reliability Test Using Cronbach Alpha of David Aaker Brand Identity Model

Table 3.1 Reliability Test by Cronbach Alpha for David Aaker Brand Identity Model

S. No	Factors Of David Aaker Brand Identity Model	Cronbach Alpha	No. of Variables	N
	Brand Core Elements (BCE)	.892	8	400
	Brand As Product (BAP)	.853	8	400
	Brand As Symbol (BAS)	.827	5	400
	Brand Customer Relation (BCR)	.816	2	400
	Credibility – Corporate Voice (CCV)	.799	6	400
	Value Proposition (Benefits) (VP-B)	.767	3	400
	Brand As Organization (BAO)	.758	2	400
	Brand Position (BP)	.740	1	400
	Brand As Person (BAPS)	.858	3	400
	Value Proposition (14 Brands)	.831	14	400
	Core Brand User Persona (14 Brands)	.853	14	400
	Product & Organizational Attributes (14 Brands)	.873	14	400

Source: Primary Data Computed

Table 3.1 shows **Reliability (Cronbach Alpha Test using IBM-SPSS)** for **David Aaker Brand Identity Model** for **'Brand Core & Elements'** at **.892; 'Product & Organizational Attribute'** at **.873**; **'Brand as Person'** at **.858**; **'Brand as Product'** at **.853; 'Brand as Symbol'** at **.827; 'Brand Customer Relation'** at **.876**; **'Credibility – Corporate Voice'** at **.799; 'Value Proposition'** at **.767; 'Brand as Organization'** at **.758; 'Brand Position'** at **.740, 'Core Brand User Persona'** at **.853** and **'Value Proposition – Brands'** at **.831. David Aaker Brand Identity Model** show '**High Reliability'** with measures more than **0.7 and 0.8.** It infers that as an instrument, the model has attained high internal consistency and reliability suitable for further analysis.

3.2 Mean Ranks Of David Aaker Brand Identity Model Using Friedman Test

Objective: To Critically Evaluate **David Aaker Brand Identity Model** and its effect on Gen Z as a Model by identifying Advertised Brands' Identity through **'Generational Advertising'.**

Table 3.2 Friedman Test (Mean Ranks) of Factors of David Aaker Brand Identity Model

S. No	David Aaker Brand Identity Model	Mean Rank (S)	Chi-Square Value	P Value
1	Brand Core Elements (BCE)	11.66	4.003E3	.000**
2	Brand As Product (BAP)	11.08		
3	Brand As Symbol (BAS)	9.65		
4	Credibility – Corporate Voice (CCV)	7.12		
5	Value Proposition (Benefits) (VP-BE)	4.96		
6	Brand Customer Relation (BCR)	3.63		
7	Brand as Organization (BAO)	2.22		
8	Brand Position (BP)	2.20		
9	Brand as Person (BAPR)	2.13		
10	Value Proposition (VP- 14 Brands)	8.17		
11	Product & Organizational Attributes (14 Brands)	7.82		
12	Core Brand User Persona (14 Brands)	7.38		

Source: Primary Data Computed
** Denotes significant at 1% level

H_0: There is **No Significant Difference** in **Mean Ranks** among Factors of David Aaker Brand Identity Model in identifying advertised brand identity.

To test the stated hypothesis, **Friedman Test** was conducted on factors of **'David Aaker Brand Identity Model'** and compare its '**Mean Ranks'** to determine with statistical evidence that they are **'Not Significantly Different'** in identifying brand identity elements using the model.

Table 3.2 indicate p-value is .000**, the **Alternate Hypothesis** is **'Accepted'** at **Chi-Square Value** of 4.003E3 and **1% Significance**. Hence concluded that there is **'Significant Difference'** between **Mean Ranks** of factors of David Aaker Brand Identity Model and in identifying brand identity elements at **1% Significance.**

(a) **'Brand Core Elements'** with variables 'Brand Core, Brand Name, Brand Logo, Brand Slogan, Tagline, Brand Vision, Brand Mission and Brand Extended Core' has **Mean** of **11.66** where **'BCE'** is **the most important factor** to establish **'David Aaker Brand Identity Model'** with **Friedman First Rank.**

(b) **'Brand as Product'** with variables **'**Product Scope, Product Attribute, Quality, Value, Use, User & Country of Origin' has **Mean** of **11.08** where **'BAP'** plays **a key role in establishing** the advertised brand's identity with **Friedman Second Rank**.

(c) **'Brand as Symbol'** with variables 'Brand Symbol, Visual Imagery, User Imagery, Metaphor and Brand Heritage' has **Mean** of **9.65** establishes **'BAS'** as **important brand identity element** with **Friedman Third Rank** at **1% Significance.**

(d) **'Value Proposition – 14 Brands)'** has **Mean** of **8.17** establishes identity of advertised brands stating their benefits to Gen Z with **Friedman Fourth Rank.**

(e) **'Product & Organizational Attributes'** has **Mean** of **7.82** identifies attributes of products and organizations and pointing its importance in establishing brand identity with **Friedman Fifth Rank.**

(f) **'Brand as Person - Core Brand User Persona'** has **Mean** of **7.38** showcasing the **impact of brand personality** on Gen Z as target segment **Friedman Sixth Rank**.

(g) **'Credibility – Corporate Voice'** with variables **'**Credibility, Compelling, Memorable, Motivating, Meaningful and Believable' has **Mean** of **7.12** elaborates brand's **Corporate Voice** with **Friedman Seventh Rank**.

(h) **'Value Proposition (Benefits)**' with variables 'Functional Benefits, Emotional Benefits and Self- Expressive Benefits' has **Mean** of **4.96** expresses benefits of brands **are important to establish brand identities** with **Friedman Eight Rank** at **1% Significance.**

(i) **'Brand Customer Relation'** with variables 'Brand Endorser and Brand Customer Relation' has **Mean** of **3.63** impacts Gen Z through endorsers and relating with audience to identity brands with **Friedman Ninth Rank**.

(j) **'Brand as Organization'** with variables 'Organizational Attributes and Local vs Global' has **Mean** of **2.22** state that organizations can be identified using their attributes, local or global origin with **Friedman Tenth Rank**.

(k) **'Brand as Person'** with variables 'Personality, Customer Brand Relationship' has **Mean** of **2.13** informing brand's personality helps to relate with them as identity elements with **Friedman Eleventh Rank**.

Findings

As Gen Z perceive, connect, understand, feel and believe brand identity elements, '**Brand Core & Elements, Brand as Product, Brand as Symbol, Brand as Person - Core Brand User Persona, Credibility – Corporate Voice, Value Proposition (Benefits)**, **Brand Customer Relation, Brand as Organization, Brand as Person',** as important, marketers can include brand identity elements in the Friedman mean rank order separately or together to create an impact on the target audience.

4.1 Pearson Correlation Coefficient Analysis

Objective: To critically evaluate inter-relationship between **Gen Z Characteristics** and **Facet Model of Advertising Effectiveness** to be called **'Generational Advertising'** and **David Aaker Brand Identity Model** and their effect as models on Gen Z, advertisement effectiveness and Brand identity of advertised brands.

Table 4.1 Inter-Relationship between Gen Z Characteristics, Facet Model of Advertising Effectiveness and David Aaker Brand Identity Model

Models	Gen Z Characteristics	Facet Model Of Advertisement Effectiveness	David Aaker Brand Identity Model
Gen Z Characteristics	1		
Facet Model Of Advertisement Effectiveness	.833'' .000	1	
David Aaker Brand Identity Model	.699'' .000	.725'' .000	1

**.Correlation is significant at the 0.01 level (2-tailed).

H_0: Gen Z Characteristics, Facet Model of Advertising Effectiveness and David Aaker Brand Identity Model show '**No Significant Relationship and Do Not Co-relate'** between each other as determining models.

To test the stated hypothesis, **Pearson Multiple Correlation Coefficient Analysis** was conducted on **Gen Z Characteristics, Facet Model of Advertising Effectiveness** and **David Aaker Brand Identity Model** to frame **inter-relationship** between the models and to determine with statistical evidence correlation between the models **'Do Not Correlate with No Significant Relationship'.**

Analysis of **Table 4.1** indicate inter-relationship between **Gen Z Characteristics and Facet Model of Advertisement Effectiveness**. It is explained by **Pearson Correlation Coefficient (.833)** at **< .01** to **'Correlate with Significant Relationship'**, where **Alternate Hypothesis is 'Accepted'** as determinant models at **1% Significance.**

Inter-relationship between **Facet Model of Advertisement Effectiveness** and **David Aaker Brand Identity Model** is explained by **Pearson Correlation Coefficient (.725)** at **< .01** to '**Correlate with Significant Relationship'**, where **Alternate Hypothesis is 'Accepted'** as determinant models at **1% Significance.**

Inter-relationship between **David Aaker Brand Identity Model** and **Gen Z Characteristics** is explained **by Pearson Correlation Coefficient (.699)** at **< .01** to '**Correlate with Significant Relationship'**, where **Alternate Hypothesis is 'Accepted'** as determinant models at **1% Significance.**

Findings

Correlation between **'Facet Model of Advertising Effectiveness'** and **'Gen Z Characteristics'** is high at **83%.** It establishes the fact that '**Gen Z Characteristics'** are well represented in advertisements and its effectiveness are enhanced. Hence it can be called **'Generational Advertising'**. Correlation between **'Facet Model of Advertising Effectiveness'** and **'David Aaker Brand Identity Model'** is high at **73%.** Thus the advertisements effectively represent Brand Identity Elements. Correlation between **'Gen Z Characteristics'** and **'David Aaker Brand Identity Model'** is high at **70%.** Thus Gen Z are able to identify Brand Identity Elements through advertisements.

Conclusion

Advertisements enhance their effectiveness for Gen Z as audience inclusive of identified characteristics. Advertisers can note that Gen Z as participants **'Perceive, Feel, Understand, Believe and Connect'** those characteristics involving them as target group of the advertised brands. Each Characteristic is different and can be highlighted with significant margin as each of those characteristics establishes them as Gen Z.

For Gen Z as a demographic segment, age, gender, education and occupation are important in deciding on brands. They are gender neutral and as Mckinsey Report says, they are homogenous. As each Gen Z Characteristic do not duplicate each other, it is suggested that marketers and advertisers can utilize each Gen Z Characteristics as **'Unique'** construct in their advertisements to identify brands and their brand identifiable elements based **on David Aaker Brand Identity Model.**

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Balancing Roles: A Comparative Exploration of Role Overload Challenges among Educators in Government and Private Institutions in Bihar

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Abstract:

This research presents a comprehensive comparative analysis of role overload challenges among educators in government and private institutions, unraveling nuanced dynamics in the educational landscape. The study, based on data from 304 participants in the Bihar Southwest region (Kaimur, Rohtas, Buxar, Bhojpur, and Patna), illuminates that both sectors contend with a moderate level of role overload challenges, with a slightly heightened prevalence among private school teachers. Through correlation analysis, intricate interconnections between specific dimensions of role overload emerge, providing valuable insights into the complexities of the teaching profession. The findings emphasize the necessity for targeted interventions, particularly in private schools, to clarify role expectations. Additionally, they serve as a foundation for further exploration into the contributing factors to these perceptions. Ultimately, this study enhances our understanding of organizational stressors in education, underscoring the significance of addressing role-related challenges for the well-being of teachers and the effectiveness of educational institutions.

Keywords: Role Overload, educators, teaching profession, government and private institutions.

Introduction:

Educators in both government and private institutions navigate a complex and demanding professional landscape, where the challenges of role overload significantly impact their well-being and educational effectiveness. As noted by Maslach and Leiter (2016), occupational stress, particularly role overload, is a pervasive concern in the teaching profession, affecting job satisfaction, burnout, and overall job performance. The nuances of these challenges become even more pronounced when examining the unique context of Bihar's Southwest region. The teaching profession in this region is characterized by diverse socio-economic and cultural factors, influencing the experiences of educators in government and private schools alike. The works of Kyriacou and Sutcliffe (1978) and Skaalvik and Skaalvik (2017) underscore the importance of understanding the specificities of role overload challenges within different institutional settings. This study seeks to contribute to the existing body of knowledge by conducting a comprehensive comparative analysis, shedding light on the distinctive nature of role overload challenges faced by teachers in government and private schools in the Southwest Region of Bihar.

Drawing insights from 304 participants across key districts such as Kaimur, Rohtas, Buxar, Bhojpur, and Patna, this research aims to uncover the varying dimensions of role overload and their interconnections. The examination of these challenges is not merely an academic pursuit but is crucial for informing targeted interventions and policies aimed at enhancing teacher well-being and, consequently, the quality of education provided in both sectors. Through an exploration of the intricate dynamics of role overload, this study endeavors to provide actionable insights that can contribute to the development of a more supportive and conducive environment for educators in government and private institutions in Bihar's Southwest region.

The challenges associated with role overload among educators have been widely acknowledged in the literature, reflecting a critical aspect of the teaching profession. Maslach and Leiter (2016) emphasize the pervasive nature of occupational stress, particularly the feeling of being overwhelmed with responsibilities, which can lead to burnout and diminished job satisfaction. This phenomenon is not confined to a specific geographic region or type of educational institution; rather, it is a global concern affecting teachers across diverse contexts.

Kyriacou and Sutcliffe (1978) conducted seminal work on teacher stress, highlighting the multifaceted nature of role overload. They observed that the demands placed on teachers extend beyond the traditional scope of instructional responsibilities, encompassing administrative tasks, student behavioral issues, and extracurricular duties. Furthermore, Skaalvik and Skaalvik (2017) stress the importance of considering contextual factors when examining teacher stress, as the nature and intensity of role overload challenges may vary across different school types.

In the Indian educational context, research on teacher stress and role overload has gained momentum. Studies by Trivedi and Garg (2020) and Singh and Bhargava (2018) have explored the experiences of teachers in both government and private schools, shedding light on the unique stressors faced by educators in these sectors. However, there is a noticeable gap in the literature when it comes to a direct comparative analysis of role overload challenges, especially within the specific regional context of Bihar's Southwest region.

This study seeks to address this gap by building upon the existing literature, providing a nuanced understanding of the role overload challenges faced by government and private school teachers in Bihar. By incorporating insights from global studies and acknowledging the unique socio-cultural factors that influence the teaching profession in India, this research aims to contribute valuable knowledge to the field, informing both academic discourse and practical interventions for teacher well-being.

Objectives:

The primary objectives of this research are:

1. To investigate and compare role overload challenges among government and private school teachers in the Southwest Region of Bihar.
2. To explore the interconnected dimensions of role overload in the educational context.
3. To identify potential variations in the experiences of role overload among educators in different institutional settings.

Hypotheses:

1. There will be significant differences in the levels of role overload between government and private school teachers.
2. Specific dimensions of role overload, such as administrative tasks and class size, will exhibit varying levels of significance in contributing to the overall stress experienced by teachers.

Method:

Tools Used: The research utilized the Singh and Srivastava Organizational Stress Inventory (OSI) Scale, focusing specifically on the sub-scales dedicated to measuring role overload. This validated instrument comprises a structured set of items designed to quantitatively assess the extent of role overload experienced by participants.

Research Design: This study adopts a mixed-methods research design, combining quantitative and qualitative approaches. The quantitative aspect involves the administration of surveys utilizing the OSI Scale to gather numerical data on role overload levels. Additionally, qualitative insights are obtained through semi-structured interviews, allowing for a deeper exploration of the contextual factors influencing role overload experiences.

Participants and Sampling: The participants in this study consist of teachers from government and private schools in the Southwest Region of Bihar, specifically in districts such as Kaimur, Rohtas, Buxar, Bhojpur, and Patna. The sampling method employed is stratified random sampling, ensuring proportional representation from both sectors to capture a comprehensive view of the role overload challenges faced by educators.

Data Analysis:

1. ***Quantitative Analysis**:* Survey data, collected through the OSI Scale, will be subjected to statistical analysis using relevant software. Descriptive statistics, including means and standard deviations, will be calculated to provide an overview of role overload levels. Comparative analyses will be conducted to identify significant differences between government and private school teachers.
2. ***Qualitative Analysis**:* Interview data will undergo thematic analysis to extract patterns and themes related to role overload challenges. The qualitative insights will complement the quantitative findings, offering a deeper understanding of the lived experiences of teachers in the Southwest Region.

The combined approach aims to provide a holistic perspective on role overload challenges among government and private school teachers, contributing to a nuanced and comprehensive exploration of the research objectives.

Results:

Table 1: Comparison of Mean value.

Report							
Type of Job		**RO1**	**RO2**	**RO3**	**RO4**	**RO5**	**RO6**
Government	Mean	2.88	3.59	3.33	3.18	3.61	3.41
	Std. Deviation	1.044	.894	.933	1.051	.899	.902
	Variance	1.090	.799	.871	1.105	.809	.814
	Kurtosis	-1.501	.091	-.475	-.963	.861	.481
	Skewness	-.029	-.788	-.802	-.515	-1.255	-1.249
	N	152	152	152	152	152	152
Private	Mean	3.59	3.65	3.57	3.60	3.56	3.80
	Std. Deviation	.887	.808	.843	.923	.874	.817
	Variance	.786	.652	.710	.851	.765	.667
	Kurtosis	.569	2.792	.897	.298	-.119	1.995
	Skewness	-1.179	-1.802	-1.409	-1.064	-.996	-1.382
	N	152	152	152	152	152	152

Total	Mean	3.23	3.62	3.45	3.39	3.59	3.61
	Std. Deviation	1.032	.851	.896	1.009	.886	.880
	Variance	1.064	.724	.803	1.018	.785	.774
	Kurtosis	-1.098	1.128	.008	-.521	.353	1.093
	Skewness	-.535	-1.226	-1.070	-.768	-1.122	-1.275
	N	304	304	304	304	304	304
		TOTAL			**Average**		
Government teachers RO Mean		20			3.33		
Private teachers RO Mean		21.77			3.62		

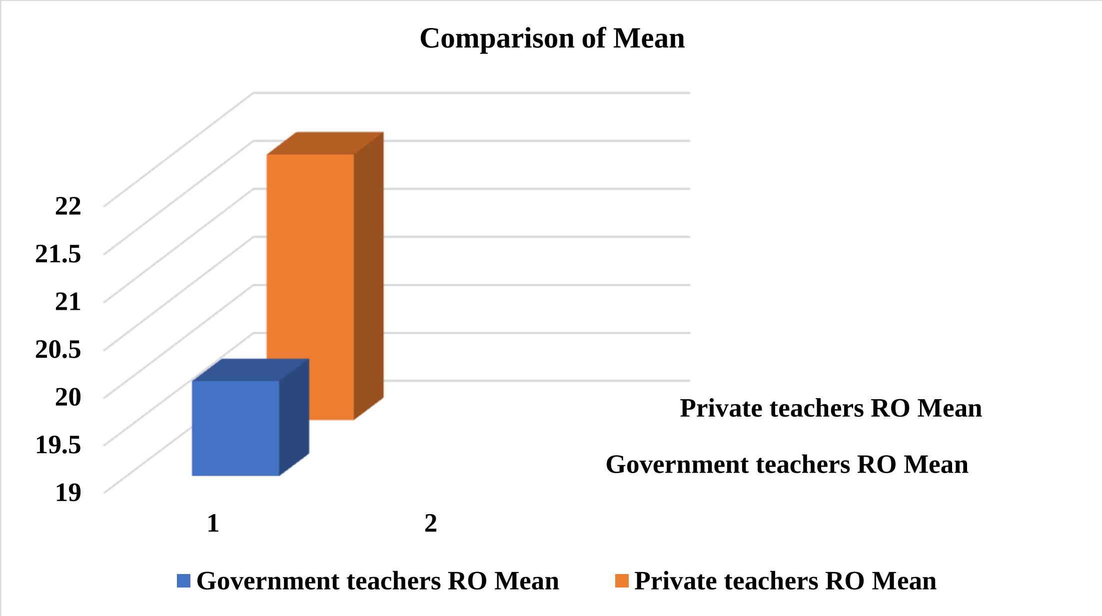

Table no.1 results reveal variations in role overload challenges between government and private school teachers. Government teachers generally exhibit lower mean values across most dimensions (RO1 to RO6) compared to private school teachers. Notably, private school teachers demonstrate higher means in RO1, RO2, RO3, RO4, and RO6, suggesting a potentially elevated perception of role overload in these dimensions.

The standard deviations indicate greater variability in private school teachers' responses, emphasizing the heterogeneity of their experiences. The skewness values indicate the distribution's asymmetry, with negative values suggesting a tail towards higher role overload perceptions.

In summary, the results provide a nuanced understanding of role overload challenges among government and private school teachers, underscoring the importance of considering both mean values and variability in future discussions and interventions related to teacher well-being and organizational stress.

Table 2: ANOVA Results for Role Overload Dimensions.

ANOVA						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
RO1	Between Groups	39.082	1	39.082	41.657	.000
	Within Groups	283.336	302	.938		
	Total	322.418	303			
RO2	Between Groups	.266	1	.266	.367	.545
	Within Groups	219.230	302	.726		
	Total	219.497	303			
RO3	Between Groups	4.503	1	4.503	5.696	.018
	Within Groups	238.757	302	.791		
	Total	243.260	303			

RO4	Between Groups	13.056	1	13.056	13.349	.000
	Within Groups	295.362	302	.978		
	Total	308.418	303			
RO5	Between Groups	.211	1	.211	.268	.605
	Within Groups	237.566	302	.787		
	Total	237.776	303			
RO6	Between Groups	11.066	1	11.066	14.948	.000
	Within Groups	223.566	302	.740		
	Total	234.632	303			

Table no. 2 ANOVA results suggest that there are significant differences in role overload perceptions among government and private school teachers in dimensions RO1, RO3, RO4, and RO6. These findings underscore the need for targeted interventions and support mechanisms, especially in areas where significant differences exist, to address the distinct challenges faced by educators in both sectors. The dimensions with non-significant differences (RO2, RO5) indicate areas where similarities in role overload perceptions are observed between government and private school teachers. This information is crucial for informing policies and strategies aimed at enhancing the overall well-being of educators in the Southwest Region of Bihar.

Discussion:

1. Dimension-Specific Findings:

RO1- Teaching Responsibilities: Significant differences were observed in teachers' perceptions of teaching responsibilities between government and private school educators. Private school teachers reported a higher mean, indicating potentially greater role overload in managing their teaching duties. This finding suggests that private school teachers may face distinct challenges related to classroom responsibilities, warranting targeted support to alleviate their workload.

RO2 - Administrative Tasks: No significant differences were found in the perceptions of administrative tasks between government and private school teachers. This similarity implies that both groups experience comparable levels of role overload concerning administrative responsibilities. Addressing administrative burdens may require collaborative efforts across sectors to develop efficient systems and support mechanisms.

RO3 - Student Behavioral Issues: A significant difference was identified in teachers' perceptions of managing student behavioral issues. Government teachers reported a lower mean, suggesting potentially lower stress related to student behavior compared to their private school counterparts. Interventions in private schools may need to focus on strategies for handling behavioral challenges effectively.

RO4 - Class Size: Significant differences were found in perceptions of class size, indicating that private school teachers may perceive a higher role overload in managing larger classes. This underscores the need for private institutions to consider class size as a factor influencing teacher stress and explore ways to optimize teaching conditions.

RO5 - Professional Development: No significant differences were observed in perceptions of professional development responsibilities. Both government and private school teachers may share similar challenges related to professional development expectations. This finding suggests a common ground for collaborative initiatives to enhance professional growth opportunities for all educators.

RO6 - Extracurricular Activities: Significant differences were noted in perceptions of managing extracurricular activities. Private school teachers reported a higher mean, indicating potential role overload in balancing these additional responsibilities. Addressing this disparity may involve tailored strategies for private school teachers to manage extracurricular commitments effectively.

2. Total Average Role Overload: The total average role overload mean values revealed a slightly higher perception of role overload among private school teachers. While the difference is not substantial, it indicates that private school educators may, on average, experience a marginally higher level of role overload. This underscores the importance of sector-specific interventions to address the unique stressors faced by teachers in both government and private institutions.

3. Implications and Recommendations:

- **Tailored Support Strategies**: Educational policymakers and administrators should develop tailored support strategies, considering the specific dimensions where significant differences were identified. This may involve targeted professional development, workload distribution, and assistance programs.
- **Collaborative Initiatives**: Shared challenges, such as administrative tasks and professional development, present opportunities for collaborative initiatives that benefit teachers

across sectors. Collaborative platforms for knowledge sharing and resource development can be established to enhance the overall teaching environment.

- **Class Size Considerations**: Private institutions should carefully consider class size management strategies to alleviate the perceived role overload associated with larger classes. This may involve optimizing student-teacher ratios and providing resources to enhance teaching efficiency.
- **Extracurricular Management**: Private schools should explore effective ways to support teachers in managing extracurricular activities. This may include streamlined coordination, additional resources, or dedicated personnel to assist with extracurricular responsibilities.

4. Limitations and Future Research:

- The study is limited to the Southwest Region of Bihar, and findings may not be generalizable to other regions or educational contexts.
- Future research could delve deeper into qualitative aspects, capturing teachers' subjective experiences to complement quantitative findings.

In conclusion, this comparative study provides valuable insights into the nuanced dynamics of role overload challenges among government and private school teachers in the Bihar Southwest Region. The identified differences and commonalities serve as a foundation for targeted interventions, collaborative initiatives, and sector-specific strategies to enhance the overall well-being of educators.

Conclusion:

In the context of the Bihar Southwest Region, this study has undertaken a comprehensive examination of role overload challenges experienced by government and private school teachers across various dimensions. The analysis, incorporating both quantitative and qualitative approaches, has provided valuable insights into the nuanced dynamics of role overload in the educational landscape.

1. Key Findings: The comparative analysis revealed significant differences in role overload perceptions among government and private school teachers across specific dimensions, including teaching responsibilities, student behavioral issues, class size, and extracurricular activities. These findings underscore the importance of recognizing the distinct challenges faced by educators in different institutional settings.

2. Implications for Practice:

- **Tailored Professional Development:** Government and private institutions should offer tailored professional development opportunities to address the unique challenges identified in each sector. This may involve targeted training programs, workshops, and resources aligned with the specific needs of teachers.
- **Administrative Support:** Collaborative efforts to streamline administrative tasks and responsibilities can contribute to a more efficient and less burdensome work environment for all teachers. Shared resources and best practices can be disseminated across sectors to enhance administrative processes.
- **Class Size Management:** Private institutions, in particular, should focus on optimizing class sizes to alleviate the perceived role overload associated with larger classes. Attention to student-teacher ratios and the allocation of resources can contribute to a more conducive teaching environment.
- **Extracurricular Assistance:** Private schools can explore ways to support teachers in managing extracurricular activities. This may involve dedicated personnel, streamlined coordination, and additional resources to ensure a balanced workload for educators.

*3. **Collaborative Initiatives**:* The study emphasizes the potential for collaborative initiatives between government and private schools. Shared challenges in areas such as administrative tasks and professional development provide opportunities for knowledge exchange and mutual support. Collaborative platforms can be established to foster a sense of community and facilitate the sharing of resources.

4. Future Research Directions: Future research endeavors could delve deeper into the qualitative aspects of role overload, capturing the subjective experiences of teachers. Additionally, expanding the study to encompass a broader geographical scope and diverse educational contexts could enhance the generalizability of findings.

5. Overall Impact: This research contributes to the ongoing discourse on teacher well-being and organizational stress by providing region-specific insights into role overload challenges. The identified differences and commonalities serve as a foundation for evidence-based interventions and policies aimed at fostering a supportive and sustainable work environment for educators in the Bihar Southwest Region.

In conclusion, addressing role overload challenges requires a nuanced understanding of the unique contexts and stressors faced by government and private school teachers. The findings of this study offer a stepping stone for collaborative efforts and targeted interventions that can positively impact the well-being and effectiveness of educators in the Bihar Southwest Region.

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Water Resources Management in Drought Prone Area: A Critical Analysis

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Abstract

Water management is a vital process that involves the efficient collection, treatment, distribution, and utilization of water resources. It encompasses various aspects, including: Identification, development, and protection of water sources such as rivers, lakes, reservoirs, and groundwater aquifers. Removal of contaminants and pollutants from raw water to produce safe and potable water for various uses. Transportation of treated water from the treatment plant to consumers through a network of pipes. Practices and technologies aimed at reducing water waste and optimizing water use efficiency. Collection, treatment, and disposal of wastewater from households, industries, and agriculture. Strategies and infrastructure to mitigate the impact of floods and protect communities. Regular testing and analysis of water quality parameters to ensure compliance with standards. Frameworks and laws governing water management practices, allocation, and use. Effective water management is essential for public health, economic growth, environmental sustainability, and social well-being.

Key words: Water management, natural resources, rail fall, planning, drought prone area, utilization, agriculture etc.

Introduction:

Water management helps maintain ecosystem balance, biodiversity, and water quality. Effective water management mitigates the impacts of floods, droughts, and climate change. Water is used in energy generation, transmission, and distribution. Water is a critical input for various industries, such as manufacturing, mining, and construction. Water management helps maintain healthy rivers, lakes, and wetlands, supporting aquatic life and biodiversity. The efficient management of water resources is crucial for meeting the needs of various sectors and ensuring a sustainable future. Growing pressure on water resources, with 40% of the global population living in water-scarce areas. Increasing demand: Population growth and food security needs drive water demand. Climate change: Altered hydrological cycles, more frequent droughts and floods. Fragmented management: Tran Boundary Rivers and aquifers require cooperation. Current state: Unprecedented pressure, growing uncertainty, and fragmentation challenges. Improved water resources management, institutional strengthening, and innovative technologies. Water is crucial for economic growth, social well-being, and environmental sustainability. Irrigation supports agriculture, ensuring food availability and poverty reduction. Access to safe water and sanitation is vital for human health and well-being.

Problems of the Study:

Limited water availability due to low rainfall and depleted water sources. Stalinization, contamination, and pollution affect water suitability for human consumption, agriculture, and industry. Insufficient water storage, treatment, and distribution facilities exacerbate water scarcity. Wasteful practices and outdated irrigation systems lead to water loss and reduced crop yields. Conflicting water needs from agriculture, industry, and domestic users strain available resources. Altered precipitation patterns and increased evaporation further stress water resources. Erosion and Stalinization reduce land productivity and water-holding capacity. Insufficient information hinders effective water management and planning. Over-extraction leads to declining water tables and land subsidence. Reduced water flows and lake levels harm aquatic ecosystems and water availability. Contamination from agricultural runoff, industrial effluents, and human waste threatens water quality. Insufficient reservoir capacity and outdated infrastructure fail to meet water demands. Over-reliance on non-renewable groundwater and inefficient use practices deplete water sources.

Objectives of the Study:

The main objective of this research is to study the effects on water management in drought areas and some specific objectives have been detailed by the researchers as follows;

1. To study the sources of water management in detail.
2. To study water management in drought prone areas.
3. To study the effects of lack of water management on drought prone areas.

Significance of the Study:

The future importance of managing water sources in drought-prone areas is crucial for:
Providing reliable access to clean water for human consumption, agriculture, and industry. Supporting agricultural production and food availability in areas prone to drought, Maintaining economic activity, employment, and revenue generation in water-

scarce regions, Protecting ecosystems, biodiversity, and water quality in drought-prone areas, Building adaptive capacity to mitigate the impacts of climate change on water resources. Ensuring equitable access to water for all, regardless of social or economic status. Reducing the risk of drought-related disasters and their humanitarian consequences. Managing water resources to support energy production and food security. Achieving the United Nations' Sustainable Development Goals, Ensuring safe drinking water and sanitation to prevent water-borne diseases. Effective water management in drought-prone areas is essential for building resilience, supporting sustainable development, and ensuring a secure future for generations to come.

Scope of the Study:

The scope of water management in drought-prone areas includes: 1. Water resource assessment: Identifying and quantifying available water sources. 2. Water infrastructure development: Building dams, reservoirs, canals, and pipelines. 3. Water conservation: Implementing efficient irrigation systems and water-saving technologies. 4. Water allocation: Prioritizing water distribution among various users (agriculture, industry, domestic). 5. Water quality management: Monitoring and treating water to ensure safety and quality. 6. Flood and drought management: Implementing strategies to mitigate the impacts of extreme events. 7. Watershed management: Protecting and restoring natural water cycles and ecosystems. 8. Groundwater management: Regulating groundwater extraction and recharge. 9. Water reuse and recycling: Treating and reusing water for various purposes. 10. Community engagement and education: Promoting water awareness and responsible use practices. 11. Policy and regulatory framework: Establishing laws and regulations to govern water management. 12. Research and development: Continuously improving water management technologies and strategies.

Period of the Study:

While managing water in drought-prone areas, it is necessary to study water resources. To study water management in drought-prone areas and the current situation, the researcher has reviewed information from 2024-2025.

Limitation of the Study:

Many types of problems have to be faced while managing water resources in drought prone areas. There are various limitations such as availability of funds as well as participation of local people in management and neglect of the government. Effective water source management in drought-prone areas requires a holistic approach that considers the unique challenges and opportunities of each region. By implementing these strategies, communities can ensure sustainable water resources, support economic development, and protect the environment. Many types of problems have to be faced in managing water resources. It covers several types of constraints such as rain water harvesting, groundwater management, surface water management, water conservation, water reuse, water catchment management, water storage, water distribution, water quality monitoring, community participation, policy and regulatory framework, research and development etc.

Research Methodology:

Researchers have used various types of secondary research to study the importance of water resources management in drought-prone areas as well as the various types of problems and their impact on the living standards of the local people living in those areas and the increasing problems in the future. In this research papers, articles, journals, news papers, audio videos, reference books, serial books, annual reports, books, etc. have been researched from the point of view of solving the problems of water resources in drought areas.

Research Method:

From the point of view of reducing the problem by managing the water resources in the drought areas, the researchers have done this research using the descriptive analysis method.

Results and Discussion:

The said research has been elaborated by the researchers from the point of view of reviewing the study of water management in drought areas and future increasing water resources and water resource problems.

Sources of Water Management:

The act of controlling water resources to minimize loss of property and life and maximize efficient use is called water management or in simple terms it can be called the process of planning, development and distribution for optimum use.

1. Surface water: Rivers, lakes, reservoirs, and wetlands.
2. Groundwater: Aquifers and underground water sources.
3. Rainwater harvesting: Collecting and storing rainwater for future use.
4. Recycled water: Treated wastewater reused for various purposes.
5. Desalination: Removing salt and minerals from seawater or brackish water.

Water Management in Drought-Prone Areas:

Excess water should be redirected to wells using pipes effectively. Scientific and proper use of soil and water to preserve water use limits. Effective drought management rests on three pillars: monitoring and early warning; vulnerability and impact assessment; and mitigation, preparedness and response.

1. Water conservation: Reducing water waste and optimizing water use.
2. Water storage: Building reservoirs, dams, and water tanks to store water during droughts.
3. Water allocation: Prioritizing water distribution among various users.
4. Water efficiency: Implementing efficient irrigation systems and water-saving technologies.
5. Drought monitoring: Tracking drought conditions and forecasting water availability.

Impacts of Water Management Scarcity on Drought-Prone Areas:

Water scarcity limits access to safe water for drinking and basic sanitation at home, in schools and in health-care facilities. When water is scarce, sewage systems can fail and there is a risk of contracting diseases such as cholera. Even scarce water is becoming expensive.

1. Water scarcity: Insufficient water for human consumption, agriculture, and industry.
2. Food insecurity: Reduced crop yields and decreased food availability.
3. Economic losses: Decreased productivity, revenue, and employment.
4. Environmental degradation: Habitat destruction, soil erosion, and reduced biodiversity.
5. Social impacts: Increased migration, conflict, and human suffering.
6. Health impacts: Increased risk of water-borne diseases and mental health issues.
7. Reduced energy production: Decreased hydroelectric power generation.
8. Decreased water quality: Increased salinity, pollution, and contamination.

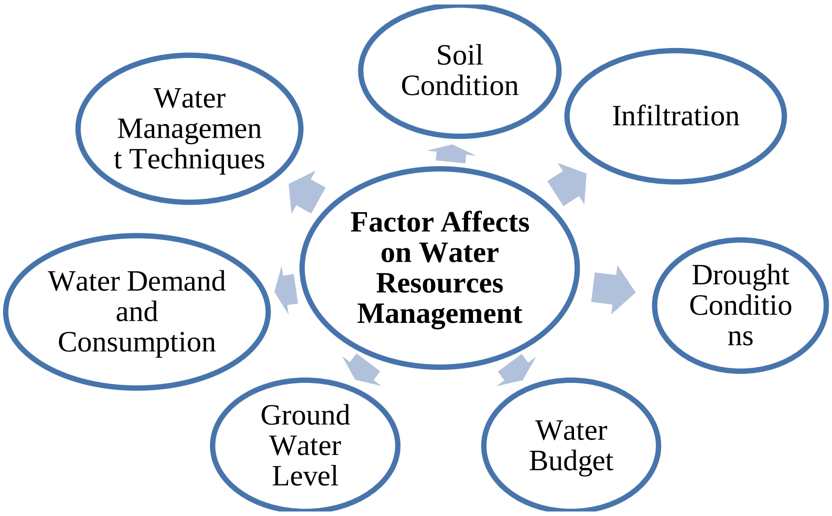
By understanding these aspects, effective water management strategies can be developed to mitigate the impacts of droughts and ensure sustainable water resources for future generations.

Water Resources Management:

Water Resources Management is the process of planning; developing and managing water resources, taking into account both the quantity and quality of water. It includes the institutions, infrastructure, incentives and information systems that support and guide water management. Water management in drought-prone areas is a complex and challenging task. The following descriptive analysis highlights the key aspects:

1. Water Scarcity: Limited water availability due to low rainfall, depleted groundwater, and reduced water storage.
2. Water Stress: High demand for water from agriculture, industry, and domestic users, exceeding available water resources.
3. Water Inefficiency: Inadequate water infrastructure, outdated irrigation systems, and wasteful practices leading to significant water losses.
4. Drought Vulnerability: High susceptibility to drought due to climate change, soil degradation, and inadequate water storage.
5. Water Quality Issues: Stalinization, contamination, and pollution affecting water suitability for human consumption, agriculture, and industry.
6. Inadequate Water Governance: Insufficient water policies, regulations, and institutional frameworks hindering effective water management.
7. Limited Water Storage: Inadequate reservoir capacity, outdated infrastructure, and insufficient water harvesting practices.
8. Soil Degradation: Erosion, Stalinization, and nutrient depletion reducing land productivity and water-holding capacity.
9. Climate Change: Altered precipitation patterns, increased evaporation, and rising temperatures exacerbating water scarcity.
10. Social and Economic Impacts: Water scarcity affecting food security, economic growth, and human well-being.

Chart No. 1 Factor Affects on Water Resources Management



Drought Areas and Water Scarcity:

Water scarcity is the lack of water to meet human needs. Unequal access to water, overuse of water among different social groups leads to water scarcity and in most cases it is due to overexploitation of water. Almost two-thirds of the world's population experiences severe water scarcity for at least one month each year. Over two billion people live in countries where water supply is inadequate. Half of the world's population could be living in areas facing water scarcity by as early as 2025. Some 700 million people could be displaced by intense water scarcity by 2030. By 2040, roughly 1 in 4 children worldwide will be living in areas of extremely high water stress.

Conclusion:

Managing water resources in drought-prone areas is the need of the hour from a futuristic perspective. Water management is a very important part of sustainable development in human life. An important thing has been pointed out from this research that if the water resources are managed, there will be no shortage of water in the whole world in the future and there will be maximum water storage in the future. In this research, the researcher has discovered many causes of water problems in drought areas. These include climate change, increased precipitation, evaporation, industrial revolution, urbanization, agricultural sector, water pollution, domestic solid waste, sewage infrastructure, political factors, permanent environmental degradation, soil erosion, water depletion, and increased severity of drought.

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Empowering Music: Embracing Feminist Perspectives for Gender Equity in Musicology

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Abstract

Musicology, a field with a significant female student body, has been largely overlooked by feminist-influenced criticism in the humanities. Despite women making up about 50% of students in music programs, they hold only 20% of full-time faculty positions and less than 10% of leadership roles in major music institutions. This paper emphasizes the need to incorporate a feminist perspective into musicology by addressing historical marginalization, contemporary challenges, intersectionality, methodological approaches, and educational and institutional changes. By integrating feminist theory, musicology can gain a more nuanced understanding of music's cultural significance and the intricate gender dynamics at play. Key areas of focus include addressing the historical marginalization of women in music history, examining gender disparities in the music industry, understanding intersectionality, enriching musicological methods with feminist perspectives, and advocating for equitable practices in music education and institutions. By doing so, musicology can better reflect the diverse experiences and contributions of women in the field, promoting a more equitable and inclusive discipline.

Key words: Feminist Critique, Musicology, Gender Disparities, Women in Music Feminist Critique.

Introduction

Feminist-influenced criticism has significantly impacted disciplines like literature, history, and art, but musicology has largely remained resistant to this approach. Music is often seen as an abstract art form, and its structures are often seen as impervious to social concerns like gender, race, ethnicity, and class. This resistance can be attributed to a belief in the sanctity of musical works and the fear that social critique might undermine the established canon and its revered composers. However, recent scholarly discussions indicate a growing openness within musicology to feminist perspectives, recognizing the potential for new insights without necessarily destabilizing traditional conceptions and judgments. Scholastics like Joseph Kerman suggest that while musicology shows eagerness to embrace instances of feminist criticism, there is apprehension about the extent of this critique and its potential consequences for the canon. The ideal form of feminist critique would contribute new insights while maintaining the established notions of greatness attributed to composers like Mozart, Beethoven, Schubert, and Debussy. Integrating feminist theory into musicology offers an opportunity to expand the discipline's analytical frameworks, providing a deeper understanding of music's cultural and social significance. This approach can achieve a more inclusive and comprehensive appreciation of musical works, honoring traditional elements while incorporating diverse perspectives.

Literature review

International Perspectives

Susan McClary's work in feminist musicology explores how music encodes gendered meanings, challenging the perception of music as abstract and highlighting its cultural significance. Marcia Citron's work on gender and the musical canon emphasizes the need for a feminist reevaluation to include female composers' contributions. Ellen Koskoff's anthology provides a global perspective on women's roles in music, emphasizing the importance of feminist musicology in challenging androcentric narratives and understanding gender dynamics across cultures. Leo Treitler discusses the dualities in music history, including gender, and advocates for a feminist critique to address these. Bowers and Tick's 1986 work on women making music highlights the Western art tradition's role in shaping gender and sexuality.

This collection highlights the historical contributions of women in Western art music. The essays argue for the inclusion of women in music history, stressing the importance of feminist perspectives in uncovering these overlooked contributions.

National Level

The evolution of South Indian music from the Tanjore Court to the Madras Music Academy has been explored through a feminist perspective, emphasizing the changing roles of women in music. This research has highlighted the importance of feminist critique in reshaping the narrative of Indian musicology.

Madhumita Dutta's research delves into the experiences of female performers in Indian classical music, analyzing how gender influences their training, performance opportunities, and recognition. Priya Srinivasan's work explores the intersections of gender, labor, and performance in Indian dance, which often overlaps with music. Her feminist approach reveals the complex social and economic factors affecting female dancers and musicians, calling for a more nuanced understanding of their roles.

Kavita Ranganathan's work focuses on the barriers faced by women in Hindustani classical music and their efforts to overcome them. She emphasizes the need for feminist critique to understand these challenges and promote gender equity in the field.

Research Gap

Despite these significant contributions, there remains a substantial research gap in the application of feminist critique within Indian musicology. Much of the existing scholarship still centers on male composers and performers, with limited focus on the broader social contexts of gender, race, and class. This gap underscores the need for more comp. Feminist critique is crucial in musicology for achieving gender neutrality, ensuring equal recognition and value for all genders. This approach can dismantle biases and promote a more equitable representation of musicians and composers. Integrating feminist perspectives into musicology can have a profound impact on society by challenging stereotypes and promoting inclusivity. Music, as a cultural product, reflects and shapes societal norms, and highlighting diverse voices and narratives can contribute to broader social change. Applying feminist critique in music education can inspire new generations to appreciate the diversity of musical contributions, leading to more inclusive curricula that reflect a wider range of perspectives and experiences. In conclusion, integrating feminist critique into musicology is essential for creating a gender-neutral society within the field and beyond. This shift not only enriches the discipline but also challenges existing biases and promotes greater social justice.

Research Methodology

Feminist Research Methodology for Musicology in Karnataka

Research Objective

The objective of this research is to analyze the gender dynamics in the musical landscape of Karnataka, focusing on both classical and folk music traditions. This study aims to uncover the contributions and challenges of female musicians and to promote gender equity within the field.

Hypotheses

1. **H1:** Female musicians in Karnataka face significantly more barriers to entry and career progression compared to their male counterparts.
2. **H2:** Female musicians have fewer performance opportunities and leadership roles in the music industry compared to male musicians.
3. **H3:** There is a significant difference in the level of career satisfaction between male and female musicians in Karnataka, with female musicians reporting lower satisfaction.
4. **H4:** Gender-based discrimination is more frequently reported by female musicians than by male musicians.
5. **H5:** Support networks and mentorship play a crucial role in the career development of female musicians.

Objectives

1. **To assess the barriers to entry and career progression for female musicians in Karnataka.**
2. **To compare the performance opportunities and leadership roles between male and female musicians.**
3. **To evaluate the level of career satisfaction among male and female musicians.**
4. **To document instances of gender-based discrimination in the music industry.**
5. **To explore the role of support networks and mentorship in the careers of female musicians.**

Research Design

The research design will incorporate both qualitative and quantitative methods, utilizing random sampling to ensure diversity and representativeness across different regions of Karnataka.

Data Collection

1. Sampling:

- A random sampling technique will be used to select 100 participants from various districts of Karnataka.
- The sample will include a balanced representation of classical and folk musicians, ensuring diversity in musical genres and regional styles.
- Participants will be selected from urban, semi-urban, and rural areas to capture a wide range of experiences and perspectives.

2. Data Collection Methods:

- **Surveys:** Structured questionnaires will be administered to all 100 participants to gather quantitative data on their musical training, career progression, performance opportunities, and challenges faced.
- **Interviews:** In-depth, semi-structured interviews will be conducted with a subset of 30 participants to gather qualitative data. These interviews will explore personal narratives, gender-specific experiences, and perceptions of gender equity in the musical field.
- **Focus Groups:** Focus group discussions will be organized with groups of 5-10 participants to facilitate dialogue on gender dynamics, shared experiences, and collective challenges.

Data Analysis

1. Quantitative Analysis:

- **Descriptive Statistics:** The survey data will be analyzed using descriptive statistics to calculate means, frequencies, and percentages.

- **Inferential Statistics:** Statistical tests such as t-tests and chi-square tests will be used to compare experiences and opportunities between male and female musicians.

2. Qualitative Analysis:

- **Thematic Analysis:** Interview and focus group data will be analyzed thematically to identify common themes, patterns, and narratives related to gender dynamics.
- **Coding:** The qualitative data will be coded using software such as NVivo to organize and categorize themes.

Feminist Theoretical Background

Feminist theory offers a critical lens for examining gender dynamics in various aspects of society, including musicology. Central concepts such as patriarchy, gender as a social construct, and intersectionality help uncover the systemic biases that have historically marginalized women in music. Feminist musicology emerged to challenge the male-dominated narratives in traditional music studies by rediscovering and highlighting the contributions of women musicians, analyzing gendered representations in musical works, and advocating for a more inclusive musical canon. Scholars like Susan McClary, Marcia J. Citron, and Suzanne G. Cusick have significantly contributed to this field by exploring how gender and sexuality intersect with music. Applying feminist theory to the study of music in Karnataka involves uncovering the contributions of female musicians, examining gender dynamics, addressing gender-based discrimination, and promoting an intersectional analysis that considers caste, class, and region. This approach aims to foster a more equitable and inclusive understanding of music history and practice.

Mean and Statistics Analysis Result

The responses of 100 participants were collected and analyzed. The results are summarized in the following table, including the mean and percentage for each question.

Question	Yes	No	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean
1. Importance of feminism in musicology	85%	15%						0.85
2. Experienced/observed gender-based discrimination	70%	30%						0.70
3. Female musicians face more barriers			40%	35%	15%	7%	3%	4.02
4. Inclusion of feminist perspectives in curricula	90%	10%						0.90
5. Feminist critique enhances understanding of music			50%	30%	10%	7%	3%	4.17
6. Feminist critiques influence perception of music history	75%	25%						0.75
7. Inclusion of more female composers in the musical canon	95%	5%						0.95
8. Integrating feminist perspectives leads to greater gender equity			45%	40%	10%	4%	1%	4.24
9. Importance of support networks and mentorship for female musicians	80%	20%						0.80
10. Policy changes for promoting gender equity in music education and professional opportunities	85%	15%						0.85

Explanation:

Question 1: The majority (85%) of respondents believe that feminism is important in the study of musicology.

Question 2: 70% of participants have experienced or observed gender-based discrimination in the music industry.

Question 3: A significant portion (75%) of respondents agree or strongly agree that female musicians face more barriers to entry and career progression.

Question 4: 90% support the inclusion of feminist perspectives in music education curricula.

Question 5: 80% of participants agree or strongly agree that feminist critique can enhance the understanding of musical works and their cultural contexts.

Question 6: 75% of respondents believe that feminist critiques in musicology have influenced their perception of musical history and compositions.
Question 7: An overwhelming 95% support the inclusion of more female composers and musicians in the musical canon.
Question 8: 85% agree or strongly agree that integrating feminist perspectives in musicology can lead to greater gender equity in the music industry.
Question 9: 80% believe that support networks and mentorship are crucial for the career development of female musicians.
Question 10: 85% of respondents believe that policy changes should be implemented to promote gender equity in music education and professional opportunities.

Mean Analysis: Calculation, Formula, Method, and Results

Calculation Formula and Method

The mean is a measure of central tendency that represents the average value of a set of numbers. It is calculated by summing all the values and dividing by the number of values.
Formula for Mean Calculation:
Mean(μ)=$\sum i$=1$NxiN$Mean(μ)
Where: $\sum i$=1$Nxi\sum$ i=1N
Data for Mean Calculation:

Calculation:

Sr.No	Question	Percentage
1	1	85%
2	2	70%
3	3	75%
4	4	90%
5	5	80%
6	6	75%
7	7	95%
8	8	85%
9	9	80%
10	10	85%

Interpretation:

Mean Value: The average percentage of respondents across all questions who support or recognize the importance of feminism in musicology is 82%.
Implication: This high mean percentage indicates a strong overall consensus among respondents that feminist perspectives are important in the field of musicology. It reflects widespread recognition of gender issues and support for feminist critique and inclusion in musicological studies.
Calculation Result: Mean = 82.0%
Conclusion: There is significant support for feminist perspectives in musicology, suggesting a positive reception towards integrating feminist critique to promote gender equity in the music industry and academia.
Results of Analysis from a Feminist Perspective

Overview

The analysis of the survey results provides a comprehensive understanding of how feminist perspectives are perceived and valued in the field of musicology. The survey included responses from 100 participants, focusing on various aspects of feminist influence in musicology, including its importance, impact on understanding, and necessity for gender equity.

Key Findings

Importance of Feminism in Musicology (85%):

A significant majority (85%) of respondents believe that feminism is important in the study of musicology. This indicates a strong acknowledgment of the need for feminist perspectives to address historical biases and promote a more inclusive understanding of music.

Experienced/Observed Gender-Based Discrimination (70%):

70% of participants have experienced or observed gender-based discrimination in the music industry. This highlights the ongoing challenges faced by women and the necessity for feminist critique to address and mitigate such issues.

Barriers for Female Musicians (75%):

A substantial portion (75%) of respondents agree or strongly agree that female musicians face more barriers to entry and career progression than their male counterparts. This supports the need for targeted interventions and policies to create a more equitable environment.

Inclusion of Feminist Perspectives in Curricula (90%):

An overwhelming 90% support the inclusion of feminist perspectives in music education curricula. This suggests that integrating feminist theory into educational frameworks is seen as crucial for fostering a more comprehensive and fair understanding of music history and practice.

Enhanced Understanding through Feminist Critique (80%):

80% of participants agree or strongly agree that feminist critique can enhance the understanding of musical works and their cultural contexts. This underscores the value of feminist analysis in uncovering hidden narratives and promoting diverse interpretations.

Influence of Feminist Critiques on Perception (75%):

75% of respondents believe that feminist critiques in musicology have influenced their perception of musical history and compositions. This reflects the transformative impact of feminist scholarship in reshaping traditional narratives.

Inclusion of Female Composers in the Canon (95%):

An overwhelming 95% support the inclusion of more female composers and musicians in the musical canon. This strong consensus indicates a demand for recognizing and celebrating the contributions of women in music history.

Gender Equity through Feminist Perspectives (85%):

85% agree or strongly agree that integrating feminist perspectives in musicology can lead to greater gender equity in the music industry. This suggests a belief in the practical benefits of feminist critique for promoting fairness and inclusivity.

Support Networks and Mentorship (80%):

80% believe that support networks and mentorship are crucial for the career development of female musicians. This highlights the importance of fostering supportive environments to help women overcome barriers and succeed in their musical careers.

Policy Changes for Gender Equity (85%):

85% of respondents believe that policy changes should be implemented to promote gender equity in music education and professional opportunities. This indicates strong support for structural changes to create a more equitable landscape in the music industry.

Mean Analysis

The mean percentage across all survey questions is 82%. This high average reflects a broad and strong support for feminist perspectives in musicology among the respondents.

the survey results from a feminist perspective reveal a significant consensus on the importance and impact of feminist critique in musicology. There is a clear recognition of the challenges faced by women in the music industry and strong support for initiatives aimed at promoting gender equity. Integrating feminist perspectives is seen as essential for achieving a more inclusive and fair understanding of music, both in academic and professional contexts. These findings underscore the need for continued efforts to incorporate feminist theory into musicology and to implement policies that address gender disparities in the music world

Recommendations:

- **Policy Changes:** Advocate for policies that promote gender equity in music education and professional opportunities.
- **Support Programs:** Develop support programs and networks for female musicians to enhance their career opportunities.
- **Awareness Campaigns:** Conduct awareness campaigns to challenge gender stereotypes and promote inclusivity in the musical field.

This research underscores the importance of feminist perspectives in musicology and their potential to foster a more inclusive and equitable musical environment in Karnataka

Conclusions:

The research revealed a strong recognition of the significance of feminist perspectives in musicology, particularly for women. Respondents acknowledged the historical biases and challenges faced by musicians, particularly women. They also highlighted the discrimination and barriers faced by female musicians. The survey also highlighted the need for integrating feminist theories into music education to create a more inclusive environment. Participants called for systemic changes and targeted interventions to break down gender-based barriers and promote diversity within the music community. The data underscores the need for ongoing efforts to incorporate feminist perspectives in musicology and education.

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Empowering Women through Education: Investigating the Impact of India's National Education Policy (Nep) 2020 on Career Advancement

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Abstract:

This study investigates the transformative impact of India's National Education Policy (NEP) 2020 on women's career advancement, employing a descriptive research methodology. Through surveys and interviews with educators, policymakers, and women, this research explores NEP 2020's implications for gender inclusivity, skill development, and access to higher education. Findings reveal NEP 2020's potential to enhance women's career opportunities by addressing gender disparities and promoting holistic development. However, challenges such as implementation gaps and societal norms persist. The study contributes insights into the role of education policies in fostering gender equality and empowerment, emphasizing the need for collaborative efforts to overcome barriers and maximize NEP 2020's impact.

The 2011 census data reveals that women constitute 48.5 percent of India's total population, highlighting their significant presence in society. In today's dynamic cultural landscape, the empowerment of women holds paramount importance. Education emerges as a cornerstone for enhancing women's self-confidence and societal standing, thereby positively impacting their self-esteem. Education equips individuals with the capability to make informed decisions, thereby bolstering their self-assurance. Empowering women through education is indispensable for advancing societal objectives encompassing economic prosperity, educational attainment, and family welfare. Education and literacy afford women greater autonomy and control over their lives. Beyond mitigating poverty, expanding career prospects, postponing marriages, and enhancing health outcomes, education serves as a catalyst for women's empowerment. The National Policy on Education (NPE) stands as a pivotal initiative by the Indian government to ensure universal access to education, transcending gender barriers. Encompassing students from diverse backgrounds, rural and urban alike, the policy spans the entire educational spectrum from primary schooling to higher education. The overarching objective of the NPE is to address deep-rooted issues such as gender stereotypes and traditional beliefs that have perpetuated the unequal treatment of women. This paper, as a synthesis of existing research in the field, serves as a comprehensive reference for readers seeking insight into the topic. From the analysis conducted, it becomes evident that the National Education Policy (NEP) 2020 strives to ensure an inclusive and fair education system for all students, particularly targeting girls and young women hailing from low-income households. The research proposes several strategies to enhance female enrolment in colleges, including the establishment of special education zones, allocation of Gender Inclusion Funds, provision of Targeted Scholarships, and the implementation of formula-based and discretionary support for gender-inclusive projects at the school level. Policymakers can utilize the insights gleaned from this study to formulate programs aimed at empowering women through the NEP. Furthermore, the study's findings offer actionable recommendations for empowering women within the framework of the NEP.

Keywords: Education System, Career-Oriented Skills, New Education Policy 2020, Woman’s Empowerment, Modern Education, holistic education.

Introduction:

India's National Education Policy (NEP) 2020 marks a significant shift in the country's educational landscape, emphasizing inclusivity, flexibility, and holistic development. With a specific focus on empowering women through education, NEP 2020 aims to address gender disparities and enhance career opportunities for women across various sectors. This research investigates the impact of NEP 2020 on the career advancement of women, aiming to understand its effectiveness and identify areas for improvement. The New Education Policy (NEP) stands as a comprehensive initiative designed to revolutionize the educational landscape in India. It addresses the intricacies of both ancient and modern educational systems while focusing on contemporary challenges. Central to its objectives is the promotion of women's empowerment through education, striving for equal educational opportunities across genders.

In its approach, the NEP recognizes the inherent value of ancient educational practices, appreciating their holistic approach to learning and character development. Simultaneously, it advocates for the integration of modern pedagogical techniques, technological advancements, and global educational standards to meet the evolving needs of the 21st century. Women's empowerment forms a cornerstone of the NEP's agenda, underscoring the importance of gender-inclusive policies and initiatives. This includes initiatives aimed at boosting girls' education, providing scholarships, and combatting entrenched gender stereotypes. By prioritizing these efforts, the NEP seeks to empower women to actively participate and excel in all facets of society. The NEP's commitment to women's empowerment extends beyond mere access to education. It also encompasses creating an enabling environment for their holistic development. Recognizing the pivotal role of education in enhancing women's socio-economic status, decision-making process, and overall well-being, the NEP strives to eliminate barriers to women's education and empower them to fulfil their potential. The universal principle of change remains constant and immutable, continuously shaping our surroundings. Evolutionary processes affect every civilization, and social change is an inherent aspect of the modern era. Indian society is no exception to this phenomenon. The historical examination of Indian society reveals numerous instances of social, economic, political, and cultural shifts spanning from ancient times to the present day. These transformations can generally be categorized into two types: incremental and radical. Incremental change is driven by natural forces, while radical change is instigated by human endeavours. While we have little control over natural phenomena, human innovation strives to bring about improvements in both individual lives and societal structures. Education emerges as a critical avenue for catalysing societal reform. It is evident that governments prioritize education as a matter of national security, given the significant attention devoted to educational policies.

The National Education Policy 2020 (NEP 2020) delineates the new educational framework in India, sanctioned by the Indian Union Cabinet on July 29th, 2020. It supplants the 1986 National Policy on Education, offering a comprehensive blueprint for education spanning from primary schooling to higher education and vocational training across rural and urban India. The policy aims to revolutionize India's educational system entirely by the year 2021. Regarding its execution, the language policy within NEP is designed to serve as a broad directive supplemented by robust advisory measures.

The primary objective of the National Education Policy (NEP) 2020 is to ensure equitable and inclusive education for all children and youth, particularly those belonging to economically and socially disadvantaged backgrounds. Despite prioritizing women's education, challenges persist, particularly evident in the continued dropout rates among girls post high school. Furthermore, there is a noticeable decline in enrolment at both secondary and post-secondary levels. Among various contributing factors, menstruation-related issues and inadequate access to sanitary facilities stand out as prevalent reasons leading to girls discontinuing their education.

In summary, the New Education Policy represents a transformative shift in India's educational paradigm. By amalgamating ancient wisdom with modern educational approaches and placing a strong emphasis on women's empowerment, the NEP endeavours to foster a more equitable, inclusive, and prosperous society.

Literature Review:

Previous studies have highlighted the crucial role of education in empowering women and promoting gender equality. Scholars have explored various factors influencing women's career advancement, including access to education, societal norms, and policy interventions. NEP 2020's emphasis on gender inclusivity and skill development aligns with the global agenda for women's empowerment through education.

National Education Policy (1966)

Social Work Education in India commenced in 1936 with the establishment of the Tata Institute of Social Sciences. Following independence, educational reforms gained prominence. The first education policy was announced in 1966, focusing on "Radical Restructuring" to provide equal educational opportunities and achieve complete education with national integration. This policy prioritized the significance of education among Indians, emphasizing primary and secondary education, and the establishment of schools in both rural and urban areas.

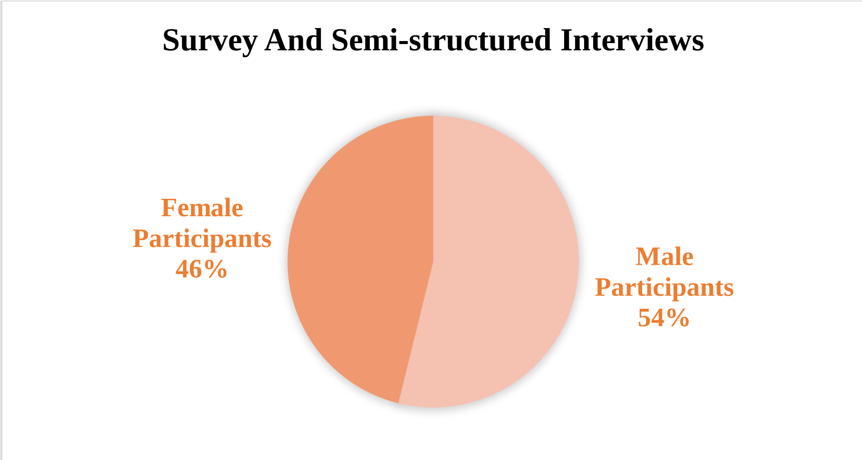
National Education Policy (1986)

The National Education Policy of 1986 aimed to advance minority education, ensure gender equality in education, provide education for marginalized communities including SC, ST, and backward sections, and stressed the importance of equal education opportunities for all societal segments. It placed a significant emphasis on addressing the challenge of school dropouts, introducing a series of meticulously planned strategies implemented at the grassroots level nationwide. Additionally, a national mission was initiated in 1986 to realize the objectives set forth in this policy.

Methodology:

This research employs a descriptive research methodology to investigate the impact of NEP 2020 on the career advancement of women. Surveys and semi-structured interviews were conducted with educators, policymakers, and women from diverse socio-economic backgrounds and career stages. The qualitative data were analysed thematically to identify patterns, challenges, and opportunities associated with NEP 2020.

The study involved 26 (14 male and 12 female) educators, policymakers, and women from diverse socio-economic backgrounds of NCT of Delhi.



Importance of Education for Women

Education holds immense significance for women, serving as a cornerstone for their empowerment and advancement in society. Through education, women gain knowledge, skills, and confidence essential for navigating various aspects of life effectively. Here are some key points highlighting the importance of education for women:

Empowerment: Education empowers women by providing them with the tools to make informed decisions about their lives, careers, and relationships, thereby fostering their autonomy and agency.

Economic Independence: Educated women have access to better job opportunities, higher wages, and entrepreneurial ventures, enabling them to achieve economic independence and contribute to both household and national economies.

Gender Equality: Education plays a crucial role in promoting gender equality by challenging stereotypes, fostering respect, and creating opportunities for women to participate equally in all spheres of society, thus breaking down barriers to their advancement.

Health and Well-being: Education equips women with knowledge about health, nutrition, and hygiene, enabling them to make healthier choices for themselves and their families, leading to improved health outcomes and overall well-being.

Leadership Development: Through education, women develop leadership skills, enabling them to become effective agents of change in their communities, advocate for their rights, and contribute to social and political development.

Breaking the Cycle of Poverty: Education is a powerful tool for breaking the cycle of poverty, as educated women are better equipped to secure stable employment, access resources, and provide quality education and opportunities for their children, thus uplifting future generations.

Parenting and Child Development: Educated women play a vital role in nurturing the next generation, promoting early childhood development, and instilling values of education, empowerment, and gender equality in their children, thereby contributing to the overall well-being of society.

Investing in women's education yields multiple benefits, not only transforming individual lives but also fostering societal development and prosperity.

Analysis of Impact of National Education Policy (Nep) 2020 On Women Empowerment

The study involved 26 educators, policymakers, and women from diverse socio-economic backgrounds,14 male students and 12 female students.

The introduction of India's new National Education Policy may pose challenges for girl education, despite the government's assertion that it addresses contemporary societal needs. This marks the first significant policy overhaul in 34 years, promising enhancements in the educational system, including initiatives like the Gender Inclusion Fund aimed at ensuring equal educational opportunities for girls. Acknowledging the current socioeconomic context and anticipating future uncertainties, the policy introduces a range of reforms. It emphasizes the necessity for a new skill set to thrive in today's rapidly evolving economy, highlighting the importance of an innovative approach to education for the upcoming generation. The acceleration of digitalization and disruptive automation due to the pandemic underscores the urgency of adapting to these changes. The National Education Policy 2020 (NEP 2020) aims to cultivate expertise across various sectors, from agriculture to artificial intelligence, to address future challenges effectively. The NEP 2020 strives to future-proof India, ensuring that a significant number of aspiring young individuals are better equipped for higher education than ever before.

To achieve comprehensive structural reform, the new educational approach must synergize with other governmental policy initiatives such as "Digital India," "Skill India," and the "New Industrial Policy." Drawing insights from the dynamic collaboration between Skill India and the corporate sector, the vocational education curriculum can be refined for greater success. Enhanced evidence-based decision-making processes are imperative to adapt to the rapid transformations and disruptions. The National Education Policy (NEP) assures us of real-time evaluation methodologies and a consultative monitoring and review system. Consequently, this would mitigate the need for frequent educational reforms every decade, representing a significant achievement in itself. NEP 2020 marks a pivotal moment for the future of higher education, distinguished by its swift deplorability and unique capacity for implementation.

According to Yogesh Singh of Delhi University, the Vice President of the National Education Policy (NEP), the NEP aims to enable "every woman to achieve financial independence." This statement was reported by the New York Times on Monday.

Mr. Singh emphasized that with proper implementation of the National Education Program (NEP), there will be a growing demand for teachers in the upcoming years. He stressed the importance of garnering support from all university stakeholders to ensure the success of the NEP. Mr. Singh highlighted the benefits of NEP's flexible entry and exit options for undergraduate students, particularly for female students who often face challenges in completing their education. These options allow students to take breaks and resume their studies at their convenience, addressing the obstacles they may encounter. Additionally, Mr. Singh pointed out that under the NEP, students will receive diplomas even if they do not complete their degrees, enabling them to pursue employment opportunities. The Vice-Chancellor also noted that innovative elements of the NEP, such as the academic bank of credit and skill development, will contribute to every woman's journey towards financial self-sufficiency.

Discussion:

If effectively executed, the recently approved "National Education Policy, 2020" by the central government, aimed at modernizing the Indian educational system to align with the demands of 21st-century India, could propel India to become one of the leading nations globally. As part of the new education strategy, 2020, children aged three to eighteen are entitled to the provisions of the Right to Education Act of 2009. This updated educational approach, introduced after 34 years, strives to ensure universal access to pre-primary education for children aged 3-6 by 2025 and to provide higher education opportunities to all students.

The empowerment of women necessitates a holistic approach to education that actively engages them in addressing contemporary challenges and fosters significant social infrastructure tailored to their needs. The policy acknowledges the heightened educational barriers encountered by female students, particularly at the primary school level. It identifies four distinct socio-economically disadvantaged groups (SEDGs) and recognizes that girls within each group face additional hurdles due to their gender, comprising approximately 50 percent of each group. Efforts to enhance the infrastructural integrity of government schools, ensuring the provision of safe, hygienic, and fully functional restroom facilities, are crucial measures aimed at narrowing the gender gap in school dropout rates. Additionally, the policy includes provisions for the establishment of walking groups and the distribution of bicycles, proven methods to enhance female school attendance by offering safe transportation options.

Recommendations for Fostering Women's Empowerment:

To foster women's empowerment, it is imperative to implement a multifaceted approach that addresses various aspects of education, social attitudes, and infrastructure. Here are some recommendations:

1. Broadening Education Definition: Education policies should redefine education to encompass all students, especially girls, ensuring their active involvement in educational decisions.
2. Financial Incentives: Increase financial incentives to combat the higher dropout rates among girls in secondary schools, thereby promoting their educational continuity.
3. Scholarship Eligibility: Extend eligibility for scholarships, such as the Postgraduate Indira Gandhi Scholarship, to families with two daughters, expanding opportunities for higher education.
4. Community Outreach: Implement education, information, and communication campaigns in communities and districts to achieve gender equality in child sex ratios, fostering a supportive environment for girls' education.
5. Legislative Enforcement: Strictly enforce legislation aimed at promoting women's empowerment through education, ensuring accountability and adherence to legal mandates.
6. E-Governance Focus: Enhance e-governance mechanisms to monitor government spending on scholarships for female students, promoting transparency and efficiency in resource allocation.
7. Gender-Neutral Facilities: Provide gender-neutral facilities in hostels to ensure the comfort and safety of all occupants, fostering an inclusive environment for female students.
8. Transportation Services: Public schools should offer transportation services for female students, particularly in remote areas, to improve access to education and facilitate their participation in schooling.
9. A more expansive interpretation of "education" is essential to encompass all students,

particularly girls, in educational decision-making processes. Education policies should also target young men and boys to reshape their attitudes towards women and girls.

10. Increasing financial incentives is crucial to address the higher dropout rates among girls in secondary schools.
11. Families with two daughters should qualify for the Postgraduate Indira Gandhi Scholarship, which currently benefits single-girl families exclusively.
12. Comprehensive education, information, and communication campaigns should be implemented in communities and districts to achieve gender equality in child sex ratios.

These recommendations, when implemented comprehensively, can contribute significantly to fostering women's empowerment through education.

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"Threads of a Nation: How Amitav Ghosh's '*The Shadow Lines*' Weaves India into the Global Tapestry

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Abstract:

The proposed research seeks to delve into the intricate tapestry of the world depicted by Amitav Ghosh in his novel, *"The Shadow Lines."* This literary work skilfully presents a vivid and interconnected global panorama. The novel invites readers to engage in a stimulating exploration of various themes, such as history, memory, and the interdependence that binds both individuals and nations together. The narrative transcends geographical boundaries and time periods, the lives of characters from different parts of the world. Through his storytelling, Ghosh underscores the idea that history is not confined to textbooks but is an ongoing force that shapes our lives, often invisibly. "*The Shadow Lines"* is not merely a work of fiction but a profound exploration of the world's complexity, history's enduring influence, the power of memory, and the interconnectedness that binds us all together. This research aims to unravel the intricacies of these themes and shed light on the global canvas painted by the author, offering a deeper understanding of the novel's thought-provoking narrative.
Keywords: Interconnectedness, Global Canvas, memories, culture, individual and nation

Introduction:

Amitav Ghosh originates from a family of Bengali Hindu descent, and his father served as an officer in the Indian Army prior to India's attainment of independence. During his formative years, Ghosh attended an exclusively male educational institution, and as he progressed into adulthood, he pursued his academic endeavours at various establishments in both India and the United Kingdom. He attained academic degrees from Delhi University, the Delhi School of Economics, St. Stephen's College, and the University of Oxford.

Following the completion of his formal education, Ghosh briefly engaged in employment at the Indian Express, a prominent newspaper based in New Delhi, before commencing his career as an author. His inaugural literary work, "*The Circle of Reason*," which was published in 1986, achieved notable acclaim and secured a prestigious literary award in France. Subsequent to this accomplishment, in 1988, his novel "*The Shadow Lines*" also received multiple accolades within India.

Furthermore, in addition to his achievements as a novelist, Ghosh's writings have been prominently featured in numerous publications across India and globally, thereby cementing his status as a celebrated and highly regarded writer within his country of origin and the wider international literary sphere.

The select novel '*The Shadow Lines'* for the proposed research is renowned and critically acclaimed novel in English literature. Monishankar Mondal in his scholarly work entitled "*Shadows of Partition: An Analysis of Amitav Ghosh's The Shadow Lines*," explores the representation within the novel of T*he Shadow Lines*. This exploration extends beyond the depiction of Tha'mma's suffering, aiming to encompass the broader human experience. In this context, the character of Tha'mma serves as a symbolic representation of those who endured the consequences of partition. Nevertheless, Ghosh refrains from presenting any explicit remedies to alleviate these hardships. Through the character of Tha'mma, Ghosh emphasizes the idea that all boundaries and constraints are fundamentally transient illusions, thereby posing a profound query concerning our individual identities.

In her article called "*Amitav Ghosh's 'The Shadow Lines': Problems with National Identity*," Pabitra Bharali talks about how Ghosh challenges the idea of nationalism while talking about identity. Ghosh looks closely at the strong love for one's country that the grandmother character has and thinks about it again. He also talks about how the usual ideas of identity like the nation and nationalism aren't very real or trustworthy. Ghosh also brings up the idea of a "looking glass border," which shows two very different things. One is that it shows violence happening in different places across borders, and the other is that it shows a feeling of togetherness and connection with people from other countries.

Similarly, Kalyan Pattanayak in his research "*Amitav Ghosh's 'The Shadow Lines': Mapping Cross-Border Identity*," argues that the book *'The Shadow Lines'* thoroughly delves into situations involving borders between different countries. He suggests that the symbolic boundary separating these nations is quite similar to a shadow line, and this can be quite confusing for people when they see it on maps or globes.

Vivek Dinkar Khabde in his "*Amitav Ghosh's 'The Shadow Lines' and the Voyage Metaphor*" scholar, asserts that '*The Shadow Lines*' represents a journey that propels its characters to undergo diverse worldly experiences. It revolves around the sombre recollections of individuals who were once united as a family before the partition of India. However, following the partition, the family is abruptly divided into two parts, a situation that deeply disturbs the elderly members of the family. They grapple with the sudden need to seek governmental permission to visit their own home. Ghosh adeptly highlights the adversities of partition and its impact on the nation's citizens.

The Global Canvas in *The Shadow Lines*:

"The Shadow Lines" centres on three families whose lives span three different countries: Dhaka, Calcutta, and London. These families share their individual experiences, providing insight into various aspects of culture, religion, and nationality, spanning multiple generations. The narrative unfolds against the backdrop of civil unrest in East Pakistan, which is now recognized as Bangladesh, and the upheaval in Calcutta due to riots. It takes us on a journey through various countries that hold significant importance in the lives of the main characters, affecting them on physical, psychological, and geographical levels. This exploration leaves a profound impact on these individuals, shaping their perspectives and experiences.

As the story develops, it unveils a succession of challenges and crises that impact both immigrants and the local inhabitants of East Pakistan. These challenges reflect the complexities of the times and the diverse experiences of the characters as they navigate the turbulent historical and societal landscape. Through their stories, the novel sheds light on the intricacies of human existence and the profound influence of historical events on individual lives.

"The Shadow Lines" revolves around the journeys undertaken by its characters across various nations. Its central theme predominantly focuses on the idea of journeys. The main characters in the story embark on these journeys with the aim of discovering their own identities. The narrative begins with an eight-year-old narrator, who reflects on his past experiences and shares memories from his childhood spent in Calcutta. The author also emphasizes the changing urban landscape and development of Calcutta, a theme that is interwoven into the story.

It is worth noting that the narrator remains nameless throughout the novel as he delves into the lives of two distinct families, shedding light on their unique experiences and perspectives. The novel captures the essence of exploration, self-discovery, and the ever-evolving nature of the world around us.

Within the novel, we encounter two sisters, Thamma and Mayadebi, each personifying distinct aspects of the diasporic experience, characterized by a profound sense of detachment from their homeland. In her formative years, Thamma resided in Dhaka, a place that, following the India-Bangladesh partition, became a part of Bangladesh, separate from India. Thamma is portrayed as an uncomplicated individual, firmly grounded in her moral values and unwavering integrity. Her unwavering commitment to nationalism leads her to vehemently oppose the partition of nations, which she perceives as a politically motivated decision.

Thamma's life takes a significant turn when she marries a railway engineer. Tragically, she becomes a widow and a single mother, shouldering the responsibility of raising her son alone. She takes on a teaching role in Bengal, where her college years are characterized by a fervent spirit of revolution and a deep-seated interest in matters of national significance. During this period, she becomes associated with extremist organizations like Anushilan and Jugantar, profoundly influenced by the nationalist fervour of young activists who ardently strive for freedom. The influence of Western education shapes her perspective and outlook on life.

Throughout her lifetime, Thamma leads a modest existence, defined by her unwavering work ethic. She attributes her displacement and migration to the partition of India and Bangladesh, a circumstance she regards with disdain. Even when she must produce documents to visit her sister in Dhaka, she is disheartened by the notion that the place she longs to visit now lies within a different country, Bangladesh. The division of the family house in Dhaka, with one half occupied by her uncle and his family, is a source of her resentment. Thamma vehemently opposes the use of 'us' and 'they' to describe countries that were once a united nation. This partition serves as a stark reminder of the concept of 'otherness,' where distinctions arise and persist without deliberate intent.

In the immediate aftermath of the partition, the notion of "otherness" begins to take shape, and individuals are physically separated by the borders that now demarcate them. However, the memories and way of life on the other side of these borders remain unaltered, resilient to attempts to divide them through the mere act of drawing lines on a map. The novel delves into these profound themes of identity, displacement, and the enduring connection between people and their shared histories, even in the face of political divisions.

The story begins with the introduction of Tridib, who joins the family on their journey to London in the year 1939. However, as the narrative unfolds, a heart-wrenching tragedy befalls Tridib when he becomes a victim of a violent partition riot in Dhaka in 1968. While in London, staying with the Price family, the narrator engages in conversations with Tridib. Through these interactions, the narrator gains a deeper understanding of the post-war conditions and the prevailing atmosphere in the city. Tridib's insights and discussions provide valuable glimpses into the social and political landscape of post-war London, enriching the narrator's perspective on the world. The juxtaposition of the tranquil London setting with the later tumultuous events in Dhaka adds a layer of complexity to the narrative, highlighting the contrasts and challenges that characters like Tridib face in their journeys.

The sorrowful tale of Tridib's tragic end in a violent partition riot is recounted to the narrator by Robi and May Price. Tridib's influence on the narrator is a central theme throughout the story. Tridib serves as a wise mentor, providing valuable advice and guidance to the narrator.

The narrator's journey is not solely physical but also intellectual and emotional. Much of this development is attributed to his interactions with Tridib. Listening to Tridib's stories and anecdotes, as well as engaging in extensive reading and imaginative contemplation, significantly shape the narrator's worldview. These experiences broaden his understanding of the world, its complexities, and its diverse cultures. Tridib's narratives act as a catalyst for the narrator's intellectual growth, preparing him for the journeys he will undertake in his own life.

The novel beautifully illustrates the impact of relationships and storytelling on one's personal development, emphasizing the profound influence that individuals like Tridib can have on shaping the perspectives and values of others.

The author of the novel displays a deep passion for exploration and the act of embarking on journeys to various far-flung and exotic destinations. This fondness for travel is notably embodied in the character of Tridib within the narrative. Throughout the story, the characters undertake journeys of two kinds: physical and imaginative. These journeys take them to a wide array of places, some real and others purely products of the imagination. They also offer a glimpse into diverse cultures and communities.

The novel intricately weaves together the themes of physical and imaginative exploration, allowing the characters to traverse not only geographical landscapes but also the rich tapestry of human experience. It is through these journeys that the characters encounter both the tangible and the fantastical, providing readers with a vivid and immersive literary experience. The novel thus captures the essence of wanderlust and the allure of discovering the unknown, whether it be through physical travel or the boundless realms of imagination.

Within the narrative, weathered and aged artifacts such as old photographs, maps, and newspapers play a crucial role as catalysts for invoking memories. These relics from the past act as triggers, unlocking a flood of recollections and experiences for the characters. Among them, Tridib emerges as a pivotal figure who serves as a source of inspiration for the narrator's global adventures. Tridib's influence fuels a profound desire within the narrator to explore, visualize, engage, and truly understand the world.

Interestingly, it is the map itself that holds a special significance. The map serves as a potent symbol, motivating both the narrator and Tridib to step outside their comfort zones and embark on journeys that lead them to uncharted territories and unfamiliar cultures. Tridib's vivid imagination ignites the flames of curiosity within the narrator, compelling them to set forth on these journeys of discovery. In essence, the novel underscores the power of tangible artifacts and the role of imaginative individuals like Tridib in kindling the human spirit's innate thirst for exploration and the quest to comprehend the multifaceted nature of our world.

The author presents the character of Ila in contrasting lights when viewed through the lenses of both Tridib and the narrator. Despite her Indian heritage, Ila displays a profound aversion to Indian customs and fully embraces a Westernized way of life. Her understanding of the concept of journeys remains superficial, devoid of a deeper appreciation for their significance. Ila is preoccupied with her chosen lifestyle, and it often dominates her thoughts. Rather than making an effort to understand the narrator's fascination with distant places, Ila harbours a sense of contempt for him due to his dreamy infatuation with such locations. She struggles to see space as a construct shaped by human perception, instead viewing it as an unchangeable reality. Consequently, she dismisses the narrator's imaginative exercises in creating mental spaces as mere indulgences in whimsy. Ila's failure to grasp the narrator's perspective leads her to perceive him as a dreamer, and she disapproves of his penchant for fantasizing about different places.

The narrator and Ila shared a close childhood friendship. However, Ila's parents' involvement in foreign service limited their visits to Calcutta. In 1960, her father stayed with Mrs. Price in London during his leave, while Ila made a visit to Calcutta during the Durga Puja season. This background adds depth to Ila's character and helps to contextualize her views and lifestyle choices within the narrative.

The novel extensively explores the concept of borders and the profound influence they exert on individuals. It delves into how these borders manifest themselves in physical, psychological, and geographical dimensions, significantly shaping the lives of those who come into contact with them.

Amitav Ghosh's literary work delves into the aftermath of World War II in London and the period following the partition of India.

Furthermore, it sheds light on the widespread riots that swept through various cities across India, eventually reaching Dhaka, which was then part of East Pakistan and is now known as Bangladesh. These tumultuous events generated an overwhelming sense of disillusionment among the people residing within these meticulously defined borders.

The novel delves deeply into these intricate themes, offering readers a comprehensive exploration of the multifaceted impact of borders on the human experience. It serves as a reflection on the historical events and societal transformations that mould the lives of the characters within its narrative, and how they grapple with the challenges posed by these tangible and symbolic divisions.

Conclusion:

Thus, Amitav Ghosh’s novel “*The Shadow Lines*” acts as a skilfully painted global canvas, illustrating the intricate web of India's connections with the world. Ghosh, the author tries to paint a picture of a world where different cultures come together under a single global umbrella. This means that he wants to show how various cultures and societies from around the world can be united as one, forming a harmonious and interconnected global community.

Ghosh uses his writing to depict how these cultures interact and influence each other, ultimately creating a sense of unity and togetherness. He wants to show that despite our differences in language, customs, and traditions, we are all part of a larger human family, sharing this planet and interconnected in various ways.

In simpler terms, Ghosh’s goal is to illustrate how people from different parts of the world can come together and form a single, unified global picture, like different pieces of a puzzle fitting together to create a beautiful and complete image. He wants to emphasize that our shared humanity transcends borders and that we are all connected in this vast world of ours.

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Industrial Growth Analysis in Maharashtra: A Study from 2011 to 2021

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Abstract:

Maharashtra is potentially contributing from its industrial sector to the GDP of India. Study is analysing industrial growth patterns across six administrative divisions of Maharashtra—Konkan (excluding Mumbai and Mumbai Suburban), Pune, Nashik, Aurangabad, Amravati, and Nagpur—over the period from 2011 to 2020. Utilizing secondary data, the research focuses on four key sectors: manufacturing, construction, mining, and utility supply. Through comprehensive analysis, the study uncovers significant regional disparities in industrial GDP contributions. Regions such as Pune, Nashik, and have emerged as prominent industrial hubs due to favourable infrastructure and high contribution towards industrial growth of Maharashtra, while areas like Vidarbha and Marathwada face challenges with lower industrialization rates. The manufacturing sector consistently proves to be the primary driver of industrial growth, overshadowing other sectors. These findings emphasize the need for strategic policy interventions to promote balanced economic development across Maharashtra, fostering equitable growth and overall economic resilience beyond the dominant economic influence of Mumbai.

Keywords: Industry, Divisions, Manufacturing, Imbalance

Introduction

Maharashtra is India's third-largest state by area and the second-most populated, plays especially important role in economic growth of county. It is in western India with rich culture, historical significance, and urban allure, the state is also home to numerous rural communities sustaining agrarian lifestyle. Mumbai as its capital by leveraging its strategic location and well-developed infrastructure contributing very significantly to the national GDP. Maharashtra with well-established infrastructure, skilled labour force and conducive policies attracts investment at a larger pace especially in the regions of Mumbai, Thane, and Pune districts.

The industrial sector holds a critical role in economies worldwide, serving as a cornerstone for economic growth, innovation, and employment. Economically, the industrial sector significantly boosts gross domestic product (GDP) through production of goods and services for both domestic consumption and international trade. Moreover, industries are major employers, providing livelihoods to millions across various skill levels and socio-economic improvements. Maharashtra is spread across six administrative divisions—Konkan, Pune, Nashik, Aurangabad, Amravati, and Nagpur divisions, which exhibits varied patterns of growth and development.

Regions like Pune, Nashik, and Aurangabad have emerged as industrial hubs with manufacturing, automotive, and pharmaceutical sectors, benefiting from favourable infrastructure and investments. In contrast, regions such as Vidarbha and Marathwada face challenges with comparatively lower industrialization rates, constrained by inadequate infrastructure, limited access to capital and dependency on agriculture.

The study is focusing on industrial growth pattern in different divisions of Maharashtra for the ten years of time year 2011 to 2021. Industrial sectors consist of manufacturing, construction, mining & quarrying and utility supply like water, gas, electricity, transportation, warehouses etc. These components collectively form the industrial sector, contributing to economic growth, employment generation, technological advancement, and infrastructure development of the country or regions.

Literature Review:

Patki, A. D. (2006). Imbalance in industrial development of Maharashtra. In this analysis three regions of Maharashtra i.e. Vidarbha, Marathwada and the rest of Maharashtra have undertaken to understand the regional imbalance due to industrial growth disparity in the state. The study has used secondary data during different points of time for organised industrial sector 1981, 1991 & 1999 and unorganised sector- agricultural and no agricultural industry 1980, 1991 &1998. Analyse the data composite index is used with equal weighted method by taking various indicators of industrial development.

Measure a disparity through composite index in industrial growth between the regions study has calculated a coefficient of variation and range coefficient. It has been found that inter-regional disparity in Marathwada and Vidarbha is very high concerning industrial development, whereas the rest of Maharashtra region is significantly advanced.

C N Choubey (2015) in this study he examined industrial disparity in the state of Maharashtra division-wise and district-wise. The author has taken four indicators i.e. electricity consumption, number of factories, number of factory workers and investment in fixed capital for the two years 1999-2000 and 2008-2009. It is found in a study that coefficient of variation (CV) is increasing in times undertaken for the study which means division wise, and district wise there is disparity in industrial growth, and it is increasing with the time. There are few divisions like Konkan and Pune which has better performance in all the four variables analysed as compared to divisions like Aurangabad and Nagpur with this there is inter-district disparity within the different regions of Maharashtra.

Suhas Vilas Kamble, Mohit Maroti Gaikwad, Prof.Ramchandra N. Gohad (2022):

Have suggested to setup a new MIDC in Maharashtra specially for highly imbalanced region which can help in developing of new agro-based industries for their strongest agricultural product. To find the spatial imbalance in regions of Maharashtra district wise convex hull centroid method is used by dividing a state into three sub-regions based on 285 km distance from the capital of state i.e. Mumbai.

It is found that there is large intra-state imbalance in state which leads to migration mostly from rural to urban area. Few regions of Maharashtra is very dominating like Mumbai, Pune and Nagpur due to higher industrial and services development which attract large migration also leads to negative population growth, lack of job availability in other areas like Nandurbar, Gadhchiroli, Gondia etc.

Research Gap:

There is substantial literature on India's overall industrial growth and regional disparities, there is a noticeable gap in the detailed examination of division-wise industrial dynamics within Maharashtra. Existing studies often focus on aggregate state-level data or emphasize specific sectors without comprehensive divisional analysis. This study seeks to fill this gap by providing a exploration of industrial growth patterns across Maharashtra's six administrative divisions from 2011 to 2021 (10Years), thereby offering insights into regional variations and contributing to a deeper understanding of industrial development within the state.

Objectives:

1. To find the division wise industrial growth contribution in GDP of Maharashtra.
2. To analyse the growth in construction, mining, manufacturing and utility supply separately
3. To examine the prime sector of industrial growth in Maharashtra

Hypothesis:

HO: There are no significant differences in the industrial contribution to GDP among the administrative divisions of Maharashtra.

HO: There is no significant difference in the growth rates of construction, mining, manufacturing, and utility supply sectors in Maharashtra from 2011 to 2020.

HO: There is no prime sector contributing significantly to industrial growth in Maharashtra from 2011 to 2020.

Research Methodology

This study uses a quantitative research approach to investigate division-wise industrial growth in Maharashtra they are Konkan (excluding Mumbai, Mumbai Suburban) from year 2011 to 2020. Secondary data sourced from government publications, and statistical databases has been used for comprehensive analysis.

The research focuses on four key sectors—construction, mining, manufacturing, and utility supply—examining their individual growth trajectories over the study period. Statistical tools such as Analysis of Variance (ANOVA), and comparative percentage change calculations will be employed to assess sectoral trends and variations across the six administrative divisions of Maharashtra. Additionally, comparisons will be drawn between Maharashtra's industrial growth rates and national trends to evaluate relative performance.

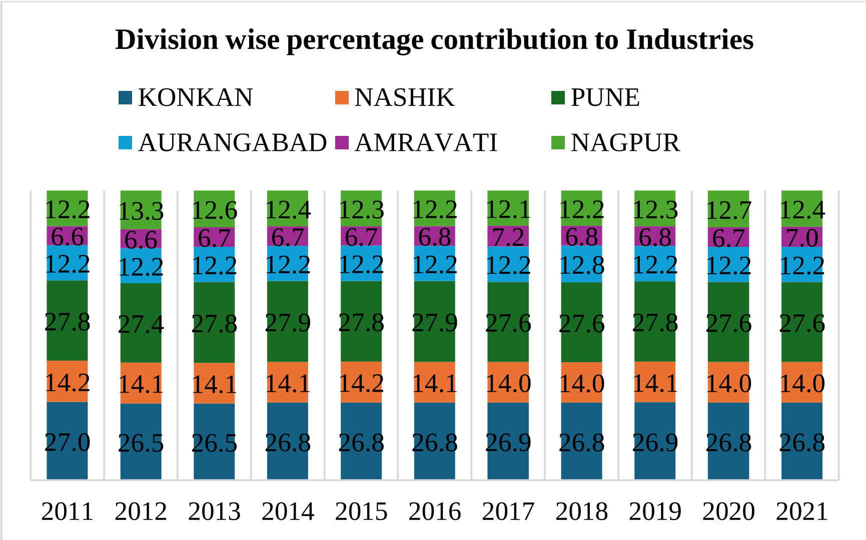
The study aims to provide empirical insights into regional industrial dynamics, contributing to informed policy recommendations and strategic interventions for balanced economic development in Maharashtra. Mumbai's economic activities are driven by sectors such as finance, services, and entertainment, which significantly different from the industrial and agricultural bases predominant in other regions like Konkan, Nashik, Pune, Aurangabad, Amravati, and Nagpur. By focusing on these non-Mumbai divisions, the analysis can better highlight sectoral strengths and weaknesses, which may hinder balanced economic growth across Maharashtra. This approach supports targeted interventions and resource allocation strategies aimed at fostering equitable development and enhancing overall economic resilience beyond Mumbai's economic influence.

Division wise industrial growth in Maharashtra:
Maharashtra state divided in six administrative divisions including thirty-six districts in it. Each division in contributing uniquely to the economy of the state. Each division has different socioeconomic conditions and pattern which leads to variation in its contribution to state GDP.

Industrial Gross Domestic Product at Constant Price 2011-12 (₹ crore)

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Konkan	82,878	85,827	88,674	95,935	1,04,639	1,10,783	1,14,813	1,16,128	1,09,617	1,04,638	1,08,563
Nashik	43,488	45,530	47,073	50,344	55,376	58,273	59,891	60,459	57,482	54,534	56,512
Pune	85,083	88,528	93,192	99,902	1,08,729	1,15,290	1,18,091	1,19,436	1,13,266	1,07,467	1,11,614
Aurangabad	37,413	39,350	40,969	43,556	47,639	50,439	52,346	55,308	49,722	47,679	49,250
Amravati	20,203	21,202	22,491	24,040	26,139	28,242	30,627	29,303	27,683	25,973	28,338
Nagpur	37,411	42,995	42,309	44,220	48,016	50,394	51,664	52,744	50,199	49,520	50,210
Maharashtra	306476	323432	334708	357997	2,81,809	2,98,131	3,09,341	3,13,942	2,94,703	2,82,344	2,92,873

Source: Di rectorate of Economics & Statistics, Planning Department, Government of Maharashtra, Mumbai.



Source: Directorate of Economics & Statistics, Planning Department, Government of Maharashtra, Mumbai.

ANOVA						
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	5.85E+10	5	1.17E+10	181.1653	7.51E-35	2.36827
Within Groups	3.87E+09	60	64537028			
Total	6.23E+10	65				

The analysis of variance (ANOVA) was conducted to examine the significance of differences in Industrial Gross Domestic Product (GDP) across the administrative divisions of Maharashtra, namely Konkan(excluding Mumbai), Nashik, Pune, Aurangabad, Amravati, and Nagpur. The results indicate a statistically significant variation in GDP among these divisions ($F(5, 60) = 181.17$, $p < 0.001$).

This finding suggests that the mean GDP values differ significantly between divisions, implying diverse economic performance levels across Maharashtra. The substantial F-statistic and extremely low p-value ($p < 0.001$) provide strong evidence against the null hypothesis. Therefore, we reject the null hypothesis and conclude that there are significant differences in the industrial contribution to GDP among the administrative divisions of Maharashtra.

Performance of Industry (construction, mining, manufacturing, and utility supply) 2011 to 2021:

The industries are firstly, the construction sector contributes significantly to infrastructure development, addressing the state's growing urbanization. Secondly, mining activities not only fulfil local demand for essential minerals but also contribute to the state's revenue through extraction and export. Thirdly, the manufacturing sector in Maharashtra is diverse and dynamic, driving industrial growth and innovation across various sectors such as textiles, pharmaceuticals, automobiles, and electronics. Finally, utility supply ensures the efficient provision of electricity, gas, and water, crucial for sustaining both urban and rural communities.

Growth Rate Based on Gross Domestic Product at Constant Price 2011-12 of Maharashtra

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Minign & Quarrying	13.7	-38.5	8.1	22.1	-1.1	10.0	6.9	-11.3	-1.4	-1.5
Manufacturing	7.8	9.6	5.7	10.7	6.8	2.6	0.4	-7.4	-5.4	4.0
Electricity, Gas, Water & Utility Services	4.7	-4.7	15.3	4.6	3.1	10.7	1.0	-2.1	-3.3	12.3
Construction	-4.1	3.5	8.5	1.8	5.4	2.0	3.7	0.5	-2.3	1.2

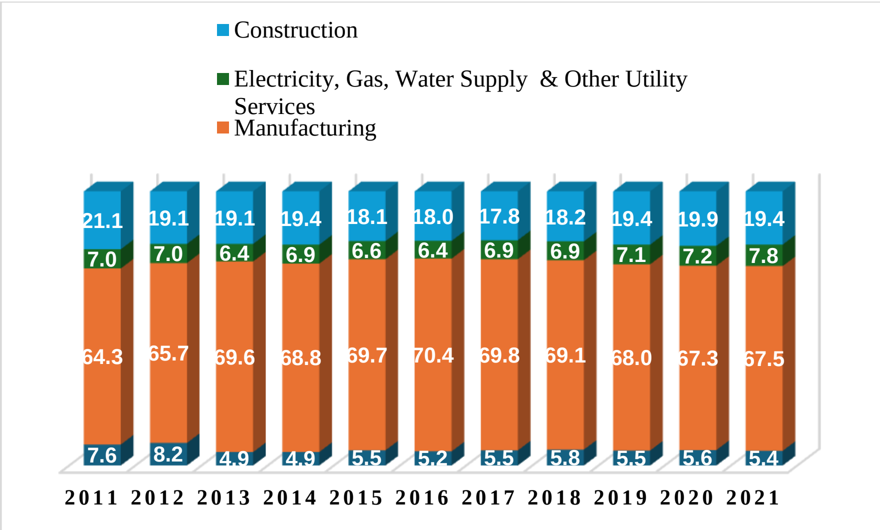
ANOVA						
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	71.56969	3	23.85656	0.254933	0.857304	2.866266
Within Groups	3368.869	36	93.5797			
Total	3440.439	39				

The ANOVA results indicate that there is no statistically significant difference in the means of the groups being compared. The between-groups sum of squares (SS) is 71.56969, and the mean square (MS) is 23.85656. The F-statistic is 0.254933, which is much lower than the F critical value of 2.866266, and the P-value is 0.857304, which is significantly higher than the alpha level of 0.05. This high P-value suggests that we fail to reject the null hypothesis, indicating that any observed differences in the group means of the growth rates of construction, mining, manufacturing, and utility supply sectors in Maharashtra from 2011 to 2020 are likely due to random chance rather than a true effect.

Prime Sector for Industrial Growth in Maharashtra:

Industrial sectors comprise with construction, manufacturing, mining & quarrying and utility supply like gas, water, transportation etc. All these sectors are contributing to growth of industries in different way. To find the contribution of most impactful sector on overall industrial State Gross Domestic Product multiple regression model is used.

Percentage Contribution in Industrial Gross Domestic Product of Maharashtra at Constant Price 2011-12



Source: Directorate of Economics & Statistics, Planning Department, Government of Maharashtra, Mumbai.

The hypothesis H0 posits that no single sector significantly contributes to industrial growth in Maharashtra from 2011 to 2020. However, the provided bar chart shows that the Manufacturing sector consistently accounts for the largest share of industrial growth, ranging from approximately 55% to 70% annually. In contrast, the Construction and Electricity, Gas, Water Supply & Other Utility Services sectors contribute significantly less, with stable percentages around 5% to 20% and 6% to 8%, respectively. This dominant and consistent contribution by the Manufacturing sector suggests rejecting H0 indicating that Manufacturing is a prime contributor to Maharashtra's industrial growth during this period.

Conclusion:

The analysis of industrial growth across Maharashtra's divisions from 2011 to 2020 reveals significant regional disparities in economic performance. There are substantial differences in

GDP contributions among divisions such as Konkan (excluding Mumbai), Nashik, Pune, Aurangabad, Amravati, and Nagpur, underscoring varied growth patterns. The regions like Vidarbha and Marathwada lag in industrialization due to infrastructure and capital constraints. There is no significant differences in the growth rates of the construction, mining, manufacturing, and utility supply sectors but the manufacturing sector's dominant and consistent contribution indicates it as the prime driver of Maharashtra's industrial growth. This finding necessitates targeted policy interventions and resource allocation to foster balanced regional development, enhancing economic resilience beyond Mumbai's influence.

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Literature in the Age of AI: Ethical Reflections and Creative Frontiers

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Abstract

As artificial intelligence (AI) progresses, its incorporation into other facets of human existence, such as literature, prompts important ethical issues. This study paper delves into the convergence of AI and ethics in literature, analysing the impact of AI-generated content, biases in algorithmic decision-making, challenges to conventional authorship concepts and the sustenance of human creativity and empathy. This research intends to analyse current practices and develop trends to provide insights into the ethical considerations of AI in literature and suggest suggestions for responsible AI integration.
Keywords: Artificial intelligence, ethics, literature, authenticity, prejudices.

Introduction:

Artificial intelligence (AI) has significantly impacted several aspects of our life, revolutionised businesses and changing how people work, communicate and engage in artistic endeavours. AI's impact on literature is becoming more apparent as algorithms are utilised to create content, analyse writings and forecast reader preferences. The use of AI in literature offers promising opportunities for creativity and investigation, although it also brings up significant ethical concerns that must be addressed.

In the digital age, AI technologies have provided authors and creators with new tools and powers, changing the classic idea of a solitary author working on a blank page. AI algorithms are capable of creating poetry, prose and complete novels, eroding the distinction between human and machine creation. AI-powered solutions analyse extensive literary data to reveal insights on language usage, storytelling tactics and reader engagement. AI is transforming the writing process by helping authors generate ideas and provide comments on drafts, thus broadening the scope of literary expression.

The increasing prominence of AI in literature raises ethical problems. The convergence of AI with literature prompts inquiries on authorship, ownership, prejudice, representation and the conservation of human creativity and empathy. The ethical concerns surrounding AI-generated content have significant consequences for the integrity of literary works, the rights of writers and consumers and the broader cultural and societal impact. Disregarding these ethical concerns could weaken the genuineness and significance of literature and potentially sustain damaging prejudices and stereotypes.

AI technologies are increasingly being used in literature, providing new tools and insights for writers, publishers and consumers. Key applications of AI in the literature include

1. Automated Writing: AI algorithms have been created that can produce writing, including short tales, poems and even full novels. The algorithms analyse extensive collections of literature to identify patterns and styles and generate novel content using these learned patterns.

2. Literary Analysis: AI platforms can analyse literary texts on a large scale, providing insights into language usage, narrative structures and thematic themes. These studies can assist researchers, educators and authors in comprehending literary trends and creating more impactful tales.

3. Content Recommendation: Online platforms utilise AI algorithms to suggest books, articles and other literary works to users by analysing their interests, reading history and behavioural tendencies. The personalised recommendations are designed to enrich the reading experience and encourage a variety of literary selections.

AI shows potential for improving creative writing processes but is constrained by fundamental limits. AI algorithms lack genuine creativity and comprehension of emotions, cultural contexts and human experiences. AI-generated content may lack the profoundness, uniqueness and emotional impact of content created by humans. Artificial intelligence systems trained on biased or restricted datasets may propagate stereotypes or display unexpected biases in their results. To achieve diversity and inclusivity in AI-generated content, it is essential to meticulously curate training data and maintain algorithmic openness.

The genuineness and honesty of AI-generated work prompt inquiries regarding authorship, ownership and creative merit. Unresolved ethical problems exist over how to attribute and recognise AI's contribution to literary works. The current state of artificial intelligence in literature offers advantages and obstacles for writers, readers and scholars. AI technologies provide new instruments for creative expression and literary analysis, but they also bring up intricate ethical issues related to authorship, bias and authenticity. By thoroughly analysing the strengths and weaknesses of AI in creative writing, we can responsibly guide the changing role of AI in literature.

The use of AI in literature challenges traditional ideas of authorship by allowing AI systems to create content independently without human involvement. This prompts inquiries over the rightful attribution of AI-generated works. Bílek (2020) pointed out that traditional writing involves agency, intentionality and originality, attributes that AI does not possess in the usual manner. Thus, identifying the author of AI-generated content necessitates a reassessment of legal and ethical structures.

Legal and ethical considerations regarding ownership of AI-generated content: The ownership of AI-generated content raises intricate legal and ethical challenges. Copyright law usually assigns rights to human creators, but the rise of AI-generated works challenges this concept. The European Parliament in certain jurisdictions, including the European Union, has suggested giving legal personhood to AI systems for copyright reasons (European Parliament, 2021). Nevertheless, these methods prompt worries regarding responsibility and the fair allocation of intellectual property rights. Examination of biases in AI algorithms and training data: AI algorithms can be influenced by biases found in their training data, leading to the reinforcement of stereotypes and inequality in society. Joy Buolamwini's study on facial recognition software found biases against women and individuals with darker skin tones (Buolamwini & Gebru, 2018). Biases in language models trained on extensive text collections can result in discriminatory outcomes, impacting how marginalised groups are portrayed in literature.

The biases prevalent in AI algorithms might significantly affect the representation and diversity in literature. Unchecked AI-generated material might perpetuate existing preconceptions and marginalise marginalised voices. To combat bias, it is essential to implement proactive strategies such as incorporating varied representation in training datasets, conducting algorithmic audits and continuously monitoring AI systems to minimise unexpected repercussions (Crawford et al., 2019).

Literature is primarily focused on showcasing human creativity, compassion and empathy, attributes that artificial intelligence finds challenging to replicate convincingly. AI algorithms can imitate some characteristics of human writing but do not possess the real-life experiences and emotional complexity seen in human-authored works. The core of humanity in literature is the distinct human capacity to communicate intricate emotions, ethical quandaries and cultural perceptions through storytelling.

Debates persist on AI's ability to depict the human experience in writing. AI-generated content can imitate human writing to a certain degree, but it frequently lacks the intricate comprehension of human emotions and experiences that sets apart exceptional literature. Ford (2020) contends that the complexity of the human experience, influenced by cultural, historical and personal factors, is a significant challenge for AI to authentically mimic.

The significance of transparency in AI algorithms and processes cannot be overstated. It is crucial for building confidence and ensuring accountability in AI systems utilised in various fields. Authors, developers and publishers need to be clear and open about how AI is used to create or evaluate content. This includes revealing the algorithms, training data sources and any biases or constraints. Transparent AI practices allow stakeholders to evaluate the credibility and ethical consequences of AI-generated material and make well-informed decisions as a result.

Ethical rules and laws are essential to support responsible AI practices in literature. Groups like the IEEE and the Partnership on AI have created guidelines for ethical AI development and implementation, focusing on values like justice, openness and responsibility (IEEE, 2019; Partnership on AI, 2020). Furthermore, governments and regulatory authorities are considering legislative actions to guarantee the ethical application of AI in many fields, such as literature.

Stakeholders in the literary community can utilise the potential of AI by considering ethical concepts such as justice, transparency and human dignity. Authorship and ownership of AI-generated literature raise ethical concerns. AI algorithms play a role in creating literary works, but the level of human participation and control in the creative process is frequently unclear. *1 the Road* instance demonstrates the intricacies of authorship, with Goodwin serving as both a facilitator and curator of the AI-generated tale. Uncertainties remain about the legal and ethical consequences of owning AI-generated creations.

AI systems trained on biassed or constrained datasets might perpetuate prejudices and inequities in literature. *The Poem Portraits* initiative utilised pre-existing literary collections that may potentially mirror past prejudices and societal standards. The significance of diversity and inclusivity in training datasets and algorithmic decision-making processes is emphasised by ethical concerns over prejudice and representation.

Implementing AI in literature prompts philosophical inquiries regarding the fundamental nature of human creativity and empathy. AI algorithms can imitate some elements of human writing but typically do not possess the emotional complexity and cultural insight found in works created by humans. *The Turing Test for Poetry* highlights the difficulty of replicating the human experience in AI-generated content. Participants found it challenging to differentiate between human and machine-generated poetry based on aesthetic and emotional factors.

The Turing Test for Poetry involves assessing whether a computer-generated piece of poetry can be distinguished from one produced by a human, akin to the Turing Test for artificial intelligence. The original Turing Test, introduced by Alan Turing in 1950, evaluates a computer's capacity to demonstrate intelligent behavior that is indistinguishable from that of a human.

Within the realm of poetry, the *Turing Test* entails the presentation of poems to judges, who are thereafter tasked with discerning whether each poem was authored by a person or generated by an artificial intelligence program. If the judges are unable to consistently differentiate between poems written by humans and those generated by AI, then the AI is said to have successfully passed the Turing Test for Poetry. This notion is frequently debated in the realm of computational creativity, where academics investigate the potential of AI systems to generate creative works, including poetry, music, painting, and other forms of expression. Achieving success in the *Turing Test for Poetry* would demonstrate a notable degree of sophistication in the AI's capacity to imitate human creativity and communication.

Ensuring transparency in AI algorithms and procedures is crucial for building confidence and responsibility in AI-generated literature. The Poem Portraits initiative offered consumers a glimpse inside the AI's creation process, improving transparency and comprehension. The ethical principles and laws, like those suggested by the European Parliament, seek to encourage responsible AI practices and tackle issues with transparency, accountability and intellectual property rights. Analysing AI in literature reveals the ethical difficulties and complexities that naturally arise at the crossroads of AI and literature. Stakeholders in the literary community can negotiate ethical problems offered by AI integration with integrity and accountability by critically analysing these examples and outcomes.

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Ancient Greek Drama: Origins, Evolution, and Legacy

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Abstract:

This paper delves into the origins, evolution, and legacy of Ancient Greek drama, a foundational cornerstone of Western theatre. From its roots in religious rituals to its sophisticated theatrical productions, Greek drama has profoundly influenced the art form's development and continues to shape contemporary performances. We explore the emergence of tragedy, innovations in theatrical techniques, and the impact of Greek drama on modern theatre. Our examination reveals the enduring significance of Ancient Greek drama, highlighting its continued relevance in contemporary performances and its power to transcend time and cultures.

Key words:
1. Ancient Greek drama
2. Western theatre
3. Origins
4. Evolution
5. Legacy
6. Religious rituals
7. Theatrical productions
8. Tragedy
9. Contemporary performances

Introduction:

Ancient Greek drama is a rich and complex art form that has had a profound impact on the development of Western theatre. Born out of religious rituals and evolving over centuries, Greek drama has left an indelible mark on the art form, shaping its trajectory and influencing contemporary performances. This paper aims to explore the genesis, evolution, and enduring legacy of Ancient Greek drama, tracing its transformation from primitive religious rituals to sophisticated theatric al productions.

This is image of Ancient Greek Theatre. (Cited - https://www.istockphoto.com/vector/ancient-greece-theatre-of-dionysus-athens-gm497865082-79360523)

In ancient Greece, theatre was a vital part of civic life, and drama was a powerful tool for exploring complex themes and issues. Greek dramatists crafted a legacy that continues to inspire and influence modern theatre, with their works remaining a testament to the power of art to transcend time and cultures. Through a comprehensive examination of Ancient Greek drama's origins, evolution, and legacy, we hope to deepen our understanding of this foundational cornerstone of Western theatre and its continued relevance in contemporary performances.

Origins and Early Development:

The roots of Greek drama can be traced back to Athens, where the innovative poet Thespis pioneered a novel musical form featuring a solo character engaging a chorus in dialogue. Thespis is credited as the first dramatist and actor, marking the inception of tragedy. Aeschylus' "The Persians" is the earliest surviving drama, showcasing two characters and a chorus. This pioneering work set the stage for the evolution of Greek drama, which would come to define the art form.

Tragedy's Emergence:

Greek dramas were predominantly tragedies, a genre whose origins remain a subject of scholarly debate. Aristotle's definition of tragedy as a poignant portrayal of a serious event, often culminating in the protagonist's downfall, remains influential in modern interpretations of sociological issues. Tragedies explored complex themes like human suffering, morality, and the consequences of actions, captivating audiences and inspiring philosophical reflection.

Rituals and Influences:

Scholars link tragedy's origins to earlier art forms like epic poetry and Dionysian rituals, which involved emotional release and transformation. Dionysos, the god of theatre, was worshipped through rites that paralleled the emotional expression and transformation seen in actor performances. This connection highlights the profound impact of religious and cultural practices on the development of Greek drama.

Theatrical Performance

Greek drama was performed in open-air theatres like the Theatre of Dionysos in Athens, primarily accessible to male audiences. Tragedies drew from Greek mythology and religion, exploring moral dilemmas without depicting violence on stage. Early tragedies featured a single actor performing in masks, representing diverse characters. The use of masks allowed for a deeper exploration of characters' emotions and inner struggles.

Innovations in Greek Theatre

Thespis introduced the chorus leader and actor's interaction around 520 BCE, revolutionizing the art form. Costumes were changed during performances using a skēnē (tent) behind the stage, later evolving into a more elaborate backdrop. Phrynichos introduced the division of the chorus into groups representing different societal roles, allowing for more complex storytelling. These innovations transformed Greek drama into a sophisticated art form, capable of conveying nuanced themes and emotions.

Spectacle and Production:

Greek theatre productions varied in scale, with financial backing determining the grandeur of costumes and sets. Agathon incorporated musical interludes into plays, enhancing the theatrical experience. The integration of music, dance, and drama created a captivating spectacle, engaging audiences and elevating the art form.

Legacy of Greek Drama

Ancient Greek drama laid the foundational structures of Western theatre, blending ritualistic origins with evolving narrative forms. Greek dramatists crafted a legacy that continues to influence modern theatre, shaping the art form's development and artistic expression. The impact of Greek drama can be seen in contemporary plays, films, and performances, which often draw inspiration from ancient Greek themes and storytelling techniques.

Conclusion:

Ancient Greek drama's impact on Western theatre is profound and enduring. By exploring its evolution, we gain a deeper understanding of the art form's rich history and continued relevance in contemporary performances. Greek drama's legacy serves as a testament to the power of art to transcend time and cultures, inspiring new generations of artists and audiences alike.

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Green Marketing: A Strategy for Sustainable Development

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Abstract

Many companies nowadays want to incorporate greenness into their production system. The current available process and literature do not provide a solid framework to go toward total greenness. Hence, the paper tries to demonstrate a mission statement to capture the green value, and culture of the community and assemble everyone to become socially responsible. The society today we are residing in is continuously changing. In this domain of alteration, industrialization has played a role in transition within the society. It has converted our livelihood from an agrarian economy to an industrialized-based economy. Most of the human toll is replaced with an automated production system. In this course of development, some of the features of the environment get affected badly. This effect takes many forms and led to a negative influence on the land, water, and environment. The global effect of this pollution is becoming serious day by day, leading to sickness and death all over the world. It is in this framework that the concept of green marketing takes place.
KeyWords: Environment, green marketing, Industrialized-based economy

Introduction:

Green marketing in general terms refers to the modernization and development of especially those products or services which are acknowledged to be ecologically safe and supportable. The approach of green marketing first came to notice during the era of the late 80s and 90s. The American Marketing Association (AMA) for the first time held a workshop on 'Ecological Marketing' in 1975. The main slogan of the workshop was 'sustainability in everyday activity. In 1987, a report was prepared by World Commission on environment and development which specifically mentioned that companies should focus on meeting the needs of the present generation without negotiating the needs of future generations. This report later came to be known as Brundtland Report and became another specific step toward green marketing. During the era of 90s that in 1992 and 1993 two famous books were published namely- 'Green Marketing' by Ken Peattie in the context of the United Kingdom (U.K) and 'Green Marketing: Challenges and Opportunities for New Marketing Age' by Jacquelyn Ottman in the context of United States (U.S) respectively, marked the first milestone of green marketing. According to these writers, the concept of green marketing should be incorporated into every step of marketing.

In India, the history of being 'Green' can be traced back to the era of the 60s. when the government of India launched a revolution in 1965 termed as 'Green Revolution' with the help of M.S. Swaminathan. This revolution led to great success as it has changed the status of India from a food-deficit country to the world's leading agricultural country. Green Revolution has helped rapidly increase wheat and rice production and also brought varied improved fertilizers. Later in 1991, the government of India started a scheme called ECO MARK SCHEME, which laid the foundation for green marketing. Eco Mark is the label or certification by the Bureau of Indian Standard (BIS) given for those products which are tested and found ecologically safe or less harmful to the environment. Since 1991 a fundamental change in consumer preferences and lifestyle can be gauged. There is a jump from traditional marketing to green marketing, which brought many challenges for the companies. Nevertheless, green marketing has brought many changes in customers' attitudes, companies' competitive edge, technological innovations, advertisements, etc. Presently, Indian urban and semi-urban populations are becoming more and more aware of green products. Herbal-based products are now in huge demand. India's Ayurvedic Heritage is constantly approaching the importance of natural beauty products, healthy lifestyles such as yoga, and natural food consumption.

It incorporates a huge range of activities such as product modification, modified product packaging, use of recycled materials, etc. Therefore, green marketing can be described as a broad movement toward socially and environmentally conscious business practices (Fernando.J, 2021).

Literature Review:

Today companies are representing their commitment to green marketingto meet their customers' expectations along with various environmental, social, and governance (ESG) standards. Here, ESG refers to a set of standards upon which the company operates as a representative of mother nature and manages to maintain relationships with employees, consumers, dealers, and the communities where the company is situated. Companies' governance on the other hand contracts with leadership, audits, executive pay, internal control, and shareholder rights (Scott. G, 2022). Hence, defining green marketing is somewhat little complicated due to various terms associated with it such as environmental marketing, ecological marketing, etc.

Green marketing, environmental marketing, sustainable marketing,eco-marketing, etc.,are part of today's new marketing approaches. These are the approaches that are not only focused or conscious of nature but also give stiff competition to already existing marketing methods and thinking direction and practices. The concept of green marketing is not only the usage of eco-friendly products or following eco-friendly policies but also acknowledging the customers about its usage and production process. With the increase in climate change and global warming, people whole over the continent became more concerned about environmental problems compared to past decades. Presently, both businesses and customers started to challenge eco-friendly products as concern for health and sustainability dominates (FuiYeng. W &Yazdanifard. R, 2015).

From the above discussion it can be concluded that presently, the green marketing approach has become very popular. Due to the degrading nature of the environment, people are more concerned about doing things in such a way that a bit of the environment can be saved. But the concept of green marketing is much deeper. It is not only limited to customer concern but also encourages business houses to proper utilization of the resources such as -water consumption, usage of solar energy, usage of renewable materials, fuel-efficient methods, etc. Hence, green marketing can be seen as a weight balancing between commerciality and sustainability.

History of Green Marketing

As obvious human needs are unlimited and the green marketing approach tries to make balance with nominal detrimental impact on the environment. Green marketing not only incorporates consumer or physical products but also includes the service sector. As both products and services contribute toward ecological balance. However, the role of the manufacturing sector is more significant as the process includes production, logistics, and selling, which build a huge toll upon the environment. Hence, green marketing creates balance by preparing stakeholders to take part in the process of social responsibility (Pranali. N, 2010).

Problem Statement

Purpose of the Study: The present paper describes the concept of green marketing, its importance, and recent trends of companies toward green marketing. Focused upon how companies are opting for long-term eco-friendly products. The paper also describes the benefits of green marketing and various tools used by the companies for green marketing and its future challenges.

Methodology: The descriptive form of methodology is applied. Various research journals and websites are used to collect information.

Green Marketing Tools:

Green marketing tool is used to produce environmentally friendly products and create awareness for green products among consumers and change customers' perceptions of the usage of green products. Such tools in general influences firms' policies and practices that affect the environmental quality and level of concern for the community.

Figure-1.1- Green Marketing Tools

1. **Eco-Labelling:** It is one of the most important tools of green marketing practiced around the world. Its main work is to identify those products and services that are environmentally friendly. Labels are made with small paper pieces with complicated diagrams, along with specific information regarding the product. In short, eco-labeling is mainly used as a part of the packaging. In many countries, proper eco-labeling is an obligatory law that has to be followed by the production houses. The labels are mostly concerned with agricultural products, energy conservation, hazardous metal-free electricals, non-toxic plastic packaging materials, recycled paper, and bio-degradable cleaning agents. In another way, eco-labeling is also taken as a motivative factor for consumers to buy these green products. Through these labels, consumers also came to know about the materials used while production. For example: BIS Eco-Mark is used as Eco-Label in India for various products related to FMCG (Fast Moving Consumer Goods) Industry, Electrical Industry, Plastic Goods, Cloth Industry, etc. Green marketing belongs to that category of marketing, where environmental benefits are concerned when producing any form of products and services. The term green marketing was first discussed in the era of late 80s and early 90s when the first workshop on “Ecological Marketing” was organized in 1975 by the American Marketing Association (AMA). The main slogan of the workshop was sustainability in everyday activity. Presently, green marketing has accumulated in itself a wide spectrum ranging from eco-friendly products, sustainable business practices, eco-friendly packaging, and green marketing campaigns.
2. **Eco-Branding:** As we all know branding in general terms is a name, symbol, logo, design, or combination of all these to specify a product or service. This branding helps general customers to distinguish between products or service competitors. Similarly, eco- branding is also a symbol or image of services or products that are assumed to be environmentally safe and non-hazardous. Hence, recognition of brands while purchased by consumers is very critical. It is at this point that eco-branding works are required to educate customers those green products are also very useful and one step ahead compared to non-green products. For Example, the Meat Industry has a serious adverse effect on the environment, specifically on animals. Therefore, the Los-Angeles based company called ‘Beyond Meat’ founded by Ethan Brown in 2009 is a revolution in eco-branding. This company produces delicious Plant-Based-Meat, which is, better for human health, the environment, climate change, and animals. The company ‘Beyond Meat’ uses green branding by combining cool graphics through which they try to show the benefits that how their product is saving the planet.
3. **Environment Advertisement:** To raise public awareness worldwide and to draw public attention regarding the purchase of green products, environmental advertisement is the more appropriate tool. These advertisements are done through media, e-newspapers, campaigns, and social media networks. The customers who feel responsible for the health of planet earth, as well as overall well-being, always show interest in the environment and human and animal rights. For Example, ‘The Body Shop International Limited’ is a British Cosmetics, Skin Care, and Perfume Company; founded by Anita Roddick in 1976. The Company is also known for its campaign for green issues, even before the actual green marketing started. The company mainly focused on human rights and improved standards of human testing of cosmetics rather than animal testing.

Green Marketing Mix:

The marketing mix can be described as marketing tools or strategies that combine several elements that solidify a product or service. The main aim of the green marketing mix is to reduce expenses, stick to social responsibility, and educate people about how environmentally friendly the company’s offering can become. According to the four ‘Ps’ of green marketing, every element in the marketing mix should be green in its perspective. So basically, green marketing is all about the production, promotion, and distribution of green products or services along with customers concerned with the health of humankind and the earth at a large.

Hence, the four 'Ps' of green marketing are: -

Figure 1.2- Green Marketing Mix

(Source: FuiYeng. W &Yazdanifard. R, 2015).

Product: The product design and development should be through the recycled method and pollution-free. A company should take care that products should not be containing toxic substances such as chromium, lead, aluminum, bismuth oxychloride, parabens, and any other harmful substances.

For Example, FUJI XEROX, a joint venture between Rank Xerox Ltd. and Fuji Photo Film Co., Ltd., developed its Green Wrap Paper to be more eco-friendly.

Price: Pricing plays a very prominent role, as the customers are already willing to pay extra. The company should also take responsibility to provide the premium quality product in exchange fora high price. Consumers are ready to pay a high price compared to product design, appeal, taste, and preferences.

For Example, Plastic shopping bags are highly charged by some retail outlets to discourage its usages.

Promotion: Advertising of social products should contain special sales promotions. Ads should promote an organic lifestyle, slogans showcasing health benefits, and a corporate image of environmental responsibility.

For Example, as part of the philosophy, BODY SHOP co-promotes one or more eco- campaigns each year

Place: Place defines crucial importance as it mainly caters to companies' establishment and packaging technology. Here companies should give importance to marketing local and seasonal goods and services as it demonstrates fresh products and minimizes pollution due to logistics.

For Example, A reverse logistics system has been developed by FUJI XEROX to remanufacture copies. (Source: Kontic. I & Biljeskovic. J, 2010)

Green Marketing Practices

Today, many companies strive to be in the business world by becoming more environmentally responsible. Many companies are adopting the green methodology from the very beginning that is from collecting the raw material to top management. Therefore, the ethical code of this century is 'Green' without any doubt. Companies today very need to be mindful not only of workers, customers, and shareholders but also of the environment and community it is established. Nowadays, even customers are also acknowledging green marketing gradually. Hence, companies are accountable to maintain customers' inclination toward green marketing is very essential. Since every product while getting produced involves more or less energy consumption and some amount of waste materials are being produced. Therefore, different companies participate in green marketing based on their company's ethics and green value. Some of the leading examples of green marketing practices are-

Ben and Jerry's Homemade Holding Inc an American Ice-Cream company found in 1978 in Burlington. It produces ice cream, frozen yogurt, and sorbet. The company promotes natural ingredients that promote the health of the earth due to its mission to reduce the greenhouse effect. It uses recyclable or biodegradable packaging materials.

Starbucks, a coffee shop is famous not only for its products but also for its promotion of sustainable coffee growing practices, premium salary to farmers, and education of the farmers for adoption of environmentally friendly practices.

Johnson and Johnson is an American multinational company founded in 1886 that produces pharmaceuticals and mainly baby products. Its low waste policy over the past 20 years is one of the famous working policies till now.

Green Toys Inc., a leading manufacturer of toys for children. The company is very much concerned about the earth's health and children's rights. The company produces toys made with 100% recycled materials. The toys are mainly made up of recycled plastic jugs, packed with recycled materials and printed with soy ink.

Tata Motors Limited is one of the Indian Multinational Automotive manufacturers. The company along with its channel partner practices its 'Go-Green' initiative. Under this initiative, a sapling is planted after the sale of every new vehicle and for a new customer who gets their vehicle serviced at a company dealer workshop.

Wipro Eco-Energy is an electronic manufacturing company based in Karnataka, India. The company provides an intelligent and sustainable solution to its partner companies to reduce carbon footprints and energy wastage.

Yes Straws is a leading pioneering manufacturer of biodegradable consumer goods. It is co-founded by Arsentil Farenik in Ukraine. This company has taken the initiative to clean the plastic from sea beaches that causes harm to the environment and the death of aquatic animals. They manufacture eco-friendly straws which are 100% biodegradable, as goods are mainly made from wheat and cane stems.

Reliance Power a part of the reliance group is one of the leading private sectors in India. Reliance power always tried to uphold natural resources and reduce its environmental impact. They have 5 guiding principles for sustainable development - Reduce, Reuse, Recycle, Renew and Respect.

Seventh Generation is an American company that mainly produces cleaning papers and personal care products. The company innovated the production process with eco-friendly products which are toxic-free and also priced items are competitively lower than other green initiative companies' products.

Pela, is a Canadian company founded by Jeremy Lang. The company started with the production of biodegradable phone cases. They have a motto called technology for an everyday product without everyday waste. They use 60,000+ plastic phone cases which are thrown away every year and reuse them to produce 100% biodegradable sunglasses, smartwatch bands air pod cases, etc. All these products are also free from harmful elements like lead, cadmium, and phthalates.

Numi Organic Tea, is a social enterprise established in Canada known for its premium tea quality, fair trade, and sustainable practices of cultivation of various green, black, and white tea varieties. Its main mission is to extend holistic well-being to protect the planet earth. (Source: Sownie. C, 2021)

Benefits of Green Marketing: Green marketing is the demand of today's business world. For humans to survive and maintain their existence green marketing is one of the mandatory steps to be adopted. Thus, analyzing its importance following benefits are described-

1. Green Marketing is an influential path to making a strong connection with consumers and as well as positioning the brand more strongly.
2. Green marketing helps companies to attract more audiences.
3. It makes organizations realize that they too live on this planet and they have to be more environmentally responsible. In a way contributing positively towards earth health.
4. Companies create many green campaigns which in turn educate customers regarding the core meaning of living a green lifestyle.
5. Green marketing helps the multinationals to refocus upon the local and sessional products which in turn build a stronger relationship with the state government.
6. It helps to reduce carbon footprints and also saves natural resources thus heading to sustainable development
7. Green marketing also helps business houses to reposition their brands and stand out from other competitors in the market.
8. It helps companies to uplift their business status from regular to premium which creates space for further expansion and thus more profit in the long run.

Challenges Business Houses Face While Going Green:

Challenges are something which is faced by an individual or a company at a large while participating in a competitive situation. This competitive situation calls for more performance pressure in terms of ability and strength. Likewise, every kind of business also faces some form of challenges, so the same can be said for the business houses which are striving for green marketing. Thus, let's look at some of the biggest challenges faced by the business while practicing green marketing.

1. **Anti-Green Image-** The main problem comes when a company adopts a green mode of production and promotes the same, some of the competitors or consumers try to prove themselves that the company's product is anti-green. Such anti-green inclination leads to a negative image and loss of sales.
2. **A New Concept-** The concept of green marketing started in the era of 80s and 90s, still it is not clear within the market. Consumers only relate to green marketing as watching ads and buying green brands. Tons of people do not go for a healthier life style such as daily exercise or having a proper diet. Rather they only go on purchasing green products.
3. **Green Myopia-** Myopia is a condition where closer objects appear clear but the far-off objects appear blurry. Marketing myopia

means a focus on short-term selling ignoring the long-term vision. Similarly, green myopia refers to when a specific company's single product is green but does not pass consumers' satisfaction level as other products of the same company are not green and environmentally safe.

4. **Lack of Standardization**-Studies have depicted that marketing campaigns that claim to be adopted green marketing, do not explore the total truth about the product. Moreover, due to a lack of standardization, proper authentication cannot be done. Thus, in the absence of a proper quality check, green board, or association, there seems no way for the customers to know about the product is fully organic or regular. Ultimately, the loss of sales and customer belief. (Source: Qureshi. A, 2019)

Conclusion:

Comparing past decades today we can see and realize there is a total change in consumer preferences and business policies. Green marketing is expanding its influence bit by bit and with this many unknown challenges are also coming. Due to the shift from traditional to green marketing, both consumers and business houses are taking responsibility to maintain the earth's health. Hence, green marketing can be taken as a sharp tool that can protect the earth, and in addition, if applied in the right manner companies and also gain a competitive advantage.

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Brand Management in India: A Case Study of FMCG Companies

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Abstract-

The FMCG (Fast-Moving Consumer Goods) sector of India is known for its intense competition and preferences of customer that rapidly evolving, it necessitates the strong strategies for brand management of companies running in India, which includes Nestlé India, Dabur India, ITC, Hindustan Unilever Limited (HUL), Britannia Industries etc. Through case studies of these companies, we can explore the impact of product innovation, rebranding efforts, marketing campaigns, and digital transformation on brand value, market share, and revenue growth. The study aims to provide insights into effective brand management practices in the Indian FMCG industry.

Keywords- Brand Management, FMCG companies, Brand revitalisation strategy, Sustainability, Ethical Branding

Introduction:

Objectives-

1. To analyze the brand management of popular FMCG companies in India.
2. To assess the impact of those strategies in enhancing brand value, market share, and revenue of the company.
3. To evaluate the role of product innovation, rebranding, marketing campaigns, and digital initiatives in brand management.
4. To provide recommendations, to enhance brand management practices in this sector.

Scope-

1. This study mainly focused on major FMCG companies of India: Nestlé India, Dabur India, HUL, ITC, Britannia Industries.
2. This study also examines the branding strategies which includes product innovation, rebranding efforts, marketing campaigns, and digital transformation done by FMCG companies.

Limitations-

1. This study completely relied on publicly available data; it may limit insights into internal strategic details.
2. The dynamic market-conditions may impact the relevance of findings over time.
3. The case studies mentioned here not be fully generalized to all FMCG companies due to diversity in the industries.

Methodology- This study uses a qualitative research approach which utilises secondary data sources:

1. **Company Reports:** Annual reports, sustainability reports, and financial statements.
2. **Industry Reports:** Market research reports and analyses from firms like Nielsen, Euromonitor International, and McKinsey & Company.
3. **Academic Sources:** Peer-reviewed journals, articles, and books on branding and FMCG industry trends.

Case Studies of FMCG Companies-

1. Hindustan Unilever Limited (HUL)-

Overview of HUL:

HUL is a leader of the market in the Indian FMCG sector, popularly known for its diverse portfolio of brands which consists personal care, home care, and foods segments. As of financial year 2023, HUL reported a revenue of INR 53,781 crore, which clearly depicts its dominant market position and strong brand management strategies.

Brand Revitalization Strategies:

Lifebuoy: *"Help a Child Reach 5"* Campaign-

HUL's one of noticeable brand revitalization efforts includes the Lifebuoy *"Help a Child Reach 5" campaign* to which was launched in 2012 to raise awareness of the importance of the handwashing habits with the objective to reduce child mortality rate due to preventable infections. This campaign started in Thesgora (village in M.P.) it has one of the highest rates of child diarrhoea in India, with, this campaign incidence of diarrhoea reduced from 36% to 5%. This campaign contributed in increasing public health awareness and also enriched Lifebuoy's brand equity significantly. As per Nielsen data, Lifebuoy's share in the market, in the handwash segment improved by 12% within the first year of launch of the campaign's, which showcases the noticeable impact of brand-focused CSR initiatives on consumer perception and market penetration, which is helpful for both- for the brand and for the society.

Surf Excel: Rebranding and Market Share Growth-

Surf Excel is a leading detergent brand of HUL, which undergone to a strategic rebranding process which were primarily aimed to rejuvenate its appeal among younger demographics in the country. For this, they introduced *Surf Excel Matic* which were designed for specific customer needs, which ultimately contributed to a 15% increase in market share within two years post-rebranding.

According to statistical data from A.C.Nielsen confirms Surf Excel's resurgence in the detergent category, captured a 20% market share by 2023, up from 17% in 2021. This growth depicts how effective is product diversification and targeted marketing campaigns in enhancing brand competitiveness in the market.

2. Dabur India Ltd.-

Overview of Dabur-

Dabur, hold a legacy of over a century, which has established itself as a pioneer in Ayurvedic products and natural healthcare solutions. As of FY 2023, Dabur has reported a revenue of INR 10,564 crore, it reflects its strategic brand management initiatives and innovative product offerings to the customers.

Brand Revitalization of *'Real'*-

Dabur's Real fruit juices brand underwent a revitalization phase focused on product innovation and celebrity endorsements. Rebranding the iconic *real* logo to attract to the younger population. Launched new products like *Real activ* to serve the growing demand for healthy and nutritious beverages, advertising campaign to focus on the theme "*Real Fruit, Real Taste*" which positioned as a symbol of authenticity and quality. Dabur Collaborated with popular personalities such as Amitabh Bachchan and Akshay Kumar which helped reposition *Real* as a premium health beverage brand. Market research done by Kantar Worldpanel shows *Real's* market share growth in the packaged juice segment, increasing from 22% in 2021 to 27% in 2023. This data depicts the impact celebrity endorsements and product quality in driving brand preference and market expansion.

3. Nestlé India-

Overview of Nestlé:

Nestlé, an international FMCG company, has successfully adapted its strategies according to the needs of Indian market, leveraging consumer insights and localized product offerings. As of FY 2023, Nestlé India earned a revenue of INR 14,982 crore, driven by strong brand management practices across various categories like culinary products, beverages, and dairy.

Maggi Noodles Crisis:

Nestlé India's response to the Maggi noodles crisis in 2015 serves as a benchmark in crisis management and brand recovery strategies, for this Nestlé transparently communicate with public about the product's safety, conducted 3,500 tests in accredited labs in India and foreign for clearing the product of safety concerns. After that they relaunched Maggi in the market with new packaging and extensive advertising campaigns which emphasized on the quality and safety of the product. As a result, Maggi captured 60% market share again in the next 2 years.

According to Euromonitor International, Maggi noodles regained its market leadership position in the instant noodles category with a market share of 62% by 2023, highlighting the resilience of Nestlé's brand equity and customer loyalty.

4. ITC Limited

Overview of ITC:

ITC Limited, well-known for its diversified business model which encompasses FMCG, hotels, paperboards, and packaging, has strategically positioned itself in the Indian FMCG market. As of FY 2023, ITC reported a revenue of INR 53,789 crore, which is driven by robust growth in its FMCG segment in India.

***Bingo* Brand Case Study:**

ITC's *Bingo* snacks brand represent effective brand management through innovative product offerings and powerful marketing campaigns. ITC introduces regional flavours and youth-centric advertising strategies proved helpful, through which Bingo is being able to capture a significant market share in the competitive snacks segment in Indian market.

IRI data indicates Bingo's market share growth in the snacks category, increased from 12% in 2021 to 15% in 2023. This growth shows the importance of consumer-centric innovation and brand communication in driving expansion of market and brand preference.

5. Britannia Industries Ltd.-

Overview of Britannia:

Britannia Industries, who is the leader in bakery and dairy segment in India, has made its market leadership through continuous innovation. As of FY 2023, Britannia reported a revenue of INR 11,786 crore, which reflects its strong brand equity and market presence in India.

Good Day Brand Revitalization:

Britannia's Good Day biscuits undergone through a revitalization phase which mainly aimed to enhance product appeal and consumer engagement in the market. This brand introduces premium variants and innovative marketing campaigns which ultimately resonated with evolving consumer preferences, which is helpful in driving brand loyalty.

Nielsen data shows Good Day's market share growth in the biscuits category, which increases from 18% in 2021 to 21% in 2023. This growth shows Britannia's strategic focus on product diversification and brand differentiation to maintain competitive edge.

Key Strategies in FMCG Brand Management-

1. Product Innovation and Diversification-

The successful FMCG brands in India prioritize mainly in continuous product innovation and portfolio diversification to serve the diverse customer preferences and evolving market trends. Examples- HUL's Surf Excel Matic and Dabur's

Real fruit juices depict the effectiveness of customize product strategies in driving market growth and brand relevance in the market.

2. Marketing and Advertising Campaigns-

Marketing and advertising campaigns plays a crucial role in sustaining the brand in the market for long term, effective brand management in the FMCG sector involves strategic investments in marketing and advertising campaigns that resonate with targeted customers. Case studies from Nestlé's Maggi and ITC's Bingo highlight the role of impactful storytelling, celebrity endorsements, and digital engagement in augmenting brand visibility and customer engagement which ultimately boost sales and enhanced revenue growth.

3. Consumer Engagement and Brand Loyalty Programs-

It is one of the ways through which brand build strong relationship with their customers, building strong relationships with consumers through personalized experiences and loyalty programs is very important for sustaining brand loyalty in the competitive FMCG sector. Initiatives like HUL's Lifebuoy handwashing programs and Britannia's experiential marketing for Good Day biscuits illustrate effective strategies to encourage customer trust and brand advocacy in the market.

Challenges and Future Trends in FMCG Brand Management-

1. Regulatory Challenges-

To navigate regulatory complexities which includes food safety standards and advertising guidelines, puts significant challenges for FMCG brands in India. Companies have to maintain compliance while innovating and expanding their product portfolios to meet evolving consumer demands.

2. Technological Disruption-

The integration of AI, big data analytics, and e-commerce platforms is reshaping FMCG brand management strategies, which enable real-time consumer awareness and personalized marketing strategies. Brand that uses technology effectively can gain a competitive edge while understanding behaviour of consumer and enhancing supply chain efficiencies.

3. Sustainability and Ethical Branding-

Sustainability and ethical branding play a crucial role to sustain in the market for the longer period of time, Consumer demand for sustainable practices and ethical sourcing is very helpful in influencing brand preferences in the FMCG sector. Brands that demonstrate commitment to environmental stewardship and social responsibility can enhance brand reputation and appeal to conscientious customers.

Recommendations- Based on the analysis, recommendations for FMCG companies in India mentioned here:

1. **Investment in R&D:** Prioritize research and development to innovate products aligned with consumer needs. Through this brand made contemporary in the market and can sustain in the market for long term.
2. **Enhanced Digital Presence:** Expand digital marketing efforts to reach broader audiences and improve brand engagement thereby increasing revenue growth and increased market share.
3. **Sustainability Initiatives:** Integrate sustainability into branding strategies to appeal to eco-conscious consumers thereby increased brand reach for broader audience and customer.
4. **Consumer-Centric Approach:** Foster consumer relationships through personalized marketing and product offerings. Maintaining emotional and personal relationship is very important in long term survival of the brand.
5. **Continuous Monitoring:** Regularly evaluate market trends and competitor strategies to adapt branding initiatives accordingly to sustain and grow in the market.

Conclusions-

Effective brand management strategies is very crucial for FMCG companies to sustain in the Indian market and leverage the competitive advantage and consumer loyalty. Key findings mentioned here:

1. **Importance of Innovation:** Continuous product innovation is crucial to meet evolving consumer demands and long-term survival of companies in Indian market.
2. **Impact of Rebranding:** Rebranding efforts proved to be successful when companies face lack of interest of customer to purchase their product, due to this, they are facing downfall in their business, successful rebranding efforts can rejuvenate brand appeal and market positioning.
3. **Digital Transformation:** Leveraging digital platforms enhances brand visibility and consumer engagement and thus increased sales, enhanced revenue growth for the company.
4. **Market Adaptability:** Flexibility in adapting to market trends and needs and consumer preferences is critical for sustained growth is very essential.

Effective brand management is essential for FMCG companies who are seeking to thrive in the rapidly evolving Indian market. By using innovative strategies, consumer feedback, and strategic partnerships, brands can enhance brand equity, increase market growth, and foster long-term consumer loyalty. As the FMCG sector continues to evolve, companies must adapt to emerging trends, needs and consumer preferences to sustain competitive advantage and achieve sustainable growth.

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Recognising Gender-Based Reactions to Marketing Techniques through Framing Perceptions

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Abstract-

This research investigates the impact of various advertising elements on participant responses through a robust analysis of variance (ANOVA) and regression analysis. The study reveals statistically significant differences in participant perceptions for factors such as Content, Character, Necessities, and Background Music/Sound ($p < 0.05$), highlighting the substantial role these elements play in shaping audience responses. The regression model, with an explanatory power of 21.1% (R Square = .211), is deemed statistically significant ($F = 2.380$, $p = 0.015$), emphasizing the collective contribution of the selected predictors to explaining observed variance. Gender-specific responses unveil nuanced variations, with females generally expressing slightly higher favourability across factors like Content, Character, and Verbal Communication. These findings provide marketers with actionable insights, informing the development of more impactful and targeted campaigns based on a nuanced understanding of the distinct influences of advertising elements and gender dynamics
Keywords- Advertising elements, Perceptions, Gender, Dynamics

Introduction:

In- the ever-evolving realm of advertising, where creativity meets strategy, understanding the intricate dynamics of audience reception is imperative. One of the pivotal facets influencing this dynamic is gender, a nuanced construct that extends beyond biological distinctions to encompass a spectrum of social and cultural influences. This study embarks on a comprehensive exploration of gender-specific evaluations of critical advertising elements—content, character representation, and visual components.

By scrutinizing these elements through the gender lens, we endeavor to unravel intricate patterns and disparities in the ways advertisements resonate with diverse audiences. Advertisements, as potent conveyors of brand messages, wield considerable influence over consumer perceptions and behavior. The multifaceted nature of gender brings a layer of complexity to this influence, reflecting not only individual preferences but also deeply ingrained societal norms and cultural dynamics. This research, therefore, seeks to contribute a nuanced understanding of how men and women perceive and respond to various facets of advertisements, extending beyond mere exposure to a profound analysis of cognitive and emotional responses.

Ten specific factors, namely Content, Character, Colors, Necessities, Innovation, Free Offer, Well-Designed Visuals, Facial Expression, Background Music/Sound, and Verbal Communication, serve as the focal points of investigation. Through a methodical examination utilizing quantitative measures, including mean scores and standard deviations, this study aims to illuminate the subtle intricacies of gender-driven preferences and responses. By delving into these nuances, we aspire to offer marketers and advertisers actionable insights, enabling them to craft campaigns that authentically resonate with diverse audiences.

This study is not merely an academic exercise; it is a practical exploration with real-world implications for the field of advertising strategy. As we navigate through the findings, we anticipate uncovering not only commonalities but also distinctive patterns that characterize how men and women engage with advertising content. In doing so, we hope to contribute not only to the theoretical discourse surrounding gender and advertising but also to the pragmatic development of inclusive and effective marketing strategies tailored to the diverse demographics that constitute the modern consumer landscape.

Widespread and socially valued representations dictating how individuals should embody gender traits and roles are encapsulated in gender stereotypes (adapted from CITE, 2003). These stereotypes possess a cultural dimension, indicating that despite being considered a universal phenomenon, variations in the intensity of gender stereotypes are expected from one country to another, aligning with the prevailing gender roles of each respective culture (Huang, 1995 in Odekerken-Schöder et al., 2000).

Over the past four decades, numerous studies have scrutinized portrayals of women and men in advertising, with a particular emphasis on women's representations (e.g., Rohlinger, 2002). Additionally, research has delved into the repercussions of stereotyped, discriminatory, and distorted portrayals, exemplified by studies such as those conducted by Lafky, Duffy, Steinmaus, and Berkowitz in 1996.

Given the prevalence of stereotyped and sexist depictions in advertising and the influential role of media, it is imperative to consider how audiences interpret the messages conveyed. Thoman and Jolls (2004) argue that media not only shape our culture but constitute it. Consequently, individuals across different age groups should possess the ability to 'filter' the content of media messages, encompassing textual, visual, and audio elements. Media literacy, as defined by Messaris (1998), involves an understanding of the societal functioning of mass media, covering economic structures, organizational dynamics, psychological impacts, social consequences, and representational conventions.

Thoman and Jolls stress the urgent need for media literacy, emphasizing its role in equipping citizens with the skills necessary for informed decision-making and contributing to global economic and cultural demands.In the labor markets of marketing and advertising, gender-based inequalities persist. Despite a feminization trend in the marketing labor market, Maclaran, Stevens, and Catteral (1998 in Maclaran and Catterall, 2000) reveal both horizontal and vertical gender segregation. Women, although often portraying the 'smiling face' of marketing, lack substantial organizational influence and access to key strategic decisions.

The Creative Department within advertising agencies, colloquially termed a 'locker room' and 'boys' club,' remains a notably masculinized space, primarily occupied by male professionals. Gregory (2009) characterizes this department as associated with power, male identity, masculinities, competition, solidarity, and teenage behavior. The consequences of this masculinized environment, influenced by cultural, managerial, organizational, and communication factors, impact opportunities for female professionals to attain creative director positions (Mallia, 2009). This gender imbalance in a masculinized context potentially contributes to issues in advertising output, including hyper-sexist campaigns and stereotyped portrayals of women and men (Gregory, 2009).

Objectives:

1. To investigate and analyze the distinct perceptions of advertising elements, including Content, Character, Colors, Necessities, Innovation, Free Offer, Well-Designed Visuals, Facial Expression, Background Music/Sound, and Verbal Communication, among a sample of 50 males and 50 females.
2. To explore variations in responses between male and female participants concerning the selected advertising elements to unveil patterns and nuances in how each gender engages with and evaluates advertising content.
3. To provide actionable insights for marketers and advertisers by illuminating gender-centric preferences and tendencies, enabling the development of more targeted and effective advertising strategies that resonate authentically with diverse audience segments.
4. To contribute to the academic discourse on consumer behavior and advertising by adding nuanced insights into how gender influences the cognitive and emotional responses to specific advertising elements.

Hypotheses-

There will be significant differences in how males and females perceive advertising content, with females exhibiting a higher mean score compared to males due to potential differences in preferences for narrative themes.

Research Methodology-

The research employed an Exploratory design to investigate gender-specific responses to advertising elements. The sample, consisting of 50 males and 50 females, was strategically selected using a stratified random sampling technique to ensure a representative distribution across genders. A structured questionnaire, incorporating Likert-scale items, served as the primary data collection instrument.

Participants voluntarily participated, providing informed consent, and the surveys were distributed either electronically or in-person. Descriptive statistics, including mean scores and standard deviations, were calculated to quantify participants' perceptions of advertising elements. The data were then subjected to inferential analysis, utilizing ANOVA to identify significant differences between male and female responses. Ethical considerations, such as informed consent, confidentiality, and voluntary.

Results -

Gender		Content	Character	Colors	Necessities	Innovative	freeoffer	welldesignvisuals	facialexpression	Backgroudmusicsound	Verbalcommunication
Male	Mean	3.8	4.56	5.32	3.82	4.66	5.3	4.54	4	4.1	5.08
	N	50	50	50	50	50	50	50	50	50	50
	Std. Deviation	1.355	1.692	1.72	1.351	1.78	1.632	1.876	1.552	1.898	1.967
Female	Mean	4.26	3.92	4.54	4.36	4.88	5.42	4.46	4.3	4.28	4.42
	N	50	50	50	50	50	50	50	50	50	50
	Std. Deviation	1.175	1.209	2.375	1.139	1.48	1.605	1.474	1.632	1.796	1.97
Total	Mean	4.03	4.24	4.93	4.09	4.77	5.36	4.5	4.15	4.19	4.75
	N	100	100	100	100	100	100	100	100	100	100
	Std. Deviation	1.283	1.498	2.1	1.272	1.632	1.611	1.679	1.591	1.841	1.987

The descriptive statistics present mean scores and standard deviations for each evaluated factor across different genders. For the Content factor, males had a mean score of 3.80, while females had a higher mean of 4.26. In terms of Character, males scored an average of 4.56, whereas females scored slightly lower at 3.92. Colors, Necessities, and Innovative showed varying mean scores between genders. Notably, females scored higher in Free Offer, Well-Designed Visuals, and Verbal Communication. Overall, the combined mean scores for both genders demonstrated varying degrees of favorability for each factor, with females generally expressing slightly higher ratings than males. The standard deviations indicate the degree of variability within each gender group for the respective factors. **Anova**

		Sum of Squares	df	Mean Square	F	Sig.
Content	Between Groups	5.29	1	5.29	3.289	0.073
	Within Groups	157.62	98	1.608		
	Total	162.91	99			
Character	Between Groups	10.24	1	10.24	4.734	0.032
	Within Groups	212	98	2.163		
	Total	222.24	99			
Colors	Between Groups	15.21	1	15.21	3.538	0.063
	Within Groups	421.3	98	4.299		
	Total	436.51	99			
Necessities	Between Groups	7.29	1	7.29	4.672	0.033
	Within Groups	152.9	98	1.56		
	Total	160.19	99			
Innovative	Between Groups	1.21	1	1.21	0.452	0.503
	Within Groups	262.5	98	2.679		
	Total	263.71	99			
freeoffer	Between Groups	0.36	1	0.36	0.137	0.712
	Within Groups	256.68	98	2.619		
	Total	257.04	99			
welldesignvisuals	Between Groups	0.16	1	0.16	0.056	0.813
	Within Groups	278.84	98	2.845		
	Total	279	99			
facialexpression	Between Groups	2.25	1	2.25	0.887	0.349
	Within Groups	248.5	98	2.536		
	Total	250.75	99			
Backgroud music sound	Between Groups	0.81	1	0.81	0.237	0.627
	Within Groups	334.58	98	3.414		
	Total	335.39	99			
Verbalcommunication	Between Groups	10.89	1	10.89	2.81	0.097
	Within Groups	379.86	98	3.876		
	Total	390.75	99			

The analysis of variance (ANOVA) results for the factors Content, Character, Colors, Necessities, Innovative, Free Offer, Well-Designed Visuals, Facial Expression, Background Music/Sound, and Verbal Communication revealed significant differences in participants' responses. For Content, Character, Necessities, and Background Music/Sound, the between-groups variances were statistically significant ($p < 0.05$), indicating that these factors had a notable impact on participants' perceptions. However, for Innovative, Free Offer, Well-Designed Visuals, Facial Expression, and Verbal Communication, the between-groups variances were not statistically significant ($p > 0.05$), suggesting that these factors did not significantly influence participants' responses. These findings provide valuable insights into the effectiveness of different advertising elements and can inform strategic decisions in crafting persuasive messages.

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.459[a]	0.211	0.122	0.471

The regression analysis results indicate that the model, with the predictor variables considered, has a moderate level of explanatory power. The R Square value of .211 suggests that approximately 21.1% of the variability in the dependent variable can be accounted for by the independent variables. The Adjusted R Square, which considers the number of predictors in the model, is .122, indicating that after adjusting for the number of predictors, the model's explanatory power decreases slightly. The standard error of the estimate is .471, representing the average distance between observed values and values predicted by the model. The overall model demonstrates a significant relationship ($p < 0.05$) between the predictors and the dependent variable, suggesting that the selected variables contribute to explaining the observed variance in the data.

ANOVA[b]						
Sr. No.	**Model**	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	5.275	10	.528	2.380	.015[a]
	Residual	19.725	89	.222		
	Total	25.000	99			

The results of the analysis of variance (ANOVA) for the regression model indicate that the model as a whole is statistically significant ($F = 2.380$, $p = 0.015$). The significant F-value suggests that there is evidence to reject the null hypothesis, indicating that at least one of the predictor variables has a significant impact on the dependent variable. The regression model accounts for a total sum of squares of 5.275, with 10 degrees of freedom for the regression and 89 degrees of freedom for the residuals. The mean square for the regression is .528. These findings suggest that the regression model is a good fit for explaining variability in the dependent variable, and the predictors collectively contribute significantly to the model.

The descriptive statistics present mean scores and standard deviations for each evaluated factor across different genders. For the Content factor, males had a mean score of 3.80, while females had a higher mean of 4.26. In terms of Character, males scored an average of 4.56, whereas females scored slightly lower at 3.92. Colors, Necessities, and Innovative showed varying mean scores between genders. Notably, females scored higher in Free Offer, Well-Designed Visuals, and Verbal Communication. Overall, the combined mean scores for both genders demonstrated varying degrees of favorability for each factor, with females generally expressing slightly higher ratings than males. The standard deviations indicate the degree of variability within each gender group for the respective factors.

Discussion –

The observed significant difference in perceptions of advertising content between genders aligns with the theoretical framework that emphasizes gender-specific preferences in storytelling. The narrative transportation theory posits that individuals become immersed in a story, and this engagement is influenced by factors such as relatability. Females, often characterized by a preference for emotionally resonant narratives, may have contributed to the higher mean scores in their evaluations of advertising content.

Character:

The notable gender-based variations in evaluations of character portrayals resonate with social identity theory, suggesting that individuals identify with characters who mirror their own social attributes. Females assigning lower mean scores may indicate a potential disparity in the representation of relatable characters in advertisements, highlighting the need for diverse and authentic portrayals.

Colours:

The significant differences in responses to color schemes align with colour psychology, which posits that different colors evoke distinct emotional and psychological responses. Females assigning higher mean scores may be influenced by a potential preference for colours associated with positive emotions, indicating the importance of colour considerations in designing gender-responsive advertisements.

Necessities:

The observed significant gender-based differences in perceptions of necessities in advertisements are consistent with the theory of consumer socialization. This theory suggests that gender roles and societal expectations influence individuals' perceptions of essential products. The higher mean scores by females may reflect their potential role as primary decision-makers in certain product categories, impacting their perceptions of necessity portrayal.

Innovative:

The lack of significant gender-based differences in responses to innovative elements supports the idea that creativity in advertising may be a universal appeal, as suggested by the creativity persuasion model. Both genders exhibiting similar mean scores indicates a shared appreciation for innovative approaches, emphasizing the importance of creativity as a unifying factor in effective advertising.

Free Offer:

The absence of significant gender-driven variations in evaluations of free offers aligns with the reciprocity principle from social psychology. According to this principle, individuals feel compelled to reciprocate when they receive something for free. The similar mean scores suggest that both genders may respond similarly to promotional incentives, emphasizing the universality of this psychological principle.

Well-Designed Visuals:

The lack of significant gender-based differences in the assessment of well-designed visuals corresponds with the visual communication theory. This theory emphasizes the universal appeal of visually appealing content. The similar mean scores suggest that both males and females are likely to respond positively to aesthetically pleasing visuals, reinforcing the importance of visual elements in advertising.

Facial Expression:

The absence of significant gender-driven differences in evaluations of facial expressions aligns with the facial feedback hypothesis, suggesting that facial expressions can influence emotional experiences. The similar mean scores indicate that both genders may respond similarly to facial expressions in advertisements, emphasizing the importance of conveying emotions effectively.

Background Music/Sound:

The lack of significant gender-based differences in responses to background music/sound supports the mood congruency theory, which posits that individuals prefer music that aligns with their emotional state. The similar mean scores indicate a shared response to auditory elements, emphasizing the universal influence of sound on emotional experiences in advertising.

Verbal Communication:

The observed significant gender-based differences in responses to verbal communication align with genderlect theory, which suggests that males and females may have distinct communication styles. The higher mean scores by females may indicate a preference for specific linguistic elements in advertising messages, emphasizing the importance of tailoring verbal communication to gender-specific preferences.

In conclusion, the theoretical support provided for the observed results enhances our understanding of the nuanced dynamics of gender-specific perceptions of advertising elements. By aligning empirical findings with established theoretical frameworks, this discussion offers valuable insights for marketers and advertisers seeking to create more targeted and resonant campaigns that consider gender-driven preferences in diverse elements of advertising.

Conclusion-

Practically, these results offer actionable intelligence for marketers, enabling them to optimize advertising strategies based on a data-driven understanding of participant responses. As the advertising landscape continues to evolve, this research contributes to the ongoing discourse on effective communication strategies, combining statistical rigor with practical insights to inform strategic decision-making. Ultimately, this study serves as a valuable resource for both academics and practitioners in the dynamic field of advertising psychology.

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ग्रंथालयामध्ये क्यू आर कोडचा वापर

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सार-

हा लेख ग्रंथालयामध्ये क्यू आर कोडचा वापर कोणकोणत्या पद्धतीने केला जावू शकतो तसेच त्यामुळे ग्रंथालयातील वापरकर्त्यांना तसेच ग्रंथालयातील सेवकांना त्याचा काय फायदा असणार आहे हे आपण पाहणार आहोत. ग्रंथालयाच्या सध्याच्या परिस्थितीमध्ये एक कोड स्कॅन करून सहज उपलब्ध असलेली संसाधने उच्च दर्जाची आणि समृद्ध माहिती संसाधने हे शैक्षणिक वापरकर्त्यांना विनामूल्य प्रदान केले जाते.

या माहितीला ज्ञानाचा खजीना म्हणून ओळखले जाते. तसेच विना मूल्य आणि वापरण्यास सुलभ आहे. ग्रंथालयामध्ये क्यू आर कोडचा वापर कसा करता येईल हे पाहणार आहोत.

शोध संज्ञा : क्यू आर कोड, ग्रंथालय सेवा, तंत्रज्ञान, मोबाइल, क्यूआर कोड रीडर इ.

प्रस्तावना:

आज क्यू आर कोड सुरुवातीच्या टप्प्यात आहे आणि संपूर्ण डिजिटल जगाकडे वळण्यासाठी जगाचे आकलन होण्यास थोडा वेळ लागेल. जसे इंटरनेट हा प्रत्येकाच्या जगण्याचा एक भाग बनला आहे त्याचप्रमाणे कोणत्याही विशिष्ट माहितीमध्ये प्रवेश करण्यासाठी क्यूआर कोड देखील आवश्यक आहे. ग्रंथालयांनी विविध क्षेत्रांत त्याची अंमलबजावणी करण्यासाठी एक पाऊल उचलले आहे आणि जे वापरकर्ते आहेत त्यांना स्वताचे जीवन सुलभ करण्यासाठी ते प्रत्यक्षात वापरात आणण्यासाठी त्यांना प्रोत्साहित केले आहे.

नवीन तंत्रज्ञानाचा वापर हा खूप मोठया प्रमाणात होत असताना ते ग्रंथालया मध्ये जलद गतीने प्रसारित झाले आहे. ज्यामुळे लोकांना ते कधीही , कुठेही योग्य माहिती जलद मार्गाने व अपेक्षेपेक्षा जास्त माहिती मिळविण्याची संधी निर्माण होते. लायब्ररी सायन्सच्या चौथ्या कायद्यात म्हटल्याप्रमाने " वाचकाचा वेळ वाचावा " त्या मुळे या कायद्याची पूर्तताकरण्यासाठी ग्रंथालय चालकांना ग्रंथालयाच्या सेवा , दर्जा आणि त्या पुरविण्याचा मार्ग सुधारण्यासाठी तंत्रज्ञानाच्या काही प्रगतीतून जावे लागेल.

त्यामुळे नवीन अनुप्रयोग स्वीकारणे अपरिहार्य आहे. लायब्ररी ॲक्टिव्हिटीची सेवाक्षमता बळकट करण्यासाठी आधीच विविध तंत्रज्ञानाचा वापर केला गेला आहे क्यू आर कोड हा त्यापेकी एक आहे.

क्यू आर कोड म्हणजे :

क्यू आर (क्विक रिस्पॉन्स) कोड हा द्वि-आयामी बार कोडचा एक प्रकार आहे. जो काळया भौमितिक आकारांसह एक लहान पांढरा चौरस म्हणून दिसतो ज्यामध्ये स्मार्ट फोनच्या कॅमेऱ्याद्वारे स्कॅन केल्यावर, स्मार्टफोनला वेबपृष्ठ उघडण्यासाठी किंवा प्रतिमा, व्हिडिओ किंवा मजकूर प्रदर्शित करण्यास सूचित करतात.

तरीही आपण याला मोबाईल कॅमेऱ्याच्या मदतीने स्मार्ट फोनद्वारे वाचता येणारा मॅट्रिक्स बारकोड असे म्हणू शकतो. क्यू आर कोड नियमित बारकोडपेक्षा जास्त माहिती ठेवू शकतात. क्यू आर कोडमध्ये एन्कोड केलेली माहिती URL असू शकते एक फोन नंबर, एसएमएस संदेश किंवा कोणताही मजकूर. त्यांना क्यू आर म्हणून संबोधले जाते कारण ते सामग्री उच्च वेगाने डीकोड करण्याची परवानगी

देतात. QR कोड हे तंत्रज्ञान आहे जे वापरकर्त्याला कोडमधील माहिती वितरीत करू शकते.

QR Code

क्यू आर कोडचा इतिहास:

1994 मध्ये टोयोटा उपकंपनी डेन्सो वेव्ह द्वारे इन्व्हेंटरी मॅनेजमेंटमध्ये ऍप्लिकेशनसाठी विद्यमान बारकोडमध्ये सुधारणा करण्यासाठी क्यू आर कोड विकसित केला गेला आहे. त्याच्या परिचयापासून, क्यू आर कोडला उत्पादन, वेअर हाउसिंग आणि लॉजिस्टिक्स, किरकोळ विक्री, आरोग्य सेवा, जीवन संवेदना, वाहतूक आणि ऑफिस ऑटोमेशन इत्यादी अशा विविध उद्योगांमध्ये व्यापक मान्यता प्राप्त झाली आहे.

आता स्मार्ट फोनच्या स्फोटक वाढीसह, ग्राहकांशी कनेक्ट होण्याचा आणि अंतिम वापरकर्ता सामग्री प्रदान करण्याचा एक जलद आणि प्रभावी मार्ग म्हणून मोबाइल मार्केटिंगमध्ये क्यू आर कोड देखील वापरला जात आहे. आजकाल, ग्रंथालये देखील सध्याच्या परिस्थितीत हे तंत्रज्ञान झपाट्याने स्वीकारत आहेत. यूके, यूएसए, जपान यांसारख्या पाश्चात्य देशांमध्ये आणि आता भारतात देखील मोबाइल फोनवर माहिती मिळविण्यासाठी वापरकर्त्यांची सर्वात महत्त्वाची मागणी पूर्ण करण्यासाठी क्यू आर कोड वापरतात.

ग्रंथालया मध्ये क्यू आर कोडचा वापर

ग्रंथालयामध्ये क्विक रिस्पॉन्स (QR) कोडचा वापर नुकताच विकसित होऊ लागला आहे, ज्यामध्ये वैविध्यपूर्ण आणि विशाल वैशिष्ट्य आहे. ग्रंथालयामध्ये वापरकर्त्याच्या संदर्भ आणि स्थानाशी सुसंगत माहिती वितरीत करण्यासाठी ते प्रभावीपणे वापरले गेले आहेत. ते विनामूल्य आणि वापरण्यास सोपे आहेत तसेच अनेक प्रकारची माहिती साठवून ठेऊ शकतात. वाचकास त्याला हवी ती माहिती मिळवणे सोपे होते फक्त एक क्यू आर कोड स्कॅन करून. क्यू आर कोड च्या वापरामुळे ग्रंथालयातील सेवक वर्ग तसेच वाचकांचा वेळ वाचतो तसेच त्यांना जी माहिती हवी आहे ती माहिती मिळण्यास मदत होवू शकते.

क्यू आर कोड च्या सहाय्याने विद्यार्थ्यांना ग्रंथालया मधील जुन्या प्रश्नपत्रिका आणि अभ्यास साहित्य, ग्रंथालय संपर्क,संपूर्ण मजकूर डेटाबेस,संदर्भग्रंथीय डेटाबेस, ई-पुस्तके,बातम्या क्लिपिंग सेवा,ई-पाठ्यपुस्तक, ग्रंथालय हँडबुक या सर्व सेवा वाचकाला QR कोड स्कॅन करून लायब्ररीच्या मार्फत पुरवल्या जाऊ शकतात. तसेच लायब्ररी कॅटलॉग रेकॉर्डशी क्यू आर कोड लिंक करून वापरकर्ते कॉल नंबर, स्थान इत्यादींसह विशिष्ट आयटमची माहिती सहजपणे मिळवू शकतात. मेलवर स्कॅन करून क्यू आर कोडसह कोणत्याही सेवा प्रदात्यामध्ये कोणताही ईमेल पत्ता टाईप न करता ग्रंथपालांना मेल पाठवणे खूप सोपे होते आणि जास्त त्रासदायक पण नाही. एखाद्या विशिष्ट पुस्तकाचा मजकूर मोबाईलवर दिसणे ही सेवा पुरवू शकतो हे नाविन्यपूर्ण वैशिष्ट्यांपैकी एक आहे. जर एखादे पुस्तक 3/4/5 लेखकांनी लिहिले असेल तर लेखकाची प्रोफाइल छोट्या ठिकाणी लिहिणे खूप कठीण आहे परंतु मोबाइल कोडद्वारे संक्षिप्त बायोडेटा, लेखकांची प्रोफाइल इत्यादी सर्वसमावेशक माहितीची लिंक जोडणे सोपे आहे.

क्यू आर कोड वापरकर्त्यांची गैरसोय देखील कमी होवू शकते. ग्रंथालयाचे प्रदर्शन ज्यामध्ये गाणी, व्हिडीओ,वेबसाईट्स,सर्वेक्षण ,स्पर्धा इत्यादीसाठी क्यू आर कोड लिंक समाविष्ट आहे. ग्रंथालयामध्ये विविध क्षेत्रातील मासिके, जर्नल हे सर्व क्यू आर कोडच्या सहाय्याने वाचकापर्यंत पोहचविले जाऊ शकतात. क्यू आर कोड संदर्भ सेवेसाठी मजकूर संदेश आणि ग्रंथालय स्टॉक तसेच ग्रंथालय संरक्षकांची संपर्क माहिती देण्यासाठी वापरला जातो. ग्रंथालय सेवांचा प्रचार करण्यासाठी (QR) कोडचा वापर केला जावू शकतो. ग्रंथालयामध्ये उपलब्ध असलेल्या सर्व संसाधनांची लिंक तयार करण्यासाठी (QR) कोडचा वापर केला जावू शकतो.

1) ग्रंथालय संपर्क : क्यू आर कोड तंत्रज्ञानाचा वापर करून लायब्ररीच्या थेट संपर्कातून वेबसाइट मिळते. त्यांचा ईमेल, फोन नंबर, पत्ता ही संपूर्ण माहिती मिळू शकते.
2) लेखाची फाईल स्कॅन करणे किंवा डाउनलोड करणे : जर एखाद्याला कोणताही विशिष्ट लेख सापडत नसेल व त्यांना तो हवा असेल तर, ग्रंथपालांना क्यू आर कोड पाठवण्याची विनंती करा, व तुम्हाला तुमच्या मोबाईलमध्ये संपूर्ण मजकूर लेख मिळू शकतो.
3) संदर्भग्रंथीय डेटाबेस: संसाधनांच्या उपलब्धतेनुसार कोणत्याही वापरकर्त्यांनी डेटाबेसेसची मागणी केली तर ते फक्त क्यू आर कोड स्कॅन करू शकतात आणि डेटाबेसची थेट लिंक मिळवू शकतात. ते तुमच्या मोबाईलवर सहज येवू शकते.
4) ई-पुस्तके: भौतिकदृष्ट्या पुस्तकांव्यतिरिक्त जर कोणताही वापरकर्ता त्यांच्या मोबाइल फोनवर क्यू आर कोड वापरून त्यात प्रवेश करू शकतो.
5) बातम्या क्लिपिंग सेवा: गरजेनुसार वापरकर्ते क्यू आर कोड स्कॅन करू शकतात आणि कोणत्याही अडथळयांशिवाय वापरकर्ते ग्रंथालया मार्फत जी क्लिपिंग सेवा दिली जाते त्यानुसार माहिती मिळवू शकतात.
6) ई-पाठ्यपुस्तक: जर कोणत्याही वापरकर्त्यांना उपलब्ध असलेले पाठ्यपुस्तक ब्राउझ करायचे असेल, तर फक्त विशिष्ट हायपरलिंकमधून जावून, त्यांनी जे काही निवडने, त्यात स्वारस्य आहे फक्त कोड स्कॅन करून ते डाउनलोड करून वापरकर्ते त्याचे जतन करू शकतात.
7) जुन्या प्रश्नपत्रिका आणि अभ्यास साहित्य: वापरकर्त्याच्या मोबाईल फोनवर प्रश्नपत्रिका आणि अभ्यास साहित्याची यादी ही संपूर्ण माहिती मोबाईल वर दिसू शकते. ही सेवा क्यू आर कोडच्या मार्फत विद्यार्थ्यांना पुरविल्या जावू शकतात.
8) लायब्ररी कॅटलॉग: कॅटलॉग रेकॉर्डशी क्यू आर कोड लिंक करून वापरकर्ते कॉल नंबर, स्थान इत्यादींसह विशिष्ट आयटमची माहिती सहजपणे मिळवू शकतात.
9) मेलवर स्कॅन करने: क्यू आर कोडसह कोणत्याही सेवा प्रदात्यामध्ये कोणताही ईमेल पत्ता टाईप न करता ग्रंथपालांना मेल पाठवणे खूप सोपे आहे आणि जास्त त्रासदायक पण नाही.
10) निकाल पत्रक मिळविणे : विद्यार्थ्यांना क्यू आर कोड स्कॅन करून त्यामध्ये जो फॉर्म असतो त्यामधील संपूर्ण माहिती भरून ते घरपोच निकाल पत्रक मिळवू शकतात.
11) वेब ओपॅक: : तुम्ही लायब्ररीचे OPAC उघडण्यासाठी विशिष्ट क्यू आर कोड दिल्यास या लिंकमध्ये अनेक वेळा वाचकाला कोणत्याही वेळी,किती ही वेळा माहिती मिळवता येवू शकते.
12) पुस्तकातील मजकूर: एखाद्या विशिष्ट पुस्तकाचा मजकूर मोबाईलवर दिसणे हे नाविन्यपूर्ण वैशिष्ट्यांपैकी एक आहे. MARC 21, CCF सारखी इतर संदर्भग्रंथ मानके केवळ विशिष्ट शीर्षक किंवा लेखकाची माहिती प्रदर्शित करतात, कदाचित सामग्री दर्शवू शकत नाहीत जेणेकरून ते समस्येवर मात करू शकेल.

13) लेखकाचे प्रोफाइल: जर एखादे पुस्तक 3/4/5 लेखकांनी लिहिले असेल तर लेखकाचे प्रोफाइल छोट्या ठिकाणी लिहिणे खूप कठीण आहे परंतु मोबाइल कोडद्वारे संक्षिप्त बायोडेटा, लेखकांची प्रोफाइल इत्यादी सर्वसमावेशक माहितीही क्यू आर कोडच्या सहाय्याने पुरेश्या जागेत उपलब्ध करून देता येवू शकते.

14) पुस्तक मतदान: पुस्तकाच्या शीर्षकाने प्रत्येक शीर्षकाच्या बटणावर एक क्यू आर कोड नमूद केला जातो. त्यामुळे या शिष्टाचारात वाचनालयांना वाचकांचे पुस्तक सहज शोधता येईल.

15) कॉल करणे: ग्रंथपालांना कॉल करून क्यू आर कोड मिळवून घेऊन कोणत्याही वापरकर्त्याला अशा लायब्ररी प्रदर्शनातील विशिष्ट परिच्छेद, थीम, चित्रे, सारणी, विश्वकोश, इतर संसाधने किंवा त्या प्रकारच्या माहितीची थीम हवी असेल तर विशिष्ट वेबसाइट उघडण्याची गरज नाही, क्यू आर कोडसह स्कॅन करून ते सहजपणे वापरू शकते. ते वाचनास, डाउनलोड करून ठेवण्यास आणि भविष्यातील हेतूंसाठी संग्रहित करू शकतात.

16) प्रिंट जर्नल/लेख: क्यू आर कोडच्या फायद्यामुळे कोणीही एक साधा मोबाईल कोड टाकून त्यांच्या आवडीनुसार लेख मिळवू शकतो.

17) जर्नल वेबसाइट लिंक: जर कोणतेही वापरकर्ते कोणताही विशिष्ट लेख वाचण्यास इच्छुक असतील आणि लायब्ररीला भेट देण्यासाठी आणि प्रत्यक्ष वाचण्यासाठी जास्त वेळ नसेल तर ते मोबाइल कोड स्कॅन करतात आणि एका सेकंदात पीडीएफ मिळवतात.

क्यू आर कोडचे ग्रंथालयातील फायदे

- माहिती प्राप्तीकरता आणि ग्रंथालय सेवकांचा वेळ वाचतो.
- पर्यावरण अनुकूल राहते आणि पेपर वाचतो
- अमर्यादित विद्यार्थी त्याचा वापर करू शकतात
- हे विनामूल्य उपलब्ध आहे
- कोडसह एम्बेड केलेल्या माहितीमध्ये प्रवेश करणे खूप जलद व सोपे आहे
- वैयक्तिकृत सेवा होते

क्यू आर कोड अर्जाच्या मर्यादा

- स्कॅनिंग उपकरणाची आवश्यकता. तुम्हाला QR कोडमधील माहिती ऍक्सेस करायची असल्यास, तुमच्याकडे QR कोड स्कॅनिंग सुविधेला सपोर्ट करणारे उपकरण असावे.
- तुम्हाला QR कोड रीडर सॉफ्टवेअरची आवश्यकता आहे.
- इंटरनेट कनेक्शन आवश्यक आहे.

निष्कर्ष:

आजचे जागतिक बारकोड त्यांच्या वाचनाची गती अचूकता आणि चांगल्या कार्यक्षमतेमुळे बरेच ट्रेंडी झाले आहेत. क्यू आर कोडचे महत्त्व आणि लोकप्रियता वाढल्यामुळे, त्याची ग्रंथालयामध्ये अंमलबजावणी संतापजनक आहे. ही आधुनिक तंत्रज्ञानाची शक्ती आणि क्षमता आहे जी प्रत्येक वाचकाला माहिती मिळविण्यात मदत करते.

सध्याच्या तंत्रज्ञान-समृद्ध युगात ग्रंथालय वापरकर्ते तंत्रज्ञानाचे जाणकार होत आहेत. ते सतत माहिती गोळा करण्याच्या पद्धती सुलभ करण्यासाठी तंत्रज्ञानाचा वापर करण्याचे मार्ग शोधत असतात.

त्यामुळे मूल्यवर्धित सेवा निर्माण करण्यासाठी ग्रंथालयांना त्यांच्या क्रियाकलाप आणि सेवांमध्ये नवीन तंत्रज्ञान बदलण्यात आणि स्वीकारण्यासाठी लवचिक असणे आवश्यक आहे. माहिती मिळवण्याचा मार्ग म्हणून ग्रंथालये त्यांच्या प्रासंगिकतेला महत्त्व देतात. क्यू आर कोड तंत्रज्ञान लागू करणे सोपे आहे, वापरण्यास मुक्त आहे आणि लोकप्रियता वाढत आहे.

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सुशीला टाकभौरे के काव्य में अम्बेडकरवादी चेतना

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सारांश:

डॉ.अम्बेडकरजी के जीवन मूल्य उनकी विचारधारा बनकर दलित कवियों को ऊर्जा प्रदान करते हैं। अम्बेडकरजी के विचारों से दलित कवि का जीवनानुभवों को देखने का नजरिया बदल गया हैं। उन्होंने जो भोगा हैं वह कुछ भी सहज न होकर छल-षडयंत्र हैं इसका उन्हें एहसास होने लगा हैं। उन्होंने अपनी काव्यधाराओं में अभिधेयार्थ और व्यंग्यार्थ भाषाशैली में सवर्ण की पोल खोल दी हैं। यह किसी खतरे से खाली नहीं हैं। इन कवियों को संविधान ने बल दिया हैं। संविधान मानवाधिकार का संरक्षण करता हैं। अम्बेडकरवादी विचारधारा से प्रभावित सुशीला टाकभौरे के काव्य संग्रह- हमारे हिस्से का सूरज, मेरे काव्य संग्रह में सामजिक निर्योग्यताओं का प्रखर विरोध हुआ हैं। अम्बेडकरजी की संवेदना दलित समाज की चेतना बनकर उभरी हैं।

शब्द कुंजी: संवेदना, दलित, अनुभूति, अभिव्यक्ति, सार्वभौम, यातना, समता।

प्रस्तावना:

दलित साहित्य अनुभूति और अभिव्यक्ति का संसार है। रचनाकार की अनुभूति जितनी गहराई में जाकर समाज का विश्लेषण करती है, उसकी अभिव्यक्ति उतनी ही सार्वभौम और प्रखर रूप लेती है। समाजिक परिवर्तन की संभावना उतनी ही बढती हैं। अपनी रचना को समीक्षा के कटघरे में खडे होने देना और उसका मूल्य परखना इसमें रचनाकार को संकोच नहीं होना चाहिए। क्योंकि तत्कालीन परिस्थितियाँ साहित्य का स्वरूप निर्धारित करती हैं। क्षेमचंद्र सुमन कहते हैं कि यदि मानव प्रकृति को हम मूल रूप से सामाजिक मानते हैं तो निश्चय ही कला और साहित्य के विभिन्न उपकरणों द्वारा अभिव्यक्त उसकी भावना और अनुभूति भी मूलरूप से सामाजिक और समाज की ही देन है। सामाजिक आवेष्टन में ही व्यक्तित्व का निर्माण होता हैं। साहित्यकार की जिम्मेदारी केवल अनुभूति की अभिव्यक्ति तक सीमित नहीं है। समकालीन त्रुटियों की ओर संकेत करना, उन्हें नष्ट करना और मनुष्य के उन्नति का मार्ग प्रशस्त करना यह साहित्यकार का मूल कर्तव्य है। इस बारेमें आनंद वास्कर कहते हैं, "रचनाकार, लेखक या कवि जिस समाज में रहकर उसका सूक्ष्मता से अध्ययन या अनुभव करता है उसीको साहित्य के माध्यम से अभिव्यक्त करता है।"[2]साठोत्तरी युग में प्रचलित विचारधारा और परिवेश ने सुशीला टाकभौरे के जीवन को प्रभावित किया है। परिणाम स्वरूप दलित जीवन पर उनकी विशिष्ट वैचारिकता बनती गयी दलित और नारी रूप में जो भोगा उसे अपने साहित्य में उद्घाटित किया हैं। यह यथार्थ अनुभूतिजन्य होने के कारण इसमें प्रामाणिकता हैं। अम्बेडकरवादी चेतना से प्रभावित दलित-अछूत अपने मानवीय अधिकार के लिए संघर्ष करने लगा हैं। डॉ.अम्बेडकर को क्रांतिसूर्य कहा जाता हैं। डॉ.अम्बेडकर ने दलितों को समता, स्वतंत्रता और न्याय दिलाने वाली एक बडी क्रांति सफल की हैं। दलितों को मनुष्यत्व की पहचान दी हैं। उनके विचार व्यवहार और कृतिशीलता के परिणाम स्वरूप दलितों में चेतना जागृत हुई हैं।

कविता संग्रह में अम्बेडकरवादी चेतना:

आधुनिक युग में अम्बेडकरजी के विचार अम्बेडकरवाद के रुप में दलितों को प्रेरणा देते हैं। डॉ. अम्बेडकरजी की सामाजिक चेतना का मूलाधार सामाजिक मूल्य हैं। जिसे वे सामाजिक लोकतंत्र में आवश्यक मानते हैं। कवयित्री सुशीला टाकभौरे हमारे हिस्से का सूरज, यातना के स्वर, दलितों के मसीहा, दिवास्वप्न, पूर्वजों का मुक्ति संग्राम, पूर्ण करेंगे हम, भविष्य का यथार्थ, सृजन और जीवन, जय भीम इन कविताओं में डॉ. अम्बेडकर के कार्यों का गुणगान करती हैं। दलितों को अम्बेडकर का सपना साकार करने की प्रेरणा देती हैं।डॉ. अम्बेडकर का संघर्ष संपूर्ण दलित जाति के लिए था। वे उपजातियों में विभाजित दलितों में एकता निर्माण करना चाहते थे। क्योंकि उपजाति के कारण दलितों की शक्ति खण्डित हो गयी थी। दलितों की उपजातियों में निहीत उँच-नीच भेद और मनमुटाव को नष्ट करना चाहते थे। एकता की शक्ति से अधिकार प्राप्त किए जा सकते हैं। सुशीला टाकभौरे डॉ. अम्बेडकर के सामाजिक और राजनीतिक आंदोलन से दिशा ज्ञान प्राप्त करती हैं। उनके समग्र सहित्य की विषय वस्तु में अम्बेडकरजी के विचार उद्घाटित हुए हैं।कवयित्री सामाजिक प्रतिष्ठा पर घमण्ड करने वाले सवर्ण से 'अछूत इन्सान' कविता में जवाब माँगती हैं –

"धर्म का संदेश देने वाले
अपने ज्ञान और भगवान को
क्यों हम से दूर रखते हो ?
xxxx
हमारा जीवन जानवरों से भी निम्न
क्या हम इंसान नहीं ?"[1]

दलितों को ज्ञान, धन, मान, शक्ति, शस्त्र, द्रव्य से दूर रखा गया था। उनकी आँखों पर धर्म की पट्टी बांधकर उनकी दूरदृष्टि छिन ली थी। ज्ञान प्राप्ति के हर स्त्रोत से उन्हें बेखबर रखा गया था। इसलिए दलित अन्याय-अत्याचार को मूक बन कर सहता रहा हैं। सवर्ण आज भी दलितों के मन-मस्तिष्क की गुलामी चाहता हैं। दलित के सेवा कर्म को धर्म का जामा पहनाकर पीढी-दर-पीढी उनका शोषण होता रहा हैं। अम्बेडकरजी ने धर्म का वैज्ञानिक विश्लेषण किया था। वे धर्म के जंजाल से दलितों को मुक्त करना चाहते थे। वे दलितों को जातिव्यवसाय के लिए फटकारते हैं। कवयित्री सुशीला टाकभौरे दलितों में सम्मान जागृत करती हैं-

"क्यों शर्म नहीं आती तुम्हे
अपने आप पर ?
कब तक कितनी पीढियों तक
लगाती रहोगी झाडू ?
कब समझोगी
सम्मान और अपमान में अंतर ?"[2]

अम्बेडकरजी ने दलितों को संगठित होकर संघर्ष करने का आवाहन किया था। दलितों को गुलामी का एहसास होने लगा हैं। उनका विद्रोह और आक्रोश संघर्ष की दिशा में बढ रहा हैं। कवयित्री कहती हैं-

"नहीं रहेंगे
अब नतमस्तिष्क
विद्रोह की भावनाएँ
उठने लगी हैं
मन में तूफान बनकर
बढने लगा है आक्रोश
संघर्ष की दिशा में।"[3]

सवर्ण शक्ति के बल पर दलितों पर जुल्म करते रहे हैं। इस जुल्म के खिलाफ युक्ति और शक्ति से लडना होगा। कवयित्री दलितों को उनकी शक्ति का एहसास कराती हैं-

"तुम में निष्ठा है अपने समाज के प्रति
शक्ति हैं संघर्ष की

युक्ति हैं संगठित होकर आगे बढने की
तुम सर्वशक्तिमान हो।"[4]

अगर किसी जाति को गुलाम बनाना हैं, तो उस जाति का इतिहास मिटाना होगा या इतिहास को विकृत बनाना पडेगा। दलितों के साथ ऐसा ही हुआ हैं। देश के मूल निवासी दलितों से सेवाकर्म लेने के लिए उनके इतिहास को विकृत बनाया गया हैं और सवर्ण ने अपने हित में धर्मग्रंथ और इतिहास ग्रंथ रच डाले हैं। जो विषमता का समर्थन करते हैं। इनमें प्रमाण के लिए झूठी कथाएँ गढ ली गयी हैं। अम्बेडकर जी जातिभेद, वर्णभेद, धर्मभेद का समर्थन करने वाले हर एक चीज को नकारते हैं। उन्होंने मनुस्मृति का दहन करके सामाजिक निर्योग्यताओं का विरोध किया था। उनके द्वारा दिया गया शिक्षा, संगठन और संघर्ष का संदेश दलितों की ताकत बन गया है। कवयित्री कहती हैं-

"अभावों में रहकर भी
कष्टों को सहकर भी
अब वे कमजोर नहीं
शिक्षा, संगठन और संघर्ष का संदेश
बन गया है उनकी ताकत।"[5]

'सबके लिए समान कानून' यह हमारे संविधान की विशेषता हैं। जिसके द्वारा दलित अन्याय अधर्म का विरोध करता हैं। संविधान मानवीय अधिकारों की रक्षा करता हैं। सुशीला टाकभौरे कहती हैं-

"अन्याय अधर्म का विरोध
मानवता को बचायेगा
समता, स्वतंत्रता, भाईचारा
घर-घरतक पहुँचायेगा।"[6]

दलितों को संविधान लागू होने के साथ ही मनुवादी परंपरा से मुक्ति मिली हैं। मनुस्मृति में दलितों के लिए शिक्षा का अधिकार नकारा गया हैं। क्योंकि शिक्षा से ज्ञान मिलता हैं, ज्ञान से मनुष्य समाज में अपनी स्थिति का चिंतन करता हैं।इसलिए अम्बेडकर जी शिक्षा को अत्याधिक महत्व देते हैं। शिक्षा का महत्व जानते हुए कवयित्री कहती हैं-

"भक्ति से बडा ज्ञान हैं
अंधी भक्ति से बडी जागृति
मंदिर नहीं चाहिए
विद्यालयों के दरवाजे खटखटाये।"[7]

शिक्षा के प्रचार-प्रसार से जागृत दलित धर्म के भ्रमजाल को समझ गये हैं। वे अब गुलाम बनकर दयाभाव पर जीना पसंद नहीं करते हैं। उनका आक्रोश फूट पडा हैं-

"नहीं चाहिए दान की गाय
दया की बकरी
ये बहिष्कृतजन
घेर लाये हे
संचेतना की सिंहनी ।"[8]

शरणकुमार लिंबाले कहते हैं, "दलित साहित्य में नकार यथार्थपरक विधायक दृष्टि रखने वाला न्यायपरक प्रतिकार हैं।"[163] इसलिए यह हिंसात्मक नहीं हैं। कवयित्री मनुष्य-मनुष्य में भेद करने वाली दोहरी मानसिकता पर तमाचा लगाती हैं। यह साहस समता के अधिकार से प्राप्त हुआ हैं-

"उँच-नीच की बात करके
आपस में जो भेद बताए
ढूँढकर ऐसे लोगों को
दो-चार हाथ लगाइये।"[9]

डॉ. अम्बेडकरजी ने दलितों को 'अत्त दीप भव' का संदेश दिया हैं। उन्हें गुलाम पीढी के वंशज कहलाना स्वीकार्य नहीं हैं। दलितों को अपनी प्रगति खुद करनी होगी। अम्बेडकरजी नयी पीढी को विकलांग देखना नहीं चाहते थे। दलितों को अपनी शक्ति, स्वाभिमान और चेतना को जगाकर प्रगति करनी होगी। कवयित्री दलितों में स्वाभिमान जागृत करती हैं-

"आह्वान की आवाज
चैतन्य करती हैं बधिरों को भी
तुम स्वयं
अपनी गति के संचालक हो
अपनी शक्ति, स्वाभिमान
चेतना को जगाओ
तुम विकलांग नहीं रह सकते
तन-मन से मात्र धरती का बोझ! "[10]

दलितों पर अनेक ज्यादतियाँ की गयी हैं। उनकी मनुष्यत्व की पहचान ही छिन ली गयी थी। मनुष्य के साथ मनुष्यत्व का व्यवहार न करने वाले हिंदू धर्म को त्यागने में ही उनकी भलाई हैं। इसलिए डॉ.अम्बेडकर ने दलितों को सचेत करते हुए कहा था,"अगर आपको वेदोंसहित हिंदू धर्मग्रंथो की गुलामी से और उनके विचारों से मुक्ति चाहिए तो इस तथाकथित हिंदू धर्म को त्यागना पडेगा।"[166] हिंदू धर्म में व्यक्ति स्वातंत्र्य को काई स्थान नहीं हैं। कवयित्री ऐसे धर्म का धिक्कार करती हैं-

"जिस धर्म का आधार
अन्याय-अत्याचार है
शोषण आडंबर है
ऐसे धर्म का धिक्कार है।"[11]

अम्बेडकरवादी चेतना से जागृत दलित समता और सम्मान के अधिकार के प्रति सचेत हो गया हैं। वह इन अधिकारों के तहत मनुवादी बंधनों को तोड रहा हैं। कवयित्री कहती हैं-

" समता सम्मान का अधिकारी
दलित शोषित यह इन्सान
जाग रहा हैं
अब वह शेर की तरह दहाडेगा
चुहों की राह नहीं देखेगा वह
अपने तन-मन के बंधन
स्वयं तोडेगा।"[12]

डॉ. अम्बेडकरजी ने जो समता का सपना देखा है उसे पूरा करने के लिए दलितों को यथार्थ से जूझना होगा। दीन-हीन अवस्था से स्वयं को उभरना होगा। तभी वे अपनी मंजिल को प्राप्त कर सकेंगे।

"उबरना होगा अपने आपसे
मन का कच्चापन छोडकर
जूझना होगा यथार्थ से
तभी मिल सकेगी मंजिल
पूरे हो सकेंगे स्वप्न।"[13]

डॉ.अम्बेडकरजी के विचारों ने दलित जीवन को एक निश्चित दिशा हैं। उनके विचार क्रांतिकारी और परिवर्तनवादी हैं। डॉ.एन.सिंह कहते हैं,"विगत दशक की हिंदी कविता वाह की नहीं आह की कविता हैं। इसमें वाग्विलास नहीं, सच की बेखौफ अभिव्यक्ति हैं। जिसमें कविता ने मिथ्या-मिथकों को तोडकर आम आदमी की चेतना पर चोट करके उसे जगाने का महत्वपूर्ण काम किया हैं।"[14] सुशीला टाकभौरे की कविताएँ जनमानस को झकझोर देती हैं। सवर्ण को आत्मचिंतन के लिए बाध्य करती हैं। डॉ. विमल कीर्ति सुशीला टाकभौरे की रचनाओं के संदर्भ में कहते हैं,"कवयित्री में इस तरह का साहस निश्चित तौर पर एक परिवर्तन का, क्रांति का, सामाजिक बदलाव का संकेत हैं।"[15] सुशीला टाकभौरे की काव्य कृतियाँ अम्बेडकरवादी चेतना से परिपक्व वैचारिकता का परिणाम हैं।

निष्कर्ष:

सुशीला टाकभौरे के सामाजिक भेदभाव से ग्रस्त जीवन को डॉ. अम्बेडकरजी के विचारों के कारण स्थैर्य प्राप्त हुआ हैं। उन्हें एकसाथ खुद से और मनुवादी विचारों के साथ संघर्ष करना पडा हैं। अपने जीवनानुभव द्वारा अम्बेडकरवादी चेतना का श्रेय और प्रेय उजागर किया हैं। प्रा.म.भी.चिटणीस ने अस्मितादर्श लेखक समारोह के उद्घाटन के दौरान कहा हैं,"जिस लेखक के अनुभव जगत का समाज में

उद्गम होता हैं और जिसका श्रेय और प्रेय समाज से अविच्छिन हैं, उस पूर्वाश्रम के अस्पृश्य लेखक को अपने धर्म प्राप्त स्तर का एहसास अविष्कार में भी रहे तो उसमें क्या आश्चर्य हैं। विशेष यह कि यह एहसास उसके लेखन को एक अलग ही परिणाम और धार दे देता हैं। उसका आत्मविष्कार व्यक्तिनिष्ठता को बनाये रखकर समष्टिनिष्ठ बन जाता हैं।..."208 ध्येयवादी लेखिका सुशीला टाकभौरे साहित्य में अपना जीवनतत्व अर्पित करती हैं तब उनके शब्द शस्त्र से भी धारदार और परिणामकारक बनते हैं। सुशीला टाकभौरे जैसे उच्च शिक्षित, उच्च पदस्थ दलितों को स्वातंत्र्योत्तर काल में भी विषमता की पीडा को भोगना पडा हैं। इसलिए उनके विचार और लेखन में अम्बेडकरवादी चेतना की धारा प्रवाहित हुयी हैं।

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हिंदी उपन्यासों पर फ्रायड के मनोविश्लेषण सिद्धांत का प्रभाव

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सारांश :-

साहित्य यह बहुत व्यापक शब्द है जिसे परिभाषा में बांधना असंभव है। साहित्य की अन्य सभी विधाओं की अपेक्षा उपन्यास विधा में जीवन की अभिव्यक्ति और प्रभाव अधिक दिखाई देता है। उपन्यास जटिल मानव सभ्यता के युग की देंन है। हमारी उत्तरोत्तर प्रगति के साथ हमारे जीवन के सूत्र भी बराबर उलझते चले गए है और चले जा रहे है। रविंद्रनाथ ठाकुर साहित्य को मनुष्य के सामीप्य का प्रयोजन मानते है। अर्नाड के अनुसार साहित्य जीवन की व्याख्या है। प्रसिद्व विचारवंत हकसन ने साहित्य में युगीन संवेदना को महत्त्व दिया है। वस्तुतः उपन्यास का लेखक और पाठक दोनों उसके माध्यम अपने आपको पाने का प्रयत्न करते है। भारतीय साहित्य में मनोवैज्ञानिक उपन्यासों का प्रारम्भ बाकिमचन्द्र से माना जाता है। हिंदी के प्रायः समस्त चिंतक , विद्वान् प्रेमचंद के रचनारम्भ से ही हिंदी उपन्यास लेखन में मनोविज्ञान के प्रवेश के दो सर्वप्रमुख कारन थे। पहला है ऐतिहासिक विकास चक्र की दृष्टि से मनोविज्ञान का प्रवेश हिंदी के उपन्यासों में अनिवार्य हो गया और दूसरा युगीन परिश्थितियों एवं विदेशी साहित्य के अध्ययन से उपन्यासकार स्वयं भी इस हेतु अचेष्ट से हो उठे।

कुंजी शब्द :- उपन्यास ,मनोविज्ञान ,ऐतिहासिक अविष्कार , आत्मपडित, परपीड़ित , अचेतन , अवचेतन , मनोवृत्तियां , उदात्तीकरण ,अंतर्विरोधी आदि।

प्रस्तावना:

मनोविश्लेषणवाद वैज्ञानिक युग की देंन है और कला के क्षेत्र में बौद्धिकता के शाशन का परिचायक है। विचार क्षेत्र की इस क्रन्तिकारी प्रवृत्ति का प्रभाव उपन्यास साहित्य पर दिखाई देता है। साहित्य और जीवन कै मूल्य नहीं बदलते अपितु उनके विश्लेषण की प्रणालियाँ बदलती रहती है। अतःउपन्यास में अंतरंग और बहिरंग तत्व का सामाजिक इतिहास और प्रगति तत्त्व का,व्यक्ति और समष्टि का सहज समन्वय संघटित हो जाता है। उपन्यास का प्रारम्भ विश्व साहित्य में देखा जाय तो यूरोपीय पुनर्जागरण के पश्च्यात हुआ था ।. समृद्धि और लोकप्रियता की दृष्टि से आज उपन्यास की समता कोई भी दूसरी साहित्यिक विधा नहीं कर सकती। किन्तु समृद्धि की इस मंजिल तक पहुँचाने के लिए उपन्यास को घोर संघर्ष करना पड़ा है। साहित्य में उपन्यास का महत्त्व त्रयोन्मुखी है - साहित्यिक, सांस्कृतिक और मनोवैज्ञानिक आदि। उपन्यास का सबसे अधिक महत्त्व मनोवैज्ञानिक की दृष्टि से प्रेरित होता है। इसलिए फ़्राईड के सिद्धांत का उपन्यास पर प्रभाव दिखाई देता है।

संशोधन पद्धति: सर्वेक्षण एवं विश्लेषणात्मक संशोधन पद्धति।

संशोधन के उद्देश्य:

१] हिंदी साहित्य पर प्रकाश डालना।

२] हिंदी के उपन्या साहित्य पर प्रकाश डालना।

३] फ्रायड के जीवन और सिद्धांत को जानना।

४] फ्रायड के मनोविश्लेषण सिद्धांत को जानना।

५] हिंदी के प्रसिद्द उपन्यासकारों के उपन्यासों पर फ्रायड के विचारों के प्रभाव को जानना।

६] मनोविश्लेषण सिद्धांत के महत्व को जानना।

फ़्राईड और मनोविज्ञान:

वर्त्तमान साहित्य के जीवन दृष्टि पर विश्व के प्रसिद्ध चार विद्वानों का गहरा प्रभाव दिखाई देता है। उसमे फ़्राईड का मनोविज्ञान सिद्धांत प्रसिद्द है। फ़्राईड पहले बड़े चिकित्सक थे , चिकित्सा से आगे दर्शन की ओर बढे। मरीजों का उपचार करते- करते वे व्याधियों के जिस मूल उद्गम तक पहुंचे थे वही अंतर्मन का विज्ञानं मनोविज्ञान सिद्धांत सामने आया। फ़्राईड के अनुसार व्यक्ति मात्र के सफल कर्म की मूल प्रेरणा व्यक्ति की कामेच्छा है जो उनमे जन्म से ही उत्पन्न हो जाती है। इससे कुंठा , अहम ,पराहम ,चेतन ,अवचेतन आदि का निर्माण होता है।

फ़्राईड के खोजों ने उपन्यासकार में भी नई जाग्रति उत्पन्न की नए- नए आर्थिक और मनोवैज्ञानिक अनुसंधानों के प्रकाश में उसका दृष्टिकोण बदल गया। फ़्राईड के सिद्धांतो ने व्यक्ति मानव और व्यक्ति चेतना के गोपनीय रूपों के उद्घाटन से उपन्यासकारों को पात्रों के चरित्र चित्रण में विशेष सुविधा हुई। मनोविज्ञान ने हमारे सामने अचेतन और अदवचेतन का नूतन संसार ही उपस्थित कर दिया। फ़्राईड की मान्यता है की मानव मन के तीन चौथाई विकार अचेतन स्तर पर रहते है ,केवल एक चौथाई चेतन स्तर पर उभर पाते है। जैसे बाकि के ग्लेशियर ऊपर बहुत कम दिखाई पड़ते है वैसे ही मन की वासनाएं ,तनाव, विकार आदि तत्व अचेतन में अधिकतर दिखाई देते है। और यदा -कदाअवसर पाकर ऊपर की सतह पर झांक कर देख जाता है।

हिंदी उपन्यासों पर फ्रायड के मनोविश्लेषण सिद्धांत का प्रभाव:

डॉ .नगेन्द्र जी कहते है -" जिस समय प्रगतिवाद के प्रचारक जीवन की स्थूल आवश्यकताओं के साथ कला का सम्बन्ध जोड़ते हुए उसे बहिर्मुखकरने के लिए नारे लगा रहे थे फ़्राईड के प्रभाव से उसके अंतर्मुखी रूप को यथेष्ट बल मिला और वह इश्तिहारों के स्तर पर आने से बच गई। इस प्रकार हिंदी के लिए फ़्राईड का यह वरदान सिद्ध हुआ।."-१

अ] आचार्य चतुरसेनशास्त्री के उपन्यासों पर फ़्राईड का प्रभाव:

हिंदी साहित्य के प्रसिद्ध उपन्यासकार आचार्य चतुरसेनशास्त्री के उपन्यासों में अचेतन मन के तीनों स्तर दिखाई देते है। उनके उपन्यासों में नारी पत्रों को मानव मन की नैसर्गिक वासनाओं ,आशा - अभिलाषाओं तथा रागात्मक वृत्तियों से रहित नहीं माना जा सकता किन्तु ईगो और सुपर ईगो का रूप केवल कुछ असाधारण नारी चरित्रों में है। जैसे बहते आँसू की सुशीला , आत्मदाह की सरला ,वैशाली की नगरवधू की कुंडनी , नरमेघ की चन्द्रकिरण , दो किनारे की सुधा ,उदयास्त की पदमा और मोती की जोहरा , आभा उपन्यास की आभा आदि । नाइका सुशीला के ह्दय में अपने संरक्षक युवक प्रकाश के प्रति निसर्गतः आसक्ति और अनुराग है किन्तु उसका अनुभव प्रेरित मस्तिष्क उसे रागात्मक वासनाओं के प्रवाह में बहाने से रोकता है। नाइका सरला को देखो बाल- विधवा सरला पूर्ण यौवन होने के कारन सुधींद्र के संपर्क में आकर अंदर की उद्दाम लालसाओं के प्रवाह में सहज प्रवाहित हो सकती थी किन्तु उसका ईगो उसे सचेत कर अनियंत्रित होने से रोकता है। नाइका कुंडनी की सम्पूर्ण जीवन चर्चा बी ही अहम् से प्रेरित है। उसका आत्म अस्तित्व बोध इतना प्रबल है कि वह अनेक

पुरुषों को अपनी उंगलिओं के इशारों पर नाचती हुई भी स्वयं सर्वदा निष्काम प्रिमि त्रिभुवन के कुलटा पुत्र होने का रहस्य ज्ञान होने पर थोड़ी देर के लिए घृणा और प्रतिशोध की नारी सुलभ की भावना में ग्रस्त होने लगाती है। आभा उपन्यास की नाइका आभा के अचेतन मन की प्रचंड शक्तिमत्ता का विश्लेषण किया है। आभा और बौद्धिक तर्कजाल में पति अनिल को छोड़कर उसके मित्र रमेश के घर चली जाती है। परन्तु उसका अचेतन मन उसे वहां एक पल भी चैन का अनुभव नहीं करने देता।

'आत्मदाह ' उपन्यास की सरला बाल - विधवा है। युवावस्था में सुधींद्र सरीखे चुंबकीय व्यक्तिमत्व वाले युवक के प्रति उसके ह्रदय में आसक्ति का भाव उदित होना सहज है। यह लेखक के शब्दों से स्पष्ट हो जाता है - " उसके भीतर कोठरी में जाकर द्वार बंद कर दिया। वह जमींन पर चुप-चाप लेट गई। उस अंधकार में सुधींद्र उसके ह्रदय में घुसे पड़ते थे ,उसके ह्रदय में वह विकलता जग उठी जो सोइ पड़ी थी। वह कई दिनों से अपने मन में अनुभव कर रही थी कि जैसे सुधींद्र को देखकर उसके मन में कुछ नई अनुभूति उदय हो उठती है। उसे मन ही में दबा रखने की उसने भरपूर चेष्टा की। "-२

'वैशाली की नगर वधु' में आम्रपाली के चेतन और अचेतन का डव द्वंद्व अनेकत्र झलकता है। उसका चेतन माकन कहता है -" इस रूप ज्वाला में मैं विश्व को भस्म करुँगी। इस अछूते रूप को सदा अछूता रखूंगी। मिस सुषमा की खत -गटर को किसी को चुने नहीं दूंगी। विश्व उसे भोग न सकेगा ,वह इसकी पूजा करें। " -३ आचार्य चतुरसेन शास्त्री का एक और उपन्यास सोमनाथ में अचेतन और चेतन मन की उहा - पोह का सजीव अंकन शोभना के चरित्र में दिखाई देता है। ' धर्मपुत्र ' उपन्यास की हुस्नबानो और माया में अचेतन और चेतन की द्वंद्वमई स्थिति अनेकत्र दृष्टिगोचर होती है। 'नीलमणि ' उपन्यास में नीलम विवाह के पूर्व बी हावी पति से परिचित होना आवश्यक समझती है। उसका विवाह एक अपरिचित युवक महेन्द्रनाथ से कर दिया जाता है। उसका जागरूक चेतन मन पहली ही भेंट में पति को अपरिचित कहकर चला जाता है। नीलम का अपरिचित मन पश्च्याताप करने लगता है। जैसे - " कमरे से बहार निकलते ही जैसे उसकी जान निउकल गई ,वह पागल की भांति दो कदम भागी। चाहती थी की चिल्लाकर उसे रोके और कहे कि मैं अनजाने में सब कुछ बक गई हूँ। "-४ आठ उसके बाल सखा विनय की प्रेरणा से उसका चेतन अचेतन के सम्मुख हर मान लेता है। वह दोनों हाथों से छाती दबाकर कह उठती है - " उन्होंने मुझ पर बलात्कार क्यों नहीं किया ? वह बिलकुल पागल हो गई थी। आज उसका रोम - रोम महेंद्र का प्यासा था। "-५

ब] जैनेन्द्र के उपन्यासों पर फ़्राईड का प्रभाव:

हिंदी साहित्य के प्रसिद्ध उपन्यासकार जैनेन्द्र जी के उपन्यास पर फ्राइड का प्रभाव दिखाई देता है। उनके प्रसिद्ध उपन्यासों में सुखदा ,विवबर्ट ,व्यतीत ,त्यागपत्र ,मुक्तिबोध , जयवर्धन ,अनामस्वामी आदि उनके प्रसिद्ध उपन्यास है। जैनेन्द्र के उपन्यासों में आनेवाली अनेक स्थितिओं में चेतन और अचेतन मन का संघर्ष दिखाई देता है। उनके उपन्यासों में किसी न किसी मनोदशा का बल दिखाई देता है जो अचेतन की तरकटित मनोवृत्ति को उचाड़ती है।

'सुखदा' इस उपन्यास में सुखदा का अचेतन मन बड़ा सक्रिय है। विवाह के पूर्व उसमे वही सुखद कल्पनाएं थी न.विवाह की यथार्थ धरती पर स्वप्न खंडित होने लगे। पति तथा अपनी गृहस्थी के प्रति उसके अचेतन में एक गांठ बनती गई। ऐसे जीवन व्यतीत करते समय पति पर सुखदा बरसती है - " तुम क्रांति क्या जानो ,पौरुष कहाँ है तुममे। "-६ इस प्रकार अपने पति को ललकारती है। वह मुक्त जिवन जीने चाहत रखती है। लाल की ओर आकर्षित हो

जाती है। इस प्रकार लेखक जैनेन्द्र जी ने सुखदा को लेकर एक असंतुष्ट पात्र के रूप में प्रस्तुत किया है।

जैनेन्द्र द्वारा लिखित उपन्यास ' विवर्त ' में नायक जीतें ,भुवन मोहिनी से हर प्रकार का विश्वास पाकर भी उसकी जी सम्पन्नता को भुला नहीं पता है , इसलिए उन दोनों में वैमनस्य होता है और सम्बन्ध भंग होता है। प्रेम के सूत्रों की बढ़ा के कारन यदि वह उसे मर नहीं सकता तो वह क्रांतिदल का नेता बनकर गाड़ी गिरता है तथा अनेक निरपराधों के रक्त से हाथ रंगता है। समय पाकर मोहिनी को भी कष्ट पहुंचता , उत्पीड़ित करता है। स्वयं मोहिनी उससे कहती है - " सीधे से तुम मुझे क्यों नहीं मार देते ,टेढ़े से अपने को क्यों मारते हो ?' -७

'मुक्तिबोध 'इस उपन्यास में सहाय को प्रस्तुत करते हुए जैनेन्द्र जी अचेतन के अधिक सूक्ष्म स्तर पर उतर आय है। अचेतन की मांग है कि उसे आदर सत्कार मिले, उसकी आज्ञा और आदेशों का पालन हो। इसी विकृत अवस्था से तनावग्रस्त बन जाता है। अंतिम दृश्य में उसके चहरे की मुस्कान अतृप्त हो जाती है।

'जयवर्धन' इस उपन्यास के सभी पत्रों में जो मानसिक प्रक्रिया काम कराती है वह अचेतन वाली प्राथमिक पद्धति की है ,इसी कारन इस उपन्यास के सभी पात्र एक- दूसरे के प्रति अनुरक्त रहते हुए भी व्यव्हार में अनुकूल नहीं है। जय एक ओर आचार्य को जेल में रखकर अपने पक्ष को प्रबल करना चाहता है। दूसरी ओर वे ऐसा काम करता है जिससे आचार्य का पक्ष प्रबल हो और उनका दुर्बल। वे दोनों वैचारिक धरातल पर एक -दूसरे के विरोधी है , किन्तु अचेतन स्तर पर एक दूसरे के परम हितैषी। जयवर्धन के व्यक्तित्व के सम्बन्ध में हस्तन जब कहता है।- " मैंने जयवर्धन को देखा ,मिला ,बात हुई ,वह व्यक्ति नहीं घटना है। "-८ इसके कारन जयवर्धन एक असाधारण और चुंबकीय व्यक्तिमत्व का दिखाई देता है। उसके अचेतन में उसके व्यक्ति और शासन में बराबर एक द्वंद्व सा चलता रहता है।

'अणामस्वामी' इस उपन्यास की एकमात्र पात्र वसुंधरा है जिसके भीतर अहम् ,पराअहम् का संघर्ष दिखाई देता है। वसुंधरा और उपाध्याय को भाग्य ने प्रणय सूत्र में बांधने नहीं दिया। वह नपुंसक कुमार की चिर असंतुष्ट पत्नी बानी। अपनी विवशता को उपाध्याय का अहम स्वीकार नहीं करता और वह साडी स्थिति के लिए वसुंधरा को दोषी समज़कर उसके प्रति उपेक्षित हो जाता है। क्लब में वसुंधरा अपने को उपाध्याय के प्रति पूर्णतः समर्पित कर देती है। इस उपन्यास में कुछ- कुछ उदिता भी अपने अहम के द्वारा परिचरितन दिख पड़ती है। इस प्रकार जैनेन्द्र के उपन्यासों के पात्र चेतन और अचेतन मन के बिच संघर्ष करते है। वह अनजाने ही किसी विशिष्ट आचरण में खिंच जाता है और वह क्रिया ,प्रतिक्रिया के संघर्ष में डूबता उतरता चलता है। विवर्त का जीतें ,भुवन मोहिनी पर क्यों अत्याचार कर रहा है। व्यतीत का जीतें क्यों चन्द्रि को अपना नहीं प् रहा , क्यों सुखदा छह कर भी अपने पति की बानी नहीं रह पति आदि प्रश्न निर्माण होते है।

क] नरेश मेहता के उपन्यासों पर फ्राईड का प्रभाव:

ज्ञानपीठ पुरस्कार प्राप्त हिंदी साहित्य के प्रसिद्ध साहित्यकार नरेश मेहता जी का नाम उल्लेखनीय माना जाता है। नरेश मेहताजी आधुनिक साहित्य को नया व्यंजनों के साथ -साथ नया मोड़ भी दिया है। उनके साहित्य में रागात्मकता, संवेदना और उदात्तता प्रमुख रूप से दिखाई देती है।

हिंदी के प्रसिद्ध उपन्यासकार नरेश मेहता का यह ' यह पाथबन्धु था ' उपन्यास प्रसिद्ध है। प्रस्तुत उपन्यास का श्रीधर यह पात्र अचेतन काम भावना सम्बन्धी विचारों से सक्रीय है। वह पड़ोस की लड़की दीदी के प्रति आकर्षित भी है। उसके अचेतन में लड़की के प्रति शारीरिक मोह की बी

हवाना स्पष्ट दिखाई देती है। जो कि फ़्राईड के शरीरसूख़ सम्बन्धी सिद्धांत की पुष्टि करता हुआ दिखाई देता है। फ़्राईड के अनुसार मनुष्य का अचेतन मन काम चेष्टाओं का केंद्र होता है। जिसमे किसी के प्रति काम की आकांक्षा का जन्म होता है और इसमें उस मनुष्य की क्रियाओं का संकलन होता है। नारी पात्र इंदु अकेली श्रीधर को साथ लेकर कमरे में नाटक पढ़ाती है। जब वह बहार निकालता है तो कहती है - " दीदी ने उसे अपने से सटा लिया। बहुत देर तक उसके गाल को अपने गाल से सटाये रतहि जब दूसरे कमरे में नौकर की आहट हुई उन्होंने जल्दी से उसे चुम लिया - श्रीधर को कुछ भी समझ में नहीं आया। "-९ श्रीधर अपनी इन अवस्थाओं से प्रेरित हो जैसे िन्दु पर एक अधिकार मान बैठा था वह कहता है - " यदि यही बैठकर ऐसे ही खुले बालों बैठकर पढ़ाओगी तो पढूंगा , नहीं तो हेमलेट की तरह वैसे ही डाटूंगा जैसे उसने ओफीलिया को डांटा था। '-१०

'दो एकांत ' इस उपन्यास की नायिका वनिरा है जो विलासिनी ,देहभोगवादी एवं महत्वाकांक्षिणी युवती है। वह वैभव ,विलास और कंतुष्टि को ही सर्वोपरि मानती है। इस पात्र का जीवन लीबीदो से परिचालित है। विवाहोपरांत वनिरा अपने पति डॉ विवेक के साथ तभी तक संतुष्ट रहती है जब तक डॉ विवेक अपना अधिक समय वनिरा के प्रत्येक अभिलाषा को परिवृत्त करना ही उसका जीवनादर्श है। लेकिन डॉ विवेक की व्यस्तता से दोनों के जीवन में रिक्तता उत्पन्न हो जाती है आनद के प्रति वनिरा समर्पित नहीं है ,बालकजी गृहीता है। इसलिए वह आनंद के प्रत्येक स्पर्श का विरोध कराती है। जैसे - " उसे अच्छी तरह यद् है कि जिस असभ्यता से वह उसके बिस्तरे पर बैठा हुआ उसके बातों में उंगलिया चला रहा था , तब उसकी बलिष्ठता वनिरा की आँखों में कैसी खुल उठी थी पर वह कितना चाहती रही कि वह जोरों की एक चपत आनंद को मार बैठे। "-१० ११

'डूबते मस्तूल 'इस उपन्यास में कुछ पत्रों के चरित्रों में नैतिकता की समस्या प्रमुख है। नैतिकता के अंतर्गत ही मनुष्य के काम सम्बन्धी भी आते है। नैतिकता के प्रचलित मानदंडों के प्रति विद्रोह कर मानव के सहज संबंधों को स्वीकार करना ही फ़्राईड का मत था. इस उपन्यास की नायिका रंजना है -- " न तो पत्नी बन सकीय और न तो माता उसे जो लोगों से बनाया वह उसके शरीर का मात्र विभिन्न रूप। तुम्हारी घृणा और प्रेम दोनों के ऊपर मात्र नारी। समस्त प्रश्नों के परे ,स्वय में अपूर्ण और अनुत्तर। "-१२ इस कथन पर रंजना का उत्तर यह आता है - " मेरे पास केवल एक प्रश्न है और वह मेरा शरीर। सबने इस प्रश्न के उत्तर दिए अपने अपने ढंग पर कोई भी मुझे क्याअप्रश्नशीला कर सका। "-१३ इस प्रकार प्रस्तुत उपन्यास में रंजना अपने शरीर को प्रश्न बनाकर संसार की विभिन्न जातियों और देशों के रंग - बिरंगे लोगों से उत्तर प्राप्त कराती है। इस उत्तरों को वह रबड़ की बानी औरत की तरह स्वीकार कराती है ,क्यों की वह मानती है औरत के पास और कुछ नहीं , केवल उसका शरीर है , आगे रंजना आत्महत्या कर लेती है। मानसिक जगत की इतनी विशाल सृष्टि को सब कुछ देकर भी निर्लिप्त रहने वाली नारी आत्महत्या कर लेती है। यही नारी की हार है।

निष्कर्ष:

उपर्युक्त विवेचन के अनुरूप हम निष्कर्ष रूप से कह सकते है कि ,प्रसिद्ध मनोवैज्ञानिक फ़्राईड की खोजो ने उपन्यासकारों में भी नै जाग्रति उत्पन्न की। नए - नए आर्थिक और मनोवैज्ञानिक अनुसंधानों के प्रकाश में उसका दृष्टिकोण बदल गया। जीवन के प्रति उसके दृष्टिकोण के बदलते ही उसकी लेखनी प्रणालिओं में भी परिवर्तन आया। इसी

विचारों को लेकर आचार्य चतुरसेन शास्त्री , जैनेन्द्र जी और नरेश मेहता के अलग - अलग उपन्यासों में यह फ़्राईड के मनोविश्लेषणवादी सिद्धांत का प्रभाव दिखाई देता है।

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ग्रंथालयातील इलेक्ट्रॉनिक माहिती संसाधने : मार्केटिंग तंत्र व पद्धती

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गोषवारा:

इलेक्ट्रोनिक माहिती संसाधने उदा ई पुस्तके, ई नियतकालिके, ई वृत्तपत्रे यांचा प्रभावी वापरासाठी ग्रंथालयात चांगली माहिती व संप्रेषण प्रणाली (ICT) सुविधा आवश्यक असली तरी, त्या संसाधनाची जाहिरात करणे, त्याचे मार्केटिंग करणे व वाचकाचा अभिप्राय नोंदवणे यासाठी सुव्यवस्थित योजना असणे आवश्यक आहे. सध्या यासाठी ज्या पारंपारिक पद्धतींचा वापर होतो उदा माहिती पत्रक यासोबतच नवीन पद्धती उदा विकी, फेसबुक, ब्लॉग यांचा एकत्रित पणे वापर करता येणे शक्य आहे. त्यासाठी योग्य नियोजन, प्रशिक्षण व कार्यप्रणाली ची गरज आहे.

कीवर्ड: इलेक्ट्रोनिक माहिती संसाधने, ई बुक्स, ई जर्नल्स, ग्रंथालये, मार्केटिंग

परिचय:

ग्रंथालय वापरण्याच्या पद्धतीचे वर्णन करणे कठीण झाले आहे. माहिती व्यावसायिक (प्रकाशक, लेखक, ग्रंथालये), वाचक आणि सामग्री चे बदललेले स्वरूप यामुळे वापर पद्धती सातत्याने बदलत आहे. (OCLC २००३). माहिती आणि संप्रेषण तंत्रज्ञान आणि इंटरनेटच्या प्रभावामुळे माहिती प्रक्रिया, संग्रहण, शोध, प्रसार आणि वापर जलद, सुलभ आणि वापरकर्त्या साठी अनुकूल झाला आहे. माहिती तंत्रज्ञानाने इलेक्ट्रॉनिक माहिती संसाधनांच्या उपलब्धतेवर आणि प्रवेशयोग्यतेवर खोल प्रभाव पाडला आहे जे वेळ आणि जागेच्या बंधनापलीकडे उपलब्ध आहेत. त्यामुळे शैक्षणिक आणि संशोधन संस्था आता ई-जर्नल्स, ई-पुस्तके, संदर्भग्रंथ/संपूर्ण मजकूर डेटाबेस, ऑनलाइन सेवा आणि वेब पोर्टल यांसारख्या इलेक्ट्रॉनिक संसाधनांची सदस्यता घेण्यासाठी त्यांच्या बजेटचा एक मोठा भाग खर्च करत आहेत.

ग्रंथालये मुद्रित आणि इलेक्ट्रॉनिक अशा दोन्ही स्वरूपातील माहिती संसाधने जोडत राहिल्यामुळे, मुद्रण संसाधनांसाठी पारंपारिक विपणन तंत्रांसह काही नवीन तंत्रांचा वापर इलेक्ट्रॉनिक संसाधनांना प्रोत्साहन देण्यासाठी ग्रंथालयांनी केला पाहिजे. लॉरेन्सच्या मते, ही महागडी इलेक्ट्रॉनिक माहिती संसाधने प्रासंगिक, धोरणात्मकरित्या व्यवस्थापित, अद्ययावत आणि वापरकर्त्या साठी सहज उपलब्ध आहेत याची खात्री करणे ग्रंथालयासाठी आव्हान निर्माण करत आहेत. त्यासाठी संगणक विज्ञान, व्यवस्थापन, नेटवर्किंग, वेब डिझायनिंग, जाहिरात आणि मार्केटिंगचे ज्ञान आवश्यक आहे.

संशोधन समस्येचे मूळ:

ग्रंथालय शास्त्राचा तिसरा नियम "प्रत्येक ग्रंथासाठी वाचक" हे पूर्ण करण्यासाठी, ग्रंथालये नेहमी ग्रंथालय सूचना, माहिती साक्षरता कार्यक्रम, ग्रंथसूची, आपले ग्रंथालय जाणून घेणे, ग्रंथालय अभिमुखता, वापरकर्ता प्रशिक्षण याद्वारे त्याचा संग्रह आणि सेवा वापरण्यास प्रोत्साहन देतात. तथापि, दुसरीकडे वापरकर्ते आता दिवसभर ऑनलाइन जगावर अधिक अवलंबून आहेत त्यांना कित्येक माहिती स्त्रोत विनामूल्य उपलब्ध आहेत, त्यामुळे ग्रंथालये मुद्रित संसाधानाकडून उदा छापील पुस्तके व नियतकालिके यावरून ई-रिसोर्सेसकडे उदा ई बुक्स व ई जर्नल्स याकडे वळण्यास बांधील आहेत जेणेकरुन त्यांच्या वापरकर्त्यांना ई-संसाधनांकडे उपलब्ध करून देता येईल.

श्रीकुमार यांच्या मते, जगभरात मुख्यत्वे इंटरनेट मुळे ई-प्रकाशनच्या प्रसारामुळे प्रकाशनाच्या क्षेत्रात, विशेषत: अभ्यासपूर्ण प्रकाशनात क्रांती झाली आहे. भट यांच्या म्हणण्यानुसार, "ग्रंथालयात मोठ्या प्रमाणात सबस्क्राइब केलेली ई-संसाधने असतात आणि त्यात महागडी असली तरी दर्जेदार माहिती असते. प्रवेश आणि शोध क्षमतांच्या बाबतीत फायदे असूनही, ते कमी वापरले जातात. त्यांच्या वापराच्या जाहिरातीसाठी पद्धतशीर योजना तयार करणे आवश्यक आहे.

विषय प्रासंगिकता:

इलेक्ट्रॉनिक संसाधनांच्या वापराला चालना देण्यासाठी चांगल्या माहिती व संप्रेषण प्रणाली (ICT) साठीच्या पायाभूत सुविधांची आवश्यकता आहे. यासाठी संगणक नेटवर्किंगबद्दलच्या ज्ञानाची आवश्यकता आहे जेणेकरून ऑनलाईन कार्यप्रणाली तील उणीवा ओळखणे आणि त्यांचे निवारण करणे शक्य होईल व कॅम्पस आणि कॅम्पसबाहेरील वापरकर्त्यांना ई-संसाधनांचा सहज वापर करता येईल.

लायब्ररी वेबपेज/पोर्टलद्वारे ई-संसाधनांचा प्रचार करण्यासाठी वेब डिझायनिंग, कॉम्प्युटर सायन्स, डेटाबेस ॲडमिनिस्ट्रेशन आणि मॅनेजमेंट यासंबंधी मूलभूत ज्ञान आवश्यक आहे. तसेच ई-संसाधनांकडे वापरकर्त्यांचे लक्ष वेधून घेण्यासाठी प्रचारात्मक धोरण तयार करण्यासाठी जाहिरात आणि विपणन विषयाचे ज्ञान असणे आवश्यक आहे. भट यांच्या मते, गैर-वापरकर्त्यांना वापरकर्त्यांमध्ये आणि वापरकर्त्यांना ई-संसाधनांच्या सक्रिय वापरकर्त्यांमध्ये रूपांतरित करण्यासाठी सक्रिय धोरणे आवश्यक आहेत आणि कल्पकता असण्याची गरज आहे.

पूर्व प्रकाशित संशोधन साहित्याची समीक्षा:

1994 ते 2009 या कालावधीत ग्रंथालयमध्ये वापरल्या जाणाऱ्या इलेक्ट्रॉनिक माहिती संसाधनांसाठी मार्केटिंग तंत्रांवर ग्रंथालय शास्त्रात प्रकाशित साहित्याचे सामग्री विश्लेषण मेरी आर केनेडी यांनी केले आहे, त्यांनी या संशोधनासाठी 24 दस्तऐवज अभ्यासून एकूण अडतीस तंत्रे शोधून काढली. मेरीने त्या तंत्रांचे मानवी संवाद, ई-कम्युनिकेशन, भौतिक वस्तू आणि प्रशिक्षण या चार सामान्य श्रेणींमध्ये वर्गीकरण केले. मेरीने नमूद केले की सामुहिक वाचक प्रशिक्षण, वाचकांना फ्लायर्स / ब्रोशर ईमेल आणि सर्वेक्षण ही सर्वात लोकप्रिय तंत्रे आहेत. तसेच योजनेसाठी चे उद्दिष्टे अस्पष्ट, आर्थिक तरतूद अपुरी आणि मूल्यांकन प्रणालीचा अभाव होता.

ऑनलाइन कॉम्प्युटर लायब्ररी सेंटर (OCLC) ने 2005 मध्ये एक सर्वेक्षण केले, सर्वेक्षणाचे उद्दिष्ट लोकांच्या माहिती शोधण्याच्या वर्तणुकीबद्दल अधिक जाणून घेणे, त्यांच्या वापरकर्त्यांसाठी विविध प्रकारच्या ई-संसाधनांच्या बाबतीत लोक कसे परिचित आहेत याची माहिती घेणे हे होते . निष्कर्षांवरून असे दिसून येते की बहुसंख्य माहिती साधक माहिती संसाधनांचा (ऑनलाइन मासिके, डेटाबेस आणि संदर्भ सहाय्य) वापर करत नाहीत जे ग्रंथालये वाचकांना उपलब्ध करून देतात. सर्वेक्षणात असेही दिसून आले आहे की 39% नवीन माहिती शोधणारे नवीन इलेक्ट्रॉनिक माहिती स्त्रोतांबद्दल जाहिरात किंवा जाहिरातींद्वारे शिकतात, तर लायब्ररी साइट्सवरील संदेशाद्वारे केवळ 15% शिकतात. ई-संसाधनांबद्दल माहितीचा स्त्रोत म्हणून ग्रंथपालांना सर्वात कमी, 8% वर स्थान देण्यात आले.

रॅचेल एलिस, राज्य आणि विद्यापीठ लायब्ररी बर्मेन, जर्मनीचे इलेक्ट्रॉनिक संसाधन ग्रंथपाल यांनी राज्य आणि विद्यापीठ ग्रंथालय बर्मेन, जर्मनी येथे इलेक्ट्रॉनिक संसाधनांच्या विपणनासाठी विविध प्रकल्प आणि कल्पनांचा अभ्यास केला. तिने निरीक्षण केले की बहुतेक यशस्वी प्रकल्प हे विद्यापीठातील विभाग आणि कार्यरत गटांच्या विविध गरजांवर थेट लक्ष केंद्रित करणारे होते.

लायब्ररी कनेक्ट द्वारे 2007 मध्ये सायन्सडायरेक्ट मार्केटिंग टीमच्या सहकार्याने केलेल्या संशोधनात लायब्ररी वेबसाइट पोझिशनिंग, लायब्ररी वेबसाइट सर्चिंग, लायब्ररी वेबसाइट हेल्प फीचर्स आणि वापरकर्त्यांसाठी मार्केटिंग हे संस्थेतील ऑनलाइन सेवांच्या जाहिराती आणि वापरासाठी महत्त्वाचे घटक आहेत.

लँकेस्टर युनिव्हर्सिटीमध्ये मेटालिबची निर्मिती प्रिंट आणि इलेक्ट्रॉनिक संसाधनांसाठी लायब्ररी कॅटलॉग समाकलित करण्याच्या अशा प्रयत्नांचे यश दर्शवते, लॉरेन्स म्हणतात की मौल्यवान ई-संसाधने सहजपणे शोधता येतात, वापर करता येतात आणि ई लर्निंगमध्ये साठी उपयुक्त ठरतात याची खात्री करणे ही लायब्ररीची जबाबदारी आहे.

डोरोटा लिपिंस्का यांच्या मते, लायब्ररी इलेक्ट्रॉनिक वातावरणात प्रभावीपणे आणि कार्यक्षमतेने काम करण्यासाठी ग्रंथालयांनी नियमित आणि संशोधनावर आधारित चांगल्या विपणन योजना तयार केल्या पाहिजेत.

Kwame Nkrumah युनिव्हर्सिटी ऑफ सायन्स अँड टेक्नॉलॉजी लायब्ररीच्या सहाय्यक ग्रंथपालांनी नमूद केले की माहिती पटकन मिळवणे ही वापरकर्त्यांची मुख्य चिंता आहे ज्यांना त्यांची लायब्ररी अत्याधुनिक आणि त्यांच्या गरजांना प्रतिसाद देणारी हवी आहे.

दिल्ली युनिव्हर्सिटी लायब्ररी सेंटर (DULS) चा एक केस स्टडी ग्रंथालया साठी काही परिणाम सुचवतो की वापरकर्त्यांना ICT वापराच्या सूचना देण्यासाठी प्रशिक्षण केंद्रे स्थापन करण्यासाठी विषय सूची, आणि विषय पोर्टल्सच्या स्वरूपात दर्जेदार सेवा प्रदान करणे, मजबूत ICT पायाभूत सुविधा निर्माण करणे. इलेक्ट्रॉनिक संसाधनांचा वापर आणि उपयोगिता आणि नियमित अभिप्राय यंत्रणा तयार करण्यासाठी.

एम ईश्वर भट यांच्या मते, ई-संसाधने दृश्यमान होण्यासाठी विविध पद्धतींचा शोध घेणे आवश्यक आहे. वेब 2.0 वापरून नवीन पद्धती ज्यात ब्लॉग, फेसबुक आणि विकी यांचा समावेश होतो आणि ते लायब्ररी साइटला भेट देण्यास मनोरंजक बनवतात. आणि प्रचारात्मक यंत्रणेचा प्रभाव नियमितपणे वापर, आकडेवारीचे परीक्षण, सर्वेक्षणे आणि वापरकर्ता संमेलने आयोजित करून मोजले जाणे आवश्यक आहे.

नॅशनल फिजिकल लॅबोरेटरी, नवी दिल्लीचे श्री. एस.एम. धवन यांनी खालीलप्रमाणे इलेक्ट्रॉनिक संसाधनांना प्रोत्साहन देण्यासाठी नऊ धोरणे दिली आहेत. ज्यात जागरूकता उपक्रम आयोजित करणे, प्रचारात्मक साहित्य तयार करणे, ई-संसाधनांबद्दल विद्यार्थ्यांची जागरूकता वाढवण्यासाठी प्राध्यापकांशी संपर्क करणे, ई-संसाधनांमध्ये प्रवेश आणि वापरातील अडथळे दूर करण्यासाठी यंत्रणा असणे, सर्व प्रक्रियेचे मूल्यमापन व ई-संसाधनांच्या प्रभावाचे मूल्यांकन करणे इत्यादी गोष्टींचा समावेश होतो.

ऑनलाइन डेटाबेस/ई-संसाधनांचा प्रचार करण्यासाठी तंत्र:

लायब्ररी ओरिएन्टेशन:

इंटरनेटद्वारे माहिती कशी शोधायची, उपलब्ध असलेल्या लायब्ररी वेबपेज आणि ऑनलाइन डेटाबेस/ई-संसाधनांमधून माहिती कशी पहावी, उपलब्ध डेटाबेस/ई-संसाधनांमधून वापरकर्त्यांना कोणत्या सुविधा मिळू शकतात, पुस्तके आणि डेटाबेस/ई-संसाधने वापरकर्त्यांना नवीन दस्तऐवजांची माहिती देण्यासाठी त्यांना अलर्ट इत्यादी माहिती ग्रंथालय कर्मचारी विद्यार्थ्यांना देवू शकतात.

संकलन धोरणाचा पुनर्विचार:

वापरकर्त्यांच्या स्वारस्यावर सर्वेक्षण करून आणि त्यांच्या आवडीनुसार वाचन साहित्य तसेच ऑनलाइन डेटाबेस/ई-संसाधने प्रदान करणे. ग्रंथालय पुस्तक मागणी प्रक्रिया सुलभ करणे तसेच वाचकांच्या त्यांच्या गरजेनुसार संकलन करणे.

प्रेरणा विकसित करणे:

प्राध्यापकांसाठी विनंती करून की विद्यार्थ्यांना असाइनमेंट देणे ज्यासाठी आवश्यक मजकूर ई-संसाधनांमधून तसेच संदर्भ पुस्तके उपलब्ध आहे. विद्यार्थ्यांना पुरस्कार देणे उदा. ऑनलाइन डेटाबेस/ई-रिसोर्सेसच्या सर्वाधिक वापर करणाऱ्या वापरकर्त्यांना पुरस्कार देणे.

माहितीपत्रकाचे वितरण:

प्रिंट व ऑनलाईन स्वरुपात ई-संसाधन माहिती पुस्तिका तयार करणे व प्रथम वर्षाच्या विद्यार्थ्यांना ती वितरित करणे.

उपयोजनात्मक निष्कर्ष:

शैक्षणिक ग्रंथालयांमध्ये ई-संसाधनांचा प्रचार आणि विपणन यामध्ये विद्यार्थी, प्राध्यापक आणि संशोधक यांच्यामध्ये जास्तीत जास्त वापर सुनिश्चित करण्यासाठी अनेक धोरणांचा समावेश आहे. खाली दिलेल्या पद्धती प्रभावी आहेत:

1. जागरूकता मोहिमा: उपलब्ध ई-संसाधनांबद्दल वापरकर्त्यांना माहिती देण्यासाठी लायब्ररी वेबसाइट्स, सोशल मीडिया, वृत्तपत्रे आणि ईमेल चा वापर करणे.
2. प्रशिक्षण सत्र: विविध ई-संसाधनांचा प्रभावीपणे वापर कसा करायचा हे दाखवण्यासाठी कार्यशाळा आणि प्रशिक्षण सत्रे आयोजित करणे. वापरकर्त्यांना मदत करण्यासाठी वैयक्तिक मदत करणे.
3. अभ्यासक्रमासह एकात्मता: अभ्यासक्रमात आणि असाइनमेंटमध्ये ई-संसाधने एकत्रित करण्यासाठी प्राध्यापकांसह विनंती करणे ज्यामुळे विद्यार्थी त्यांच्या अभ्यासाशी संबंधित संसाधने वापरण्यास प्रोत्साहित होतील.
4. वापरकर्ता-केंद्रित दृष्टीकोन: सर्वेक्षण आणि फीडबॅकद्वारे वापरकर्त्यांच्या गरजा आणि प्राधान्ये समजून घेवून त्यांच्या संशोधन आणि शिक्षणाच्या गरजा पूर्ण करणारी संसाधने जाहिराती हायलाइट करता येतात.
5. भागीदारी आणि सहयोग: शैक्षणिक विभाग, संशोधन केंद्रे आणि विद्यार्थी संघटनांसह त्यांच्या आवडीनुसार विशिष्ट ई-संसाधनांना प्रोत्साहन देण्यासाठी सहकार्य सेतू निर्माण करणे.
6. चाचणी कालावधी आणि डेमो: नवीन ई-संसाधनांसाठी चाचणी कालावधी किंवा डेमो ऑफर करा जे वापरकर्त्यांकडून एक्सप्लोरेशन आणि फीडबॅकला प्रोत्साहन देतात.
7. व्हिज्युअल आणि इंटरएक्टिव्ह डिस्प्ले: लायब्ररीमध्ये किंवा ई-संसाधनांचे फायदे आणि वैशिष्ट्ये दाखवणारे दृश्य आकर्षक डिस्प्ले तयार करा.
8. समवयस्क शिफारशी: प्राध्यापक आणि विद्यार्थ्यांना त्यांच्या समवयस्कांना उपयुक्त ई-संसाधनांची प्रशंसापत्रे किंवा केस स्टडीद्वारे शिफारस करण्यास प्रोत्साहित करा.
9. वापर अहवाल आणि विश्लेषण: वापराच्या पद्धतींचा मागोवा घेण्यासाठी आणि वापरकर्त्यांच्या वर्तनावर आधारित प्रचारात्मक प्रयत्नांना अनुकूल करण्यासाठी डेटा विश्लेषणे वापरा.
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या धोरणांची अंमलबजावणी केल्याने शैक्षणिक ग्रंथालयांमध्ये ई-संसाधनांची जागरूकता आणि वापर लक्षणीयरीत्या वाढू शकतो.

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मधुबनी जिला (बिहार) मे माखाना उत्पादन की समस्या एवं समाधान का भौगोलिक विश्लेषण

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सारांश:

माखाना मधुबनी जिला का एक प्रमुख उत्पाद है और इसे औद्योगिक स्तर पर विकसित करके जिला के आर्थिक बदहाली पर बहुत हद तक काबू पाया जा सकता है। विभिन्न नदियों' से प्राप्त जल सुविधा माखाना उत्पादन के लिए काफी उपयुक्त है। स्वास्थ्य की दृष्टि से सर्वाधिक उपयुक्त माखाना, जिसका बाजार मूल्य भी अधिक है जिला की आर्थिक स्थिति को मजबूत करने में बहुत हद तक सहायक सिद्ध हो सकता है। जलाशयों में उपजाई जाने वाली महत्वपूर्ण फसलो में से माखाना (water berries or Fox nut) विशिष्ट स्थान रखता है। यह एक महत्वपूर्ण नगदी फसल है। इसकी खेती ऐसे तालाब, चौर या वेटलैण्ड में भी की जा सकती है जिनकी गहराई मात्र एक मीटर से डेढ़ मीटर तक रोती है। कच्चा माखाना से लावा माखाना तैयार होता है। जिला के जलाशयों से प्रति वर्ष हजारों क्विंटल कच्चा माखाना निकाला जाता है, इस कच्चा माखाना का बाजार मूल्य 200 रुपये प्रति किलोग्राम है जबकि तैयार लावा माखाना की कीमत 500- 600 रुपये प्रति किलोग्राम है। माखाना कृषि से संबंधित समस्या भी अनन्त है जैसे- जलाशयों में सालोभर पानी नहीं रहना, उत्पादन हेतु उच्च तकनीक का अभाव, प्रोसेसिंग प्लॉट की कमी, कीट पतंग फसल की बर्बादी, आदि। इन समस्याओं का समाधान कर उचित दिशा-निर्देश देना इस शोध का उद्देश्य है।

ऐसे तो माखाना माखाना खेती पूरे बिहार खासकर मिथिलांचल में होती है। भारत में लगभग 15 हजार हेक्टेयर क्षेत्र में मखाने की खेती है जिसमें 80 से 90 प्रतिशत मखाना का उत्पादन अकेले बिहार में होती है। लगभग 120,000 टन बीज मखाने का उत्पादन होता है जिससे 40,000 टन माखाना लावा प्राप्त है। बिहार में खासकर शोध जिला मधुबनी प्रसिद्ध है। इसके अलावा दरभंगा, समस्तीपुर जिला में माखाना की खेती होती है।

वर्तमान समय में माखाना उद्योग की विशिष्ट पहचान बढ़ती जा रही है । अन्तर्राष्ट्रीय स्तर पर इसकी मांग बढ़ती जा रहीl प्रस्तुत शोध पत्र में माखाना उत्पादन की समस्या का समाधान कर उद्योग की विशिष्ट पहचान बनाना ही मुख्य उद्देश्य है।

मूल शब्द: माखाना, जलाशय, उत्पादन, मिथिलांचल आदि ।

प्रस्तावना :

प्रस्तुत शोध पत्र मधुबनी जिला में माखाना उत्पादन की समस्या एवं समाधान का अध्ययन करना है तथा प्राप्त निष्कर्ष के आधार पर मधुबनी जिला के आर्थिक विकास में मदद पहुंचाना है। कृषि प्रणाली प्रारूप में माखाना की खेती एक आदर्श उदाहरण प्रस्तुत करती है जिससे किसानों को अधिक से अधिक लाभ पाने का सु-अवसर प्रदान करती मखाने उपजाने वाले किसान खेतों में सिघाड़ा, धान, गेहूँ, बरसीम, मतस्य पालन तथा अन्य फसलों को सफलतापूर्वक उगा सकते है। भारत मे बिहार ही एक मात्र राज्य है जहाँ माखाना का व्यवसायिक रूप में

उत्पादन करता है। यद्यपि माखाना का उत्पादन तकनीक उपलब्ध है फिर भी माखाना का प्रसंस्करण हाथों द्वारा ही किया जाता है। इसलिए बीज वर्गीकरण और लावा बनाने का मशीनीकरण करने की दिशा में सकारात्मक कदम उठाने की आवश्यकता है। यदि मशीनीकरण सफल हो गया तो किसानों के बीच माखाना क्षेत्रीय, राष्ट्रीय एवं अन्तर्राष्ट्रीय स्तर पर प्रतिमान के रूप में स्थापित करेगा

अध्ययन का उद्देश्य :-

प्रस्तुत अध्ययन का मुख्य उद्देश्य शोध जिला में मखाना की खेती की समस्या एवं समाधान का अध्ययन करना है तथा प्राप्त निष्कर्षो के आधार पर आर्थिक नियोजन का प्रारूप प्रस्तुत करना है। बिहार राज्य में माखाना की खेती की क शुरुआत दरभंगा जिला से हुआ अब इसका विस्तार पूर्णिया, कटिहार, मधुबनी, सहरसा, समस्तीपुर, किशनगंज होते हुए पश्चिम बंगाल के मालदा जिला तक फैल गया है, वर्तमान में जिसे क्षेत्र में सालोभर पानी जमा रहता है वहां माखाना की खेती वरदान साबित हो रही है तथा बेरोजगारों को रोजगार उपलब्ध कराने में महत्वपूर्ण भूमिका निभा रही है जिससे किसानों, बेरोजगारों के आर्थिक स्थिति में सुधार हो रहा है जिससे जिला के आर्थिक विकास में मदद मिल रही है।

अध्ययन का विधि तंत्र :-

प्रस्तुत अध्ययन विश्लेष्णात्मक एवं वर्णात्मक विधितंत्र का प्रयोग किया गया है तथा शोध में मुख्यत: द्वितीय श्रोत के प्राप्त आंकड़ों के आधार पर वर्णन किया गया है।

अध्ययन क्षेत्र :-

मिथिलांचल क्षेत्र में मधुबनी जिला की अपनी विशिष्ट पहचान है। मधुबनी जिला 3500 वर्ग किलोमीटर के क्षेत्रफल 26˚7’ उत्तरी अक्षांश से 26˚40’ उत्तरी अक्षांश तक तथा 85˚21 पश्चिम देशान्तर से 86˚45’ पूर्वी देशान्तर के बीच अवस्थित है। यह जिला नेपाल देश के अन्तर्राष्ट्रीय सीमा पर अवस्थित है, इसके उत्तर में नेपाल, दक्षिण में दरभंगा जिला एवं सहरसा जिला एवं पूर्व में सुपौल जिला तथा पश्चिम में सीतामढ़ी जिला अवस्थित है।

विश्लेषण एवं व्याख्या :-

मखाना एक पौष्टिक, जैविक और प्राकृतिक रूप से जलाशयों में उपजाया जाने वाला फसल है। मखाने की खेती उष्ण जलवायु से उत्तरी उष्ण क्षेत्रों में होती है। इसकी रोपनी करने वाले बीज से पौधा नवम्बर- दिसम्बर में तैयार किया जाता है तथा जनवरी- फ़रवरी में इसकी रोपनी की जाती है। मार्च अप्रैल में इसके काँटेदार पत्ते आ जाते हैं। मई-जून में फुल एवं फल आ जाते है। फल गोलाकार काँटेदार बजरी होता है जो पानी के सतह के अंदर 30-45 दिनों के अंदर (जुलाई-अगस्त) में फट जाता है। जिससे बीज बिखरकर जलाशय के नीचे बिखर जाता है। पत्तियों एवं पौधों को गल जाने के बाद सितम्बर-अक्टूबर माह में इसकी बुहराई (Harvesting) दक्ष मछुआरे पानी के अन्दर गोता लगाकर करते हैं तथा बीज मखाना एकत्रित करते है इसी बीच मखाना से लावा मखाना तैयार किया जाता है। यह मखाना एक अत्यधिक पोषक शुद्ध एवं प्राकृतिक आहार होता है इसमें उच्च गुणवता का सुपाच्य प्रोटीन प्रचुर मात्रा में पाया जाता है। लावा माखाना में 12.8% आर्द्रता, 9.7% कार्बोहाइट, 0.1% वसा , 0.5% खनिज लवण 0.02% कैल्सियम, ०.9%. फारफोरस तथा 1.4 मिलीग्राम लौर पदार्थ (कैरोटीन) पाया जाता है। प्रति 100 ग्राम लावा में 362 किलो कैलोरी प्राप्त होती है।

वर्तमान समय मे मखाने की खेती की ओर सरकार का ध्यान गया है जिसके परिणामस्वरूप पहले जहाँ सरकार मखाने की खेती के लिए पानी वाली जमीन केवल ग्यारह महीने के लीज पर 'देती

थी वहीं अब ऐसी पानी वाली जमीन मखाने की खेती के लिए 7 सालों के लिए पट्टे दी जाने लगी है। इससे माखाना उत्पादक निश्चित होकर खेती करते है। बिहार के मधुबनी एवं दरभंगा जिला में विशेषकर माखाना की खेती होती है। इन जिलो मे हजारों की संख्या में तालाब एवं सरोवर मिलते है। शोध जिला में ही नहीं मिथिलांचल में तालाब प्रतिष्ठा का सूचक होता है खासकर मिथिला वासियों में मखाना की अलग पहचान है, शादी- विवाह, पर्व त्योहार मे मखाना का महत्व बढ़ता ही जा रहा है। कहा जाता है कि - माछ, माखाना और पान, ये है मिथिला की शान " पहले जहाँ बिहार में 5-6 हजार इन मखाने का उत्पादन होता है वही अब बिहार में 30 हजार तक से उत्पादन होने लगा है। फिर भी

कुछ समस्या है:

(क) जलाशयों में सालोभर पानी नहीं रहना
(ख)जलाशयों की सफाई का उचित प्रबंध नहीं होता
(ग) किसानों में जागरूकता की कमी।
(घ) उत्पादन हेतु उच्च तकनीक का अभाव
(ङ) निकटतम बाजार का अभाव
(च) प्रोसेसिंग प्लांट की कमी।
(छ) किसानों में वैज्ञानिक ढंग से प्रशिक्षण का अभाव तथा कीट पतंग से फसल की बर्बादी ।

समस्या का समाधान कर मखाना की खेती में शोध जिला मधुबनी धीरे-धीरे अग्रसर है। मधुबनी जिला में रहिका, अंधराढारी, पंडौल, खजौली, झंझारपुर, लहनिया, राजनगर और बिस्फी प्रखंडों मे माखाना की खेती होती है। बिहार राज्य में मखाना के कुल उत्पादन में मधुबनी जिला का योगदान 40% है। शोध जिला मे सालाना 3500 मीट्रिक टन माखाना का कारोबार रोता है भविष्य में आंकड़ा बढ़ने की संभावना है क्योंकि माखाना की खेती को बढ़ावा देने के लिए सरकार भी मधुबनी के किसानों को समर्थन कर रही हैं। "स्वर्ण वैदेही" जैसी नई पहल के साथ सरकार उच्च गुणवत्ता वाली उपज तथा उत्पादकता में मदद कर रही है। हालिया घोषणा के अनुसार मधुबनी को भौगोलिक संकेत (जी आई) टैग में सम्मानित किया जाएगा जिससे दुनिया भर मधुबनी में उत्पादित मखाना के निर्यात को बढ़ावा मिलेगा।

जलवायु और भौगोलिक कारक :

मखाना की खेती उष्ण कटिबंधीय क्षेत्रों में की जाती है शोध जिला की भूमि मखाना की खेती के लिए उत्तम है। यहां की जलवायु आसपास के जिलों की तुलना में ठंढ़ी और नम है। माखाना की खेती के लिए शोध जिला की भूमि एवं जलवायु दोनों ही काफी उपयुक्त है। जो मखाना की खेती के लिए उपयुक्त स्थिति प्रदान करती है। जिला की अर्थ व्यवस्था में मखाना की खेती का महत्वपूर्ण स्थान प्राप्त है। इसके अलावा यहाँ के लोग मतस्य पालन, हथ करधा, हस्तशिल्प तथा मधुबनी पेंटिंग में लगे हुए है। जी० आई° टैग के साथ मधुबनी दुनिया के विभिन्न क्षेत्रों में मखाना का निर्यात कर रहा है।

बिहार सरकार भी बड़े पैमाने पर मखाना की बिक्री और निर्यात को बढावा देना चाहती है इससे न केवल बिहार राज्य की आर्थिक स्थिति में मदद मिलेगी बल्कि किसानी, प्रोसेसरों, थोक विक्रेताओं, व्यापारियो एवं खुदरा विक्रेताओं के लिए रोजगार शासिल करने में मदद मिलेगी । आने वाले समय मखाना की माँग और बढ़ेगी ऐसी स्थिति में मखाना की बेहतर उत्पादकता के लिए तकनीकी प्रगति के साथ वैश्विक मांगो को पूरा करने के लिए अच्छी तरह से तैयार रहना होगा।

निष्कर्ष:

शोध जिला में रवाना की खेती भौगोलिक कारक उपयुक्त होने के कारण बढ़ती जा रही है तथा सरकार भी इस फसल को जी .आई. टैग करने के कारण इसकी निर्यात विदेशो मे होने लगी है।

अनुपयुक्त जमीन पर मखाना की खेती करने की सरकार की महत्वाकांक्षी योजना भी फसल उत्पादन में वृद्धि कर रही है जिससे शोध जिला के बेरोजगारों, किसानों की माली अवस्था मे सुधार हो रहा है। इस खेती की सबसे बड़ी महत्वपूर्ण बात यह है कि एक बार उत्पादन के बाद वहां दोबारा बीज डालने की जरूरत नहीं होती है।

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नवीन शैक्षणिक धोरण 2020 : संधी आणि आव्हाने

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सारांश :-

नवीन शैक्षणिक धोरणाने शिक्षण संस्था समोर मोठी आव्हाने उभे केलेली आहेत. तसेच नवनिर्मितीची संधीही निर्माण केलेली आहे. प्रत्येक देशाचा विकास हा त्यांच्या शैक्षणिक विकासाशी सुसंगत असतो. आजपर्यंतच्या शैक्षणिक धोरणानुसार निश्चितपणे देशाच्या विकासाचा आराखडा किंवा आलेख वाढविता आलेला नाही. पर्यायाने जागतिक पातळीवर होणारे अमुलाग्र बदल, विशेषता विज्ञान, तंत्रज्ञान नव-उन्मेष आणि नाविन्यता या अनुसंगाने प्रत्येक राष्ट्राला आपला विकास साध्य करण्यासाठी आणि येणाऱ्या भावी पिढीला नवनवीन कौशल्य आधारित शिक्षण उपक्रमाला गती देणे अत्यंत गरजेचे आहे. म्हणूनच या नवीन शैक्षणिक धोरणाच्या माध्यमातून त्याची अंमलबजावणी करण्याचे कार्य आज देशपातळीवर सुरू आहे. या धोरणाचे यश-अपयश हे प्रत्यक्ष अंमलबजावणीवरच अवलंबून आहे, व येणारा काळच ते ठरवू शकतो. देशामध्ये सध्या स्थितीत उच्च शिक्षण घेणाऱ्या विद्यार्थ्यांचे प्रमाणे 23 टक्के आहे तर 2035 मध्ये म्हणजेच येणाऱ्या दहा वर्षात हेच प्रमाण 2035 पर्यंत 50 टक्के कसे वाढविणार? याचा रोड मॅप काय आहे? याचे उत्तर शोधावे लागणार आहे. एकीकडे शिक्षणाचे खाजगीकरण आणि बाजारीकरण करायचे आणि शिक्षकांच्या रिक्त जागा भरायच्या नाहीत. दुसरीकडे कॉन्ट्रॅक्ट बेसिक वर घडाळी तासिका तत्त्वावर नेमणुका करायच्या, शाळा कमी पटसंख्येच्या असणाऱ्या बंद करायच्या, विनाअनुदान व कायम विनाअनुदानित तत्वाची प्रभावी अंमलबजावणी करायची. आणि दुसरीकडे एक खोटे आश्वासन खोटे आमिष दाखवून देशातील जनतेची दिशाभूल करायची, असेच एकंदरीत वातावरण व परिस्थिती आज सर्वच क्षेत्रामध्ये प्रामुख्याने दिसून येते आहे.

मुख्य शब्द: कोणत्याही देशाची प्रगती, वैभव आणि भविष्य हे त्या देशाच्या शिक्षण प्रणालीवर अवलंबून असते. शिक्षण व्यवस्था ही जेवढी सुदृढ तेवढीच राष्ट्र मजबूत बनत असते. परंतु आपल्या देशात प्राचीन काळापासूनच वर्ण आणि वर्ग व्यवस्थेच्या माध्यमातून संपूर्ण समाजाला शिक्षणापासून वंचित ठेवलेली दिसून येते.

प्रस्तावना :

परंतु महामानवाच्या समाज सुधारकांच्या प्रबोधनाने व त्यागाने फार मोठ्या कालखंडानंतर शिक्षणाची दारी उघडलेली आहेत. निश्चितपणे या संधीचा फायदा त्या काळातील समाजसुधारकांनी घेऊन आपल्या समाजाला ज्ञानरूपी अमृत पाजण्याचे काम केलेले आहे. प्रामुख्याने स्वातंत्र्यपूर्वीची शैक्षणिक स्थिती आणि स्वातंत्र्योत्तर स्थिती विचारात घेतल्यास लक्षात येईल की, मोठ्या प्रमाणावर स्वातंत्र्यानंतरच खरे शिक्षणाचे महत्त्व पटले व त्याचा फायदा हा राष्ट्राला पर्यायाने समाजाला झालेला दिसून येतो तसेच कालमानाप्रमाणे व परिस्थितीनुरूप शिक्षण बदललं नाही तर राष्ट्रही पुढे जाणार नाही हे ही तितकेच खरे आहे. दुर्दैवाने हे सुद्धा नमूद करावे लागेल की, भारतासारख्या विशाल देशांमध्ये प्रामुख्याने शिक्षणासारख्या क्षेत्राला जेवढ्या गतीने धोरणात्मक महत्त्व द्यायला पाहिजे होते तेवढे दिले गेले नाही, त्याचे मुख्य कारण म्हणजे भारतातील एकंदरीत सामाजिक, सांस्कृतिक परिस्थिती आणि शैक्षणिक धोरण हे होत. स्वातंत्र्याच्या 75 वर्षानंतर देखील देशातील २२.३ टक्के समाज हा निरक्षर राहतो, उच्च शिक्षणाचे प्रमाण हे 25 टक्के आहे, शाळाबाह्य मुलाचे प्रमाण वाढते आहे, शिक्षणातून मिळणारे रोजगाराचे प्रमाण वाढत नाही, बेरोजगारी मोठ्या प्रमाणात वाढत आहे, या एकंदरीत सर्व परिस्थितीचे चित्र

पाहिल्यास फार मोठे आव्हान आज आपल्या देशासमोर उभे आहे. असेच म्हणावे लागेल.

भारतामध्ये आजपर्यंत म्हणजे स्वातंत्र्याच्या 75 वर्षापर्यंत फक्त तीन राष्ट्रीय शैक्षणिक धोरण आखलेले आहेत व अंमलबजावणी केलेली आहे. देशाच्या शैक्षणिक आराखड्यासाठी महत्त्वपूर्ण मार्गदर्शक तत्वे आणि सुधारणारूपी रूपरेषा देणारे हे धोरण प्रामुख्याने 1968 1986 आणि 2020 अशी ही अनुक्रमे होत. भारताला स्वातंत्र्य मिळाल्यानंतर भारत सरकारने ग्रामीण आणि शहरी भागातील निरक्षरतेची समस्या दूर करण्यासाठी विविध धोरणात्मक कार्यक्रम आयोजित केलेली होती. शिवाय शिक्षणाचे आधुनिकरण करण्यासाठी शिक्षण आयोग -1948 - 49, माध्यमिक शिक्षण आयोग - 1964- 66, सुधारित राष्ट्रीय शैक्षणिक धोरण - 1992, याची देखील स्थापना केली होती. याच सुधारित राष्ट्रीय शैक्षणिक धोरणामध्ये व्यावसायिक शिक्षणाला चालना देण्यात आलेली होती. मागील तीस वर्षाच्या काळातील शैक्षणिक प्रगती किंवा धोरणात्मक बदल पाहता फार मोठ्या प्रमाणावर वाढती लोकसंख्या, वाढती शैक्षणिक गरज, बदलते शैक्षणिक प्रवाह, म्हणजे विज्ञान तंत्रज्ञानाचा वाढता आलेख याचा विचार करता आज स्थितीला देशामध्ये शैक्षणिक दृष्ट्या विचार केलास फार मोठी संधीही आणि आव्हानही आव असून उभे आहेत. जशा मोठ्या प्रमाणावर संधी आहेत तेवढ्याच मोठ्या प्रमाणात आव्हाने देखील आहेत, याचा साकल्याने विचार होणे काळाची गरज झालेली आहे. प्रस्तुत शोधनिबंधामध्ये राष्ट्रीय शैक्षणिक धोरण 2020, या धोरणाच्या अनुषंगाने देशातील एकंदरीत परिस्थितीचा विचार करता शैक्षणिक स्वरूपाची कोणती आव्हाने व कोणती संधी देशासमोर उभे आहेत यांचा अल्पसा आढावा घेण्याचा प्रयत्न येथे केलेला आहे.

संशोधनाचा उद्देश :-

प्रस्तुत शोधनिबंधामध्ये राष्ट्रीय शैक्षणिक 2020 ही पार्श्वभूमी व या धोरणाबद्दलची वैशिष्ट्ये जाणून घेणे, आणि एकूणच देशासमोरील शैक्षणिक आव्हाने आणि संधी काय आहेत, या बद्दलची मांडणी करण्याचा उद्देश आहे.

संशोधन पद्धती :-

प्रस्तुत शोधनिबंधामध्ये द्वितीयक साधनसामग्रीचा वापर करून मांडणी केलेली आहे. ज्यामध्ये संदर्भग्रंथ, जर्नल्स, वर्तमानपत्र, वेबसाईट, इत्यादीचा आधार घेण्यात आलेला आहे.

राष्ट्रीय शैक्षणिक धोरण 2020 :-

देशामध्ये जवळपास 35 वर्षाच्या कालखंडानंतर आणि 21 व्या शतकातील पहिले शैक्षणिक धोरण हे 2020 मध्ये विद्यमान भारतीय शिक्षण पद्धतीमध्ये बदल घडून आणण्याच्या उद्देशाने नवीन राष्ट्रीय शैक्षणिक धोरण तयार करण्यात आले आहे. त्यांची अंमलबजावणी ही देशभरात होत आहे. अशा प्रकारची शैक्षणिक धोरणाची आवश्यकता ही का निर्माण होते, त्याचे अनेक कारणे आहेत. यामध्ये बदलत्या जागतिक शैक्षणिक परीप्रेक्षाचा विचार करावा लागतो, नाविन्यशील शैक्षणिक गतीला प्राधान्य द्यावे लागते, वाढत्या विज्ञान – तंत्रज्ञानयुक्त आणी कौशल्य आधारित शिक्षण उपकरणाला चालला देण्यासाठी देखील असे धोरण निर्माण करावी लागत असतात. मग धोरण म्हणजे काय याचा अर्थ आपण इथे पाहू या, " देशांमध्ये काही निश्चित कालावधीसाठी कोणते धोरण असावे कोणता शैक्षणिक दृष्टिकोन असावा या. बाबतीसंबंधीची सविस्तर माहिती प्रस्तुत करण्याच्या क्रियेला शैक्षणिक धोरण असे म्हणतात". अशा प्रकारच्या धोरणांच्या माध्यमातून देशातील एकूणच कर्तव्यक्षम आणि संस्कारकृषम युवक राष्ट्रीय

हितासाठी निर्माण होतात व राष्ट्राचे नाव रोशन करतात.

राष्ट्रीय शैक्षणिक धोरण 2020 ची वैशिष्ट्ये :-

1. भारताला जागतिक महासत्ता बनविणे व आत्मनिर्भर भारत निर्माण करणे.
2. शालेय शिक्षणातील गुंतवणुकीमध्ये लक्षणीय वाढ करणे व नवनवीन उपक्रम राबविणे.
3. प्रत्येक स्तरावर बौद्धिक विकास व अध्ययनाच्या तत्त्वावर आधारित अभ्यासक्रम व अध्यापन शास्त्र रचना विकसित करणे.
4. शिक्षण, प्रशिक्षण आणि व्यावसायिक शिक्षणाला गती देणे.
5. उच्च शिक्षणाचे सद्यस्थितीतील 25.8% याचे प्रमाण हे 2030 पर्यंत 50 टक्के पर्यंत वाढविणे.
6. शिक्षण हे अर्थव्यवस्थेसाठी बुस्टर म्हणून वापर करणे.
7. भारताला जागतिक स्तरावर ज्ञानाच्या बाबतीत सुपर पावर बनविणे.

नवीन शैक्षणिक धोरण 2020: संधी :-

आपल्या राष्ट्रासमोर अनेक प्रकारच्या समस्या आहेत आणि त्या समस्यांचे मूळ हे शिक्षणात आहे. शिवाय समस्याला दूर करण्यासाठी कुशल मनुष्यबळ देखील शिक्षणाच्या माध्यमातूनच मिळतात. याच उद्देशाने प्रत्येक राष्ट्र आपले शैक्षणिक धोरण ठरवित असतात व अंमलबजावणी करीत असतात. भविष्यातील जे आव्हाने आहेत आणि एकंदरीत तिचे सामाजिक, आर्थिक राजकीय, आणि सांस्कृतिक परिस्थितीतून निर्माण होणारे जी आव्हाने आहेत, त्यांना सामोरे जाण्यासाठी आणि येणाऱ्या किंवा मिळणाऱ्या संधीचा फायदा घेण्यासाठी राष्ट्रातील नागरिकांना कुशल बनविणे अत्यंत आवश्यक आहे. व ही कुशलता फक्त शिक्षणाच्या माध्यमातूनच मिळते. ही महत्वपूर्ण बाब लक्षात घेऊनच अशी नवीन शैक्षणिक धोरणाची आखणी केली जाते. या धोरणाच्या माध्यमातून कोणत्या संधी निर्माण होणार आहेत याची माहिती पुढील प्रमाणे सांगता येईल.

- पूर्व प्राथमिक ते शालेय स्तरापासून तसेच उच्च शिक्षणापर्यंत शैक्षणिक दर्जा उंचावण्याचे कार्य या धोरणाद्वारे केले जाणार आहेत. त्यामुळे निश्चितपणे दर्जेदार शिक्षण मिळण्याची संधी याद्वारे मिळेल.
- या धोरणामध्ये अभ्यासक्रम निवडी संदर्भात लवचिकता निर्माण केलेली आहे, शिवाय कोणत्याही शाखेतील विषय निवडीचे स्वातंत्र्य आहे. म्हणजेच आवडीनुसार व गरजेनुसार शिक्षण घेण्याची संधी मिळणार आहे.
- प्राथमिक स्तरापासून ते उच्च शिक्षणापर्यंत अनेक तंत्रज्ञानयुक्त व कौशल्याधारीत शिक्षण हे विद्यार्थ्यांना शिकविले जाणार आहे. जसे कोडींग व कृत्रीम बुद्धिमत्ता यामुळे तंत्रज्ञान युक्त कुशल व निपुण बनण्याची संधी मिळणार आहे.
- अनुभवावर आधारित आणि प्रात्यक्षिक अध्ययन - अध्यापनास तसेच इंटरशिप यास प्रोत्साहन देण्यास या धोरणामुळे गती मिळणार आहे. पर्यायाने रोजगारक्षम कौशल्य विकसित करण्याची संधी यामुळे मिळणार आहे.
- या धोरणामुळे गरजेनुसार व सोयीनुसार म्हणजेच ऑनलाइन किंवा ऑफलाइन तसेच मल्टिपल एंट्री व एक्झिट यापैकी कोणत्याही प्रकारे शिक्षणाची मुभा निर्माण होत आहे. यामुळे अशा प्रकारचे शिक्षण घेण्यासाठी एक संधी आहे.
- प्रत्येक धोरणामध्ये गुणवत्ता वाढ करणे व सर्वांना समान संधी उपलब्ध करून देण्याचा प्रयत्न प्रत्येक शासनाचा असतो, यासाठी विविध प्रकारच्या शिष्यवृत्तीचे प्रयोजन या धोरणात

करण्यात आलेली आहे. यामुळे गुणवत्ता विकासाची संधी यामुळे निर्माण होईल.

- शालेय स्तरापासून ते उच्च शिक्षणापर्यंत मातृभाषेसोबतच परराष्ट्रीय भाषेचे शिक्षण घेऊन बहुभाषिक होण्याची संधी या धोरणामुळे मिळणार आहे.
- विविध अध्ययन - अध्यापन पद्धती आणि तंत्रज्ञानाची साथ घेऊन विद्यार्थ्यास व शिक्षकास नाविन्यता राबविण्यास व निपजण्यास मदत होणार आहे. पर्यायाने गुणवत्ता विकासाची संधी मिळणार आहे.
- नवीन शैक्षणिक धोरणामध्ये अभिमत विद्यापीठ, ऑटोनॉमस कॉलेज, खाजगी विद्यापीठे आणि समूह विद्यापीठे इत्यादीचे महत्व खूप वाढणार आहे. कारण यांच्यासमोर नवनिर्मितीचे मोठे आव्हान असणार आहे व यातून फार मोठ्या संधीही निर्माण होणार आहेत.
- आजपर्यंतच्या शैक्षणिक धोरणामध्ये अनेक प्रकारच्या अटी, शर्ती, नियम व कायदे यांचा भडीमार होता, परंतु या नवीन धोरणाने अनेक प्रकारच्या भिंती तोडून एक नवीन पूल उभारण्याचे म्हणजे शैक्षणिक लवचिकता निर्माण करण्याची कार्य केलेले आहे.
- भारतातील शैक्षणिक क्षेत्रात क्रांती घडविण्याची चांगली संधी निर्माण झाली आहे .
- या शैक्षणिक धोरणाच्या अंमलबजावणीतून निश्चितपणे भारतीय शिक्षणाचे आंतरराष्ट्रीयकरण होण्याची संधी निर्माण होईल.

वरील प्रमाणे नवीन शैक्षणिक धोरण 2020 ने, अनेक प्रकारच्या संधी उपलब्ध होणार आहेत. त्याचप्रमाणे अनेक आव्हानांना देखील सामोरे जावे लागणार आहे. कारण एकंदरीत भारतीय संस्कृती, समाज आणि शैक्षणिक परिस्थितीचा विचार करता मोठ्या प्रमाणावर शैक्षणिक बदलांना सामोरे जाताना अनेक आव्हानांना तोंड द्यावे लागते. परिणामी राजकीय इच्छाशक्तीच्या आजपर्यंतच्या कठू अनुभवावरून हेच सिद्ध झालेले आहे आणि धोरणाच्या अंमलबजावणीच्या अनंत समस्या पुढे येणाऱ्या काळात निर्माण होणार आहेत.

नवीन शैक्षणिक धोरण 2020 समोरील आव्हाने :-

नवीन शैक्षणिक धोरण हे सर्व समावेशक असे वाटत असले तरी शासकीय शैक्षणिक संस्थांची संख्या व विद्यार्थी संख्या प्रमाण, महाविद्यालय, विद्यापीठे याची संख्या आणि खाजगी संस्था व विद्यापीठे यांच्यात निश्चितपणे विरोधाभास येणाऱ्या काळात म्हणजेच 2040 पर्यंत दिसून येईल. व्यावसायिक शिक्षण पद्धती निर्माण करून किंवा या गोंडस नावाखाली नवीन शिक्षण धोरण हे भांडवली अर्थव्यवस्थेला सेवा देणारे मजुर निर्माण करीत आहेत, तसेच कौशल्य आधारित शिक्षण धोरणाची आखणी करून व त्याची अंमलबजावणी करून पारंपारिक समाज व्यवस्थेतील बारा बलुतेदार निर्माण करण्याचे कार्य देखील, याच धोरणामुळे होतील यात मुळीच शंका नाही. अशा या धोरणासमोरील काही आव्हाने पुढील प्रमाणे आपल्याला सांगता येतील

- या नवीन शैक्षणिक धोरणामुळे शिक्षणाचे प्रचंड बाजारीकरण होऊन गलेलठ्ठ पैसे उभे करणारे कोर्सेस, महाविद्यालय आणि विद्यापीठे सुरू करतील, तेव्हा सर्वसामान्य बहुजन समाजाच्या मुलांना शिक्षण कसे मिळणार हे मोठे आव्हान येणाऱ्या काळात दिसणार आहे.
- भारतातील शिक्षण व्यवस्थेसमोरील प्रमुख आव्हानंपैकी एक म्हणजे शिक्षणाची असमानता हे आहे. देशाची वाढती आर्थिक सुबत्ता व विकास पाहता ग्रामीण, वंचित समुदायाला अजूनही दर्जेदार शिक्षण मिळत नाही, व या

प्रवाह पासून ते कोसो दूर आहे. ही असमानता निश्चितपणे देशासमोर मोठे आव्हान आहे.

- भारतीय शिक्षण व्यवस्थेला निधीची कमतरता एक फार मोठे आव्हान आहे . शासनाची शिक्षणाप्रतीची वचनबद्धता आणि राजकीय इच्छाशक्तीचा अभाव हे देखील आव्हान आज देशासमोर आहे.
- विशेषता ग्रामीण आणि शहरी शैक्षणिक सुविधा व पायाभूत सुविधा मधील विषमता ही भारतीय शिक्षण व्यवस्थेसमोरील एक आव्हान आहे.
- संशोधन आणि नव - उपक्रम किंवा नव-उन्मेष यासाठी असणारी ओरड आणि दिले जाणारे आर्थिक अनुदान निश्चितपणे तुटपुंजे आहे, शिवाय काही ठिकाणचे तर ते बंदही केलेले आहेत.
- एकीकडे शिक्षणाचे सार्वत्रिकरण करण्याचे धोरण आखायचे आणि दुसरीकडे शासकीय शाळा, महाविद्यालय ही बंद करायची असे विरोधाभाशी चित्र असल्यामुळे हे एक मोठे आव्हान आज देशासमोर आहे.
- मुख्यतः देशातील प्रत्येक धोरणाची अंमलबजावणीचं एक आव्हान आहे. कारण धोरण हे कितीही सर्वसमावेशक किंवा समाज उपयोगी दस्तावेज असले तरी त्याची प्रभावी अंमलबजावणी होणे अत्यंत गरजेचे असते तीच एक समस्या किंवा आव्हान बनलेली आहे.
- एकीकडे देशातील नागरिकांना सक्षम बनविण्यासाठीचे एकमेव साधन म्हणून शिक्षणाकडे पाहिले जाते परंतु आज व येणाऱ्या कालावधीत समाजातील प्रत्येक घटकाला शिक्षण मिळेल? किंवा घेता येईल का? हेच मोठे आव्हान उभ्या देशासमोर आहे.
- नवतंत्रज्ञानाच्या मदतीने सायबर सिक्युरिटी चेही मोठे आव्हान निर्माण होणार आहे. विशेषता विविध प्रकारचे आपलिकेशन, वेबसाईटचा वापर किंवा उपयोग वाढतो आहे, परिणामी विद्यार्थी हे आपल्या उद्दिष्टापासून भरकटण्याची अधिक शक्यता आहे.
- शिक्षणातून रोजगार आणि वाढत्या बेरोजगाराला नोकरी खरे पाहता या शैक्षणिक धोरणातुन साध्य होणार का? , हेच एकंदरीत देशापुढे फार मोठे आव्हान आहे.

अशाप्रकारे वरील नवीन शैक्षणिक धोरण 2020, या धोरणाच्या संधी आणि त्यापुढील आव्हानांचा विचार करता येणारा काळच म्हणजेच त्याच्या अंमलबजावणीने त्याचे वास्तविक चित्र स्पष्ट होणार आहे. पूर्वानुभव, वर्तमान काळातील आव्हाने आणि भविष्यकाळातील गरजा ओळखून कोणतेही धोरण आखले जाते. परंतु धोरण कितीही चांगले व भक्कम पाठपुराव्याचे असले तरी जोपर्यंत त्याची प्रामाणिक अंमलबजावणी होत नाही, तोपर्यंत परिणाम दिसणार नाही.

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प्रगतिशील हिन्दी कविता में जन, जनपद और उनकी लोक–संस्कृति (नागार्जुन की कविताओं के संदर्भ में)

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सारांश–

प्रगतिशील काव्यधारा जितनी व्यापक है, उतनी विविधतापूर्ण भी। नागार्जुन, केदारनाथ अग्रवाल, मुक्तिबोध, शमशेर, त्रिलोचन जैसे कवियों की रचनाशीलता को समग्रता में देखा जाये तो व्यापकता और विविधता का एक विशाल फलक पर फैली दिखाई देती है। प्रगतिशील कवियों का मुख्य ध्येय लोक के सुख–दुख और जीवन को कविताओं के माध्यम से चित्रित करना था। हालाँकि प्रगतिशील कवियों के पूर्व भी लोक को कविताओं का विषय बनाया जाता था किंतु प्रगतिशील कवियों ने लोक को कविता के केन्द्र में लाकर उनका चित्रण किया जो प्रगतिशील कवियों के काव्य को वर्ग संघर्ष से परे अवलोकित करते हुए जीवन के वैभव का अनुभव करने की स्वतंत्रता देता है। यह कहना अतिश्योक्ति नहीं होगी कि प्रगतिशील कविता का लक्ष्य समाजनिर्माण और परिष्कार की शक्तियों को संगठित करना था, जिसके लिए उन्होंने लोक के ग्रामीण और शहरी; दोनों पक्षों की पड़ताल की। यह ध्यातव्य हो कि प्रगतिशील कवियों में लोक और लोक–संस्कृति में आने वाले बदलावों को भी अपनी कविताओं के माध्यम से चिन्हित किया है। नागार्जुन ऐसे ही प्रगतिशील कवि माने जा सकते हैं जिनकी कविताओं में प्रत्यक्षतः अभावों से भरे यथार्थ एवं सत्ता के प्रति विद्रोह अवश्य परिलक्षित होता है तथापि उनकी कविताओं में लोकजीवन की अभिव्यक्ति के यथार्थ के निरूपण से भी इन्कार नहीं किया जा सकता। प्रस्तुत शोधपत्र में नागार्जुन की प्रगतिशील कविताओं में लोक–संस्कृति की व्याप्ति का अध्ययन–विश्लेषण किया गया है।
की–वर्ड– प्रगतिशील, लोक, जीवन, जनपद, संस्कृति, संघर्ष।

प्रस्तावना–

प्रगतिवादी कवि के पास जो सामाजिक यथार्थपरक दृष्टि है वह वर्गचेतना पर आधारित है परंतु प्रगतिशील कवि की दृष्टि जीवन की स्वाकारोक्ति पर जाती है, जिसके कारण प्रगतिशील कवियों में जीवन जीने की अदम्य इच्छा उनकी मूल वाणी बनकर गूँजती है। 'प्रगतिशील लेखक संघ' की स्थापना से बहुत पहले ही हिंदी साहित्य में प्रगतिशील कविताओं का प्रादुर्भाव हो चुका था। यह अलग बात है कि प्रगतिवाद की बयार से उत्पन्न आँधी ने एक ऐसे आंदोलन का रूप ले लिया जिसने अपने समय के साहित्य को पूँजीवाद, वर्ग–संघर्ष, द्वंद्वात्मक भौतिकवाद जैसी अवधारणाएँ दीं। लेकिन इसके बावजूद प्रगतिशील रचनाकर्म अपनी स्वभाविक गति से आगे बढ़ता रहा। प्रगतिशील कवि मौन रहकर अपने रचनाकर्म में लगे रहे। प्रगतिवाद की बाढ़ का ज्वार उतरने तक प्रगतिशील कवियों की कविताओं ने परिपक्वता प्राप्त कर लोक–संपृक्त ढाँचा ग्रहण कर लिया था। जिसके केन्द्र में नागार्जुन, केदारनाथ अग्रवाल और त्रिलोचन जैसे लोकचेतना संपन्न कवियों की रचनाएँ थीं।

अब प्रगतिशील कविताओं को प्रगतिवादी प्रवृत्तियों जैसे वर्गसंघर्ष, इतिहास–चेतना, सामाजिक यथार्थ, प्रतिष्ठा, परिवर्तन और भविष्योन्मुखता की प्रवृत्तियों को अलग से पहचानकर पृथक करते हुए व्यापक जीवन सौंदर्य की दृष्टि, लोकचेतना, ऐतिहासिक व्यापकता, यथार्थ के मूलरूप के प्रति सूक्ष्म दृष्टि, प्रकृति के साथ मैत्री को आसानी से पहचाना जाने लगा है। फिर भी इस तथ्य से इन्कार नहीं किया जा सकता कि प्रगतिवादी विचारधारा ने प्रगतिशील काव्य को बहुत हद तक प्रभावित किया है। प्रगतिवादी चेतना के फलस्वरूप ही प्रगतिशील कविताओं में समाजिक दृष्टि की स्पष्टता दिखाई देती है जिसके कारण प्रगतिशील कवि परिष्कार और नवनिर्माण को ज्यादा महत्त्व देता परिलक्षित होता है तथापि वह स्वार्थों से परे नव–मानवता को स्थापित करने के लिए कटिबद्ध है। संभवतः इसीलिए वह लोक जीवन व सामाजिक जीवन में व्याप्त विसंगतियों को अपनी कविताओं के माध्यम से समाप्त करने की बात कहता है और इसके लिए मानवीय मूल्यों को आवश्यक मानता है, तो भला नागार्जुन इससे कैसे विरत रह पाते। उनकी कविताओं में जितना विद्रोह का स्वर मिलता है उतना ही अधिक लोकजीवन मिलता है। यही कारण है कि प्रकृति के सौंदर्य और चित्रण के साथ–साथ लोक का चित्रण नागार्जुन की विशेषता रही है। उनकी 'बादल को घिरते देखा है', 'सतरंगे पंखो वाली', 'सफेद बाल', 'बलाका', 'वसंत की अगवानी' 'पावस तुम्हें प्रणाम', 'फूले कदम्ब', 'घन–कुरंग', 'मेघ बजे' जैसी कविताओं में प्रकृति का केवल आलंबन और उद्दीपन रूप ही नहीं बल्कि जन और जनपदों के लोकजीवन और संस्कृति के स्वर भी सुनाई देते हैं। प्रस्तुत शोधपत्र में बाबा नागार्जुन की कविताओं को आधार बनाकर प्रगतिशील कविताओं में जन, जनपद और लोक–संस्कृति के निरूपण का अध्ययन–विश्लेषण किया गया है।

उपलब्ध साहित्य– 'आधुनिक साहित्य की प्रवृत्तियाँ'(डॉ. नामवर सिंह), 'संस्कृति के चार अध्याय'(रामधारी सिंह दिनकर), 'नागार्जुन रचनावली'(संपादक–शोभाकांत), 'नागार्जुन'(संपादक–सुरेशचंद्र त्यागी), 'हिंदी साहित्य का दूसरा इतिहास'(डॉ. बच्चन सिंह), 'कविता के सम्मुख'(डॉ. गोविंद प्रसाद), 'नयी कविता और अस्तित्ववाद'(डॉ. रामविलास शर्मा)।

शोध पद्धति– प्रस्तुत शोधपत्र लेखन हेतु तथ्याख्यानपरक विश्लेषणात्मक शोध पद्धति का प्रयोग किया गया है।

विमर्श–

सृजन, पालन, संहार और फिर पुनर्सृजन की जो बात साहित्यिक पुराणों में की जाती रही है, प्रगतिवाद भी छायावादी वैयक्तिक–सृजन जैसी अन्य बातों के भी प्रतिरोध में उसी संहार की बात कर रहा था। प्रगतिवाद के संहार से ही प्रगतिशील पुनर्सृजन का वह बीज अंकुरित होता दिखाई देता है जो प्रगतिशील कवियों के काव्य को वर्ग संघर्ष से परे जीवन के वैभव का अनुभव करने की आजादी देता है। मुक्तिबोध, केदानाथ, नागार्जुन, त्रिलोचन आदि सभी में वही पुनर्सृजन दिखाई देता है। इसलिए प्रगतिशील साहित्य निरंतर गतिमान है। डॉ. नामवर सिंह इस संबंध में लिखते हैं कि "प्रगतिशील साहित्य कोई स्थिर मतवाद नहीं है, बल्कि यह एक निरंतर विकासशील साहित्य–धारा है,

जिसके लेखकों का विश्वास है कि प्रगतिशील साहित्य लेखक की स्वयंभू अंतःप्रेरणा से उद्भूत नहीं होता, बल्कि सामाजिक और सांस्कृतिक विकास के क्रम से वह भी परिवर्तित और विकसित होता रहता है और उसके सिद्धांत उत्तरोत्तर स्पष्ट तथा अधिक पूर्ण होते चलते हैं।''[1] नागार्जुन, केदारनाथ अग्रवाल, त्रिलोचन आदि कवियों की रचनाओं से प्रगतिशील साहित्य के इस विकास का पता चलता है जिन्होंने ग्रामीण जीवन को अपनी काव्यचेतना का अंग बनाया। यही कारण है कि अहीर की अनपढ़ बेटी, चंपा, केवट, स्कूल के मास्टर, चंदू आदि के जैसे चरित्रों को इन कवियों ने अपनी लेखनी की आवाज दी है। अभिजात्य वर्ग जिन ग्रामीणों को पिछड़ा मानकर उनको उपेक्षित करता आया है उसी वर्ग को प्रगतिशील कवियों के द्वारा अपने अधिकारों की तलाश का अवसर दिया गया है। यह कहा जा सकता है कि प्रगतिवाद का लक्ष्य सामाजिकता को स्थापित करना था तो प्रगतिशील कविता का लक्ष्य समाजनिर्माण और परिष्कार की शक्तियों को संगठित करना था। जिसके लिए प्रगतिशील कवियों ने ग्रामीण लोक और शहरी लोक दोनों की पड़ताल की। प्रगतिशील कवियों की इसी प्रस्तुतिकरण के संबंध में डॉ. नामवर सिंह लिखते हैं कि ''कविता में पहली बार किसानों– विशेषतः मजदूरों के गंदे पैरों की पवित्र धूल दिखाई दी संध्या के झुटपुटे में पंत जी को चिड़ियों के 'टी–वी–टी–टुट्–टुट्' के साथ ही डगमग डग घर का मग मापते हुए कुछ श्रमजीवी दिखाई पड़ गए; और टीले पर उन्हीं के नंगे तन, गदबदे बदन वाले लड़के भी आ गए। कविता में पहली बार इतनी व्यापक सहानुभूति का प्रवेश हुआ।''[2]

नागार्जुन की रचनाओं में जो लोकजीवन आता है वह लोक–संस्कृति के विभिन्नि तत्वों को अपने में समेटे हुए है। यह केवल दो शब्दों 'लोक' एवं 'संस्कृति' को संयोजन मात्र नहीं है बल्कि दो व्यापक अवधारणाओं का ऐसा संयुग्मन है जो स्वयं में असीम आकाश का विस्तार अपने में समेटे हुए है। 'लोक' के अंतर्गत केवल ग्रामीण एवं नगरीय समाज के वे सभी लोग सम्मलित किये जा सकते हैं जो अपनी रुचि से उन परंपराओं एवं मान्यताओं आदि के उसी रुप में निर्वाह को मान्यता देते हैं जिस रूप में उन्होंने इन्हें अपने पूर्वजों से ग्रहण किया था और ''संस्कृति जिंदगी का एक तरीका है और यह तरीका सदियों से जमा होकर उस समाज में छाया रहता है जिसमें हम जन्म लेते हैं। इसलिए जिस समाज में हम पैदा हुए हैं अथवा जिस समाज में हम जी रहे हैं, उसी संस्कृति हमारी है.....संस्कृति हमारे जीवन को व्यापे हुए है।''[3] अतः कहा जा सकता है कि 'लोक–संस्कृति' अपने पारंपरिक रूप को व्यक्त करने वाली अवधारणा है जिसका पालन अपनी वे लोग करते हैं जो नगरों, ग्रामों या वनों; कहीं भी रहते हुए अपनी संस्कृति के प्रति रुचि रखते हुए उसकी समृद्धि में ही संतुष्टि का भाव रखते हैं। 'लोक–संस्कृति' इतनी व्यापक अवधारणा है कि लोकसाहित्य, लोकवार्ता, लोकजीवन आदि सभी सांगोपांग तत्वों के साथ 'लोक–संस्कृति' में ही समाहित होते हैं। अतः इन तीनों में समानधर्मी होने वाले विभिन्न तत्वों जिनमें लोक व्यवहार या लोकाचार, लोकदेवता, लोककथा, लोक विश्वास, लोकपर्व, लोकगीत, लोकसंगीत, लोकवाद्य, लोकनृत्य, लोकनाट्य, लोककला, लोक परिधान, लोक पकवान, लोक सुभाषित एवं लोक धर्म से संबंधित किसी भी प्रस्तुतिकरण को लोक का ही प्रस्तुतिकरण कहा जाता है। प्रगतिशील कवियों केदारनाथ सिंह, मुक्तिबोध, बाबा नागार्जुन, त्रिलोचन आदि की कविताओं में भी लोक के विविध पक्षों का उद्घाटन हुआ है जिसके कारण इन कवियों को 'जनकवि' या लोककवि मानना हिन्दी की परंपरा बन चुकी है।

प्रगतिशील कवि कभी स्वयं के बारे में न सोच कर अपने ग्राम की ही कुशल सोचता है। जैसे– ''याद आता है मुझे अपना तरुउनी ग्राम / याद आती लीचियाँ और आम / याद आते मिथिला के रुचिर भू–भाग / याद आते धान / याद आते कमल, कुमुदिनी और तालमखान / याद आते शस्य श्यामल जनपदों के / रूप–गुण–अनुसार ही रक्खे गये वे नाम / आते वेणु–वन वे, नीलिमा के निलय अति अभिराम।''[4] नागार्जुन की कविताओं में लोकचेतना का प्रारंभ चौथे दशक की कविताओं से प्रारंभ होकर अंत तक चलता है। उनकी मैथिली बोली में लिखी गयी कविताओं में लोक–सांस्कृतिक प्रतिमानों की भरमार है लोक–संस्कृति के विभिन्न तत्व जैसे– लोकव्यवहार, रीतिरिवाज, परंपराएँ लोक पर्वोत्सव आदि का चित्रण बाबा नागार्जुन की कविताओं में मिलता ही है, हिंदी कविताओं में भी धर्म, इतिहास, पुराण, कला, आस्था आदि लोक प्रतिमान विभिन्न रूपों में प्रस्तुत होते हैं। प्रभाकर माचवे नागार्जुन को लोक–मंगल की तलाश में भटकने वाला बताते हुए उनके काव्य में इन विभिन्न अभिव्यक्तियों को संदर्भित होते हुए कह उठते हैं– ''हमने तुम्हें देखा है कैसे कैसे रूप में / वर्षा में, धूप में, रूप में, अरूप में, पोखर में, कूप में, / नदी में, गड्ढे में, सागर में, खेत में, पुआल में, सूप में''[5] प्रभाकर माचवे जनता की सोच और संवेदना से एक जनकवि की सोच और संवेदना का गहरा साम्य बताते हुए नागार्जुन को जनकवि का सच्चा उदाहरण स्वीकार करते हैं।

प्रगतिवाद से प्रभावित होने के कारण कुछ प्रगतिशील कवियों ने भी विरोध, प्रतिरोध और विद्रोह का झण्डा उठाया हुआ है इनमें नागार्जुन का स्वर सर्वाधिक प्रखर है लेकिन उनका प्रतिरोध भी लोकजीवन से संपृक्त दिखाई देता है वे कभी लोकव्याप्त शोषण, गरीबी, भुखमरी, अभावों की बात करते हैं तो कभी अमानवीय स्थितियों का सामना करते हुए निम्नमध्यमवर्ग और सर्वहारा की बात करते हैं। उनकी कविताएँ 'प्रेत का बयान', 'अकाल और उसके बाद', 'जयति–जयति सर्वमंगला', 'यह कैसे होगा', 'मंत्र', 'नाकहीन मुखड़ा', 'देखना ओ गंगा मइया', 'मास्टर', 'जया' आदि लोकजीवन के प्रति उनकी गहरी संवेदना के सच्चे साक्ष्य हैं। उनकी कविता 'प्रेत का बयान' शीर्षक कविता से एक उदाहरण प्रस्तुत है जिसमें नागार्जुन लोक के प्रति अपनी स्पष्ट और दृढ़ प्रतिबद्धता खुलकर व्यक्त करते हुए दिखाई देते हैं वे लिखते हैं– ''धरनी थी, माँ थी, बच्चे थे चार / आ चुके हैं दयासागर, करुणा के आतार! / आपकी ही छाया में / मैं ही था बाकी / क्योंकि करमी की पत्तियाँ अभी कुछ शेष थीं / हमारे पुश्तैनी पोखर में / मनोबल शेष था सूखे शरीर में..... ।''[6] ग्रामीण ही नहीं शहरी लोक भी गरीबी, तंगहाली और फटेहाल जी रहा है। स्वतंत्रता, समानता, बंधुत्व, आत्मीयता और समभाव की जो विशेषताएँ भी प्रगतिशील कवियों की अपनी पहचान है। इन विशेषताओं को संदर्भित करते हुए कहा जा सकता है कि जीवन का जो सौंदर्य प्रगतिशील कवियों को दिखाई देता है वह न तो छायावाद की नितांत वैयक्तिक कविताओं में था और न ही प्रगतिवाद की मार्क्सवादी कविताओं में। प्रगतिशील कवियों ने सत्य को स्वीकार भी किया और प्रतिरोध को वर्ग संघर्ष की बजाय सामाजिक समस्याओं के निराकरण की ओर मोड़ दिया जिसके कारण इन कवियों

की कविताओं में राष्ट्रप्रेम और समाज की महत्ता की सघनता अपने नये कलेवर के साथ अन्य काल से अधिक दिखाई देती है।

यह सघनता नागार्जुन की कविताओं में जनपदीय प्रतीकों के साथ प्रस्तुत होती है जिसके कारण डॉ. बच्चन सिंह 'उत्तर–स्वच्छंदतावाद–युग' में लिखते हैं कि ''जनपदीय मौसम, ऋतुचक्र, पेड़–पौधे, फल–फूल उनकी चेतना में ऐसे रचे–बसे हैं जैसे धमिनयों में दौड़नेवाला खून। उनके सौंदर्य–चित्रण में कवि का उल्लास भी बरसता चलता है। पाठक कवि के साथ खेतों की मेड़ों पर घूमता, कछारों में उतरता, गेहूँ–धान की बालों को छूता–चूमता, मौलश्री, कटहल की टटकी गंध को सूँघता, वंशी–मादल के स्वरों पर झूमता, किशोरियों के कोमल कंठों में डूबता आज के ऊबड़–खाबड़ जीवन को नया अर्थ और आस्तिकता देता है।''[7] किसान के प्रेम का संबंध उसकी फसल से दिखाने वाले बाबा नागार्जुन की कविताओं में लोकजीवन और लोकसंस्कृति के तत्वों के समावेश की वकालत स्वयं त्रिलोचन भी करते हैं। यही कारण है कि त्रिलोचन जैसे प्रगतिशील कवि ने बाबा नागार्जुन को प्रगतिशील और ''लोकाकांक्षा के सहचर''[8] कहा है। हालाँकि कुछ आलोचकों नागार्जुन को अस्थिर विचारधारा का मानते हुए कहते हैं कि उनकी विचारधारा स्थिर नहीं रहती इसीलिए एक स्थान पर जिसका विरोध करते हैं दूसरे स्थान पर उसका समर्थन भी करते मिलते हैं। इस संदर्भ में केवल इतना ही कहना पर्याप्त होगा कि नागार्जुन की व्यक्ति से बुराई नहीं बल्कि 'गलत' से विरोध था। फिर चाहे वह गलत अच्छे व्यक्ति द्वारा किया गया हो या बुरे व्यक्ति द्वारा। भारतेन्दु युग में भी देशभक्ति की भावना से प्रेरित साहित्यकारों द्वारा अंग्रेजों के खुले विरोध के बावजूद राजभक्ति के संदर्भ में उनके द्वारा जजिया कर हटाने जैसे अच्छे कार्यों के लिए कई साहित्यकारों द्वारा प्रशंसा भी की गई थी लेकिन विरोध और प्रशंसा दोनों के कारण जिस तरह उन्हें अस्थिर विचारधारा नहीं ठहराया जा सकता उसी प्रकार नागार्जुन के प्रति भी यह विचारधारा एकपक्षीय दिखाई देती है। इस संबंध में स्वयं नागार्जुन कहते हैं कि 'प्रतिबद्ध हूँ, जी हाँ, प्रतिबद्ध हूँ–/बहुजन समाज की अनुपल प्रगति के निमित्त/–संकुचित 'स्व' की आपाधापी के निषेधार्थ..... /अविवेकी भीड़ की 'भेडियाधसान के खिलाफ..... /अंध–बधिर'.....'व्यक्तियों' को सही राह बतलाने के लिए..... । अपने आपको भी व्यामोह से बारंबार उबारने के खातिर..... प्रतिबद्ध हूँ, जी हाँ शत प्रतिशत प्रतिबद्ध हूँ।''[9]

नागार्जुन की कविताओं में प्रयुक्त लोकभाषा उनकी कविताओं में लोकजीवन और संस्कृति को और भी अधिक प्रभावशाली बना देती है। उनकी कविताओं में लोकप्रचलित शब्दों, मुहावरों और लोकोक्तियों का भी यथा–स्थान प्रयोग किया गया है। साथ ही लोकभाषिक शब्दावली के शब्दों हिरनौटा, हुलास, तरउनी, काज, लिबास, देसकोस, दूधिया, जाड़ा, कलमुँही, फुसफुस, भुक्खड़, भिसिल, खूसट, बौड़म, मजूरी, बत्ती आदि का प्रयोग उनकी कविताओं में यत्र–तत्र मिल जाता है। यह उनकी कविताओं में लोकजीवन और लोकसंस्कृति के महत्त्व का सूचक है। प्रेमशंकर नागार्जुन की इस विशेषता के संबंध में बताते हैं कि ''लोकजीवन की संपृक्ति ने नागार्जुन की कविताओं में लोक उपादानों का प्रवेश कराया है : सामान्य जन से अपने कथ्य की सामग्री प्राप्त करना, संवेदन को गहराना और देसी मुहावरे में अपनी बात कहना। लोकधुनों का उपयोग करते हुए वे अपनी कविता की अभिजातय सीमाओं को तोड़ते हैं, कबीर की तरह।''[10] अतः यह देखा जा सकता है कि नागार्जुन की कविताओं में जन, जनपद लोकजीवन और लोक–संस्कृति या तो कविता की अंतर्वस्तु के रूप में लोकविश्वास, लोकगीत, लोकचेतना का प्रतिबिंब बनकर सामने आती है, या दैनिक जीवन में प्रयुक्त लोकभाषिक शब्दावली के रूप में ही सही, लेकिन आती अवश्य है। नागार्जुन की प्रकृति से सम्बद्ध कविताओं में लोकधुन और लोकगीतों को अत्यंत निकट से देखा जा सकता है। उनकी कविता 'बादल को घिरते देखा है', 'सतरंगे पंखो वाली' आदि इसके प्रत्यक्ष प्रमाण हैं। डॉ. गोविंद प्रसाद नागार्जुन की काव्य भाषा पर टिप्पणी करते हुए लिखते हैं कि ''नागार्जुन की कविताओं का शिल्प काफी सधा हुआ है। भाषा एकदम साफ और सीधी, बिना पेचो–खेम लए हुए गाँव देहात के मजदूर–किसान की तरह भाषा को जीवंत और व्यवहारिक बनाने के लिए नागार्जुन अपनी कविताओं में मुहावरों या बोली प्रधान भाषा का इस्तेमाल अधिक करते हैं।''[11] बच्चन सिंह भी नागार्जुन की लोकभाषा की यही विशेषता मानते हैं कि उनकी कविताओं में लोकछंद की लय का पूरा ध्यान रखा गया है। वे कहते हैं कि मिथिला का आभास नागार्जुन की काव्यभाषा में सुवासित होता है वे लिखते हैं कि ''नागार्जुन की भाषिक मुहावरे ठेठ गाँव के हैं। जहाँ संस्कृत की सधी हुई पदावली मिलेगी वहाँ पर भी गंवई रंग चढ़ा हुआ है।''[12] इस प्रकार कहा जा सकता है कि प्रगतिशील कवियों की कविताओं में जन, जनपद और और लोक–संस्कृति को विभिन्न रूपों में चिन्हित किया है। जो लोक की सामाजिक संरचना, उनका रहन–सहन, तौर–तरीके आदि के रूप में विभिन्न संदर्भों को लेकर प्रस्तुत होते हैं। डॉ. रामविलास शर्मा नागार्जुन की कविताओं में लोक–संस्कृति के चित्रण को लेकर कहते हैं कि ''नागार्जुन की कविताएँ लोक–संस्कृति के इतने नजदीक हैं कि उसी का एक विकसित रूप मालूम होती हैं।''[13]

उपसंहार–

प्रगतिशील काव्यधारा में जितनी व्यापक है, उतनी विविधतापूर्ण भी। इसके रचनाकारों नागार्जुन, केदारनाथ अग्रवाल, त्रिलोचन आदि की रचनाशीलता को समग्रता में देखा जाये तो यह व्यापकता और विविधता के विशाल कैनवास पर प्रकीर्णित होती दिखाई देती है। प्रगतिशील कवियों ने अपनी कविताओं में यथार्थ के आलोक में लोक के सुख–दुःख और जीवन को चित्रित किया है। नागार्जुन इसके अपवाद नहीं कहे जा सकते। उनकी कविताओं में लोक की व्याप्ति व्यापक स्तर पर दिखाई देती है। फिर भी विद्वान नागार्जुन की कविताओं को उनकी ख्याति का आधार मानते हैं। नागार्जुन की अधिकांश कविताओं में प्रगतिवादी तत्वों को तलाशने की परिपाटी इतनी अधिक प्रचलित हुई कि उनकी कविताओं में जन, जनपद और लोक–संस्कृति के प्रतिमानों और संदर्भों पर लंबे समय तक विमर्श ही नहीं किया जा सका। जबकि नागार्जुन की कई कविताओं में भाषा से लेकर विषय–वस्तु के स्तर तक लोक–संस्कृति व्यापक रूप से उपस्थित हुई है। त्रिलोचन, प्रभाकर माचवे, डॉ. गोविंद त्रिगुणायत, डॉ. बच्चन सिंह आदि ने भी नागार्जुन की कविताओं में लोकजीवन और लोकसंस्कृति के तत्वों की अभिव्यक्ति स्वीकार की है। यह अभिव्यक्ति उनकी लोकभाषिक शब्दावली से संपृक्त लोकधुनाधारित लोकगीतों में तो मिलती ही है, उन कविताओं में भी परिलक्षित होती है जहाँ वे निम्नमध्यमवर्ग एवं मजदूरादि सर्वहारा वर्ग के लोगों

के जीवनयापन, संस्कार और परिवेश को उसकी विविधता के साथ चित्रित करते हुए प्रगतिवादी कविताओं में जन, जनपद और लोक–संस्कृति की चेतना को अपनी प्रस्तुति का माध्यम बनाते हैं।

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सारांश :

बदलत्या परिस्थितीनुसार समाजाच्या सर्व क्षेत्रात जे बदल घडून येतात किंवा घडवून आणले जातात. त्याचप्रमाणे शिक्षण क्षेत्रात सुध्दा बदलत्या काळानुसार निरनिराळ्या समस्यांचा शोध घेवून त्यामध्ये नवीन बदल घडवून आणले जातात. शिक्षण निरंतर चालणारी प्रक्रिया या प्रक्रियेत शिक्षकाची जितकी जवाबदारी आहे तितकीच जवाबदारी विद्यार्थ्यांची आहे. एखादी कृती करण्यासाठी व्यक्तिच्या ठिकाणी किती क्षमता आहे हे तपासणे आवश्यक असते परंतू सर्व विद्यार्थ्यांमध्ये संपादनक्षमता सारखीच असते असे नाही. ज्या विद्यार्थ्यांची एखाद्या विषयातील संपादन क्षमता विद्यार्थ्यांच्या तुलनेत जास्त असेल तर ते विद्यार्थी अधिक यशस्वी झालेले दिसून येतात.

अभ्यासक्रमातील कोणताही विषय समजून घेण्यासाठी आणि त्यांच्या व्यवस्थीत आकलनासाठी विद्यार्थ्यांची मानसिक स्थिती चांगली असणे आवश्यक असते. दिर्घ प्रमाणात वैफल्य आणि दुःश्चिंता लागल्यानंतर मनुष्याच्या मानसिक ताण बराच वाढतो आणि त्यामूळे मनुष्याच्या कार्य शक्तीमधील सुसंगती नाहीशी होते. मनस्ताप निर्माण होण्याची कारणे दोन प्रकारची असतात. एक म्हणजे व्यक्तिगत स्वरूपाची कारणे एखादया ध्येय सिध्दीसाठी आवश्यक असणारी क्षमता स्वतः मध्ये नसणे हे झाले. व्यक्तिगत कारण तर क्षमता असून देखील आर्थिक, सामाजिक आणि सांस्कृतिक बंधनामुळे ध्येयसिध्दी करता न येणे हे परिस्थितीस्वरूप कारण होय विद्यार्थ्यांची मानसिक स्थिती अयोग्य असेल तर त्यास विज्ञान विषय व्यवस्थित कळत नाही व स्मरणात राहत नाही विद्यार्थ्यांच्या सर्वांगीण विकासात, मानसिक विकास होणे फार आवश्यक आहे व मानसिक विकास घडून येण्यासाठी विद्यार्थ्यांची मानसिक स्थिती योग्य असणे फार महत्वाचे आहे. विज्ञान विषयातील कौशल्य, विद्यार्थ्यांनी संपादन करता यावे म्हणून विद्यार्थ्यांमध्ये मनस्ताप निर्माण होऊ नये म्हणून शिक्षकाने विद्यार्थ्यांच्या कुवतीची जाणीव करून देणे तसेच एखादया गोष्टीकडे यश येण्यामध्ये केवळ व्यक्तिगत कुवतच पुरेशा असते असे नव्हे तर अनेक बाबींचा त्यामध्ये समावेश असतो. म्हणून अपयश आले तर तो केवळ आपला व्यक्तिगत दोष नसून त्या अपयशास इतर बाबी कशा जबाबदार असतात हे विद्यार्थ्यांच्या लक्षात आणून देणे फार महत्वाचे आहे.

प्रस्तावना :

विद्यार्थ्यांचा सर्वांगीण विकास करण्यासाठी विज्ञान या विषयाला शिक्षणात अनन्य साधारण महत्व आहे. आजचे गतिमान मानवी जीवन विज्ञान विषयावर आधारित आहे. जीवनातील अन्य समस्यांना यशस्वीपणे तोंड देण्याचे आव्हान पेलण्यासाठी विद्यार्थ्यांना विज्ञानाचे शिक्षण देणे अत्यावश्यक आहे. विज्ञानाची कास धरल्यामूळे भारत आज प्रगतीपथावर आहे. जीवनाकडे तर्कसंगत व बुध्दिनीष्ठ दृष्टिकोणातून पाहण्याची सवय विद्यार्थ्यात लागली तरच सामाजिक क्षमता, अंधश्रध्दा, निर्मूलन, सर्वधर्मसमभाव, राष्ट्रीय एकात्मता ही राष्ट्रीय उद्दिष्टे साध्य होऊ शकतील आणि विज्ञान त्यासाठी प्रभावी माध्यम आहेविज्ञान सारखा विषय संपादन करण्यासाठी मानसिक स्थिती चांगली असणे आवश्यक आहे. एखादया परिक्षेत विद्यार्थ्याला अपेक्षित यश न मिळाल्याने किंवा समाधानी नसल्याने अशी मानसिक स्थिती तयार होते की ज्यामध्ये व्यक्ती वैफल्य व दुश्चिंतग्रस्त होऊन अपसामान्य वर्तनास प्रवृत्त होतो. काही वेळा विद्यार्थी आक्रमक व विध्वंसक बनतात व समाजविघातक गोष्टीकडे वळतात.

विद्यार्थ्यांच्या मानसिक स्थितीचा परिणाम विज्ञान विषयासंबंधीचे स्मरण, आकलन व संपादन इत्यादी बाबीवर होवू शकतो. विज्ञानासारख्या विषयामध्ये अनेक प्रकारच्या संकल्पना आहेत या संकल्पनांचे आकलन चांगल्या प्रकारे होण्यासाठी विद्यार्थ्यांची मानसिक स्थिती योग्य प्रकारची असणे आवश्यक आहे विद्यार्थ्यांची दृश्चिंता आणि वैफल्य आणि एकंदरीतपणे त्यांचा मनस्ताप या बाबींचा त्याचा विज्ञान विषयातील संपादनावर काही परिणाम होतो काय ?

संशोधन समस्या: "विद्यार्थ्यांमधील मनस्ताप ;Neurosis) आणि त्यांचे विज्ञान विषयातील संपादन ;Achievement in Science) & एक सहसंबंधात्मक अध्ययन"

संशोधनाची उद्दिष्टये :–

1. इयत्ता 9 वी मधील मुलींचे मनस्ताप आणि त्यांचे विज्ञान विषयातील संपादन यामधील सहसंबंधाचा शोध घेणे.
2. इयत्ता 9 वी मधील मुलांचे मनस्ताप आणि त्यांचे विज्ञान विषयातील संपादन यामधील सहसंबंधाचा शोध घेणे.

परिकल्पना :–

1. इयत्ता 9 वी मधील मुलींचा मनस्ताप आणि त्यांचे विज्ञान विषयातील संपादन यामध्ये लक्षणीय सहसंबंध आढळून येत नाही.
2. इयत्ता 9 वी मधील मुलांचे मनस्ताप आणि त्यांचे विज्ञान विषयातील संपादन यामध्ये लक्षणीय सहसंबंध आढळून येत नाही.

संशोधन पध्दती : सदर संषोधन शाळेषी संबधित असल्यामुळे प्रस्तूत संषोधनात शालेय सर्वेक्षण पध्दतीचा उपयोग करण्यात आलेला आहे.

न्यादर्श :

प्रस्तूत संषोधनात गोंदिया जिल्हयातील गोंदिया तालुक्यातील माध्यमिक स्तरावरील विद्यालयातील इयत्ता 9 वी वर्गातील सुमारे 200 विद्यार्थ्यांची न्यादर्शाच्या यादृच्छिक नमुना पध्दतीने निवड करण्यात आली त्यात प्रत्येक 100 विद्यार्थी आणि 100 विद्यार्थीनींचा समावेश करण्यात आला.

संशोधन साधने : संशोधकाने माहितीचे संकलन करण्याकरिता **M.B. Unial & Abha Rani** यांनी प्रमाणित केलेली **मनस्ताप मापिका ;Neurosis Measurement)** याप्रमाणे साधनांचा उपयोग केलेला आहे.

परिकल्पनेचे परीक्षण :–

परिकल्पना क. : 1 विद्यार्थींचा मनस्ताप आणि त्यांचे विज्ञान विषयातील संपादन यामध्ये लक्षणीय सहसंबंध आढळून येत नाही

सारणी क. 1 विद्यार्थींचा मनस्ताप आणि त्यांचे विज्ञान विषयातील संपादन क्षमतेमधील सहसंबंधाची सार्थकता दर्शविणारी सारणी

गट	चले	विद्यार्थी संख्या	स्वाधिनता मात्रा	प्राप्त .त मुल्य	सार्थकता स्तर	
					0.05	0.01
विद्यार्थी	मनस्ताप आणि त्यांचे विज्ञान विषयातील संपादन	100	98	–0.439	0.195 सार्थक आहे	0.254 सार्थक आहे

निरीक्षण : कत्रि98 करिता विद्यार्थीच्या मनस्ताप आणि त्याच्या विज्ञान विषयातील संपादन क्षमतेमधील सहसंबंध सार्थक असण्याकरिता प्राप्त त मूल्य 0.05 व 0.01 या स्तराशी सारणी मूल्य एवढे किंवा त्यापेक्षा जास्त असावे लागते. **-r** मूल्याचे परिक्षण केले असता ते –0.439 असल्याचे दिसून येते अर्थात ते कोष्टक मूल्यापेक्षा जास्त आहे. म्हणून विद्यार्थींचे मनस्ताप आणि विज्ञान विषयातील संपादन क्षमतेमधील (दोन चलातील) सहसंबंध 0.05 व 0.01 या स्तरावर सार्थक आहे.

स्पष्टीकरण : -r चे प्राप्त मूल्य 0.01 व 0.05 या दोन्ही स्तरावर सार्थक असल्यामूळे उपरोक्त शून्य परिकल्पनेचा परित्याग करावा लागेल

निष्कर्ष : विद्यार्थीचे मनस्ताप आणि विज्ञान विषयातील संपादन यामध्ये लक्षणीय सहसंबंध व्यस्त स्वरूपात आढळून येतो.

परिकल्पना क. : 2 विद्यार्थीनींचा मनस्ताप आणि त्यांचे विज्ञान विषयातील संपादन यामध्ये लक्षणीय सहसंबंध आढळून येत नाही.

सारणी क. 2 विद्यार्थीनींचा मनस्ताप आणि त्यांचे विज्ञान विषयातील संपादन क्षमतेमधील सहसंबंधाची सार्थकता दर्शविणारी सारणी

गट	चले	विद्यार्थी संख्या	स्वाधिनता मात्रा	प्राप्त .त मुल्य	सार्थकता स्तर	
					0.05	0.01
विद्यार्थीनी	मनस्ताप आणि त्यांचे विज्ञान विषयातील संपादन	100	98	–0.471	0.195 सार्थक आहे	0.254 सार्थक आहे

निरीक्षण : कत्रि98 करिता विद्यार्थीनींच्या मनस्ताप आणि त्याच्या विज्ञान विषयातील संपादन क्षमतेमधील सहसंबंध सार्थक असण्याकरिता प्राप्त **-r** मूल्य 0.05 व 0.01 या स्तराशी सारणी मूल्य एवढे किंवा त्यापेक्षा जास्त असावे लागते **-r** मूल्याचे परिक्षण केले असता ते –0.471 असल्याचे दिसून येते अर्थात ते कोष्टक मूल्यापेक्षा जास्त आहे. म्हणून विद्यार्थीनींचे मनस्ताप आणि विज्ञान विषयातील संपादन क्षमतेमधील (दोन चलातील) सहसंबंध 0.05 व 0.01 या स्तरावर सार्थक आहे.

स्पष्टीकरण : -r चे प्राप्त मूल्य 0.01 व 0.05 या दोन्ही स्तरावर सार्थक असल्यामूळे उपरोक्त शून्य परिकल्पनेचा परित्याग करावा लागेल.

निष्कर्ष : विद्यार्थीनींचे मनस्ताप आणि विज्ञान विषयातील संपादन यामध्ये लक्षणीय सहसंबंध व्यस्त स्वरूपात आढळून येतो.

सूचना :

1. सर्वप्रथम शिक्षकांनी विद्यार्थ्यांमध्ये कुठलाही भेदभाव न करता सर्व विद्यार्थ्यांना समानतेची वागणूक दयावी.
2. ज्या विद्यार्थ्यांची संपादन क्षमता चांगली नसल्यामुळे मागे राहतातस्वतः बद्दल नेहमी न्यूनगंडाची भावना ठेवतात अशा विद्यार्थ्यांना कमी न लेखता त्यांच्या समस्या समजून घेऊन त्यांच्या मनावरील दडपण दूर करण्याचा प्रयत्न शिक्षकांनी करावा.
3. जे विद्यार्थी नेहमी द्विधा मनःस्थितीत असतात त्यांना प्रेरित करण्याचे कार्य शिक्षकांनी करावे.
4. वर्गातील वातावरण अध्ययन अध्यापन प्रक्रियेस पोषक राहील याची दक्षता वर्गशिक्षकाने घ्यावी.
5. प्रत्येक विद्यार्थ्याल वर्गात बोलते केल्यास त्याची मानसिकता समजून घेण्याचा प्रयत्न शिक्षकानी करावा.
6. कुटूंबातील मुला–मुलींशी वागतांना आई वडीलांनी त्यांच्यात भेदभाव करू नये, कारण त्याचा परिणाम विद्यार्थ्याच्या सर्वागींण विकासावर होत असतो.
7. पालकांनी आपला पाल्य आजच्या स्पर्धेच्या युगात कसा टिकेल यासाठी नियोजन व मार्गदर्शन करावे तसेच त्यांना प्रेरित करावे.
8. परीक्षेत चांगले गुण मिळाविल्यास शाबासकी दयावी परंतु एखादेवेळी कमी गुण मिळाल्यास पाल्यासोबत अप्रिय/गैरवर्तन करू नये.
9. विद्यार्थ्यांना येणारुया अडचणी, निर्माण होणा–या शंकांचे निरसन/समाधान पालक व शिक्षकांकडून अगदी न घाबरता करून घ्यावे.
10. विद्यार्थ्यांनी चांगल्या गोष्टी अंगीकरावे व वाईट गोष्टींचा परित्याग रकावा.
11. संपादन क्षमता चांगली नसलेल्या विद्यार्थ्यांनी स्वतःला कमी न लेखता स्वतःमध्ये प्रगती करण्याचा प्रयत्न करावा.
12. विद्यार्थ्यानी अपयशामूळे खचून न जाता पुन्हा प्रयत्न करण्याची जिद्द बाळगावी.
13. घरातील आर्थिक परिस्थितीला जबाबदार न ठरविता प्रशिक्षणार्थ्यांनी मनात जिद्द कायम ठेवावी.
14. विद्यार्थ्यांनी स्वतःमधील गुण, बुध्दी आणि आवड निर्माण ओळखून त्या मार्गाने स्वतःला गुंतवून घ्यायला हवे.

शिफारशी :–

1. मनस्ताप ही एक मानसिक वृत्ती असून ती विद्यार्थ्याप्रमाणे शिक्षकांमध्ये सुध्दा दिसून येत. त्यामुळे शिक्षकांच्या मनस्तापाबद्दल संशोधन करता येईल.
2. अध्यापक विद्यालयातील प्रशिक्षणार्थ्याच्या मनस्ताप आणि संपादन, यावर संशोधन करात येईल.
3. माध्यमिक स्तरावरील विद्यार्थ्यांच्या मनस्ताप आणि त्यांचे संपादनावर होणारा परिणाम एक अध्ययन यावर संशोधन करता येईल.

4. आश्रम शाळेतील विद्यार्थ्यांचे मनस्ताप आणि त्यांचे संपादन एक विश्लेषणात्मक अध्ययन यावर संशोधन करता येईल.

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जनजातियों का उद्गम एवं प्रगति पर विमर्श

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शोध–सारांश :–

मनुष्य एक सामाजिक प्राणी है। समाज के रूप में इनका इतिहास छोटे–छोटे भागों से प्रारम्भ होता है। इन लघु समाजों को प्रकृति के अनेकों तत्वों एवं वन में विचरण करने वाले अन्य प्राणियों से मात्र अस्तित्व के लिए कठिन संघर्ष एक लम्बे समय से गुजरना पड़ा इस संघर्ष के अनुभव के आधार पर उसने उच्चतर कुशलता प्राप्त किया। उसने अपनी संगठनात्मक शक्ति का धीरे–धीरे उपयोग किया। मानवसमाज की जनसंख्या तत्कालीन संसाधनों के आधार पर सुगमता से भरण–पोषण की सीमा की तुलना में सततरूप से बढ़ती रही और मनुष्य के ऐतिहासिक विकासक्रम में उस समय एक नया समय आया जब अनेकों जनजाति समाज सीमित साधनों पर विकास के लिए एक–दूसरे स्पर्धा करने लगे। यह प्रतिस्पर्धा और संघर्ष हजारों वर्षों तक चलता रहा है। इस दौरान जन समूहों का अनेक दिशाओं में गमन होता रहा। दुनिया के कई भागों में जनजातीय समूहों धीरे–धीरे नदियों की समतल घाटियों में बसने लगी और वहीं पर स्थायी कृषि का विकास हुआ। इसी चिंतन को हमने शोध–पत्र में समाहित करने का प्रयत्न किया है।

कुंजी शब्द :– इतिहास, संगठनात्मक, विकासक्रम, जनजातीय प्रतिस्पर्धा आदि।

प्रस्तावना :

प्रस्तुत विचार में नयी अर्थ व्यवस्था में एक बड़ी जनसंख्या को संपोषक का स्थायी आधार मिला और मानव समाज में ग्रामीण समुदायों का उदय हुआ। इन समाजों में विभिन्न कबाइली समूहों के सदस्य इस प्रकार घुलमिल गये कि वे अपना मूल भूल गये। कहीं–कहीं उनके जातीय नाम भर रह गये कुछ जातियों के अपने विशिष्ट आर्थिक क्रियाकलाप भी बन रहे धीरे–धीरे ग्रामीण अर्थ व्यवस्था में विविधीकरण भाषा और कार्यात्मक विश्लेषीकरण का जन्म हुआ। इसके साथ ही जाति पर आधारित व्यवसायों की स्थापना हुई। ग्राम एक स्वतंत्र एवं स्वतंत्रपूर्ण इकाई बनता गया । सामाजिक संगठन के अन्तर्जातीय रूप से ग्रामीण समाज और उसके आगे आधुनिक औद्योगिक व्यवसथा के रूप में परिवर्तन की अनवरत प्रक्रिया सभी देशों में गतिशील है। कहीं वह तेज है, कहीं धीमी इसके साथ ही यह प्रक्रिया पश्चिमी देशों में लगभग अपनी अंतिम सीमा तक पहुंच चुकी है।

जनजाती से अभिप्राय :

भारत प्राचीन काल से ही अनेकों संस्कृतियों का संगम स्थल रहा है। भारत को अनेकता में एकता का देश कहा जाता है। भारत की ऐतिहासिक पृष्ठभूमि को देखने से यह पता चलता है कि बितानी सल्तनत ने जहाँ–जहाँ प्रवेश किया, वहाँ के निवासियों को अपने से अलग करने हेतु उन्हें ने–हिव या ट्राख की संज्ञा दे दी। उसके पूर्व यहां के समुदाय के लोगों को जिन्हें जनजाति या जनजाति कहा जाता है, उनके अपने नामों से ही जाना जाता था। प्राचीन ग्रंथों में इनका उल्लेख इनके अपने ही नामों से जाना जाता है। उदाहरणार्थ भील, कोल, निषाद आदि के रूप में हुआ है। विद्वानों के अनुसार हजारों वर्ष पूर्व आर्यों ने जब भारत में प्रवेश किया तब उन्हें यहां के मूल निवासियों से संघर्ष करना पड़ा। प्रत्येक संघर्ष में सदैव आर्य ही विजयी होते रहे, जिसका कारण आर्यों के पास घोड़ों का होना एवं आर्यों को लोहे के हथियार बनाने की कला का ज्ञान था। मूल निवासियों के पराजित होने के पश्चात सम्भवतः उनके समक्ष दो विकल्प थे–

1. वे आर्य धर्म को स्वीकार कर लें या
2. वे ऐसे दुर्गम स्थलों में पलायन कर जाये जहाँ आर्य पहुंच ही न सके। उन्हें आर्यों ने दास कहा तथा अपने वर्णक्रम में चौथा स्थान दिया। किन्तु वे मूल निवासी जो आर्य संस्कृति से स्वयं को सम्मानित कर सके कठिन वनों में चले गए। मूल निवासी जनजाति समाज जो हजारों वर्ष पूर्व आक्रांताओं के भय से कठिन वनों में शरण लेने के लिए विवश हुए थे वे आज जनजाति के नाम से जाने जाते हैं। भारतीय सामाजिक व्यवस्था में जनजातियों का महत्वपूर्ण स्थान है। विश्व में जानजातियों के जनसंख्या की दृष्टि से भारत देश में जनजातियों की जनसंख्या अन्य देशों से अधिक है। सन् 1891 की जनगणना रिपोर्ट में तत्कालीन जनसंख्या आयुक्त जे.ए. बैन्स ने जनजातियों को वनजातियाँ कहा था। 1891 से 1947 तक की जनगणना रिपोर्ट में उन्हें विभिन्न नामों से उल्लेख किया है–जीववादी, जनजातीय, पर्वतीय और वनीय जनजातियाँ, आदिम जनजातियां आदि'[1] नृतत्वशास्त्रियों ने जनजातियों को अलग–अलग नामों से संबोधित किया है। रिसले लेके ग्रियर्सन सोबर्ट टेलेंटस सेजविक तथा ए.वी. जक्कर ने उन्हें जनजाति नाम से पुकारा हैं हटअन ने इन्हें आदिम जातीय नाम से संबोधित किया है। सर बेन्स ने इन्हें पर्वतीय जनजातियों की संज्ञा दी है। टेलन्टस से जविक तथा मार्टिन उन्हें सर्वजीववादी कहते हैं। बेन्स ने उन्हें वन्य जाति नाम से संबोधित किया है। सामाजिक मानव वैज्ञानिकों में एक ऐसा समूह है जो जनजातियों को जनजाति स्वीकार नहीं करता। इस समूह के अग्रणी धुरिये हैं। धुरिये अपने तर्क को कथा कथित जनजाति प्राक्कल्पना को आधार बनाकर रखते हैं।[2] धुरिये का कहना है कि वे लोग जो जनजातियों के लिए जनजाति शब्द का प्रयोग करते है कुछ प्रजातीय भाषा, सांस्कृतिक तत्व और संस्कृति के स्तर को भूल जाते हैं। उनके कथनानुसार जनजातियों को जनजाति कहना केवल आभासी नृजातीय ऐतिहासिक है। धुरिये के अनुसार संस्कृति और सामाजिक दृष्टि से जनजातियों हिन्दू समाज का ही एक अंग है वे लिखते हैं–तथाकथित आदिम जातियों जो अनुसूचित जनजातियों का बहुत बड़ा अंग है और जिन्हें जनगणनाओं में जीववादी कहा गया है. बहुत करके पिछड़ी हिन्दू जातियाँ है।

धुरिये ने जनजाति समाज के लिए अनुसूचित जनजातियों (शिड्यूल्ड ट्राइब) नाम प्रस्तावित किया है जो कि भारतीय संविधान के अनुच्छेद 342 के अंतर्गत स्वीकारा

गया है।[3] डॉ. राय वर्गन के अनुसार भारत में लगभग 427 जनजातीय समुदाय निवास करती है।[4]

भारत सरकार के मानव वैज्ञानिक सर्वेक्षण विभाग 1967 ने भारत में 314 जनजातियों के बारे में पता लगाया है। यद्यपि सन् 1951 ई. में भारत में लगभग 212 प्रकार की जनजातियों की सूची तैयार की गई थीं लेकिन क्रमशः इन समुदायों की संख्या बढ़ती ही गयी और भारत में लगभग 485 जनजातीय समुदाय, जिनको अनुसूचित जनजाति घोषित किया गया है, निवास करते हैं। वर्ष 1991 की जनगणना के अनुसार सम्पूर्ण भारत में अनुसूचित जनजाति की जनसंख्या 67758380 है जो कि कुल जनसंख्या का 8.08 प्रतिशत है।

जनजाती की परिभाषा : जनजातियों और गैर जनजातियों के बीच सदियों के लगातार अन्तसंबंध रहा है, जिसके फलस्वरूप अनेक विचारों का परस्पर आदान–प्रदान हुआ है। यह अन्तर्संबंध ही जनजातियों की सही और सारी पृथ्वी पर शासन करने वाले लोगों की परिभाषा देने के मार्ग में प्रमुख बाधा रही है। मानव वैज्ञानिक, समाजशास्त्रीय, सामाजिक कार्यकर्ता, प्रशासक तथा ऐसे ही अन्य विद्वाज्जन जो जनजातियों तथा उनकी समस्याओं से सैद्धांतिक अथवा व्यवहारिक आधार पर जुड़े रहे हैं, अपनी विषय–वस्तु की अवधारणा एवं परिभाषा के विषय में एकमत नहीं है। विचार–विमर्श के आधार स्वरूप यहाँ जनजाति की कुछ परिभाषाएं दी जा रही हैं–''आक्सफोर्ड शब्दकोष के अनुसार सरलतम रूप में जनजाति ऐसी टोलियों का एक समूह है जो अपना उद्‌गम एक समान पूर्वज से होने का दावा करते हैं।''[5] ''डिक्सनरी ऑफ एन्थ्रोपोलॉजी के अनुसार, जनजाति एक ऐसा सामाजिक समूह है जो निश्चित क्षेत्र, भाषा, सांस्कृतिक एकरूपता और एकीकृत सामाजिक संगठन रखते हैं।''[6] आई. एम. लेविस के शब्दों में, ''वैचारिक दृष्टि से जनजाति समुदाय आकार में छोटे होते हैं और सामाजिक, वैधानिक और राजनीतिक, संबंधों में विशेष सांसारिकता तक सीमित होते हैं और उनके अपने नैतिक मूल्य, धर्म और दृष्टिकोण होते हैं। जनजाति भाषाएँ अलिखित होती है और इस प्रकार समय और स्थान के अनुसार संचार, निश्चित रूप से कम से कम हो पाता है।''

भारतीय संदर्भ में प्रसिद्ध भारतीय विद्वान डॉ. डी. एन. मजूमदार द्वारा दी गई जनजाति की जनजाति की परिभाषा सर्वाधिक स्वीकार्य है जिसका रूपांतरण इस प्रकार है– जनजाति परिवारों या परिवारों के समूह का एक संकलन का एक संकलन होता है, जिसका एक सामान्य नाम होता है, जिसके सदस्य एक निश्चितभू–भाग पर रहते हैं, सामान्य भाषा बोलते हैं और विवाह, व्यवसाय या उद्योग के विषय में कुछ निषेधों का पालन करते हैं एवं एक निश्चित और उपयोगी परस्पर आदान–प्रदान की व्यवस्था का विकास करते हैं।''[7] विभिन्न कारकों तथा बातों और बदलाव के उन भिन्न प्रक्रमों के कारण जिनमें से विभिन्न जनजाति समुदाय गुजरते रहे हैं आज की भारतीय जनजाति डॉ. मजूमदार की परिभाषा में सम्मिलित सभी अपेक्षाओं अथवा लक्षणों पर पूरी तरह नहीं उतर सकती है। लेकिन यह कहा जा सकता है कि यदि कोई समुदाय इन लक्षणों में से अधिकांश को पूरा करता है तो उसे एक जनजाति माना जा सकता है।

टी.बी. नायक 1960 ने भी जनजातीय जीवन की कसौटिया तथा सूचकांकों की बात विशिष्ट रूप से भारतीय संदर्भ में इस समस्या को सही परिप्रेक्ष्य में प्रस्तुत किया है नायक द्वारा दी गई कसौटियाँ निम्नलिखित हैं–किसी जनजाति को 'जनजाति' होने के लिए समुदाय के भीतर न्यूनतम प्रकार्यात्मक परस्पर निर्भरता होनी चाहिए। इससे आर्थिक स्थिति के पिछड़ा होना चाहिए जिसका अर्थ है कि उसके सदस्यों द्वारा मुद्रा वसिक्कों वाले अर्थशास्त्र का सम्पूर्ण महत्व समझ में नहीं आना चाहिए। प्राकृतिक साधनों के सम उपयोजन के लिए आदिम साधनों का प्रयोग किया जाना चाहिए। जनजाति की अर्थव्यवस्था अल्प विकसित चरण पर होनी चाहिए। अनेक प्रकार की आर्थिक क्रियाओं का अनुसरण करना चाहिए। उनकी अन्य लोगों से तुलनात्मक भौगोलिक पृथकता प्रकार होनी चाहिए। सांस्कृतिक दृष्टिकोण से एक जनजाति के सदस्यों की एक छोटा मुहल्ला होना चाहिए जिसमें क्षेत्रीय विभिन्न पाई जा सकती है। एक जनजाति राजनैतिक दृष्टि से संगठित होती है और उसकी सामुदायिक पंचायत एक प्रभावशील संख्या है। जनजाति के सदस्यों में परिवर्तन की न्यूनतम अभिलाषा होनी चाहिए। उनमें एक प्रकार की मनोवैज्ञानिक रूढ़िवादिता होना चाहिए जो उन्हें उनकी प्राचीन प्रथाओं से बंधा रहे। एक जनजाति में परम्परागत नियम होते हैं तथा उसके उल्लंघन करने वाले सदस्यों के खिलाप विधिवत न्यायालय में कार्यवाही की जामी है।

नायक ने अपने दृष्टिकोण की और अधिक व्याख्या करते हैं किसी भी समुदाय को जनजाति होने के लिए इन सभी उपर्युक्त गुणों का होना आवश्यक है। नायक ने आगे कहा है कि जनजाति संस्कृतिकरण हो जाने पर जनजाति का दर्जा खो देती है मोनी नाग ने भारत के समकालीन सामाजिक राजनीतिक परिप्रेक्ष्य में जनजाति की अवधारणा को समझाने का प्रयास किया है। उक्त उन्होंने अमेरिकन एथलोलॉजिकल सोसाइटीकी वार्षिक बैठक सन् 1967 में प्रस्तुत किया था मानव शास्त्रीय तथा अन्य सामाजिक विज्ञान साहित्य में पाए जाने वाले जनजाति की विभिन्न परिभाषाएं एक इसमें से भिन्न हे। फ्रायड 1966 : 528–531 ने उदाहरण के तौर पर हॉबेल 1958 : 661 द्वारा बतायी गई निम्न परिभाषा को लिया है–एक सामाजिक समूह जो एक विशिष्ट प्रभेदकारी भाषा या बोली बोलती है तथा जिसके पास एक विशिष्ट संस्कृति होती है जो उन्हें दूसरी जनजातियों से अलग करती है। यह अनिवार्य रूप से राजनीतिक रूप से संगठित नहीं होती।

हॉबेल ने यह लिखा है कि जनजाति को समूह मानने पर कौन–सी कठिनाईयों आती हैं, जब यह बताया जाता है कि उनके पास एक विशिष्ट संस्कृति और एक विशिष्ट भाषा या बोली होती है तथा जो अनिवार्यतः राजनीतिक रूप से संगठित नहीं हो तो हॉबेल ने स्थिति के अनुसार बदलने वाली कसौटियों और अवधारणाओं के प्रयोग की प्रवृत्ति को भी दिखाया है जो तुलनात्मक उद्देश्य की दृष्टि से अनुपयुक्त होती है।

नरॉल 1966 ने विकट स्थिति का समाधान करते हुए सम्प्रदाय इकाई वे चार प्रकार बताते हुए कसौटियों के दो समूहों का उल्लेख किया है, लेकिन इसे अन्य मानवशास्त्रियों द्वारा अधिक समर्थन नहीं मिला जो कि उनके द्वारा लिखे लेख पर ही गई टिप्पणी से परिलक्षित होता है। मध्य 20वीं सदी के दरम्यान देश में ग्रामीण अध्ययनों का सूत्रपात हुआ इसी श्रृंखला में फ्रेड्रीक बेली का प्रकाशन 1960, 1961 अत्यधिक चर्चित रहा। उड़ीसा के कोंडमाल क्षेत्रवासी एक जनजाति और उड़ीसा हिन्दू जातियों के आर्थिक और राजनीतिक पहलुओं के आधार पर

बेली ने यह निष्कर्ष निकाला है कि हमें जाति और जनजाति को एक ही पंक्ति के दो विपरीत छोरों की तरह देखना चाहिए न कि पंक्ति में भिन्न अस्तित्वों की तरह किसी विशिष्ट कसौटिसों को आधार पर निर्दिष्ट समूहों का पंक्ति विभिन्न बिन्दुओं पर प्रतिस्थापन किया जा सकता है। उनकी बताई गई कसौटी हैं कृषि कार्य के लिए जमीन तथा जमीन से जुड़े लोगों का अनुपात यह अनुपात जितना ज्यादा होगा, उतना ही वह समूह जनजातीय छोर के करीब होगा।

इसके विपरीत वे लोग जिनका भूमि पर अधिकार एक निर्मशील संबंध द्वारा प्राप्त हैं (जैसे काश्तकारी बटाईदारी आदि) इनका अनुपात जितना ज्यादा होगा उतना ही ज्यादा वह समूह, जाति छोर के करीब होगा। फ्रायड (1966 531, 537) ने मार्गन (1878 103) फ्रायडरिच (1963 : 543) तथा सर्विस (1962 111, 115) के तर्कों के विरोध में यह कहाँ कि जनजाति राजनैतिक उदविकास में या सरकार की अवधारणा में एक तर्कसंगत चरण है। उन्होंने यह कहा कि जनजाति चरण को राजनैतिक संगठन के एक राजतंत्र तकपरागमन में उपस्थिति रहने की कोई आवश्यकता नहीं है, यह भी उन्होंने प्राक्कल्पना दी है कि अधिकांश जनजातियों अपने ईर्द–गिर्द एक जटिल राजनैतिक ढांचे की प्रतिक्रिया में न कि उसके उदविकास में एक आवश्यक प्रारम्भिक चरण के रूप में विकसित हुई है।

जनजाति की विशेषता : कई विद्वानों ने जाजाति समाज की परिभाषाओं के आधार पर कई विशेषताएं बताई हैं–एक जनजाति की अनेक परिवारों या परिवारों के समूह का एक संकलन होता है प्रत्येक जनजाति की अपनी एक सामान्य भाषा होती है। जिससे विचारों का आदान–प्रदान और पारस्परिक एकता व सामाजिक संगठन का विकास सरलता से हो सके। जनजाति मुख्यतः निरक्षर होते हैं तथा इनमें लिखित भाषा का अभाव होता है। इनका एक सामान्य नाम होता है। यह एक निश्चित भू–भाग पर रहती है। सामान्य भू–भाग के आधार पर सामुदायिक भावना भी दृढ़ हो जाती है। एक जनजाति प्रायः अन्तर्विवाही समूह होता है। एक जनजाति के सदस्यों में पारस्परिक आदान–प्रदान के कुछ सामान्य नियम और निषेध होते हैं। जिसे प्रत्येक सदस्य को मानना पड़ता है तथा इसी आधार पर इनके व्यवहार नियंत्रित होते हैं। एक जनजाति की एक सामान्य संस्कृति होती है और बाहर के समूहों के विरुद्ध इसके सदस्यों में एकता की भावना होती है। प्रत्येक जनजाति का एक राजनैतिक संगठन होता है। अर्थव्यवस्था मुख्यतः उसके विशिष्ट पर्यावरण पर निर्भर होता है तथा अमुद्रा धारित या अर्धमुद्रा धारित व्यवस्था होती है।

इन अर्थों के आधार पर यह कहा जा सकता है कि प्रत्येक जनजाति की परम्पराएँ रीति–रिवाज, कला, धार्मिक, विश्वास, लोक संस्कृति, अनुष्ठान, मूल्य आदि विशिष्ट होते हैं। किन्तु जैसा कि एक जनजाति समय और स्थान के संदर्भ से परिभाषित है, अतः आधुनिक सभ्य समुदायों के साथ लगातार अन्तर्संबंध के बाद जनजाति अपनी पहचान बनाए नहीं रख सकती।

जनजाति का निम्न आधार पर वर्गीकरण : भारत देश में फैले हुए समस्त जनजातियों को स्वभावतः ही किसी एक वर्ग के अंतर्गत नहीं लाया जा सकता है। भारतीय जनजातियों का वर्गीकरण मुख्यतः निम्न आधारों पर किया जाता है–1. प्रजातीय तत्वों के आधार पर, 2. भाषा के आधार पर 3. भौगोलिक संरचना के आधार पर, 4. संस्कृति आधार पर, 5. आर्थिक आधार पर 6. राज्य के आधार पर। इस वर्गीकरण के अंतर्गत सिर्फ मध्य भारत की जनजाति समाज आती है। उन्हीं की स्थिति को शामिल किया गया है।

1. प्रजातीय तत्वों के आधार पर : सर हरबर्ट होप रिजले 1915, ज्युफ्रिडा और रेगरी 1934 हेड्डुन 1924, गुहा 1939 ने अपने–अपने ढंग से प्रयास किया है। गुहा (1939 : ''जैम इंतपहपउंस त्वबमे व`प्दकपं'' `दक बनजिनदम अवसण 4 रू छ 12) जिनका प्रजातीय वर्गीकरण मानव प्रति से संबंधित मापों (जो 1931 में जनगणना करते समय ली गई थी) पर आधारित था, के कथानानुसार मध्य भारत की जनजातियों में ''प्रोतो–आस्ट्रेलायद'' प्रजाति की विशेषता है। इसमें करांवु, मुण्डा, भील, कोल आदि जनजातियाँ आती हैं। गुहा के मतानुसार यह भारत की दूसरी प्राचीनतम सजातीय समूह विभेद है। इन विभिन्न जनसमूहों के शारीरिक लक्षणों के अंतर्गत, इनका कद ठिगना, केशल हरियेदार से घुघराले, त्वचा का रंग गहरे कत्थई से बहुत कुछ काला रहता है।

2. भाषा के आधार पर : जनजाति समाज का भाषा का एक क्षेत्र से दूसरे क्षेत्र में संस्कृतियों को संचारित करने का एक शक्तिशाली साधन है। मध्यप्रदेश में द्राविण परिवार की बोली में गोंडी प्रमुख है जो कि मध्य भारत की भाषा है। द्राविड परिवार की अन्य बोलियों में कुटुम्ब, माल्टो, कोलामी कुई है जो कि जनजातियों द्वारा बोली जाती है। आस्ट्रिक भाषा में मध्य तथा पूर्वी भारत की कोल या मुण्डा भाषाएँ और बोलियाँ आती है। भाषा की दृष्टि से आस्ट्रिक परिवार की सबसे प्रधान भाषा मुण्डारी है। यह मध्यप्रदेश में भी पायी जाती है। इस भाषा के अंतर्गत मुण्डा, संथाल हो खरिया, कोरकू आदि जनजातियाँ आती हैं।

3. भौगोलिक संरचना के आधार पर : जनजाति समाज की 1991 की जनगणना के अनुसार अनुसूचित जनजातियों की संख्या 6.77 करोड़ हैं जो भारत की पूरी आबादी (84.63 करोड़) का 8.08 प्रतिशत है। मध्य क्षेत्र में सर्वाधिक जनजातिय जनसंख्या निवास करती है। विस्तार की दृष्टि से भी यह प्रदेश सबसे बड़ा है। जो गोंड़, बैगा, कोल, कोरकू, कमार, मुनिया आदि इस क्षेत्र के अंतर्गत आते हैं। गोंड़ जनजाति मध्य क्षेत्र की सर्वाधिक महत्वपूर्ण जनजातियों में से है।

4. संस्कृति आधार पर : विभिन्न भारतीय जनजातियों को विकास के एक स्तर पर रखना कठिन है। कुछ जनजातियों सभ्यजातियों को अधिक निगत सम्पर्क में आ गई हैं तथा कुछ आज भी पर्याप्त दूरी पर है। प्रथम वर्ग में वे जनजातियाँ आती हैं जो कि सच्चे अर्थों में जनजातियों जाने योग्य हैं। ये विकास के प्राचीनतम स्तर पर है। ये दुर्गम स्थलों पर निवास करती है। जो स्थान सभ्य लोगों के स्थानों से काफी दूरी पर है। जनजातियों का दूसरा वर्ग वह है जिसके आदिम जीवन में कुछ परिवर्तन शुरू हो गए हैं फिर भी वे अपनी प्राचीन परम्पराओं को मानने वाले हैं। इनका जीवन सामूहिक न रहकर व्यक्तिवादी ही रहा है। इस वर्ग के अंतर्गत भारिया, बैगा आदि आते है।

5. आर्थिक आधार पर : जनजाति समाज की अर्थव्यवस्था अपने आप में एक विशिष्टता लिए हुए हैं। उनके अर्थव्यवस्था की विभिन्न अवस्थाओं जैसे–भोजन संग्रह करने की अवस्था से लेकर स्थानान्तरण कृषि तथा स्थायी कृषि अवस्था तक में रहती है। मजूमदार और मदान ने भारतीय जनजातियों को आर्थिक आधार पर चार श्रेणियाँ में बांटा है[8]–प्रथम समूह वे लोग जो जंगल की उपज पर निर्भर है।

वस्तुतः ये समूह खाद्य संग्राहक है इनमें मध्यप्रदेश की बिरहोर जनजाति आती है। दूसरी श्रेणी उन जनजातियों की है जो खाद्य संग्राहक तथा कृषि व्यवस्था के बीच में है। इस समूह के लोग आंशिक रूप से खाद्य संग्रह पर निर्भर है और आंशिक रूप से कृषि पर। ऐसे समूहों में कमार, बैगा आदि आते हैं। तीसरा समूह वह है जो पूर्णतया कृषि पर निर्भर है। इसमें कृषि के दो प्रकार प्रचलित है, स्थानान्तरण कृषि और स्थायी कृषि स्थानान्तरण कृषि करने वाले जनजातियों में भारिया, कोरवा आदि हैं। स्थानीय कृषि करने वाले समूहों में उरांव, मुण्डा आदि जनजाति है। इस श्रेण में वे जानजाति समूह है। जिन्होंने जीविकोपार्जन के लिए औद्योगिक जीवन को अपनाया है।

निष्कर्ष : यह कहा जा सकता है कि जनजातियों के जीवन के विभिन्न आयामों से गुजरते हुए वर्तमान के अनुसूचित जनजाति के रूप में विद्यमान हैं। जिसमें उनका गहन अध्ययन, चिंतन के साथ जनजाति विमर्श की दृष्टि से गहन शोध अध्ययन चिंतन के साथ निबंधात्मक शिल्प का परिचय मिलता है। प्रस्तुत शोधपत्र में जनजाति दर्शन, मिथक, ज्ञान परंपरा, आदिम सौंदर्य बोध, स्त्री की दशा, मीडिया व फिल्मों का दृष्टिकोण, वैश्वीकरण, विकास, राजनैतिक नेतृत्व और कतिपय आदिम प्रजातियों के विलुप्तीकरण तक आधिकारिक सामग्री प्रस्तुत किया गया है।

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ॲडम स्मिथ यांच्या आर्थिक विचारांची वर्तमान काळातील उपयुक्तता

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सारांश

अर्थशास्त्राचे जनक ॲडम स्मिथ यांचा जन्म ५ जून १७२३ स्कॉटलंड मधील किकार्डी या गावी झाला . वयाच्या १४ व्या वर्षी ग्लासगो विद्यापीठामध्ये स्मिथ यांनी प्रवेश केला. इसवी सन १७६२ मध्ये ग्लासगो विद्यापीठांने एल.एल.जी ही पदवी दिली. इसवी सन १७७६ मध्ये ‘ राष्ट्राच्या संपत्तीचे स्वरूप व तिच्या उद्भवाची कारणे याचे विवेचन’ हा ग्रंथ मांडला. ॲडम स्मिथ यांच्या आर्थिक विचारांमध्ये ॲडम स्मिथ यांचा निसर्गवाद, आशावाद, उदारमतवाद ,अर्थव्यवस्थेतील श्रम विभागणी, स्मित यांचे मूल्य विषयक विचार, विभाजन, वेतन सिद्धांत, खंड, भांडवल ,श्रमाची उत्पादकता, चलन व बँका, आंतरराष्ट्रीय व्यापार, करविषयक विचार अशा विस्तृत आर्थिक घटकांची सविस्तर मांडणी केली होती. स्मिथ यांचा निसर्गवाद -निसर्गवादी मॅडेव्हील, हचेसन यांचा प्रभाव स्मिथ यांच्यावर होता. निसर्गवादाशी मिळते जुळते तत्त्वज्ञान स्मिथ यांचे असले तरी यांचा ग्रंथात विनिमय, श्रम विभागणी, पैसा, भांडवल संचय, किंमत यंत्रणा यांचा समावेश आहे. स्मिथ यांच्या मते मानवाची स्वहित तत्परता ही स्वाभाविक प्रवृत्ती असून उदा. वस्तू व सेवा यांचा विनिमय ही आर्थिक संस्था प्रत्येक व्यक्तीच्या स्वहित साधण्याच्या प्रयत्नातून निर्माण होते. विनिमयाप्रमाणे श्रम विभागणीच्या उदयाची कारणे श्रमविभागणीमुळे कार्य कुशलतील सुबत्तेत भर पडते. याची जाणीव मनुष्याला होते. वस्तू विनिमयातील अडचणींमुळे 'पैसा' या चलनाची निर्मिती झाली. किंमत यंत्रणेच्या कार्यात आर्थिक संस्थांची आर्थिक अंतरक्रिया आपोआप घडून येते.सर्व आर्थिक संस्था मानवाच्या स्वहित साधण्याच्या नैसर्गिक प्रेरणे मधून निर्माण होतात .ही कल्पना, ॲडम स्मित यांच्या कल्पनेतून सिद्ध होते. श्रम विभागणी, विनिमय, यामुळे केवळ त्यात भाग घेणाऱ्या व्यक्तीचे हित होते असे नाही तर एकूण उत्पादन वाढल्यामुळे व सरासरी उत्पादन खर्च घटल्याने सर्व समाजाचेच हित होते.

ॲडम स्मिथ यांच्या आर्थिक विचारांची वर्तमानकालीन यथार्थता -१) स्वहित तत्परता, २) श्रम विभागणी,३) विनिमय संस्था ,४) स्मिथ यांचे विभाजन विषयक विचार, ५) स्मिथ यांचे खंड विषयक विचार ,६) भांडवल विषयक विचार ,७)चलन व बँका याविषयी स्मिथ यांचे विचार स्पष्ट करता येतात.

बीज शब्द: ॲडम स्मिथ यांचा निसर्गवाद आशावाद आणि उदारमतवाद

प्रस्तावना

ऐतिहासिक कालखंडामध्ये १४ व्या शतकाच्या उत्तरार्धात व्यापारवादी विचार मांडले गेले . त्यानंतर निसर्गवादाचे प्रणेते डॉ. क्वेन्से यांच्या इसवी. सन १७५६ मध्ये प्रसिद्ध झालेल्या लेखांमध्ये सर्वप्रथम निसर्गवादी विचार मांडले. इसवी सन १७७६ साली प्रसिद्ध झालेल्या राष्ट्राची संपत्ती या ग्रंथात अर्थशास्त्रीय विचारांचे विस्तृत मांडणी ॲडम स्मिथ यांनी केली. अर्थशास्त्राचे जनक ॲडम स्मिथ यांचा जन्म ५ जून १७२३ स्कॉटलंड मधील किकार्डी या गावी झाला . वयाच्या १४ व्या वर्षी ग्लासगो विद्यापीठामध्ये स्मिथ यांनी प्रवेश केला. इसवी सन १७६२ मध्ये ग्लासगो विद्यापीठांने एल. एल. जी ही पदवी दिली. इसवी सन १७७६ मध्ये ‘ राष्ट्राच्या संपत्तीचे स्वरूप व तिच्या उद्भवाची कारणे याचे विवेचन’ हा ग्रंथ मांडला. ॲडम स्मिथ यांच्या आर्थिक विचारांमध्ये ॲडम स्मिथ यांचा निसर्गवाद, आशावाद, उदारमतवाद, अर्थव्यवस्थेतील श्रम विभागणी, स्मित यांचे मूल्य विषयक विचार, विभाजन, वेतन सिद्धांत, खंड, भांडवल, श्रमाची उत्पादकता, चलन व बँका, आंतरराष्ट्रीय व्यापार, करविषयक विचार अशा विस्तृत आर्थिक घटकांची सविस्तर मांडणी केली होती. राष्ट्राची संपत्ती या

ग्रंथामध्ये सर्व आर्थिक घटकांची आंतरक्रिया स्पष्ट करून सांगितली सदर संशोधन लेखांमध्ये ॲडम स्मिथ यांच्या आर्थिक विचारांचे अध्ययन केले जाईल.

संशोधनाचा उद्देश- १) स्मिथ यांचे आर्थिक विचार अभ्यासणे.

२) ॲडम स्मिथ यांच्या आर्थिक विचारांची सद्यस्थितीतील उपयुक्तता.

सन १७६० ते १८३० हा कालखंड स्थूल मानाने इंग्लंडमधील औद्योगिक क्रांतीचा कालखंड म्हणून ओळखला जातो. याच काळात धावत्या धोट्याचा शोध, वॉटर फ्रेम चा शोध ,जेम्स वॅट यांनी वाफेचे इंजिन यांचा शोध लावला या काळात इंग्लंडमध्ये मोठ्या प्रमाणात औद्योगिक प्रगती घडून आली. उदारमतवादी विचार करणारे ह्युम यांच्या विचारांचा प्रभाव आणि स्मिथ यांच्यावर होता.

स्मिथ यांचा निसर्गवाद –

निसर्गवादी मॅडेव्हील, हचेसन यांचा प्रभाव स्मिथ यांच्यावर होता. निसर्गवादाशी मिळते जुळते तत्त्वज्ञान स्मिथ यांचे असले तरी यांचा ग्रंथात विनिमय, श्रम विभागणी, पैसा, भांडवल संचय, किंमत यंत्रणा यांचा समावेश आहे. स्मिथ यांच्या मते मानवाची स्वहित तत्परता ही स्वाभाविक प्रवृत्ती असून उदा. वस्तू व सेवा यांचा विनिमय ही आर्थिक संस्था प्रत्येक व्यक्तीच्या स्वहित साधण्याच्या प्रयत्नातून निर्माण होते. विनिमयाप्रमाणे श्रम विभागणीच्या उदयाची कारणे श्रमविभागणीमुळे कार्य कुशलतील सुबत्तेत भर पडते. याची जाणीव मनुष्याला होते. वस्तू विनिमयातील अडचणींमुळे 'पैसा' या चलनाची निर्मिती झाली. किंमत यंत्रणेच्या कार्यात आर्थिक संस्थांची आर्थिक अंतरक्रिया आपोआप घडून येते.सर्व आर्थिक संस्था मानवाच्या स्वहित साधण्याच्या नैसर्गिक प्रेरणे मधून निर्माण होतात .ही कल्पना, ॲडम स्मित यांच्या कल्पनेतून सिद्ध होते. श्रम विभागणी, विनिमय, यामुळे केवळ त्यात भाग घेणाऱ्या व्यक्तीचे हित होते असे नाही तर एकूण उत्पादन वाढल्यामुळे व सरासरी उत्पादन खर्च घटल्याने सर्व समाजाचेच हित होते. लोकसंख्येच्या संदर्भात देखील स्मिथ यांचा आशावादी दृष्टिकोन होता, मजुरीच्या दरातील चढउतारामुळे समाजाला आवश्यक इतकी लोकसंख्या प्रस्थापित होते असे त्यांचे मत होते, समाजाला अधिक मजुरांची गरज असेल तेव्हा वेतन दर वाढेल व त्यामुळे जास्त मुलांचे पालन पोषण करणे मजुरांना शक्य होऊन लोकसंख्या वाढेल मजुरांची फारशी गरज समाजाला नसल्यास वेतन घटेल व अपुऱ्या पोषणामुळे मुलांचे अल्पवयामध्येच मृत्यु पावतील व लोकसंख्या मर्यादित राहील.

ॲडम स्मिथ यांच्या मते आर्थिक संस्था आपोआप निर्माण होणाऱ्या आहेत परंतु सर्वच आर्थिक संस्था समाजाच्या उपयोगाच्या नाहीत असे त्यांचे मत होते. भांडवल आर्थिक घटक ,गुंतवणुकीच्या संदर्भात त्यांचे वेगळे मत आहे स्मित यांच्या मते शेती उद्योगधंदे घाऊक व्यापार व किरकोळ व्यापार या चार व्यवसायांमध्ये भांडवल गुंतवणूक करणे शक्य होते. शेतीक्षेत्र भांडवल गुंतवणुकी करता उपयुक्त तर व्यापार हा कमी उपयुक्त मार्ग मानला. भांडवल गुंतवणुकीच्या क्षेत्रात सरकारने हस्तक्षेप केला नाही तर स्वहित तत्परतेच्या प्रेरणेने होणारी भांडवल गुंतवणूक याच सामाजिक उपयुक्ततेच्या दृष्टीने योग्य ठरते. विभाजन विषयक प्रश्नांची चर्चा करताना स्मित यांच्या आशावादास बंधन निर्माण झाले श्रमिकांनी निर्माण केलेल्या वस्तूंच्या किमतींमधून व्याज व खंड दिला जातो भांडवलदार मजुरांना कमी मोबदला देऊन त्यांच्याकडून जास्तीत जास्त काम करून घेतात परिणामी अनुकूल आशावाद वाटत नाही. राज्यसंस्थेने व्यक्तीच्या आर्थिक निर्णयात ढवळाढवळ करणे अनिष्ट आहे. हा विचार ॲडम स्मिथ यांनी अनेक प्रकारच्या आर्थिक स्वातंत्र्याच्या संदर्भात स्पष्ट केला आहे.आंतरराष्ट्रीय व्यापार अनुकूल असावा मत त्यांचे होते. यांनी प्रभावीपणे निर्हस्तक्षेपाचे तत्व मांडले परंतु व्याजदराचे नियंत्रण, सक्तीचे प्राथमिक शिक्षण, बँक निर्मिती चलन इत्यादींमध्ये सरकारचा हस्तक्षेप असावा असे त्यांचे मत होते.

स्मिथ यांच्या ग्रंथातील जवळजवळ एक तृतीयांश भागामध्ये सरकारी आयव्यय याविषयी चर्चा करण्यात आली आहे. करआकारणी करताना सरकारने कोणत्या तत्त्वांचे पालन करावे याविषयी स्मित यांनी उदाहरणासहित चर्चा केली आहे. ॲडम स्मिथ यांनी मांडलेली ही तत्वे कर कसोट्या म्हणून प्रसिद्ध आहेत पाचव्या विभागाच्या दुसऱ्या प्रकरणात त्यांची चर्चा केली आहे ही तत्वे पुढीलप्रमाणे

१) समतेचे तत्व - प्रत्येक नागरिकांनी थोड्याफार प्रमाणात कर दिले पाहिजेत असे स्मिथ यांचे मत होते प्रत्येकाने नेमकी किती रक्कम भरावी हे त्या व्यक्तीच्या कुवतीवर अवलंबून राहील.ही कुवत व्यक्तीच्या उत्पन्नाच्या प्रमाणात असेल असे विधान त्यांनी सुरुवातीला केले असेल तरी नंतर घर भाड्यावरील कराची चर्चा करताना वाढते उत्पन्नावर वाढत्या प्रमाणात कर आकारण्याची आवश्यकता त्यांनी प्रतिपादन केली होती. आधुनिक अर्थशास्त्र अशा करांना प्रगतिशील कर म्हणते स्मिथ यांच्यापूर्वी मोटर यांनी स्पिरिट ऑफ द लॉज (कायद्याचा आत्मा) पुस्तकात ग्रीसमधील प्रगतिशील करांची चर्चा केली आहे स्मित यांच्या पुस्तकातील अनेक संदर्भावरून त्यांनी मॉन्टेस्क्यू यांचे लिखाण वाचले होते असे स्पष्ट होते स्मिथ यांनी या संदर्भात केलेल्या एकूण चर्चेवरूनही समतेचा त्यांचा अर्थ उत्पादन वाढवून अधिक प्रमाणात कर वाढवणे हाच होता हे स्पष्ट दिसते.

२) निश्चिततेचे तत्व -'प्रत्येक व्यक्तीला आपल्याला किती कर भरावयाचे आहेत केव्हा भरावयाचे आहेत व कुठे भरावयाचे आहेत हे निश्चित माहीत असले पाहिजे

३) सोयीस्कर पणाचे तत्व- करदात्यांना कराची रक्कम केव्हा व कोठे भरवायची इतकेच फक्त माहीत असून चालणार नाही कर भरण्याची वेळ व कर भरणी करावयाचे स्थळ करदात्यांच्या दृष्टीने सोयीचे असणे की आवश्यक आहे.

४) मितव्ययतेचे तत्व प्रत्येक कराची रक्कम गोळा करण्यासाठी सरकारला काही खर्च करावा लागतो. चांगल्या कर पद्धतीत हा कर गोळा करण्याचा खर्च कमीत कमी असावा. लोकांनी कराच्या स्वरूपात भरलेला पैसा व सरकारी खजिन्यात कर गोळा करण्याचा खर्च वजा जाता जमा होणारे निव्वळ उत्पन्न यातील फरक कमीत कमी असले पाहिजे. ज्या कर पद्धतीत हे अंतर कमीत कमी असते तिला मितव्ययी कर पद्धती म्हणता येईल.

स्तिथ यांनी सुचविलेल्या या चार कर कसोट्या नंतरच्या काळातील इतर सर्व अर्थशास्त्रज्ञांनी मान्य केलेल्या आढळतात .आजही आदर्श कर कसोट्यांमध्ये त्यांचा प्रामुख्याने समावेश केलेला आढळतो.

स्मिथ यांनी करकसोटया प्रमाणेच विशिष्ट करांच्या संदर्भात विचार केला आहे. या चर्चेत खंडावरील कराचा एक योग्य कर म्हणून उल्लेख केलेला आढळतो. मजूरावर कर लादल्यास वेतनदर व परिणामी वस्तुकिमती वाढून सर्वसामान्य माणसास त्रास होईल तर नफ्यावर कर लादल्यास उत्पादन घटेल व त्यामुळे किमती वाढून परत सामान्य माणूसच भरडला जाईल असे मत स्मिथ यांनी व्यक्त केले. कराचा भार किंवा बोजा शेवटी उत्पन्नावरच पडतो म्हणून खंडाच्या स्वरुपाच्या निश्चित उत्पन्नावरच कर बसविणे योग्य ठरेल असे त्यांचे विचार होते. या विचारावर काही प्रमाणात निसर्गवादाचा प्रभाव आढळतो.

स्वतः जमीन कसणाऱ्या जमीनदारावर कमी कर लादावेत, कुळाकडून जमीन कसून घेणाऱ्यावर जास्त कर लादावेत व कुळावर खंडाच्या स्वरूपात अन्याय जमीनदारावर जास्त कर आकारावेत अशी त्यांची सूचना होती. या सूचनेद्वारा राज्य संस्थेच्या हस्तक्षेपास अप्रत्यक्ष अनुमती मिळते व त्यामुळे ही सूचना निर्हस्तक्षेपाच्या तत्त्वास विरोधी ठरते. पण हे स्मिथ यांच्या लक्षात आलेले दिसत नाही

ॲडम स्मिथ यांचा राष्ट्राची संपत्ती हा ग्रंथ प्रसिद्ध झाल्यानंतर जगात अर्थशास्त्राचे जनक म्हणून त्यांचे नावलौकिक झाले .18 व्या शतकापूर्वी व्यापारवाद व निसर्गवाद या दोन विचार शाखांनी अर्थशास्त्रीय विचारांच्या विकासाला हातभार लावला परंतु अर्थव्यवस्थेतील प्रत्येक लहानातील लहान आर्थिक घटकांच्या वस्तुनिष्ठ कार्यप्रणालीचा तसेच परस्पर समन्वयाचा विस्तृत विवेचन राष्ट्राचे संपत्ती या ग्रंथात केले गेले.

ॲडम स्मिथ यांच्या आर्थिक विचारांची वर्तमानकालीन यथार्थता -

१) स्वहित तत्परता- स्मिथ यांच्या आर्थिक विश्लेषणात अर्थव्यवस्थेतील सर्व आर्थिक क्रिया प्रतिक्रिया आर्थिक घटकांमधील निसर्गतः अस्तित्वात असणारी स्वहित तत्परता हा आहे. वर्तमानकालीन अर्थव्यवस्थेतील अस्तित्वात असणाऱ्या सर्वच क्षेत्रांमधील शेती ,उद्योग,सेवा क्षेत्रामध्ये निर्माण होणारी आंतरक्रिया ही परस्परावलंबी व सहित साध्य करण्याच्या हेतूनेच घडून येते याच कारणास्तव स्वहित तत्परता हे तत्व सदा सर्वदा प्रत्येक आर्थिक घटकांमध्ये असलेले आपणास दिसून येते.

२) श्रम विभागणी- ॲडम स्मिथ यांच्या मते समाजातील सर्व व्यक्तींचे जीवन परस्परावलंबी असून प्रत्येक उत्पादन प्रक्रियांमध्ये श्रम विभागणी कडून आल्याने उत्पादन घटकांची वाटणी व वस्तू व सेवांचे उत्पादन आपोआप घडून येते यात

अर्थव्यवस्थेचा आर्थिक विकास साध्य होतो म्हणूनच श्रम विभागणीचे तत्व अर्थव्यवस्थेतील प्रत्येक क्षेत्रात आजही महत्त्वाचे व अविभाज्य आहे.

३) विनिमय संस्था- विनिमय प्रक्रिया घडून येताना श्रमविभागनी , वस्तू व सेवांची निर्मिती ही व्यक्तीच्या प्रत्यक्ष उपभोगाकरिता असते तसेच विनिमय घडून येताना वस्तू व सेवांची मूल्य निर्धारणा घडून येते .मूल्य निर्धारित करण्याकरता वस्तूंची मुबलकता व दुर्मिळता या गुणधर्मानुसार वस्तूची मूल्य निश्चिती घडून येते या कल्पनेच्या आधारावर मूल्य निर्धारण सिद्धांताला महत्त्व प्राप्त झाले .मूल्य निर्धारण सिद्धांताला वर्तमान काळात देखील तितकेच महत्त्व आहे वर्तमान काळात अनेक वस्तू व सेवा नवनवीन उत्पादन निर्माण होऊन उपयोगितांची तसेच संपत्तीची निर्मिती होते तसेच संपत्ती आणि उत्पादन प्रत्यक्ष उपभोक्त्यापर्यंत पोहचण्याची प्रक्रिया हि विनिमय व पैशाचा वापर, मूल्य निर्धारण या सर्व प्रक्रियांनी युक्त असते.

४) स्मिथ यांचे विभाजन विषयक विचार- अर्थव्यवस्थेतील सर्व सूक्ष्म आर्थिक संस्था एकमेकांवर परिणामकारक असतात तसेच परस्परावलंबित्वातूनच अनेक सिद्धांत निर्माण झालेले आहेत. स्मिथ यांनी मूल्याच्या श्रम मूल्य सिद्धांताप्रमाणे सर्व मूल्य श्रमातून निर्माण होते तर उत्पादन खर्च सिद्धांतानुसार खंड वेतन व नफा यांच्या सर्वसामान्य वा नैसर्गिक मूल्यानुसार जो उत्पादन खर्च होतो त्यावरून वस्तूमूल्य ठरत असते तसेच खंड वेतन व नफा यांचे नैसर्गिक मूल्य आणि प्रत्यक्ष अर्थव्यवस्थेतील बाजार मूल्य यातील तफावत उत्पादकास महत्तम लाभदायक ठरते. मागणी व पुरवठ्याच्या संतुलनाने प्रस्थापित होणारी मूल्यनिर्धारण प्रक्रियेवर अल्पकाळ व दीर्घकाळाचा परिणाम होतो अशा अनेक आर्थिक आंतरक्रिया
विषयक स्मिथ यांचे विचार वर्तमान काळात देखील पूर्णतः तसेच अंशतः देखील कार्यरत असलेले दिसतात.

५) स्मिथ यांचे खंड विषयक विचार-स्मिथ यांनी खंड विषयक विचार मांडताना प्रत्यक्ष जमीन कसणारी कुळे व जमीन मालक यांच्या यांच्यातील संबंध स्पष्ट केला आहे.तसेच खंड विषयक कल्पना मांडताना जमिनीच्या सुपीकतेनुसार जमीन मालकाला खंड प्राप्त होतो. बाजारपेठ दळणवळण सुविधा यानुसार खंडाची संकल्पना स्पष्ट केली. याची सिद्धता वर्तमान काळात देखील अनुभवास येते .

६) भांडवल विषयक विचार - देशाची उत्पादकता भांडवल गुंतवणूकीवर व भांडवल गुंतवणूक बचतीवर अवलंबून असते असे मत स्मिथ यांचे होते. श्रम विभागणी व भांडवल गुंतवणूक यांचा परस्पर संबंध स्मिथ यांनी स्पष्ट केला. भांडवलाचे स्थिर व फिरते भांडवल असे दोन प्रकार सांगितले. शेती, उद्योगधंदे, घाऊक व्यापार व किरकोळ व्यापार या चार प्रकाराने भांडवल गुंतवणूक करणे शक्य आहे असे मत स्मिथ यांनी मत व्यक्त केले .भांडवल गुंतवणुकीचा किफायशीरपणा ठरवण्यासाठी त्यापासून मिळणारा रोजगार व त्यामुळे प्रतिवर्षी राष्ट्राची राष्ट्राच्या उत्पन्नात विनिमय मूल्याच्या स्वरूपात पडणारी भर हे दोन निष्कर्ष सांगितले या सर्व आर्थिक घटकांचे महत्त्व व कार्यप्रणाली आजही अर्थव्यवस्थेतील आर्थिक विकासाकरता लाभदायक योजनांची आखणी व अंमलबजावणी करिता आवश्यक ठरते.

७)चलन व बँका याविषयी स्मिथ यांचे विचार- वस्तूविनिमय पद्धतीतील अडचणी लक्षात घेऊन मानवाने विनिमयाकरिता पैसा हे चलन निर्माण केले. चलनाच्या साठ्यातून वस्तू व सेवांची देव-घेव घडवून आणणे त्यात काळानुरूप बदल होत गेला गौण धातूंचा वापर नंतर सोने, चांदी या मौल्यवान वस्तूंचा चलन व संपत्ती म्हणून वापर वाढल्याने स्मिथ यांनी याविषयी खंत व्यक्त केली आहे. अर्थव्यवस्थेतील उत्पादन साधन संपत्ती हीच खरी संपत्ती आहे असे स्मिथ यांचे मत होते. व्यवहारिक अंतरक्रिया होताना पैशाच्या मागणी व पैशाचा पुरवठा यांच्या स्वयंचलित समतोल साधला जातो. पत पैशाचा देखील समतोल साधला जातो . वर्तमान काळात अर्थव्यवस्थेतील आधारभूत पैसा, बँकांमार्फत निर्माण होणारी पत पैसा या सर्व आर्थिक विश्लेषणाकरिता स्मिथ यांचे आर्थिक विश्लेषण उपयुक्त ठरते.अशा रीतीने ॲडम स्मिथ यांचे विचार आजही अर्थ व्यवस्थेत उपयोगाचे आहेत.

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पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ, सोलापूर संलग्नित महाविद्यालयीन ग्रंथालयामध्ये सामाजिक माध्यमांचा उपयोग : एक सर्वेक्षण

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सारांश :-

या शोधनिबंधामध्ये पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ, सोलापूर संलग्नित महाविद्यालयीन ग्रंथालयामध्ये ग्रंथालय सेवा देणेसाठी ग्रंथपाल कोणत्या सामाजिक माध्यमांचा उपयोग करतात या संबंधित अभ्यास केलेला आहे. यासाठी वर्णनात्मक पध्दतीने माहिती संकलनासाठी गुगल फॉर्म व्दारे निवडक ५० ग्रंथपालांना प्रश्नावली पाठविण्यात आली होती यापैकी ३६ ग्रंथपालाचा प्रतिसाद मिळाला. या प्रश्नावलीच्या निश्कर्षातून असे दिसून आले कि, सर्वच ग्रंथपालांना सामाजिक माध्यमांची जाणिव असून, ग्रंथालयासंबधित आणि उपयोजकासाठी हवी असलेली माहिती देण्याचा प्रयत्न करीत आहेत. यामध्ये व्हॉट्सॲप, फेसबुक, युट्युब, मायस्पेस, पिंटरेस्ट, स्लाईड शेअर आणि लायब्ररी थिंग यासारख्या सामाजिक माध्यमाचा उपयोग करीत आहेत. तसेच सायबर सुरक्षा, गोपनियतेचा अभाव आणि तंत्रज्ञानाचा अभाव यासारख्या अडथळयांचा समावेश, अशा सर्वच बाबीचे मुल्यमापन या संशोधनामध्ये केलेल आहे.

शब्दशोध :- सामाजिक माध्यमे, ग्रंथपाल, महाविद्यालयीन ग्रंथालय, ग्रंथालय सेवा, व्हाट्सॲप, फेसबुक, युट्युब ईत्यादी.

प्रस्तावना :-

माहिती तंत्रज्ञानाच्या युगामध्ये संगणक व इंटरनेटच्या प्रगतीमुळे आपल्या जीवनात आमूलाग्र क्रांतीकारी बदल घडविले आहेत या क्रांतीकारी परिवर्तनातून ज्ञान, माहिती तंत्रज्ञान, परस्पर संवाद, विज्ञान, संशोधन यांसारख्या अनेक क्षेत्रातील नविन क्षितिजांना अंकित करणे शक्य झाले आहे. संगणक आणि भ्रमणध्वनी यांच्या माध्यमातुन इंटरनेट सेवांच्या सहायाने सर्वसामान्य वाचकापर्यंत संवाद साधणे आणि माहिती पोहचविणे सहज शक्य झाले आहे. शिक्षण क्षेत्राबरोबरच अनेक ग्रंथालयाच्या कामकाजातही संगणकामुळे अमुलाग्र बदल होत आहेत. सर्वच क्षेत्रामध्ये सोशल नेटवर्किंग वेबसाईट्स म्हणजेच सामाजिक माध्यमांचे जाळे असणारी विविध संकेतस्थळ आवश्यकतेनुसार निर्माण होत आहेत. सामाजिक माध्यमे हे एक संगणक पध्दतीवर आधारित तंत्रज्ञान आहे. यातुन सर्वसामान्यांना आपले सामाजिक सबंध प्रस्थापित करण तसेच संदेश, चलचित्र पाठविणे शक्य झाले आहे. शैक्षणिक ग्रंथालयामध्येही माहितीच्या देवाण घेवाणीसाठी सामाजिक माध्यमांचा वापर अपरिहार्य बनला आहे. सामाजिक माध्यमाच्या आधारे ग्रंथालय विविध प्रकारच्या माहिती सेवा प्रसारणसाठी आणि विपणनासाठी सामाजिक माध्यमाचा वापर करीत आहेत. याचाच आधार घेऊन प्रस्तुत संशोधनामध्ये, पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ,

सोलापूर संलग्नित महाविद्यालयीन ग्रंथालयामध्ये ग्रंथपाल सामाजिक माध्यमांचा उपयोग कशा पध्दतीने करतात, कोणकोणती सामाजिक माध्यमे वापरतात याचा शोध घेणे या उद्देशाने प्रस्तुत सशोधन हाती घेतले आहे.

सामाजिक माध्यमांची व्याख्या :-

सामाजिक माध्यमांची व्याख्या करताना प्रत्येकजन आपापल्या पध्दतीने मांडण्याचा प्रयत्न करत असतो. गुगलच्या मते, सामाजिक माध्यमे म्हणजे वेबसाईट किवा ॲप ज्या वापरकर्त्यांना आशय तयार करण्यास आणि सामाईक करण्यास किंवा सामाजिक माध्यमामध्ये भाग घेण्यास सक्षम करतात, त्यांना सामाजिक माध्यमे असे म्हटले जाते. या सामाजिक माध्यमांद्वारे प्रत्येक व्यक्तिला आपली मते मांडणाचा, लिहिण्याचा व ईतराशी आदान प्रदान करण्याचा अधिकार आहे.

“Social media are interactive technologies that facilitate; the creation, sharing and aggregation of content, ideas, interests, and other forms of expression through virtual communities and networks. Social media refers to new forms of media that involve interactive participation. While challenges to the definition of *social media* arise due to the variety of stand-alone and built-in social media services currently available, there are some common features:

1. Social media apps are online platforms that enable users to create and share content and participate in social networking.
2. User-generated content such as text posts or comments, digital photos or videos, and data generated through all online interactions is the lifeblood of social media.
3. Users create service-specific profiles for the website or app that are designed and maintained by the social media organization.
4. Social media helps the development of online social networks by connecting a user's profile with those of other individuals or groups. https://en.wikipedia.org/wiki/Social_media 17-03-204."

Deniel Nations (2019) “Social media is a phrases that we throw around a lot these days, often to describe what we post on sites and apps like Facebook, twitter(X), Instagram, Snapchat and others, So you can infer that social media are web-based sites that allow people to interest with each other.”

संबंधित साहित्याचा संशोधन पूर्व आढावा :-

Bhatera and Kantaria (2019) यांनी त्यांच्या संशोधनामध्ये सामाजिक माध्यमाची जागरुकता आणि वापराच्या पातळीचे मूल्यांकन केलेले आहे. गुजरातच्या **GIU** संलग्न महाविद्यालयीन ग्रंथालयाच्या ग्रंथपालांच्या सामाजिक माध्यमांच्या वापरातील जाणिवा यांचा अभ्यास केलेला आहे. या अभ्यासामध्ये सर्वेक्षण पध्दतीचा अवलंब करण्यात आला आहे आणि यादृच्छिकपणे निवडलेल्या ५५ ग्रंथालय व्यावसायिकावर एक स्वयंनिर्मित प्रश्नावली पाठविण्यात आली या अभ्यासाच्या निष्कर्षावरुन असे दिसून येते कि, बहुसंख्य ग्रंथालय व्यावसायिकांना ग्रंथालयामध्ये सामाजिक माध्यमांच्या वापराचे ज्ञान आहे. परंतु ग्रंथालयामध्ये सामाजिक माध्यमांचा वापर कमी प्रमाणात होत आहे.

Patel (2019) यांनी त्यांच्या संशोधनामध्ये सामाजिक माध्यमांच्या सहायाने सध्याच्या डिजिटल युगामध्ये ग्रंथालयाचे आधुनिकिकरण आणि माहिती सेवा प्रदान करण्यासाठी सामाजिक माध्यमांचा कसा उपयोग करुन घेता येईल याचा अभ्यास केलेला आहे. या शोधनिबंधामध्ये आधुनिक दर्जाच्या ग्रंथालयामध्ये आपल्या वापरकर्त्यांना प्रगत सेवा देण्यासाठी फेसबुक, व्हॉट्सॲप आणि लिंक्डइन सारख्या सामाजिक माध्यमाचा वापर करत आहेत.

बहुतेक ग्रंथालय त्यांची ग्रंथालय उत्पादने, सेवा कार्यक्रम, जाहिराती, संशोधन हेतु साध्य करण्यासाठी सामाजिक माध्यमांचा सुलभपणे वापर करीत आहेत.

लोंढे आणि बिलावर (2019): यांनी त्यांच्या शोधनिबंधामध्ये विविध सामाजिक माध्यमांचा उहापोह केलेला आहे. यामध्ये Academicedu, Altmetric, Blogger, Classroom, Citeulike, Crossref, DRYAD, Elements, Facebook, Flicker, Foursquare, Friendster, Flagshare, Google classroom, Google Patent, Google Scholar, Hike Messenger, Instagram, Kik, LINE, LinkedIn, LiveJournal, Meetme, Mouthshut.com, Mendeley, MySpa se, Nextdoor, Orkut, Penprofile, PLUMX,QQ, Reddit, Research Gate, Research Blogging, Share chat, Sky rock, Skype, Snapchat, Snap fish, Science Seeker, Slide share, Telegram Messenger, Tik Tok, Trell, Tumblr, Twitter, Viber, Video, Wayn, We Chat, WhatsApp, Wiki Answers, Wikipedia, Xing, Yahoo answers, YouTube, Zotero आणि इतर महत्वपुर्ण सामाजिक माध्यमे.

संशोधनाची उद्दिष्टे: संबंधित संशोधन उद्दिष्टे खालील प्रमाणे आहेत.

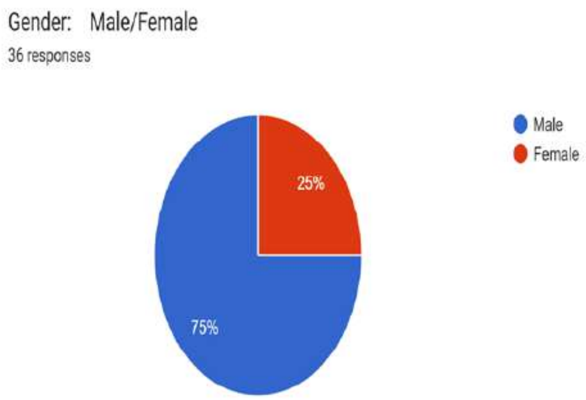
1. ग्रंथपाल कोणती महत्वपुर्ण सामाजिक माध्यमे वापरत आहेत याचा अभ्यास करणे.
2. ग्रंथालय सेवांमध्ये सामाजिक माध्यमांच्या वापरामध्ये ग्रंथपालांच्या जागरुकतेचे मुल्यमापण करणे.
3. ग्रंथपाल सामाजिक माध्यमाच्या सहाय्याने वाचकांना कोणत्या सेवा प्रदान करतात याचा शोध घेणे.
4. सामाजिक माध्यमे वापरताना येणारे अडथळे शोधणे.

संशोधन पध्दती :-

या संशोधन सर्वेक्षण संशोधन पध्दतीचा वापर केलेला आहे. माहिती संकलनासाठी पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ, सोलापूर संलग्नित महाविद्यालयीन निवडक ५० ग्रंथपालांना प्रश्नावली पाठविण्यात आली होती. त्यापैकी ३६ ग्रंथपालांच्या प्रतिसादाने संबंधित सशोधन अभ्यास केला आहे. यासाठी सांखिकीय साधनांच्या सहाय्याने वारंवारता वितरण आणि टक्केवारी पध्दती वापरली आहे.

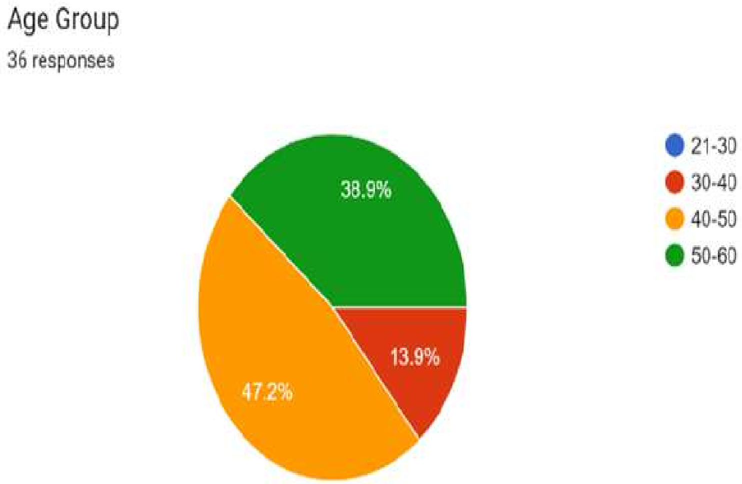
महिती विश्लेषण :- प्रश्नावलीच्या सहाय्याने संकलीत केलेल्या माहितीचे विश्लेषण पुढील प्रमाणे आहे.

1. लिंगविश्लेषण :-



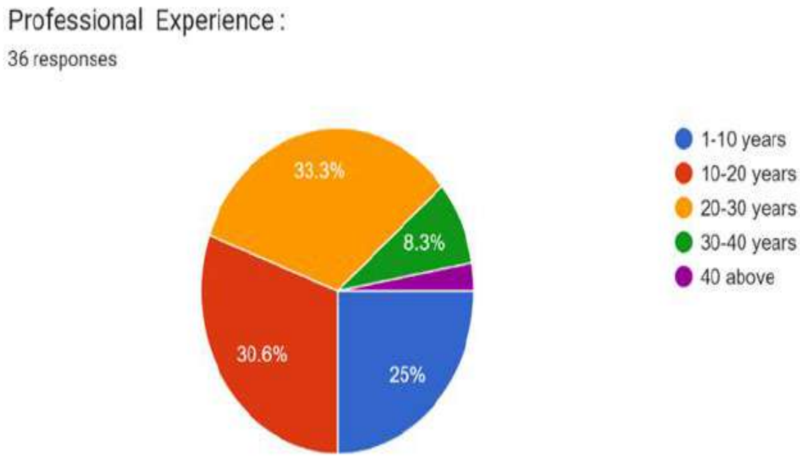
वरील Pie diagram आकृती क्र. १ मध्ये लिंग विश्लेषण करताना यामध्ये ७५ टक्के पुरुष ग्रंथपाल, तर २५ टक्के स्त्रि ग्रंथपाल आहेत म्हणजेच पुरुष ग्रंथपालांचे प्रमाण स्त्रियांपेक्षा तीन पटीने अधिक आहेत.

2. वयोगट :-



वरील Pie diagram आकृती क्र. २ मध्ये संशोधन प्रश्नामध्ये वयोगट विचारण्यात आला होता. यामध्ये २१-३० वयोगटातील तर ३०-४० वयोगटातील ५(१३.१२टक्के) तर एकही ग्रंथपाल नाही, ४०-५० वयोगटातील १७ (४७.२टक्के), ५०-६० वयोगटातील १४ (३८.९ टक्के) ग्रंथपाल कार्यरत आहेत. यावरुन असे स्पष्ट होते कि, ४०-५० वयोगटातील ग्रंथपाल सर्वाधिक आहेत.

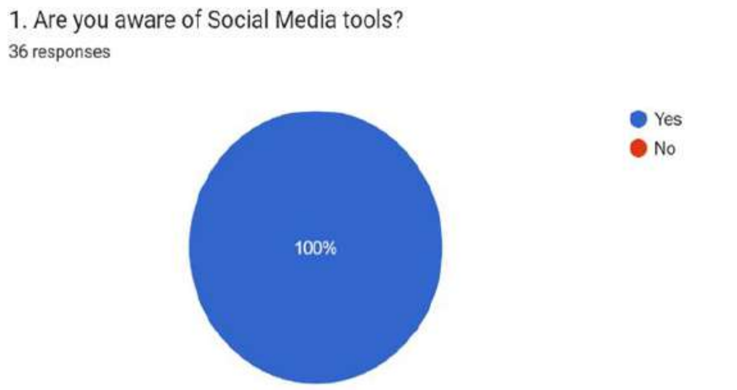
3. व्यावसायिक अनुभव :-



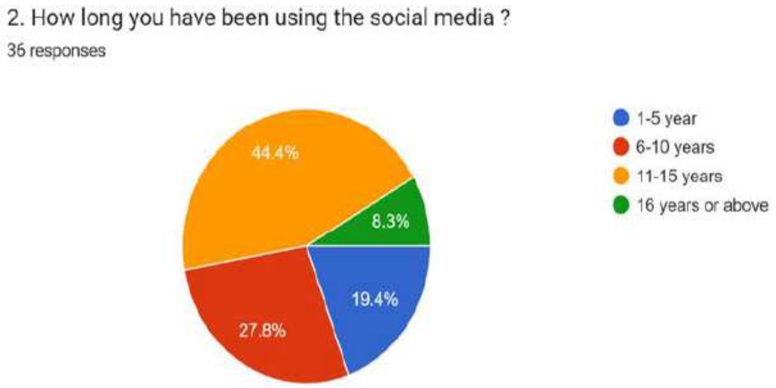
वरील Pie diagram आकृती क्र. ३ मध्ये ग्रंथपालांना व्यावसायिक अनुभव विचारण्यात आला होता, यामध्ये १-१० मध्ये ९(२५ टक्के), १०-२० मध्ये ११ (३०.६टक्के), २०-३० मध्ये १२ (३३.३टक्के) ३०-४०,३(८.३ टक्के) तर ४० पेक्षा जास्त अनुभव असलेले एक ग्रंथपाल दिसून आले म्हणजेच सर्वात जास्त २० ते ३० वर्ष व्यावसायिक अनुभव असलेल ग्रंथपाल कार्यरत आहेत.

4. सामाजिक माध्यमांबद्दल तुम्हाला जाणिव आहे का ?

वरील Pie diagram आकृती क्र. ४ मध्ये सामाजिक माध्यमांबद्दल तुम्हाला जाणिव आहे का? असा प्रश्न विचारण्यात आला होता, याला १००टक्के ग्रंथपालानी होय असे उत्तर दिले आहे. म्हणजेच सर्वच ग्रंथपालांना सामाजिक माध्यमांबद्दल माहिती आहे.

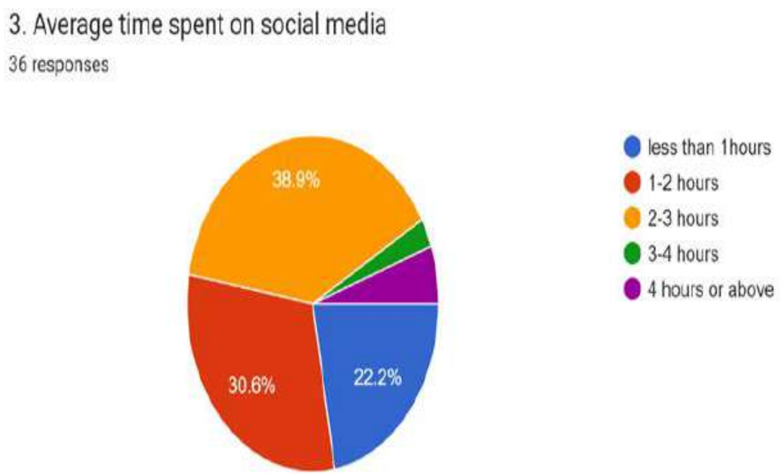


5. सामाजिक माध्यमांचा कधीपासुन वापर करीत आहात ?



वरील Pie diagram आकृती क्र. ५ मध्ये सामाजिक माध्यमाचा कधीपासुन वापर करीत आहात असा प्रश्न विचारण्यात आला होता, यातील १-५ वर्षापासुन ७(१९.४ टक्के) ६-१० वर्षापासून १०(२७.८ टक्के) ११-१५ वर्षापासुन १६(४४.४टक्के) १६ वर्षपिक्षा अधिक ३(१९.४टक्के) ग्रंथपाल सामाजिक माध्यमाचा वापर करित आहेत असे दिसून येते.

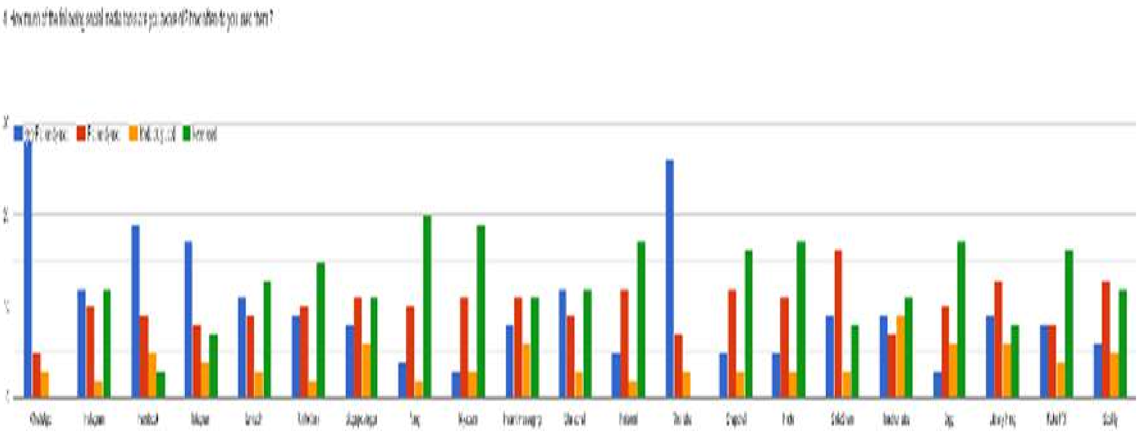
6. सामाजिक माध्यमाच्या वापरासाठी दररोज किती वेळ खर्च करता?



वरील Pie diagram आकृती क्र. ६ मध्ये सामाजिक माध्यमांच्या वापरासाठी दररोज किती वेळ खर्च करता? असा प्रश्न ग्रंथपालांना विचारण्यात आला होता. यातील एक तासापेक्षा कमी वेळ ८(२२.२टक्के), १-२ तास ११(३०.६टक्के), २-३तास १४(३८.९ टक्के), ३-४ तास १(२.८ टक्के),

४ तासापेक्षा ज्यास्त २ (५.६ टक्के) असे प्रमाण आढळले. यावरून असे दिसुन येते कि, जास्तीत जास्त ४० टक्के ग्रंथपाल दररोज ३-४ तास, तर कमीत कमी एक तास ८ टक्के ग्रंथपाल ग्रंथालय सेवा देताना सामाजिक माध्यमांचा वापर करताना दिसून येतात

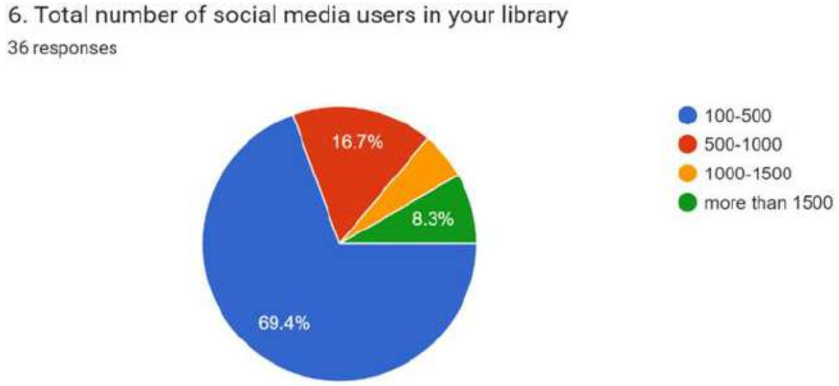
7. **तुम्हाला खालील कोणत्या सामाजिक माध्यमांची जाणिव आहे? त्यांचा कसा वापर करता, यासाठी खुप वारंवार, वारंवार, माफक आणि कधिही वापरलेले नाही असे प्रश्न ग्रंथपालांना विचारण्यात आले होते.**



नं १ मध्ये दर्शविल्याप्रमाणे व्हॉटस्अप, यूट्यूब, फेसबुक, टेलेग्राम आणि इन्स्टाग्राम हि सामाजिक माध्यमे वारंवार वापरली जातात तर मायस्पेस, पिंटरेस्ट, स्लाईड शेअर आणि लायब्ररी थिंग वारंवार वापरली जातात तर काहिनी ब्लॉगस्पॉट, इन्स्टंट मॅसेजिंग आणि टिचरट्युब माफक प्रमाणात वापरलेली आहेत. तर एक्स, निंग, पिंटरेस्ट, फ्लिकर, डिग आणि कुकु एफएम हि सामाजिक माध्यमे कधिही वापरलेली नाहीत. म्हणजेच सर्वच ग्रंथपाल कमिजास्त प्रमाणात सर्वच सामाजिक माध्यमे ग्रंथालय सेवा देणेसाठी वापरताना दिसून येतात.

8. **या व्यतिरिक्त कोणत्या आणि किती सामाजिक माध्यमांचा वापर करीत आहात? असा प्रश्न ग्रंथपालांना विचारण्यात आला होता, यापैकी २८ ग्रंथपालाचा प्रतिसाद मिळाला यातील बऱ्याच ग्रंथपालांनी नाही असे उत्तर दिले आहे तर यातील दोन ग्रंथपालानी QQ Zone वापरताना दिसुन येतात.**

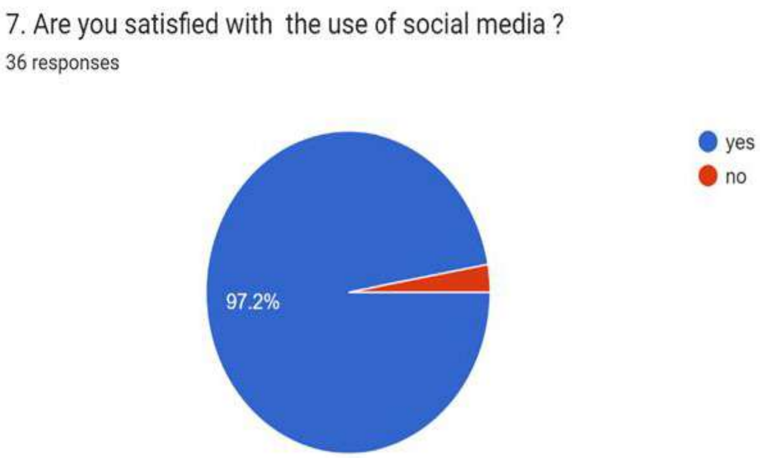
9. **तुमच्या ग्रंथालयामध्ये किती सामाजिक माध्यमाचे वापरकर्त आहेत?**



वरील आकृती क्र. ६ मध्ये १००-५००, २५ (६९.४ टक्के),५००-१०००,६(१६.-७टक्के)१०००-१५००,२ (५.६ टक्के) आणि १५०० पेक्षा जास्त ३८.३ टक्के) वापरकर्त आढळले आहेत, म्हणजेच २५ (६९.४ टक्के)

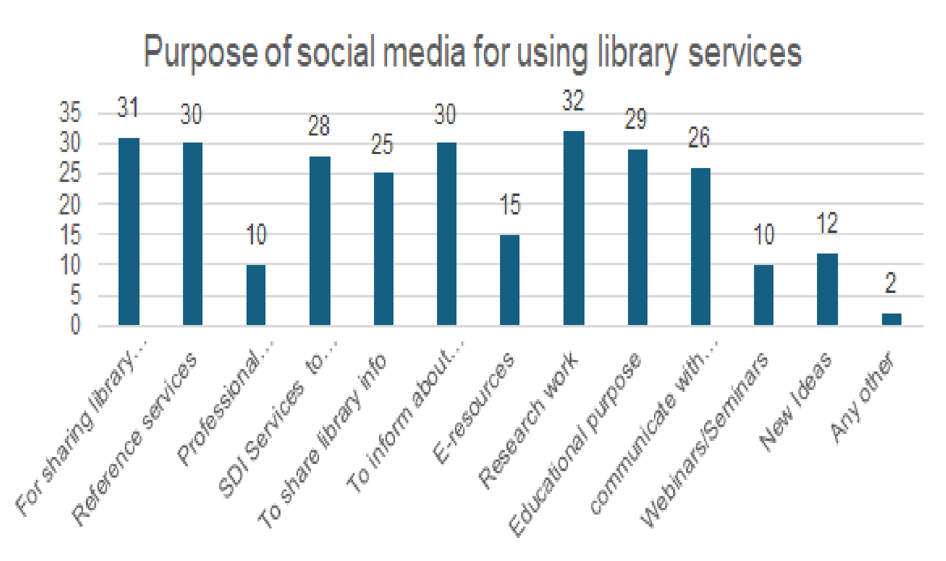
ग्रंथालयात सर्वात कमी म्हणजेच १००-५०० च्या दरम्यान आहेत, तर ३(८.३टक्के) म्हणजेच १५०० पेक्षा जास्त वापरकर्ते आहेत असे दिसुन येते.

10. ग्रंथालयामध्ये सामाजिक माध्यमाच्या वापरामध्ये तुम्ही समाधानी आहात का?



ग्रंथपालांना विचारण्यात आला होता, यापैकी ३५ (९७.२टक्के) ग्रंथपालानी होय, तर १(२.८टक्के) ग्रंथपालानी नाही असा प्रतिसाद दिला म्हणजेज जवळजवळ सर्वच ग्रंथपाल सामाजिक माध्यमांच्या वापरामध्ये समाधानी आहेत असे दिसुन येते.

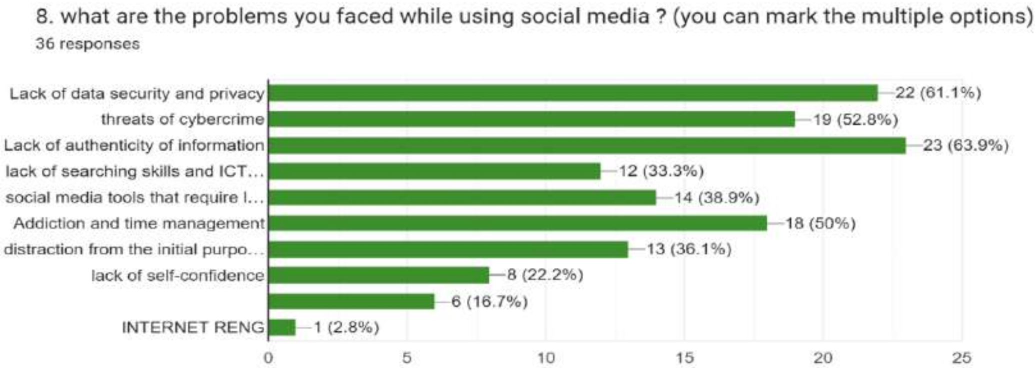
11. कोणत्या सेवा देण्यासाठी सामाजिक माध्यमाचा वापर करीत आहात ?



असा प्रश्न ग्रंथपालाना विचारण्यात आला होता, यामध्ये पुढील प्रमाणे प्रतिसाद मिळाला ग्रंथालय नियमावली प्रसारीत करण्यासाठी ३१(८८.५टक्के), संदर्भ सेवा देण्यासाठी ३० (८५.७टक्के), व्यवसायिक नेटवर्किंग अथवा फोटो शेअर करणे १०(२८.५ टक्के), उपयोजकांना **द्रुत आद्यतने** प्रदान करणे २८(८०टक्के), ग्रंथालयासंबंधित माहिती प्रसारित करणे २५ (७१.४टक्के), ग्रंथालय सेवाबाबत माहिती प्रसारीत करणे ३०(८५.७टक्के), ग्रंथपरिक्षण स्पर्धा १५(४२.८ टक्के), संशोधन सहाय्य ३२ (९१.४ टक्के), शैक्षणिक उद्देशासाठी २९(८२.८टक्के), विद्वानाशी संवाद घडविणे २६(७४.२८टक्के), वर्कशॉप / सेमिनार १०(२८.५टक्के), नवनविन कल्पना इत्यादी १२ (३४.२टक्के) असा प्रतिसाद मिळाला. म्हणजेच

ग्रंथालय नियमावली प्रसारित करणे, संदर्भ सेवा आणि संशोधन सहाय्यासठी जास्तित जास्त म्हणजेच ३० टक्केच्या आसपास आहेत. तर फोटो शेअर करणे, वर्कशॉप/सेमिनार व नवनविन कल्पना यासाठी १० टक्केच्या आसपास ग्रंथपाल सामाजिक माध्यमाचा वापर करताना दिसुन येतात.

12. सामाजिक माध्यमांचा वापर करताना कोणत्या खालिल कोणत्या अडचणीना सामोरे जावे लागते?



असा प्रश्न ग्रंथपालांना विचारण्यात आला होता, यामध्ये पुढील प्रमाणे प्रतिसाद मिळाला.

महिती सुरक्षा आणि गोपनियतेचा अभाव २२ (६१.१टक्के), सायबर काईम १९(५२.८ टक्के), माहितीच्या सत्तेचा अभाव २३ (६३.९ टक्के), शोध कौशल्य आणि ICT तंत्रज्ञानाचा अभाव १२(३३.३ टक्के), सामाजिक माध्यमांची नोंदणी आवश्यक असणे १४(३८ ९टक्के), सवय आणि वेळेचे वावस्थापन १८(५०टक्के), सामाजिक माध्यमाच्या उद्देशापासुन विचलित होणे १३(३६.१ टक्के), आत्मविश्वासाचा अभाव ६(१६.७टक्के) आणि इतर काही यासाठी ६(१६.७ टक्के) असा प्रतिसाद मिळाला म्हणजेच महिती सुरक्षा आणि गोपनियतेचा अभाव २२ (६१.१ टक्के) यावर सर्वात जास्त अडथळे आहेत असे वाटते.

निष्कर्ष :-

वरील विश्लेषणावरुन असे दिसुन येत कि पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ, सोलापूर संलग्नित महाविद्यालयीन ग्रंथालयामधील ग्रंथपाल, ग्रंथालयीन सेवा देताना मोठ्या प्रमाणात सामाजिक माध्यमांचा उपयोग करताना आढळून आले. यामध्ये मायस्पेस, पिंटरेस्ट, स्लाईड शेअर आणि लायब्ररी थिंग जास्त प्रमणात दिसुन आले तर ब्लॉगस्पॉट, इन्स्टंट मॅसेजिंग आणि टिचरट्युब थोड्याफार प्रमाणात वापरताना दिसून येतात. सर्वच ग्रंथपालांना सामाजिक माध्यमाविषयी माहिती आहे आणि उपभोक्ता त्यांना हवी असणारी माहिती देण्यासाठी सामाजिक माध्यमे प्रभावीपणे वापरण्यास सक्षम आहेत.

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'बुद्धधम्म का दक्षिण पूर्व एशियापर भौगोलिक प्रभाव'

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भूमिका –

दक्षिण पूर्व एशिया बुद्ध धम्म के भौगोलिक और सांस्कृतिक इतिहास का प्रारंभ अशोक के समय से ही होता है | मौर्य सम्राट के संरक्षण मे मोग्गलिपुत्त तिस्स की अध्यक्षता मे पाटलीपुत्र के अशोकाराम में तृतीय बौद्ध संगीति के निर्णयनुसार बौद्ध धम्म के प्रचार के लिए विभिन्न देशो और प्रदेशो मे बौद्ध भिक्षू मंडल भेजे गये थे| उसी समय दक्षिणी - पूर्वी एशिया (सुवर्ण भूमी) को भी एक दल भेजा गया था| जिसमे 'सोण' और 'उत्तर' दो भिक्खू सम्मिलित थे[1]|

भौगोलिक दृष्टी से महोदय एच.पी. क्यू. वेल्स ने दक्षिण पूर्व एशिया को दो भागो मे विभाजित किया है| प्रथम भाग पश्चिम विभाग है, जिसमे श्रीलंका, बर्मा, मध्य साम्य, मलय प्रायद्वीप और सुमात्रा सम्मिलित है[2] | दुसरा भाग पूर्वी भाग है, जिसमे जावा, चंम्पा और कंबोडिया सम्मिलित है| जातको से ईसा पूर्व तृतीय शताब्दी मे भारत और दक्षिण पूर्व एशिया के मध्य संबंध का पता चलता है[3]| जातक अटठकथा से यह ज्ञात होता है कि विदेह के एक राजकुमार[4] और बनारस के अग्र नामक व्यक्ती[5] तथा भ्रुगूकच्छ (भडोच) के एक अंधे कुशल नाविक[6] ने सुवर्णभूमी (दक्षिण पूर्व एशिया) की यात्रा की थी|

महत्वपूर्ण शब्द – बुद्धधम्म, दक्षिण पूर्व एशिया पर प्रभाव बर्मा, थायलंड, वियतनाम के संदर्भ मे|

चर्चा-

1. बर्मा मे बुद्ध धर्म का भौगोलिक प्रभाव -

बर्मा मे यह माना जाता है की, बुद्धधम्म के भौगोलिक प्रभाव का प्रारंभ एक शाक्य राजकुमार अभिराज ने बर्मा मे जाकर संकीस्सा नामक नगर बसाकर उसे अपनी राजधानी बनाया था| इस संकीस्सा नगर को तगौग कहा जाता है[7]| संकीस्सा भारत का प्रसिद्ध बौद्ध केंद्र रहा है| जो आठ बौद्ध तीर्थो मे से एक माना जाता है| इस समय संकीस्सा उत्तर प्रदेश के फारुखाबाद जिला में स्थित है| बर्मा मे ऐसी मान्यता है की 'तपस्सू' और 'भल्लिक' इस दो व्यापारीओ ने बुद्ध धम्म बर्मा मे लाया| उन्होने भगवान बुद्ध के सर के बाल प्राप्त कर के बर्मा मे लाकर सिंगुत्तर पर्वत के उपर स्तूप बनाकर उसमे रखे| उस जगह अभि श्वे डेगोन पॅगोडा है| 'तपस्सू' और 'भल्लिक' भगवान बुद्ध के पहले द्विवाचक उपासक भी माने जाते है[8]| बर्मा और भारत के निकटता को ध्यान मे रखते हुए और इसवी सन से पहले भी दो कठीण स्थल मार्ग भारत और बर्मा के बीच रहे| पाचवी शती से पहले बुद्धधम्म भारत से बर्मा मे गया| परंतु इस समय से आगे ऐसे निश्चित वृत्तांत मिलते है कि जिसमे न केवल थेरवाद बुद्धधम्म का अस्तित्व, परंतु उसकी विकसित अवस्था भी जानी जा सकती है| प्युस के पुराने राज्य को श्रीक्षेत्र कहा जाता है[9] और उसकी राजधानी कही प्रोम के निकट रही| जिसे इस समय नागार्जुनाकोंडा कहा जाता है जो बौद्ध धर्म का प्रसिद्ध केंद्र था| उसके अवशेष आधुनिक हयावजा मे मिलते है| हयावजा के स्थापत्य अवशेष आधुनिक प्रोम से आठ किलोमीटर दूर है और चिनी वर्णनो के अनुसार पाली धर्मसूत्र सहित थेरवाद बुद्धधम्म इस प्रोम के आसपास प्रदेश मे पाचवी शती के उत्तरकाल मे भारतीय धर्म प्रचारको द्वारा प्रसारित किया गया| वे भारत के दक्षिण और उत्तर समुद्र के किनारे से वहा आये| साथ ही साथ हमे मूलसर्वास्तिवाद के और महायानवाद के चिन्ह भी मिलते है, जो पूर्वी भारत से आए|[10]

इसके लिये विपुल प्रमाण है कि बौद्धधम्म का थेरवादी रूप हिंदू मोन तलैगो मे फैला| ये पेगु मे या हंसावती मेब से गये थे| थातोन (सुधम्मवती) और अन्य अडोस - पडोस के प्रदेशो को तब सामूहिक रूप से रामत्र देस कहा जाता था| इसकी ग्यारवी शती के कुछ पहले थातोन इस धर्म का बडा

महत्त्वपूर्ण केंद्र बन चुका था| 1044 इसवी में एक नए राजा अनवरथ (अनिरुद्ध) पगन की गद्दी पर बैठे और वे थातोन के थेरवादी तैलंग भिक्षु अर्हन द्वारा बौद्ध बनाये गये| उसे धर्मदर्शी भी कहा जाता है| अनिरुद्ध ने थातोन के राजा मनूह के पास दूत भेजे| उसने त्रिपीटक के पुरे पाठ मांगे थे| मनूह (मनह) ने मना किया तो अनिरुद्ध ने पुरी सेना के साथ थातोन पर चढाई कर उसे जीत लिया| विजयी होकर केवल राजा मनूह को ही नही अपितु अन्य बौद्ध भिक्षियों को भी बत्तीस हथियो उपर लादकर वह ग्रंथ और अवशेष भी लाये| पगन के बर्मी लोगो ने मोन लोगो का धर्म, भाषा, साहित्य और लिपी अपनाई| अनिरुद्ध और उसके वंशज थेरवादी बौद्ध धम्म के बडे मानने वाले थे और उसकी राजनैतिक सत्ता के साथ - साथ वह समूचे बर्मा पर फैल गया| अनिरुद्ध ने कई पगोडा या मंदिर और विहार बनवाये| उसने श्रीलंका से त्रिपिटक के पुरे पाठ लाये| अनिरुद्ध के पुत्र क्ययनजित्थ ने अपने पिता का अनुकरण किया और कान मे प्रसिद्ध आनंद विहार बनाया| 1981–82 इसवी मे श्रीलंका मे दीक्षित कपट नामक भिक्षु द्वारा एक सिंहली भिक्षु संघ की स्थापना बर्मा मे बौद्ध धर्म के इतिहास मे एक महत्त्वपूर्ण घटना है|[11]

2. थायलंड में बुद्धधम्म का भौगोलिक प्रभाव -

दक्षिण पूर्व एशिया के जिस देश को इस समय थायलंड कहते है, उसे पहले सियाम (श्याम) कहते थे| थाई लोगो के नाम पर इसे थायलंड की संज्ञा दी गयी है| बुद्धधम्म के भौगोलिक इतिहास का प्रारंभ थायलंड मे सबसे शक्तिशाली राज्य युन्नान मे स्थापित हुआ| इस देश पर बौद्ध धम्म का स्पष्ट प्रभाव देखने को मिलता है| इसी भूभाग में प्रसिद्ध पिप्पली गुहा बोधीदृम तथा गृधकुट पर्वत आदी नामो से बौद्ध केंद्र स्थापित हुए थे|[12] बौद्ध धम्म स्याम मे, जिसे थाई देश कहते है, बहुत प्राचीन काल में इसा की पहली दुसरी शती मे प्रसार हुवा| पोंग तुक और पाथोम के प्राचीन पुरातत्व से यही सिद्ध होता है की पाथोम बँकॉक के करीब 50 किलोमीटर पश्चिमे है और पोंग तुक पश्चिम में 32 किलोमीटर दूर है| एक धार्मिक इमारत मे कुछ अवशेष, बुद्ध की प्रतिमाए, उत्कीर्ण मृण्मूर्तीया, बौद्ध धम्म के सुनिश्चित प्रतिक यथा धर्म चक्र जो प्रथम द्वितीय शती के है, यहा पाये गये है|

आठवी, नौवी शती मे स्याम और लाओस कंबोडिया के राजनैतिक अंग थे और वहा की धार्मिक स्थिती का प्रभाव इन पर भी पडा था| ब्राह्मण धर्म और बौद्ध धम्म दोनो इन देशों में साथ साथ प्रसार हुवा| तेरहवी शती के मध्य मे थाई लोग स्याम और लाओस के स्वामी बने| थाई राजाओ के प्रभाव मे थेरवाद शाखा का बौद्धधम्म और पाली भाषा सारे स्याम और लाओस मे फैली और फली फुली| थाई राजा श्री सूर्यवंश राम महाधार्मिक राजधिराज न केवल बौद्ध के बडे आश्रयदाता थे, परंतु उन्होने स्वयं भी प्रव्रज्या ग्रहण की थी और अपने राज्य मे सब जगा उन्होने बौद्ध विद्वान भिक्शुओं को एवं पंडितो को श्रीलंका भेजा और महासामी संघराज नामक महान भिक्षू को वे आग्रहपूर्वक स्याम मे लाये| उन्हीकी प्रेरणा और सक्रिय प्रयात्नोंसे बौद्ध धम्म और पाली साहित्य को न केवल दृढ आधार मिला परंतु वह कई छोटे छोटे राज्य मे फैला, जैसे आलवी राष्ट्र, ख्मेरराष्ट्र, सुवर्णग्राम, उन्मार्गसिल, योनक राष्ट्र और हरिपुंजय| अब इन्हे लाओस कहते है| इनमे से कई ऐसे है की, उनसे अपने स्थानिक वृत्तांत पाली मे मिलते है| इस समय के बाद स्याम और पडोसी देशों में बौद्धधम्म का खूप प्रसार हुवा|

3. वियतनाम (चम्पा) मे बुद्ध धर्म का भौगोलिक प्रभाव-

दक्षिण पूर्व एशिया मे चम्पा का अपना महत्व रहा है| ज्ञातव्य है की चम्पा नगर पूर्वी भारत का प्रसिद्ध व्यापारीक केंद्र तथा महाजनपद की राजधानी था| चम्पा से जो भारतीय दक्षिणपूर्व एशियाको गये उन्होने वहा चम्पा नाम से उपनिवेश की स्थापना की| कालांतर मे जब चम्पा का शक्तिशाली राज्य स्थापित हुआ तब इसे महा चम्पा कहा गया जिसका उल्लेख चिनी यात्री इत्सिंग ने अपने यात्रा विवरण ने किया है|[13] बुद्धधम्म के भौगोलिक इतिहास का प्रारंभ वियतनाम (चम्पा) मे तिसरी शताब्दी से पहले हो चुका था| हिंदू चीन प्रायद्वीप के पूर्वी समुद्रकिनारे के दक्षिण मे जो प्रदेश था, उसे अन्नाम केहते है| यह वर्तमान वियतनाम कहलाता है| यह बात इससे अनुमानित होती है की एक उत्तम अमरावती शैली की कासे की एक बुद्ध प्रतिमा इसी समय मे पायी गयी| चीनी इतिहास के अनुसार या माना जाता है की जब चिनीयों ने चम्पा की राजधानी को 605 इसवी मे जीता तब वे अपने माथे 1350 बौद्ध ग्रंथ ले गये| इस महत्वपूर्ण घटना से यह जाना जा सकता है कि इसा की सातवी सदी से पहले बुद्ध धम्म इस देश मे बहुत समय तक फलता

फुलता रहा| इत्सिंग के अनुसार चम्पा मे बौद्ध सामान्यतः आर्य सम्मिलित शाखा के होते थे| सर्वास्तीवादी शाखा के भी कुछ अनुगामी वहा थे| वहा श्रावक यान संप्रदाय का प्रचार था परंतु इसा की आठवी शती के उत्कीर्ण लेखोसे यह जाना जाता है की चम्पा मे बौद्ध का महायान संप्रदाय प्रबल था और तांत्रिक रूप भी, जो बाद में महायान शाखा से निकला| कभी कभी बौद्ध धम्म राजाश्रय और उचे अधिकारीयोंका आश्रय पाता रहा| एक स्थान पर बडी बौद्ध संस्था के भग्नावशेष भी मिलते है उसिका नाम दोंग दुआंग है| महायान शाख का बौद्ध धर्म चम्पा मे इसा की पंधरावी शती तक चलता रहा| चम्पा के प्राचीन धम्म का स्थान चिनी बौद्ध धम्म और इस्लामने ग्रहण किया|

निष्कर्ष-

इस अध्ययन के बाद हम इस नतीजे पर पोहचते है की निर्विवाद रूप से बर्मा, थायलंड, वियतनाम इन दक्षिण पूर्व देशो पर बौद्ध धम्म का भौगोलिक प्रभाव रहा है और आज भी दिखाई देता है|

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हिंदी में रोजगार के अवसर

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सारांश :-

रोजगार आज के युग की बड़ी ज्वलंत समस्या है। प्रत्येक विद्यार्थी अपने पढाई के दौरान,इस विषय पर मंथन जरूर करता है, कि वह जिस विषय में शिक्षा प्राप्त कर रहा है, उसमें उसके लिए रोजगार की कितनी संभावना है। आज हिंदी भाषा और साहित्य को वैश्विक रूप प्राप्त हुआ है। विज्ञान और तकनीकी के युग के साथ हिंदी कदम ताल करती दिखाई दे रही है। परंतु यहां तो शुरुआत है। यहां एक ऐसा माध्यम है जो 24 घंटे सक्रिय रहता है, इसका मतलब आपको भी लंबे समय तक काम करने वाला बना होगा इसके अलावा मीडिया कर्मियों को यह नहीं बोलना चाहिए कि उन्हें एक टीम में काम करना होता है।

प्रस्तावना :-

भारतीय संविधान द्वारा कड़ी बोली को राजभाषा स्वीकार किए जाने के साथ हिंदी का परंपरागत अर्थ स्वरूप तथा अध्ययन व्यावहारिक हो गया है। हार-जीत भाषा में वैज्ञानिक तकनीकी और उद्यमिता की संभावना होती है । वह उसके प्रयोजननियता की भी संभावनाएं और यहां हिंदी में भी है। जब से हिंदी राजभाषा की नवीन भूमिका में प्रस्तुत हुई है तब से उसकी एक नई सिरे से पहचान होनी आरंभ हुई। एक नये नाम प्रयोजनमूलक हिंदी के रूप में जिसमें प्रशासन संपर्क तथा संप्रेषण महत्वपूर्ण होता है । हिंदी विज्ञान और उत्पादक भाषा बढ़ाने की प्रक्रिया से गुजर रही है और हिंदी अभूतपूर्व क्रांतिकारी परिवर्तन के सन्निकट है। जब तक कोई भाषा स्वयं को संपन्न नहीं बनती अपने आप में एक उपकरण नहीं बनती तब तक वहां अपनी सक्षमता को साबित नहीं कर पाती। हिंदी जो कि प्रबंधन,विपणन,वाणिज्य, व्यापार एवं मीडिया की भाषा के रूप में स्थापित होते जा रहे हैं। सिरों ने कहा था कि," अगर हमारे पास देने को कुछ है तो भले ही हम जंगल में रहते थे दुनिया पगडंडी बना लेगी और उन तक पहुंच जाएगी"।

प्रयोजन मलिक हिंदी आधारित वाणिज्य प्रशासन एवं विदेश व्यापार के क्षेत्र में रोजगार की संभावनाओं के जिन द्वारों को खोल है उन्हें दो स्थारो पर समझा जा सकता है । जैसे, राष्ट्रीय और अंतरराष्ट्रीय तथा नौकरी एवं स्वयं व्यापार के रूप में संविधान के संशोधन के रूप मे। 1967 के अनुसार सभी सरकारी अधिकारियों को कार्यालय कार्य को संपादित करने के लिए अंग्रेजी के साथ-साथ हिंदी का उपयोग अनिवार्य होगा। आदेश, नियम, अधिसूचना, प्रतिवेदन, प्रेस, विज्ञप्ति, निविदा अनुबंध एवं विभिन्न प्रारूपों को हिंदी में बनाना तथा जारी करना अनिवार्य है । उसका सीधा सा अर्थ है कि, केंद्र सरकार व राज्य सरकारों के सभी विभागों अप विभागों में हिंदी अधिकारी, अनुवादक, प्रबंधक,अप प्रबंधकों के रूप में रोजगार की असीम संभावनाएं हैं। जीन युवाओं को सेवा में जाने का आकर्षण होता है, वह अपना कैरियर सेवा में हिंदी अधिकारी के रूप में भी बना सकते हैं।

न्यू मीडिया पेशेवर बनने के लिए प्राथमिक योग्यता है कि, आप में पत्रकारिता का कौशल्या हो। आपको प्रभावशाली तरीके से रिपोर्ट करना आना चाहिए और इसके लिए रिपोर्टर को समाचार रिपोर्टिंग के मूल सिद्धांत जैसे; उद्देश्य, प्राथमिकतथा, निकटता इत्यादि का अनुसरण करना होगा इन मूल सिद्धांतों को अपने प्रिंट मीडिया में पड़ा होगा। परंतु न्यू मीडिया रिपोर्टर को इनके अलावा तीर बात तथा कहानी में नएपन के लिए हमेशा प्रयत्नशील होना होता है। इसका अर्थ है कि यहां समाचार का फॉलोअप करने की योग्यता निर्णायक होती हैं। क्योंकि समाचार एक धरोहर होता है अतः न्यू मीडिया के रिपोर्टर का अपनी उन कहानियों पर अधिक मेहनत करने की जरूरत होती है,जो संग्रहण है। यहां तात्कालिक उतने मशहूर नहीं जितने अच्छे विश्लेषित समाचार। धराशाल, न्यू मीडिया अच्छे समाचार की तलाश में हमेशा प्रयत्नशील होता है और वैसे समाचार जिन्हें प्रिंट तत्व टेलीविजन में प्रसारित नहीं किया गया हो एवं मूल में शोध के तत्व भी हो उनको वरीयता देते हैं इसके पीछे उद्देश्य है कि भले ही न्यू मीडिया में कोई समाचार अधीर से आया हो परंतु उसमें पढ़ने लायक कुछ नया जरूर हो।

इलेक्ट्रॉनिक मैगजीन द्वारा लक्षत पाठक वर्ग समुह 18-25 साल का होता है। क्योंकि यही वर्ग इंटरनेट का प्राथमिक उपयोगकर्ता होता है। अतः यह समाचार पत्रिका के लिए बड़ा बाजार हो सकता है। इनकी विषय वस्तु भी युवाओं के लिए उपयोगी होती है। अतः जो समाचार राष्ट्रीय माध्यमों के लिए होते हैं उन्हें भी आकर्षक लहजे में मिलकर इंटरनेट पर डाला जा सकता है। उदाहरण के लिए चिकित्सा विज्ञान,यांत्रिकी, जैव, तकनीकी और प्रबंधन के क्षेत्र में विदेश में उपलब्ध सैनिक अवसरों को एकत्र करके सूची कर रुचिकर तरीके से प्रस्तुत किया जा सकता है। ऑनलाइन, शहरों में बाहर खाना एक काम बातें आता है। यह एसा उपक्रम जो न सिर्फ ग्राहको से ऑनलाइन भोजन के आपूर्ति का आर्डर लेता है बल्कि आपको बाहर खाने के विकल्प भी बताता हो, अत्यधिक सफल होगा। महसूर्य रेस्तरां एवं भोजनालय से संपर्क स्थापित कर ऐसा मॉडल विकसित किया जा सकता है। आपने सुना होगा कि छात्र खुद को परखने के लिए मुख्य परीक्षा से पूर्व अभ्यास परीक्षा देते हैं। प्रबंधन, यंत्र की चिकित्सा, विज्ञान, विधि, चार्टर्ड अकाउंटेंसी आदि प्रतियोगी परीक्षाओं के लिए छात्रों को तैयार करने के लिए ऐसे ऑनलाइन टेस्ट सेंटर उपयोग में ले जा सकते हैं।

राष्ट्रीय और अंतरराष्ट्रीय स्तर पर ऐसे कई प्रकाशन संस्थाएं हैं, जो पुस्तकों के अनुवाद के लिए अनुवादक के मांग करती है। यहां अनुवाद दो प्रकार का होता है, अकादमिक और व्यावसायिक। विभिन्न विषयों के पाठ्य का सामग्री को हिंदी माध्यम से विद्यार्थियों के लिए हिंदी अनुवाद की आवश्यकता होती है। एक व्यक्ति जिसे अपने विषय का ज्ञान है उसे जो विषयानुसार गंभीरता और संजीवदारी से सहज भाषा में लिखने में सक्षम है वहां का दैनिक अनुवादक के रूप में अपना कार्य बन सकता है। व्यावसायिक स्तर पर व्यवसाय के रूप में अनुवाद को अपनाया जा सकता है। इंटरनेट के माध्यम से कई विदेशी एजेंसिय से अनुवाद के कई प्रोजेक्ट्स लिए जा सकते हैं। जनसंख्या मध्य यानी आकाशवाणी दूरदर्शन व सिनेमा आदि के क्षेत्र में आज क्रांतिकारी परिवर्तन हो रहे हैं। विभिन्न एनर्जी कंपनियों ने अपने स्थानीय आकाशवाणी चैनल खोल दिए हैं। दूरदर्शन पर निजी चैनलों की संख्या आसीमित हो गई है जिनमें 24 घंटे कार्यक्रम प्रसारित करने की होड़ है। मनोरंजन उद्योग का सालाना टर्न ओवर करोड़ों में पहुंच चुके हैं। टी.आर .पी., बढ़ाने व प्रतियोगिता में बने रहने के लिए सभी निधि चैनल

नियत नये कार्यक्रमों के बनाने में लगे हैं। विभिन्न कार्यक्रमों में निर्माण प्रसारण, संचालन व अन्य अभीनय के क्षेत्र में आज पहले से ही अधिक अवसर उपलब्ध है। र.ज., वी.ज., डी.ज.,के रूप में कार्यक्रम संचालक के तौर पर एक सुनहरे भविष्य के द्वारा हिंदी के माध्यम से खुले हैं। कुछ प्रमुख कार्य इस प्रकार है फटकता लेखन, संवाद लेखन, स्क्रिप्ट लेखन, हार्डिंग, आर्टिस्ट से गीत लेखन, समाचार लेखन, वाचन, संपादन, आदि । इनके लिए विधि व्रत प्रशिक्षण लेकर एक उत्तम जीविका के रूप में इसे अपनाया जा सकता है। इस प्रकार के केवल लेखन के लिए एक विशेष पाठ्यक्रम को पूरा करना होता है। जिसे रचना तक लेखन कहते हैं।

राजभाषा अधिकारी, केंद्रीय संस्थानों और कार्यालय में राजभाषा अधिकारी की नियुक्ति की जाती है। जो अपने यहां हर प्रकार से हिंदी के प्रयोग को बढ़ावा देते हैं और हिंदी में कामकाज को सम बनाते हैं यदि आप हिंदी विषय में परास्नातक है और स्नातक स्तर पर एक विषय के रूप में अंग्रेजी का भी अध्ययन किया है तो राजभाषा अधिकारी के रूप में आप अपने करियर को पंख लगा सकते हैं। यहां आपके उच्च वेतनमान के स्था साथ हिंदी भाषा के क्षेत्र में कार्य करने का अवसर मिलता है।

निष्कर्ष :

भारत में अधिकांश समाचार पत्र और पत्रिकाएं हिंदी में भाषा में छपते हैं और विषय क्षेत्र के कारण संपादक आलेख सभी कार्य नहीं कर सकता अतः हिंदी में विशेष पकड़ रखने वाले प्रशिक्षण लेकर प्रधान संपादक, संयुक्त संपादक, सहायक संपादक, वरिष्ठ सहायक संपादक, उप संपादक, मुख्य संपादक, समाचार संपादक के रूप में रोजगार प्राप्त कर सकते हैं। इसके द्वारा व्यक्ति लेखन कार्य में सिद्धहस्त हो जाते हैं। इसके अंतर्गत रेलवे विभाग न्यायालय विभाग के लेखाअधिकारी,सरकारी बैंक तथा अन्य सरकारी व निजी संस्थानों में हिंदी भाषा व्यक्ति रोजगार प्राप्त कर सकते हैं। विद्यार्थी कक्षा 12 के पश्चात स्नातक,स्नातक करने के पश्चात विभिन्न प्रतियोगिता परीक्षाओं को उत्तीर्ण कर रोजगार प्राप्त कर सकते हैं। निजी संस्थाओं व सरकारी संस्थाओं द्वारा विभिन्न क्षेत्रों में रोज जगह संबंधित कोर्स करवाए जाते हैं। आवश्यक है कि विद्यार्थी स्वयं को इस विषय में जागरूक रखें और अपने मातृभाषा के प्रति समर्पित रहे।

सन्दर्भ ग्रंथ सूची :

1. सम्पादक डॉ मनोहर लाल,गुलेरी साहित्यलोक।
2. राजभाषा भारती, भारत सरकार गृह मंत्रालय राजभाषा विभाग।
3. दैनिक भास्कर लक्ष पत्रिका।

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गोषवारा:

भारताची उद्योजकता नवीन कल्पना आणि विविध विषयांवरील कल्पनात्मक व्यावसायिक उपायांनी नटलेली आहे. भारताच्या 'स्टार्टअप इकोसिस्टम' मध्ये महिला उद्योजक आता सर्वत्र आढळतात. व्यवसाय सुरू करण्यासाठी भांडवल हा एक महत्त्वाचा घटक आहे आणि अनेक बँका महिला उद्योजकांसाठी तारण सुरक्षा, व्याज दर इत्यादी बाबतीत थोड्या वेगळ्या आणि अधिक लवचीक अटी आणि शर्तीसह विशेष कर्ज देतात. उद्योजक होण्याच्या बाबतीत महिलांना घरात आणि समाजात अडथळ्यांना तोंड द्यावे लागत असले तरी, भारतात सध्या यासाठी सर्वोत्तम काळ सुरु आहे. महिलांना स्वतःचा व्यवसाय सुरू करणे सोपे व्हावे या उद्देशाने सरकारने प्रयत्नांची घोषणा केली आहे. प्रस्तुत शोधनिबंधात सर्वोत्तम १० स्टार्टअप योजनांची माहिती आहे ज्यांचा वापर महिला उद्योजक म्हणून व्यवसाय सुरू करण्यासाठी आणि विस्तार करण्यासाठी करू शकतात.

अभ्यासपद्धती:

शोधनिबंधाची मांडणी ही वर्णनात्मक, ऐतिहासिक आणि व्यावहारिक संशोधन पद्धतीने केली आहे. शोधनिबंधाची मांडणी ही संदर्भ ग्रंथ, शोधप्रबंध, शोधनिबंध, वृत्तपत्रे आणि इंटरनेट इत्यादी प्रकाशित व अप्रकाशित दुय्यम साधनांचा उपयोग करून मांडणी केली आहे.

महिला उद्योजक व्यवसायासाठी शासकीय योजना:

शोधनिबंधाची उद्दिष्ट्ये: महिला उद्योजक व्यवसायासाठी असणाऱ्या शासकीय योजनांचा अभ्यास करणे.

१. महिला उद्योजकता मंच (WEP):

भारत सरकारने, नीती आयोगाच्या माध्यमातून, महिला उद्योजकता मंच सुरू केला आहे, जो महिला उद्योजकांना आणि त्यांना मदत करण्यास उत्सुक असलेल्या प्रायोजकांना एकाच ठिकाणी एकत्र आणतो. WEP मध्ये, व्यवसायांसाठी त्यांच्या सुरुवातीच्या टप्प्यात एक ओळख करून देणे आणि मग गतिमानता आणणे अशा स्वरूपाचा कार्यक्रम उपलब्ध आहे. कौशल्य विकास आणि मार्गदर्शन कार्यक्रमांद्वारे उद्योजकता आणि नेतृत्व क्षमता शिकवली जाते तसेच विपणन (मार्केटिंग) सहाय्यही उपलब्ध आहे. कायदे आणि नियमांचे पालन केले जाते आहे ना याची खात्री करावी असे प्रोत्साहन केले जाते तसेच आर्थिक सहाय्य आणि निधी प्रदान केला जातो.

२. भारतीय महिला बँक व्यवसाय कर्ज:

भारतीय महिला बँकेची स्थापना अशा महिलांसाठी करण्यात आली, ज्यांच्याकडे संसाधनांचा अभाव असूनही मोठी स्वप्ने आहेत अशा महिला उद्योजकांना उत्पादन उद्योग सुरू करण्यासाठी २० कोटी रुपये पर्यंतचा वित्तपुरवठा देते. हे कमी व्याजदरावर विशेष व्यावसायिक कर्ज देखील प्रदान करते आणि CGTMSE (सूक्ष्म आणि लघु उद्योगांसाठी क्रेडिट गॅरंटी फंड ट्रस्ट) कव्हर अंतर्गत १ कोटीपर्यंतचे तारण-मुक्त कर्ज देते. महिला उद्योजक देखील ०.२५ टक्के व्याजदर कपातीसाठी पात्र आहेत. हे खेळते भांडवल आणि मुदत कर्ज एकत्र करते. परतफेड कालावधी लवचीक आहे आणि सात वर्षांच्या आत पूर्ण करणे आवश्यक आहे. भारतीय महिला बँक (BMB) ने ही योजना लागू केली, जी नंतर २०१७ मध्ये स्टेट बँक ऑफ इंडियामध्ये विलीन झाली. या योजनेद्वारे उपलब्ध असलेल्या विविध प्लॅन्स पैकी काही प्लॅन्स खालीलप्रमाणे आहेत.

श्रृंगार: बीएमबी श्रृंगार कर्ज स्वयंरोजगार महिला किंवा गृहिणींसाठी आहे. ज्यांना ब्युटी पार्लर उघडायचे आहे, उपकरणे खरेदी करायची आहेत किंवा दैनंदिन व्यवसायाचा खर्च भागवायचा आहे.

अशा कर्जासाठी कोणतीही तारण-सुरक्षा प्रदान करण्याची आवश्यकता नाही.

परवरिशः बीएमबी परवरिश कर्ज हे स्वयंरोजगार महिला किंवा गृहिणींसाठी आहे. ज्यांना डे-केअर सेंटर्स उघडायचे आहेत. क्रेडिट गॅरंटी फंड ट्रस्ट फॉर मायक्रो अँड स्मॉल एंटरप्रायझेस (CGSTSM) योजनेंतर्गत, कोणत्याही तारण-सुरक्षेशिवाय कर्जाची कमाल रक्कम १ कोटी आहे.

अन्नपूर्णाः १८ ते ६० वयोगटातील अन्न उद्योजक ज्यांना छोटा व्यवसाय सुरू करायचा किंवा वाढवायचा आहे अशा महिला या कर्जासाठी अर्ज करू शकतात. त्याची वैशिष्ट्ये स्टेट बँक ऑफ म्हैसूरच्या अन्नपूर्णा योजनेसारखीच आहेत, फक्त अपवाद हा आहे की इथे कोणत्याही तारण-सुरक्षिततेची आवश्यकता नाही.

३. TREAD (व्यापार-संबंधित उद्योजकता सहाय्य आणि विकास) योजना:

TREAD हा महिलांसाठी कर्ज कार्यक्रम आहे. ज्यांना बँक क्रेडिट सहजासहजी मिळत नाही. या कर्ज कार्यक्रमात व्यावसायिक कार्य तसेच प्रशिक्षण आणि समुपदेशन सत्रे समाविष्ट आहेत. वित्तपुरवठा करणाऱ्या संस्थांद्वारे निर्धारित केल्यानुसार, संपूर्ण प्रकल्प खर्चाच्या ३०% पर्यंतच्या सरकारी अनुदानातही ही योजना योगदान देते. उर्वरित ७०% या संस्थांद्वारे वित्तपुरवठा केला जाईल. प्रति प्रकल्प कमाल ५ लाख रुपयांपर्यंत मर्यादित आहे. कर्ज आणि अनुदान निधी अशासकीय संस्थांमार्फत (एनजीओ) प्रवाहित केला जातो, जे प्रशिक्षण प्रदान करण्याची जबाबदारी घेतात अशा स्वयंसेवी संस्थांनी त्यांच्या निधीपैकी किमान २५% सरकारला योगदान दिल्यास सरकार प्रशिक्षणाचा खर्च (रु. १ लाखांपर्यंत) भरते.

४. प्रधानमंत्री रोजगार योजना:

महिला उद्योजकांसाठी हा एक सर्वोच्च सामाजिक आणि आर्थिक कार्यक्रम आहे. या कार्यक्रमाचे उद्दिष्ट महिला उद्योजकांसाठी कौशल्यावर आधारित, स्वयंरोजगाराच्या संधी निर्माण करणे आणि आर्थिकदृष्ट्या स्वतंत्र होऊ इच्छिणाऱ्या बुद्धिमान महिलांना मदत करणे हे आहे. ही प्रणाली, जी शहरी आणि ग्रामीण भागात लागू होते ती खर्च, पात्रता आणि अनुदानावरील निर्बंधांमध्ये विविध बदलांनंतर तयार करण्यात आली. कर्ज सबसिडीची रक्कम प्रकल्प खर्चाच्या १५% पर्यंत आहे आणि प्रति कर्जदार मर्यादा रु. १२.५०० आहे. हा कार्यक्रम उद्योग, व्यापार आणि सेवा क्षेत्रातील सर्व प्रकारच्या व्यवसायांना लागू आहे. पात्रतेचे कमाल वय ३५ आहे आणि व्यवसायासाठी कर्जाची कमाल रक्कम रु. २ लाख, तर सेवा आणि औद्योगिक क्षेत्रांसाठी कर्जाची कमाल रक्कम रु. ५ लाख आहे.

५. स्त्री शक्ती पॅकेज:

लहान फर्ममध्ये (कंपनीमध्ये) बहुसंख्य भागभांडवल (५०% पेक्षा जास्त) असलेल्या महिलांसाठी हि योजना उपलब्ध आहे. यासाठी महिलांनी त्यांच्या राज्यातील संबंधित संस्थेच्या उद्योजकता विकास कार्यक्रम (EDP) मध्ये देखील नोंदणी केलेली असली पाहिजे. या योजनेअंतर्गत कर्जासाठी कोणत्याही सुरक्षिततेची आवश्यकता नाही आणि व्याज दर ११.२ टक्के पासून सुरू होतो. त्याचा कमाल परतावा कालावधी ३६ महिने आहे ज्यामध्ये एक महिन्याच्या अधिस्थगन (moratorium) कालावधीचा समावेश आहे. या योजनेअंतर्गत २ लाख रुपयांपेक्षा जास्त कर्जावर ०.०५ टक्के व्याज कपात उपलब्ध आहे.

६. देना शक्ती योजना:

हा कार्यक्रम महिला उद्योजकांसाठी देखील आहे, परंतु केवळ कृषी, किरकोळ उत्पादन, छोटे व्यवसाय आणि सूक्ष्म-कर्ज संस्था हे उद्योगच याला पात्र आहेत. महिला लाभार्थीसाठी कमाल मर्यादा मर्यादा RBI ने निश्चित केल्या आहेत. महिला ज्या क्षेत्रामध्ये व्यवसायाचा विस्तार करत आहेत किंवा व्यवसाय सुरू करण्याचा प्रस्ताव देत आहेत त्यावर या मर्यादा आधारित आहेत. कर्जाची कमाल रक्कम रु. २० लाख आहे. अशा कर्जाची रक्कम महिला ज्या क्षेत्रामध्ये अर्ज करता त्या क्षेत्राद्वारे निर्धारित केली जाते. व्याजदर मूळ दरापेक्षा ०.२५ टक्के कमी आहे. या कर्जासाठी जवळच्या देना बँकेच्या शाखेत अर्ज करणे आवश्यक आहे.

७. उद्योगिनी योजना:

उद्योगिनी योजना रु. १.५ लाख पेक्षा कमी वार्षिक उत्पन्न असलेल्या कुटुंबातील महिलांसाठी तयार करण्यात आली आहे. हा कार्यक्रम ग्रामीण आणि अविकसित भागातील महत्वाकांक्षी महिला

उद्योजकांना कमी व्याजावर कर्ज देतो. ही योजना महिला उद्योजकांना ३ लाख रुपयांपर्यंतचे व्याजमुक्त कर्ज प्रदान करते जेणेकरून त्यांना त्यांचे छोटे व्यवसाय सुरू करण्यास किंवा त्यांचा विस्तार करण्यास मदत होईल. या कार्यक्रमांतर्गत घेतलेल्या कर्जावर सरकार ३०% पर्यंत सबसिडी देते. अपंग, विधवा आणि गरीब यासारख्या विशिष्ट श्रेणीतील महिलांना उत्पन्नाच्या कमाल मर्यादेतून सूट देण्यात आली आहे. आर्थिकदृष्ट्या वंचित कुटुंबातील महिलांना स्वावलंबी होण्यासाठी मदत करणे हे या कार्यक्रमाचे उद्दिष्ट आहे. कर्ज सबसिडीमुळे महिलांना त्यांच्या उद्योजकीय प्रयत्नांमध्ये प्रगती करणे सोपे होते. कर्नाटक राज्य महिला विकास महामंडळाने उद्योगिनी योजना सुरू केली, तेव्हापासून ती अनेक बँकांनी विविध स्वरूपात स्वीकारली आहे. या योजनेसाठी अर्ज करण्यासाठी, ही योजना देऊ करणाऱ्या बँकेच्या वेबसाइटवर किंवा बँकेच्या जवळच्या शाखेत जाणे आवश्यक आहे.

८. अन्नपूर्णा योजना:

अन्नपूर्णा योजना ही महिला उद्योजकांसाठी आहे ज्यांनी खाद्यपदार्थ / अन्न सेवा व्यवसाय सुरू केला आहे किंवा सुरू करण्याची योजना आखली आहे. या योजनेंतर्गत स्वयंपाकघरातील मूलभूत गोष्टी, भांडी, गॅस कनेक्शन, कच्चा माल, वॉटर फिल्टर आणि इतर गोष्टी खरेदी करण्यासाठी त्यांना ५०,००० रुपयांपर्यंतचे कर्ज मिळू शकते. कर्ज मिळवण्यासाठी हमीदार आवश्यक आहे. कर्ज मिळाल्यानंतर ३६ हप्त्यांमध्ये परतफेड केली जाऊ शकते (परतफेडीचा कालावधी तीन वर्षांचा आहे). शिवाय, या योजनेत बाजार दरांनुसार व्याजदर निर्धारित केले जातात.

९. सेंट कल्याणी योजना:

ही योजना नवीन कंपन्या आणि विस्तार करू इच्छिणाऱ्या दोघांसाठी आहे; मुख्य फरक म्हणजे ही योजना महिला उद्योजकांसाठी तयार करण्यात आली आहे. किरकोळ व्यापार, शिक्षण आणि प्रशिक्षण आणि स्वयं-मदत गटांना ही योजना वगळते. या योजनेच्या वेबसाइटवर, पात्र असलेल्या वर्गवाऱ्या नियमांसह तपशीलवार सूचीबद्ध केल्या आहेत. या कर्जाला कोणतीही तारण आवश्यकता नाही आणि प्रक्रिया खर्च नाही कोणत्याही तारणाची किंवा प्रक्रिया शुल्काची आवश्यकता नसताना योजनेअंतर्गत १०० लाख रुपये पर्यंत कर्ज उपलब्ध आहे. स्वयं-मदत गट, किरकोळ व्यापार आणि शैक्षणिक आणि प्रशिक्षण संस्था वगळता, हा कार्यक्रम इतर सर्व प्रकारच्या व्यवसायांसाठी खुला आहे. महिला उद्योजकांसाठीचे हे उपक्रम व्यावसायिक महिलांच्या विशिष्ट गटांना कर्ज काढून त्यांचा व्यवसाय वाढवण्यात मदत करतात.

१०. महिला उद्योग निधी योजना:

पंजाब नॅशनल बँकेने महिला उद्योग निधी योजना सुरू केली आहे, जिचा उद्देश लहान व्यवसायांना (SSI) मदत करणे आहे. हा कार्यक्रम 'इक्विटी गॅप' बंद करण्याचा प्रयत्न करतो. ही योजना विविध उद्योगांमध्ये 'एम.एस.एम.ई.' आणि लघु-व्यवसाय उपक्रमांना विस्तारीत आणि यशस्वी होण्यासाठी प्रोत्साहित करते. ही योजना एस.एस.आय. युनिट्सच्या पुनर्बांधणीला देखील उत्तेजित करते ज्यांना अकार्यक्षम ठरवण्यात आले आहे परंतु तरीही ते वाचवण्यायोग्य आहेत. कर्जदाराला कर्जाची परतफेड करण्यासाठी दहा वर्षांची मुदत आहे. या योजनेत कमाल कर्जाची रक्कम रु. १० लाख आहे. यामध्ये पाच वर्षांच्या स्थगिती कालावधीचा समावेश आहे. त्रास-मुक्त कर्ज ऑफर करून, या लघुउद्योगांमध्ये आधुनिकीकरण आणि तांत्रिक वाढीस प्रोत्साहन देणे हा उद्देश आहे. या योजनेचा अर्ज पंजाब नॅशनल बँकेच्या स्थानिक शाखेत भरू शकता. SBI सारख्या इतर अनेक बँका अशाच प्रकारचे कार्यक्रम देऊ करतात.

निष्कर्ष:

संभाव्य महिला उद्योजकांना आर्थिक स्वातंत्र्याच्या दिशेने पहिले पाऊल टाकण्यास मदत करण्यासाठी या योजना उपलब्ध आहेत. हे कार्यक्रम केवळ महिलांसाठी समान संधी व्यावसायिक क्षेत्रात उपलब्ध करून देण्यासाठीच अस्तित्वात आहेत. पुरुषांप्रमाणेच व्यावसायिक यश मिळविण्यासाठी स्त्रियादेखील सक्षम आहेत, परंतु सामाजिक अडथळे नेहमीच अस्तित्त्वात होते आणि या योजना त्या अडथळयांवर मात करण्यासाठी आणि खुल्या अर्थव्यवस्थेसह एक मजबूत समाज निर्माण करण्यात मदत करतात.

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'तृतीय रत्न' : एक सामाजिक नाटक

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सारांश:

तृतीय रत्न या नाटकाच्या माध्यमातून महात्मा ज्योतिबा फुले यांनी तत्कालीन सामाजिक परिस्थिती कशी होती, हे अधोरेखित करण्याचा प्रयत्न केले आहेत. तसेच धर्माच्या व रुढी, प्रथा, परंपरेच्या नावाखाली अज्ञान, अशिक्षित, शूद्र अतिशुद्रांचे शोषण उच्चवर्णीय समाजाकडून कशा पद्धतीने केला जातो, याचे मार्मिक चित्र या नाटकातून चित्रित झाले आहे. अशा या व्यवस्थेविरुद्ध लढा उभाराव्याचा असेल तर 'शिक्षण' हे किती महत्त्वाचे आहे, हे ते निर्देशित करतात. इतक्या वर्षा नंतर ही या नाटकाचे मौलिकता व दैनंदिन जीवनातील महत्त्व वाचकांना पदोपदी येत राहते.

मुख्य शब्द: शिक्षण, समाजव्यवस्था, शोषण, गुलामगिरी, अज्ञान, बंड, पाखंड, बहिष्कृत, कर्मकांड.

प्रस्तावना:

तृतीय रत्न " हे महात्मा फुले लिखित नाटक आहे. विद्येविना मती गेली। मतीविना नीती गेली। नीतीविना गती गेली। गतीविना वित्त गेले। वित्ताविना शूद्र खचले। हे सारे अनर्थ एका अविद्येने केले।। हे अनर्थ दूर करण्यासाठी जोतिराव फुल्यांनी व्रत घेतले. शूद्रातिशूद्रांना शिक्षण देणे हा त्यांचा निर्धार होता. 'शिक्षण हा माणसाचा तिसरा डोळा आहे', या सिद्धांतावर जोतीरावांचा पूर्ण विश्वास होता. त्याचबरोबर दलाली, फसवेगिरी, शोषण, जातीभेद आणि मक्तेदारीविरुद्ध बंड करून उठले, इतकेच नव्हे, तर ती त्यांची निष्ठा होती. या कार्याच्या पूर्ततेसाठी त्यांनी आपली वाणी, लेखणी वापरली. प्रत्यक्ष कृतीमधून समाजाला प्रेरणा दिली. मानव्याची आच निर्माण करण्यासाठी माणूस प्रथम जागा केला पाहिजे, या जाणिवेने फुल्यांनी साहित्य निर्मिती केले आहे. त्या साहित्य प्रकारात त्यांनी नाटक हा प्रकारसुद्धा वापरला. त्यांनी लिहिलेल्या नाटकाचे नाव 'तृतीय रत्न'!

महात्मा जोतिबा फुले हे १९ व्या शतकातील एक कृतिशील विचारवंत व थोर समाजसुधारक होते. त्यांनी शोषणमूक्त व समताधिष्ठित विज्ञानवादी समाज निर्माण करण्यासाठी आयुष्यभर अनेक वैचारिक ग्रंथातून बहुजन समाजाचे प्रबोधन केले. नाटकासारखा प्रभावी वाङ्मयप्रकारही त्यांनी यासाठी निवडला होता. महात्मा फुलेंच्या बाबतीत 'नाटककार' म्हणून पुरेसे दुर्लक्ष आजपर्यंत तरी झाले आहे असे नक्कीच वाटते. या अनुषंगानेच महात्मा ज्योतीबा फुले लिखित 'तृतीय रत्न' हे नाटक इतर सामाजिक नाटकांपेक्षा कसे वेगळे आहे , ते प्रस्तूत लेखनातून मांडण्याचा प्रयत्न केला आहे.

नाटक म्हणजे काय ?

नाटक हा एक वाङ्मय प्रकार आहे, जो दृश्य स्वरूपात अनुभव देत असतो. नाटकात निवेदन वगळता संवाद, अभिनय आणि अभिनयाद्वारे साकर होणाऱ्या घटना असतात. नाटक मुळात एक साक्षात गोचर अनुभव देणारा असतो. जी व्यक्ती नाटकाचे सादरीकरण करते, तिला नट असे म्हटले जाते. नट हा शब्द प्राकृत भाषेतील आहे. नर्त हा या शब्दाचा तो अपभ्रंश आहे. नर्तक महणजे नाचणारा व्यक्ति.

नाटकाला इंग्रजीत 'Drama' असे म्हटले जाते. 'Dran' या ग्रीक शब्दावरून 'Drama' हा शब्द बनला आहे.नाचणे, दुसऱ्यांची नक्कल करणे, वेडे वाकडे हावभाव करणे, यालाच आपण नाटक असे म्हणतो. साहित्य आणि समाज यांचे नाते दीर्घ काळापासून अतूट असे आहे. याबद्दल दुमत नाही. मराठी वाङ्मयाचे कथा, कविता, कादंबरी, चरित्र,

आत्मचरित्र, प्रवासवर्णन असे अनेक प्रकार आहेत. त्याचप्रमाणे 'नाटक' हा एक विशिष्ट असा कलाप्रकार आहे. साहित्याचे प्रकार जरी अनेक असले तरी या सर्व साहित्य प्रकारांतून समाजाचेच हुबेहूब दर्शन घडून येते. इतर साहित्य प्रकारांपेक्षा 'नाटक' हा भिन्न असा एक दृक आणि श्राव्य कलाप्रकार आहे. शिल्पकला, चित्रकला, संगीत इ.कलेसारखेच प्रेक्षकांच्या हृदयाशी भिडणारी आगळीवेगळी कला म्हणून नाटकाला दीर्घ अशी परंपरा लाभलेली आहे. अनादी काळापासूनच मानवाला नाटकाचे विलक्षण वेड दिसून येते. त्यासाठीच मानवी जीवनच एक नाटक आहे असे म्हटले जाते. भारतीय रंगभूमीवरील अनेक नाटकांमधून त्या- त्या काळात मानवाचे मनोरंजन करण्याच्या हेतूनेच अनेक नाटके निर्माण झाली. नाटक ही अभिनयाद्वारे रंगमंचावर सादर केली जाणारी प्रभावी अशी कला आहे.नाटकात निवेदन नसते तर संवाद महत्वाचा असतो.प्रेक्षकांनाही इतर वाङ्मयप्रकारापेक्षा नाटक फार आवडते कारण की त्यांना नाटक साक्षातपणे पाहून त्याचा मनसोक्त आस्वाद व आनंद घेता येतो. दुसरे एक महत्त्वाचे म्हणजे नाटकाचा प्रेक्षकवर्ग हा चालू काळातील असून त्याप्रमाणे नाटकाचे प्रयोग नाटककाराला करणे गरजेचे असते.रंगभूषा, प्रकाशयोजना,नाट्यकलावंत, सोंगाड्या, नेपथ्यकार, मुख्य सूत्रधार हे नाटकाचे सर्वच जबाबदार घटक असतात.यासर्वांचे प्रेक्षकांशी घट्ट नाते असावे लागते यावरच नाटकाचे यश अवलंबून असते असे म्हणतात.

मनोरंजन करणे हे नाटकाचे फार महत्त्वाचे प्रयोजन असते. तर अभिनय हा कोणत्याही नाटकांचा प्राण असतो.वेशभूषेलासुध्दा नाटकांत तितकेच महत्त्व असते.वासुदेव, पोतराज, मसणजोगी वाघ्या- मुरळी इ. भटकंती करून आपल्या कलेच्या माध्यमातून ग्रामीण भागातील लोकांचे मनोरंजन करणारे लोककलावंत आजही ही परंपरा कायम ठेवली आहे.संत एकनाथांची भारुडेही महाराष्ट्रातील घराघरात पोहोचली आहेत.'तमाशा'हा लोककलाप्रकार नाटकाशी मिळताजुळताच आहे. तमाशात एक वग आणि त्या वगात एक कथानक असते व ते पात्रांच्या माध्यमातून अभिव्यक्त केले जाते. आधुनिक मराठी रंगभूमीचा उदय इंग्रजकाळात झाला.१८१८ पासून इंग्रजांचे राज्य प्रस्थापित झाले होते.त्यांनीच आपल्या मनोरंजनासाठी युरोपियन नाटक भारतात आणले. शेक्सपियरची अनेक नाटके तेंव्हा लोकप्रिय झाली होती. इब्सेनच्या नाटकांचा प्रभावही मराठी रंगभूमीवर पडलेला होताच अनुवादित नाटकांचा बहरही १९ व्या शतकात सुरू होता. मराठी रंगभूमीचे जनक म्हणून विष्णुदास भावेंना पुढे केले जात असले तरी त्यांनी दि.५ नोव्हेंबर १८४३ साली लिहिलेल्या व संस्कृतच्या प्रभावातून आलेल्या 'सीतास्वयंवर' या नाटकाचे स्वरूप म्हणजे पौराणिक दशावताराचाच एक नमूना होता..

मराठी नाट्य रंगभूमी ही संस्कृत रंगभूमी,लोकरंगभूमी आणि पाश्चात्य रंगभूमीच्या प्रभावातूनच पुढे विकसित झाली. रचनेच्या दृष्टीने नाटकाचे चार प्रकार पडतात. शोकात्मिका, सुखात्मिका, मेलोड्रामा, फार्स (प्रहसन), तर एकांकिका, पथनाट्य,नभोनाट्य, नाट्यछटा इ.नाट्यकलेचे उपप्रकार आहेत.त्याचप्रमाणे पौराणिक, ऐतिहासिक, व्यावसायिक, दलित, स्त्रीवादी व ग्रामीण नाटके अशा प्रकारे आधुनिक काळापर्यंत मराठी नाटकांचा विकास होत गेला.

नाटकाच्या व्याख्या:

कथा काव्या कादंबरी या प्रमाणेच नाटक हा देखील एक वाङ्मय प्रकार आहे. नाटकाची रचना, त्याचे घटक, त्याचे तंत्र यातून नाटक या वाङ्मय प्रकाराचे वेगळेपण आपणास जाणवते. हे वेगळेपण समजून घेण्यासाठी नाटक म्हणजे काय? त्याची व्याख्या, घटक, स्वरुप पाहणे आवश्यक आहे. नाटकाची व्याख्या अनेक भारतीय आणि पाश्चात्य नाटककार, समीक्षकांनी केलेली आहे. पाश्चात्य व भारतीय विचारवंत आणि लेखकांनी नाटकाच्या विविध व्याख्या केलेल्या आहेत.काही महत्वपूर्ण व सुसंगत व्याख्यांच्या माध्यमातून आपणास नाटक म्हणजे काय? हे स्पष्ट करता येईल. त्या व्याख्या खालीलप्रमाणे आहेत. भारतीयांचा प्रमुख नाट्यशास्त्रकार भरत मुनी यांनी नाटकाचे जे विवेचन केले आहे त्याविषयी

1. श्री. ना बनहट्टी म्हणतात “सुखदुःखांनी युक्त असे जे लोकांचे जीवन, प्रकृती वैशिष्ट्य आहे ते अंगीक इत्यादी प्रकारच्या अभिनयाने प्रदर्शित

केले जाते त्यास नाट्य असे म्हणतात." या ठिकाणी मानवी जीवनातील सुखदुःख आणि अभिनय याला महत्त्व दिले आहे.

2. कृ.रा. सावंत नाटकाबद्दल म्हणतात " नटामार्फत रंगमंचावर प्रेक्षकांसमोर सादर करण्यासाठी रचलेली बव्हंशी संवादयुक्त कथा म्हणजे नाटक"
3. नाटकामध्ये सादरीकरणाला जसे महत्त्व आहे, तसेच नाट्यात्मक परिणामालाही महत्त्व आहे. यामुळे नाटक म्हणजे दृश्य काव्य असेही म्हटले जाते.
4. "नाटक ही निसर्गाची नक्कल आहे, मात्र अनुकरण नाही." - कोलरिज
5. " नाटक हा मानवी मनाचा सांस्कृतिक उद्गा आहे.' -भालचंद्र फडके (मराठी समीक्षक)

यांच्या सह ना.सी.फडके, पु.ल.देशपांडे, वसंत कानेटकर, आचार्य अत्रे इ.आधुनिक लेखकांनीही नाटकाच्या व्याख्या केलेल्या आहेत.या निवडक व्याख्येतून शेवटी 'नाटक' म्हणजेच 'एका समूहाने बहूसंख्य लोकसमुदायासमोर अभिनयाद्वारे सादर करावयाची कला आहे असे म्हणता येईल.

महात्मा जोतीराव फुले जीवन आणि कार्य:

महात्मा फुल्यांचा जन्म ११ एप्रिल १८२७ रोजी पुण्यात झाला. त्यांचे मूळ गाव 'सातारा' जिल्ह्यात, 'खटाव' तालुक्यातील 'कटगुण हे आहे. गोविंदराव आणि चिमणाबाई हे त्यांचे माता-पिता आहेत. त्यांच्या वडिलांना राणोजी व कृष्णा हे दोन भाऊ होते.शेट्टीबा हे म.फुल्यांचे आजोबा होते.महात्मा फुले यांच्या जीवनातील अनेक घटना संघर्षशील आहेत. बालपणापासूनच ते चिकित्सक वृत्तीचे होते. छत्रपती शिवाजी महाराज, संत कबीर,सावता माळी, संत तुकाराम यासारख्या महापुरुषांच्या पुरोगामी विचारांचा प्रभाव तसेच थॉमस पेन यांच्या 'Rights of Man' या ग्रंथाचाही महात्मा फुल्यांच्या व्यक्तिमत्त्वावर अनुकूल परिणाम झालेला दिसून येतो.

भारताच्या स्वातंत्र्य चळवळीत भाग घेण्यासाठी त्यांनी १८४७ ला लहुजी वस्ताद साळवे यांच्या आखाड्यातून शरीरयष्टी कमवली.योग्य ते मार्गदर्शन घेतले पण राजकीय स्वातंत्र्यापेक्षा देशातील सामाजिक वातावरणही त्यांना प्रतिकूल दिसले.कारण १९ व्या शतकात समाजात भट-ब्राम्हण व जमीनदार वर्गाची सर्व क्षेत्रात मक्तेदारी होती. अस्पृश्यता,शिवाशिव, अज्ञान, अंधश्रद्धा, बालविवाह, सतीप्रथा, केशवपन, स्त्रीपुरूष विषमता या बुरसटलेल्या परंपरा सर्रासपणे सुरूच होत्या.यामुळे समाजात कनिष्ठ मानलेल्या बहूसंख्य असणाऱ्या शूद्रातिशूद्रांसह स्त्रीयांचीही पिळवणूक होत आहे असे फुल्यांनी ओळखले व ही अन्यायी व्यवस्था बदलण्यासाठी त्यांनी आपले कर्तव्य चोखपणे सुरू केले.त्यांच्या काही ठळक कृतिशील घटना अशा आहेत.

1. १८४८ ला पुणे येथे मुलींसाठी पहिली शाळा काढली.
2. आपल्या निरक्षर पत्नीला साक्षर करून शाळा शिकवण्यासाठी तयार केले.
3. १८६३ ला बालहत्या प्रतिबंधक गृह सुरू करून अनेक स्त्रियांच्या समस्या सोडवल्या.
4. आपल्या घरचा पाण्याचा हौद सार्वजनिक म्हणून शूद्रातिशूद्रांसाठी खूला केला.
5. मंत्रालय परिसरात उभारून इंग्रज सरकारला गोरगरीबांच्या परिस्थितीची जाणीव करून दिली.
6. २४ सप्टेंबर १८७३ रोजी बहुजन समाजाला ब्राह्मणी गुलामगिरीतून मुक्त करण्यासाठी व सत्यधर्माची शिकवण देण्यासाठी 'सत्यशोधक समाज पक्ष' स्थापन केले.
7. 'बॉम्बे मिल हँड्स असोसिएशन'व पुणे कमर्शियल अॅंड काॅंट्रॅक्टिंग कंपनी' या बांधकाम कंपनीचे कंत्राटदार असतांना कात्रजचा घाट, खडकवासला धरण, बोरीबंदर रेल्वे स्टेशन, मुंबईच्या फोर्ट भागातील इमारती अशी अनेक पुणे, मुंबईतील पक्की बांधकामे आजही भक्कम अवस्थेत आहेत.
8. महात्मा फुल्यांनी रस्त्यावरची लढाई लढतांनाच समाजाला संघटित करून योग्य दिशा देण्यासाठी विद्रोही विचारांची पेरणी करण्यासाठी गुलामगिरी सारख्या अनेक वैचारिक ग्रंथांचे लेखन केले.

महात्मा फुले यांनी १८५५ ते १८८९ अशा प्रदीर्घ (३४वर्ष) काळापर्यंत सातत्याने चिंतन मनन व लेखन केलेले आपणास दिसून येते. प्रथम त्यांनी१८५५ ला 'तृतीय रत्न' हे सामाजिक नाटक लिहिले.त्यानंतर १८६७ साली कुळवाडी भूषण छत्रपती शिवाजी महाराजांचा पोवाडा व महंमद पैगंबर यांचा पोवाडा लिहिला. १८६७ सालीच 'ब्राह्मणांचे कसब'हा ग्रंथ व संत तुकारामांच्या अभंग गाथेप्रमाणेच 'अखंड' ही सुंदर काव्यरचनाही त्यांनी लिहिली आहे.तर पुढे १३ जून १८८५ ला त्यांनी 'सत्सार' भाग १व२, इशारा', 'गुलामगिरी' (१जून १८७३), 'शेतकऱ्यांचा आसूड' (१८जुलै १८८३),'ब्राह्मणांचे कसब' (१८६७), 'अस्पृश्यांची कैफियत' या परिवर्तनवादी ग्रंथांचे लेखन केले. त्यांनी १९ आॅक्टोबर १८८८ रोजी हंटर शिक्षण अयोगाला दिलेले निवेदन,पांढरपेशा वर्गाच्या तथाकथित पहिल्या मराठी ग्रंथकार सभेचा(अ.भा.म.साहित्य संमेलन) जाहीर निषेध करणारे ११ जून १८८५ ला लिहिलेले रोखठोक भाषेतील त्यांचे पत्रलेखन आणि आयुष्याच्या शेवटी भयंकर आजाराने ग्रस्त असतांनाही डाव्या हाताने लिहून १ एप्रिल १८८९ रोजी पूर्ण केलेले 'सार्वजनिक सत्यधर्म' हा समस्त बहुजनांना सत्यधर्माची ओळख पटवून देणारा चिकित्सक ग्रंथ अशी विपूल वैचारिक साहित्यसंपदा निर्माण करून महात्मा फुल्यांनी आधुनिक मराठी साहित्याचे विश्वच समृध्द केले आहे.

'तृतीय रत्न' नाटकाविषयीची महात्मा फुले यांची भूमिका व हेतू

'तृतीय रत्न' हे नाटक लिहिण्याचा आपला हेतू काय होता याविषयी प्रस्तूत नाटकाच्या सुरूवातीलाच स्वत: जोतीराव फुले म्हणतात.."भट,जोशी आपल्या मतलबी धर्माच्या थापा देऊन अज्ञानी शुद्रांस कसकसे फसवून खातात व ख्रिस्ती धर्मोपदेशक मात्र शुद्रांना खरे ज्ञान देऊन त्यांना सत्याचा मार्ग दाखवतात."असे सांगून फुल्यांनी सनातनी (हिंदू) ब्राम्हण व धर्मोपदेश करण्यासाठी आलेल्या विदेशी ख्रिस्तीबांधव यांच्यातील फरक स्पष्ट करून इंग्रजच कसे समतावादी विचाराचे होते हे दाखवले आहे.

तसेच 'गुलामगिरी' या ग्रथाच्या प्रस्तावनेत 'तृतीय रत्न' नाटकाविषयी खंत व्यक्त करतांना महात्मा फुले लिहितात.. "१८५५ साली आपण दक्षिणा प्राईज कमिटीकडे या नाटकाचे (तृतीयरत्न)हस्तलिखित अर्पण केले.परंतु तिथेही असल्या भिडस्त भट सभासदांच्या आग्रहामुळे युरोपियन सभासदांचे काही चालेना,तेंव्हा त्या कमिटीने माझी चोपडी नापसंत केली.अखेर मी ते पुस्तक एकीकडेस टाकून,काही वर्षे लोटल्यानंतर दुसरी लहानशी ब्राम्हणांच्या कसबांविषयी नवीन चोपडी तयार करून आपल्या स्वत:च्या खर्चाने छापून प्रसिध्द केली."

यावरूनच आपली समाजपरिवर्तनवादी चळवळ मजबूत आणि परिणामकारक करण्यासाठी नाटकासारख्या प्रभावी हत्याराचा वापर करण्याची महात्मा फुल्यांची भूमिका व हेतू उदात्त अशा स्वरूपाची होती हे कळून येते.

'तृतीय रत्न' नाटकाचे स्वरूप:

१८५५ साली महात्मा जोतीराव फुल्यांनी 'तृतीय रत्न' हे नाटक लिहिले आहे.प्रस्तूत नाटक हे मराठी वाड्मयाच्या इतिहासातील आधुनिक काळातील पहिलेच सामाजिक नाटक आहे. इंग्रजपूर्व काळात चातुर्वर्ण्य व्यवस्थेमुळे ब्राह्मणांशिवाय इतरांना विद्या शिकण्याची बंदीच घालण्यात आली होती. बहुजन समाजावर मुठभर ब्राम्हणांचे नियंत्रण होते.

तत्कालिन देवभोळया व अज्ञानी, कुणबी शेतकरीवर्ग, शूद्रातिशूद्रांसह स्त्रियांनाही ब्राह्मणांनी अनेक भूलथापा देऊन, स्वर्ग नरकाची भीती दाखवून त्यांचे चहूबाजूंनी कसे मानसिक व आर्थिक शोषण करीत होते याचे फार मार्मिक पध्दतीने विश्लेषण करून या नाटकात सनातनी व कर्मठ व्यवस्थेचा महात्मा फुले यांनी अतिशय परखड शब्दांत समाचार घेतलेला आहे.

'तृतीय रत्न' हे नाटक प्रथम इ.स. १९७९ मध्ये बाबा आढाव यांच्या 'पुरोगामी सत्यशोधक' या नावाजलेल्या मासिकातून एप्रिल-मे-जूनच्या दुसऱ्या अंकात प्रा.सीताराम रायकर यांच्या प्रस्तावनेसह प्रकाशित झाले आहे. प्रा. रायकर यांना बुलढाणा येथील सत्यशोधक विचारवंत म.फुल्यांचे चरित्रकार

पंढरीनाथ सीताराम पाटील यांच्या संग्रही 'तृतीय रत्न' नाटकाच्या तीन हस्तलिखित प्रती मिळाल्या होत्या. तीनपैकी एका प्रतीवर 'त्रितीय नेत्र' (तिसरा डोळा) असेही शीर्षक प्रा. रायकरांना तिथे आढळून आले होते. इ.स. १८५५ मध्ये लिहिलेल्या या नाटकाच्या हस्तलिखित प्रती इ.स. १९७९ (तब्बल १२५ वर्षांनी) मिळाली.

'तृतीय रत्न' नाटकाचे आशयविश्व:

सकाळी सकाळीच एक जोशीबुवा भिक्षा मागण्यासाठी गावात घरोघरी जातो.तेंव्हा त्याला एका कुणबी शेतकऱ्याच्या घरी त्याची गरोदर बायको एकटीच असल्याचे निदर्शनास येते.ही नामी संधी साधुन तो जोशी ग्रह,तारे, नक्षत्र आणि राशीभविष्य पाहण्याचे नाटक करत तिच्या घरी टपकतो.ती गरोदर स्त्री त्याची चाहूल लागताच आपल्या घरातील थोडीशी कोरडी भिक्षा जोशीबुवाला देण्यासाठी आणते.तेंव्हा जोशी ती भिक्षा नाकारतो कारण, त्याला जास्त भिक्षेची हाव असते.त्यावेळी ती स्त्री आपण फार गरीब आहोत हे सांगताना त्याला म्हणते, "मी गरीब दुबळी,माझा नवरा तर सर्व चार रूपये दरमहा मिळवीत असतो." एवढे म्हटल्यावर देखील तो जोशी आपला हेकटपणा काही सोडत नाही. उलट तो बाईलाच म्हणतो की, "एवढ्याशा भिक्षेने माझे पोट कसे भरेल? व मी तुझे कल्याण तरी कसे चिंतावे?" तेंव्हा बाई त्याला खडसावून म्हणते, "आम्ही तुमच्या पोटाची काळजी कुठवर घ्यावी?असे सांगून त्याला एखादा रोजगार करण्याचा सल्ला ती देते.रोजगार किंवा धंदा करणे आमच्या कपाळीच नाही असे मनातल्या मनात पुटपुटत जोशी त्या गरीब कुणब्याच्या बायकोला शेजारच्या स्त्री सारखेच तुझेही नुकसान झाले म्हणजे मी जबाबदार नाही अशी भीती दाखवतो.पण बाई म्हणते की, "शेजारच्या स्त्रीचे बाळ तर नशीबाने मेले!"असे म्हटल्यावर लगेच जोशीबुवा पुढे म्हणतो कसा, "मला जर त्या बाईने जास्त संतोषविले (भरपूर भिक्षा दिली) असते तर मी तिच्या बाळाची पीडा दूर करून तिला पुत्रवती केले असते." अशी फुशारकी जोशी मारतो.

शेवटी बाई जोशीच्या त्या वाक्याने घाबरून जाऊन त्याला यातून काही तरी मार्ग काढण्यासाठी विनवणी करत तुम्ही सांगाल ते करु असे म्हणते.पुढे जोशी ब्राह्मण त्या बाईला तिचे नाव विचारले असता 'जोगाई' असे ती आपले नाव सांगताक्षणी बाई तुझी रास मकर असून या राशीच्या शनीमुळे तुझ्या गर्भातील बाळाला भयानक संकट येणार आहे व हे संकट तुझ्या नवऱ्याला सुध्दा घातक असल्याचे भासवून, "तुला दर शनिवारी पंचमुख्या मारूतीला रूईच्या फुलांची अथवा पानांची माळ वाहून येणाऱ्या श्रावण महिन्यात ३३ ब्राम्हणांना तूप पोळयांचे भोजन करावे लागेल."असे तिला कबूल करायला भाग पाडतो. तेवढ्यात तिचा नवरा घरी येतो तेव्हा ती आपल्या नवऱ्याला सर्व हकीकत समजून सांगते.तोही क्षणात तिला होकार देऊन टाकतो.यावरूनच तत्कालीन महाराष्ट्रातील सर्वसामान्य समाजजीवनावर मनुवादी, ब्राह्मणी वर्चस्वाचा पगडा किती मजबूत होता याची प्रचिती येते.शेवटी दोघे नवरा बायको मिळून ठरल्याप्रमाणे एका सावकाराकडून आपल्या ऐपतीपेक्षा अगाऊ कर्ज काढतात आणि ३३ ब्राम्हणांना भोजन देऊन संतूष्ट करतात.यातच जोशाची पत्नी तर आपल्या आई, वडील,भाऊ व इतर नातेवाईक अशा सर्वांनाच जेवायला बोलावून घेतले पाहिजे असे जोशीला म्हणते.ते मान्य करून जोशी आपल्या स्त्रीला सांगतो की,"तू त्याला (कुणबी शेतकरी) असे सांग कीं,आज रात्री तू आमच्या येथेच निजावयास ये; कारण उद्या प्रांत:काळी भांडी वगैरे घासून देण्यासाठी आमच्या घरी मोलकरी गडी नाही."कारण जोशी भांडी घासायला दहा रुपये लागतात म्हणून त्याला राबवून घेण्याचा प्रयत्न करतो हे किती निंदनीय आहे. दामू हा जोशीचा भाऊ असतो.

जोशी त्यालाही भोजनासाठी बोलावतो.हा दामू त्या कुणब्याला आठ दिवस जप घालण्याची सूचना देऊन स्वतःला नवीन धोत्रे आणण्यासाठी त्याला रोख रक्कम मागतो. एकाअर्थाने ब्राह्मण पुरोहित गोरगरीब शेतकरी वर्गाला धर्म आणि देवाच्या नावाने वेगवेगळया मार्गाने कसा पोखरून खाऊ पाहतो याचे मन विषण्ण करणारे वर्णन प्रस्तुत नाटकातून महात्मा फुल्यांनी वास्तव केले आहे.ब्राम्हण भोजन उरकले असता त्या कुणबी जोडप्यांना जोशी देवळात घेऊन जातो व आशीर्वाद देतांना तिथे पाद्री साहेब योग्य वेळी येतात व पाहतात तर काय की चक्क एका ब्राह्मणाने शेतकरी

कुटुंबाकडून भरमसाठ दक्षिण वगैरे घेऊन त्यांची कशी फसवणूक करत आहे.या नाटकात पाद्री व विदूषक ढोंगी बाबा- बुवांच्या कपटी कारस्थानावर आसूड ओढतात.सदर नाटकात विद्येचे महत्त्व पटवून देण्यासाठी महात्मा फुले आपल्या एका उद्बोधक वाक्यातून म्हणतात की, "ब्राम्हणांनी कुणबी लोकांना इतके अज्ञानी करून ठेवले आहे की याला देव आणि दगड यातील फरक सुध्दा कळत नाही."ते पुन्हा म्हणतात, की,"पाद्र्याच्या शिकवणीने थोडे फार ज्ञान यांस प्राप्त झाले आहे. या नाटकात विदूषक व पाद्री ही दोन्ही पात्रे उपहासात्मक शब्दांत मुक्त संवादातून समाज प्रबोधन करणारी अत्यंत महत्वपूर्ण पात्रे आहेत.हे पाद्री व विदूषक धूर्त, मतलबी बाबा बुवांच्या कपटी कारस्थानावर आसूड ओढतात.

ज्येष्ठ समीक्षक डॉ.दत्ता भगत म्हणतात की, प्रस्तुत नाटकातील पाद्री म्हणजेच स्वतः महात्मा फुलेच असावेत असा अंदाज व्यक्त केला आहे.तर मोतीराम कटारे यांनी आपल्या 'फुले आंबेडकरी चळवळ आणि साहित्य चिंतन'या पुस्तकात पान नं.३७ वर विदूषक हाच महात्मा फुले आहेत असे म्हटले आहे.या पाद्री व विदूषकाच्या माध्यमातूनच महात्मा फुल्यांनी आपले परिवर्तनवादी विचार समाजात पोहोचवण्यासाठी या पात्रांची नवनिर्मिती केली आहे असे डॉ.प्रतिभा अहिरे म्हणतात. विदूषक लोकांना सुरूवातीपासूनच सकारात्मक विचार देतो.

ज्यावेळी जोशीने कुणबी स्त्रीला बाळावरील संकटाविषयी भीती दाखवतो तेव्हा यावर विदूषक म्हणतो, की "जोशी आपल्या मुलांस कसे मरू देता हे तुम्ही त्याला विचारा." पुढे तो म्हणतो,"हा जोशी जर मरणापासून माणसांना वाचवतो तर, इंग्रज सरकार सर्व औषधी उपाय करण्यास एकीकडे ठेवून सर्व इस्पितळेही मोडून ते सर्व काम जोशाच्या गळ्यात का बांधित नाहीत." असा विज्ञानवादी सवाल तो जनतेला करतो. पुढे एका संवादात तर तो असे म्हणतो की, "या जोशांना जर भविष्य सांगता येते तर कारंज्यावर उडी मारून मेलेल्या पेशव्यांविषयी सर्व त्यांच्या सरदारस पूर्वी कळवावे म्हणून जोशींचे ज्ञान त्यावेळेस कुठे बंगल्यात गेले होते काय?"असे अनेक वैज्ञानिक प्रश्न तो उपस्थित करतो."अहो जेथे पसाभर दाणे मिळण्याची भ्रांत, तेथून हा जोशी कसा भात युक्तीने काढीतात. ग्रहाच्या पिडा अगदी खोट्या आहेत असे जोशाच्या बोलण्यावरून सिद्ध झाले आहे ते असे की, जोशी आणि जोगाईची रास एकच असून जोशीला त्याच्या पोळया खा म्हणतो." पुढे विदूषकाचे वाक्य पहा, "ब्राह्मणच ग्रहाचे बाप ठरल्यामुळे ग्रह ब्राह्मणांना कसे पीडा करतील?"अशा छोट्या छोट्या व्युक्तीवादाने हा विदूषक जोशींचे पितळच उघडे पाडतो.व सामान्य जनतेला जागृत करतो.या नाटकांमध्ये जोशी म्हणतो कसा की, ब्राह्मण हे पूर्वीपासूनच १८ वर्णांचे गुरू असल्यामुळे तुम्ही शूद्रातिशूद्रांनी आम्हांस वंदावे यातच तुम्हास ईश्वर प्राप्ती आहे." असे म्हणून पिढ्यानपिढ्या बहुजन समाजाला गुलाम करणाऱ्या ब्राम्हणांना प्रस्तुत नाटकातून पाद्रीनेही जोरदार आव्हान दिले आहे.कां पाटीलबुवा तुम्हाला देव किती आहेत याविषयी काही माहिती आहे का? अशा प्रकारे जगाची व देवाची निर्मिती कशी झाली, ती कोणी केली देवाचे अस्तित्व काय आहे असे नाना प्रश्न विचारून पाद्री साहेब प्रेक्षकांना अंतर्मुख करतो. विदूषक सर्व लोकांकडे हात करून म्हणतो,ब्राह्मणाने इतर शूद्र अति शूद्र जातीवर केलेली विद्या बंदी उठवून त्यांना शिकवून शहाणें करण्याकरिता ईश्वराने या देशावर इंग्रजांना पाठविलें आहे. शूद्रादी अति शूद्र शिकून शहाणे झाल्यावर तें इंग्रजांचे उपकार विसरणार नाहीत व मग पेशवाईपेक्षा शंभर पटीने इंग्रजी राज्य पसंत करतील. तो पुन्हा म्हणतो की, पण पुढे जर मोंगलांप्रमाणे इंग्रज लोक या देशातील प्रजेला छळतील तर विद्या शिकून शहाणे झालेले शूद्र अतिशूद्र लोक पूर्वी शूद्रात झालेल्या जहाँमर्द शिवाजीप्रमाणे आपले शूद्रादी अति शूद्रांचे राज्य स्थापून अमेरिकेतील लोकांप्रमाणे आपला राज्यकारभार आपण पाहतील, पण भटांची ती दुष्टी व नष्ट पेशवाई आता पुढे या देशावर कधीच येणार नाही. हे या जोशीबुवांनी पक्के ध्यानात ठेवावे. आणि तसेंच जी ईश्वरप्राप्ती भटांना झाली नाहीं ती ते तुम्हा शूद्रास कोठून करून देतील ? असे म्हणून विदूषकाने ब्राह्मणी व्यवस्थेलाच धक्का दिला आहे.अर्थातच पाद्री साहेब आणि विदूषकाच्या जहाल विचारातून कुणबी पती- पत्नी भानावर येतात. ख्रिस्ती मिशनऱ्यांनी सुरू केलेले बहुजनांच्या प्रबोधनाचे व प्रगतीच्या कार्याचे

कौतुकही महात्मा फुलेंनी आपल्या सदर नाटकातून केलेले आहे.

बाईचा नवरा म्हणतो,"अहो भटजी.इंग्रजी राज्यापुढें आतां तुमची ती जुलमी पेशवाई कधीच टिकाव धरून पुढे येणार नाही.त्या पेशवाईत शूद्रांवर व त्याहूनही अतिशूद्र जे मांग-महार यांचेवर जो जुलूम झाला त्याची आतां आठवण होणे देखील नको." तो असेही म्हणतो,"या इंग्रजी राज्यात आमच्या लोकांनी विद्या शिकल्यावर त्यांना चांगले कळूं लागेल व मग पुढें ते तुमच्या भटाब्राम्हणांचे काही एक चालू देणार नाहीत.

'तृतीय रत्न 'या नाटकात एकीकडे ऐतखाऊ ब्राह्मण वर्ग भक्तीच्या नावाखाली आयुष्यभर भोळयाभाबड्या जनतेला लुटून चैन उपभोगतांना दिसून येतो.तर दुसरीकडे आयुष्यभर प्रामाणिकपणे प्रचंड मेहनत करून जगणारा शेतकरी, कष्टकरी शूद्रतिशूद्रांचा वर्ग अज्ञान व अंधश्रद्धा यामुळे कर्जबाजारी होऊन ब्राह्मणी व्यवस्थेच्या जोखडात निमूटपणे शोषला जातो.असे हे विषम व्यवस्थेचे भेसूर चित्र महात्मा फुल्यांनी मध्ये रेखाटले आहे.

'तृतीय रत्न' नाटकाच्या अखेरीस बाईचा शेतकरी नवरा तिला म्हणतो,"अगे लवकर जेवण आटोपून आपल्या घरापलिकडील त्या रा.रा.जोतीराव गोविंदराव फुले यांच्या वाड्यात त्यांची स्त्री सौ.सावित्रीबाई फुले यांनी उपवर स्त्रियांसाठी सुरू केलेल्या रात्रशाळेत तू आजपासून जावे."तो पुढे म्हणतो की, "जोतीराव फुले यांनी वयस्कर (प्रौढ) पुरूषांकरिता तिथेच चालू केलेल्या रात्रशाळेत मी आजपासून जाणे सुरू करितो." "या पूर्वी सुध्दा त्यांनी आपल्याला पुष्कळ वेळा आग्रह केला होता पण आपण तिकडे गेलो नाही ही आपली मोठी चूक झाली."अशी खंतही तो कुणबी व्यक्त करतो.हे ऐकून त्याची बायकोही त्याला शाळेत जाण्यास होकार देऊन म्हणते,"ठीक आहे, चला तर मग आपण दोघे आजपासून रोज रात्री फुल्यांच्या रात्रशाळेत जाऊन लिहायला,वाचायला शिकू.म्हणजेच पुढे आपल्याला जगातील सर्व गोष्टी कळू लागतील."

अशा पध्दतीने ते दोघं नवरा बायको मिळून जेवण झाल्यानंतर आपापल्या हाती पाटी व लेखणी घेऊन फुल्यांच्या प्रौढांसाठीच्या रात्रीच्या शाळेत शिक्षण घेण्यासाठी जातात.येथे नाटकाची सांगता होते.

'तृतीय रत्न' नाटकाची भाषाशैली:

भाषा हे संवादाचे एक माध्यम आहे. ते मानवी जीवन व्यवहाराचे एक अपरिहार्य साधन आहे असे सांगितले जाते.पण शतकानुशतके इथल्या मूठभर विशिष्ट उच्चवर्गांनी देशातील बहुसंख्य लोकांना ज्ञानापासून वंचित ठेवले. ज्ञान घेणे आणि देणे ही आपलीच मक्तेदारी आहे असे मनुस्मृती व इतर अनेक धार्मिक ग्रंथाधारे प्रतिपादन केले. मात्र, समाजक्रांतीकारक महात्मा फुल्यांनी आपल्या रांगड्या भाषेत विपूल ग्रंथ लेखन करून सामाजिक, धार्मिक राजकीय व सांस्कृतिक गुलामगिरीविरुद्ध बंड केले आहे. प्रस्थापित मनुवादी व्यवस्था महात्मा फुल्यांच्या साहित्याला नेहमीच दुय्यम दर्जा दिला आहे. स्वतःला स्वयंघोषित मराठी भाषेचा शिवाजी म्हणवून घेणाऱ्या विष्णुशास्त्री चिपळूणकरांनी महात्मा फुल्यांना व्याकरणाचे ज्ञान नाही त्यांची भाषा अतिशय गावंढळ व ओबडधोबड आहे असे म्हटले आहे.वास्तविक पाहता फुल्यांच्या विचार व कार्याला तूच्छ लेखणाऱ्या चिपळूणकर वगैरेंच्या साहित्यात पांढरपेशा वर्गांचेच चित्रण आहे.याउलट महात्मा फुल्यांनी तळागाळातील सर्वसामान्य लोकांच्या प्रश्नांना अधोरेखित केले आहे. म्हणूनच डॉ.दिनेश मोरे फुल्यांच्या भाषाशैलीबाबत म्हणतात, "जे पोटात तेच ओठात असल्यामुळे त्यांच्या शब्दा-शब्दाला धार होती.ते पुढे असेही म्हणतात,की अत्यंत तर्कशुद्ध व रोखठोक भाषा व व्यवहार यामुळे त्यांचे साहित्य समजण्यासाठी सोपे होते. म.फुल्यांच्या भाषेविषयी महर्षी विठ्ठल रामजी शिंदे यांच मतही डॉ.मोरे उद्धृत करतात.महर्षी शिंदे यांनी " फुल्यांचे लेखन एखाद्या रानफळाप्रमाणे आहे. ते फारसे रसाळ नसले तरी औषधी गुणांनी ओतप्रोत आहे."असे म्हटले आहे. प्रस्तुत नाटकातून महात्मा फुल्यांनी साध्या सोप्या भाषेत अतिशय बोलकी पण विचारप्रवर्तक वाक्यं लिहिली आहेत. त्यांची भाषा सारस्वतांप्रमाणे रसाळ व अलंकारिक नव्हती तर ती रोखठोक व कणखर होती.काही उदाहरणे पुढीलप्रमाणे देता येतील. "चूप चूप ब्राम्हणाच्या बुवा गडबड करू नको." "बुवाजींची तुंबडी भरली ना!" "टिरीला पाय लावून पळाला असता." "आम्ही किती केले तरी कुणब्याची जात.बाप दाखव नाहीतर पिंड

पाड." लुटीचे गहू आणि बाबाचे श्राद्ध, या नाटकात मुसलमानाचे एक पात्र आहे तो पाद्री साहेबाला म्हणतो की,"क्यंऊ पाद्री साहेब पिच्छलें दिनोंमे हमारे बादशहावोने हिंदूके बड बुतोंकू फोड डालेसो अच्छा किया;तो पुढे म्हणतो ये सब लोग उन्होंके नाम से तानें मार - मारकर रोते है; ये बडा अबसोस है. यावर पाद्री त्याला म्हणतात,"टुमकूं माआलूम नहीं मेरे साहाब टुमारे बादशहावोने इन्होंके बुतोंकू फोड डाले,सो अच्छा किया यह सच है,लेकीन उन्होने उन्होंसे हमारे मूजब तकरीर करकरके उन्होंके हातोंसे फोडा नहीं." कुणब्याच्या बायकोचेही काही ठळक शब्द सांगता येतील.हत्ती एव्हढाले पंतोजी, अशा अनेक संवादावरूनच "तलवारीच्या धारेलाही लाजवेल अशी धार त्यांच्या वाणी आणि लेखणीला होती."असे प्रसिद्ध मराठी समीक्षक डॉ.प्रतिभा अहिरे यांनी आपल्या म.फु.समग्र वाड्मयाच्या संपादकीय ग्रंथाच्या प्रस्तावनेत पान नं.१५ वर म्हटले आहे.

परंतु जोतीराव फुल्यांच्या नाटकाचा आशय व विषय लक्षात न घेताच त्यांच्या भाषेला व्याकरणिक तराजूत अडकवून ठेवले आहे.महात्मा फुल्यांच्या सावलीची सुध्दा बरोबरी करू न शकणाऱ्या उच्चभ्रू वर्गातील तथाकथित पांढरपेशा विचारवंतांपेक्षा महान सर्वसमावेशक राष्ट्रीय पातळीवरील लेखन व कार्य जोतिरावांनी आपल्यासाठी करून ठेवलेले आहे.

'तृतीय रत्न' नाटकाची ठळक वैशिष्ट्ये:

1. समाजाला शिक्षणाचे महत्त्व साध्या व सोप्या भाषेत पटवून देणारे 'तृतीय रत्न' हे नाटक पहिलेच सामाजिक नाटक आहे.
2. समाजप्रबोधन व परिवर्तन हेच प्रस्तूत नाटकाचे सूत्र आहे.
3. हे नाटक केवळ २८ पानाचे असून यातील संवाद मात्र उद्देशपूर्ण व मार्मिक आहेत.
4. 'तृतीय रत्न' नाटकातील सर्वच पात्रे व कथानकाद्वारे म.फुल्यांनी समाजाला आपल्या सामाजिक,धार्मिक व आर्थिक शोषणाविरूध्द बंड करण्यास प्रवृत्त करतात.
5. लोकनाट्य व वगनाट्याप्रमाणेच 'तृतीय रत्न' नाटकाची पात्रे मुक्त संचार करणारी पात्रे आहेत.
6. जोशी हे एकमेव नामाभिधान असलेली व्यक्तीरेखा सोडली तर कुणबी शेतकरी,त्याची बायको, पाद्री, विदूषक व इतर बाकी सर्व पात्रे त्या त्या वंचित जमातीचे नेतृत्व करतात.
7. या नाटकात सलगपणे एकापाठोपाठ एक प्रसंग लिहिलेले आहेत.
8. प्रस्तूत नाटकातील विदूषक नावाची व्यक्तीरेखा समाज बदलासाठी जोतीराव फुल्यांचेच विचार प्रेक्षकांपर्यंत पोहोचवते.
9. 'तृतीय रत्न' या नाटकात एकूण आठ पात्रं असून आशय आणि अभिव्यक्तीच्या दृष्टीने हे अत्यंत महत्त्वाचे नाटक आहे.
10. महात्मा फुले लिखित 'तृतीय रत्न' हे नाटक प्रयोगशिल असून आजही ते अव्वल दर्जाचे ठरते.
11. 'तृतीय रत्न' या नाटकाचे आणखी एक महत्त्वाचे वैशिष्ट्य म्हणजे आधुनिक काळात शिक्षणाचा प्रसार व प्रचार जोमाने व्हावा यासाठी या नाटकाचा प्रयोग प्रेक्षकांच्या थेट अंत:करणाला भिडतो.
12. 'तृतीय रत्न' (१८५५) या नाटकापासूनच पुढे सामाजिक नाटकांचा विशेष प्रवाह मराठी साहित्यात वेगाने सुरू झालेला आपणास दिसतो.
13. परिणामकारक व वस्तुनिष्ठ संवादलेखन हे 'तृतीय रत्न' या नाटकाचे प्रमुख वेगळेपण आहे.
14. 'तृतीय रत्न'(ज्ञानचक्षू) हे नाटकाचे शीर्षकही महात्मा फुल्यांनी समर्पक असे ठेवले आहे.

अशाप्रकारे 'तृतीय रत्न' या नाटकाची वैशिष्ट्ये सांगता येतील.

समारोप:

शेवटी आपल्या 'तृतीय रत्न' नाटकातून समाजसुधारक महात्मा फुले यांनी मम्रर्मभेदी शब्दात प्रतिगामी, ढोंगी व पाखंडी व्यवस्थेची चिरफाड करून १९ व्या शतकातील दुष्ट रूढी-परंपरा उच्चनीचता,जातीभेद आणि कर्मकांड,अज्ञान व गुलामगिरीच्या भयंकर दलदलीत अडकलेल्या कुणबी, तेली, माळी, धनगर, मांग, महार, ढोर, चांभार, कैकाडी अशा बहिष्कृत जातीतील अठरापगड दलित, आदिवासी, उपेक्षित बहुजन

समाजाला त्यांच्या अधोगतीचे मुख्य कारण अज्ञानपणातच आहे याची जाणीव स्पष्टपणे करून दिली. यावर भाष्य करतांनाच ब्राह्मणी व्यवस्थेंनी देवपूजा, दानधर्म, व्रतवैकल्ये,नशीब उपास-तापास या माध्यमातून समाजाची मानसिक व आर्थिक फसवणूक कशी केली हे सोदाहरण दाखवून दिले आहे. आजही यामध्ये फारसा फरक पडलेला नाही. नगण्य हमीभाव, कर्जबाजारीपणा, शेतींची पडझड, त्यातूनच उद्भवणाऱ्या शेतकरी आत्महत्या हे आजच्या युगातील भयावह चित्र दिसत आहे. म्हणूनच बहुजन समाजाने महात्मा फुल्यांनी लिहिलेले 'तृतीय रत्न' नाटकातील त्यांच्या समाज परिवर्तनवादी विचारांपासून प्रेरणा घेऊन निश्चितपणे वाटचाल केली तर आजचे आपले भेडसावणारे अनेक गंभीर प्रश्न सुटतील व आपला भविष्यकाळ उज्ज्वल होईल यात तिळमात्र शंका नाही.म्हणून फुल्यांनी लिहिलेल्या 'तृतीय रत्न' या सामाजिक नाटकाची उपयुक्तता काल आणि आजही तंतोतंत लागू पडते.

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सारांश :-

दैनंदिन जीवन हे अधिक यांत्रिक व गुंतागुंतीचे होत चालले आहे. सूर्य उगवल्यापासून रस्त्यावर असंख्य वाहने पळत असतात. रस्ते गजबजलेले असतात. लोकसंख्येची प्रचंड वाढ व मृत्यूचे घटलेले प्रमाण यामुळे जिकडे - तिकडे गर्दीचे वातावरण आहे. देशात सर्वत्र शहरीकरण मोठ्या प्रमाणात आहे. कारखाने यंत्र प्रदूषण यांचे प्रमाण वाढले आहे. परंतु सर्वांमध्ये आपणही यंत्रमानवासारखे बनलो आहोत, आरोग्य कुठेतरी हरवले आहे. शरीराची आरोग्याची काळजी घ्यायला वेळ कुठे आहे. पण आरोग्याकडे दुर्लक्ष करून चालणार नाही. आजचा विद्यार्थी हा या धावपळीच्या युगात आपले बालपण हरवून बसत आहे. आरोग्याची आहाराची काळजी घ्यायला पालकांकडे वेळ नाही. पण त्यांच्याकडून अपेक्षा मात्र खूप केल्या जातात. शरीर हीच खरी संपत्ती आहे. हे विसरून चालणार नाही. आजचे विद्यार्थी हे उद्याचे भावी नागरिक आहेत. आरोग्यदायी सवयी रुजवणे अत्यंत गरजेचे आहे.

शब्द कुंजी:- आरोग्य, उपक्रम, प्रदूषण, आरोग्यदायी सवयी, दैनंदिन जीवन,कौटुंबिक स्वास्थ्य, समाज स्वास्थ्य, भावनिक स्वास्थ्य, मुलभूत हक्क,आरोग्य संस्कार, परिणामकारकता,अनुवंशिक आजार, वैयक्तिक स्वच्छता, उपाय योजना इत्यादी.

प्रस्तावना :-

आरोग्य हा प्रत्येक व्यक्तीचा जन्मसिद्ध हक्क आहे. पण त्याचबरोबर त्याला कर्तव्याचीही ही दुसरी बाजू आहे हे आरोग्य संपादन करण्यासाठी व्यक्तींना व समाजाला जागरूक राहणे व्यक्तींना व समाजाला जागरूक राहणे आवश्यक आहे, याची जाणीव आरोग्य शिक्षणातून करून देणे गरजेचे आहे. ज्या परिसरात व्यक्ती राहते त्या परिसरावर तिचे स्वास्थ्य अवलंबून असते व व्यक्तीच्या स्वास्थाच्या दर्जावर समाजाचे स्वास्थ्य अवलंबून आहे. जागतिक आरोग्य संघटनेने केलेल्या आरोग्याच्या व्याख्येत फक्त आजाराचा अभाव अशी कल्पना नसून संपूर्ण स्वास्थ्याचा समावेश आहे. यात शारीरिक, मानसिक, भावनिक स्वास्थ्याचा ही समावेश आहे. आरोग्य शिक्षणातून प्राथमिक ज्ञान छात्राध्यापकांना आहेच, पण त्यांना या ज्ञानाचे उपयोजन करण्यास शिकवणे, जीवन जगताना या ज्ञानाचे प्रभावीपणे उपयोग करावयास शिकवणे, आरोग्य शिक्षणाने साध्य होईल. आरोग्य संपादन करणे हा प्रत्येक माणसाचा मूलभूत हक्क आहे. ही गोष्ट संयुक्त राष्ट्र संघाने व जागतिक आरोग्य संघटनेने ह्या दोघांनी मान्य केले आहे. हे प्राथमिक स्तरापासून माहिती करून देणे गरज आहे. म्हणून आपण आरोग्य शिक्षणावर भर देणे आज काळाची गरज आहे.

संशोधन उद्दिष्टे :-

1. विद्यार्थ्यांमध्ये आरोग्यपूर्ण होण्याची इच्छा निर्माण करणे.
2. त्यांना आरोग्याच्या संकल्पनेविषयी ज्ञान देणे व त्याच्या विषयी जागृत करून देणे.
3. आरोग्यावर विपरीत परिणाम करणाऱ्या घटकांचा परिचय करून देणे.
4. निरोगी राहण्यासाठी आरोग्य ज्ञान देणे. आरोग्यदायी सवयी व आरोग्यदायी सकारात्मक दृष्टिकोन तयार करणे.

5. वैयक्तिक स्वास्थ्य, कौटुंबिक स्वास्थ्य व समाजाचे स्वास्थ्य टिकवण्यासाठी व्यक्तिगत व सामाजिक रित्या काय करता येईल याची जाणीव निर्माण करणे.

संशोधनाची गरज :-

शिक्षण आणि जीवन एकाच नाण्याच्या दोन बाजू आहेत. मनुष्याचे वैयक्तिक प्रगती व सामाजिक प्रगती ही शरीर या साधनाने करणे शक्य, शरीर संपत्ती ही महत्त्वाची संपत्ती आहे. आपली शारीरिक क्षमता टिकवण्यासाठी तसेच वाढविण्यासाठी शरीराची योग्य काळजी घेणे होणे गरजेचे आहे. आरोग्य शिक्षण समग्र शालेय शिक्षण कार्यान्वित करण्यास मदत करते. आरोग्य शिक्षण हे बालकांच्या शारीरिक व मानसिक, भावनिक विकास यातून घडतो.माणूस हा सवयीचा गुलाम आहे असे म्हणतात, पण या सवयी अयोग्य असतील तर त्या समाजाला हा विघातक ठरू शकतात.

शाळा म्हणजे समाजाची छोटी प्रतिकृती अशी शाळेची एक संकल्पना आहे. लोक समुदायाचे पर्यायाने विशिष्ट समाजाचे प्रतिबिंब शाळेत शाळेच्या व्यवस्थापनात घडते. या अर्थाने शाळा हे समाजाचे छोटे रूप असते. शालेय समाज हा बाह्य समाजाप्रमाणे लोकसमुदायातून कार्यरत असतो. शाळा हे समाजाचे छोटे रूप आहे.

संशोधन महत्व :-

आशिया खंडातील अनेक देशांची गणना गरीब देश म्हणून केली जाते. या देशांमध्ये भारताचा समावेश आहे. येथील जनतेचे आरोग्य उत्तम प्रकारचे नाही असे आरोग्य तज्ञ सांगतात. येथील लोक अनेक रोगांचे बळी ठरतात. दूर करून जनतेचे आरोग्य विषयक जागतिक परिषद भरवण्यात आली होती. यात 2000 पर्यंत सर्वांना आरोग्य हे ध्येय स्वीकारण्यात या ध्येयाकडे वाटचाल करताना आपल्या देशात विविध प्रयत्न केले जात आहेत.

शरीर ही परमेश्वराकडून लाभलेली अलोकिक देणगी आहे. शरीराची अशी स्थिती की ज्यामुळे हे स्वाभाविक राहील, नैसर्गिक राहील याची काळजी घेणे, आजची मुले हे उद्याचे नागरिक आहेत. या मुलांवर लक्ष केंद्रित करून स्वच्छता व आरोग्याचे संस्कार रुजविले तर सवयी निर्माण होतील.

समस्या विधान :-

"जिल्हा परिषद प्राथमिक शाळा कळमनुरी येथील इयत्ता दुसरीतील विद्यार्थ्यांमध्ये आरोग्यदायी सवयी निर्माण होण्यासाठी राबविलेल्या उपक्रमाची परिणामकारकता तपासणे एक अभ्यास"

आरोग्यदायी सवयी :- नीटनेटके, स्वच्छ राहण्याबाबतच्या सवयी नखे कापणे, केस विंचरणे, दात घासणे, स्वच्छ गणवेश घालणे इत्यादी.

उपक्रम :- आरोग्य सवयी लावण्यासाठी करावे लागणारे प्रयत्न.

संशोधन व्याप्ती :-

1. प्रस्तुत संशोधनासाठी हिंगोली जिल्ह्यातील कळमनुरी तालुका पुरते मर्यादित आहे.

2. प्रस्तुत संशोधने हे दुसरीतील विद्यार्थ्यांमध्ये आरोग्यदायी सवय निर्माण करणे व राबविण्यात येणारे उपक्रम.

3. कळमनुरी तालुक्यातील जिल्हा परिषद शाळेतील 30 विद्यार्थ्यांपुरते आहे.

संशोधनाची मर्यादा:-

1. प्रस्तुत संशोधन हे कळमनुरी तालुका पुरते मर्यादित आहे.
2. संशोधनाचा कालावधी 2023 - 2024 पुरते मर्यादित आहे.
3. संशोधन हे इयत्ता दुसरीतील विद्यार्थ्यांमध्ये आरोग्यदायी सवयी पुरतेच मर्यादित आहे.
4. संशोधन हे जि.प्रा.शाळा कळमनुरी शाळेतील इयत्ता दुसरीतील विद्यार्थ्यांच्या आरोग्यावर सवयींवर मर्यादित आहे.

संशोधनाची परिकल्पना :-

(1).जि.प्रा.शाळा कळमनुरी येथील इयत्ता दुसरीतील विद्यार्थ्यांमध्ये आरोग्यदायी विषय सवयींची अभाव आहे.

(2).जि.प्रा.शाळा कळमनुरी येथील इयत्ता दुसरीच्या विद्यार्थ्यांमध्ये आरोग्यदायी सवय निर्माण करण्यासाठी राबविलेले उपक्रम उपयुक्त ठरतात.

संशोधन साधने :- निरीक्षण तंत्र व पडताळा सूची हे साधन वापरले आहे.

संशोधन पद्धती :- प्रायोगिक संशोधन पद्धती.

संशोधन निष्कर्ष :-

(1). आरोग्य ही जीवनाची गुरुकिल्ली आहे. सुखी व समृद्ध जीवन जगण्यासाठी प्रगती साधण्यासाठी विद्यार्थ्यांमध्ये आरोग्यदायी सवयी निर्माण करणे.

(2).इयत्ता दुसरीच्या विद्यार्थ्यांमध्ये आरोग्यदायी सवयी प्रमाण कमी असते. याचे कारण वयाचा अजाणतेपणा.

(3).विद्यार्थ्यांमध्ये आरोग्य सवयी निर्माण करण्यासाठी नवनवीन उपक्रम राबविल्यास विद्यार्थ्यांच्या सवयी मध्ये सुधारणा दिसून येते.

(4).विद्यार्थ्यांच्या आरोग्यदायी सवयीत झालेली सुधारणा म्हणजे राबवलेल्या उपक्रमाचे फलित आहे.

(5).आरोग्यदायी उपक्रमाच्या नियोजनबद्ध अंमलबजावणीच्या सातत्यामुळे वर्तनात सुधारणा होऊन सवयी निर्माण होतात.

(6).विद्यार्थ्यांच्या आरोग्यदायी सवयींचा परिणाम त्यांच्या उपस्थितीवर तसेच शैक्षणिक प्रगतीवर होतो.

संशोधनाची परिमर्यादा :-

(1). पालकांची आर्थिक परिस्थिती.

(2). अनुवंशिक आजार.

संशोधनाची गृहितके :-

(1).दुसरीतील परिसर अभ्यास या विषयांमध्ये आरोग्य विषयक सवयी बाबत माहिती दिली आहे.

(2).कुटुंब, शाळा, परिसर इत्यादी विद्यार्थ्यांच्या आरोग्यविषयक सवयींवर प्रभाव पडतो.

(3).विद्यार्थ्यांच्या अध्ययनावर व उपस्थितीवर आरोग्य विषयक सवयींचा परिणाम होतो.

(4).शाळेत राबवल्या जाणाऱ्या आरोग्यविषयक उपक्रमातून विद्यार्थ्यांना आरोग्य विषयक सवयीची जाणीव होत असते.

(5).परिसर अभ्यास या विषयातून आरोग्य शिक्षणाची उपयुक्तता, वैयक्तिक स्वच्छतेची गरज याविषयी माहिती दिली आहे.

संशोधनाची उद्दिष्टे :-

(1).कळमनुरी येथील इयत्ता दुसरीच्या विद्यार्थ्यांमध्ये आरोग्यदायी सुविधांचा शोध घेणे.

(2).जि.प.प्रा.शाळा कळमनुरी येथील शाळेमध्ये आरोग्यदायी सवयी निर्माण करण्यासाठी उपक्रमाची अंमलबजावणी करणे व परिणामकारकता तपासणे.

(3).जि.प.प्रा.शाळा कळमनुरी इयत्ता दुसरीतील विद्यार्थ्यांमध्ये आरोग्यदायी सवयीत सुधारणा करण्यासाठी उपाय योजना सुचविणे.

(4).इयत्ता दुसरीतील अभ्यासक्रमात अभ्यास या विषयात आरोग्य विषयक सवयी बाबत माहिती आहे पण त्याकडे दुर्लक्ष होते.

(5).परिपाठाच्या वेळी विद्यार्थ्यांचे नखे,हात, दात यांची तपासणी व विविध स्पर्धेचे आयोजन केल्यामुळे विद्यार्थी हात, दात,केस स्वच्छ ठेवू लागली.

(6).आरसा हसला, आरसा रडला या उपक्रमामुळे विद्यार्थ्यांना स्वतःचे शरीर, चेहरा स्वच्छ नीटनेटके असल्यास व्यक्तिमत्व उठून दिसते व प्रसन्न वाटते हे समजते.

(7).आरोग्यवर्धक सप्ताहात सात दिवस आरोग्याचे महत्त्व सांगणारे उपक्रम व स्पर्धा आयोजित केल्यामुळे विद्यार्थ्यांमध्ये स्वच्छता, नीटनेटकेपणा, शिस्त या विषयाच्या आरोग्यदायी सवयीत सुधारणा झाल्याचे दिसून आले.

(8).आरोग्य तपासणी डॉक्टर व्याख्याना मुळे विद्यार्थ्यांना आरोग्याचे महत्त्व पटले. तसेच आहारात पालेभाज्या फळे यांची उपयुक्तता वाढली.

(9).हातरुमाल, नेलकटर, कंगवा, साबण यासारख्या वस्तूंचा वाटपामुळे विद्यार्थी वस्तूचा वापर नियमितपणे करू लागले.

(10).पालकांचे दारिद्र्य, अज्ञान, अंधश्रद्धा या गोष्टींचाही विद्यार्थी आरोग्य सवयीवर परिणाम होतो.

(11).विद्यार्थ्यांमध्ये सवयी निर्माण करण्यासाठी नवनवीन उपक्रम राबविण्यास विद्यार्थ्यांच्या सवयी मध्ये सुधारणा दिसून येते.

(12). विद्यार्थ्यांच्या आरोग्यदायी सवयीत सुधारणा म्हणजे राबवलेल्या उपक्रमाचे फलित आहे.

(13).परिसर अभ्यास या विषयात आरोग्याचे महत्त्व सांगणारे घटक आहेत. परंतु या विषयाकडे फारसे लक्ष दिले जात नाहीत, तेव्हा यावर भर द्यावा.

(14).आरोग्य तज्ञाकडून आरोग्य तपासणी करून घ्यावी.

(15).विद्यार्थ्यांच्या सततच्या अनुपस्थितीचे कारणे जाणून घेऊन उपाययोजना कराव्यात.

संशोधन शिफारशी :-

(1).पालकांनी पाल्याच्या आरोग्याकडे लक्ष द्यावे.

(2).स्वच्छता, नीटनेटकेपणा यावर विशेष भर द्यावा.

(3).अंधश्रद्धा सोडून आजारी पडल्यास दवाखान्यात तपासणी करावी.

(4).योग,आहार,व्यायाम करावा. पौष्टिक आहाराचा समावेश करावा.

(5).विद्यार्थ्यांमध्ये आरोग्यदायी सवयी निर्माण करण्यासाठी मुख्याध्यापकांनी शाळेतील सर्व वर्गासाठी विविध उपक्रम आखावेत.

(6)शिक्षकांकडून उपक्रमासाठी प्रभावीपणे नियोजनबद्ध कार्यवाही करून घ्यावी.

(7).शाळेत जागतिक आरोग्य दिन साजरा करावा.

(8).अभ्यासक्रमात आरोग्यदायी सवयीवर महत्व सांगणाऱ्या घटकांचा प्रभावीपणे समावेश करावा.

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The Impact of Reward Systems on Employee Motivation and Performance

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Abstract:

This paper explores the role of reward systems in enhancing employee motivation and performance. It examines various types of rewards, their psychological and practical effects, and the conditions under which they are most effective. The study draws on existing literature, case studies, and empirical research to provide a comprehensive understanding of how reward systems can be designed to optimize organizational outcomes.
Keyword: Intrinsic Rewards, Extrinsic Rewards, Motivation, Monetary, Non-Monetary

Introduction:

Background:

Employee motivation and performance are crucial determinants of organizational success. Companies constantly seek ways to enhance these factors to achieve higher productivity, better employee satisfaction, and overall improved organizational performance. One of the most effective strategies for achieving these goals is the implementation of a well-structured reward system.

Objective:

This paper aims to analyze how different reward systems impact employee motivation and performance. It seeks to understand the psychological mechanisms behind reward systems and how they influence employee behavior and attitudes. By examining various types of rewards and their effectiveness, the study aims to provide insights into designing reward systems that align with both organizational goals and employee needs.

Scope:

The paper focuses on both monetary and non-monetary rewards and distinguishes between intrinsic and extrinsic motivation. It covers a wide range of industries and organizational levels to provide a comprehensive view of the topic. The analysis includes theoretical perspectives, empirical research, and real-world case studies.

Thesis Statement:

Effective reward systems can significantly enhance employee motivation and performance when they are designed to align with organizational goals and the diverse needs of employees. By understanding the dynamics of different reward types, organizations can create a motivating environment that fosters high performance and job satisfaction.

Literature Review:

Theories of Motivation:

- **Maslow's Hierarchy of Needs**: This theory posits that individuals are motivated by a hierarchy of needs, starting from physiological needs to self-actualization. Understanding where employees are in this hierarchy can help design effective rewards.
- **Herzberg's Two-Factor Theory**: This theory divides job factors into motivators and hygiene factors. Rewards can be seen as motivators that lead to job satisfaction and improved performance.
- **Self-Determination Theory (SDT)**: SDT emphasizes the importance of intrinsic motivation and the need for autonomy, competence, and relatedness. Rewards that support these needs can enhance intrinsic motivation.
- **Expectancy Theory**: This theory suggests that motivation is influenced by the expected outcome of performance. Rewards can increase motivation by linking performance with desirable outcomes.

Types of Rewards

- **Intrinsic vs. Extrinsic Rewards**: Intrinsic rewards come from within the individual (e.g., job satisfaction, personal growth), while extrinsic rewards are external (e.g., bonuses, promotions).
- **Monetary vs. Non-Monetary Rewards**: Monetary rewards include salary increases and bonuses, while non-monetary rewards include recognition, career development opportunities, and work-life balance initiatives.

Previous Research Findings

- Studies have shown varying effectiveness of different reward systems. For instance, monetary rewards may lead to short-term performance boosts, but non-monetary rewards are often more effective for long-term motivation.
- Case studies from various industries demonstrate successful reward system implementations, highlighting the importance of context and customization.

Methodology:

Research Design:

The research will employ both qualitative and quantitative methods to provide a comprehensive analysis. Surveys will gather quantitative data, while interviews and case studies will provide qualitative insights.

Data Collection:

- **Surveys**: Distributed to employees across different industries to measure their perceptions of reward systems and their impact on motivation and performance.
- **Interviews**: Conducted with managers and HR professionals to understand the strategic implementation of reward systems.
- **Case Studies**: Analysis of companies with reputed reward systems to identify best practices and lessons learned.

Sample Population:

The sample will include employees from various sectors, including technology, healthcare, finance, and manufacturing, to ensure a diverse perspective on reward systems.

Data Analysis

- **Quantitative Data**: Statistical analysis using tools like SPSS to identify patterns and correlations between rewards and employee performance.
- **Qualitative Data**: Thematic analysis of interview transcripts and case study reports to extract key themes and insights.

Analysis and Discussion:

Intrinsic Motivation:

- **Role of Job Satisfaction and Personal Growth**: Intrinsic rewards such as job satisfaction, opportunities for personal growth, and a sense of achievement can significantly boost motivation. Employees who find their work meaningful are more likely to be engaged and perform well.
- **Case Studies**: Examples of companies that have successfully implemented intrinsic rewards. For instance, Google offers its employees the freedom to work on personal projects, which fosters innovation and job satisfaction.

Extrinsic Motivation

- **Impact of Financial Incentives**: Monetary rewards like bonuses, salary increments, and profit-sharing can drive short-term performance. However, their effectiveness may diminish over time if not complemented by other forms of recognition.
- **Non-Monetary Rewards**: These include employee recognition programs, awards, professional development opportunities, and work-life balance initiatives. Non-monetary rewards often lead to sustained motivation and loyalty.

Balancing Intrinsic and Extrinsic Rewards

- **Strategies for Combining Rewards**: A balanced reward system that integrates both intrinsic and extrinsic rewards can cater to a diverse workforce. For example, a combination of performance bonuses and career development opportunities can address both short-term and long-term motivational needs.
- **Successful Implementations**: Case studies of organizations that have effectively balanced intrinsic and extrinsic rewards, resulting in high employee motivation and performance.

Conditions for Effectiveness

- **Organizational Culture**: The success of reward systems is heavily influenced by the organizational culture. A culture that values recognition and supports employee development will enhance the effectiveness of reward systems.
- **Alignment with Goals**: Rewards should be aligned with both individual and organizational goals to be effective. Employees need to see a clear connection between their performance and the rewards they receive.

Findings:

Key Insights:

- **Tailored Reward Systems**: Effective reward systems are customized to meet both organizational objectives and individual employee needs.
- **Monetary vs. Non-Monetary Rewards**: While monetary rewards can drive immediate performance, non-monetary rewards are more effective for long-term motivation.
- **Alignment and Customization**: Aligning rewards with job roles and individual preferences enhances their effectiveness and fosters a motivating work environment.

Practical Implications:

- **Designing Effective Reward Systems**: Organizations should design reward systems that are flexible and tailored to their unique context. This includes regularly assessing and updating the reward systems to meet changing needs.
- **Managerial Strategies**: Managers should be trained to implement and sustain reward systems effectively. This includes recognizing individual contributions, providing growth opportunities, and maintaining a supportive work environment.

Conclusion:

Summary of Findings:

The paper summarizes the key insights and their implications for organizations. Effective reward systems are those that are tailored to both the organizational goals and the diverse needs of employees.

Future Research Directions:

Future research could explore the impact of cultural differences on reward system effectiveness, the role of digital technologies in modern reward systems, and longitudinal studies to assess long-term impacts.

Final Thoughts:

Well-designed reward systems play a critical role in enhancing organizational performance and employee well-being. By understanding and implementing effective reward strategies, organizations can foster a motivating environment that supports high performance and job satisfaction.

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